

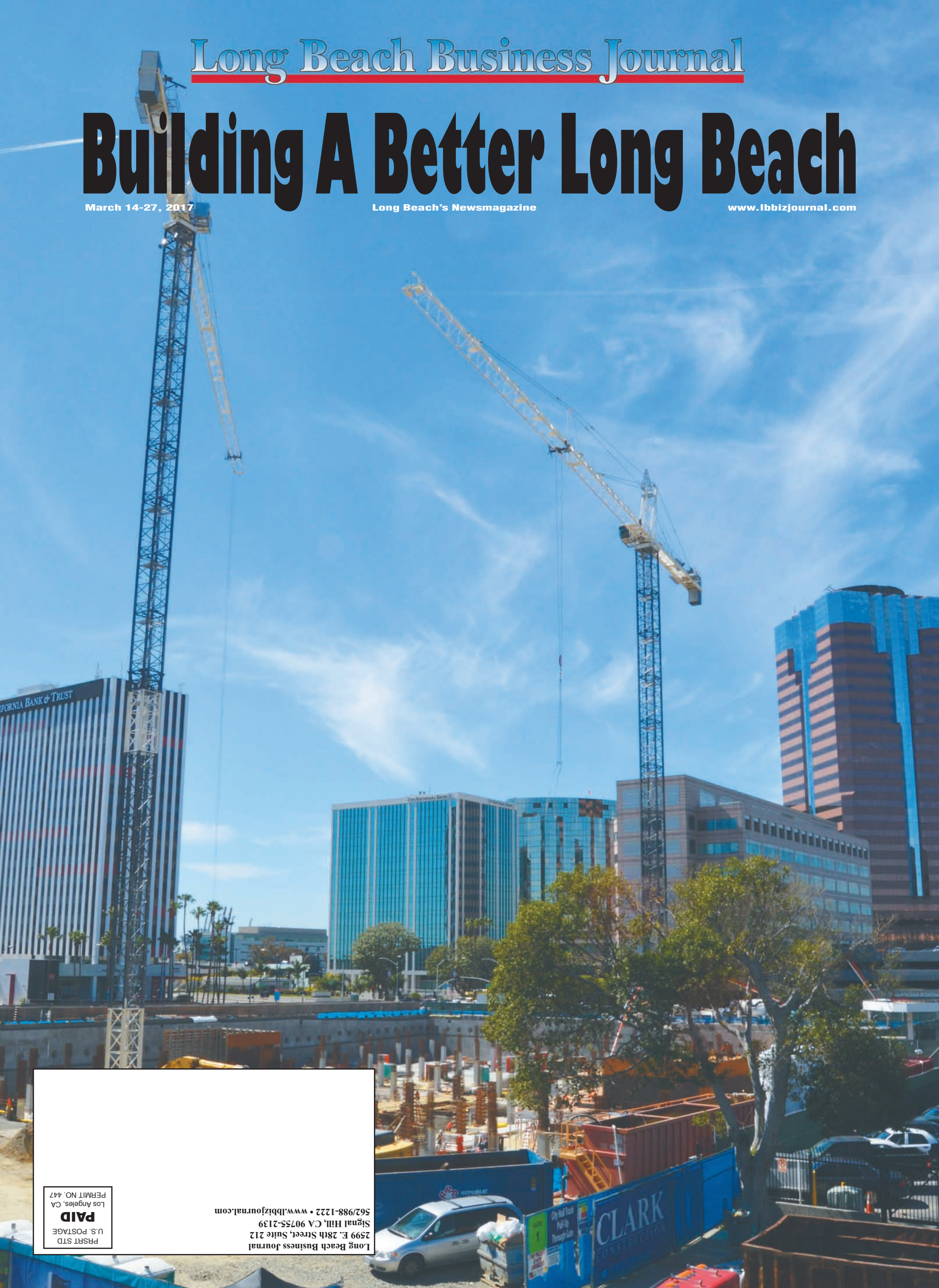
Long Beach Business Journal

# Building A Better Long Beach

March 14-27, 2017

Long Beach's Newsmagazine

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**By Dr. Robert Garcia**  
Mayor, City of Long Beach

Dear Friends:

Welcome to the Long Beach Business Journal's third annual "Building a Better Long Beach." I am grateful to the Journal and its readers for its continuous partnership and support in making our city a better place to live and do business.

You've probably noticed new businesses pop up as you drive, walk or bike around Long Beach. What you're seeing are overall positive trends for the local economy and a historically low unemployment rate.

From retail to recreation, our development efforts are revitalizing our city. In East Long Beach, Douglas Park, a business and retail space, is creating 5,000 local jobs and is now the home of 30 new businesses. Anchor tenants like Nordstrom Rack and Whole Foods will be joining local restaurants and hotels at the new LBX project at Douglas Park.

In Bixby Knolls, we celebrated the grand opening of SteelCraft, an open-air collective of eight restaurants all made from recycled shipping containers. From ramen to Hawaiian shaved ice, SteelCraft offers a melting pot of culinary cultures and has added 60 jobs with its creative, environmentally friendly venture.

In Southeast Long Beach, a reinvention of Second Street and Pacific Coast Highway is in the works with a grocery store, fitness and health clubs, and 70,000 square feet of restaurant space. 2nd & PCH will be a contemporary retail and restaurant destination inspired by the neighboring marina. We expect top brands to call this new project home.

And in Downtown, development is booming with construction cranes in the air, thousands of new housing units being built, great new restaurants and retail, and innovative companies like We-Work moving in. The City also has plans in the coming year to redevelop the oceanfront hosting the iconic Queen Mary.

We still have work ahead of us which is why our city is collaborating with the Economic Development Commission on a new Economic Development Blueprint to guide our efforts in the next decade. I know 2017 is going to be a great year for more growth.

I'm proud to be the Mayor of an innovative and growing city. Let's keep working together.

## **MILLENNIAL PULSE**

### **Long Beach Taps Into The Millennial Pulse**

By Assistant Editor Samantha Mehlinger

You might be sick of it by now, but there is a solid reason that the Millennial generation is an inescapable topic among polls, surveys, the news and all manner of analyses flooding the web. You're likely familiar with the usual fodder: What do Millennials desire from their careers? Where do they want to live? What do they spend on? Why don't they

have better jobs? When are they going to grow up? Why can't they put their phones down? Why can't I stop asking myself about Millennials?

The reason you can't get away from these Millennial questions basically boils down to this: ready or not, here we come. We are now the largest (Please Continue To Page 54)





More than 70 columns for a new bridge spanning the Port of Long Beach's waters have either been placed or are in progress, according to a spokesperson. The new structure is taller than the Gerald Desmond Bridge, which it is replacing, to allow for larger ships to pass beneath it. Its two main towers, pictured, are nearing their ultimate height of 515 feet. (Photograph by the Business Journal's Larry Duncan)

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## Long Beach City Council To Consider Draft Economic Blueprint Early Next Month

■ By **BRANDON RICHARDSON**  
Senior Writer

**T**he Long Beach Economic Development Commission is expected to approve a draft economic development blueprint at a special meeting today, March 14, or at its regular meeting on March 28. The document is scheduled to be considered by the city council at its April 4 meeting, according to the commission's chair, Randal Hernandez.

Since its formation by Mayor Robert Garcia in 2015, the commission has been tasked with weighing in on city issues such as minimum wage hike timelines and international flights at Long Beach Airport. However, its main purpose is the development of an economic blueprint for the city in an effort to foster economic growth.

Beacon Economics was awarded a \$100,000 contract to collect economic data in a two-phase study. Phase one was presented to the commission in October of last year and included a macro look at the economy. Phase two was presented to the



commission in December and focused on a micro view of city economics.

Based on Beacon's findings, the commission identified several focus areas for the blueprint, including growing business sectors, jobs and education, business environment, infrastructure, and business assistance and resources. Through various panels and meetings regarding each focus area, the commission's draft report will include near-term opportunities for economic growth and preliminary policy recommendations for the city council to consider.

Following are comments about the Draft Blueprint from four members of the economic development commission.



**C**alifornia continues to see strong purchase interest from investors and nowhere is commercial activity more apparent than in Long Beach. From uptown (North Long Beach) through mid-town (Central Long Beach) to a new and exciting Downtown area, development is taking center stage in the region. Beginning with the now-famous Downtown Plan, city planners – guided by the city council – crafted a vision to encourage businesses to locate in Long Beach. The results of this strategy set up a streamlined permitting process, created a master plan for the area and attracted major developers for residential and mixed use projects. This master plan approach is now taking place in other areas of the City to increase the standard of living for all while preserving the historic characteristic of varied neighborhoods and enhancing the quality of life for the residents of Long Beach.

What will Long Beach look like in 10 years? The EDC blueprint envisions an educated work force, a thriving economy, and economic inclusion in jobs, housing, and quality of life. As a small business owner, I'm looking forward to the success of the Blue Print which is dependent on collaboration of the business community, government, and institutions working together for Long Beach to thrive.

**Becky Blair**, Vice Chair  
Long Beach Economic Development Commission  
President & Principal  
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**I**t has been a privilege to work on the Economic Development Blueprint, which is a 10-year high-level, strategic plan to encourage and direct the economic growth of the entire City of Long Beach. The Blueprint has been created through many hours of input from residents, industry experts, nonprofit groups, business groups, community leaders and focus groups.

We studied the current economic data for Long Beach and looked at best practices from other cities. We then carefully thought through how we could encourage new industry development and grow current industries, while weaving it all into the unique fabric of the city without destroying what makes Long Beach so special. Long Beach is a unique, diverse and proud city made-up of many small businesses. We want to preserve this.

A priority that we repeatedly heard from current business owners and developers in the city is the need to improve the current city permit and development processes and make related activities more user-friendly and online assessable.

We also understood that economic development goes hand in hand with many issues from education, infrastructure, zoning and city planning to improved quality of life.

We know that a rising tide lifts all boats and that is ultimately what we want to achieve with the Economic Development Blueprint.

**Kristie Allen**, Commissioner  
Long Beach Economic Development Commission  
Vice President Hotel Operations  
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This blueprint process is hopefully the beginning of a long, mindful commitment by our municipal government and community to our city’s strengths, social and economic. Our city has many advantages over other cities, both domestically and globally. Few cities are as diverse as ours, even fewer possess such a strong sense of community. Fewer still have as much untapped economic potential: locked up in our economic history and present story are rich, even radical experiences in manufacturing, technology, trade, health, education, sustainability and the arts. My hope is that this blueprint will serve as a catalyst for our city and community to come together and leverage our unique experiences in equally unique ways, driving our city forward, inclusively. Study thriving cities and you will

see that the most successful are those that conscientiously choose to believe in themselves. If Long beach makes this choice, we'll be able to show the world what a thriving, caring, inclusive, sustainable, livable and innovative 21st century city really looks like. This entire planning process is a tremendous opportunity for our city; now’s the perfect time for all of us to engage and become active participants in our future economic story.

**Lincoln Bauer**, Commissioner  
Long Beach Economic Development Commission  
Founder and Managing Partner  
Innovatory



I am honored to be able to work with such a smart and hardworking group of people on this blueprint for success for the City of Long Beach on behalf of the mayor. This living, breathing document represents hours of listening to the economic needs of our city and setting forth an initial path to success. I am impressed with the ideas my commissioners, city staff, local and regional subject area experts and community groups shared that make up the work product we are soon to submit to the members of the city council.

Contained within the framework, there are bold objectives and high expectations, balanced in the areas of hard and “heart” data, and benefits for all stakeholders in the city

for improved workforce education, increased business and development assistance, greater quality of life, inclusion and cooperation between the public and private environments, and impactful growth. I am very proud to have been given the opportunity to contribute to the process and look forward to an active role in implementation.

**Michelle Molina**, Commissioner  
Long Beach Economic Development Commission  
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John Keisler took over as director of the Long Beach Economic and Property Development Department in January. He said the main focus of his department is the transition to a data-driven approach to cut the red tape and streamline the process of opening a business in Long Beach. (Photograph by the Business Journal's Larry Duncan)

## Incentives, Assistance And Cutting The Red Tape: How Long Beach Aids Entrepreneurs

■ By **BRANDON RICHARDSON**  
Senior Writer

In order to bring new businesses to the city and foster growth and sustainability for those already here, the City of Long Beach has many programs and incentives and is working to educate entrepreneurs and simplify processes.

The main focus of the Long Beach Economic and Property Development Department is to establish a data-driven approach that will lessen the time it takes for entrepreneurs to open their doors and for developers to get approvals, according to director John Keisler.

"Helping them open their doors fast is key. They don't mind the work. Sometimes they don't even mind the cost. But speed is really important to them," Keisler said. "Certainty, clarity and speed [are vital] so they can start making money as soon as possible."

### Last year, the Long Beach Building & Safety staff:

- Provided more than 87,000 residential and commercial inspections to the public.
- Over 96% of these inspections were provided within 24-hours of being requested.
- Assisted more than 73,000 customers at the Development Services counter.
- Issued more than 12,000 Permits:
  - More than 6,800 Building Permits.
  - More than 2,500 Electrical Permits.
  - More than 1,800 Plumbing Permits.
  - More than 1,244 Mechanical Permits.

Source: Long Beach Development Services Department

When starting a business, entrepreneurs have to obtain as many as 26 different licenses and permits from up to 10 agencies at the local, county, state and federal levels. After interviewing business owners, the city's Innovation Team (i-team), led by Keisler, who served as director until December, learned that there was no one-stop shop for those wanting to open a business, making the process overly confusing, cumbersome and time-consuming.

The team monitored and tracked the median days to approval – the time from submitting an application to obtaining a business license – during 2016. In that

time, the department was able to reduce the number of days from 27.9 to 18 by better preparing entrepreneurs for the process and making internal adjustments.

"That is a significant improvement in terms of the median speed at which applicants are getting through the process," Keisler said. "I think it was an accomplishment. But I think that was the low-hanging fruit because now we've automated some of the application process. We've improved communication. We've improved the resources available to the entrepreneur. Now it becomes much harder."

Keisler explained that staff is currently examining which types of businesses have the longest and quickest days to approval and which steps of the process cause the most delay. By analyzing these trends, Keisler said staff could then focus on those areas to enhance the process for entrepreneurs.

Cutting red tape for businesses is not just about governmental policy, according to Keisler; it also entails educating entrepreneurs and providing them the tools to navigate the process. Last October, the city launched BizPort, an online portal that acts as a one-stop shop to help explain and guide entrepreneurs through the licensing and permitting process, connect them with support resources, and better prepare them to be a stronger applicant.

BizPort allows potential applicants to chat with support staff if they have questions and provides a comprehensive checklist of each agency and corresponding license and permit required to start a business.

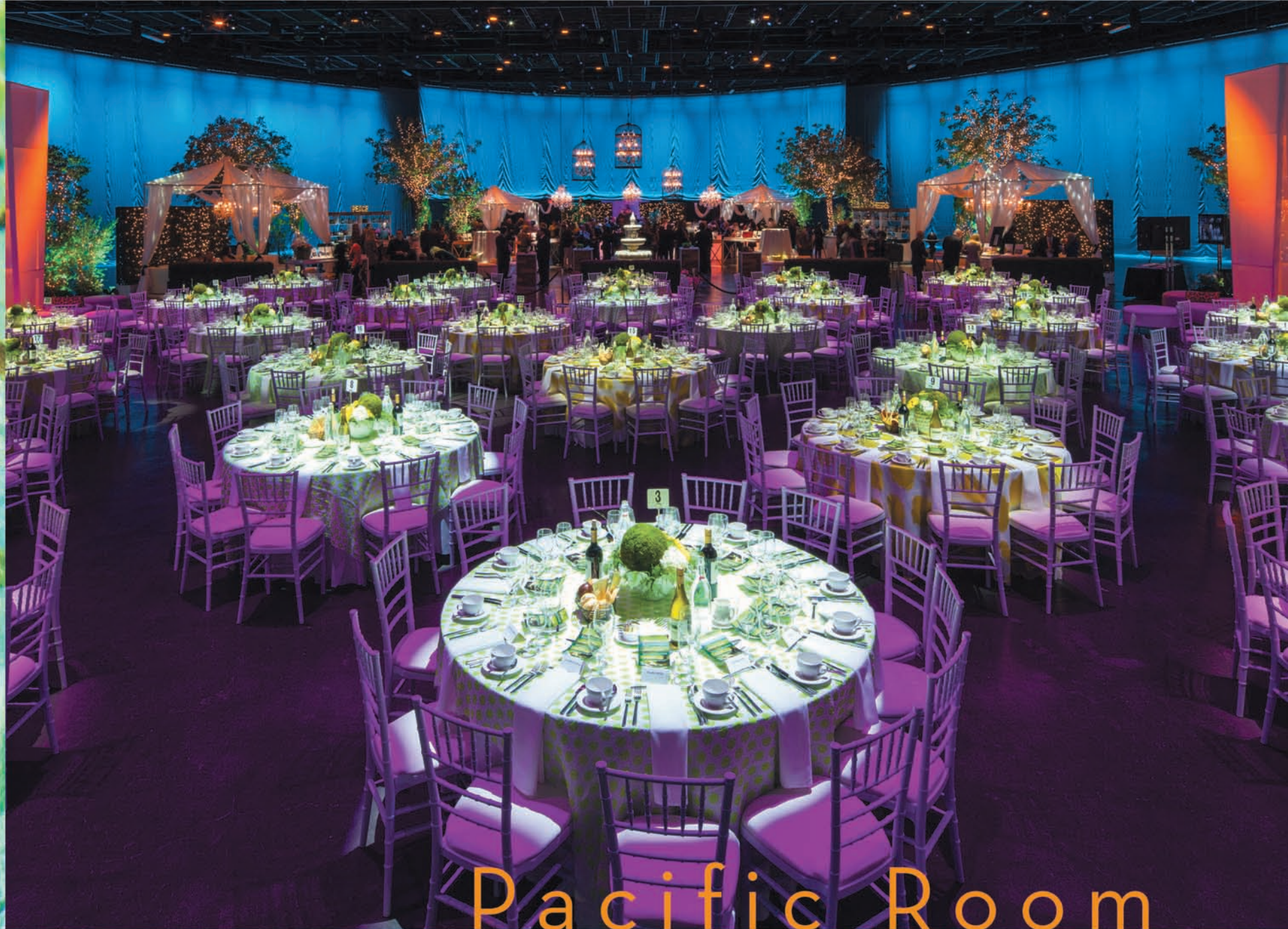
"The other thing, in terms of cutting red tape, is internal. What can we do to improve policy, regulation, and clarity within city hall. So it's not just blaming the victim," Keisler said. "What can we do from a policy standpoint, and what can we do from an operational standpoint to fix ourselves and help the process be easier and faster and everything else."

Internally, Keisler said his department is looking at ways to streamline the process by better understanding various governmental policies to improve information sharing and the application and review system.

Already, to improve the process, the city has introduced tools for entrepreneurs, such

(Please Continue To Page 12)





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Long Beach Planning, a division of the Long Beach Development Services Department, is located on the 4th floor of Long Beach City Hall, 333 W. Ocean Blvd. Information on licensing, permits, building, planning is readily available in person from city staff, or visit [www.lbds.info/](http://www.lbds.info/). (Photograph by the Business Journal's Larry Duncan)

## Assisting Entrepreneurs

(Continued From Page 10)

as BizPort, and allowed online applications for business licenses, which began in August of last year. The city has also automated some services, including scheduling building inspections. Keisler explained that last year there were 87,000 building inspections but only about 12,000 permits approved. He hopes the new system will lessen the number of inspections per permit.

BizPort also connects people to other programs and assistance, such as business planning at the Small Business Development Center (SBDC) hosted by Long Beach City College (LBCC), in addition to classes and various business loan and grant opportunities.

The city has programs in place that provide business owners with seed capital in the form of loans, grants or other contracts with the city. Many of the loans range from \$25,000 to \$100,000 dollars, but some can go beyond that. The smaller loans are reserved for small business startups. The larger loans are paid for through the Grow Long Beach Fund, which is guaranteed by the U.S. Small Business Administration.

Another program, which is typically utilized by large shopping centers or car dealerships for major renovations and expansions, is a shared sales tax. The city incentivizes the development project by sharing a portion of the sales tax with the developer for a predetermined amount of time to offset the cost. This program is reserved for companies that generate a minimum of \$5 million annually.

Business startups located in the Community Development Block Grant area, which is primarily North and Central Long Beach, can apply for a Business Start-Up Grant. This grant is designed to assist new businesses by providing up to \$2,000 to defray costs associated with starting a business.

Other incentives are in place for businesses to relocate to or expand in the city, to create jobs, and to renovate or improve facilities, as well as for manufacturing businesses. For relocating to or expanding in Long Beach, business owners may be eligible for monetary incentives equal to the amount of their first year's business license, typically ranging between \$350 and \$520.

For business owners paying for construction or renovations that cost \$2,000 or more, which are not covered by the landlord, the incentive is equal to one year's worth of business license tax costs. If the owner spends \$4,000 or more, the incentive is worth two years of license tax costs. This incentive ranges from \$700 to \$1,035.

The city offers incentives ranging from \$36 to \$70 for every new employee that a small business hires. The incentive is equal to four times the amount of the incremental license tax for each new employee and is paid as a credit against the current year's business license tax bill. Manufacturing businesses opening a new location in the city are eligible for an incentive equal to the amount of the first two years' business license tax costs, ranging from \$700 to \$860.

Last year, the SBDC saw 55 business startups and 200 jobs created, and helped businesses citywide obtain more than \$13 million in capital. One small business perk through

the SBDC is free business consulting through its partnership with MADE by Millworks, a consignment store downtown.

Recently, LBCC and the SBDC launched the International Business Accelerator program, which assists early startup companies and small businesses with expanding into global markets. Participants receive assistance such as free coaching, mentorship, market research and consulting research. Applicants can be pre-revenue, early stage or established businesses with strong global growth potential, a proven prototype and a founding team of two or more.

LBCC is also a participant in the Goldman Sachs' 10,000 Small Businesses program, which the college has been running since 2012 as the Southern California Regional Center. The nearly 100-hour program is free for business owners or co-owners who have been in operation for two years, have at least four employees and have a minimum of \$150,000 in revenue. Participants are taught modules in finance, marketing, human resources, employee and customer management, and outreach by successful businesspeople from around the country. The program has had around 700 scholar graduates, 30% of whom were Long Beach businesspeople.

According to Planning Bureau Manager Linda Tatum, her department is also doing its part to relieve some of the stress of opening a business in the city.

(Please Continue To Page 14)



Director Brad Pollak heads up the Small Business Development Center (SBDC), which offers various programs to assist small businesses just starting out as well as those wishing to expand. Since its inception, the SBDC has assisted 55 business startups, helped create 200 jobs and helped businesses citywide obtain more than \$13 million in capital. (Photograph by the Business Journal's Larry Duncan)





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## The Municipal Green Building Policy requires the City to:

- Plan, design, construct, manage, renovate, and maintain facilities and buildings in a sustainable manner.
  - Use the US Green Building Council LEED Rating System and achieve LEED Certification for all new City projects and additions of over 7,500 square feet.
  - Apply it to City constructed and owned new construction & additions of over 7,500 square feet
  - Budget appropriations for projects to include funding to meet the policy requirements.
- The Policy also includes building remodel and retrofit goals, and green infrastructure goals.

## The Policy calls on the city to pilot test private sector incentives such as:

- Making Green Building a selection criteria for city released RFPs
- Providing lower-cost expedited plan check and zoning incentives.
- Establishing a Green Building speakers bureau and Mayor's award.

Source: Long Beach Development Services Department



Planning Bureau Manager Linda Tatum explained that her department is currently working to ease certain processes required to open a business in the city, including streamlining permits procedures and a review to lessen turnaround times. (Photograph by the Business Journal's Larry Duncan)



Nick Schultz, executive director of the Pacific Gateway Workforce Investment Network in Long Beach, said the most effective program the organization offers is its work experience. Eligible businesses can be reimbursed anywhere from 50% to 90% of new employee wages during a training period. (Photograph by the Business Journal's Larry Duncan)

## Assisting Entrepreneurs

(Continued From Page 12)

"I think probably the most recent effort is the request by one of the councilwomen who led the charge to have the city examine the CUP process," Tatum said. "The conditional use permit is probably one of the more common processes that businesses are subject to."

A CUP is an additional level of project review, which requires a public hearing. These permits take a critical look at potential negative impacts on a community. Noise pollution, alcohol sales, chemical use – these are just some of the reasons a project might require a CUP.

Tatum explained that the city is currently looking into ways to make the CUP process more efficient, cheaper and a little easier on the department and business owner alike, including digitizing certain aspects.

The bureau is also taking a critical look at the site plan review process to make it more efficient, Tatum said. This would make the process more predictable with regard to turnaround time, from the start of the review process to the end.

Additionally, Tatum said the department offers expedited plan check for an additional fee, which will get owners and developers through the process more quickly. Tatum also explained that the planning department prides itself on the level of customer service it provides and works hard to coordinate with all the agencies involved with entitlements and permitting processes.

Tatum said one way to accelerate the process is for developers and business owners to take advantage of the department's free consultation before submitting a project. By doing this, she explained city staff can point out problematic aspects before the process begins to ensure it is as smooth as possible.

Throughout the general plan overhauls, such as the Downtown Plan, Midtown Specific Plan and the current discussion on Land Use Elements, city staff has built in California Environmental Quality Act (CEQA) standards. This means projects that fall within each plan do not need to go through the CEQA process, and projects that receive variances and are not within the plan already have a head start.

"We think that the incentives are truly built into that document, in terms of not just achieving the city's vision for those corridors and the changes that will go into it over the long term," Tatum explained, "but the benefit to the neighborhood as a result of new investment and new development in some of the key corridors."

Once a business is established in the city, the Pacific Gateway Workforce Investment Network can assist in areas of workforce development. Eligibility for assistance depends on employee wages, according to executive director Nick Schultz. He explained that Pacific Gateway looks for companies with starting pay around \$17 per hour.

The network can post job openings, screen for qualified applicants, customize sorting, provide interview space, set up interviews and conduct large-scale recruitments. One of the most effective tools, according to Schultz, is the work experience program, which can be used for new employees or to offer established employees a chance at increased wages.

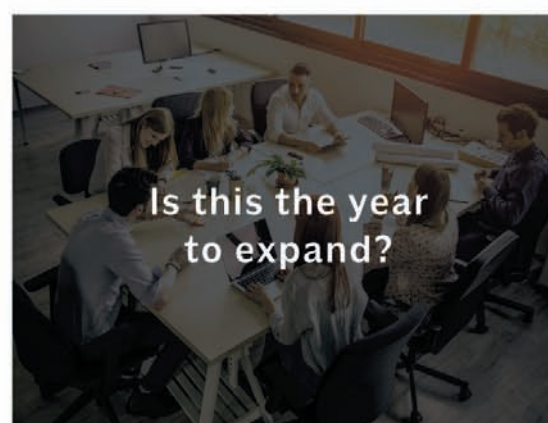
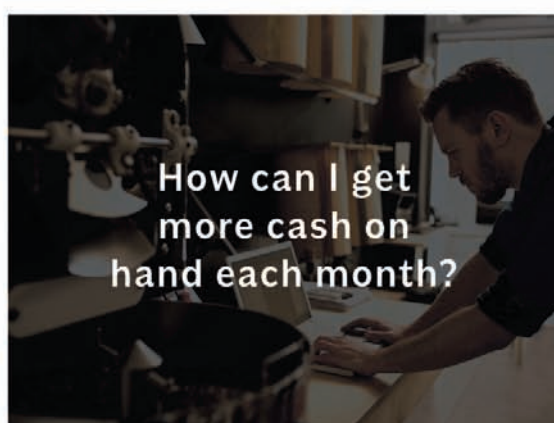
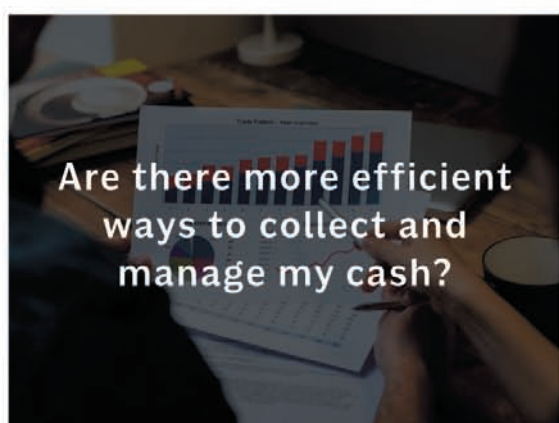
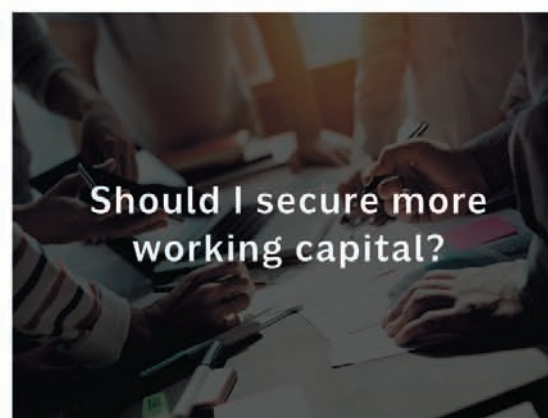
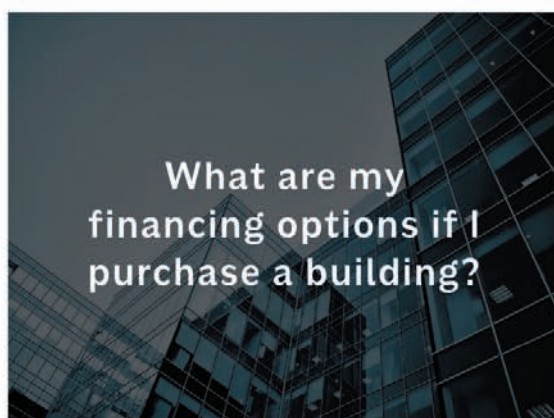
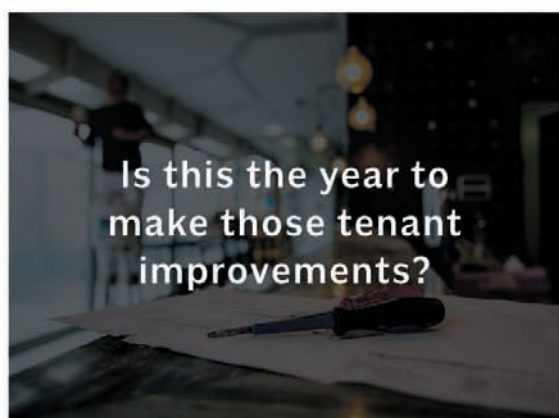
"I think it's really the on-the-job training program that's the most utilized and seems to be the most effective because what it does is it actually abates some risks on behalf of the business owner," Schultz said.

Through the work experience program, employers can be reimbursed for new employee training done in-house by Pacific Gateway or on the job. Employers are reimbursed a minimum of 50% of the trainee's wages for the training period. Schultz explained that in a tight labor market, the reimbursement could sometimes be as high as 90%.

Despite the various support systems, Keisler said the city could always improve. He hopes that monetary incentives, such as small business loan programs, can be expanded to help more businesses reach their full potential. ■



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# City Investing Heavily In Technology To Benefit Community And Businesses

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

**O**ver the past year, the City of Long Beach has rolled out a number of technology initiatives to provide more accessible information about city processes and to assist businesses in planning their own ventures. As the Long Beach Technology and Innovation Department (TID) develops plans for the city's future Internet infrastructure needs, it is also factoring in opportunities to improve access for residents and businesses.



Bryan Sastokas, Long Beach chief information officer and head of the city's technology and innovation department, visits Harvey Milk Park, the site of a future hybrid park/outdoor office concept. Through a collaboration with the Long Beach Innovation Team and Augmented Reality Long Beach (ARLB), anyone with a smartphone can now download the ARLB app and open it at Harvey Milk Park for a virtual reality experience in which video, audio and images related to political figure Harvey Milk pop up on screen. (Photograph by the Business Journal's Larry Duncan)

Bryan Sastokas, chief information officer and head of the TID, told the Business Journal that the city is putting together a "10-year fiber master plan" for upgrading its Internet infrastructure. "We're producing a master fiber plan, and by doing so, we want to make sure that we're capable of providing core city services to all our agencies, which then provide the services to our community," he said.

"The primary infrastructure here is broadband," Sastokas said, adding that fiber is faster. "And our goal is to modernize our infrastructure. That's our first step of what we're looking at."

The city recently completed an inventory of its entire existing Internet infrastructure and is now ready to work on a strategy for installing more, according to Sastokas. He hopes to partner with a private Internet firm to connect future infrastructure for nearby use by the public.

Potentially, the city could connect businesses with Internet access to provide public Wi-Fi, or even make Internet connections available for security camera use. "It could spawn economic development," he said.

"The city is also looking at partnering and working with other carriers to provide small cell tower services," Sastokas noted.

Last year, the city rolled out a number of applications and web portals to help residents and businesses. BizPort, an online portal to aid entrepreneurs opening businesses in Long Beach, was a collaboration of the Bloomberg Philanthropies-funded Long Beach Innovation Team (i-team) and the non-profit Code for America.

Sastokas likened BizPort to a digital ombudsman. It enables entrepreneurs to create business plans, identify sources of funding, select business sites, apply for business licenses and much more. Essentially, it gathers all the necessary steps of starting a business in Long Beach into one place.

DataLB, a geospatial and open data hub, also launched last year. The online portal allows users to search data about the city and view it on maps and a variety of charts. For example, an application through DataLB allows users to see the locations and types of infrastructure projects funded by a sales tax increase passed last year via Measure A.

Under the new leadership of Tracy Colunga, the i-team is pursuing an initiative to provide investment in technology related to public safety, according to Sastokas. "Earlier this year, I had the privilege to head to the White House. And we talked about data-driven justice . . . where instead of just incarcerating folks when an officer comes upon a situation, [the officer can question] do these individuals really need to be arrested or are they needing more assistance from health and human services?" he said. "How do we give the officer the appropriate tool to make that assessment?"

Such a tool might allow an officer to immediately pull up information about open beds at homeless shelters in the city if he or she comes across a homeless person, for example, Sastokas explained. "We're one of few cities that has our own health and human services department that are typically handled at the county level, so let's take that data and let's use that," he said.

Moving forward, TID is also looking at innovative ways to tackle cybersecurity. "A lot of cities are targeting cybersecurity. We're one of them," Sastokas said. "We're hiring a risk officer that's saying, hey, can we leverage certain pools like artificial intelligence and data mining and basically behavioral patterning so we can track things electronically so that we don't wait for a breach to happen. We're really trying to look at new, cutting-edge tech to try to keep our citizens' information safe, the community safe. That's always a challenge."

Sastokas, who was formerly chief information officer for the City of Oakland, said Long Beach's approach to technology is unique. "What we're doing here is we're not saying we want to necessarily emulate or be the next Silicon Beach . . . even though we use some of those terms. We are really going out there and saying, what is the fabric of our community?" he said.

"You know, we have a great, wonderful logistics community. We have an aviation community. We have the port and transportation [sector]. You can still be really innovative and high tech and not have that Silicon-type approach. I think that really resonates in our community," Sastokas continued. "There is a big push for localism, buying things and developing things and doing things local. . . . I have worked for a few cities, and I have never seen that passion and pride around that, and that is really exciting for a government employee." ■



Mayor Robert Garcia watches the unveiling of DataLB, an online geospatial and data hub where users can search information about the city and view it on maps and in various chart formats. (Photograph by the Business Journal's Larry Duncan)





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# City Gets To Work Investing Measure A Dollars As Promised



At a March 2 press conference, Mayor Robert Garcia, center, talks about the infrastructure improvements in store thanks to funding made possible by Measure A, a temporary sales tax increase approved by voters last year. Flanking the mayor, from left, are: Craig Beck, Long Beach director of public works; Measure A Citizens' Advisory Committee members Judy Ross and Jane Netherton; 8th District Councilmember Al Austin; Measure A Citizens' Advisory Committee Chair Steve Neal; 7th District Councilmember Roberto Uranga; and Assistant City Manager Tom Modica. (Photograph by the Business Journal's Larry Duncan)

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

In 2016, the voters of Long Beach passed Measure A, a ballot initiative to raise the city sales tax by 1% for six years. The tax increase will then be reduced to 0.5% for four years before it sunsets. Funds generated by the tax increase are dedicated to restoring public safety services and improving public infrastructure — a \$150 million multi-year plan.

Public safety investments in fiscal year 2017 include the restoration of Fire Engine No. 8 in Belmont Shore, the restoration of the Long Beach Police Department South Division and of police academy staffing, and maintaining police and fire services. Both Fire Engine No. 8 and the South Division have been restored, according to an e-letter by Mayor Robert Garcia.

Last year, the city released a detailed map illustrating where infrastructure improve-

ments would be made throughout Long Beach. In this fiscal year, those investments include \$17.57 million for streets, \$6.098 million for parks and \$2.071 million for public facilities.

Infrastructure improvements were kicked off on March 2, when members of the City's Advisory Committee responsible for reviewing the city's use of Measure A funds joined Mayor Robert Garcia and other elected officials at East Jackson Street and Walnut Avenue in North Long Beach where the street was slurry sealed. Thirty-nine miles of Long Beach streets are expected to be slurry sealed by midsummer, according to an e-mail blast sent out by the mayor.

Garcia wrote, "This year will also see street and sidewalk repairs. In the coming years, crews will also work on arterial street reconstruction in various locations, sidewalk repair, replacement of select street signage, and the creation of an alley management plan." ■



A crew from the Long Beach Public Works Department slurry seals a street as part of the city's \$150 million, 10-year infrastructure improvement plan funded by a voter-approved sales tax increase. (Photograph by the Business Journal's Larry Duncan)



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## Streets, Transit And The City: Enhancing Mobility

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

**“M**obility” has become something of a buzzword in Long Beach, thanks in part to the efforts of the city government.

In 2013, the city adopted the Mobility Element, a visioning document incorporated in the General Plan which outlines potential projects and initiatives to support all types of mobility and connectivity within the city: cars, buses, the Blue Line, bicycles, pedestrians and more.

“I think that Long Beach is definitely progressive when it comes to transportation,” Mayor Robert Garcia told the Business Journal. “I think that we understand that there needs to be options. For those that drive, they need to be able to get around the city. . . . For those who bike, they need to be able to get around the community safely,” he said. “And those who want to take light rail or buses, we need to make sure that the network is strong and expanded. So I would say we’re making improvements as we go.”

The city has already brought several of the bicycle infrastructure projects within the Mobility Element to fruition, including creating bike lanes on Alamitos Avenue, Broadway, 3rd Street, Artesia Boulevard and other locations, according to Christopher Koontz, advance planning officer with Long Beach Development Services.

Alamitos Avenue has new bike lanes between 7th Street and Pacific Coast Highway, and Koontz said the city is planning to expand that infrastructure south to Ocean Boulevard and north to where the street turns into Orange Avenue, making it a north-to-south “backbone” path for bicyclists. A similar plan to create an east-to-west bicycle thoroughfare along Spring Street is also being considered, he noted.

Koontz pointed out that there is “no secret plot to take people’s cars away” but that the city simply wants to create the opportunity for those who wish to travel by other means to do so.

Long Beach recently won a grant to make mobility improvements along Anaheim Street, including within both the East Anaheim Street and Midtown business improvement districts, according to Koontz.

“We will be looking at the median, looking at the sidewalks, really doing what we can to reduce pedestrian collisions and injuries on Anaheim,” Koontz said. “Long Beach Transit is going to be looking at their bus service and their bus stops and how they can move people efficiently and in a way that’s attractive to people along Anaheim.”

He added, “Hopefully, those two pieces go together to help the two business improvement districts on Anaheim kind of develop the street at a next level and help business to grow along that corridor.”

The City of Long Beach is wrapping up a study on citywide wayfinding signage, Koontz noted. “If you walk around downtown or anywhere near the beach right now, there is all kinds of signage, but it’s all different and all inconsistent,” he said.

Plans are in the works to implement new, consistent signage for visitors and residents to be able to better navigate Long Beach. Gateway signs at the city’s borders are also



Long Beach Transit operates 34 bus routes within Long Beach, Lakewood and Signal Hill, with most running seven days a week. The bus service also connects to Metro light rail service, and offers connections to other neighboring cities. The Metro Blue Line, which has eight stations in Long Beach, is going to receive all new rail cars over the next few years due to a \$1 billion investment by Metro, according to Mayor Robert Garcia. (Photographs by the Business Journal’s Larry Duncan)



The Mobility Element of the city’s General Plan features projects and initiatives aimed at improving mobility by multiple modes of transportation, including by bicycle. There are 141 miles of bike-ways in Long Beach, with another 29 miles slated for construction, according to Assistant City Manager Tom Modica. In 2016, Long Beach was named the 10th most walkable city in the United States by Redfin, an online residential real estate company. (Photographs by the Business Journal’s Larry Duncan)

being revisited. “We forget about those things, but they do make a huge difference, especially if you are a visitor to town,” Koontz said.

The city has also begun focusing on ways to increase transit-oriented development, a concept Garcia supports. “I am very supportive of transit-oriented development. I think that’s the smart approach,” he said. In particular, he believes developing affordable housing along transit lines is a good approach because it would assist working individuals who do not have access to cars.

As new developments and businesses within the city continue to pop up, Koontz said a focus is ensuring that they feature bicycle racks and are appealing to both pedestrians and drivers.

Garcia’s appointment to the Metro Board of Directors in 2016 gave Long Beach a voice in decisions related to countywide transportation matters like the Metro Blue Line, which has eight stops in the city. Garcia said his work with Metro represents the most significant step the city has been able to take towards fostering mobility since he took office in 2014. “I think it’s great for Long Beach to have a seat, and I think that it’s great to be active,” he said. “And we’re already getting a lot done.”

On February 23, the Metro Board of Directors approved a contract with the Long Beach Police Department to patrol the Blue Line within Long Beach. Metro is footing the bill to hire 30 police officers for this task. Garcia called the contract “a big win” for Long Beach.

“I think clearly the biggest fix that we need to make to our transportation system is fixing the Blue Line,” Garcia said. “The Metro has also committed to spending about \$1 billion into the Blue Line over the next few years, and that’s going to include all new rail cars. It’s going to include improvements to some of the stations. It’s going to improve some fare evasion stations. So it’s going to do a lot.” ■



A photograph of two young women with dark hair in buns, smiling and pointing towards the ocean from a ship's deck. The woman on the left is wearing a light purple sleeveless top, and the woman on the right is wearing a white sleeveless top. The background shows the blue sea and a cloudy sky. Overlaid on the top left is the text "BIRTHDAYS" in large, bold, black, hand-drawn capital letters. Below it, in a smaller, black, cursive script, is "are meant to be". Below that, in large, bold, black, hand-drawn capital letters, is "SHARED!".

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The Long Beach Environmental Services' Clean Team works on a litter abatement project, which includes the timely removal of illegally dumped items from alleyways, streets and curbsides. (Photograph by the Business Journal's Larry Duncan)

## Long Beach Continues Toward Environmental Sustainability And Resiliency

■ By **BRANDON RICHARDSON**  
Senior Writer

**A**s the State of California remains a leader in environmental initiatives and continues to pursue the ambitious goals of Gov. Jerry Brown, Long Beach Mayor Robert Garcia has made environmental initiatives a primary focus of his administration.

Along with state mandates, such as mandatory access to recycling collection and requirements for businesses to separate organic waste and donate at least 20% of discarded edibles to feed people in need, the city has a slew of green programs in place.

The city's "purple cart" recycling program is a testament to Long Beach's commitment to environmental issues. The program, which began in 1992 and is now in its 25th year, is a curbside recycling operation that saw residents recycle more than 57.5 million points of materials such as plastic bottles, glass jars, cardboard, paper, aluminum and tin cans last year alone. The amount of trash being sent to landfills has been reduced by nearly 75% since 1989 due to efforts such as waste reduction, commercial recycling, construction debris recycling, waste-to-energy conversion, green waste diversion and composting.

The city also has crews, known as the Clean Team, working on a litter abatement project, which includes the timely removal of illegally dumped items from alleyways, streets and curbsides. In addition, the crews assist with litter cleanup events city-wide, and the Long Beach Environmental Services Bureau will launch new initiatives this year focusing on combating common types of litter to keep parks, beaches and communities clean and trash-free.

Years before Californians voted in favor of banning single-use plastic bags, Long Beach implemented a ban. Now, the city is considering a ban on Styrofoam, citing it as one of the items most polluting our beaches and city in general. Currently, stakeholders are being asked for input to be considered by the city council before making a final decision.

In September of last year, the city began phase two of its nearly \$7 million LED street-light retrofit project. The project includes the replacement of more than 25,000 high-pressure sodium streetlights with LED streetlights, which have a 24-year lifespan when operating 12 hours per day and will save an estimated \$15.1 million in that time. The project should be completed this year and will save 9.6 million kilowatt-hours of electricity each year, reducing Long Beach's overall energy consumption by nearly 10%.

Last year, the Long Beach Fleet Services Bureau was named one of Heavy Duty Trucking magazine's Top 50 Green Fleets. The list includes government, private, for-hire, vocational and delivery fleets from across the country. More than half of the city's new vehicles are alternatively fueled, including about 18% of the fleet that runs

on renewable fuels. Renewable diesel and liquefied natural gas are expected to reduce carbon emissions by more than 6,000 tons per year.

In January, the city began a program to give away 270 electric vehicle chargers. Residents who own or lease an electric vehicle and have obtained an electrical permit are eligible. The program coincides with the launch of an expedited permitting process for residents who intend to install a charging station at their home.

In the spirit of becoming more environmentally sustainable and resilient, the city is examining its first Climate Action and Adaptation Plan (CAAP) – not to be confused with the Long Beach and Los Angeles ports' Clean Air Action Plan. The goal is to better prepare the city for extreme heat, earthquakes, sea level rise and other potential environmental consequences of climate change.

Through CAAP and other programs, city officials are continuing to adopt practices that limit or eliminate waste and pollution, which keep Long Beach at the forefront of environmental awareness.

## Planning Documents Lay Groundwork For City's Future

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

**T**he planning documents produced by the City of Long Beach are meant to function much like the beacon of a lighthouse, guiding public and private investment in a way that promotes a positive future for the city, its residents and its businesses. In the past few years, several of these documents have been revised and new ones have been created to align with current and anticipated needs, as well as to engender progress.

The Long Beach Development Services (LBDS) Department is chiefly responsible for the creation and revision of these documents. "What I would say is they all have in common a more optimistic view of the city and its future than the planning that was done in the late '80s, which was our last sort of big planning push in the city," Christopher Koontz, advance planning officer for LBDS, told the Business Journal.

In the past four years, the city has approved the Mobility Element of the General Plan (focused on vehicular, pedestrian and bicycle planning), the Downtown and Transit-Oriented Development Pedestrian Plan (focused mostly on improving access and development around the Metro Blue Line) and the Midtown Plan (a guiding document for a portion of Central Long Beach).

Existing planning documents like the Southeast Area Specific Plan and the Land Use Element of the General Plan are currently being revised and are going through public input processes.

Koontz indicated that the recent push to revisit planning documents is reflective of changes in attitudes in the city.

"This is a city that grew very rapidly and then made some bad decisions in the late '70s and early '80s that led to some really poor development," Koontz said. For example, he

(Please Continue To Page 24)



# 9 WAYS TO HELP KEEP LONG BEACH CLEAN & GREEN

## 1. Commercial Recycling:

State law (AB 341) makes recycling mandatory for any commercial property or multi-family residential property (with five or more units) that generates four or more cubic yards of waste per week.



## 2. Commercial Organics Recycling:

Starting January 1, 2017, State law (AB 1826) requires businesses that generate 4 cubic yards of organic waste to arrange for organic waste recycling services. Organics include food, yard trimmings, nonhazardous wood, and food soiled paper.



**3. PaintCare Partners** in Long Beach offer free recycling of paint and varnishes. Residents and businesses can drop off unwanted paint at these three paint retailers.

**Dunn-Edwards**  
on Lakewood Blvd.

**Sherwin Williams**  
on Harbor Ave.

**Vista Paint**  
on Artesia Blvd.



## 4. Free E-waste and Household Hazardous Waste drop-off facility

for the public. Open every second Saturday of the month from 9 a.m. to 2 p.m. Used motor oil, car batteries and tires accepted too!



**5. LB businesses** can visit [www.LB-exchange.org](http://www.LB-exchange.org) to connect with local nonprofits and schools that need gently used office furniture, equipment and supplies.

Help strengthen our community and preserve landfill space by keeping products in use instead of throwing them away.



**6. Recycle More:** Up your recycling by educating tenants or employees about commercial recycling programs you've made available to them. Download free flyers and signs from [www.longbeach-recycles.org](http://www.longbeach-recycles.org)



**7. Waste Reduction** can easily be part of your business plan.

- Encourage the use of reusable bags and takeout containers.
- Provide reusable gift wrap options for customers requesting wrapping.
- Donate unused food to Foodfinders.org for redistribution to families in need.



## 8. Street Sweeping

is conducted to improve the City's cleanliness, health and safety. The City sweeps approximately 160,000 miles of streets and removes approximately 11,000 tons of debris each year to prevent it from entering storm drains and help comply with state and federal stormwater quality requirements.



**9. www.LBadvantage.org:** Learn about benefits that are provided to companies that manufacture using recycled materials. The LB Manufacturer Advantage program is free and provides:

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- Low-Interest Loans
- Acquisition Assistance



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Christopher Koontz, advance planning officer for the City of Long Beach, said that recently revised and new planning documents that guide future development and projects in the city take a more optimistic view of the city than in previous decades. (Photograph by the Business Journal’s Larry Duncan)

## Guiding Principles For Downtown Long Beach

The Guiding Principles described below and the development standards and incentives contained in the Downtown Plan aim to create a world-class City center, and a vibrant and energetic Downtown that will be home to a diverse mix of people, businesses, and attractions. The Plan will provide for more and expanded urban choices for living, working, and shopping in the Downtown in a true mixed-use City center. The Plan will ensure that Long Beach remains highly livable, with interconnected open space and transit, and a range of community services and cultural opportunities.

- 1 We promote the development of a **DISTINCTIVE DOWNTOWN SKYLINE**, providing a vibrant, compact city core attracting cosmopolitan and creative people.
- 2 Our lively Downtown acts as the **HEART OF THE CITY**, connecting with the neighborhoods and coastline.
- 3 We encourage an **INFRASTRUCTURE** to accommodate a future that is less dependent on fossil fuels and more focused on walking, bicycling, and public transportation.
- 4 We invite and support new industries to invest in our future so that we can continue to **DIVERSIFY OUR ECONOMY** and promote job growth while strengthening our existing backbone of convention, tourism, and port business.
- 5 We endorse **BOLD ARCHITECTURE, PLANNING, AND CONSTRUCTION** that utilize green building technology and incorporate sustainable energy.
- 6 We demand **QUALITY** in building practices in order to ultimately create historical masterpieces.
- 7 We value our buildings of **HISTORIC** merit and seek to preserve or restore them through adaptive reuse.
- 8 We include the best aspects of an innovative **GLOBAL CITY**: dynamic architecture, light-filled public spaces, active recreation, celebration of our unique culture, and respect for the natural environment.
- 9 We work together to ensure the **SUCCESS** of this vision and it is our promise to the City and its residents to invest in the future.

Source: Downtown Plan January 2012

## Planning Documents

(Continued From Page 22)

explained that during that time period, the city began allowing two-story apartment buildings to be built alongside single-family residences. But the guidelines for doing so were not fully thought through and resulted in a flurry of development of what’s often referred to as cracker box apartments.

Koontz explained, “What happened is the city lived with this legacy of those bad decisions. And because the city had made those mistakes, the public was very unwilling to accept any new development or any new ideas and just wanted to sort of clamp down on a program of don’t let anyone build anything anywhere. And it took a long time to overcome that.

“We had to rebuild trust, and we had to see some changes in society and in leadership. And we’re in a really special place as a city where we get to rethink all of that and kind of envision a brighter future.”

The Downtown Plan, approved in 2012, is often held up by the city as an example of how planning documents can engender positive change and economic growth.

“I think it shows, sort of from the business side, the power of [what happens] if the city gets the rules correct what the private market can [then] create,” Koontz said of the Downtown Plan. “Once we did the Downtown Plan and we did adaptive reuse – making it easier to reuse existing buildings – that was when downtown really took off.”

The Downtown Plan created “refined development and design standards aimed at achieving a high-quality urban realm,” according to a recent city report on the plan’s results. It also “encourages a proactive planning process,” one that streamlines permitting and entitlement processes to foster growth.

One aspect of the plan focused on allowing for more residences in the downtown area to support economic growth. “What [the city] realized is if you want downtown to be a destination and a successful place to do business, it also needs to be a place where people live,” Koontz said. The city expects 5,000 residential units to be built in downtown by 2035.

Because developers have invested in downtown and more people have moved into the area, downtown has “taken off,” according to Koontz.

Kraig Kojian, president and CEO of the Downtown Long Beach Alliance (DLBA), said the plan has “served as a strong template to be able to attract investment in our downtown.” The plan provides developers with a comfort level in investing in downtown due to the predictability it affords, he added.

“It really provides a roadmap to make the investment easier and I think more understandable,” Adam Carrillo, economic development manager for the DLBA, said. “It gives them a much better view as far as what the city is looking for in terms of potential development projects.”

“It’s a great Long Beach success story. And as we look forward and to the different plans we talked about, it’s really about replicating that success,” Koontz said.

“I think we have laid the groundwork to sort of continue the progress downtown north[ward] along Long Beach Boulevard,” Koontz said. “We adopted the Midtown Plan last year, so it’s sort of too early to tell what will come of that. But I think there is a huge opportunity there.” The Midtown Plan encourages new construction along Long Beach Boulevard toward Long Beach Memorial Medical Center.

The city recently won a grant from the Southern California Association of Governments to create a planning document for North Long Beach that Vice Mayor Rex Richardson has dubbed the Uptown Planning Land Use And Neighborhood Strategy (UPLAN).

“We’re going to be doing some specific work up there to see what we can do to change the zoning and bring new investment into the area,” Koontz said. “And there you have really strong community partnerships and people are really interested in bettering their community, so I think that’s actually a big opportunity site that you’ll see develop over the next couple of years.”

Planning documents are also about placemaking – a concept of development and design of public spaces meant to promote pedestrian use and a sense of place. The recently completed Downtown and TOD Pedestrian Plan, for example, “looks at all the Blue Line stations and once people get off the train, how can we improve their experience with everything from crosswalks and sidewalks to making sure there are trees,” Koontz said. “I bring that up not because any of those are huge projects but because those little pieces really make a difference.” ■





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The Downtown Long Beach Alliance is a nonprofit organization dedicated to fostering a “healthy, safe and prosperous downtown.” Pictured at 1st Street and The Promenade are President and CEO Kraig Kojian, left, and Economic Development Manager Adam Carrillo. (Photograph by the Business Journal’s Larry Duncan)

## The Downtown Long Beach Alliance’s Economic Development Efforts

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

**F**rom a \$65 million remodel of The Pike Outlets to ongoing, contemporary renovations at City Place shopping center to dozens of independent eateries and businesses opening throughout the area, the business environment in Downtown Long Beach continues to gain momentum.

A shepherd of that growth is the Downtown Long Beach Alliance (DLBA), a nonprofit organization that oversees the property and business improvement districts within downtown. The organization, formed in 1937, is “dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development” of those districts, according to its 2020 Vision Plan.

“The role that we have designed for ourselves is really serving as a liaison and ombudsman between the public and private sector from an economic development standpoint,” Kraig Kojian, president and CEO of the DLBA, said.

For example, the DLBA often introduces private investors to city staff “to help them walk through the process so they have a clear understanding of what that process looks like in advance,” he explained. “It is [also] introducing them to elected officials so there is a briefing on the potential project or the investment that could come into their district.”

Over the past year and a half, the DLBA has ramped up its efforts to provide the brokerage community, entrepreneurs and investors with data about different areas of downtown. Austin Metoyer, research and policy manager, and Adam Carrillo, economic development manager, take a synergistic approach to this effort.

“I think Austin has done a great job over the past year of consolidating information that’s relevant to what we’re sharing to the investment community and that Adam is using it to identify some specific needs of that particular investor, and then showing them specific areas and/or spaces with the brokerage community,” Kojian said.

Carrillo referred to the DLBA as “the leading clearing house for data and information in supporting the site selection process” for potential new businesses.

“Take, for example, the automated pedestrian sensors that we have located throughout the downtown,” Carrillo said. “This gives you, any entrepreneur, potential investor, restaurateur or groundfloor retail owner an opportunity to [understand] what type of foot traffic you will be seeing.” With this data, a restaurateur could determine whether it would be best to open a breakfast establishment or one suited to evening dining.

Metoyer said the DLBA is also working to gather data to determine where the greatest opportunities are for new businesses. Such metrics would take available vacant space into consideration coupled with data on how existing businesses in that area have been doing in terms of sales. “So City Place, The Pike, East Village, [we are] looking at those corridors and seeing how successful those businesses have been and whether or not that’s a good opportunity for another business to come in,” he said.

One area the DLBA sees as primed for growth is North Pine Avenue. “You’re seeing, I think, the champions of Long Beach choosing North Pine as kind of the marquis area for them to open,” Carrillo said. The Pie Bar, which opened last year at 450 Pine Ave., is “a great example,” as is Romeo Chocolates, which is slated to open next door, he noted. A brewery will also soon announce it is opening on North Pine, he added.

Hazel Quimpo, communications manager for the DLBA, pointed out that the organization recently began sending out quarterly reports with data about office and retail space and residential real estate. “Instead of just publishing annually, like many organizations do, we are actually publishing quarterly with our snapshots,” she said.

Quimpo also spearheads content marketing for businesses and investors in the area via the DLBA’s website and e-blasts. “Whether it’s announcing a new business coming in or ongoing promotion of businesses, that’s again part of our role,” Kojian said. “The nature of us serving as a voice for business in the downtown, I think, has been well articulated and certainly elevated over the past two or three years.”

In addition to these efforts, the DLBA’s events programming, which attracts people to the area for food festivals, music and more, as well as its Clean and Safe program, which keeps the streets clean and provides safety services like escorts back to cars, are aimed at creating an environment for businesses to thrive. ■



When Laurie Gray opened The Pie Bar on North Pine Avenue, she spurred interest in the area among other Long Beach locals who, like her, have been operating businesses without storefronts, according to the Downtown Long Beach Alliance. One such business, Romeo Chocolates, is soon slated to become her neighbor. (Photograph by the Business Journal’s Larry Duncan)



# CITY OF LONG BEACH

## BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Power Take Off Related Parts & Repair Services		03/15/2017
SCADA Improvements Phase I (REBID)	WD-23-16	03/17/2017
Downtown Long Beach Area Parking Study	RFP DV17-040	03/17/2017
Airport Landscaping Services	RFP AP17-055	03/21/2017
Duty Gear Lockers Purchase & Installation	RFP PD17-027	03/21/2017
Ford Police Interceptor Utility Vehicle Upfitting	ITB FS17-067	03/23/2017
Imprvmnts of Bellflower Blvd btw PCH & Atherton	R-7006	03/29/2017
Apparel with Embroidery & Screen Print	ITB LB17-063	03/29/2017
Urban Design Consulting Services	RFP PW17-059	03/30/2017
RFP for AMI Program Management Services		03/31/2017
Fundraising Cmpgn Consult Svcs Belmont Cntr	RFP PW17-060	04/07/2017
Dev. & Operation of Airport Advertising Program	RFQ AP17-053	04/11/2017
Upgrade of HVAC System at W. Division Police Stn.	R-7086	04/12/2017
Placement & Operation of RMUs at Rainbow Harbor	RFP PR17-042	04/14/2017

**\*\*Some of the listed projects have scheduled mandatory pre-bid meetings which may have already occurred due to publication lead times\*\***

### Bidder Registration

To receive notifications of bid opportunities, register with the City of Long Beach at [www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/](http://www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/). Additional details on upcoming bids and how to register can be found on the website.

## AUTO LIEN SALE AUCTION

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March 21 & April 4, 2017  
Registration & Viewing Hours:  
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<http://www.longbeach.gov/finance/services-and-permits/towing-and-lien-sales/auction/>

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# The Long Beach Performing Arts Theaters Spring Season 2017

	March 2017	April 2017
<b>International City Theatre</b> <a href="http://ictlongbeach.org">ictlongbeach.org</a> (562) 436-4610	<b>Forever Plaid</b> <i>Beverly O'Neill Theater</i> Feb 15 – Mar 5 Thurs – Sat   8pm, Sun   2pm	<b>Uncanny Valley</b> <i>Beverly O'Neill Theater</i> Apr 19 – May 7
<b>Long Beach Opera</b> <a href="http://longbeachopera.org">longbeachopera.org</a> (562) 432-5934	<b>The Perfect American</b> <i>Terrace Theater</i> Sun, Mar 12   2:30pm, Sat, Mar 18   8pm	<i>"Long Beach Opera and theater is thought before, and"</i>
<b>Musical Theatre West</b> <a href="http://musical.org">musical.org</a> (562) 856-1999 ext. 4	<b>Reiner Reading Series: Amour</b> <i>Beverly O'Neill Theater</i> Sun, Mar 12   7pm  <b>Broadway in Concert: Susan Egan, Belle in Disney's Broadway Beauty and the Beast</b> <i>Beverly O'Neill Theater</i>   Fri, Mar 17   8pm	<b>Reiner Reading Series: Amour</b> <i>Terrace Theater</i> Sun, Apr 30   7pm
<b>Musica Angelica</b> <a href="http://musicaangelica.org">musicaangelica.org</a> (562) 276-0865	<b>Concerto! Featuring Bach, Vivaldi, Arne, Fasch &amp; Telemann</b> Sat, Mar 18   7pm	
<b>Long Beach Camerata Singers</b> <a href="http://longbeachcameratasingers.org">longbeachcameratasingers.org</a> (562) 373-5654		<b>Baroque Brilliance</b> <i>Terrace Theater</i> Sun, Apr 2   4:30pm
<b>Long Beach Symphony</b> <a href="http://longbeachsymphony.org">longbeachsymphony.org</a> (562) 436-3203 ext. 0	<b>Beethoven &amp; Dvořák</b> <i>Terrace Theater</i> Sat, Mar 4   8pm  <b>Symphonic Spectacular: See the Music!</b> <i>Long Beach Arena</i> Sat, Mar 11   8pm	<b>An Evening of...</b> <i>Terrace Theater</i> Sat, Apr 29   8pm Pre-Concert Talk

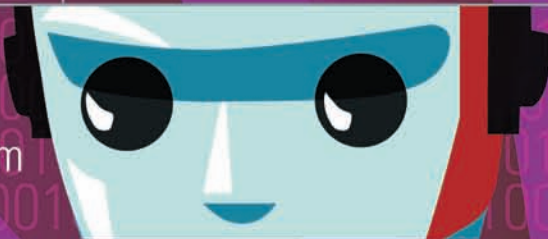
**POPS!**



7 Two extraordinary arts theaters – one ultimate acoustic experience.

7 May 2017 June 2017

lley  
ill Theater  
y 7 Thurs – Sat | 8pm, Sun | 2pm



### Crimes of the Heart

Beverly O'Neill Theater | Jun 7 – 25  
Thurs – Sat | 8pm, Sun | 2pm



pera...is back rethinking music  
er in ways no one else has quite  
and for the betterment of both."

Los Angeles Times

### As One

Beverly O'Neill Theater  
Sat, May 13 | 8pm,  
Sat, May 20, 21 | 2:30pm



### ing Series: Follies

ter Lobby  
7pm



### illiance: Monteverdi's Vespers

ter Lobby  
4:30pm



### of Mozart

ter  
8pm  
Talk 7pm

### Up All Night: '80s Music

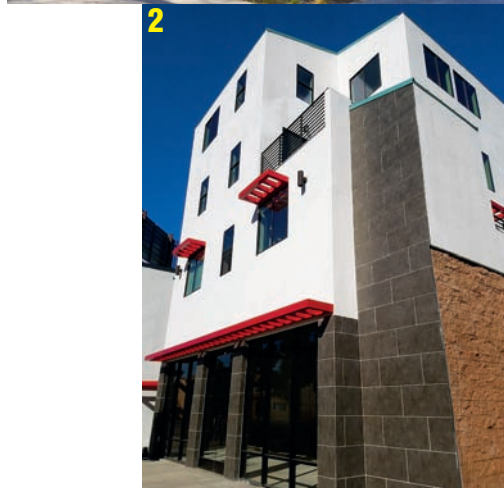
Long Beach Arena  
POPS!  
Sat, May 13 | 8pm

### JoAnn Falletta Homecoming

Terrace Theater  
Sat, Jun 10 | 8pm







# Citywide Development Projects

■ By **BRANDON RICHARDSON**  
Senior Writer

In recent years, the City of Long Beach has experienced a cultural and economic renaissance that has resulted in the development of many projects throughout the city. Apartment buildings, condominiums, mixed-use, retail, restaurant, office and industrial – the city still has a plethora of projects either underway or planned that will add to the density and culture of the city. Working with Long Beach Development Services, the Long Beach Business Journal has compiled a comprehensive list of development projects citywide as of March 8. These include projects that were completed in the past three months, are under construction, have been approved and those pending.

## Downtown Completed In The Past Three Months

**1. 4th and Olive Restaurant** – 743 E. 4th St.; restoration of the existing 3,657-square-foot commercial space to accommodate a new Alsace cuisine restaurant and bar in downtown's East Village. (Photograph by the Business Journal's Larry Duncan)

**2. 137 W. 6th St.** – Four-story, mixed-use development with a 10-unit residential component and an additional 1,200 square feet of commercial retail space. (Photograph courtesy of the City of Long Beach)

### Under Construction

**3. 117 E. 8th St.** – Adaptive reuse of designated landmark building, which includes two levels of medical offices and a six-story, 49-unit assisted living component for seniors. Development expected to be completed in spring 2017. (Photograph courtesy of the City of Long Beach)

**4. 442 W. Ocean Blvd.** – Mixed-use development consisting of a five-story building with 94 residential units and 1,455 square feet of retail. (Photograph by the Business Journal's Larry Duncan)

**5. Aquarium of the Pacific** – A \$53 million expansion is underway at the Aquarium of the Pacific. The new Pacific Visions wing will be 29,000 square feet and feature live animal exhibit space, art gallery space and a state-of-the-art, 300-seat interactive theater. The expansion is the first since the Aquarium opened in 1998 and is scheduled for completion in late 2018 or early 2019. (Rendering courtesy of the Aquarium)

**6. AMLI Park Broadway** – 245 W. Broadway; adaptive reuse of the former state office building; seven stories; 222 residential units, with 8,500 square feet of retail space on the ground floor, including an art gallery, cafe, and "bike kitchen." (Rendering courtesy of the City of Long Beach)

**7. Long Beach Civic Center** – 411-415 W. Ocean Blvd.; re-envisioned Civic Center project to include a new 11-story, 254,000-square-foot city hall; an 11-story, 237,000-square-foot port building; a 92,500-square-foot main library; a 73,000-square-foot civic plaza with subterranean parking structure; and a renewed Lincoln Park. (Rendering courtesy of the City of Long Beach)

**8. Middle Harbor** – The Port of Long Beach began construction its \$1.3 billion Middle Harbor Terminal Redevelopment project in 2011. The project is combining two aging shipping terminals into the greenest, most technologically advanced container terminal in the world. Phase one of the project was

completed in 2015, with the entire project scheduled for completion in 2019. (Business Journal photograph)

**9. Oceanaire** – 150 W. Ocean Blvd.; the groundbreaking was held on December 6, 2016, for this seven-story, 216-unit residential development, which includes 1,500 square feet of retail space and is located adjacent to the historic Ocean Center Building. Additional project components include improvement of the Victory Park stretch along Ocean Boulevard and the development of a new city park at the Seaside Way grade. Project slated for completion in 2018. (Rendering courtesy of the City of Long Beach)

**10. Pedestrian Bridge** – A public pedestrian bridge to provide better connectivity from the convention center promenade to the Terrace Theatre. The underside of the bridge at the entrance to the center's Seaside Ballroom will feature lighting and installations for outdoor event space called The Cove. The bridge's design is meant to mimic the movement of waves. (Photograph by the Business Journal's Larry Duncan)

### Approved/In Plan Check

**11. 101 Alamitos Ave.** – A mixed-use project consisting of a seven-story, 136-unit condominium development, including 10 studio units and 2,560 square feet of pedestrian-oriented retail and restaurant space located in the East Village Arts District. (Rendering courtesy of Sares-Regis Group)

**(No rendering available) 107 Long Beach Blvd.** – A proposed 30,620-square-foot hotel featuring 34 guest rooms.

**12. 135 Linden Ave.** – A proposed five-story building, including up to 44 residential units above about 2,688 square feet of retail space. (Rendering courtesy of the City of Long Beach)

**13. 207 Seaside Way** – The proposed mixed-use development project includes 113 residential units and 2,000 square feet of retail space in a five-story building. Construction has begun on a public pedestrian bridge located adjacent to the site. (Rendering courtesy of the Ensemble Real Estate)

**14. 227 Elm Ave.** – Developer City Ventures has proposed 40 for-sale townhomes consisting of three-story dwellings above one- and two-car garages. (Rendering courtesy of City Ventures)

**15. 434 E. 4th St.** – A mixed-use project with 49 apartment units atop ground floor resident amenities and retail space with 82 parking stalls. (Rendering courtesy of the City of Long Beach)

**(No rendering available) 437 E. 5th St.** – A mixed-use project featuring 18 apartment units and 230 square feet of commercial space.

**16. Beach Concession Stand Improvements** – Utilizing Tidelands funds, several beachfront improvements are being planned, including concessions at Alamitos, Junipero and Granada beaches. The Alamitos improvements are expected to begin in 2018 and will feature a two-story cafe, a new plaza and drop-off zone, new signage, game and play areas, and bike parking and bike share. (Rendering courtesy of the City of Long Beach)

**17. Beacon Apartments** – 1201-1235 Long Beach Blvd.; a 121-unit affordable housing development that will serve extremely low- to low-income seniors 62 years and over, with a 39-unit supportive housing building for extremely low-income veterans who are homeless or at risk of homelessness. (Rendering courtesy of the JR van Dijs Inc.)

**18. Ocean View Tower** – 200 W. Ocean Blvd.; an adaptive reuse project of the nine-story Verizon Building, converting over 95,000 square feet into 106-unit residential apartment. (Rendering courtesy of the City of Long Beach)

**19. Residences at City Place** – 180 E. 5th St.; a four-story, mixed-use project with 20 residential units and 5,220 square





feet of ground floor commercial space. Once called The Place at City Place, a new name for the development will be announced on March 29. The housing project is part of a larger, four-year renovation project of the City Place shopping center, which includes facade improvements by Studio One Eleven and its partner Retail Design Collaborative and rebranding the site. New businesses confirmed for the space include Romeo Chocolates and Table 301. The center is also home to the former Wal-Mart space, but it is still unclear how it will be utilized. (Rendering courtesy of Shooshani Developers LLC)

**20. Security Pacific National Bank Building** – 110 Pine Ave.; an adaptive reuse project to convert office space in the 13-story building into 118 residential units above the Federal Bar. (Rendering courtesy of the City of Long Beach)

**21. The Current (Phase II)** – 777 E. Ocean Blvd.; part of the Shoreline Gateway Master Plan, East Tower proposes a 35-story building with 315 residential units with a mix of studios, one- and two-bedroom units, and lofts. The development also includes approximately 6,700 square feet of retail and restaurant space on the ground level and will feature public art, pedestrian open space and new landscaping. The project is expected to break ground by the end of the year and is slated for completion in 2019. (Rendering courtesy of the City of Long Beach)

**22. Third + Pacific** – 230 W. 3rd St.; part of the site for the new Long Beach Civic Center project, which will consist of an eight-story, multi-family residential development, including 163 residential units, 261 subterranean parking spaces, 15,324 square feet of common and private open spaces, a pool deck and a fitness area. (Rendering courtesy of the City of Long Beach)

### Pending/Under Review

**23. 320 Alamitos Ave.** – Proposed 77 market-rate apartments with 109 parking stalls located on two levels below grade and a grade level. (Rendering courtesy of the City of Long Beach)

**(No rendering available) 507 Pacific Ave.** – A proposed mixed-use project consisting of 134 residential condominiums with 7,000 square feet of commercial church and retail space.

**24. 825 E. 7th St.** – Proposed 19 residential units. (Rendering courtesy of the City of Long Beach)

**25. Broadway & Magnolia Apartments** – 500 W. Broadway; a proposed seven-story, 142-unit apartment building with 2,954 square feet of commercial space. (Rendering courtesy of the City of Long Beach)

**26. Broadway Block** – 240 Long Beach Blvd.; a proposed two-building, mixed-use project consisting of 375 residential units, 5,212 square feet of retail space and 5,773 square feet of creative office space. (Rendering courtesy of the City of Long Beach)

**27. Pacific Avenue/3rd and 4th** – Proposed 325 residential units. (Rendering courtesy of the City of Long Beach)

## Outside Downtown Completed In Last Three Months

**28. Immanuel Senior Housing** – 3215 E. 3rd St.; adaptive reuse of the former Immanuel Church in the Bluff Heights Historic District into an affordable senior housing complex; three stories; 25 one-bedroom units. (Photograph courtesy of the City of Long Beach)

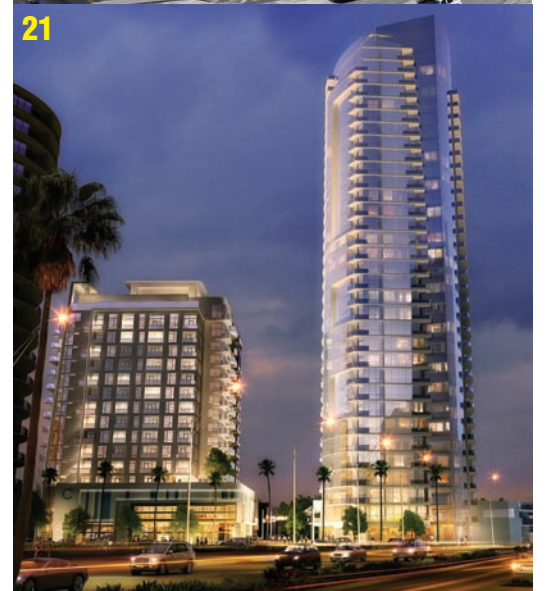
**29. Olympix Fitness Center** – 4100 E. Ocean Blvd.; new fitness center at the site of the former Yankee Doodles pool and billiard hall in Belmont Shore. (Photograph by the Business Journal's Larry Duncan)

### Under Construction

**30. Long Beach Garden Home** – 1570-1598 Long Beach Blvd.; a four-story, 36-unit condominium project atop one story of 10,000-square-foot commercial space and two levels of parking. (Rendering courtesy of California Investment Regional Center, LLC)

**31. Anchor Place** – 2001 River Ave.; a 120-unit supportive housing development for homeless families and veterans; 75 units reserved for homeless veterans and 45 units set aside for extremely low-income residents; fifth phase of the Century Villages at Cabrillo campus development. The development will provide residents with access to on-site supportive services, including case management, physical and mental health services, and employment services. (Rendering courtesy of the City of Long Beach)

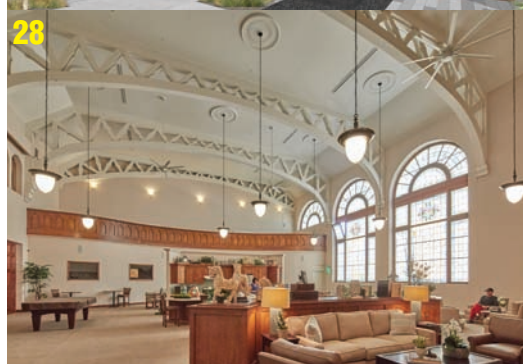
(Please Continue To Page 32)





# Citywide Development Projects

(Continued From Page 31)



**32. Cal State Long Beach Building** – The university recently celebrated the groundbreaking of its new College of Continuing and Professional Education (CCPE) building on the east end of the campus. The three-story building will consist of 20 modern general classrooms, a large conference center and support space, as well as outdoor gathering areas. The project will meet the highest level of sustainable green building standards and will be the first net-zero energy building in the CSU system. (Rendering courtesy of Cal State Long Beach)

**33. Cherry Avenue & Spring Street** – A new strip mall is under construction on the northeast corner of Cherry Avenue and Spring Street. Formerly West Coast Firestone, the new project will consist of nearly 9,500 square feet of restaurant and retail space. Tenants are set to include a 7-11 convenience store, as well as ramen noodle, sandwich and Chinese eateries. (Rendering courtesy of property representative Robert Park)

**34. Educare of Los Angeles in Long Beach** – Educare, an early education program that serves children from birth to five years old, is scheduled to begin construction on a Long Beach facility this month. The roughly 2.6-acre project will be located at Barton Elementary School, 1100 E. Del Amo Blvd., and will serve nearly 200 infant, toddler and preschool children. Construction on the 32,000-square-foot facility, which will include one two-story administration and support services building and three one-story classroom buildings surrounding an outdoor educational and playground space, is scheduled to be completed March 2018. (Rendering courtesy of the Long Beach Unified School District)

**35. Gerald Desmond Bridge Replacement** – The main span of the new bridge will be 2,000 feet long and 205 feet above the water, making it the highest deck of any cable-stayed bridge in the United States. The additional height will allow larger ships access to the North Harbor area. Two 515-foot towers will be the second tallest in the U.S. and feature a unique design that is octagon shaped at the base and diamond shaped at the top. The south side of the bridge also includes a pedestrian and bicycle path. (Rendering courtesy of the City of Long Beach)

**(No rendering available) Long Beach City College** – The \$8.7 million project to upgrade the English department building (P Building) at Long Beach City College's Liberal Arts Campus broke ground on March 8. The building was originally constructed in 1935 and was the first permanent building of the school. The renovated building will feature five new classrooms, a computer lab, a multi-purpose room, a digital newsroom, two meeting rooms and 12 offices. The building is scheduled to re-open in fall 2018.

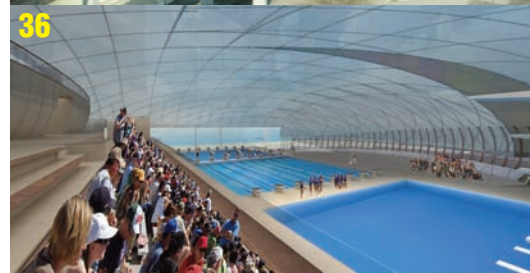
## Approved/In Plan Check

**36. Belmont Aquatic Pool** – 4000 E. Olympic Plaza; the proposed project would replace the former Belmont Pool facility and provide the city with a revitalized and modern pool complex. The project proposes the construction and operation of an approximately 125,500-square-foot pool complex that includes indoor and outdoor pool components and an approximately 1,500-square-foot cafe. (Rendering courtesy of the City of Long Beach)

**37. Former El Dorado Community Church** – 3655 N. Norwalk Blvd.; Newport Beach-based community planning firm Preface will demolish the former church to make way for a 40-home gated community, estimated to be completed in late 2018 or early 2019. The homes will range from 2,475 to 2,700 square feet and will sell for between \$800,000 and \$900,000. The project also features a walking trail, a tot lot, barbeque and open-space areas, as well as private yards on their property. (Rendering courtesy of Preface)

## Pending/Under Review

**38. 2nd + PCH** – The proposed retail center by CenterCal Properties LLC will feature 245,000 square feet of restaurant and retail space on the southwest corner of 2nd Street and Pacific Coast Highway (PCH), the former site of the SeaPort Marina Hotel. The pedestrian-friendly center will be anchored by a 55,000-square-foot Whole Foods and include 1,150 parking stalls on two levels. Developers estimate a grand opening in fall 2018. (Rendering courtesy of CenterCal)



(Please Continue To Page 34)



# Coming up in the Long Beach Business Journal

## March 28



**Toyota Grand Prix  
of Long Beach**

**Barbara Irvine-Parker, Realtor Associate**  
*Coldwell Banker Coastal Alliance*

Barbara obtained her California Real Estate License in 1977. As a seasoned agent, she continues to receive ongoing training and has developed tried and true marketing strategies. Her accomplishments have hinged on two points: providing the highest degree of professionalism and expertise, and providing quality service and communication. Barbara has called Long Beach/Signal Hill her home for more than 25 years. "My professional networking through National Association of REALTORS®, California Association of REALTORS®, and the Women's Council of REALTORS® has proven to be invaluable in maintaining a powerful connection between my business and community."

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## Citywide Development Projects

(Continued From Page 32)



**(No rendering available) 1795 Long Beach Blvd.** – a proposed transit-oriented affordable housing development featuring 101 units and 2,000 square feet of ground floor retail space.

**(No rendering available) 2300 Redondo Ave.** – a former U.S. Post Office facility; proposed three industrial buildings with associated office space.

**39. AES Power Plant** – The upgraded power plant proposed by AES Southland LLC would cut natural gas use by 50%, cutting emissions in half, and would see the removal of the long-standing smoke stacks. Once approved, AES estimates the project located at 690 N. Studebaker Rd. will be completed in 2020, at which time demolition of old facilities will begin. (Rendering courtesy of AES)

**40. Staybridge Suites** – 2640 N. Lakewood Blvd.; a proposed six-story, 125-guest-room hotel to replace the existing two-story, 50-guest-room hotel. A new pool area and new two-level parking structure are included in the project. (Rendering courtesy of the City of Long Beach)

### Douglas Park Under Construction

**41. Hampton Inn/Homewood Suites** – 3855 Lakewood Blvd.; a new five-story dual hotel that will feature 241 guest rooms, meeting space, a fitness center, and a recreation area. The hotel is slated for completion in 2017. (Photograph by the Business Journal's Larry Duncan)

**42. Long Beach Exchange** – Located on the southwest corner of Lakewood Boulevard and Carson Street, the new 26-acre shopping center by Burnham-Ward Properties will consist of 266,049 square feet of commercial floor area, including four commercial pads for fast food and bank tenancy, six anchor retail tenant spaces, and a 16,800-square-foot open air hangar structure filled with boutique food and drink spaces that opens into the development's central plaza. Recently announced tenants include Whole Foods 365, Nordstrom Rack, Orchard Hardware Supply, PetSmart and T.J. Maxx. (Rendering courtesy of the City of Long Beach)

**43. Pacific Pointe East** – 4350 Conant St.; A new 24-acre industrial office space development. The project is comprised of three two-story flex-tech buildings totaling 494,000 square feet. Estimated completion is March 2017. (Rendering courtesy of the City of Long Beach)

**44. The Terminal** – An office project consisting of four two-story buildings on the north side of Conant Street, between Lakewood Boulevard and Bayer Avenue. The site is nearly six acres and will feature up to 40 commercial condominium units and 388 on-site parking spaces. Estimated completion is third quarter of this year. (Rendering courtesy of the City of Long Beach)

**45. United Pacific** – The two-story, 41,000-square-foot office building located on the southeast corner of Worsham Avenue and Cover Street will serve as the new headquarters of United Pacific, a supplier of gas stations and convenience stores. (Rendering courtesy of the City of Long Beach.)

### Renovations Under Construction

**46. 3rd St. & Redondo Shopping Center** – A retail strip center on the northwest corner of Redondo Avenue and 3rd Street is currently undergoing extensive facade improvements. (Rendering courtesy of the City of Long Beach)

**47. Queen Mary Renovations** – The ship is currently undergoing \$15 million in renovations, including deck remodeling, restaurant and bar transformations, and rust removal and repainting of the ship's interior and exterior. The popular Ghosts & Legends attraction was closed in April 2016 for structural improvements and will reopen in winter of this year. This month, leaseholder Urban Commons is also expected to announce plans for a \$250 million development project for the 65 acres of land and water surrounding the ship. (Rendering courtesy of Urban Commons)

**48. One World Trade Center** – Interior and exterior renovations are underway at One World Trade Center, including cladding over granite walls with contemporary wood and white glass, rebuilding elevator mechanics and interiors, refinishing all brass fixtures, replacing the floor with porcelain tiles, transforming the plaza with landscaping, wood decking, soft seating areas, custom-designed shaded structures and Wi-Fi capabilities. The project is scheduled for completion in May. (Rendering courtesy of SAA Interiors and Architecture)

### Approved/In Plan Check

**49. Ocean Center Building** – 110 W. Ocean Blvd.; the property is currently entitled for 74 residential units, 7,200 square feet of restaurant space and 5,400 square feet of retail space. (Business Journal photograph)

(Source: Prepared by the City of Long Beach Development Services Department and the Long Beach Business Journal) ■





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# Industry Snapshots

■ By **SAMANTHA MEHLINGER**, Assistant Editor and **BRANDON RICHARDSON**, Senior Writer

A major reason Long Beach has been able to withstand numerous recessions over the years is its diversity of industries. If one is hit hard by economic conditions, another picks up the slack. This has been especially true of the Port of Long Beach, which remained strong during the recent Great Recession. The port’s economic stability also came into play when in the early 1990s McDonnell Douglas (now Boeing) began reducing its large workforce of 40,000-plus in the city. Container traffic through the port, especially from China, was taking off and scores of trade-related businesses were moving into the city.

Health care and tourism have a significant and growing presence in the city, while the financial services and aviation industry have remained steady and aerospace is experiencing a new wave of business openings. The tech sector is finally seeing an injection of new activity, primarily from smaller creative-type firms. Real estate is booming, with more than 50 projects recently completed, under construction or in the pipeline. A complete list of projects is featured in this publication.

Following is a further glimpse at several of the city’s major industries.

## Aviation And Aerospace

Long Beach has a long, rich history in aviation and aerospace and has been home to many of the most prominent names in those industries.

Douglas Aircraft Co. opened its Long Beach manufacturing plant during World War II, which played a major role in delivering C-47 Skytrains (DC-3), SBD dive bombers, C-54 transports, A-20 and A-26 attack bombers and B-17 bombers to the war effort. In 1967, attempting to keep up with demand for its DC-8 and 9 and the A-4 Skyhawk, Douglas merged with McDonnell Aircraft Corp. to become McDonnell Douglas Aircraft Co.

In 1997, McDonnell Douglas merged with rival Boeing, ending the more than 75-year history of Douglas Aircraft Co. The merged company continued manufacturing the Boeing 717 until 2006 and Boeing C-17 Globemaster III, the last aircraft assembled in Long Beach, until 2015.

Virgin Galactic, a branch of Sir Richard Branson’s Virgin Group, leased a 150,000-square-foot facility on former McDonnell Douglas property, now referred to as Douglas Park, in February 2015. On March 2, 2017, it was announced that the Long Beach facility would be rebranded as the headquarters of a new arm of the company called Virgin Orbit. The new company will continue to design and manufacture the company’s small satellite launch vehicle, LauncherOne.

Other notable aircraft and aerospace companies in Long Beach include Gulfstream Aerospace and Flight Safety International at the airport, Neill Aircraft Company on the industrial west side of the city, and Rubbercraft and Shimadzu

Aircraft Equipment USA, both located adjacent to the airport at Douglas Park.

Aside from manufacturers, the city hosts JetBlue Airways, Delta Air Lines, American Airlines and Southwest Airlines at Long Beach Airport (LGB). Between 1910 and 1919, prior to the establishment of the municipal airport, planes would land on the beach during low tide. In 1919, Earl Daugherty opened a 20-acre flying field for his flight training school. From there, the field grew and eventually became the 1,166-acre airport we know today.

LGB is one of only a handful of municipal airports nationwide that operate under a strict noise ordinance, which limits the number of flights based on noise levels and is sanctioned by the FAA. Last year, it was found that technological advancements have reduced noise pollution, and additional flight slots were added to bring the total to 50 flights per day.

Along with the major air carriers, LGB is home to many aviation businesses, including flight school Long Beach Flying Club & Flight Academy, fixed-base operators Ross Aviation, Aeroplex Aviation, Signature Flight Support and JFI Jet Center, and scores of small businesses providing a wide range of aviation services from helicopter operations to maintenance facilities.

Recently, the airport announced a pilot program to allow ride-sharing companies such as Lyft and Uber to pick up passengers beginning Wednesday, April 5. Prior to the program, such companies were only permitted to drop off passengers.

## Financial Services

Long Beach is home to many financial resources and institutions. Residents, visitors and business owners have access to nearly every major and mid-sized banking institution in the Western United States, including two local, independent banks – International City Bank (ICB) and Farmers & Merchants Bank (F&M).

Specializing in Small Business Administration (SBA) loans, ICB was established in 1984. With knowledge of the local financial landscape, the company has locations in Long Beach and Irvine and focuses on products and services for businesses. Founded by C.J. Walker in 1907, F&M has remained in the Walker family for over a century and has grown to be known as one of the strongest banks in California. The bank has 24 branches throughout Los Angeles and Orange counties, including its main office and five other branches in Long Beach.

Other financial institutions in Long Beach include Wells Fargo Bank, Chase Bank, Comerica Bank, First Bank, City National Bank,

(Please Continue To Page 38)



## The Port Of Long Beach

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

The Port of Long Beach is a boon for the Long Beach economy, with employment related to its activities totaling about 30,000 jobs in the city. The annual movement of about \$180 billion in goods through and beyond the port supports one in 22 jobs in the Southern California region and 1.4 million jobs nationwide, according to the port.

International trade through the port doesn’t just support shipping and maritime-related work. The jobs it generates are also within trucking, rail, logistics, freight forwarding, retail and other sectors.

In its more than 100 years, the Port of Long Beach has become a network of state-of-the-art facilities rivaling those of world-class ports. To build upon this infrastructure and keep up with industry needs, the port is investing more than \$4 billion to upgrade its infrastructure.

One of its largest capital improvement endeavors is the Middle Harbor Redevelopment Project, in which two aging terminals are being combined to create a new mega-terminal with zero-emission operations. Phase one of the project was completed and taken over by

Each year, the Port of Long Beach handles more than 2,000 vessel calls and 82.3 million metric tons of cargo amounting to about \$180 billion in trade. (Port of Long Beach photograph)



tenant Long Beach Container Terminal in 2016. Work on the second phase is underway.

According to a port official, when the terminal is completed, it will encompass 305 acres and feature infrastructure capable of handling the world’s largest vessels. If it were a stand-alone port, it would rank fourth largest in the United States.

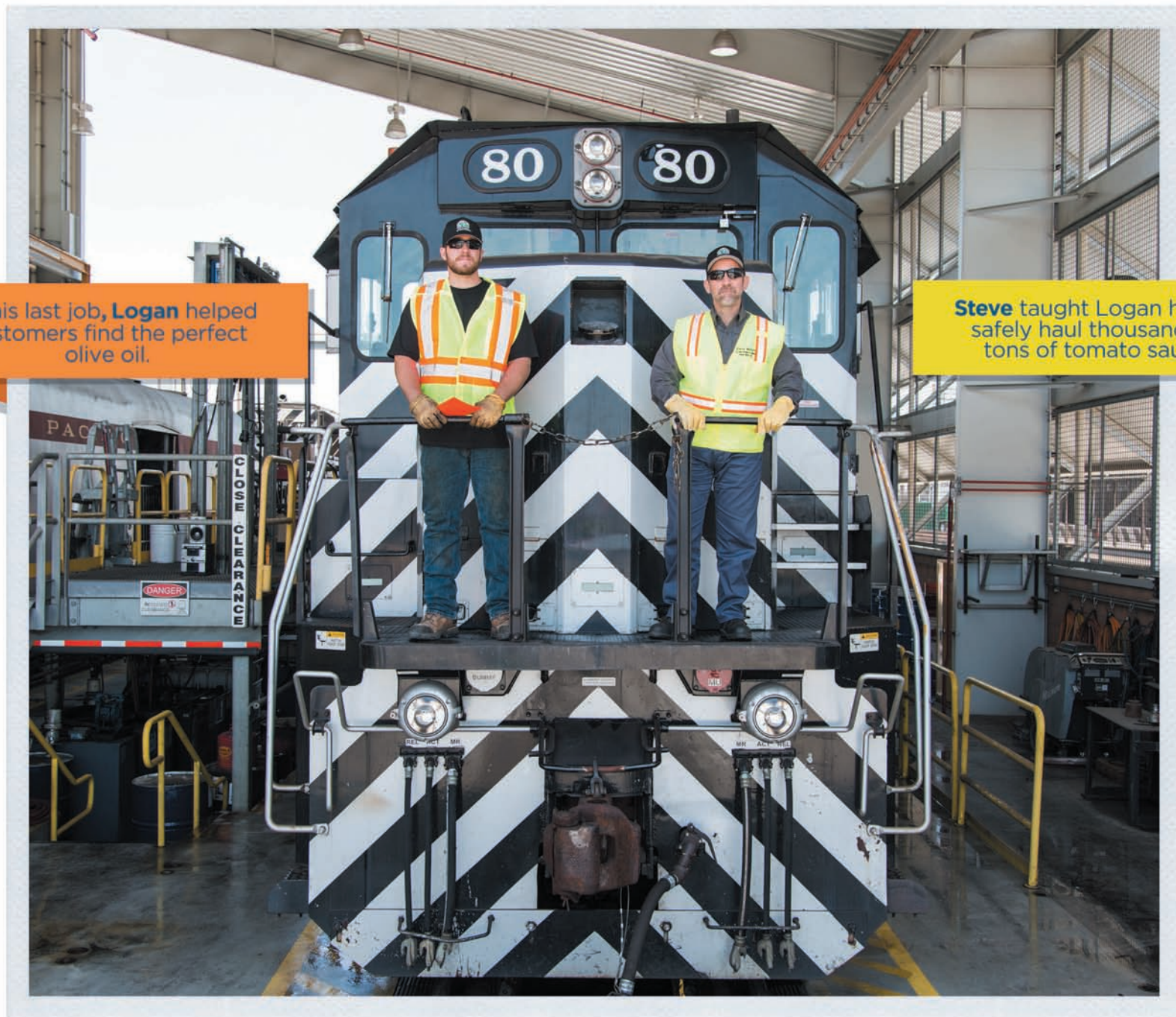
The port’s other major infrastructure project is hard to miss. A new bridge is being constructed over the harbor, and already, its supports are taller than the existing Gerald Desmond Bridge, which it stands to replace.

A port official said that the \$1.5 billion project is more than halfway complete. The bridge’s towers, which will rise to 515 feet, are fast approaching that height. The roadway, which will feature three lanes in both directions, will hover 200 feet over the water to allow larger ships to pass beneath it. Plus, the bridge will feature a pedestrian and bike path with observation points.

Moving forward, the port is investigating expanding its on-dock rail capabilities to boost supply chain efficiencies and reduce air emissions.

The Port of Long Beach is dedicated to reducing the impact of its operations through a number of environmental initiatives, chiefly found within the Water Resources Action Plan and the joint Clean Air Action Plan, a document that also pertains to the neighboring Port of Los Angeles. Both ports are working together to revise that plan with updated air emissions reduction goals. ■





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Industry Snapshots

(Continued From Page 36)

Bank of America, OneWest Bank, Bank of the West, Citibank, U.S. Bank, Banc of California, United Business Bank, VA Desert Pacific Credit Union, Luther Burbank Savings, LBS Financial Credit Union, Union Bank and California Bank & Trust.

Additionally, the city is home to a spectrum of financial service companies, including cer-



Mike Miller is president of International City Bank, established in Long Beach in 1984. (Business Journal photograph by Larry Duncan)

tified public accountants, stock brokers, retirement planners, life insurance brokers, small business startup advisors, tax advisors and workers' compensation insurance brokers. The city offers a wide variety of small independent operations to major firms with a national and international presence. The city has several financial services firms that were founded in Long Beach decades or longer ago and remain in the city to this day, including: Kelly Williams Insurance Agency, providing business and personal insurance since 1895; Windes, an accounting, assurance, tax and business consulting firm since 1926; fiduciary investment management firm Halbert Hargrove since 1933; and Bryson Financial, providing employee benefits, retirement plans, insurance and wealth management services since 1969.

Residents and business owners have all the tools necessary to manage their finances for today, and to plan for the future.

Health Care

With four major hospitals, a Fortune 500 health care firm, a senior health plan provider, a Veterans Affairs medical center and a support network of medical providers throughout the city, health care is one of Long Beach's major industries.

MemorialCare Health System operates three hospitals in Long Beach. First opened as Seaside Hospital in 1907, Long Beach Memorial Medical Center houses eight institutes of health, including programs focused on adult and pediatric sleep, breast health, heart and vascular care, joint replacement, strokes and cancer. It also houses an imaging center. A spinal program is being launched this month, according to a hospital spokesperson.

Miller Children's & Women's Hospital, which is located adjacent to Long Beach Memorial, is also operated by MemorialCare Health System. The hospital provides primary and specialty care for children and expectant mothers. About 5,500 babies are born at the hospital each year.

The final phase of the hospital's pediatric intensive care unit is nearing completion, according to a spokesperson. The hospital's board is soon voting on plans for a pediatric outpatient village – a complex of outpatient medical offices that will house pediatric specialists conveniently near Miller Children's.

MemorialCare Health System also owns Community Hospital Long Beach, which provides 24-hour emergency and intensive care services, and specializes in mental health and wellness, cardiovascular care, occupational medicine, diabetes services and more, according to the hospital's website.



Miller Children's & Women's Hospital Long Beach treats more than 8,000 children per year. Only 5% of all hospitals are solely dedicated to treating children, according to Miller Children's. (Photograph by the Business Journal's Larry Duncan)

Combined, these hospitals employ 4,576 full-time employees, 760 part-time employees and 436 contract or resource workers, according to a spokesperson. In addition to its hospitals, MemorialCare also operates a number of imaging and outpatient centers in Long Beach. Seaside Health Plan, an affiliate health plan of MemorialCare, is also based in Long Beach.

St. Mary Medical Center was founded in 1923 by the Sisters of Charity of the Incarnate Word and is now operated by Dignity Health. The 389-room hospital has clinics dedicated to children's health, expectant mothers, families and seniors, as well as specialty care clinics, according to its website. The hospital has 1,481 employees.

A spokesperson for St. Mary Medical Center said one of the hospital's focuses is providing health care and education for those affected by HIV in the community, efforts that are made possible by a grant from the Los Angeles County Department of Public Health.

Founded in 1980 as an affordable health care clinic, Long Beach-based Molina Healthcare is now a Fortune 500 company providing Medicaid, Medicare and other government-funded health plans in 15 states. The firm operates multiple health care clinics and is opening a new one soon in Long Beach's 6th District.

Companywide, Molina employs more than 36,000 people. Within Long Beach, Molina Healthcare employs nearly 10,000 people, including part-time and contracted workers, making it the largest private sector employer in Long Beach.

SCAN Health Plan, a Medicare Advantage plan, was founded in 1977 in Long Beach with the mission of keeping seniors healthy and independent. It remains headquartered in the city, where it employs 1,026 people. In addition to its health plan, SCAN provides services and support to seniors, disabled adults and their caregivers. The company operates throughout California.

Long Beach is also home to its own Veterans Affairs medical facility, VA Long Beach Healthcare System, which employs more than 2,200 full-time employees and serves more than 50,000 veterans, according to its website.

In addition to these major health care operations, there are many other network providers, physician groups and independent medical offices operating in Long Beach.

Hospitality And Tourism



Pictured is the Pine Avenue entrance for the Long Beach Convention and Entertainment Center, which features 572,387 square feet of event space, including exhibit hall floor, breakout and meeting space and a ballroom. (Business Journal photograph)

Last year, the hospitality and tourism industries had their best year ever with millions of visitors for conventions, meetings, major attractions, festivals and special events, according to the Long Beach Area Convention & Visitors Bureau (CVB).

With hundreds of restaurants and bars throughout the city – from large, national chains to small, local hot spots – residents and visitors alike are never far from a happy belly. And with countless independent, local retailers and several large shopping centers, including the Pike Outlets, Shoreline Village, Long Beach Towne Center and Marina Pacifica Mall, people are also never far from a lighter wallet.

Both of the city's biggest attractions – Aquarium of the Pacific and Queen Mary – draw huge crowds annually and are each undergoing a facelift. The Aquarium recently broke ground on its first major expansion since it opened in 1998, which will include animal and art exhibit space and a large, state-of-the-art interactive theater. The Queen Mary is currently undergoing ship renovations, and leaseholder Urban Commons is expected to release preliminary designs this month for a massive development project on the surrounding 65 acres of land and water.

Adjacent to the Queen Mary is the Carnival Cruise Line terminal, where passengers embark to various destinations such as Alaska, Hawaii and Mexico. The company is in the process of expanding its Long Beach terminal, housed within the dome that once housed the Spruce Goose. The expansion will allow the company to service more customers and utilize larger vessels.

The Catalina Landing at Downtown Long Beach offers residents and visitors ferry service to and from Catalina Island. The terminal offers overnight parking and serves beer, wine, appetizers, breakfast, lunch, dinner, cappuccinos, lattes and smoothies at Catalina Bistro.

Longtime annual events, such as the Toyota Grand Prix of Long Beach, the Long Beach Lesbian and Gay Pride Festival and the JetBlue Long Beach

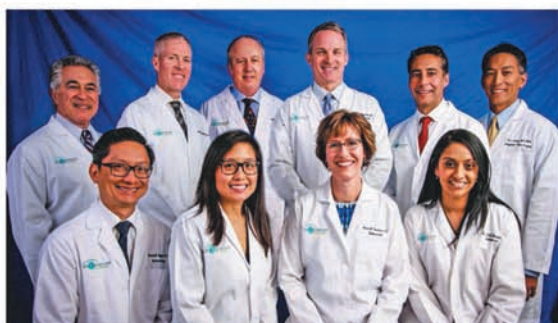


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# Building A Better Long Beach

California Resource Corporation's Long Beach operations include THUMS Long Beach Company, which operates the offshore portion of the Wilmington Field. Oil derricks on four islands are camouflaged to mimic apartment buildings to maintain the aesthetic of the Long Beach community. (Photograph by the Business Journal's Larry Duncan)



## Industry Snapshots

(Continued From Page 38)

Marathon, draw big crowds from across the country. Newer events, such as Music Tastes Good, Buskerfest and downtown's New Year's Eve street party, draw large regional crowds. Combined, events have helped to transform and shape the city's culture and atmosphere.

Annual events and conventions at the Long Beach Convention & Entertainment Center are the driving force behind the city's ever-increasing hotel occupancy rates, which was just shy of 80% as of August. Last year, the city tallied 212,804 room nights for conventions guests, exceeding the CVB's goal of 200,000.

The city has many options for visitors in terms of hotels. Various concepts by Hilton, Hyatt, Marriott, Choice Hotels and Best Western are dispersed throughout the city and can be found near the airport, downtown attractions and freeway access points. Other accommodations include the Queen Mary Hotel, The Westin Long Beach, The Varden Hotel, Hotel Current, Holiday Inn, Days Inn, Motel 6, Super 8 and Vagabond Inn.

### Oil

In 1921, oil was discovered in Long Beach, spurring the erection of hundreds of oil derricks across a large portion of the city, including what is now the City of Signal Hill. Fast forward to 2017. Long Beach is no longer covered in oil derricks, long since replaced by homes and businesses, but the industry is still alive and well.

Revenues from oil production continue to fund many projects in the city through the Uplands and Tidelands oil funds, which contribute to infrastructure development projects, beach maintenance and services such as police, fire and lifeguard. Currently, funds are allocated for beach concession improvements, safety improvements and a revitalization project for an aquatics center in the Belmont Shore area, among other projects.

California Resources Corp., the state's largest oil and natural gas producer on a gross-operated basis, oversees the City of Long Beach's oil field properties. Two field contractors operate the Wilmington oil field, which is partially in Long Beach: Tidelands Oil Production Co. handles onshore operations and THUMS Long Beach Co. oversees offshore drilling. THUMS was named for Texaco, Humble, Union, Mobil and Shell, the original contractors.

THUMS operates offshore drilling at four artificial islands off the Long Beach coast. Rigs on the islands are camouflaged by structures meant to mimic high-rise apartments and include landscaping and mood lighting. The islands were renamed after the first four American astronauts to lose their lives: islands Grissom, White and Chaffee are named after the crew of Apollo 1 and Island Freeman for the astronaut who died while piloting a T-38 Talon jet.

Other private companies work the oil fields, including Signal Hill Petroleum, which extracts from areas on the border of Long Beach and Signal Hill. Many high-paying jobs are provided by the oil industry, including several oil service-related companies in the area.

### Real Estate

The Long Beach real estate market includes a large selection of office, retail and industrial space, as well as a wide variety of residential homes, condominiums and apartments. Demand for real estate, both commercial and residential, continues to rise in the city.

Industrial space in the city has been increasingly difficult to come by in the last several years, with extremely high occupancy rates, primarily in the Westside industrial area. The area is notably desirable due to its easy access to the Port of Long Beach and the 710 Freeway and is popular among warehouse, distribution and export companies.

Douglas Park is creating more industrial and office space for the city along Lakewood Boulevard north of Long Beach Airport. Numerous buildings already occupy the site and offer a wide variety of office and industrial space, and several projects are under construction to bring even more options. Several large industrial buildings, 100,000 square feet of office condominiums and a massive, 26-acre retail center are all expected to come online in 2018.

Just south of the airport are Kilroy Airport Center and Long Beach Airport Business Park. These complexes offer office space for large and small businesses adjacent to

the 405 Freeway. The parks are conveniently located between the Los Angeles and Orange County markets.

In Downtown Long Beach, office space ranges from Class C buildings to the city's three Class A buildings – Landmark Square, World Trade Center and Shoreline Square. The downtown area has recently been experiencing an increase in creative office space, with several buildings, large and small, undergoing renovations.

Office space can also be found throughout the city scattered in various suburban neighborhoods, such as Bixby Knolls. The Freeway Business Park offers space near the interchange of the 405 and 710 freeways, while office space can also be found near the traffic circle at Pacific Coast Highway and Lakewood Boulevard and in Southeast Long Beach near the Orange County border.

Retailers large and small have opportunities throughout the city for any size space – from large shopping centers to stand-alone shops to the ground floor of residential complexes. High-traffic shopping and dining districts include Belmont Shore, Downtown Long Beach, 4th Street's Retro Row and Bixby Knolls. Large shopping centers around the city, which feature many national brands as anchor stores, include Long Beach Towne Center, The Pike Outlets, Marina Pacifica and The Marketplace.



Long Beach offers a variety of choices for office space, from ocean views to airport and freeway close to transit friendly. The city has dozens high-rise buildings such as this one at 3711 Long Beach Blvd. in Bixby Knolls. (Photograph by the Business Journal's Larry Duncan)

Many commercial real estate brokerage companies operate in Long Beach to help new or expanding businesses, including Coldwell Banker Commercial BLAIR WESTMAC, INCO Commercial, Lee & Associates, Cushman & Wakefield and Marcus & Millichap

With a population inching its way closer to 500,000 people, numerous development projects are planned or already under construction to bring more residential housing to the city. Projects include high-rise apartment complexes, several mixed-use buildings and a development featuring 40 single-family homes near the Long Beach Towne Center on the Long Beach-Hawaiian Gardens border.

### Technology

Technology continues to be one of the fastest growing industries in Long Beach, as well as across the country, with creative firms seeking space in the downtown and surrounding areas.

Along with fresh, new businesses, the city is home to well-established technology companies, including Epson America Inc., which develops high-tech office equipment and home entertainment devices; Laserfiche, a privately owned software development firm with international operations; DENSO Products and Services Americas Inc., a subsidiary of the Japanese automotive manufacturer DENSO Corporation; and FreeConferenceCall.com, which provides state-of-the-art teleconferencing services.

In addition to tech companies, the city government has seen a push for Long Beach

The Long Beach Exchange at Douglas Park will add 266,000 square feet of retail and restaurant space near Long Beach City College and the Lakewood Village neighborhood. Additionally, several projects are underway or planned in the downtown area that feature restaurant and retail space on the ground floor of residential apartment buildings.



to be a pioneer for new technologies at the request of Mayor Robert Garcia. In 2015, Garcia created the Technology & Innovation Department (TID) and corresponding commission to support the city's use of technology and increase efficiency. As a result, the city has a slew of mobile apps that allow residents, businesses and visitors to access city hall 24/7. GO Long Beach, LBPL, GO LBPD, Long Beach Airport, VOTE Long Beach and EZparkLB are among a few apps that allow citizens to report potholes, graffiti, and crime, and access a plethora of city information.

Earlier this year, the TID unveiled DataLB, an online portal that provides city data in easy to read formats, such as tables, charts and graphs. The site provides information on business licensing and where Measure A dollars are being spent around the city, among other things.

The Innovation Team (i-team), which is a group funded through a \$3 million grant from Bloomberg Philanthropies, has also focused on open data policy. Several months

before DataLB, the i-team released BizPort, another online portal dedicated to assist businesses in navigating startup or expansion processes.

True to Garcia's wish that the city could be a test bed for new technology, for two weeks in December, the i-team installed several new technologies at Harvey Milk Park for the public to test and experience. The effort was meant to introduce new ideas and also to activate the space. ■



Long Beach-based DENSO Products and Services America Inc. Robotics Engineer Carlos Lopez teaches positions for a DENSO six-axis robot arm integrated with a force/torque sensor. Technology is one of the fastest growing industries in Long Beach. (Photograph by the Business Journal's Larry Duncan)

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# The Long Beach College Promise: A Model For The Nation



On March 3, California State University, Long Beach (CSULB) celebrated the groundbreaking for the new College of Continuing and Professional Education building. The three-story building will consist of 20 classrooms, a large conference center, outdoor areas and more. The structure will be the first net-zero energy building in the CSU system. Pictured, from left, are: Steven F. Matt, CEO of Matt Construction; Ted Hyman, managing partner of ZGF Architects LLP; Jeet Joshee, associate vice president and dean, of international, continuing and professional education at CSULB; Brian Jersky, provost and senior vice president for academic affairs at CSULB; Jane Close Conoley, president of CSULB; Mary Stephens, CSULB, vice president of administration and finance at CSULB; and Mark Zakhour, senior manager of construction services for CSULB. (Photograph by the Business Journal's Larry Duncan)

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

**L**ong Beach is nationally recognized for its public education system, which includes a school district made up of 84 schools, a city college serving more than 24,700 students, and a top state university. Together with the City of Long Beach, these entities are joined in a partnership dedicated to increasing educational outcomes and making college education available to all local residents. As the nation struggles to identify ways to make education more accessible and affordable, this partnership – the Long Beach College Promise – has emerged as a model for success.

Partners in the Long Beach College Promise are the Long Beach Unified School District; Long Beach City College; California State University, Long Beach and the City of Long Beach. The promise was formed as an agreement between the three public school institutions in 2008.

Through this promise, area students are given campus tours of LBCC and CSULB in 4th and 5th grades. Middle school students receive direction on how to become college ready and are given the opportunity to sign a College Promise Pledge. In high school, students may take Advanced Placement (AP) courses and are afforded reduced AP testing fees.

Qualified students are provided a tuition-free year at LBCC. CSULB guarantees admission to all qualified College Promise students, despite record high demand to attend the university.

The benefits afforded to local students through the College Promise serve to incentivize greater educational attainment. A report released in 2015 noted that the number of LBUSD students who met University of California or CSU entry requirements increased by 7% over the prior four years.



The City of Long Beach joined the College Promise in 2014 under the leadership of Mayor Robert Garcia. Since then, the city has worked with LBUSD to expand preschool options for local students. The city has also doubled the number of internships available to students in the region.

The College Promise has gained national attention as legislators seek to expand higher education opportunities and reduce cost burdens to students.

Last year, two alumni of CSULB and beneficiaries of the College Promise participated in former First Lady Michelle Obama's Beating the Odds: Ladders of Opportunity Summit to discuss the Long Beach College Promise.

In 2015, a White House report identified the Long Beach College Promise as one of the local initiatives used to develop the America's College Promise proposal, an initiative by former President Barack Obama designed to set the country on a path towards free community college education.

At the state level, Long Beach Assemblymember Patrick O'Donnell successfully championed legislation to create a California College Promise Innovation Grant Program, which was signed by Gov. Jerry Brown last fall. According to a September 2016 statement from O'Donnell's office, the program will incentivize partnerships similar to the Long Beach College Promise throughout the state.

Mayor Garcia recently expanded his commitment to the College Promise through the creation of the Mayor's Fund For Education, a nonprofit organization dedicated to supporting "mayoral priorities within the Long Beach College Promise," according to a statement from his office. The fund will support early childhood education and literacy, as well as local internships and other educational initiatives. ■





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# Unique Dining And Shopping With Local Flare

■ By **BRANDON RICHARDSON**  
Senior Writer

Throughout Long Beach, residents and visitors have no shortage of dining and shopping options. The city is a conglomeration of large national and small local brands of food and retail and is in the midst of a renaissance for maker culture.

The downtown area is home to various districts, each with its own vibe and culture. The East Village Arts District hosts numerous small and specialty stores, restaurants and bars, including independent boutiques, a wine bar and a basement bar called the Blind Donkey, which specializes in whiskey.

The Promenade is a walkable strip between the East Village and the downtown core, which features hotspots for food and beer, including Beachwood BBQ and Dog Haus.

The most well-known restaurants and nightlife can be found downtown on Pine Avenue, just east of the East Village. The street features restaurants like contemporary BO-beau Kitchen and Roof Tap and the Federal Bar, a large restaurant and bar located within a historic bank building and complete with basement speak-easy and music venue. Other nightclubs include Sevilla, which draws big on Latin dance nights, and Harvell's, which specializes in burlesque shows but will have the occasional live music act.



Long Beach has evolved as a Southern California dining destination, featuring Asian, European and Latin American choices as well as a variety of American food establishments. Patio dining can be found throughout the city (Photographs by the Business Journal's Larry Duncan)



Some of the most unique shops in Long Beach are along 4th Street in the area known as Retro Row. It's a popular destination for locals, visitors and movie studios. (Photographs by the Business Journal's Larry Duncan)

Pine Avenue dead ends at Shoreline Drive and The Pike Outlets, a bustling shopping center that features larger national brands. Anchored by a 17-screen Cinemark movie theater, the center also features brands such as Nike Factory Store, H&M, Forever 21 Red and Restoration Hardware Outlet. Restaurants include Bubba Gump Shrimp Co., California Pizza Kitchen, P.F. Chang's, Famous Dave's and Islands Fine Burgers & Drinks, among many others.

Downtown also features City Place, a shopping center that is currently being renovated, revitalized and rebranded to become more pedestrian friendly and welcome more localized businesses. One of the city's most popular destinations is Shoreline Village on Queensway Bay. The family-friendly center is home to iconic restaurants such as the well-established Parkers' Lighthouse, which offers guests high-end dining with ocean views. The Village also features a comic book store, a hat shop, various boutiques, a coffee shop and dessert and snack shacks.

Other areas of the city, such as Belmont Shore's 2nd Street, a mile-long corridor, have a much different ambiance than the downtown districts. Second Street has a feeling of a small-town beach city that is lost in much of downtown. The corridor is home to numerous independent boutiques and restaurant options ranging from Greek to Japanese to Lebanese and everything in between. The street is also lined with pubs and bars, such as Legends Restaurant and Sports Bar, popular during sporting events.

Retro Row on 4th Street between Cherry and Temple avenues earned its name for the collection of vintage shops that line it. The historic Art Theatre of Long Beach fits the retro vibe perfectly and frequently features indie films, major blockbusters, musical acts and even midnight performances of the cult classic "The Rocky Horror Picture Show." The area is also home to numerous coffee shops, restaurants and bars including Portfolio Coffeehouse, Kafe Neo (Greek food), Lola's (Mexican food), Number Nine (Vietnamese food), Restauration and wine bar 4th Street Vine.

Further north, Bixby Knolls offers small-town charm with a quiet suburban atmosphere. The restaurants are eclectic and include Rasselbock Kitchen & Biergarten with its German focus and SteelCraft, a new food collective concept constructed from repurposed shipping containers. The complex features Smog City Brewing Co. and eateries serving waffles, coffee, shaved ice, chocolate, pizza and ramen. The area also features many independent shops and boutiques and hosts a First Friday's event the first Friday of each month.

The city's oldest bar, Joe Jost's, is located on the East Anaheim Street corridor and shares the area with Alex's Bar, a popular music venue that hosts national and local acts.

The most LGBT-friendly stretch of road in the city is Broadway, which is home to numerous bars, restaurants and small businesses from Alami-tos Beach to Belmont Shore.

Several large shopping centers are located throughout the city, including the Long Beach Towne Center in East Long Beach, just off the 605 Freeway. The center features a 26-screen Edwards Theatre and large retailers such as Barnes & Noble, Old Navy, Michael's Arts & Crafts, Ross Dress for Less and Lowe's. On Bellflower Boulevard, the Los Altos Market Center is anchored by Target and Sears, while the nearby Los Altos Gateway features Lowe's and Kmart.

Southeast Long Beach is home to several shopping centers. Marina Pacifica features an AMC movie theater (currently undergoing renovations), various dining options, grocery stores and retailers, such as Best Buy. Across the street, Marketplace Long Beach is home to a United Artist movie theater and numerous dining and shopping options, including Trader Joe's and BevMo. Nearby Alamitos Bay Landing features several restaurants including Joe's Crab Shack, Schooner or Later, Boathouse On The Bay, Malarky's and craft beer brewer Ballast Point.

With other small shopping centers and stand-alone shops and restaurants littered throughout the city, residents and visitors are never short on new experiences. For a list of shopping centers, visit [longbeach.gov/city-manager/economic-development/shop/](http://longbeach.gov/city-manager/economic-development/shop/). ■



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## Keeping Busy With The Long Beach Lifestyle

■ By **BRANDON RICHARDSON**  
Senior Writer

**F**rom classy evenings at the opera to grungy nights at a punk rock show, Long Beach offers an eclectic array of activities, all feeding into the melting pot that is the city's vibe and culture and lifestyle.

With six miles of beaches, Long Beach provides residents and visitors scenic views while out for morning runs or leisurely strolls. The city was voted as one of the top 10 most walkable cities in the country and is planning more features to further improve. With separate biking and walking paths along the beach, stretching 3.1 miles from 54th Street in the Peninsula, past the Belmont Veterans Memorial Pier and Long Beach Museum of Art to downtown, there is more than one way to navigate the shores while enjoying the Pacific Ocean views and sunny Southern California weather.

Cycling has become a focus of the Long Beach lifestyle, with a push by Mayor Robert Garcia. Recently, bike-share stations were installed throughout the city where anyone can rent a bicycle for varying periods of time.

Additionally, the city has stretches of bike lanes throughout and is in the process of creating more lanes to make navigating the city easier for cyclists. Bicyclists can traverse Long Beach and surrounding cities with assistance of public transportation, including buses and the Metro Blue Line, which allow travel between the downtown areas of Long Beach and Los Angeles.

Activities to enjoy the shore areas also include Segway and other rentals from Shoreline Village's Wheel Fun Rentals. For those who want to venture into the water, electric boat, kayak, paddleboard and even windsurfing equipment rentals are available as well.

Aside from beachside activities, Long Beach boasts 162 parks, including El Dorado Park, (Please Continue To Page 48)



The Naples Island neighborhood of Long Beach is divided by canals, which open into the bay. The concept is similar to "Venice of America" developed by Abbot Kinney. The canals are a popular destination for gondola rides and the annual holiday boat parade, which celebrated its 70th year in December. (Photograph by the Business Journal's Larry Duncan)



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Long Beach offers many residential home options from properties suitable for first-time buyers to executive estates such as those pictured at left on Naples Island. Marina P  fica condos, right, in Southeast Long Beach offer dock space for residents near dining and shopping locations. (Photographs by the Business Journal’s Larry Duncan)

Lifestyle

(Continued From Page 46)

with features such as five lakes, a nature center, a disc golf course, an archery range and a dog park, to name a few. There are also multiple golf courses and 172 estuaries with nature trails and preserved wetlands.

The last couple of years have seen rapid growth of a maker community, from hand-crafted goods to locally farmed organic foods. Many such items can be purchased at various farmers markets or at small independently owned boutiques and restaurants.

For a night on the town, Long Beach offers a wide array of venues to take in musical and theatrical performances year-round. Theatergoers can enjoy various productions by performing arts groups such as International City Theatre, Musical Theater West, Long Beach Shakespeare Company and many others.

The Long Beach Symphony, Long Beach Opera and Musica Angelica are all local, non-profit, award-winning music organizations that perform at the Long Beach Performing Arts Center. Many other smaller organizations operate within the city, including Long Beach Ballet and the Khmer Arts Academy for Cambodian dance and performance.

For a complete list of performing and visual arts organizations and events, visit the Arts Council of Long Beach website at [www.artslb.org](http://www.artslb.org).

Other nightlife activities include national and local music acts at venues such as Alex’s Bar on East Anaheim Street, known to host local and international punk and metal acts, and DiPiazza’s, a pizza joint with a long history as a breakout point for local talent. In the downtown area, music and other performances are held at The Federal Underground, Harvelle’s and, the latest venue to hit the scene, At the Top.



The Michelle Obama Neighborhood Library opened in North Long Beach in September of last year. The library serves about 92,000 people in nearby neighborhoods and includes a story-time theater, a community room and classrooms, and a meeting room. (Photograph by the Business Journal’s Larry Duncan)

Art is also at the center of Long Beach’s culture, permeating the everyday lifestyle, from massive murals covering walls and storefronts to district-sponsored events and festivals, such as the East Village Arts District’s Second Saturdays when streets are closed to traffic for musicians to entertain customers while they peruse local artisans’ wares. Several privately owned art galleries also call Long Beach home and are open to the public, as well as the nonprofit ArtExchange, which exhibits local art and holds community events. ■


# Support For The Arts

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

**S**ince the Percent for the Arts program went by the wayside when the redevelopment agency was dissolved a few years ago, the local arts community has bemoaned its loss. But thanks to a push from Mayor Robert Garcia and a vote by the Long Beach City Council in December 2016, the program has been revived.

The new Percent for the Arts program will assess a 1% fee (not to exceed \$500,000) on capital construction projects that cost more than \$100,000. Of funds collected, 40% will be dedicated to public art in the public domain through the Arts Council for

Long Beach, 40% will support established arts groups in the city, and 20% will be allocated for small grants for artists and



Long Beach has come alive with color in the past two years thanks to the 2015 and 2016 POW! WOW! Long Beach events, through which muralists from all over the world have come to the city to grace its walls with their art. Pictured is artist James Haunt’s 2016 mural in North Long Beach. (Photograph by the Business Journal’s Larry Duncan)

arts institutions to be awarded through the Arts Council. Benefiting arts groups include local favorites Musical Theatre West, International City Theater, the Long Beach Opera, Long Beach Symphony, the Museum of Latin American Art and others.

According to Assistant City Manager Tom Modica, the city is currently developing administrative requirements for collecting and accounting for funds for arts projects. They are also determining procedures for the Arts Council to administer the funds. The program will officially kick off when this process is complete, which Modica hopes will be in April.

“We’re excited to work with the city manager’s office,” Griselda Suarez, executive director of the Arts Council for Long Beach told the Business Journal. “We’re working every day on making sure that this is a strong policy that supports our artists and provides opportunities for residents to engage in the arts.” ■



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# Visiting Long Beach

■ By **SAMANTHA MEHLINGER**  
Assistant Editor

**W**ith year-round sunny skies, a long shoreline and network of waterways, an Aquarium with a diverse array of aquatic wildlife, a unique historic vessel that now serves as an attraction and hotel, art museums, a 400,000-square-foot convention and entertainment center and more, there is no shortage of places to go and things to do for Long Beach visitors.

The Long Beach Convention & Entertainment Center is perhaps the single-largest draw for visitors to the city, attracting thousands of people through conventions and events each year. In addition to meeting rooms, ballrooms and 224,000 square feet of exhibit halls, the convention center is also home to the Long Beach Performing Arts Center, which includes the 3,000-seat Terrace Theater and the 825-seat Beverly O'Neill Theater.

"The convention center continues to maintain a cutting edge through its new special events spaces which cannot be found in any other city," Steve Goodling, president and CEO of the Long Beach Area Convention & Visitors Bureau, told the Business Journal. "We're hearing from convention planners how this facility is so well-designed for people to connect and network and have unique experiences, which is what the Millennial market is looking for."

Convention attendees are within quick walking distance to a variety of shopping, dining and entertainment. Shoreline Village offers waterfront dining and shopping, plus a host of activities for all ages. Directly across from the Pine Avenue entrance of the convention center, The Pike Outlets has major name-brand stores like H&M and Nike, as well as a Laugh Factory and Cinemark Theater and a number of restaurants. Just a block north is the restaurant row that is Pine Avenue, eclectic eateries and shops in the East Village Arts District, and the walk and bike friendly Promenade with its ample patio dining.

"In terms of pleasure travel, Long Beach continues to make inroads because of its growing unique restaurants and bar scene," Goodling said. "New microbreweries, fun breakfast restaurants, etc., let people experience venues that are locally owned and operated, which is what many people are looking for today when they explore a new destination. They want something local."

One of the city's most recognizable landmarks and attractions is the historic RMS Queen Mary, a floating hotel and events venue located on Queensway Bay. The ship, which first set sail from England in 1936, has been permanently moored in Long Beach since 1967.

The vessel offers daily events, with historical and ghost-hunting tours, a 4-D movie theater and more. There are many places to shop and dine aboard, including the Observation Bar, an Art Deco-designed bar with original artwork. The Queen Mary also hosts well-known annual events, including the ScotsFestival, the Halloween maze Dark Harbor and the holiday-themed CHILL.

The Queen Mary found a new owner in Urban Commons last year, and the company



Steve Goodling, president and CEO of the Long Beach Convention & Visitors Bureau, told the Business Journal that continual investment in the convention center keeps the facility unique and on the cutting edge. (Photograph by the Business Journal's Larry Duncan)

is slated to unveil plans for the ship and surrounding land in the near future, according to a spokesperson for the firm.

The Aquarium of the Pacific is just a short drive or boat ride away from the Queen Mary. Located in Rainbow Harbor on the downtown waterfront, the Aquarium has more than 11,000 marine animals and is host to annual events like the Festival of Human Abilities, the Moompetam Native American Festival, International Children's Day and many others. The Aquarium is dedicated to education through an ongoing lecture series and other events. It recently broke ground on an expansion project to build an art gallery, high-tech theater and interactive exhibit to educate visitors about human impact on the world's oceans.

Long Beach is also home to the Museum of Latin American Art, the only museum in the United States devoted to showcasing modern and contemporary Latino and Chicano art. The museum, located just outside the East Village Arts District, offers docent-led tours of its exhibitions and often holds festivals and special events. Through May 21, the museum is showcasing its first solo exhibition by a Chicano artist, Los Angeles' Frank Romero.

Nearby is the Long Beach Museum of Art (LBMA), a historic home that was dedicated as a municipal art center in 1950. Its permanent collection includes "more than 3,200 works encompassing 300 years of American and European art in all media," according to the museum's website. LBMA is also an events venue with stunning views from its location on a bluff overlooking the ocean.

Getting around town is made easy for visitors, thanks to Long Beach Transit's services such as its Passport buses, which provide free rides to the city's most popular downtown destinations. In the summertime, the transit company offers water taxi service so resi-

dents and visitors can travel around downtown and to Belmont Shore and Alamitos Bay by boat. Travelers wishing to take a day trip to Downtown Los Angeles can hop on the Metro Blue Line, which has eight stations in Long Beach and offers direct connectivity to the heart of L.A.

The Long Beach Airport, located adjacent to the 405 Freeway, provides some of the lowest airfares in the country. Its terminal has won numerous awards for its indoor/outdoor, resort-style design. Rather than offering national restaurant chains, the terminal features fare from well-known Long Beach eateries like Sweet Jill's Bakery and Polly's Gourmet Coffee.

There are a variety of accommodations for visitors to Long Beach located throughout the city, with most concentrated in the downtown area and near the Long Beach Airport. A comprehensive list of hotels is available at [www.visitlongbeach.com/stay/](http://www.visitlongbeach.com/stay/). ■



The RMS Queen Mary has been an icon for Long Beach since it was permanently moved here in 1967. At right is a Carnival Cruise Line ship. (Business Journal photograph)





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## Small Business Showcase – Naples Island



### Kihon

After moving from the Philippines to the United States in 1987, Erwin Angeles found employment in the field of software engineering, eventually working his way up to director of technology for CBS Entertainment. However, Angeles' dream was to open a restaurant. "That's what I had been wanting to do since I came to America," Angeles said. "I just got stuck in the software engineering business because that's what was easy for me to land a job." In 2008, Angeles quit his job and took a three-month crash course to become a sushi chef. His sensei and mentor was Chef Katsuya Uechi of the famed Katsu-Ya Group in Los Angeles, which has nine restaurants in the county. Angeles continued to work for Katsuya from 2009 to 2014, at which point he found a listing for Naples Sushi for sale at 5662 E. 2nd St. and decided to venture out on his own. Angeles bought the business and rebranded it as Kihon, which translates to basics or fundamentals. "That's our bottom-line motto here – keep the basic knowledge of Japanese cooking, which I learned in school," Angeles said. The restaurant opened around July 2014 and serves up items such as sushi rolls, ramen, tapas, sashimi and other various seafood and meat options.

### Thrive Health M.D.

After working at a family medical group in Seal Beach, Dr. Martha Wittenberg sought an approach to medicine that would focus more on wellness than on simply treating ailments and diseases with prescriptions. A fellowship in metabolic and nutritional medicine led her to open Thrive Health M.D. in 2015 at 5855 Naples Plaza, Suite 307, where she focuses on the overall health of her patients. "Because of some of the corporate changes happening with health care and also just a gradual disillusionment with conventional care, it just kind of felt like I spent all my time writing prescriptions for people who weren't getting better," Wittenberg said of her prior employment. "Basically, lots of people who come to see me already have doctors that are writing them prescriptions, but they want to try to get off their prescriptions," she explained. "So I try to work with them and do nutritional changes and lifestyle changes to get them healthier so they don't need as much medication." Overall, she focuses on finding out what is causing her patients' symptoms, rather than simply treating those symptoms. For this reason, she spends a long time consulting with patients – typically 75 minutes on the first visit. "I love Naples. I love being near the water," Wittenberg said. "I love the neighborhood and the residents."



### Jeff Hoffman & Associates

After graduating from Wilson High School, fourth-generation Long Beach resident Jeff Hoffman went to work for The Walt Disney Co. while attending the University of Southern California. "I worked at Disneyland while I was going to college and started out selling rubber snakes and shrunken heads in Adventureland," Hoffman said. "After I graduated from USC, I transferred to corporate headquarters in Burbank." Hoffman worked his way up to a leadership role focusing on global responsibility for philanthropy, community relations, volunteerism and cause-related marketing for all Disney-owned brands. After 31 years, Hoffman parted ways with Disney to open Jeff Hoffman & Associates nearly six years ago. The company, which is a partnership with his husband, Bob Lane, is located at 5500 E. 2nd St., Suite 5, and focuses on global corporate social responsibility and philanthropy strategy advising. "We will often look at how a company is engaged with how [it] affects the environment, both positively and negatively, looking at supply chain issues, human rights, government – really anything where the company is having an impact on society," Hoffman said. Some of Hoffman's clients have included Hilton Worldwide, Edison International and public relations firm APCO Worldwide. Hoffman added, "The work is very fulfilling – helping companies to make our world a better place to live."



### Ruth Waters Fashion

Lifelong retail veteran Vicki Burdman makes sure that shoppers at Ruth Waters, her women's apparel store at 5605 E. 2nd St., are treated to a little slice of home. "I like to have kind of a homey environment in my store. People come in, and we make them a cup of coffee and offer them water," she said. "There are always treats or something there that they can have." Burdman has been working in retail since she was 16 years old. "I worked in a department store at all different levels for close to, I would say, 25 or 28 years," she said, noting that she worked her way up to vice president. "I have always loved retailing. I am definitely very timely with fashion looks but not edgy," Burdman said of the apparel at Ruth Waters, which she sources mostly from Los Angeles. "That's always kind of been my forte, to be able to find product that is timely in fashion but not so edgy that it goes out of fashion by the end of the year." Burdman said she loves being located in Naples. "It's a really lovely neighborhood," she said. "I really love the fact that it's a community and everybody kind of looks out for one another."



This edition of Small Business Showcase focuses on businesses located along 2nd Street in the Naples area of Southeast Long Beach. Dining and drinking establishments, medical and health wellness offices, consultants and other professional service operations dominate the firms located on Naples Island between Belmont Shore and Pacific Coast Highway.

Articles by Assistant Editor Samantha Mehlinger  
and Senior Writer Brandon Richardson.  
Photographs by the Business Journal's Larry Duncan

## Support Local Small Businesses

### Naples Rib Company

Fran Ursini wanted to open a barbecue spot. He searched Southern California restaurants for inspiration and eventually walked into Naples Rib Joint, which opened at 5800 E. 2nd St. in 1981, and loved it. In 1984, Ursini opened Newport Rib Company in Costa Mesa. "He just thought everybody likes barbecue and it would go great. It's something . . . everyone enjoys no matter what the celebration is," son Dave Ursini said. "He tried to make a little more family dining barbecue versus lunch and casual style. He wanted a dinner house." Then, in 1992, Naples Rib Joint went up for sale, and Fran jumped at the opportunity. At age 25, Dave left his job as a CPA to run the new Long Beach location, Naples Rib Company, which he operates to this day, while his brother John oversees Newport. Nearly 85% of the 35 employees are college students who work part time; however, two of the original cooks from 1992 still work in the kitchen. Dave explained that more than half of the food made at Naples is eaten outside the restaurant, including pick-ups and catered events. "I think Naples is an incredible hidden treasure in Southern California, and I love working with the people and having them be my customers," Dave said. "It's a great place to work."



### Red Door Living

After working in the apparel industry as a designer and merchandiser, Dorian Bolick decided to make a change and opened Red Door Living in 2003. "I have always loved and gravitated towards the home industry, and I decided to make that leap," he said. Bolick originally opened the business as a furniture store in the East Village Arts District and later moved it to Broadway. Four years ago, he had the opportunity to relocate Red Door Living to 5612 E. 2nd St. in Naples. "Moving down here was just an opportunity to move into one of the premier business areas of Long Beach," he said. Over the years, Bolick's business evolved from a retail store into an interior design and furniture concierge service. "My showroom was retail, and clients started coming in wanting to have homes look like the store," he said. "We do primarily residential interior design and furniture concierge, which is when people are looking for something specific for their home and can't seem to find it," Bolick explained. "And they hire us to find or build it for them. I just love the fact that my fellow shopkeepers are so supportive," Bolick said of the Naples business community. "We help each other out and try to do things together. And it's just a pleasant place to be."

## Small Business Dollars & Sense

### Looking For Extra Money?

Eight Debt Management Tips That Could Help Small Business Owners Save Money Each Month



By BEN  
ALVARADO

**M**any small business owners struggle with personal cash flow, especially as they are starting out their venture or experiencing growing pains. Sometimes small business owners choose to put their extra personal cash toward growing their business and focus on their business to the detriment of their own personal finances. Are you looking to find ways to help with your personal cash flow? Do you want to learn how debt management could help you save money? You're not alone. Here are some tips that will help you focus on your personal finances.

One way to help manage debt is to pay it down sooner. You could save on interest over time and reduce the total cost of borrowing and use the money you were using for payments to pay off other bills or as savings.

Here are some suggestions:

1. Pay off debt sooner and potentially pay less interest by paying more than the minimum each month on loans. Also, ask your lender about paying half your monthly bill every two weeks instead of the full amount monthly. You'll make one extra payment over the course of a year and could pay your debt off faster (be sure to ask your lender about how partial payments reduce principal, if there are any prepayment fees, and any other impacts of partial payments).

2. Prioritize paying off loans with the highest interest rate first.
3. Stay on top of debt by setting up automatic payments. Select the date, the amount, and the debt you'd like to pay.
4. Bank with a responsible lender that gives you options for paying down debt on terms better for your bottom line. There are many different ways to consolidate debt, so talk to your bank about your options.
5. Reduce your overall monthly expenses by lowering the rate of your current loans. If your credit score has improved, or if overall interest rates have gone down since applying for a particular loan, you may be able to lower the rate of your loans or your credit cards. Consider any fees that might be associated with refinancing.
6. Be savvy about credit. Get your free annual credit report from all three national credit bureaus to check for errors. Requesting your reports won't affect your credit score.
7. Know your limits. Being close to or maxing out your credit limits may negatively impact your credit score. Keep balances low on credit cards and other revolving accounts. Making sure your balance is below 30 percent of your total available credit may improve your credit score. Always pay on time and more than the minimum due, if possible.
8. Use free educational resources, from your financial institution or a trusted and credible nonprofit. These sites offer interactive features that explain key credit concepts, such as building credit, improving or rebuilding credit, taking charge of existing debt and practicing good credit habits.

Improving your money management skills could help you lower monthly expenses on big ticket items, such as loan repayment, and reduce the overall cost of your debt over time.

*(Ben Alvarado, a 26-year veteran of Wells Fargo, is the president of the bank's So. Calif. Region, which stretches from Long Beach to Orange, Imperial and San Diego counties.)*



## Millennial Pulse

(Continued From Page 3)

living generation. We make up the largest share of the nation's workforce. So, if you aren't ready for us . . . how much longer will you remain relevant?

Luckily for Long Beach, we've got plenty of people who are on it.

Long Beach Millennials need look no further than city government to see that their age cohort is represented. The nine-member Long Beach City Council boasts four Millennials, including the city's youngest councilman and vice mayor, Rex Richardson, who was elected in 2014 at age 30.

Plus, at age 39, Mayor Robert Garcia barely scrapes by the broad definition of a Millennial – ages 19 to 37. Besides, regardless of that line in the sand, his mastery of Twitter has pretty much earned him the badge of Honorary Millennial.

When asked about opportunities for Millennials to lead the city forward, Garcia told



the Business Journal that it's already happening, noting the "passing of the baton" to younger elected leaders. "First of all, you probably have one of the youngest councils of any big city in the country," he said. "I think Long Beach is already leading the way."

Garcia believes that Millennials are focused on sustainability and building better communities, and that they want to work for businesses and organizations that represent those values. He also noted that Millennials value diversity – perhaps because they are the most diverse generation ever in the United States. Plus, he

noted that Millennials like to career hop, switching jobs every few years.

In order to appeal to Millennials, these are the concepts Garcia thinks cities will have to examine. "We have got to ensure that there are enough jobs that are accessible, whether they are in tech or they are in sustainability," he said. "We want to make sure that we have multi-modal transportation, because Millennials are less likely to want to own an automobile than the generation before. I think we have to be able to make sure that the city is affordable for them to be able to purchase their first home in." He added, "I think there is a lot of focus on the individual, and I think cities have to adjust to that as well."

Long Beach has a number of traits that fit the bill. "I think Millennials love that Long Beach is diverse and

that there's kind of like a spirit of progress," Garcia said. "And there is a support of everyone, including the LGBTQ community and young people and all sorts."

The city's efforts to promote mobility are also likely to appeal to Millennials, he noted. "I think the bike network and the sustainability efforts are very attractive to Millennials," he said.

The Long Beach Convention & Visitors Bureau (CVB), the nonprofit organization dedicated to bringing tourists and conventions to the city, in conjunction with the Long Beach Convention & Entertainment Center has implemented a number of strategies to appeal to Millennials.

"The city's support has allowed for the Long Beach Convention & Entertainment Center to maintain a competitive advantage in attracting the Millennial attendee and planner," Loren Simpson, digital communications manager for the CVB, said. "Millennial attendees, like planners, enjoy the enhancements of the center, it's new special event and networking spaces."



The Long Beach Convention & Entertainment Center keeps Millennials in mind when orchestrating events. Pictured here, a woman plugs her mobile device into a charging station at an event, and LED Ping-Pong tables are a hit with Millennials. (Long Beach Convention & Visitors Bureau photograph)

In the past few years, the convention center has undergone major improvements, including the build-out of the arena into the Pacific Room, a facility with a theatrical rigging and lighting system able to create dazzling environments with gymnasts soaring from the ceiling and DJs suspended in stories-high booths.

There are also now lounge-type seating areas throughout the center, which General Manager Charlie Beirne said serve Millennials' desires when it comes to meetings and conventions.

"Steve Goodling and myself, we try to establish an area where the Millennials can gather," he said, referring to the president and CEO of the CVB. "We use the three C's: connect, collaborate and communicate. We think it's important that people get time face-to-face when they are at meetings and conventions, so we certainly do that. Plus with all the different amenities we're adding – our furniture, our lighting and things like that – we are creating more of a soft, cool vibe, if you will."

The convention center's approach to food and entertainment is also designed for Millennials to appreciate – and that often means serving up something photo-worthy.

"It's important to understand Millennials are looking to experience something worth sharing [on social media]," Simpson said. "Whether it be blowtorched s'mores, caprese salad on skewers with basil dust, photo booths . . . or LED Ping-Pong tables, Millennials are looking for an experience they can engage with and proudly share on their social media platforms."

Last year's ComplexCon, 2-U and Agenda conventions/trade shows were all Millennial-centric, according to Simpson. ComplexCon, organized in part by musician Pharrell Williams, included acts like famed Long Beach local Snoop Dogg, Kid Cudi and Skrillex.

"It went over very well. They just announced that they are coming back again," Beirne said of ComplexCon. "I think what they liked about having it in Long Beach is the feel of Long Beach, the walkability, the ability just to get around easily. . . . I think the collaboration, once it got off the ground, worked great. And that's why I think they're coming back."

Garcia pointed out that Downtown Long Beach, where the convention center is located, has been experiencing a "rebirth" that he believes is causing more Millennials to move to the area.

Kraig Kojian, president and CEO of the Downtown Long Beach Alliance (DLBA), pointed out that many of the developments in downtown are being built with Millennials in mind.

"I think there is a lot of development and planning that's being designed around that generation, around the user that fits that role," Kojian said. "I mean, it's promoting public transportation. It's looking at smaller units. It's looking at open space. It's looking at the conveniences and the amenities and the attributes that the downtown generates," he said of such developments.

Adam Carrillo, economic development manager for the DLBA, said the urban environment of downtown – with its variety of restaurants and groundfloor retail, its access to transit and its walkable environment – is in keeping with what Millennials want from a live-work environment.

Austin Metoyer, research and policy manager for the DLBA (and Certified Millennial), agreed. "Me and my partner wanted to move downtown because we saw what was happening – we saw a bunch of new development going on. We saw new restaurants," he said. "And so we just kind of wanted to be where we could work, where could go out for a night or go out to eat, or where there were just a lot of things going," he explained.

The DLBA hosts a variety of events for the community throughout the year, many of which feature musical acts. While these events are designed to appeal to all age groups, they appear to have a particular draw among Millennials. According to Metoyer, the average age of attendees is about 33 years old.

The DLBA soon plans to launch a series in partnership with California State University, Long Beach that Carrillo explained is designed to bridge the educational institution and its Millennial student body with the downtown area. The program will focus on entrepreneurship.

It would be great if I could unilaterally tell you, "Millennials love Long Beach!" But while I am a Millennial who grew up in, works in, lives in and loves Long Beach, I do not represent all Millennials (although some days I like to pretend I do).

What I can do, though, is play the mayor card. "You know, Long Beach has got a little bit of a hip factor to it, which I think Millennials like," Garcia said.

You see that? We're hip. Our Honorary Millennial in Chief says so.

Maybe not all Millennials know it yet, but if local groups keep paying attention to the desires of our generation, don't expect that to last long. ■





The Long Beach Shoreline Marina on the downtown waterfront opened in 1982 and features 1,613 boat slips for recreational boaters. The Long Beach Marine Bureau oversees two other city-operated marinas: Alamitos Bay with 1,648 slips and the Rainbow Harbor Marina with 101 slips including commercial spots. Long Beach is also home to hundreds of private boat slips at residential locations such as Naples, Spinnaker Bay and Marina Pacifica. (Business Journal photograph by John Robinson)

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# Building a Bright Future

Improving infrastructure is key to making the Port of Long Beach the fastest, most efficient gateway for goods from Asia to reach destinations all over America.

The Gerald Desmond Bridge Replacement Project is one of our biggest infrastructure projects. As construction on the new, iconic bridge progresses, watch for detours and closures on the roads in the area. To get the latest updates, go to [newgdbridge.com](http://newgdbridge.com) or download the free LB Bridge app for iPhone, Android, or Windows Phone.