



Economic Recovery Strategy

Long Beach City Council

December 15, 2020

Relief Phase

(March 2020 to August 2020)

- **Economic Relief for Working Families and Small Businesses:**
 - ✓ Approved by City Council March 17th
 - ✓ Included (9) individual items to be considered by City Attorney and City Manager staff such as Worker Protection Ordinance, Eviction Moratorium, etc.
- **Economic Relief Package:**
 - ✓ Approved by City Council April 14th
 - ✓ Included (24) individual recommendations covering worker protections, tenant protections, regulatory reforms, etc.)
 - ✓ Covered period between March through July during complete shutdown

Transition Phase

(August 2020 to March 2021)

- Extension of Economic Relief Programs:
 - ✓ Worker protections, Eviction Moratorium, City Tenant Rent Deferral, Business License and Inspection Fee Deferral, BizCare Programs, CARES Act, Small Business Transition grants, Outdoor Dining Program, etc.
 - ✓ Expired Programs: Supplemental Unemployment Insurance Benefits, PPP loans and grants
 - ✓ Covered period of partial reopening between August to present
 - ✓ Projected to continue until vaccine is distributed and health orders are lifted
 - ✓ Transition may continue through March 2021

Recovery Phase

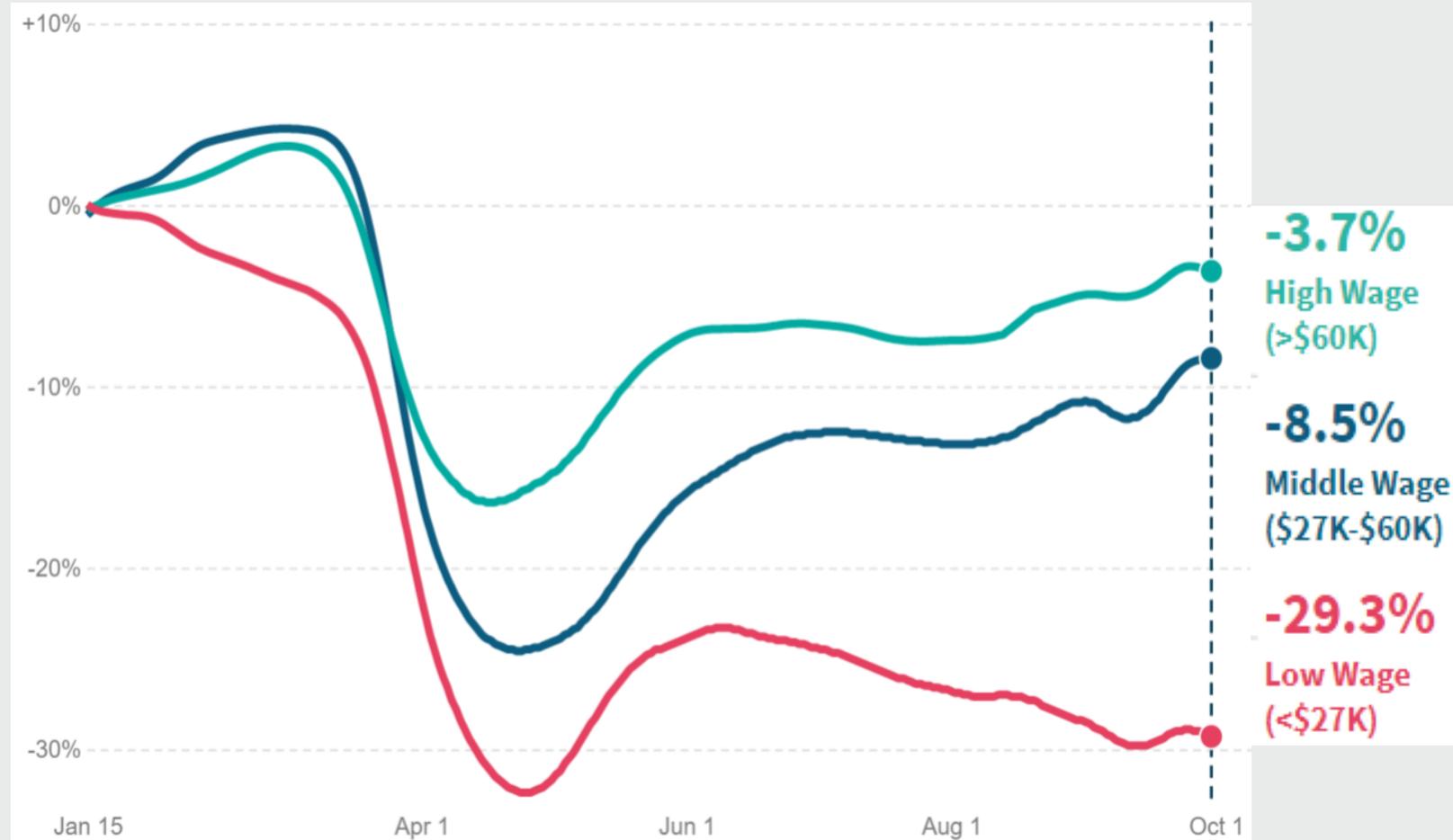
(April 2021 to December 2021)

- Concentrated, strategic investments to stimulate rapid growth and recovery from the economic impacts of COVID-19
 - ✓ Research
 - ✓ Outreach
 - ✓ Key Performance Indicators
 - ✓ Legislation
 - ✓ Infrastructure
 - ✓ Capital Access (loans and grants)
 - ✓ Regulatory Reform
 - ✓ Technical Assistance

Inclusive Economic Recovery Strategy

LA County Employment (since January 2021)

- Earning more than \$60,000:
3.7% lower than January
- Earning \$27,000 to \$60,000:
8.5% lower than January
- Earning less than \$27,000:
29.3% lower than January



Committee Recommendations

Economic Development & Finance Committee (December 1st)

1. Develop a comprehensive Economic Recovery Strategy to accelerate the economic recovery of Long Beach businesses and workers from COVID-19, based on research from the Economic Equity Studies, addressing immediate and urgent items, identifying key performance measures, and recommending shovel-ready projects to be implemented immediately as funding becomes available.
2. Engage with staff from the Economic Development Department, Office of Civic Innovation, Economic Development Commission, Long Beach Economic Partnership, Long Beach Center for Economic Inclusion, and industry partners to conduct a robust community outreach program to solicit input and feedback regarding the Economic Recovery Strategy from local business owners and workers.

Committee Recommendations

Economic Development & Finance Committee (December 1st)

3. Incorporate goals and objectives from the Framework for Racial Reconciliation report to promote a more racially inclusive and equitable economic recovery.
4. Identify and implement the legislative agenda required to advocate for projects identified in the Economic Recovery Strategy and to secure funding from State and Federal governments in future stimulus bills.
5. Prepare and deliver to the City Council for approval no later than April 1, 2021, the Economic Recovery Strategy final report for distribution to the community and partners

Economic Equity Studies

Research:

- A series of action-oriented reports that establish the baseline economic, social, and demographic information.
- Inform the City and its partners about economic impacts of COVID- 19 on the Long Beach community .
- Ensure a racially equitable economic recovery from the economic impacts of the pandemic with an emphasis on high-risk populations.
- *Provide baseline research for the City Economic Recovery Strategy*

Studies

1. Economic Trend Analysis (CSULB)
2. Economic Impact Analysis (CSULB)
3. Ethnographic Impact Study (Consultant)
4. Small Business Survey (CSULB)
5. Restaurant Retention Study (Consultant)

Support

- Community Based Coordinators (Multiple)
- Participant Incentives (Various)
- Administration (Office of Civic Innovation)

Economic Recovery Strategy

Next Steps

- ✓ Economic Development & Finance Committee
- ✓ City Council Priorities
- ✓ Economic Equity Studies Reports
- ✓ Community Outreach
- ✓ Legislative Strategy
- ✓ Final Report to City Council (prior to April 1st)
- ✓ Marketing and Promotion
- ✓ Business and Implementation Planning
- ✓ Identify Funding