



Legislation Text

File #: 22-1361, **Version:** 1

Recommendation to approve the City of Long Beach's (City) Draft Blueprint 2.0 for Economic Development to guide the City's overall economic development work plan for the next ten years. (Citywide)

The City's initial Blueprint for Economic Development was created by the Economic Development Commission (Commission) and adopted by the City Council in April of 2017 and served as the Economic Development Departments' framework for five years. As we emerged from two full years of a pandemic, the economic impact and loss have played out in different and difficult ways across Long Beach. With the totality of these circumstances in mind, the Commission began planning to advance the Blueprint for Economic Development 2.0 (Blueprint 2.0). Blueprint 2.0 was developed through a collaborative process that included a detailed economic analysis by California State University Long Beach's Office of Economic Research, Public Economic Recovery Roundtables, and public study sessions with experts.

Between January and August 22, 2022, the Commission held a total of 25 Economic Recovery Roundtables and 20 study sessions to review reports, receive presentations and input from industry leaders in the areas of the creative economy, development environment, business licensing, digital connectivity, workforce development, international trade, economic inclusion, and infrastructure. City staff presented and solicited input at community meetings, attended events focused on local and regional economic development to learn about best practices, and reviewed other local and regional strategic plans for economic development to inform the planning process. An online option was created to solicit public input for the Blueprint 2.0 using the Economic Development Department's online 4BIZ@longbeach.gov <<mailto:4BIZ@longbeach.gov>> address. The draft Blueprint 2.0 was reviewed and provided feedback by the Economic Development Commission on August 22, 2022, and the Economic Development and Finance Committee on September 20, 2022.

The goal of the Blueprint 2.0 is to advance the vision of Long Beach as a "city of opportunity for workers, investors, and entrepreneurs." The policy recommendations embraced in the Blueprint 2.0 layout the broad focus areas that will drive economic growth over the next ten years, including key industry clusters and emerging sectors, equity and economic inclusion, digital connectivity and inclusion, workforce development, business assistance, the development environment, quality of life, and economic cooperation.

Upon adoption of the Blueprint 2.0 by the City Council, City staff will work with the Commission and community partners to develop a work plan, including specific activities, estimated costs, and identification of resources. Staff will distribute the Blueprint 2.0 to key stakeholders, create an online reporting platform for key objectives, and provide regular

updates to the Commission, community, and the City Council.

This matter was reviewed by Deputy City Attorney Monica Kilaita on October 13, 2022 and by Budget Operations and Development Officer Rhutu Amin Gharib on October 21, 2022.

City Council action is not time critical.

The Blueprint 2.0 is a policy document that lays out the City's overall economic development vision and goals. The projects and programs identified in this plan indicate the type of activities contemplated by the City for the next ten years. Although the Blueprint 2.0 includes projects and program descriptions, the details are not yet known. Project and program details will be developed with the Blueprint's implementation and several of the proposed initiatives are currently unfunded and require new resources prior to implementation. The Blueprint 2.0 does not constitute City approval of projects, programs, or expenditures. As such, there is no fiscal or local job impact associated with this recommendation. This recommendation has a moderate staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities.

Approve recommendation.

BO MARTINEZ
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:

THOMAS B. MODICA
CITY MANAGER