



## Blueprint 2.0

Economic Development & Finance Committee—October 12, 2021

# Background

## Blueprint

- **2015:** Mayor and City Council requested the Economic Development Commission to prepare an Economic Development Blueprint.
- **Purpose:** to coordinate economic activity across City departments and sectors to foster investment and development in Long Beach.
- **2016:** extensive community outreach, expert study session panels, and economic research reports(Beacon Economics) as basis of the recommendations.
- **2017:** Adopted by the Mayor and City Council on April 4, 2017. 5-Year anniversary will occur April 2022!

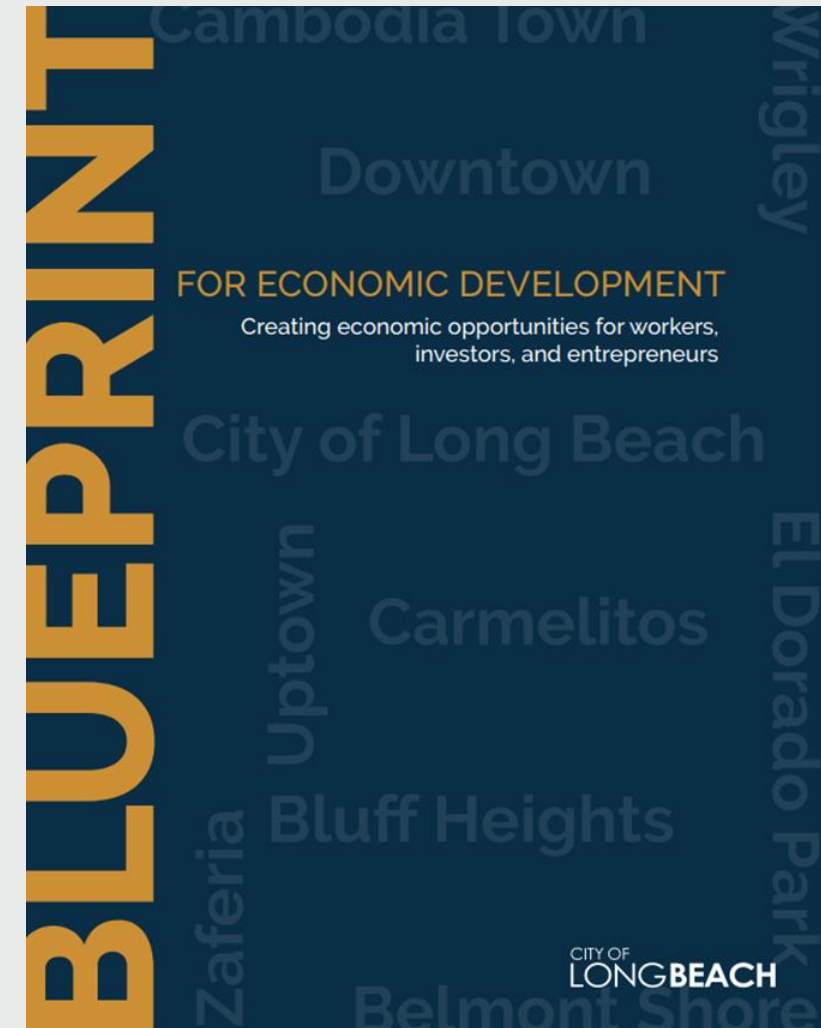


# Background

## Blueprint

***Mission:** Creating equitable economic opportunities for workers, investors, and entrepreneurs.*

- Grow and strengthen established **industry clusters** and emerging sectors in Long Beach
- Increase **access** to economic opportunities in low-income communities to advance economic equity
- Ensure **workforce** preparedness and business competitiveness through an alignment of economic development, training, education, and community partner efforts
- Long-term **investments** in quality of life strategies to grow businesses, jobs, and investment that support a thriving local economy



# Focus Areas

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## ECONOMIC INCLUSION

Increase access to economic opportunities in low-income communities to advance economic equity.

### OBJECTIVES:

- Increase the number of minority-owned and women-owned businesses.
- Increase non-traditional capital resources for minority-owned and women-owned businesses.
- Increase investment in low-income business corridors.
- Increase the percentage of City spending on local businesses, with emphasis on minority and women-owned businesses.
- Increase financial literacy and wealth-building opportunities for young people and disadvantaged families.
- Decrease the digital divide for low-income households.

### RECOMMENDATIONS:

1. Develop plans and strategies to attract investment, improve business corridors, encourage business formation and retention, and support job creation in low-income communities.

2. Enhance competitiveness for workers and small business owners in low-income areas by delivering job training, small business resources, technical assistance, and incentives directly in these areas.
3. Commit to adopting equitable business development practices from other cities around the country.
4. Assess the value of establishing Community Revitalization & Improvement Areas or Enhanced Infrastructure Financing Districts in low-income areas.
5. Partner with lenders to achieve greater access to capital among business owners of color and women in low-income neighborhoods.
6. Work with bank institutions and educational institutions to provide financial literacy training for residents and students in racially/ethnically-concentrated areas of poverty.
7. Identify opportunities to increase access to traditional banking services in West Long Beach and North Long Beach.
8. Develop technology training programs for business owners in low-income communities.

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# Implementation Plan

## Blueprint

1. **Distribution Plan:** integration with other City and Commission plans.
2. **Workplan:** business plans, resources, and timeline.
3. **Tracking & Measuring Results:** online dashboard with real time tracking.
4. **Communications Plan:** marketing, promotion, and language access.
5. **Regular Updates:** ongoing performance reports at monthly meetings, quarterly events, annual reports.
6. **Annual Conference:** provide annual progress report via economic forum.

### IMPLEMENTATION PROCESS



The development of the Blueprint for Economic Development was a collaborative effort involving 26 public meetings, 25 individual listening sessions, and discussions with 20 subject matter expert panelists. The focus areas and key objectives represent aspirational policy goals to move the City towards its vision as the "City of opportunity for workers, investors, and entrepreneurs."

To move the key objectives toward this vision, the following implementation process is recommended:

1. Distribute Blueprint to City Council, City Commissions, City staff and partners, and encourage alignment with economic development goals and objectives.
2. Work with City staff and partners to develop a Blueprint work plan, including specific activities and investments, estimated costs and financial resources, and timeline that will advance key objectives.
3. Develop an online platform for tracking and reporting performance for each of the key objectives for economic development.
4. Produce a communications plan to create awareness and distribute the Blueprint to community, research, investor, and industry partners; including multiple formats and languages to reach diverse stakeholder groups.
5. Provide regular updates to the Economic Development Commission, Economic Development and Finance Committee, and City Council.
6. Organize an annual conference that highlights progress on the Blueprint, including a scorecard focusing on key performance indicators for local economic development.

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## A Vision for 2030

# Call to Action

## Commission Priorities

1. Internet for All
2. Information is Power, Empowering the Powerless
  - a) Address Structural Racism
  - b) Equity & the Essential Workforce
  - c) Invest in the Caring Economy
  - d) Population Health
  - e) Cultivating the Green Economy
  - f) Community Pride & Ownership

### The Equitable Transformation of the Post-COVID-19 Economy

A Call to Action

Economic Development Commission (EDC)

Updated: August 10, 2020

As a community, we are in unprecedented times that offer a critical opportunity for reflection and action.

The COVID-19 pandemic has disrupted all aspects of our lives and our economy. It has stressed critical health and city infrastructure and highlighted racial inequities across our economy, particularly the disproportionate burden placed on our "essential workforce" across all industries and sectors. COVID-19 clearly exposed our growing digital divide and the effects on those who can work from home and those who cannot.

While we sheltered in place, we witnessed the almost immediate transformation of our air quality and health of our oceans as our daily human activities dramatically decreased. This ongoing, global pandemic has given us time to reflect on our humanity and time to take stock in our individual, familial and societal resources and responsibilities. It has also given us time to acknowledge our vulnerabilities and accept that we must do better. We may all be in the same storm, but we are in very different boats.

The viral impact and worldwide ripple effect of the murder of Mr. George Floyd has been a catalyst for the reawakening of our social consciousness. It reignited our need to address the long-standing effects of structural racism at every level in our communities, cities, and country. The confluence of these significant challenges, including structural racism, the future of work, and the need for environmental stewardship is also an important opportunity to reimagine a better, more equitable world.

The City of Long Beach's [10-year Economic Development Blueprint](#) (Blueprint) was developed by the EDC and adopted in 2017. The Blueprint advances a 10-year vision of Long Beach as "the city of opportunity for workers, investors, and entrepreneurs." This document sought to proactively recognize and seek solutions to civic and socio-economic challenges and opportunities. Equity is the foundational element of the [Economic Inclusion Focus Area](#) of the Blueprint. Today, our commitment is to refresh, reassess, refocus, and uplift blueprint activities that will truly make Long Beach a "city of opportunity for all."

Our goal as the EDC is to recommend an effective and sustainable path to position Long Beach as a leader and model for cities of the future. The following priorities and goals acknowledge the recommendations outlined by Black Lives Matter, plans enacted by the City Council, and new initiatives proposed by Mayor Garcia.

1. **Internet for All:** As training, business, and education opportunities move to digital formats the "Digital Divide" is getting wider. Families and businesses in some Long Beach communities have limited or no access to high-speed internet to pursue their education, apply for jobs, or interact with their business customers.

# Blueprint 2.0

## Completed (FY21)

• Blueprint 2.0 Kickoff	October 12 <sup>th</sup>
• Real Estate Development	November 9 <sup>th</sup>
• Small Business Support	December 14 <sup>th</sup>
• Healthcare	January 11 <sup>th</sup>
• Economic Leadership & Cooperation	February 8 <sup>th</sup>
• Engines of Growth	March 8 <sup>th</sup>
• Digital Inclusion	April 12 <sup>th</sup>
• Quality of Life	May 10 <sup>th</sup>
• Economic Inclusion	June 14 <sup>th</sup>
• Creative Economy	July 12 <sup>th</sup>
• Jobs & Workforce Development	August 9 <sup>th</sup>
• 2030 Strategic Plans	September 13 <sup>th</sup>

# Background

## Commission Champion Program

1. Advising staff on the implementation of Blueprint 2.0 Economic Transition initiatives
2. Connecting staff with community partners
3. Identifying funding opportunities to support Blueprint 2.0 Economic Transition initiatives
4. Providing updates at the Economic Development Commission Meetings as needed
5. Serving as a sounding board for ideas
6. Communicating Blueprint 2.0 Economic Transition initiatives progress to the community
7. Attending special events related to economic development subject areas



City of Long Beach  
Economic Development Department  
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Long Beach, CA 90802

**Project:** Commission Champion Program

**Updated:** July 16, 2020

**Lead Staff:** John Keisler, Economic Development Director

**Division(s):** Executive Office, Economic Development Department

**Participants:** Walter Larkins, EDC Chair; Dr. Jessica Schumer, EDC Vice-Chair

**Purpose:**

To ensure the Economic Development Commission remains engaged in the Blueprint Implementation process by advising City staff, engaging community partners, and communicating progress on a regular ongoing basis.

**Objective(s)**

- Identify Commission Champions for 100 percent of COVID-19 Economic Transition initiatives
- Review and approve a Project Plan for 100 percent of COVID-19 Economic Transition initiatives
- Provide at least one status update to the Economic Development Commission for 100 percent of active COVID-19 Economic Transition initiatives
- Identify at least one Community Partner for 100 percent of COVID-19 Economic Transition initiatives

**Activities**

1. Advising staff on the implementation of COVID-19 Economic Transition initiatives
2. Connecting staff with community partners
3. Identifying funding opportunities to support COVID-19 Economic Transition initiatives
4. Providing updates at the Economic Development Commission Meetings as needed
5. Serving as a sounding board for ideas
6. Communicating COVID-19 Economic Transition initiatives progress to the community
7. Attending special events related to economic development subject areas

**Timeline**

- |   |                     |
|---|---------------------|
| • Identify Commission Champions for each initiative | Ongoing (As Needed) |
| • Distribute Commission Champion Program guidelines | July 16, 2020       |
| • Review COVID-19 Economic Transition Initiatives   | Monthly             |
| • Present COVID-19 Project Plans for Approval       | Ongoing (As Needed) |
| • Provide COVID-19 updates to Commission            | Monthly             |

## Looking Forward (FY22)

- |   |                            |
|---|----------------------------|
| • Major Themes & Structure                        | October 11 <sup>th</sup>   |
| • Draft Recommendations                           | November 15 <sup>th</sup>  |
| • Final Draft Discussion                          | December 13 <sup>th</sup>  |
| • Approval: Economic Development Commission (EDC) | January 11 <sup>th</sup>   |
| • Approval: Economic Development & Finance (ED&F) | February 8 <sup>th</sup>   |
| • Approval: City Council (LBCC)                   | March 8 <sup>th</sup>      |
| • Event & Media: 5-Year Anniversary of Blueprint  | April 12 <sup>th</sup>     |
| • Distribution Plan                               | May 10 <sup>th</sup>       |
| • Workplans                                       | June 14 <sup>th</sup>      |
| • Tracking & Measuring Results                    | July 12 <sup>th</sup>      |
| • Communications Plan                             | August 9 <sup>th</sup>     |
| • Annual Reports (Quarterly Forums)               | September 13 <sup>th</sup> |

## A Vision for 2030