



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

August 17, 2004

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

SUBJECT: Authorization to Execute Agreement with Marie Jones Consulting to Prepare the Second Phase of the Economic Development Strategic Plan (Citywide)

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## DISCUSSION

In June 2000, the City Council adopted the 2010 Long Beach Strategic Plan (2010 Plan) setting forth goals and actions in five areas: neighborhoods; youth and education; safety; economic opportunity; and the environment.

One of the objectives listed in the 2010 Plan is to develop a citywide Economic Development Strategic Plan (EDSP) to implement specific business growth and workforce development goals. Goal B1 of the 2010 Plan is to "Retain, expand, and attract business by encouraging development centered on the City's strengths." The strategic actions related to this goal include the following:

- B1.1 – "Develop a citywide economic development plan overseen by the Economic Development Commission."

The purpose of the EDSP is to ensure that economic development initiatives are planned and focused appropriately to maximize the impact on the City. The EDSP also provides a road map that will define long-range goals and objectives for business development, growth, and attraction. It will also incorporate elements of the North Long Beach Strategic Guide for Development, Central Long Beach Strategic Plan, Westside Industrial Strategy Action Plan, Downtown Strategic Action Plan, and other related studies.

On January 25, 2002, the City of Long Beach entered into a professional services agreement with Rosenow, Spevacek Group, Inc. to prepare the initial phase of a citywide EDSP. This agreement was for a total of \$98,690.

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The initial phase provided the City with a market study. This study identified those forces that drive the Long Beach economy, the composition of the economic base, the city's development capacity, and other external trends impacting the community.

On March 25, 2004, the City of Long Beach issued a Request for Proposals to prepare the second phase of the EDSP. The second phase, the Policy and Implementation Stage, will provide a technical framework for pro-active programs to enhance the business climate and provide a public framework to show how city-wide planning and specific priority recommendations from the EDSP meet the needs for high-paying jobs and quality of life for residents and neighborhoods. The City received nine proposals from qualified consulting agencies.

On May 21, 2004, a panel composed of members of the Economic Development Commission and City staff conducted interviews and is recommending the consulting firm of Marie Jones Consulting. Marie Jones Consulting will collaborate with Prowler Inc., a planning and economic development firm. The consulting team has an extensive background in working with public and private agencies on similar projects. They are currently working with the City of Long Beach on the implementation of the City's sustainable city program. Marie Jones Consulting is also currently working with the City on the adoption and implementation of green building guidelines and a green purchasing program, as well as the completion of a market analysis and feasibility study for the Art Exchange Project. The team also has significant experience in developing economic development strategic plans and actively engaging communities in the public process of economic development. It is estimated the project will take approximately six to eight months to complete.

Exhibit "A" details the elements of the proposed \$146,765 contract.

This letter was reviewed by Assistant City Attorney Heather Mahood on July 8, 2004, and Budget Management Officer David Wodynski on July 13, 2004.

#### TIMING CONSIDERATIONS

City Council action is requested on August 17, 2004 to facilitate the processing of required documents.

#### FISCAL IMPACT

Funding for this activity is currently budgeted in the Community Development Grants Fund (SR 150) and the Redevelopment Fund (RD) in the Department of Community Development (CD). There is no impact on the General Fund.

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IT IS RECOMMENDED THAT THE CITY COUNCIL:

Authorize the City Manager to execute an Agreement in the amount of \$146,765 with Marie Jones Consulting to prepare the second phase of the citywide Economic Development Strategic Plan.

Respectfully submitted,



MELANIE S. FALLON  
DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:

  
GERALD R. MILLER  
CITY MANAGER

MSF:RH:mm

Attachment  
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