



Economic Recovery Strategy—Long Beach Recovery Act

Economic Development & Finance Committee—October 12, 2021

Economic Recovery Strategy

- Approved by the City Council on March 16, 2021
- Funded by American Rescue Plan Act (ARPA)
- Funding and programs adopted by the City Council as part of the FY 22 Budget.
- Available for implementation as part of the new fiscal year October 1st.

BH-22.4

Long Beach Recovery Act FY 21 Impact By Fund Group and Department

FUNDING SOURCE, FUND GROUP, Department	AMOUNT
US DEPT. OF TREASURY - LOCAL GOVERNMENT ARPA ALLOCATION¹	
GENERAL GRANTS FUND GROUP	135,753,078
Citywide Activities Department	135,753,078
GENERAL FUND MADE AVAILABLE DUE TO ARPA FUNDING CITY SERVICES²	
GENERAL FUND GROUP	58,957,500
City Manager Department	300,000
Development Services Department	250,000
Economic Development Department	29,480,000
Financial Management Department	350,000
Health and Human Services Department	21,867,500
Library Services Department	1,110,000
Public Works Department	5,600,000
EMERGENCY RENTAL ASSISTANCE PROGRAM - 2ND ALLOCATION	
COMMUNITY DEVELOPMENT GRANTS FUND GROUP	21,204,940
Development Services Department	21,204,940
US DEPT. OF HUD - HOME ARPA SUPPLEMENTAL ALLOCATION³	
COMMUNITY DEVELOPMENT GRANTS FUND GROUP	10,240,858
Development Services Department	10,240,858
GRAND TOTAL*	226,156,376

¹ The ARPA funds will be received and recorded in the General Grants Fund Group. This appropriation increase is to cover the cost of City services eligible to be funded by ARPA funds per the indirect funding option allowed under the ARPA program. Eligible City costs will be transferred to the General Grants Fund Group, creating a savings in the General Fund Group that will fund the relevant Long Beach Recovery Act programs.

² The appropriation increase represents the amount that is programmed for Long Beach Recovery Act programs, offset by savings in the General Fund Group per the indirect funding option. This amount excludes the "Securing the City's Future" category of approximately \$77 million as no appropriation is necessary.

³ An appropriation increase is requested in the department that will be managing the HUD funding and where final accounting costs will be recorded and doesn't necessarily reflect the department that will be directly managing the program(s).

* Amount excludes program allocations from the following funding sources as appropriation has been or will be requested as part of separate City Council action if necessary:

- ARPA funding for "Securing Our City's Future" allocations
- Emergency Rental Assistance Program - First Allocation
- Epidemiology and Laboratory Capacity Grant
- Airport Operations Grant
- Vaccination Grant
- CDC Health Disparities Grant



Economic Recovery - \$64 Million

- Focuses resources on residents and businesses most impacted by the pandemic



COVID-19 Protection for
Businesses and
Non-Profits:
\$13 million



Direct Business
Support:
\$20.6 million



Airport
Operations:
\$15.1 million



Economic
Inclusion:
\$7.6 million



Clean Long
Beach:
\$4 million



Technical
Assistance:
\$500,000



Economic
Stability:
\$1.6 million



Micro/Public
Transit Pilot:
\$1.6 million

FY22 Economic Development Department Programs

Direct Grants (\$20.5M)

- ✓ Businesses
- ✓ Non-profits
- ✓ Arts Organizations
- ✓ Business Improvement Districts
- ✓ Property Activation
- ✓ Eviction Protection Support
- ✓ Expedited Permitting
- ✓ Storefront Reopening
- ✓ Customer Activation
- ✓ Fee Waiver Grant Program

Economic Inclusion (\$7.6M)

- ✓ Digital Inclusion
- ✓ Diverse Business Council
- ✓ Inclusive Procurement
- ✓ Service Worker Protection
- ✓ WorkLB: On-Demand Workers
- ✓ Youth Workforce Hero Program
- ✓ PLA Community Outreach
- ✓ Economic Empowerment Zones
- ✓ Empowerment Fund Development
- ✓ Inclusive Business Navigators

Other (\$17.5M)

- ✓ BizCare Program (Call Center, Pop-ups, and Outreach Team)
- ✓ Economic Recovery Studies and Community Reporting
- ✓ Clean City Corridor Cleanup Coordination
- ✓ COVID-19 Testing & Tracing Support

Collective Impact Model

- ✓ ED will partner with other Departments and CBOs to deliver these programs.

LONG BEACH RECOVERY ACT PROGRAM ALLOCATIONS

Dept.*	Title	Description	Programmatic Total**
1. ECONOMIC RECOVERY			
COVID-19 PROTECTION FOR BUSINESSES & NONPROFITS			
ED	COVID-19 Protection for Service Sector Businesses, Non-Profits & Workers	Provides funding for COVID-19 testing, epidemiology support, contract tracing, and epidemiologic reporting activities to help protect service sector businesses, non-profits, workers, customers and visitors. Funding from Los Angeles County Epidemiology and Laboratory Capacity (ELC) will help to keep businesses open by tracking COVID, providing free testing for businesses and workers, and contact tracing in the event of outbreaks.	\$ 13,000,000
Subtotal			\$ 13,000,000
DIRECT BUSINESS SUPPORT			
ED	Direct Grants to Restaurants, Breweries, and Bars	Provides working capital grants up to \$25,000 to assist locally-owned, independent, full-service, sit-down restaurant, brewery and bar owners to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from the Restaurant Retention Strategy, and feedback from Community Roundtables with the Long Beach Bar Coalition & Long Beach Restaurant Association. Includes grant funding for community-based support organizations to provide technical assistance to assist with language access, application, and research of other State and Federal grant programs.	\$ 4,000,000
ED	Direct Grants to Fitness and Personal Services Sector Businesses	Provides working capital grants up to \$25,000 to assist gyms, barbershops, salons, and other personal services to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on recommendations from Community Roundtables, Council of Business Associations, and small business owners. Includes grant funding for community-based support organizations to provide technical assistance to assist with language access, application, and research of other State and Federal grant programs.	\$ 4,000,000
ED	Non-Profit Administrative Support Grants	In addition to the funding of non-profits in the Healthy and Safe Communities program that supports direct services to the community, this program provides working capital grants up to \$25,000 to assist non-profit directors and boards to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from Community Roundtables, Arts Council, museum leaders, and creative business owners. Up to 50% of grant funds will be advanced to assist with cash flow so that programming can begin immediately. Up to 25% of grant funds may be used for unrestricted organizational expenses including rent, payroll, administration, and fixed costs.	\$ 2,400,000
ED	Direct Grants to Other Businesses Impacted by COVID-19	Provides working capital grants up to \$10,000 to assist businesses impacted by COVID-19 that are not identified in the categories above that will require support to survive the recovery period. Awards will be based on tiers by revenue, size, employees. This program provides working capital grants to business owners (not included in the categories above), to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from Community Roundtables, Council of Business Associations, and small business owners.	\$ 1,600,000

LONG BEACH RECOVERY ACT PROGRAM ALLOCATIONS

Dept.*	Title	Description	Programmatic Total**
ED	Direct Grants to Arts and Culture Businesses	Provides working capital grants to assist arts and culture business owners and directors to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be similar to the CARES Act program formula and incorporate recommendations from Community Roundtables, Arts Council, museum leaders, and creative business owners.	\$ 900,000
ED	Fee Waivers for Businesses and Non-profits	Grants will be provided on a pro-rated basis to cover the costs of existing or delinquent business licenses, inspection fees, utilities, and other City-related permits for the period of 2021. This will be utilized to bring businesses current on City fees so that they are able to reopen and begin to recover revenue. May also be utilized in-lieu of an "amnesty" or "grace period" recommended through the Roundtables. Businesses and non-profits must demonstrate financial impacts to receive funding.	\$ 2,800,000
ED	Business Supporting Organization Technical Assistance Grants (Business Improvement Districts)	Provides direct grants to certified Business Improvement Districts (BIDs) that provide direct business technical assistance to under-represented business owners of color and women-owned service sector businesses in communities most impacted by COVID-19. Technical assistance includes customer generation, worker safety, customer safety, business transition, accounting, permitting, access to capital, business planning, application for grants and other services to help service sector businesses survive and recover.	\$ 1,600,000
ED	Inclusive Business Navigator Grants	Provides direct grants to business support organizations (non-profit, for-profit, membership-based) that provide direct business technical assistance to under-represented business owners of color, Re-entry entrepreneurs, and women-owned service sector businesses in communities most impacted by COVID-19.	\$ 250,000
ED	Citywide Small Business Navigator Grants	Provides direct grants to non-BID business support organizations (non-profit, for-profit, membership-based) that provide direct business technical assistance to business owners citywide that are not currently supported by BIDs.	\$ 250,000
ED	Visitor Attraction & Hospitality Sector Recovery	Provides the Convention & Visitors Bureau (CVB) and partners funding to coordinate visitor generation and customer activation in the hotel, hospitality, entertainment, and visitor-serving sectors needed to reopen businesses and recover lost jobs. Will promote citywide accommodations and visitor services.	\$ 1,125,000
ED	Customer Activation Grants to Reopen Local Business and Activate Consumer Spending	Provides local non-profit economic development organizations grants to develop, implement, and deliver strategies and events to connect with residents, create a citywide calendar of special events, stimulate private sector consumer spending, encourage residents to "Buy Local" and "Get Outside"; and, attract investment in local service sector businesses experiencing the greatest economic impacts, revenue decline, and job losses.	\$ 450,000
ED	Storefront Reopening: Board-up Removal, Public Safety, Beautification & Activation	Provides funding for a Property Reopening Ombudsman and grants to assist business and property owners with reopening and the removal of plywood board-ups, basic repairs, façade improvements, and beautification of high-need commercial corridors impacted by civil unrest, COVID-19 closures, and other safety or quality of life impacts. Will provide coordination with homeless services, public safety, and other City departments in non-BID areas.	\$ 250,000
ED	Eviction Protection: Commercial Tenant & Landlord Support Coordinator	Provides funding for a Commercial Tenant and Property Owner Assistance Coordinator and community-based organizations in high-need areas to work with community based commercial tenants, property owners, and lenders to access over \$28M in rental relief grants, technical assistance, and other support programs at the local State and federal level already approved by City Council.	\$ 250,000

LONG BEACH RECOVERY ACT PROGRAM ALLOCATIONS

Dept.*	Title	Description	Programmatic Total**
ED	Property Activation: Outdoor Dining, Parklets, Adopt a Business, Pop-up Storefronts	Provides funding for a Property Activation Ombudsman and grants to businesses or property owners for the activation of outdoor spaces and parklets for live entertainment, arts, cultural activities, food, and beverage service during the Recovery. Provides grants to commercial property owners who are willing to activate their spaces for the arts or cultural activities, adopt businesses that need assistance with reopening, temporary business activities, personal services or other service sector activation for the public benefit (or to help businesses restart). Funds will cover the cost of business support and technical assistance, permits, and landlord grants for the use of spaces thru the end of 2021.	\$ 450,000
ED	Expedited Permitting	Provides funding for a Permitting Ombudsman and supplemental staff at Plan Check Intake to assist property owners, businesses, and non-profits with intake, customer service, communications, and streamlining the licensing and permitting process for development projects that require Development Services, Health, Special Events, and Fire Inspections.	\$ 250,000
Subtotal			\$ 20,575,000
ECONOMIC INCLUSION			
ED	Economic & Digital Inclusion Coordination	Provides funding for an aggressive approach to economic inclusion, digital inclusion, language access, Re-entry support, community-based organization coordination, and the implementation of recommendations from the Everyone In Implementation Plan, Framework for Racial Reconciliation, Digital Inclusion Roadmap, and Economic Recovery Strategy initiatives.	\$ 405,000
ED	Bridge the Divide (Residential Connectivity)	Provides grant funding for community based organizations to deliver Chromebooks/hot spots/tech assistance to serve residents adversely impacted by COVID-19 and stay at home orders. Also supports non-profit digital navigator grants for community-based organizations to source households, assist with application, and ongoing implementation.	\$ 900,000
ED	Bridge the Divide (Commercial Connectivity)	Provides grant funding for community based organizations to deliver Chromebooks/hot spots/tech assistance to serve businesses adversely impacted by COVID-19 and stay at home orders. Also supports non-profit digital navigator grants for community-based organizations to source households, assist with application, and ongoing implementation. Will also include technical assistance and training to help small businesses with online customer generation, activation, and payment processing.	\$ 900,000
ED	Business Council for Diverse Business Owners	Provides seed funding to conduct community outreach, develop recommendations, and begin implementation of citywide business council for diverse entrepreneurs including funding for non-profit community based organizations to coordinate, support, and outreach to diverse small businesses, Re-entry business owners, and customer activation citywide.	\$ 250,000
ED	Inclusive Procurement Study & Technical Assistance	Provides funding to initial conduct study, recommend strategies, and coordinate implementation of an inclusive local procurement program to uplift diverse small businesses and leverage City procurement to create economic opportunities for underrepresented local small businesses. Provides funding to recommend and implement changes to City procurement platforms and procurement policies.	\$ 250,000
ED	Service Worker & Customer Protection Program	Dedicates funding for a business outreach Service Sector Liaison to be coordinate COVID-19 Protection for Service Sector Businesses & Worker Protection, Epidemiology and Laboratory Capacity (ELC), PPE acquisition, distribution, outreach, education, and vaccination registration for all service sector workers in the City of Long Beach. Prioritizes the vaccination and PPE protection of 100 percent of service sector workers most impacted by COVID-19 layoffs and job losses (as identified by the State Employment Development Department EDD data).	\$ 200,000

LONG BEACH RECOVERY ACT PROGRAM ALLOCATIONS

Dept.*	Title	Description	Programmatic Total**
ED	WorkLB: On-Demand Worker and Employer Assistance	Provides funding to expand WorkLB, a multifaceted, interactive workforce development platform which offers underemployed job seekers, independent contractors, and Re-entry workers, broad flexibility and choice in their work hours, locations, and type of work for which they are eligible. The platform uses mobile technology to quickly connect employers with workers and functions in any web browser, as an application available for iPhones/iPads and Android devices.	\$ 250,000
ED	Hero Program for Youth Workforce Development	Provides funding to Pacific Gateway to fund Youth Worker programs, provide training, and place youth into positions of employment in high need communities. Will seek to place youth workers into meaningful positions in support of the Recovery Strategy and into positions with local small businesses impacted by COVID-19.	\$ 900,000
ED	PLA Community Outreach	Provides grants to community-based organizations and workforce training providers to develop, design, and implement inclusive worker outreach in high-need Tier 1 communities; with a focus on disengaged youth workers and neighborhoods hardest hit by COVID-19 recession job losses.	\$ 100,000
ED	Economic Empowerment Zones	Creating investment funds for the planning, development, establishment and coordination of special economic zones in areas of the City and sectors most impacted by COVID-19. Funding would be dedicated to the community outreach, business planning, land trust research and investment, small business coordination, arts and culture, housing development, private sector investment attraction, and other services to address economic impacts that have been exacerbated by COVID-19.	\$ 3,000,000
ED	Empowerment Fund Development	Provides seed funding to local community-based non-profit community and economic development corporations to conduct a feasibility study and develop an implementation plan for creating a non-profit community development bank to provide down payment assistance, guaranteed income, HUD certified counseling, financial services, lending, purchase order secured line of credit services for small business procurement, and Land Trust research and investments; for non-profit organizations, under-represented business owners, and disadvantaged home buyer programs.	\$ 450,000
Subtotal			\$ 7,805,000
CLEAN CITIES			
PW	Corridor Cleanups	Provides funding to expand illegally dumped item collection crews and promote scheduled special collection program to reduce illegal dumping. New equipment will allow for staff to access narrow alleys and other difficult terrain for cleanups and provide additional support to neighborhood associations and other group cleanup activities for litter abatement in commercial corridors and support cleaning properties owned by other jurisdictions.	\$ 4,000,000
Subtotal			\$ 4,000,000
TECHNICAL ASSISTANCE			
ED	BizCARE Call Center (570-4BIZ) and Pop-up Locations	Expand support for BizCare customer support programs to assist non-profits, small businesses, and displaced workers with technical assistance regarding City, State, and federal grant guidelines, health orders, loans, PPE acquisition and other services; as well as funding for BizCare Pop-up Centers at locations including City facilities such as Libraries located in high-need areas to promote access and equity.	\$ 250,000
ED	Economic Recovery Study & Community Reporting	Provides funding for "Economic Equity Analysis" from CSULB and/or additional non-profit research organizations to help track, report, and inform the community regarding the Economic Recovery Strategy to mitigate racial impacts of the COVID-19 recession; and, to prevent economic disparities from growing.	\$ 250,000
Subtotal			\$ 500,000

LONG BEACH RECOVERY ACT PROGRAM ALLOCATIONS

Dept.*	Title	Description	Programmatic Total**
ECONOMIC STABILITY			
ED	Direct Income Pilot Program	Program providing direct income to help the Long Beach community meet basic needs and increase the potential for economic stability and advancement.	\$ 1,600,000
Subtotal			\$ 1,600,000
TRANSIT PILOT			
PW	Micro and Public Transit Pilot Program	Provide micro-transit and micro-mobility transportation options to/from business districts to support economic recovery.	\$ 1,600,000
Subtotal			\$ 1,600,000
AIRPORT OPERATIONS			
AP	Airport Operations	Provide rent relief to concessionaires at the Airport and fund a portion of operating and other essential Airport expenses through Fiscal Year 2022.	\$ 15,131,261
Subtotal			\$ 15,131,261
ECONOMIC RECOVERY TOTAL			Total \$ 64,011,261
2. HEALTHY AND SAFE COMMUNITY			
PUBLIC HEALTH COVID-19 RESPONSE			
HE	Public Health COVID Response	Provides free testing at the City's testing sites as well as mobile testing in communities most impacted by COVID, PPE to non-profit organizations serving the City's communities, contact tracing, the local distribution warehouse, educational materials as well as the COVID language access program to ensure educational materials, social media, appointments, and phone responses are available to those where English is not the primary language.	\$ 13,000,000
HE	Vaccination Distribution	Equitably provide vaccinations to all portions of our community to ensure the health of our most vulnerable community members.	\$ 2,700,000
Subtotal			\$ 15,700,000
BASIC NEEDS			
HE	Basic Needs Response Infrastructure	Provides ongoing support for the Basic Needs Resource Line to support community members in connecting with the community services to meet their basic needs. Includes Resource Line staffing, continued investment in Unite Us resource navigation platform, capacity building, marketing, and community partnerships to promote utilization of the platform and enhance basic needs services and connection.	\$ 1,530,000
HE	Food Security	Provides continued support for large scale food distribution in partnership with local food banks and pantries, meal and grocery delivery for older adults and homebound individuals, community-based emergency healthy food pantries, healthy market conversion, urban agriculture, mobile farmers' market program, development of comprehensive citywide food security plan.	\$ 3,200,000
HE	Housing Support and Right to Counsel	Provides assistance to tenants in distress by connecting with appropriate services and providing information about local, state, and federal tenant protection programs such as eviction moratoriums, tenant protections, and rental assistance. Expands the Right to Counsel pilot program with LA County contracted to administer the program, which provides legal representation to prevent mass evictions and displacement.	\$ 810,000
HE	Older Adults Supports	Provides case management and resources for older adults, Senior Center programming, funding for community-based organizations working to address mental health, social isolation, and physical health needs stemming from COVID-19 impacts and funding to PRM Senior Centers to increase virtual programming for older adults to combat social isolation and improve balance and physical fitness, which is deteriorating due to pandemic shutdowns.	\$ 720,000
Subtotal			\$ 6,260,000

Recommendation

Thank You