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ANNUAL IN-DEPTH INTERVIEW WITH LONG BEACH MAYOR DR. ROBERT GARCIA



Mayor Dr. Robert Garcia, center, is pictured with his staff at the Colorado Lagoon, which reopened this past spring after several years of clean up, renovation, storm drain improvements, dredging, planting of native vegetation and more. A final phase calls for building an open channel to connect the lagoon to Marine Stadium. For more information about the restoration project, visit the Friends of the Colorado Lagoon website: www.coloradolagoon.org. Pictured from left are: Mark Taylor, chief of staff; Rhonda Love, scheduler; Lauren Vargas, director of innovation delivery and special projects; Luke Klipp, special projects officer at Long Beach Public Works; Marisol Samayoa, communications deputy; Mayor Garcia; Tim Patton, senior administrative deputy; Sharon Weissman, transportation deputy; Justin Ramirez, legislative director; Abigail Mejia, field deputy; Maria Banegas, administrative services manager; Tyler Curley, legislative deputy; Esmeralda Agredano-Salazar and Blessing Omolafe, legislative interns. (Business Journal photograph by Caught In The Moment Photography)

Mayor Garcia Discusses City's Successes, Challenges

By **SAMANTHA MEHLINGER**
Assistant Editor

Now into his fourth year as mayor of Long Beach, Dr. Robert Garcia's enthusiasm for his post and his city has not waned. If anything, it has grown. Leading the City of Long Beach is "the

best job in the country," according to our mayor – and it is one he intends to continue for another four years, assuming he wins over voters again in 2018.

During his tenure, the city's unemployment rate has reached historic lows, the Queen Mary has landed a developer with dazzling

plans, more than 200 former redevelopment agency properties have been sold, and the downtown is literally rising up with cranes dotting its skyline. He even helped convince voters to pay more in sales taxes with the promise of infrastructure and public safety investments – promises which are

visibly coming to fruition throughout the city. And, if his official Twitter account is any indication, the only thing Garcia is

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Long Beach Hospitality Alliance Emphasizes Contributions To City As Labor Pressures Simmer

By **ANNE ARTLEY**
Staff Writer

Facing a push to increase safety and workload regulations at hotels, a group of representatives from the Long Beach Hospitality Alliance gave a pres-

entation at the August 15 city council meeting, highlighting their contributions to the city and the steps they have taken to protect employees.

About 18 months ago, a group of women spoke during the public comment period of a city council

meeting about concerns facing hotel employees, such as sexual harassment by guests.

"There have been zero reported sexual harassment claims in Long Beach, and we know that because we pulled a police record to see if

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Meetings Set For Input On City Land Use Plans

By **BRANDON RICHARDSON**
Senior Writer

In response to resident push-back on proposed Land Use and Urban Design elements as part of the General Plan, Long Beach Development Services announced a series of four addi-

(Please Continue To Page 12)

MILLENNIAL PULSE 'There's Something Happening Here'

By Assistant Editor Samantha Mehlinger

The morning after the presidential election, I was listening to the radio on the way to work. An old song came on: Buffalo Springfield's "For What It's Worth," circa 1967.

I jacked it up as I sat through the light at Temple

and Willow, also known as the most obnoxious traffic wait in the Signal Hill area, second only to the left turn lanes at Redondo and Willow. So I had plenty of time to hear the whole thing.

As ol' Buffalo painted a (Please Continue To Page 5)



Sharma

Dr. Anil Sharma, the director of medical physics for Long Beach Memorial Medical Center's Thomas & Dorothy Leavey Radiation Oncology Center, was named a Fellow of the American Association of Physicists in Medicine (AAMP), the organization's highest honor. It was established to acknowledge members who have made a significant impact in the field of medical physics. Sharma is board-certified in both medical physics and radiology. He plans and administers radiation therapies for cancer patients at the MemorialCare Todd Cancer Institute at Long Beach Memorial. He has worked for the MemorialCare HealthCare System for 22 years, and is the first clinician in the system to be named an AAMP fellow. Sharma also serves as a clinical professor of radiation oncology physics at the University of California, Irvine. . . . Easterseals Southern California, a nonprofit organization that provides resources for people and families living with developmental or other disabilities, has appointed



Wilson

four new boardmembers: **Jenni Wilson** is the plant controller for the Los Angeles facility of the Packaging Corporation of America, where she manages finances, credit and internal controls. She has served on the board of directors of the Long Beach chapter of Executive Women International as chapter president, program director and treasurer. Wilson has also served on the steering committee of We Care, a nonprofit organization that uses community resources to meet emergency needs of families; **Nic Novicki**, an actor and comedian (Boardwalk Empire, Gotham Comedy Live), founded the Easterseals Disability Film Challenge, a competition for filmmakers that aims to extend the representation of disabilities in front of the camera or behind the scenes. He also leads a comedy night fundraiser for the organization; **Anthony Pagano** is a retired director/field merchandise manager for CVS's Area 14, which includes Southern

Anne Artley Joins Business Journal Staff

Anne Artley is a new member of the Business Journal editorial team. Originally from Albuquerque, New Mexico, Artley earned her bachelor's in English from Brown University and her masters in journalism from the Anneberg School of Communications and Journalism at USC. She is a member of the Native American Journalists Association and volunteers with the Southern California Aquatics Club.

California and portions of Nevada and Arizona. He has raised \$3 million for Easterseals over the past decade. Pagano also helped create the annual Easterseals Retail Supplier Partner (RSP) Golf Tournament; **Beatriz Sandoval** is the managing director of marketing and brand management for Irvine-based Robert Bosch, North America, where she manages Thermador, a brand of kitchen appliances. . . . **Marcelle Epley**, president of the Long Beach Community Foundation, was recently named president of the Estate Planning & Trust Council of Long Beach. The council is kicking off its new year with a September 7 luncheon featuring guest speaker **Christopher Thornberg**, founder of Beacon Economics. Thornberg, an expert in economic forecasting and regional economics, will give a special program entitled "Meet the Trump Economy . . . Same As The Old Economy?" The council's sponsor for the year is Beach Equities, PrivateForSale.com. The \$60 luncheon takes place noon to 1:30 p.m. at The Grand Event Center, 4101 E. Willow St. Registration is required at www.eptclb.org. . . . Thirty-eight local business owners and leaders received honors for their influence on the community from the office of **Mayor Robert Garcia** at the second annual Long Beach Business Awards. The honorees included those in the healthcare, education, dining, art and seaport industries. Honored from the Bixby Knolls Business Improvement Association was: **Servando Orozco**, Orozco's Auto Service Inc.; **Mike Mora**, Genus Services; **Norm Cauntay**, Edward Jones; **Anthony Wingfield**, The UPS Store; **Debbie Peurrung**, Howard CDM; **Katherine Galanty**, goFETCH; **Jane Ho**, Baskin Robbins; **Lourdes Valles**, Gems & Jewels; **Jahaziel Romero**, Red Eye Media; **Anthony Puente**,



Hospital presents Murder Mystery Fundraiser

The Community Hospital Long Beach Employees Foundation Committee hosted its 10th annual Murder Mystery Dinner, "Talent Show Tragedy" at the Grand. Featured contestants included: Chaplain Michael Brown, Dr. Andrew Manos, Pam Manos, Sarah Mori, Robert Scott, Dr. Mike Vasilomanolakis, Myrna Wigod and Patty Williams. The event raised more than \$10,000. Proceeds will support the Foundation's "2nd Century Fund," to help the hospital continue to provide healthcare into its "second century" of operation. (Photograph provided by Community Hospital Foundation)

Digital Revolution; **Bill Larson**, Sonnocco Investments; **Andrea Testa**, Community Liaison; **Roy Robbins**, Community Liaison; **Mark Hawkins**, Community Liaison; **Cheryl Jacobs**, Community Liaison; and **Blair Cohn**, Executive Director. Others honored were: **Luis Navarro**, Lola's Mexican Cuisine; **Ricardo Arrivillaga**, Ricardo's Nursery; **Sergio Macias** and **Ken Davis**, Hot Java; **Kevin L. Peterson**, P2S Engineering, Inc. president / CEO; **Regina** and **Ronald Walter**, Grounds Bakery and Café; **Steve** and **Melissa Guillen**, Iguana Kelley's; **Umberto Autore** and **Tony Autore**, Umberto's; **Michael Barber**, Paradise Bar & Grill;

Robert Molina, Roxanne's Cocktail Lounge & Latin Grill; **Manuel** and **Ted Orozco**, Super Mex Restaurant; **Sal Flores**, director and owner of Kahlo and Founder Design GetOutLB.com; **John** and **Lisa Genshock**, Jones Bicycles; **Bahram "Bob" Bakshi**, Long Beach Ice Cream; **Shawn Buckley**, Just Food For Dogs; **Daniel Tapia**, 4th & Olive Restaurant; **Chrissy Cox** and **Dawna Bass**, Rainbow Juices; **Laurie Gray**, Pie Bar; **Art Gonzalez**, Roe Seafood/Panxa Cocina; **Oscar Ramirez**, El Pollo Imperial; **Rafi** and **Rafa Pehrvooy**, Fresh-Kabobs; **Paul McMurtrie**, Village Cafe. ■

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The Aquarium of the Pacific has enjoyed the support of local businesses and residents since its opening in 1998. We would like to highlight a few organizations and families that are based in or serve Long Beach and have been with us since the beginning.

The Boeing Company has supported the Aquarium's programs for both students and teachers, including the annual Boeing Teacher Institute. California Resources Corporation gave funding for education programs and in 2014 provided a major gift to the Aquarium's Pacific Visions campaign. The company is currently a member of the Aquarium's Corporate Circle. Farmers & Merchants Bank has contributed to Aquarium fundraising events and priority education programs. The Earl B. and Loraine H. Miller Foundation has supported the Aquarium's education programs, providing scholarships for Head Starts and Title I schools, among other contributions. Molina Healthcare and the Molina family contributed \$2 million to help establish the Aquarium's Molina Animal Care Center, and Dr. J. Mario Molina and John Molina have both served as chairman of the Aquarium's Board of Directors. Most recently John, Michelle, Mario, and Therese Molina gave a \$5 million matching grant in support of fundraising efforts for Pacific Visions. The City of Long Beach is also a longtime partner, working with the Aquarium on special events,



outreach, and environmental policy. The City of Long Beach is supporting Pacific Visions with a \$15 million matching grant.

Our thanks to these and our many other supporters for helping to make the Aquarium of the Pacific in Long Beach a world-class institution.

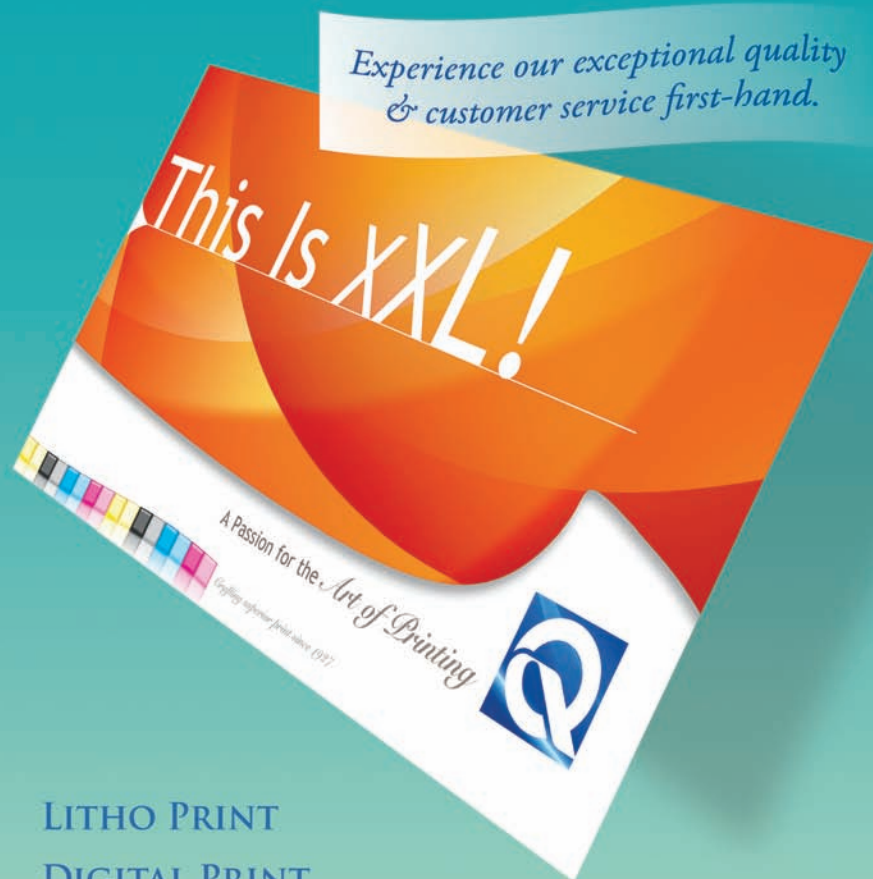
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(Continued From Page 1)

picture of the civil rights movement, anti-war movement and protest upswell of the '60s, I wasn't envisioning the films and photos I had seen of that era. I was picturing what I'd seen on the news that week and for the months and few years leading up to it.

"There's battle lines being drawn
Nobody's right if everybody's wrong
Young people speaking their minds
Getting so much resistance from behind

... What a field day for the heat
A thousand people in the street
Singing songs and carrying signs
Mostly saying 'hooray for our side.'"

I don't think I have to point out the parallels.

Much in the way that terrorist attacks now seem so frequent that as they mount in number it becomes harder and harder to remember which happened where, the marches and civil rights protests (and, yes, even riots) in this country are now growing so frequent that while the word "Ferguson" will automatically spark an association, frankly, the many that have happened since are starting to blur together.

So, yeah. "There's something happening here," as Buffalo Springfield said. We all know it. But why?

I'll preface this by saying that I am not going to get into a tit for tat over "sides" here, so take a breath before you turn preliminarily purple with outrage.

The civil rights movement has made a powerful resurgence — one I would argue revived in 2008 with the passage of Proposition 8, a ballot measure outlawing gay marriage in California. Then in 2014, the death of Michael Brown, a black man shot by police officers, led to rioting in Ferguson, Missouri. Subsequent deaths of black individuals at the hands of police carried on a protest movement that has in large part been led by the black rights advocacy group Black Lives Matter and has led to protests and acts of civil disobedience throughout the nation. Illegal immigrants' rights have also come to the forefront of late, considering our president's stance on the matter.

I should note that these events have occurred while many Millennials, including myself, were in college or entering adulthood/"the real world."

Then there is the modern women's rights movement. Women are apparently now so fed up with a myriad of issues (equal pay, a constant and never-ending battle over women's health care, derogatory speech toward women normalized by certain prominent elected officials, etc.) that they have become determined to make their voices heard on grand scales unlike those seen since the '60s and '70s. The Women's March, for example, didn't just encompass the United States — it included 673 cities worldwide, with as many as 4.8 million marchers, according to England's "The Telegraph."

And of course, for all these movements and protests, there are counter-movements and counter-protests.

I think it hasn't escaped anyone watching these events unfold that a sizable percentage of participants are Millennials. A poll conducted by The Huffington Post and YouGov in February found that Millennials

aged 18 to 30 are more likely to have gone to a protest than any other age group.

But it's not just the protests and the marches that are making me have flashbacks to my high school history classes. Case in point: The other night I had a dream that I had to diffuse a nuclear bomb. Totally normal, right?

The day before, North Korea had threatened to drop one on us. And there was subsequent news of returned threats by our own president and about SoCal residents wondering where the heck they can take shelter from nuclear fallout because no one here has anything resembling a basement.

Then there's Russia. Whilst our president is delightedly getting into Twitter spats with a newly minted nuclear nation, we're still having a war of words and sanctions with good old Vladimir Putin, everyone's favorite ex-KGB officer turned essential dictator who also happens to enjoy being photographed shirtless whilst taking breaks from fueling Middle Eastern war crimes and overthrowing sovereign nations. Such a nice a guy, that Vlad.

I've seen some articles out there comparing this decade to the '60s and the Millennials to the protestors of that era. But we're not re-living the '60s, folks. Pick a decade and you'll find that we're mired in a hodge-podge of unresolved issues left over from the messes and movements that previous generations, both foreign and domestic, got us into, like the Korean War and the Cold War. And I guess we have to throw World War II in there as well, because literal Nazis now feel emboldened enough to parade down American streets.

Just in case you sped-read through that part, let me reiterate: NAZIS.

So. Why are the Millennials in the streets? Is it because we are lazy and don't have jobs? Is it because we secretly want to loot you because we don't have jobs? Is it because we're coddled and demand that everyone act in a way that makes us more comfortable/coddled?

Uh, no.

It's because we are about to inherit the earth. And it is in a state of discord.

I know a lot of Baby Boomers who are frustrated with young people for protesting some of these issues. But coming from a generation that pretty much invented modern civil disobedience, I'm a little puzzled by the lack of understanding in this arena. (To be fair, I should say I also know quite a few Baby Boomers who are participating in these movements.)

Whatever your views on the troubles spilling onto our streets, you must at least recognize that at the root of it all are many issues that you likely thought were resolved decades ago that in reality pretty much only got a Band-Aid slapped on them. And, unfortunately, lately it seems like they're all getting ripped off at once.

The old guard is still guiding our future, but we are due to inherit it. According to a March 2017 report by the federal Congressional Research Service for the houses of Congress: "The average age of Members of the House at the beginning of the 115th Congress was 57.8 years; of Senators, 61.8 years, among the oldest in U.S. history."

Meanwhile, Millennials became the largest living generation in 2015.

Perhaps Millennials are more likely to protest because they feel their voices are

not adequately represented. If so, I have a suggestion for them. It's one echoed by a number of growing nonprofit organizations like She Should Run or Run for Something that are growing in popularity.

My suggestion is this: Run for office. And if you need a little inspiration, consider Bob Dylan, circa 1963.

"Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone.
If your time to you
Is worth savin'

Then you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'.

Come senators, congressmen
Please heed the call
Don't stand in the doorway
Don't block up the hall
For he that gets hurt
Will be he who has stalled
There's a battle outside
And it is ragin'.
It'll soon shake your windows
And rattle your walls
For the times they are a-changin'."

— Bob Dylan,

"The Times They Are A-Changin'"



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■ By **BRANDON RICHARDSON**
Senior Writer

Development News

The Beacon

On August 16, developer Century Housing and Long Beach city officials celebrated the groundbreaking of The Beacon, a two-building affordable housing development.

“It’s going to provide important housing for our veterans that have experienced homelessness, and it’s also going to provide housing for low-income seniors,” Mayor Robert Garcia said. “So it’s going to be a really great project. The city put a lot of investment into it, and it’s also going to transform that corner of the downtown.”

The project is being constructed on a 1.6-acre site on the southwest corner of Long Beach Boulevard and Anaheim Street. The seven-story Beacon Place will feature 121 units of low-income senior housing (half of which are allocated for homeless seniors), while the five-story Beacon Pointe will consist of 39 units for low-income veterans with special needs and veterans experiencing or at risk of homelessness.

The development also includes a community room with a full kitchen, a supportive services room, a bike storage area, a gym, outdoor public plazas and more than 6,000 square feet of retail space along the ground floor.

According to Brian D’Andrea, senior vice president of Century Housing, the high-profile intersection features the most pedestrian activity in all of Long Beach.

“It’s a highly trafficked site, and it’s kind of the entry into the downtown core. And the architecture itself needed to speak to that,” D’Andrea said. “So we needed to have that iconic corner element, which you see with the tower. We really wanted it to



On August 16, Century Housing broke ground on The Beacon, a two-building affordable housing development to serve veterans and low-income seniors. The development is located on the southwest corner of Long Beach Boulevard and Anaheim Street. At seven-stories, Beacon Place features 121 units of low-income senior housing, while the five-story Beacon Pointe includes 39 units of low-income veterans housing. Photographed from left: Oscar Alvarado, director of housing development for Century; Lesley Milovich, executive vice president of community lending and investment for Wells Fargo Bank; Alison King, executive director of the Long Beach Housing Authority; Rajan Hoyle, district manager for the Office of Councilwoman Lena Gonzalez; Mayor Robert Garcia; Alan Lowenthal, U.S. Representative, 47th District; John Thomas, chair of the Long Beach Community Investment Company; Sergio Mondragon-Lopez, Veterans Housing and Homelessness Prevention Program manager at the California Department of Veterans Affairs; Shalawn Garcia, loan officer for California Housing and Community Development; Brian D’Andrea, senior vice president of housing for Century; Carrie Hawkins and Kristina Olsen, board of directors for Century; and Ron Griffith, president & CEO of Century. (Photograph by the Business Journal’s Brandon Richardson)

be exciting and announce the renaissance that’s happening in Downtown Long Beach.”

The Beacon is located directly across from the Metro Blue Line light rail and bus lines that operate along both Long Beach Boulevard and Anaheim Street. D’Andrea noted these transit services would assist residents by connecting them to vital services and workplaces.

Between both phases, The Beacon development cost is a little more than \$80 mil-

lion, with funding coming from several sources, according to D’Andrea. The Long Beach Community Investment Company, which was established by the city council to oversee the delivery of housing and neighborhood revitalization services as part of the Housing Services Division of the Development Services Department, provided a seed investment of \$12.276 million to kick-start the project, allowing Century Housing to leverage additional funding sources.

Other funding sources include the state’s Veterans Housing and Homelessness Prevention program (funded by Proposition 41), the Federal Home Loan Bank of San Francisco’s Affordable Housing Program and a Home Depot Foundation grant. The project also qualifies for low-income housing tax credits, a federal program allocated through the State of California’s Tax Credit Allocation Committee.

D’Andrea noted that Allison King, director of the Long Beach Housing Authority,

Realty Views

Property Tax Help Could Be On The Horizon



By **TERRY ROSS**

One of the most controversial and often discussed pieces of housing legislation in the State of California is Proposition 13, which based property taxes on purchase prices plus the value of additions or major improvements and allowed no more than a 2% increase annually on state levies. The combined total of the annual property tax rate of 1% of the assessed value plus any voter-approved local assessments comprises the total tax obligation.

At the time that Prop. 13 was passed in 1978, rapidly increasing home prices and the accompanying tax burden (property taxes in those days were based on the annual re-assessment of market value) were strangling many owners.

For instance, a typical Southern California tract home (this is an actual example) that was purchased in 1950 for \$9,500

might be assessed today at \$480,000 and could have an annual tax bill of more than \$11,700 under the tax structure prior to 1978. Under Prop. 13, the assessed value is only \$48,620 with a tax obligation of only \$1,170 – basically 10 times less.

While this is an obvious advantage to property owners, at the time that Prop. 13 was on the ballot state legislators and officials claimed it was going to be the end of the world for schools and basic services because of the loss of tax revenue. Everyone survived and even thrived following the passage of Prop. 13, but the assaults on this part of the state tax code never seem to end. There have been attempts to limit it only to residential properties or owner-occupied dwellings, but it has managed to survive.

But the efforts to enhance Prop. 13’s benefits to owners in the 39 years since its passage have actually met with some success. Propositions 58 and 193 excluded transfers between parents and children and from grandparents to grandchildren, respectively, from reassessment to the current market value. Proposition 110 extended these provisions to severely and permanently disabled people of any age.

Proposition 60, which was passed in 1986, let homeowners aged 55 and older sell a principal residence and transfer the current property tax assessment (called the base-year value) to another of equal or lesser current value within the same county, but only once. Proposition 90 ex-

tended these provisions to a replacement residence in a different county, but only if that county accepts incoming transfers, and currently there are 11 counties in the state that allow this.

Now, in a move that could help many more homeowners, many of the features of Prop. 60 would be extended to younger homeowners who sell their residences and purchase another one. This proposal, which is being pushed by the California Association of Realtors (CAR) for the November 2018 ballot, would allow homeowners of any age to carry their existing tax base to a new property and would include every county in California. It would not exactly mirror Prop. 60 for older owners in that it would create a “blended rate” of the value of the old and new property by adding the increase in value on the two homes to the old lower tax rate. This would still be considerably lower than what current law calls for, according to CAR officials.

Three versions of these changes to Prop. 13 have been filed by the real estate group. Another version would retain the 55 and older age restriction if someone wanted to transfer their lower tax base, but it would be expanded to the entire state and not just within certain counties in California.

Two versions of the proposition would remove the age restriction, which should be a boon to sales, while one of them would allow property owners to take advantage of this tax break as many times as they want.

Lobbyists for CAR have been hard at work trying to get one version of the three onto the ballot for next year, but they are obviously getting pushback from government agencies who fear a cut in their revenues.

The State Board of Equalization estimates that the measure would cost local governments \$1.9 million a year in lost taxes on replacement homes, although about half of that would be made up by the state under its school-funding formula. When you consider that property taxes raised \$55.5 billion in fiscal 2014-15 for the state, this doesn’t seem too bad, really. You also must consider the healthy economic impact of increased home sales and the value that would have on sales taxes for furnishings, etc., which goes to local government. For Los Angeles County, which already accepts tax base transfers from other counties for those aged 55 and over, the tax loss would be less than for others.

The California State Association of Counties and the League of California Cities are fighting these propositions, and the battle in Sacramento over what gets on the ballot over a year from now looks like it could be another fight like the one we saw almost 40 years ago.

(Terry Ross, the broker-owner of TR Properties, will answer any questions about today’s real estate market. E-mail questions to Realty Views at terryross1@cs.com or call 949/457-4922.)

Investors And Real Estate Pros Connect Over Shared Interest In Downtown



The Downtown Long Beach Alliance and Long Beach Downtown Development Corporation held their third annual summer mixer for investors, developers and brokers who are interested or participating in growth in downtown. The event was at the 211 E. Ocean Blvd. office building, recently updated by owner The Ruth Group with a new lobby, bike share program, creative offices, landscaped balconies and more. According to Adam Carrillo, pictured above left, with Bob Ruth, president of The Ruth Group, the event was also an opportunity for event cosponsor's The Ruth Group and CBRE to showcase the building to potential lessees. The event is "designed to showcase newer properties, new building owners and new champions for downtown that have made substantial investments within Downtown Long Beach," Carrillo said. The DLBA also took the opportunity to invite attendees to invest in its nonprofit efforts, including the Woman Owned Business Accelerator program. Information on this and other programs may be found at <https://downtownlongbeach.org/doing-business/>. Other sponsors of the event included the Long Beach Commercial Real Estate Council, P2S Engineering, and International Brotherhood of Electrical Workers Local 11. (Photograph by the Business Journal's Larry Duncan)

was able to provide project-based vouchers, which help pay for rent in privately owned rental housing as part of the U.S. Department of Housing and Urban Development's Housing Choice Voucher Program.

The Beacon is slated for completion in fall 2019, according to D'Andrea, who is also housing president at Century Villages at Cabrillo, an affordable housing campus consisting of 572 affordable homes that cater to veterans, homeless students, low-income families and other groups needing housing assistance.

"This was an opportunity for us to . . . extend the work we've been doing out in West Long Beach for all these years into the downtown core," D'Andrea said. "We're really excited about helping transform this [area] and actually address some of the city's needs in terms of some of its most vulnerable residents."

The Current Sold As Shoreline Gateway East Tower Prepares To Break Ground

Earlier this month, West Hollywood-based Sunset Group (formerly Studio Management Services) announced its purchase of The Current in Downtown Long Beach for \$132.9 million.

The Current is a \$70 million development by Westchester-based Anderson Pacific, San Diego-based Ledcor Properties Inc. and Canada-based Qualico Developments Inc., which opened in July 2016. Located at 707 E. Ocean Blvd., the 17-story high-rise consists of 233 apartment units and 6,100 square feet of retail space.

Next door to The Current, the future location of the Shoreline Gateway East Tower

has seen recent activity with temporary fencing being set up in what is now a surface parking lot for on-site testing, according to Ryan Altoon, vice president of Anderson Pacific. Altoon said the fencing would be coming down shortly, with a groundbreaking for the 35-story tower not expected until the first quarter of next year.

The original proposal for East Tower featured 221 units, 393 parking stalls and 6,367 square feet of retail space on the ground floor. However, earlier this year, the development group updated the plans to include 315 units, 458 parking stalls and 6,711 square feet of retail space.

A 10,000-square-foot plaza will conjoin The Current and East Tower, which will be the tallest building in the city at 417 feet.

Queen Mary Island Urban Adventures

In an August 11 Facebook post, the Queen Mary and Urban Commons unveiled new renderings of Urban Adventures, an entertainment concept developed by London-based Urban Legacies. According to the post, the bulk of the designs for the center have been completed, despite groundbreaking being several years out. The Urban Adventures development includes a 150,000-square-foot facility boasting "22 different sports and entertainment activities in a single building, including two rooftop surf pavilions, a zip line roller coaster, ice climbing, ropes courses and a Ninja Warrior training ground." Urban Legacies has been developing the entertain-

(Please Continue To Page 8)

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The Urban Adventures entertainment concept is scheduled to be part of Queen Mary Island. (Rendering provided by Urban Commons)

(Continued From Page 7)

ment concept for the past five years, with plans to open facilities in “key international markets across Europe, Southeast Asia and North America,” according to the company website. Included in the Urban Commons announcement were plans for a 7,000-seat amphitheater overlooking the water, 500,000 square feet of entertainment and retail space, a boardwalk, and public music performances and art installations.

2nd & PCH Up For Approval

The long-awaited development of the property on the southwest corner of 2nd Street and Pacific Coast Highway (PCH) could be moving forward as of September 7, when the final environmental impact report and final site plan review go before the

Long Beach Planning Commission, according to Steve Shaul, senior director of development for CenterCal Properties LLC. Dubbed 2nd & PCH, the project will replace the SeaPort Marina Hotel, which has stood on that corner since opening in 1963. Raymond Lin and his family from Taiwan purchased the property more than 20 years ago with the intention of demolishing the hotel and redeveloping the site. After millions of dollars, rejected proposals and the Great Recession, Lin may finally realize that dream. The development includes 95,000 square feet of retail space, 70,000 square feet of restaurant space, a 25,000-square-foot fitness and health club and a 55,000-square-foot Whole Foods, which is relocating from its current location



New Renderings For 2nd & PCH Project

The final environmental impact report and site plan review for 2nd & PCH are up for approval at the September 7 Long Beach Planning Commission meeting. The proposed development is located at the site of the SeaPort Marina Hotel and includes 95,000 square feet of retail space and 70,000 square feet of restaurant space. According to Steve Shaul, senior director of development for CenterCal Properties LLC, if the commission approves the project and no appeals are filed, demolition of the SeaPort Marina Hotel would likely begin in September. (Renderings courtesy of CenterCal)

at the Marina Shores Shopping Center. The project is now a joint venture between Lin and El Segundo-based CenterCal, which has developed similar upscale retail centers throughout California, Oregon, Washington, Utah and Idaho. The proposal includes 1,150 parking spaces, most of which will be located on top of the project. If approved by the planning commission and no appeals are filed against the development, Shaul said demolition of the SeaPort Marina Hotel would likely begin in September. If an appeal is filed, the issue would go before the city council for final approval.

320 Alamitos Approved Despite Community Concerns

At its August 17 meeting, the Long Beach Planning Commission approved a seven-story apartment complex at 320 Alamitos Ave. The approval of the project brought out the usual concerns of downtown and surrounding area residents regarding parking, as the site is currently a surface parking lot. The 77-unit project includes a 105-stall parking garage, while the Downtown Plan – adopted in 2012 – only requires 96 spaces for a project of this size. However, residents and parking advocacy

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groups claim continued development on surface parking lots will worsen the parking-impacted area.

Red Car Greenway Underway

Construction is underway on the Red Car Greenway project, a park project that spans diagonally from 4th Street and Park Avenue across from the Colorado Lagoon to Ximeno Avenue and 6th Street. The land was once the right of way for the Pacific Electric Red Car trolleys from the early to mid-1900s. The \$1.05 million, 3.66-acre project includes pathway lighting, concrete trails, seating, fencing, garbage bins and new vegetation. At Ximeno Avenue and 6th Street, the park intersects with a bike path, further expanding and connecting the city's bike infrastructure.

Real Estate News



(Photograph courtesy of Stepp Commercial)

Stepp Commercial Completes Multimillion-Dollar Apartment Sale

Principal Robert Stepp of Stepp Commercial represented the seller, an Orange County-based private investor, and the buyer, a private investor from Los Angeles, in the \$4.9 million sale of East Fifth Street Apartments in Long Beach. "By adding value to the units that have not already been updated, the buyer stands to secure a 25% rental upside," Stepp said. "Long Beach is a

prime market to add value to apartment properties as it has no rent control, unlike too many other Los Angeles area cities." The 20-unit property is located at 3025 E. 5th St. near the Retro Row and Belmont Heights communities and consists of 10 two-bedroom units and 10 one-bedroom units. The sale breaks down to \$245,000 per unit in the two-story building, which was built in 1961.

The Hangout Is Now Open

Located at 2120 E. 4th St. on Retro Row, The Hangout celebrated its grand opening on August 25. Owned by Melissa Carpenter, who also owns Family Store in Belmont Heights, the store carries vintage items, as well as two permanent shop-in-shops: Take It or Leave It, which specializes in high-end, curated rock tees and leather goods, and California Drifter, which offers eclectic lifestyle goods that portray the state's easy-living vibe. The store will also feature rotating pop-up vendors and an ice cream bar stocked with Jeni's Ice Cream for takeout. The desert-inspired patio garden is a place for customers to relax and also continue shopping, as its contents are for sale. "I'm thrilled to expand my creative vision to a setting that invites customers to relax and linger," Carpenter said in a press release. "The question I get asked the most at Family Store is, 'When will you do something like this for adults?' The Hangout is exactly that – a grown-up retail environment that embraces artisan sensibilities and celebrates the maker. It's opening up new possibilities with the brands and unique products that I bring in, and I'm excited for the store to be a place of discovery for locals and visitors alike." ■



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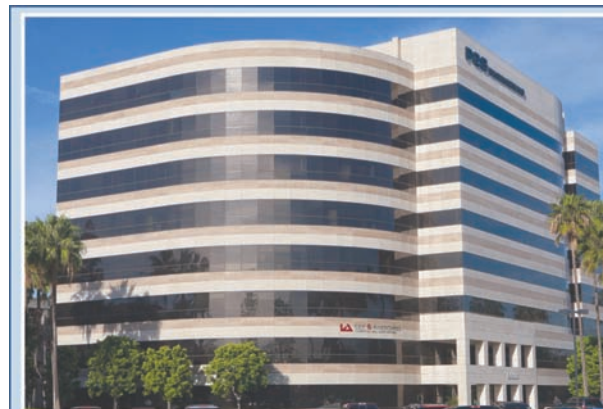
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31 Acres Available For Development On West Side Of Long Beach Airport

■ By **BRANDON RICHARDSON**
Senior Writer

On August 21, the City of Long Beach released a request for proposals (RFP) for the development of 31 acres on the west side of the airport. The RFP includes five parcels, ranging in size from 128,000 to 487,000 square feet, located east of Cherry Avenue and the 90-acre former C-17 Globemaster III site, still owned by Boeing Co.

“We are one of the economic engines for the city, so we hope this development will add to this and help with our economy, potentially bring jobs,” Juan Lopez-Rios, deputy director of Long Beach Airport (LGB), said. “And we hope that revitalizing that could be the start of future revitalization as Boeing starts their process of conveyance of their property or development of that property.”

The largest and northernmost parcel A is

owned by the city and was formerly used by Boeing as parking for its C-17 site. Parcel C is situated directly to the north of Ross Aviation, a fixed base operator that took over the Toyota Airflite facility when the company uprooted to Texas, and borders Long Beach Fire Department Station 16 to the north and west. The parcel stretches from the Ross property to Wardlow Road and is currently leased by Ross on a month-to-month basis.

Ross currently subleases space on parcel C to three companies – Summit Aviation, Tom’s Aircraft and Aerospace International, the last of which has already vacated the building – according to Greg McQueary, general manager of Ross Aviation Long Beach. Both McQueary and Lopez-Rios said the company and airport would work with the displaced companies to find new space around the airfield.

“We are looking for aviation development, so we’re not replacing someone with

“We’re just hoping that we can acquire the space necessary for us to grow, and we hope whoever acquires the adjacent space are friendly and good neighbors.”

**Greg McQueary, General Manager
Ross Aviation Long Beach**

a non-aeronautical use. It’s not like we have an office building that’s being leased to a printing company. If any of those tenants are displaced, we’ll work with other tenants around the airfield to try and accommodate them. Or depending on what we get, they might have a location within.”

Parcels D and E became available when two small runways were decommissioned last year. Currently, taxiway B runs through

the parcels; however, it will be moved east to one of the former runways.

Lopez-Rios said proposals could be for the entire 31 acres or just certain parcels but must be for aeronautical use. He said such a large development area is rare for the airport and is an opportunity to revitalize the west side of the airfield. Development of this scale on airport property has not taken place since the construction of the Long Beach Airport Business Park and Kilroy Airport Center in the 1980s and early 1990s.

According to McQueary, Ross Aviation is making a proposal on parcel C and hopes to build hangar space large enough to accommodate two Gulfstream 650s, which he said is a missing link for larger aircraft. He added that the company is also interested in parcel E, which if developed by another company would lessen Ross’s access to the airfield, instead forcing them to taxi planes between buildings.

“The immediate change if we were to acquire that space would just turn it into additional ramp space, with long-term goals of possibly building a hangar if the needs arose. That obviously expands our ramp space by three times,” McQueary said. “That opens up the door for us to handle some of the larger aircraft that come in, especially with the NFL. The requirement is a lot larger than it is for baseball or hockey, which we already handle.”

The addition of aviation businesses to the west side of the airport would be good for Ross’s business, according to McQueary, who noted the company is the only one that sells fuel in that area. The development would clean up that part of the airport, which McQueary said has been more like a trash-covered ghost town since Boeing vacated the space.

“We’re just hoping that we can acquire the space necessary for us to grow, and we hope whoever acquires the adjacent space are friendly and good neighbors,” McQueary said.

Curt Castagna, president of the Long Beach Airport Association and president/CEO of Aerolease Group, said the development would only have positive impacts on the area. He said he knows of multiple businesses – both current LGB tenants hoping to expand and new tenants – hoping to submit proposals for the space. He denied to comment on specific businesses’ hopes of expansion.

When reviewing the proposals, Castagna said the most important factors taken into consideration should be maximizing potential job creation and enhancing surrounding airport business, as well as the surrounding off-airport community.

“There’s more to it than just putting up a building and paying rent to the city,” Castagna said. “It’s the use and the chemistry and the benefits that are going to come, not only to the existing airport environment but also the off-airport environment.”

The development is an opportunity for the airport to increase revenue streams, attract new tenants and continue the evolution of the airport to remain modern and attractive for business, Castagna added.

Proposal submissions are due by 11 a.m. on Wednesday, November 1. ■



The City of Long Beach released a request for proposal (RFP) for the development of 31 acres of Long Beach Airport property on August 21. According to airport staff, the RFP requests proposals strictly related to aeronautical uses. The five-parcel site is located east of Wardlow Road and the 90-acre former Boeing C-17 Globemaster III site. (Map courtesy of the City of Long Beach)

City Prepares For Marijuana Business Set To Open Soon

List Of 22 Approved Priority Dispensary Applications; Two Sites Under Construction

■ BY **BRANDON RICHARDSON**
Senior Writer

In the nine months since Long Beach voters approved the sale and tax of medical marijuana in the city, staff has received more than 240 business license applications related to the marijuana industry.

According to Ajay Kolluri, assistant to the city manager, the city received 212 applications for dispensary licenses, the point of sale for customers to purchase marijuana products. Of those applicants, Kolluri said about 150 were complete and moved forward in the process – 22 of which were priority applicants, meaning they won the 2010 lottery and are guaranteed a license.

The following is a list of approved priority dispensary applications:

- 562 Discount Med Inc., 5227 2nd St., 90803
- Mattnjeremy Inc., 2767 E. Broadway, 90803
- C & C Wellness Center, 2515 E. Anaheim St., 90804
- The Airport Collective, 3411 E. Anaheim St., 90804
- C.A.R.E. Collective Inc., 2725 South St., 90805
- Cornerstone Health and Wellness, 1147 South St., 90805
- LB Collective Inc., 1731 E. Artesia Blvd., 90805
- Holistic Alternative Herbal Medicine, 6978 Stanley Ave., 90805
- The Airport Collective, 2801 E. Artesia Blvd., 90805
- Emerald Beach Care Inc., 1957 Pacific Ave., 90806
- NHS Collective, 1901 Atlantic Ave., 90806
- Savia Inc., 2760 E. Spring St., #120, 90806
- Alternative Therapeutic Solutions, 3170 Cherry Ave., 90807
- Alternate Health Collective Association, 3428 Long Beach Blvd., 90807
- Cannabis Evaluation Center Inc., 3120 Los Coyotes Dia., 90808
- NLB Collective Inc., 4855 Bellflower Blvd., 90808
- RLB Collective Inc., 3401 Norwalk Blvd., 90808
- 4th Street Collective Inc., 1248 Long Beach Blvd., 90813
- Chronic Pain Releaf Center, 1501 Santa Fe Ave., 90813
- LB Green Room Inc., 1735 E. 7th St., 90813
- CLB Collective, 404 Redondo Ave., 90814
- Avalon Wellness Collective, 1755 Ximeno Ave., 90815

The remaining applications were

scored and ranked on a 23-point system. Since only 10 spots out of 32 remain after taking into account priority applicants, the 77 applicants that scored 23 points will be entered into a two-round lottery.

“There are a number of applications that were submitted for the same address . . . because certain property owners permitted multiple applicants to be submitted from their address. That will not impact our public lottery process because the lottery will be held in two rounds,” Kolluri said. “The first round will be by address, and depending on which address is selected, we may have a second round to determine which of the applicants will receive a license for that address.”

The dispensaries located on 2nd Street in Belmont Shore and on 7th Street were the first to work through the permitting process, according to Kolluri. Both locations are currently under construction, with the possibility of opening for business sometime in September or October.

Kolluri said staff also has received 25 cultivation applications and five manufacturing applications but has yet to receive any laboratory testing applications. Of the cultivators, only one has submitted a plan for review, with another five having been contacted to sit down with development services in hopes of making a submittal soon. The remaining cultivators, as well as manufacturers, are still in review with business licensing, according to Kolluri.

Though no laboratory testing applications have been received, Kolluri noted he is aware of several businesses planning to submit.

“There is another category, distribution. We made the application available on August 15, and we will begin accepting applications on September 1,” Kolluri said. “Distribution is sort of the warehousing sector of the industry. They attain product from cultivators and manufacturers, they handle quality control, they coordinate the laboratory testing and then they provide the product to dispensaries.”

In preparation of marijuana businesses opening in Long Beach, the city council has taken action to ensure unlicensed marijuana businesses do not operate in the city and to solidify regulations with regard to buffer zones to be in line with state regulations.

At its August 22 meeting, the council voted in favor of the city manager drafting an ordinance that would set a 600-foot buffer zone radius for daycare centers but not youth centers. Regulations set by the State of California gave local governments the authority to set buffer zones barring marijuana businesses from certain areas. Other buffer zones in Long Beach include schools, parks, libraries and beaches.

The ordinance is expected to return to council within 30 days, according to Kolluri. He added that all applications for a marijuana business license submitted prior to January 1, 2018, will be exempt from the new buffer zone regulations.

“We are in the middle of our business licensing process, so in order to be fair to applicants who have acted in good faith, we had to provide fair warning to other applicants who may have taken steps to apply, such as entering into long-term

leases or purchasing property,” Kolluri said. “It just gives them a window to adjust to these new requirements.”

At the city council’s July 11 meeting, councilmembers voted unanimously to approve an ordinance defining penalties and measures allowed while dealing with illegally operating marijuana businesses. Under the municipal code amendment, the city has the authority to penalize not only those operating the business but the owners of the property. Additionally, the penalties have increased and the city is authorized to shut off utilities of unlicensed marijuana businesses.

According to Kolluri, the administrative model for monitoring marijuana busi-

nesses includes code enforcement, business licensing, the fire department and, when necessary, police. The city is made aware of most illegal businesses by the public notifying code enforcement or calling the city’s medical marijuana hotline at 562/570-5150.

“So far, that action has acted as a strong deterrent for illegal businesses. We haven’t had to actually utilize that authority. We’ve been very effective . . . in identifying unlicensed businesses and getting them to voluntarily shut down,” Kolluri said. “But it is very helpful to have this in our arsenal, and staff is very thankful for city council granting us some of those tools.” ■



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Go See Sal



Community Meetings Set On City Land Use Plans

(Continued From Page 1)

tional community meetings to gather community feedback.

“I think more input is always a good thing, and it helps us learn. And it helps a really good plan become an even better plan,” Christopher Koontz, advance planning officer for the planning bureau, said. “So I’m glad to go through the exercise. And it gives us a chance to communicate not just with the folks that were in the room there but with a lot of people, and to educate them and get their input and be able to move forward even better than where we were before.”

During the Long Beach Planning Commission meeting on August 17, new district maps were presented showing proposed building heights. During public comment, residents – namely from the 4th and 5th districts – voiced their displeasure and concerns regarding the proposed building heights and increased density in their mostly single-family home districts.

Development Services Director Amy Bodek said city staff would take the new maps to city council in early October as planned, regardless of the decision made by the planning commissioners at the meeting. This drew much scrutiny from

residents who felt their input and concerns were being ignored.

On August 18, Mayor Robert Garcia released the following statement:

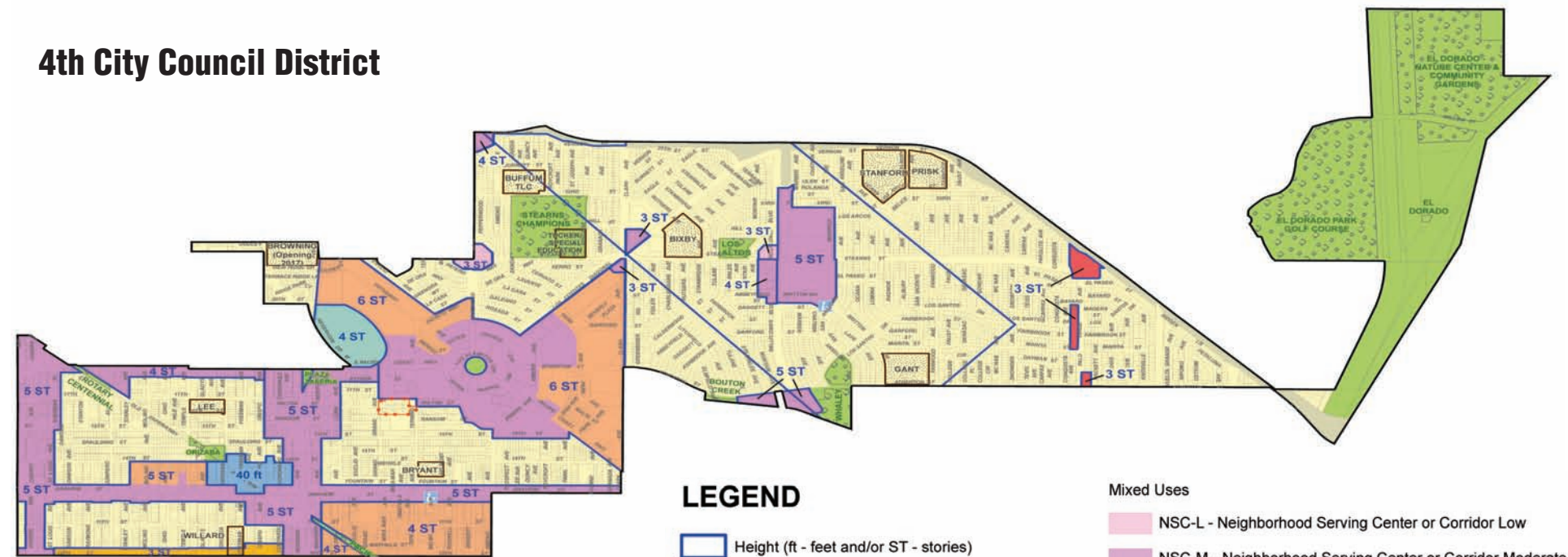
“The Land Use Element is an important community document that will guide development and building across Long Beach for decades to come. City Staff has been working very hard on presenting their recommendations to the community and the planning commission. It is important that there is adequate community input before the Land Use Element is presented to the city council.

“I support the Planning Commission's recommendation for more community input and have asked staff not to present

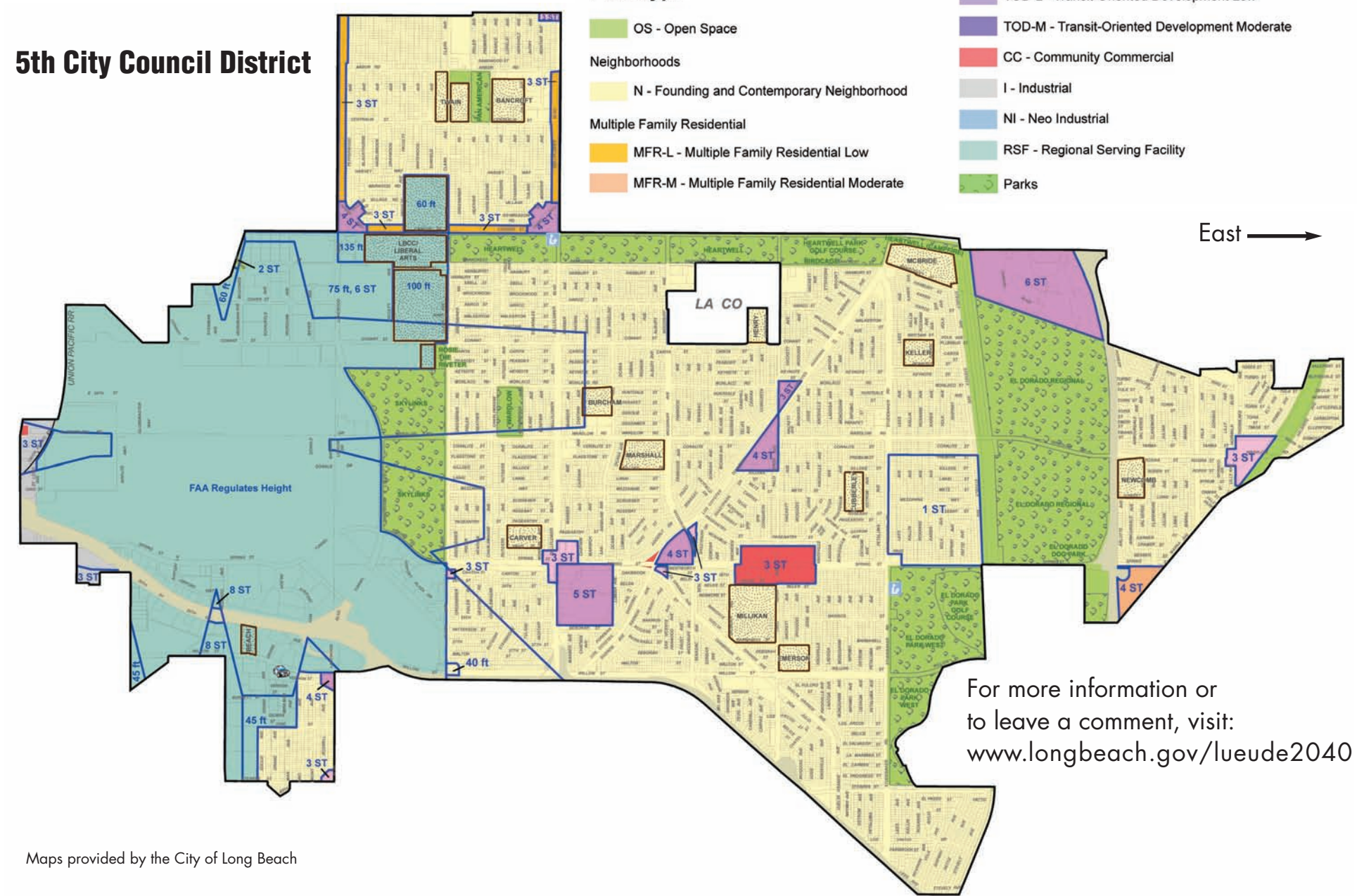
the Land Use Element to the city council until there has been more community input over the next couple of months. In addition, I have asked staff to go back to the planning commission after additional public input has been received to make a recommendation for consideration by the city council. I don’t intend to schedule a city council hearing on the Land Use Element until the additional public comment period and planning commission recommendations are finalized.”

The latest maps were the result of a February planning commission meeting in which Wrigley residents voiced similar concerns of increased density in their area. Original height proposals focused

4th City Council District



5th City Council District



For more information or to leave a comment, visit: www.longbeach.gov/lueude2040

most of the density in the downtown and Wrigley areas near the Metro Blue Line. The result of that meeting was a request to disperse density throughout the city and for more outreach to residents in the Wrigley area who felt left out of the decade-long process.

"There have been over 100 meetings over the years," Koontz said. "There have been citywide open houses, online outreach and conventional outreach. So that's all occurred over the preceding decade."

According to the August 25 community meeting press release, more than 30 public meetings and presentations about the Land Use Element have been held across the city in the last 18 months alone.

Now, after four community meetings and two study sessions between the February and August meetings, the new maps have merely transferred concerns to residents in other districts across the city.

In District 4, around the traffic circle and along Pacific Coast Highway and Anaheim Street, much of the space has been designated between four and six stories for multi-family, low-income residential housing and moderate neighborhood serving centers or corridors. Several other small pockets in the district were designated between three and five stories.

Throughout District 5, several small areas were designated between three and five stories, with the Long Beach Towne Center being designated six stories. The majority of increased building height allowances are at commercial centers, such as the corners of Bellflower Boulevard and Spring Street, Los Coyotes Diagonal and Spring Street, Los Coyotes Diagonal and Palo Verde Avenue, and Spring Street and Palo Verde.

Fifth District Councilmember Stacy Mungo did not respond for comment on the proposed maps and subsequent commission decision. However, on August 18, the councilmember tweeted, "I am requesting we return to the original plan use maps and am supporting the planning commission in their recommendation for more input."

Fourth District Councilmember Daryl Supernaw told the Business Journal that he also fully supports the decision of the planning commission and the mayor to hold additional community meetings in various districts, including his own. He noted that aside from hearing from the public, the community meetings would clear up misinformation about the proposals.

"We just want to hear what the public has to say about this. On the surface, the concerns will be on parking and the transportation corridors," Supernaw said. "Aside from hearing from the residents, we want to get the information out there as to what is being proposed."

Among the misinformation being spread on websites such as Nextdoor is the idea that the maps show a plan of actual future development in which the city could utilize eminent domain to take identified properties, such as churches, to build high-density housing. However, Development Services Communications Officer Kevin Lee pointed out that the maps are merely what would be permitted at properties if they were to be redeveloped in the future.

"Building height has definitely been a

concern of some residents. There have also been some concerns about mixed-use and new development outside of the downtown area," Lee said. "Most parcels actually will not change. Some will over time. Leases could be moved out depending on the terms of their lease, [but] property owners can choose to redevelop or not."

Essentially, the property owner, not the city, would determine if and when an identified parcel would be redeveloped.

Lee agreed with Supernaw that the newly announced community meetings will serve to better educate residents on the Land Use Element, as well as allow the city to address residents' specific concerns.

The upcoming community meetings are scheduled as follows:

- Saturday, September 20, 3 p.m., Veterans Park Community Center, 101 E. 28th St.

- Wednesday, October 4, 6 p.m., Whaley Park Community Center, 5620 E. Atherton St.

- Saturday, October 14, 11 a.m., Best Western Golden Sails Hotel, 6285 Pacific Coast Hwy.

- Wednesday, October 18, 6 p.m., Expo Arts Center, 4321 Atlantic Ave.

Additionally, residents can view plan information, comment and give feedback online by visiting www.longbeach.gov/lueude2040. According to Koontz, the city staff hopes to return to the planning commission before the end of the year. ■

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Long Beach Water

Long Beach Hospitality Alliance

(Continued From Page 1)

there were any reported claims in the last 10 years and we didn't find any," Kristi Allen, vice president of hotel operations at Hotel Maya, told the Business Journal.

Even so, she said, the alliance sponsored a training session on self-defense in response to the statements made in public comment. It also conducts trainings on CPR, recognizing human trafficking, self-defense and active-shooter response. These are in addition to any safety trainings already conducted at individual hotels, Allen said.

The August 15 presentation at the council meeting included a video in which hotel employees spoke about positive experiences in their workplace. Speakers included Allen; Imran Ahmed, general manager of the Long Beach Marriott; and Jennifer Robinson, who manages the largest department in that hotel.

"It was clear in this industry that I would not be wealthy in the bank but wealthy in my heart," Robinson said, addressing the city council. "It's more than just a 28-year career. It's become a way of life. It's become a family to me. So many times, I've been asked, 'Why stay at a location for so long?' And I tell you: it's the people, the company."

The alliance presented an infographic detailing their contributions to the city's economy. More than 82% of Long Beach hotel workers are city residents and taxpayers. The transient occupancy tax (TOT), which travelers pay when they rent accom-

modations, has increased along with occupancy rates in the last couple of years. Half the TOT is paid directly to the city's general fund and half is paid to the special advertising and promotion fund to attract more visitors to the city.

"For now, our projected growth looks strong, but we have to look out for government and outside influence," Allen said at the presentation.

Labor union UNITE HERE Local 11 and groups such as the Los Angeles Alliance for a New Economy (LAANE) are pushing for the city to adopt an ordinance that would limit the workloads of hotel employees and enact measures that aim to protect them against sexual assault, according to a video released by LAANE on August 18. Supporters for the ordinance are expected to present at a city council meeting in September, said Mike Murchison, a local lobbyist representing the hotel industry.

Others in the industry expressed concern as to how these guidelines would affect business and questioned their necessity in a working environment where they haven't received any complaints.

"Having read some of the flyers circulated about this, I understand they want signs up in rooms and hallways stating something about how employees are protected from sexual assault," Allen said. "If I was walking through a hotel in a city that I had not been to and I saw a sign that said 'No Sexual Assault' or 'You're Being Monitored,' I would be very concerned that I

"If I was walking through a hotel in a city that I had not been to and I saw a sign that said 'No Sexual Assault' or 'You're Being Monitored,' I would be very concerned that I was in a dangerous city."

Kristi Allen, Vice President
Hotel Operations, Hotel Maya

was in a dangerous city. I'd probably check out, to be honest."

Murchison said he thinks the ordinance is actually a ploy to increase union membership under the pretext of improving public safety. Some of the largest hotels in Long Beach are not unionized.

"What about motels? If the council is so concerned about hotel employees, they should go look at the retail industry, go look at the restaurant industry. . . [UNITE HERE] is trying to get hotels to capitulate and join the union," Murchison said.

Murchison estimated that adopting regulations would cost hotels "hundreds of thousands of dollars" and would also impact the city, as it would have to expend the resources to verify hotel compliance. He said he plans to organize around 200 representatives of the hotel industry to attend the September council meeting.

In their response to the August 15 meeting, councilmembers gave particular notice

to the fact that 82% of Long Beach hotel workers also live in the city. "That number really speaks to Long Beach residents who are here day in and day out, playing in our parks, going to our schools, whose kids are taken care of because their parents have a place to work," said 5th District Councilmember Stacy Mungo. "That's really impressive."

Second District Councilmember Jeanine Pearce, who prior to being elected to the city council served as a senior organizer for eight years for LAANE, pointed out that "there are two sides to every story."

"The truth is often somewhere in the middle," she said. "The fact that 600 people attended a safety class is a flag to me that we need this. When we have housekeepers knocking on bedroom doors by themselves, we need this training."

Allen clarified that the personnel safety session the alliance hosted was, in fact, mandatory for all Hotel Maya employees who enter guest rooms alone. ■

Port Achieves Another
Reduction In Pollution

Port of Long Beach officials reported last week that port operations have achieved record pollution reduction following the most recent "Emissions Inventory" report. One of the more dramatic results is an 88% reduction in diesel particulate matter. The annual report, prepared by an independent consultant, also showed a 56% decrease in smog-forming nitrogen oxides and a 22% reduction greenhouse gases.



September 16 & 17, 2017

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Anthem Blue Cross And MemorialCare Reach Agreement

■ By **SAMANTHA MEHLINGER**
Assistant Editor

Anthem Blue Cross and MemorialCare Health System have resolved a contract dispute and come to a three-year agreement, the two parties told the Business Journal late on August 25.

Earlier in the week, the news that the contract between the two parties had terminated effective August 15 was broken by Long Beach Assemblymember Patrick O'Donnell when he sent out a statement condemning the termination, expressing concern for the Anthem Blue Cross patients whose access to Long Beach Memorial Medical Center was put in jeopardy by the action.

"Anthem Blue Cross is pleased to announce it today reached an agreement with MemorialCare retroactive to Aug. 15 meaning Anthem members will not experience any disruption to their coverage," Colin Manning, staff vice president of regional and state public relations for Anthem Inc., wrote in an e-mail to the Business Journal.

Manning provided the following statement from Brian Ternan, president of Anthem Blue Cross: "Anthem Blue Cross is pleased to have reached a three-year agreement that will ensure our members have access to MemorialCare facilities. We're sorry for any inconvenience the termination of our previ-

ous contract may have caused our members, but today's agreement will help ensure stability going forward. It's important to our members that we achieve the appropriate balance between access and affordability, and we've done that with this new agreement."

Moments after receiving Anthem's statement, MemorialCare provided the Business Journal with the following statement from Lori Weaver, the system's executive director of managed care:

"We are pleased to announce that MemorialCare has reached a definitive agreement with Anthem for our hospital contracts. Effective retroactively to August 15, 2017, MemorialCare hospitals continue to be in-network providers for all Anthem members, allowing our patients and community to continue to receive uninterrupted, exceptional care. We're reassured that Anthem continues to recognize that MemorialCare is a vital medical resource to the community. MemorialCare will continue to offer our Patient Financial Services Concierge at 714-377-6897 for our patients, physicians and community members for any concerns or questions they may have."

In a previous statement, Manning had indicated that MemorialCare "chose to terminate their contract with Anthem in order to demand an excessive increase in reimbursement rates."

MemorialCare's initial statement painted a somewhat different picture. "We have been very diligent in our efforts to reach reasonable terms with Anthem for many months and we continue to do our best to reach a fair and reasonable agreement."

That agreement has now been reached. ■

Councilmembers To Propose Mandatory 2% Budget Savings For All City Departments

■ By **SAMANTHA MEHLINGER**
Assistant Editor

Fifth District Councilmember Stacy Mungo and Vice Mayor/9th District Councilmember Rex Richardson, are planning to agendize an item for the September 5 city council meeting that, if approved, would require all city departments to implement financial savings targets for the benefit

of the city's General Fund going forward.

The agenda item, provided to the Business Journal by Mungo late Friday, indicated that at the March 14 council meeting, City Manager Pat West committed to finding General Fund budget savings for his department in fiscal year (FY) 2018. He also suggested that other city departments consider "participating in a budget savings target calculated at 0.5%" of the General Fund, less one-time funding. Participation would have been voluntary.

Mungo and Richardson are proposing to mandate that all departments implement savings targets "at the maximum level possible without eliminating jobs or programs."

If their recommendation passes, the city

(Please Continue To Page 16)



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Budget Proposal

(Continued From Page 15)

manager would be directed to work with financial management staff to provide a midyear progress report to the city council. The councilmembers’ reasoning for the motion is future projected General Fund budget shortfalls of \$10.4 million in FY 2019 and \$8.7 million in FY 2020. The General Fund finances many important city services, such as public safety, infrastructure repairs, libraries and more.

“If we do not take action now, it is highly probable that critical government services will need to be cut down the line, and that is not something we should be willing to risk given our community whose quality of life depends on it,” the agenda item states.

The item also states that the fiscal impact would be to “prevent ‘winter from coming’ by mitigating the FY 2019 projected deficit,” borrowing a phrase from HBO’s popular series “Game of Thrones.” ■

Group Of 2nd District Residents Start Process To Recall Councilmember Pearce

■ By ANNE ARTLEY
Staff Writer

Today, a group of Long Beach 2nd District residents filed a statement of organization to begin the process of recalling their city council

council representative, Jeannine Pearce, due to alleged misconduct in office and subsequent lack of response regarding these allegations.

Jonathan Crouch, a high-school social studies teacher, said he tapped into a well of discontent in his district when he started a Facebook page about a month ago to vent his own frustrations with Pearce, who was elected to the city council in 2016.

“I didn’t invite anyone to join, they came to me,” Crouch said. “The same night I formed the group, someone asked to join. I’m really proud that it’s become a community effort.”

The group, known as The Committee to Recall Councilmember Jeanine Pearce, boasts 80 members, and Crouch said he “has no doubt it will continue to grow.”

The committee plans to start fundraising to retain the lawyer they’re already working with. Ian Patton, a consultant hired by the group of district residents, said they set a fundraising goal of \$100,000.

Patton said he hoped Pearce “does the honorable thing” and resigns before the issue comes to a special election, which could cost the city a quarter of a million dollars, Patton estimated.

“At the end of the day, what frustrates me is not her personal life; it’s how she’s treating the office to which she’s supposed to be representing,” Crouch said. “She represents me on the city council and to have someone who feels she’s above the law and that she’s not responsible to her constituency really bothers me.”

After Pearce has the opportunity to file her own statement, the committee can start circulating a petition among 2nd District

residents. Patton said they set a goal of 8,000 signatures, even though they only need about 6,400, which amounts to about 20% of registered voters in the district, according to Patton.

Crouch said that while he was not a supporter of Pearce when she ran for office, he tried to “keep an open mind” once she got elected.

Many Harmful Bills Still Alive in State Legislature

(Note: The following information is from the California Chamber of Commerce and is provided to keep Business Journal readers apprised of legislation that may impact their business or industry.)

The end of the legislative year is just a few weeks away and the California Chamber of Commerce continues to fight numerous proposals that could hurt employers, the economy and the jobs climate in the state.

The scope and potential negative consequences of some of these proposals are immense, touching daily activities in businesses from a wide range of industries and locations.

Following is a sampling of CalChamber-opposed bills being actively considered by legislators.

Energy

• SB 100 (de León; D-Los Angeles) Increased Energy Costs. Increases the cost of energy by creating an ambiguous zero-carbon energy by 2045 planning goal and requirements for regulatory agencies in the state.

“It bothered me how much money was going into her campaign from the union UNITE HERE Local 11,” he said. “I was very concerned to see how much money poured in from outside of the district.”

By press time, Councilmember Pearce had not responded to several attempts at contact from the Long Beach Business Journal. ■

• SB 356 (Skinner; D-Berkeley) Threatens Grid Reliability and Safety. Threatens the safety and reliability of California’s transmission grid by requiring the release of security-sensitive and market-sensitive data.

• SB 520 (Mitchell; D-Los Angeles) Increased Energy Costs. Increases the cost for energy in California by allowing for intervenors to collect compensation for engaging at the California Independent System Operator.

Labor And Employment

• AB 168 (Eggman; D-Stockton) Exposure to Litigation. Exposes employers to costly litigation for inquiring into an applicant’s prior salary or failing to provide a pay scale upon demand, even though the employee has not suffered any harm or wage loss as a result of the violation.

• AB 569 (Gonzalez Fletcher; D-San Diego) Pregnancy Discrimination. Creates a new mandate in the Labor Code, prohibiting employers from taking any adverse employment action against an employee due to the employee’s use of various medical options for reproductive health, even though the Fair Employment and Housing Act currently provides these protections to employees, thereby creating inconsistencies and

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confusion amongst employers with regard to interpretation and enforcement of these competing provisions.

- AB 1209 (Gonzalez Fletcher; D-San Diego) Public Shaming of California Employers. Imposes new data collection mandate on California employers to collect and report data to the Secretary of State regarding the mean and median salaries of men and women in the same job title and job description, determine which employees perform “substantially similar” work, and then have that report posted on a publicly accessible website, where such employers will receive undue scrutiny and criticism for wage disparity that is not unlawful and justified by a bona fide factor. (Job killer.)
- AB 1565 (Thurmond; D-Richmond) Significant Cost Increase on Employers and Costly Litigation. Unnecessarily accelerates the minimum salary threshold for exempt employees, which will significantly increase costs, especially on small employers who currently have a delayed increase under the current minimum wage scheduled increases.
- AB 1701 (Thurmond; D-Richmond) Expansion of Liability. Unfairly imposes liability onto a direct contractor, as defined, for the wage and hour violations of a subcontractor that the direct contractor did not cause.
- SB 63 (Jackson; D-Santa Barbara) Imposes New Maternity and Paternity Leave Mandate. Unduly burdens and increases costs of small employers with as few as 20 employees by requiring 12 weeks of protected employee leave for child bonding and exposes them to the threat of costly litigation.
- SB 306 (Hertzberg; D-Van Nuys) Labor Commissioner Enhanced Authority. Unnecessarily allows the Labor Commissioner to seek injunctive relief before completing an investigation and determining retaliation has occurred, as well as requiring an employer to pay the costs and fees of the Labor Commissioner to pursue a civil action for retaliation, even if the claim lacks merit, as well as exposes employers to a daily \$100 penalty, capped at \$20,000, for a posting violation.

Government Contracting

- AB 1250 (Jones-Sawyer; D-South Los Angeles) Costly County Contractor Process. Imposes a cost to contractors with county contracts, subjects contractor and subcontractor employees’ private information to Public Records Act requests, and seeks to severely limit options for these counties to determine the most appropriate solution to providing efficient and effective public service by establishing significant

and costly obstacles for agencies and for vendors contracting for personal services.

Hazardous Waste

- AB 245 (Quirk; D-Hayward) Increases Costs to and Creates Uncertainty for Hazardous Waste Permit Operators. Imposes unnecessary new costs on hazardous waste permit operators by requiring a public hearing be held within 90 days of the submittal of a hazardous waste permit renewal application, notwithstanding the multiple existing opportunities for public review; and creates uncertainty regarding the application of ambiguous language relating to the adequacy of financial assurances to be reviewed every five years.

Health

- SB 349 (Lara; D-Bell Gardens) Increases Health Care Costs. Increases health care costs by setting dialysis clinic staffing ratios to the most stringent in the country and mandating transition times between patients leading to patient access issues with no clear evidence of clinical benefit to dialysis patients.

Housing

- ACA 4 (Aguiar-Curry; D-Winters) Lowers Vote Requirement for New Tax Increases. Adds complexity and uncertainty to the current tax structure and pressure to increase taxes on real property by giving local governments new authority to enact special taxes, including parcel taxes, to fund the construction, reconstruction, rehabilitation, or replacement of public infrastructure or affordable housing, or the acquisition or lease of real property for public infrastructure or affordable housing, and lowering the vote threshold to impose such new taxes from two-thirds to 55%. (Job killer.)
- ACA 11 (Caballero; D-Salinas) Targeted Retail Industry Tax Increase. Exposes the retail industry to increased taxes by imposing a quarter-cent sales tax increase in addition to a quarter-cent excise tax to fund affordable housing and homeless shelters, without creating greatly needed market rate housing. (Job killer.)

Immigration

- AB 450 (Chiu; D-San Francisco) Employer Liability. Places employers in a no-win situation between federal immigration enforcement and state enforcement by punishing employers—rather than providing tools and resources for employees when federal immigration enforcement appears at their workplace regardless of whether a violation of law has been committed by the employer.

Legal Reform and Protection

- SB 33 (Dodd; D-Napa) Discrimination

Against Arbitration Agreements. Unfairly discriminates against arbitration agreements contained in consumer contracts for goods or services with a financial institution, as broadly defined, which is likely preempted by the Federal Arbitration Act and will lead to confusion and unnecessary litigation. (Job killer.)

Privacy/Technology

- AB 1513 (Kalra; D-San Jose) Licensee Private Information. Inappropriately makes the contact information for all home health care licensees available to labor organizations for the stated purpose of unionizing.

Water

- AB 1000 (Friedman; D-Glendale) Water Conveyance. Prohibits new water projects in a specific part of the state by

adding more unnecessary and unreasonable permit requirements for water conveyance.

- AB 1668 (Friedman; D-Glendale) and SB 606 (Skinner; D-Berkeley/Hertzberg; D-Van Nuys) Water Conservation. Potentially damages the viability of commercial, industrial and institutional businesses by imposing a one-size-fits-all water management plan without regard to local conditions.

Workers’ Compensation

- AB 570 (Gonzalez Fletcher; D-San Diego) Apportionment to Pre-existing Disability. Violates the fundamental agreement between worker and employers by requiring employers to compensate injured workers for disability that has not, with medical certainty, resulted from a workplace injury. ■

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Rapid Deployment Kit (RDK) AreaRAE System	ITB FD17-125	08/31/2017
Industrial Gases – Citywide	ITB LB17-123	08/31/2017
Heavy Duty CNG Roll Off Trucks Qty 4	ITB FS17-137	08/31/2017
STIHL Chainsaws & Repair Parts/Services	ITB LB17-114	08/31/2017
SSARP and Vision Zero Action Plan	RFP PW17-131	09/01/2017
Street Flusher Truck	ITB FS17-130	09/06/2017
Concessionaire-Railway in El Dorado E Region Park	RFI PR17-147	09/12/2017
Homeland Security Grant Admin Support - REBID	RFP DC17-082	09/14/2017
Asphalt Concrete Materials (Delivery)	ITB LB17-077	09/14/2017
Steel and Related Metals - Citywide	ITB LB17-124	09/14/2017
Lake Water Quality Management	RFP PR17-136	09/14/2017
Enterprise Document Management System	RFP TI17-143	09/19/2017
HazMat RAE Air Monitors	ITB FD17-127	09/19/2017
Develop & Implement Traffic Calming Measures for Traffic Exiting the I-710 into Long Beach	R-7053/R-7056	09/20/2017
PCI Compliance Subject Matter Expertise (SME)	RFP TI17-144	09/20/2017
Historic Terminal HVAC Replacement	R-7097	09/27/2017
Groundwater Treatment Plant Chemical Tanks Replacement Project-Phase IV	WD-20-17	09/28/2017
S-1 Sewer Lift Station Rehab Project (SC-0275)	WD-31-17	09/28/2017
Airport Flight Information Display System	RFP AP17-142	10/09/2017
Airport Security System Maintenance	RFP AP17-141	10/12/2017
Development Opportunity at Long Beach Airport	RFP AP17-128	11/01/2017
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

****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/. Additional details on upcoming bids and how to register can be found on the website.

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(Continued From Page 1)

such a big cheerleader for – second to Long Beach, of course – is DC Comics.

Still, Garcia is not so “rah-rah” about Long Beach as to not recognize its challenges, some of which he discussed at length with the Business Journal during his fourth annual interview since he was elected.

Each year, the mayor of Long Beach visits the Business Journal’s office for a question-and-answer style interview about everything from current city issues to local politics to policy priorities. This year, Garcia joined Business Journal staff on August 16 for an interview touching on crime, homelessness, public safety, transparency in government, commission appointments, city infrastructure projects, the Long Beach Airport, the impending advent of marijuana businesses, economic development, his future career plans and more.

LBBJ: It seems certain you are going to be reelected. The question we have is, are you going to serve the full four-year term?

Garcia: That’s my intention. Absolutely. This is the best job I could ever have. When I first ran for mayor, I ran because I wanted to be mayor. And I am running for reelection because I want to be mayor. You never say never about anything, but it’s absolutely my intention to serve as mayor. I have a lot that I want to get done.

LBBJ: OK, so your plans are to stay for the full four years?

Garcia: My plan is I am running for mayor to be mayor for a term. Absolutely.

LBBJ: Since you have a strong relationship with Los Angeles Mayor Garcetti, do you have a desire to oversee the 2028 Olympic committee after completing your second term? Is that something you’d be interested in?

Garcia: I plan to be very involved in the Olympic committee. And I think over the next few months you are going to hear a lot about how we’re going to organize locally. I’ll do whatever I can to help with the Olympic committee.

LBBJ: But if he asked you?

Garcia: I haven’t even thought about it. To be honest, there are a lot of qualified people who could run the Olympics. We’ll see.

Fundraising And The Upcoming Election Season

LBBJ: You sent out another fundraising letter.

Garcia: Absolutely. I’m always fundraising.

LBBJ: But you have no opposition, so why do you need money?

Garcia: You always have to be prepared. The election is still a long way from now, and it’s important to raise money to be able to power a campaign. . . . I have raised more than any mayoral candidate in the history of this city at this point in the election cycle.

LBBJ: Can you use the money you raise for other campaigns?

Garcia: The law allows you to use it for other campaigns. I don’t know the exact law. It’s limiting. I think that you can use campaign dollars, for example, to assist in other campaigns that are happening in that cycle. But again, you’ve got to follow whatever the state law and municipal code say.

LBBJ: Do you want to make one or more changes to the city charter? And if that’s the case, you could use the money you raised to push a change next April.

Garcia: I could. I think that’s unlikely. If I want to propose changes to the city charter, I would just raise that money separately. I mean, when we ran the campaign for Measures A and B, we raised significant dollars and had a separate campaign committee. If at some point there are changes to the charter, that would be a separate campaign. I don’t envision me using these funds for that.

LBBJ: Can we expect charter change suggestions for next April?

Garcia: To be honest, I don’t know. I think there isn’t anything that is concrete out there. I think there are a lot of proposals. I have heard you say some things. I have heard councilmembers have other proposals.

LBBJ: We proposed several things. One was reducing the councilmembers to eight, giving the mayor a vote. He’d be the ninth



“ . . . any councilmember should get input from the public on I hope most decisions, whether it is the naming of a public building or whether it’s a new policy. So I would expect that to come from the community.”

vote. . . . Part of it was six districts and three [citywide] councilmembers. Then we said six districts and two citywide councilmembers with the mayor voting as the ninth person. That would allow voters to vote for four of the nine people who make policy decisions. Voters deserve a stronger voice in elections.

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Garcia: There are different models out there. It depends on the model you go with. Having the person who is running the meeting also voting could be problematic. It becomes problematic when you walk in. When the person chairing the meeting is not chairing a fair meeting because they are already going to vote a certain way, it can complicate things. So I would have to look at that proposal.

LBBJ: One of the things we're concerned about is voter turnout. Let's assume you have no opposition and that four of the five councilmembers running for reelection have no opposition. Voters have to wait eight years to vote for a councilmember. That doesn't encourage voter participation.

Garcia: First, that's highly unlikely. . . . I think that all the councilmembers will have legitimate candidates, as will I. . . . It's early in a campaign cycle. People will come forward.

The Decision-Making Process

LBBJ: Let's talk about process. The Business Journal is big on process and transparency. The naming of a public facility is a good example. Councilmembers make a decision without public input, decide to float their choice, then bring it the council for a vote. That's not a process, and only results in dividing people. Asking for public input first should be automatic.

Garcia: There isn't one way to do it. The city charter gives councilmembers the ability to set a process [of] however they come up with that in their district. Let's take Vice Mayor Rex Richardson and the Michelle Obama Library. An idea is brought forward by youth from Jordan High School. The vice mayor and others liked the idea. It is brought to the community. There is debate and discussion about it. It's brought to the council committee. Some people loved it. Other people didn't love it. But it started from kids in North Long Beach.

There have been other processes to name other things in the community. For example, when we named the Beverly O'Neill Theater in Downtown Long Beach, Vice Mayor [Suja] Lowenthal brought it forward. She said this is the right thing to do. I don't know that she went out and talked to a lot of folks about it. I think she heard from folks. But she thought it was the right thing to do. And the council and the committees agreed.

And there is what you're talking about, which would be another model which would go out and say we want to name something for someone. In the current process, the one that you're referring to, I think that's where it's going now. It was an initial idea by the councilwoman to name a certain building. After hearing from the community, she decided that she

would go out and let the community have a conversation about what that should be.

LBBJ: It doesn't matter to us what the final decision is as long as there is a process that's followed to arrive at that decision, and input is allowed.

Garcia: Well I think that there is a process. And if we want to make it a strong process, that's something the council should look at. But the process is pretty clear. It's got to be proposed by a councilmember, it has got to go to a committee for public input, and it has to go back to the council. That is the process.

LBBJ: So you feel that the proposal by the councilmember should come before input from the community?

Garcia: I didn't say that. I would hope

that before any proposal to name buildings, that that councilmember has been having conversations within the community and with members of the community to name something.

LBBJ: But not a formal meeting where they're taking input? You're just saying, have a conversation.

Garcia: No, I don't know how – I mean, I think every councilmember takes input differently. There are formal meetings. There are online surveys. There is talking in the community. So I think any councilmember should get input from the public on I hope most decisions, whether it is the naming of a public building or whether it's a new policy. So I would expect that to come from the community.

Planning Commission Appointment

LBBJ: You have been catching some heat about one of your appointments to the planning commission.

Garcia: Sure.

LBBJ: He lived in Long Beach less than two months when you made the appointment. Do you want to explain your decision?

Garcia: Sure. His name is Josh LaFarga and he is going to be a great planning commissioner. First, I have appointed probably 250 commissioners as mayor. Of the 250, a vast majority, 95%, have been probably around Long Beach for a long time. I don't believe that our folks who represent us on commissions, [that] there should be a resi-

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Mayor Dr. Robert Garcia and his staff stroll through parts of the renovated Colorado Lagoon. Pictured from left are: Tim Patton, senior administrative deputy; Sharon Weissman, transportation deputy; Justin Ramirez, legislative director; Abigail Mejia, field deputy; Rhoda Love, scheduler; Marisol Samayoa, communications deputy; Mayor Garcia; Maria Banegas, administrative services manager; Blessing Omolafe, legislative intern; Mark Taylor, chief of staff; Esmeralda Agredano-Salazar, legislative intern; Lauren Vargas, director of innovation delivery and special projects; Tyler Curley, legislative deputy; and Luke Klipp, special projects officer at Long Beach Public Works. (Business Journal photograph by Caught In The Moment Photography)

(Continued From Page 19)

dency requirement of being involved in the city for 10, 20 years. In fact, the charter specifically states and sets what the resident requirements are. Our founding document is specifically written in a way so it's a combination of people who have been

here for a long time, people that don't even live in the city. We have exemptions for certain commissions so that there are people who have business experience who may not live in the city but who can still serve on commissions. And for folks who are recently also a part of the community.

So if you look at the 250 commissioners that have applied, it's a diverse group of people. It's people who have lived here a long time. It's folks who have been involved in business who maybe don't live in Long Beach but spend all their time in Long Beach. And it's people like Josh who

have been working in Long Beach for as long – for 10-plus years, involved in the community, involved in hearings and recently chose to live here. And when he told me that he was moving to Long Beach, I was very excited about that, and I said we have got to get you involved in the community.



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LBBJ: How do you know this gentleman?

Garcia: I have known him for years. He is involved in the local Labor's [International Union of North America as an executive committee member]. He is very involved in crafting our project labor agreements. And a big part of the planning commission is building and construction. I think it is important to have folks that understand not just the development side but the men and women who are actually building our skyscrapers and our homes and what it takes to actually build a building. And he brings that perspective. So I think he is going to be great.

Long Beach Airport

LBBJ: What is the status of the former C-17 buildings on the westside of the airport? Is there a study underway to determine future use?

Garcia: That's a very important property for us. We are talking to a lot of partners that are interested in that site. But that site obviously has restrictions. We have to work with our federal partners and in the defense department and other places to find the right fit for the C-17 site. We have undergone an extensive study on that site with a bunch of partners. We are now in the process of working with our federal partners as well as interested parties in reusing that site. My hope is that whatever we put on that site really can be an economic

driver for the airport and for Long Beach. But it's not as easy as waving a magic wand. It has to go through a pretty extensive process through the federal government.

LBBJ: When might we see some movement on that?

Garcia: Our hope is that by next year we're going to have a better idea of what's possible on the site. It's obviously not our site. So we are working with a bunch of people for that site.

LBBJ: Boeing still owns it?

Garcia: Yep.

LBBJ: An August 11 L.A. Times headline stated, "A soaring demand for cross-border air travel; airlines add flights amid deepening U.S.-Mexico ties." So there is obviously a demand for international travel. Is Long Beach going to revisit the possibility of international flights?

Garcia: I don't believe so, [not] anytime in the near future. That would have to be driven by the council. And I think the council overwhelmingly, by a vote of eight to one, rejected the idea. So that's not coming back to the council. . . . But what is important is, let's look at what actually is happening at the airport. We're flying at capacity. There is such a demand for domestic air travel. We are flying all of our slots. We are filling up all of our seats. And the airport is bustling with ac-

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tivity. I mean, there has been a dramatic increase in the domestic sector. The airport is succeeding and it is full and we're proud of what's going on. There is a lot of investment happening, which I think is the exciting part about the airport right now. We're redoing the baggage carry areas. We're about to open up a new parking structure. We're creating new areas for car share pick up and drop off. We're going to be restructuring the way we do ticketing. All of those improvements are going to improve the customer experience. If you ask the airport director, they are very happy with the numbers right now. We are supportive of that.

LBBJ: Have you spoken to JetBlue offi-

cials about the late-night flights and the fines that they have racked up?

Garcia: Yeah. That has been a conversation between our airport staff and all the airlines. The truth is, we have rules and we have curfews in place to avoid what's currently happening. And you can't have the number of violations that are happening continue. So, our attorneys – city attorney, our prosecutor and others – are working with the airlines to ensure that the rules that we have in place for our noise ordinance are being followed. There are a lot of people that live under the flight path that expect a certain level of comfort in their community. They are aware that on occasion there are going to be instances where we are going to have a late-night airplane

come in or out. We expect that, and that's why we have these fines in place. What's happening now in some cases is something much more than that. Which is, it is a huge increase in those violations. So we are looking at that and trying to address it.

Public Safety – Body Cameras, Crime Statistics

LBBJ: Let's talk about body worn cameras. What's your take? Do you think we should have body cameras for police officers?

Garcia: I don't expect there to be any agency in the next few years that's not going to have their officers with body cameras. We've already made the decision to move in that direction by having this

pilot program [that] is almost over, so I believe by the end of November of this year, we're going to have a full report and a pretty extensive conversation with the council about our pilot program. We've learned a lot. There have been challenges with the technology. The first big thing we learned is that the biggest part about body cameras is not so much the infrastructure of the camera itself, it's how do you maintain it? How do you store what you're recording? It's the cost and the technology. So our hope is to get a full report back at the end of this year on the success of our pilot program and then figure out how we're actually going to implement body cameras across the department.

LBBJ: We did some research and found that in the first year of body camera use the Rialto Police Department – out in the San Bernardino area with 107 officers – the number of complaints against police were down 88% and the use of excessive force by police decreased by 60%. Impressive.

Garcia: Part of having a pilot program is to see what worked, what didn't work. What's happening, is a lot of the agencies that actually implemented it are having a lot of difficulty because they may have picked the wrong vendor or technology. The videos are being deleted. We want to make sure when we do this, that we do it right, that we pick the right partner, the right vendor, and that it's actually working. So the absolute worst thing we can do is go with a system that's not going to work or that's not going to be reliable.

LBBJ: It appears that several of the cities Long Beach uses for police salary comparisons, such as Pasadena and Anaheim, are using the same vendor [Axon] for body cameras, and that Santa Ana and Los Angeles will soon be using that company. There's a track record there.

Garcia: There is, except I think if you talk to our police chief, he'll tell you that some of those agencies are having problems. I'm not saying that there's an issue with this company, but we are moving and we are going in that direction, but I can't prejudge what that pilot program is going to be.

LBBJ: So cameras could be approved in the new fiscal year beginning October 1, but not funded for the fiscal year?

Garcia: My expectation is, once we get the report back at the end of this year, we will spend a couple months discussing and debating, and just because something isn't funded per se in a fiscal year, it doesn't mean you can't start a program. There are always funds that are moving within any department. Our goal is to get the report back from the pilot program and make a decision about who and how we go forward.

LBBJ: The June statistics show citywide crime fell by 5.4% year-to-date compared to 2016, but violent crime was up 10.4% (Please Continue To Page 26)

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compared to last year. Violent crime in the West and North Divisions increased by about 26%, while violent crime in the South and East Divisions decreased by 8% and 3.1%, respectively. What is going on with some of those disparities?

Garcia: First, the single most important number is the overall crime rate, so I think that what we do is we compare year to year, even though we release it quarterly. So quarterly numbers are always going to fluctuate. There's always going to be a little more crime at one end with certain activity in one part of town or folks are getting out of school, or it could be something that's going on that's related to an event. Numbers will always go up and down depending on the quarter. But when you compare year to year to year, what's important is, overall, this year compared to last year, crime is down.

Overall, is crime going in the right direction? The answer is obviously yes. That is on top of the fact that we have experienced, over the last few years, the lowest amount of crime in the last 40 years. So if you look from here, the last 5 years, and you match those last 5 years with any 5 years in the history of the city, we're experiencing some of the safest levels of crime that we've ever had. That being said, that doesn't mean that we also don't have real crime challenges in some neighborhoods, and it doesn't mean



that we don't have property crimes that happen in communities.

What we do know, though, is as a community we are more aware of crimes that are happening because of social media, because we are all communicating with each other now. It used to be when someone stole a bike from a neighbor down the street, you may never hear about it. Now, if someone steals a bike from a neighbor down the street, even though there are fewer bikes being stolen, it's a neighbor everyone on the block knows because of social media. That's actually a good thing that we are all talking to each other, but it also makes us more aware of the crimes that are happening. So overall crime is down, we will have fluctuations in different parts of the city depending on the year, and

"I don't expect there to be any agency in the next few years that's not going to have their officers with body cameras. We've already made the decision to move in that direction by having this pilot program [that] is almost over . . ."

our police department is working to address all those.

LBBJ: What about the Westside and North Long Beach? The 26% increases in violent crimes – which were specific to robbery and aggravated assault . . .

Garcia: I believe that for North Long Beach, if you look at the most violent crimes, those are actually going down. There are fewer people being killed and murdered in North Long Beach; it has decreased. If you compare Long Beach today, there have been 13 homicides compared to 16 or 17 from this time last year. So I want to make sure that we save every single life possible and every single homicide is a real person and has a family and it's sad, I'm just glad that there are fewer of them.

Homeless Issues, Housing, Density

LBBJ: Where are we as a city when it comes to homeless issues?

Garcia: We're better positioned than other cities to deal with the issue, but it's still a very serious challenge. [Because of] the federal homeless count that goes across all cities [was] just completed, we know that Long Beach had a decrease in homelessness over the last count. But we also know that people are feeling that there are more folks on the street.

What has happened is that overall homelessness in Long Beach has decreased, but it has changed and the population has shifted so certain neighborhoods that in the past didn't interact with homeless individuals are now seeing homeless individuals, or some communities that may have had one or two homeless folks now have more. That's also partly a direct result of the \$2.5 billion in construction happening in the downtown. All those empty lots and the old civic center and Lincoln Park and all those locations where the homeless community used to live in, are now all construction sites so it's moved the population. We believe this is a serious issue. We know most of these folks have severe mental health challenges, but it's a math problem. We, in California, have grown our population and have not built enough housing to match that growth. As our population increases and

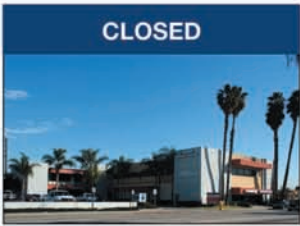
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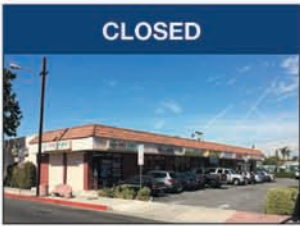
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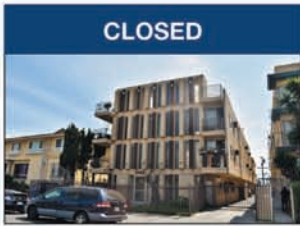
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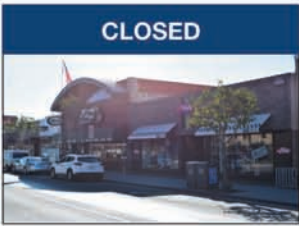
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CLOSED
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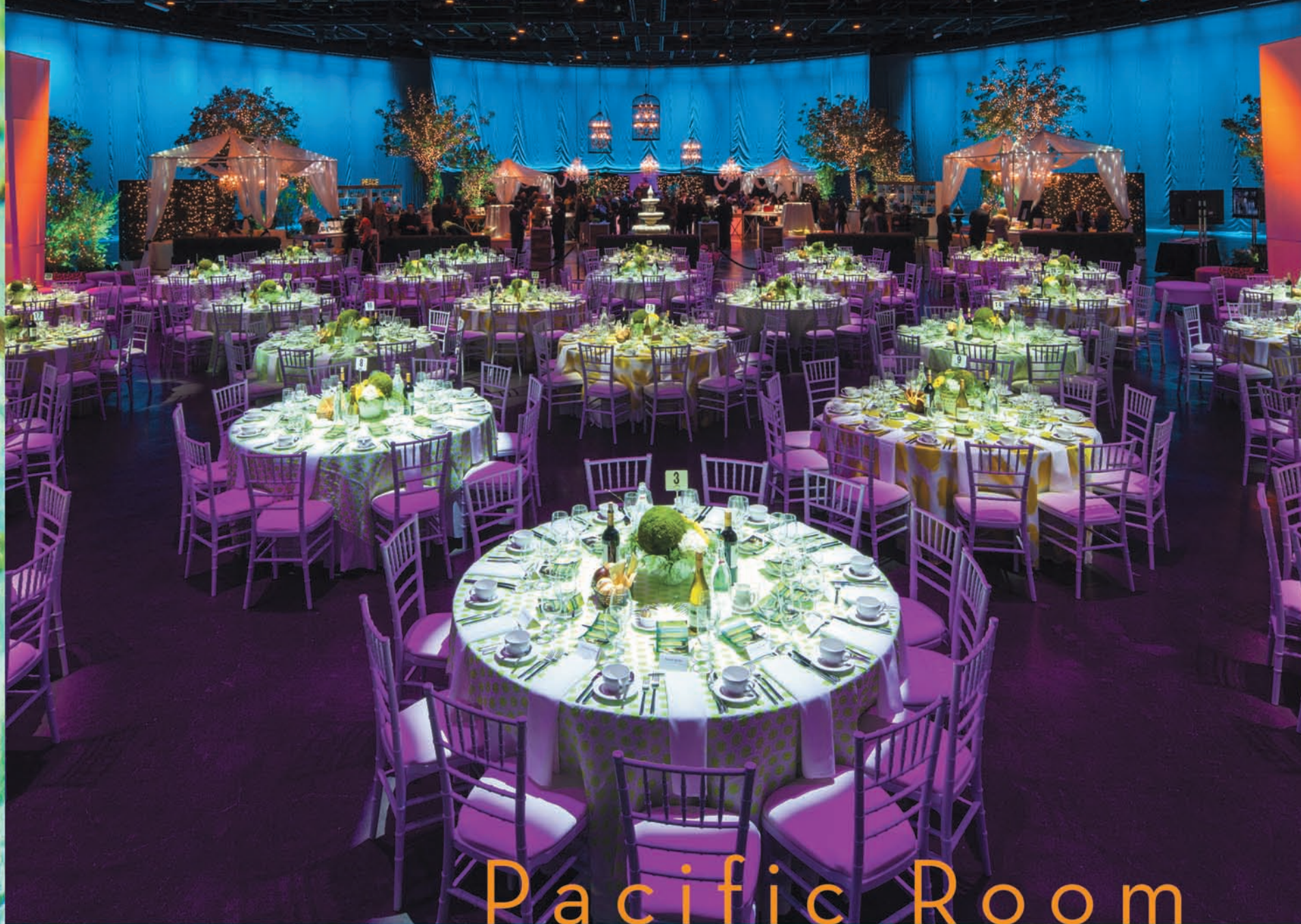
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Interview With Mayor Garcia

(Continued From Page 26)

our housing does not increase at the level it used to, more and more folks are having a hard time finding a home or renting a home. . . . Because there's such a small vacancy rate, it's getting hard to house individuals. . . . It is a serious challenge. We're working in Long Beach on the production side so we're trying to build more affordable housing. We broke ground just this week on 160 units of affordable housing for seniors and veterans.

LBBJ: What do you consider affordable? What are the rates?

Garcia: They're the federal affordable rates for the very low income. We're expanding housing for our homeless veterans over at Villages at Cabrillo, so the city is actually producing more units, but this is a statewide crisis. For decades we haven't built enough and now we're trying to do the best we can.

LBBJ: And if neighboring cities aren't doing their fair share, are we not then attracting more homeless to come here?

Garcia: I think that every single city has to . . . There are homeless folks now everywhere. Go down to Newport Beach, go up to Cerritos, or you can see what's happening in San Diego. I was just in San Diego in the Gaslamp District and I walked by streets where there were rows and rows of tents. I'm thankful that in Long Beach we are trying in a way that's human, that re-

spects everyone, to address the problem. But it's a challenge and we'll continue to build housing . . . we've housed, just in the last two years, over 800 homeless veterans that have served our country. I'm proud of that, the city's proud of that, and we will continue to do that.

LBBJ: Is there anything else you want to add on what the city's doing to address affordable housing concerns?

Garcia: We're building more housing. The only way to address affordable housing is to build housing of all types. . . . We're building a lot of market rate housing because you get folks into those homes which then open up other homes that can be affordable. We need to build housing of all types.

LBBJ: There are many residential projects under construction or planned for downtown. Where else would you like to see more development and higher density in the city?

Garcia: I think most of the density that's going to happen is going to happen in the downtown. The truth is that most of our suburban neighborhoods, particularly in East Long Beach, we're not going to build density because it's not appropriate, it's a suburban community. Density is going to have to remain in the downtown core, along transit – some of the areas along the Blue Line – and I think there are opportunities in areas of North Long Beach to also build some great units and we'll do what we can there. But we

have to be – I told the council this – we have to be honest with ourselves and realistic and tell the public where we can actually build and where we can't. We're not going to build more housing out in East Long Beach and in Belmont Shore and in the Heights and in Bixby Knolls because those are suburban communities and you can't just place a bunch of housing in those areas. But, can we build more in the downtown? Absolutely. Can we build more in some parts of North Long Beach? Absolutely. And that's where we are going to build.

Education

LBBJ: The city has been a part of the Long Beach College Promise for a while now and we know that's something you're passionate about. How is the program doing?

Garcia: I think it's going great. Obviously, there have been a lot of things that have improved. I'll talk about a few things that we're involved with. I set a goal when I became mayor to double the number of internships that we have annually. We've gone from 1,500 internships per year to 4,000 internships a year. So, we more than doubled the number of internships. As you might recall, we have 75,000 public school students and now there are thousands of more students getting access to internships – these are paid internships, by the way. We've also increased preschool seats. Now, when you're at Long Beach City College, you get your first full year paid for, for any Long Beach Unified student. We're trying to improve student success at the college. Cal State Long Beach still has the promise where if you are in Long Beach Unified you can get into Cal State Long Beach. So, I think the promise is stronger than ever. There will be future iterations of the promise. We have a new president at Long Beach City College, which we are very excited about. We are working with her on new programs. So, I think the college promise is strong. Ninety thousand students applied to go to Cal State Long Beach last year – it's the 5th most applied to university in the United States. They're from all over and when I talk to them, they want to stay in Long Beach. They love the area and they want to be part of the community.

LBBJ: How is the promise different than the Mayor's Fund for Education that you started?

Garcia: The mayor's fund is very separate. The mayor's fund is specifically there to support our education partners and provide funding in areas where it would be difficult for them to do some of the work. For example, the mayor's fund is really focused on preschool, which is something the institutions don't directly do; it's not one of their core things. So the fund is providing support to the preschool community to do forums, to expand seats, to provide funding to hopefully do scholarships and other work.

Marijuana

LBBJ: Where are we with marijuana-related businesses opening their doors?

Garcia: I think the process is going very well, from what I understand. Staff has obviously been working with all the applicants. We have to follow, of course, the voter-approved laws. The voters made it very easy for us because they said, "This is how we want you to do it." Now we are implementing what the voters approved. I expect that a lot of the businesses from the first round are in the process of receiving their licenses right now, and I expect that over the course of the next few months they will be opening.

LBBJ: What's the expected impact to the city and police?

Garcia: We always expected there would be an impact. That's why we passed Measure MA, which was the companion tax on marijuana and marijuana products. Those dollars will be used for additional public safety and health services.

LBBJ: Is there an estimate on how much revenue the city will receive?

Garcia: It's a little soon to know. At minimum, we want revenue to pay for what we believe will be the costs – the public health and public safety costs. But we're really hoping that . . . you know, this issue has gone so far in the state – it's night and day from where it was four or five years ago. This is happening across California and we are learning and adjusting as we go. The city is doing a good job of trying to be as cautious as possible to get it done right, but we will have to adjust as we go. It's important for the voters to know that where these marijuana dispensaries end up and how many we have, is all dictated by the law that voters approved in huge numbers in Long Beach. So, we're limited as to that.

Queen Mary, Civic Center, Molina Healthcare

LBBJ: Let's talk about the Queen Mary. Urban Commons has very ambitious plans for the site and for the ship. Do you have confidence that they will be able to deliver on those plans?

Garcia: I do. I have been impressed with Urban Commons and the Urban Commons team. They are investing a lot of dollars in the ship itself. I mean, if you go by the ship today, there's construction happening everywhere, it's being painted for the first time in 15 years – they're putting a lot of love into that ship. And we're working with them to develop the 40-plus acres around the ship. I understand there have been a lot of attempts in the past to do this and they haven't worked. Well, you know, just because it hasn't worked in the past doesn't mean we don't keep trying. So, we're trying and we're giving the best effort we can to make this work and get a project there.

LBBJ: It's tough to get rid of the ship . . .

Garcia: We're not going to get rid of (Please Continue To Page 30)

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(Continued From Page 28)

the ship. It's a big part of the city and it's going to stay.

LBBJ: How's the civic center coming along and is it on schedule to open in mid 2019?

Garcia: It's going great. We're on schedule. The civic buildings are coming out of the ground. The library is beginning to take shape. It's on schedule for completion in early 2019. It's going to be something pretty special. So, we're really excited about that.

LBBJ: What is going on now with the support team the city council approved to work with Molina Healthcare?

Garcia: Molina has always been a big part of the city and a big private employer, so anytime there is a loss of jobs it's always concerning. I think Molina will continue to have a bright future in Long Beach and be a big part of our employment picture, but that company is going through changes. Like any business that is in our city, we expect businesses to have their ups and downs and change and make adjustments. It's unfortunate for the folks who lose their positions, but we know that Molina is going to go through changes over the next few years. We work with them very closely. Our workforce development team works directly with Molina; we've been working with employees that need relocation assistance . . .

LBBJ: Has the city put together the support team?

Garcia: Yeah, that support team is really being led out of our Pacific Gateway, our workforce investment group. So that group is talking to Molina regularly and trying to work on the issues around Molina. But it's a work in progress and everyone is kind of working on it together.

Economic Development Efforts

LBBJ: You brought the economic development department back to life, and you formed the commission. It's been about two years now. Are you happy with the progress?

Garcia: I'm happy with where economic development is in the city. I mean, we have record low unemployment numbers, thousands of jobs are being created, we have an economic development plan, we have an active commission, we have sold 200 properties and have \$3 billion of construction happening in the city.

LBBJ: By 200 properties, you mean the former redevelopment agency properties?

Garcia: Yeah. The economy is an unqualified success in Long Beach. It's booming. When you have the lowest unemployment rate ever recorded in the history of this city, thousands of jobs and companies like Virgin Orbit moving into your community, when you have \$3 billion of construction (I don't know the last time we had \$3 billion of construction happening at once in the city of Long Beach), thousands of residential units being built, the univer-



"I hope I can look back when my two terms as mayor are over and go, "We had an incredible eight years of growth. Economic growth, investment and the city is stronger, safer and a great place for families to live."

sity interacting with the city like it hasn't before – I think it's very exciting. And the commission has done a great job with our blueprint. I think our blueprint is excellent. To me, it's a very, very good plan for the future. But I think we're also very interested because of all of the excitement we are able to focus on the folks who are unemployed. There are still people in our community that need a job, that are hard-

working and can't find work. So we are focused on that as well. But I am very satisfied with the economy.

Measure A

LBBJ: Are you happy thus far as to how the city has been using Measure A revenue?

Garcia: I think that we're using the revenue exactly how we said we were going to use it, which is very important. You know, we've launched the largest public infrastructure plan in the city's history. This year alone, we are paving 50 miles of streets, we're fixing community centers and fire stations across the city. We're making improvements to the police academy. We are doing things like fixing our senior center. We just approved the replacement plan to fix our tot lots and playgrounds in many of our parks. I think people are seeing the activity happening across the city and it's exciting. We're restoring fire services. We're restoring paramedic services. We went back to four police divisions. We're fully funding a new police academy training bureau. We told folks we'd spend the money on public safety and infrastructure and that's where we're spending the money. So, I think people are seeing their investment.

LBBJ: Here's a question from a reader regarding Measure A who said there should be more transparency: "Why is reporting on Measure A done by data sheets, only tri-annually, and not done online in real time



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using DataLB's applications, which were supposed to be used on visualizing the impacts of initiatives like Measure A?"

Garcia: I think that we actually do have Measure A on DataLB. As part of Measure A, part of the vote was to approve a citizens' tax advisory commission, which is in place, which does meet. It's all a public process, which gets reviewed by that group. There are great people in that group. It also comes to the council in regular reports. So, I think it actually is very transparent. In fact, it is so transparent that you can go online right now and pull up the map of every single project that is going to be done this year. You can pull up the map of every single project that's going to be done over the next four or five years. Measure A projects are the most transparent projects we have in the community because we let everyone know what's happening, it's all online, you can pull up the master infrastructure map. We have a whole website on Measure A that's got tons of information about the committee, tons of informational documents that are all downloadable, and the actual capital projects are available on DataLB.

Moving Long Beach Forward

LBBJ: How do you believe you've changed the city since you became mayor?

Garcia: I think that, and I hope that, I've been a strong ambassador for the city, both here at home and across the country. I promote Long Beach wherever I am, to the business community, to our international partners that we need at the port. And I have tried to remind folks across the world that Long Beach is a big city. We have more people in population than Atlanta, St. Louis, New Orleans, Pittsburgh and Miami. That means we are a big city. We have everything that we need to be successful economically. We have an airport that's well run. Just last month we recorded the highest trade numbers in the history of the port. We have a city that's safer than in was 10-20 years ago. And we have billions of dollars of construction. So I believe that we have led and opened the door to investment. We're moving the city into the 21st century when it comes to technology. We are leading in a way that's also compassionate. We're looking out for those in the community who need our support, whether it's very low income, whether it's veterans, whether it's the homeless. We have also tried to make government more efficient and financially stable.

This is an era of investment and growth. On the private sector side, we have the investment going on and internally this city has never reconstructed as many streets, sidewalks and public buildings as we are doing now. So, we're rebuilding our city and you're seeing a lot of construction out there and you're going to see a lot more.

LBBJ: What are your priorities for your second term?

Garcia: My priorities are going to be similar to the first. It's going to be ensuring that we stay strong in economic development. Ensuring that we stay strong financially, that we don't overspend and we're managing year to year. Continue to transform Long Beach to a more 21st century, forward-thinking city so more is available. Our newer residents and residents coming into the community want their services faster, leaner, more online and we've got to address the needs of that growing population. And we'll continue to do things such as lead on issues like climate change. I mean, we're leading the country on issues around climate change and we'll continue to do that. We'll continue to push industry, like at the port, to become greener. Sometimes that causes some growing pains but that's the right thing to do long term.

I hope I can look back when my two terms as mayor are over and go, "We had an incredible eight years of growth. Economic growth, investment and the city is stronger, safer and a great place for families to live."

LBBJ: Is there one moment in your first term that stands out more than others or that had a strong impact on you?

Garcia: A really tough moment was when we had the blackouts [Southern California Edison lost power in parts of Downtown Long Beach, stranding many people in high rises]. That really stands out. Those were some really, really tough days just because I saw so many people in real need and we were so angry and upset at what was going on.

LBBJ: And helpless in a way, right?

Garcia: In many ways, we were dependent on our utility partner to get the system back up. We've learned a lot of lessons. I think we've improved the system. I think the state has come in and rightly forced investment into the system. But that was a tough couple of days and it happened early on.

LBBJ: Some people living in high rises couldn't get down . . .

Garcia: Couldn't get down. We had seniors that had serious medical conditions that couldn't get out of their apartments. It was all hands on deck for a few days.

LBBJ: Is there anything else that you want to discuss?

Garcia: We are collecting more data and using data more effectively than we ever have. I'm data driven, so I think that's something that is very exciting that is going on with the city.

LBBJ: Some of that data is going to be used on the business side.

Garcia: Absolutely. Tourism is at a record high. Hundreds of millions of dollars. We're expanding the [Carnival Cruise] terminal. The future of Long Beach is very bright and I wake up every morning just excited to go to work. I love being mayor. It's the best job in the country.

LBBJ: And the most important question: are you going to get married in Long Beach?

Garcia: Absolutely. I wouldn't do it anywhere else. ■



KILROY

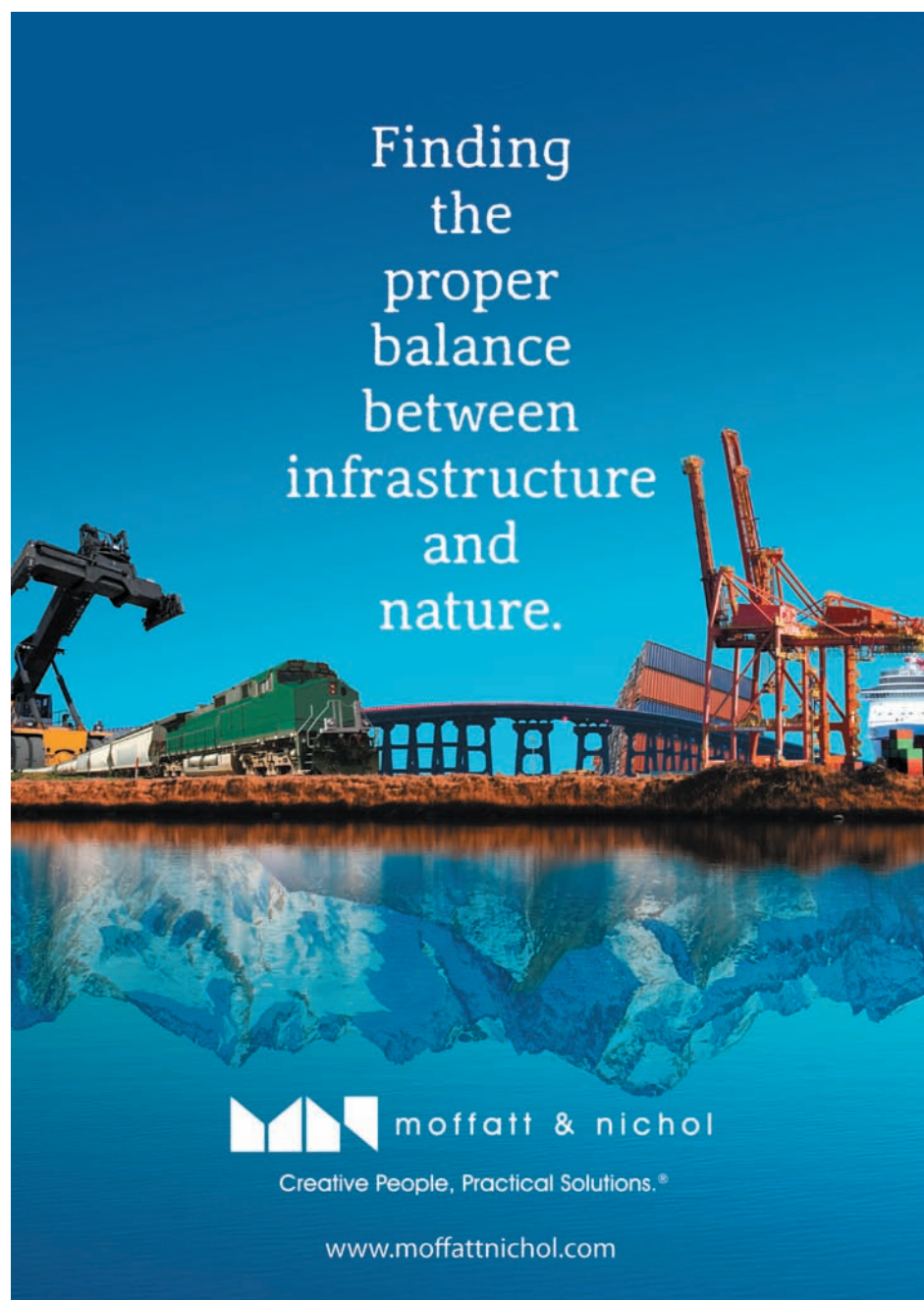
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How Epson America Became A Global Brand

■ BY **SAMANTHA MEHLINGER**
Assistant Editor

Epson America Inc., a wholly owned subsidiary of Japan-based Seiko Epson, has called Long Beach its home for the past 17 years, after moving from Torrance to the Kilroy Airport Center office complex adjacent to the 405 freeway at Long Beach Airport. The tech company – which is responsible for the sales, logistics, financing and marketing of all Epson products in both North and South America – is weighing its future options in Long Beach as it continues to grow.

“We have approximately a couple thousand employees in the Americas, and there are approximately 600 here in the headquarters in Long Beach,” Keith Kratzberg, president and CEO of Epson America, said in an interview at the firm’s offices.

The company operates 13 subsidiaries in Latin America; an office in Toronto, Canada; and large logistics centers in the cities of Carson and Indianapolis, according to Kratzberg. Epson’s parent company, Seiko Epson Corporation, takes in \$9 billion to \$10 billion globally on an annual basis and operates a family of more than 80 companies with about 88,000 employees worldwide. Of these, Epson America generates the most sales, Kratzberg noted.

Epson’s lease at Kilroy is due to expire in 2019, and the firm is assessing a number of options for its headquarters. “We have been growing, so we are trying to assess what’s the best way to meet our space requirements,”

he said. “We are looking at all the possibilities – remodeling this location, building another location, moving to another facility. We are looking at everything. But we need more space, is the main thing.” In the end, whatever option wins out will come down to “the numbers,” he noted. Epson currently occupies a five-story building with about 136,000 square feet of space.

“I think Long Beach has been really good for Epson,” Kratzberg said. “We do a lot of things at the convention center. We have a lot of meetings, a lot of visitors. So we use many of the hotels, many of the restaurants, things like the Aquarium, the Queen Mary.”

Some markets Epson sells to – such as the textiles industry – have regular trade shows at the Long Beach Convention & Entertainment Center, Kratzberg noted. Proximity to three regional airports is also helpful for frequent visitors to Epson’s headquarters, he added. Additionally, the San Pedro Bay ports are “very important” to the firm, he said.

“Long Beach is a very central location. A lot of our employees live in Long Beach, but it goes far beyond that,” he said. “I think it has worked out really well for us, and I would say I am very hopeful that we can find a good solution here and stay here in Long Beach.”

Today, the Epson brand may be synonymous with printers, but the company maintains one of the world’s largest portfolios of patents for a wide range of technologies, from robotics to scanners to wearable tech and more, according to Kratzberg. The company ranks first in number of patent

applications for inkjet printers, projectors, quartz crystal devices and robotics in both the United States and Japan, according to data provided by Epson. Epson ranks seventh for the number of registered patents it holds in Japan, and it ranks 15th in the United States. The firm launches hundreds of products per year.

The roots of Epson America go back to 1942, when Daiwa Kogyo Ltd., the predecessor of Seiko Epson Corporation, was established in Nagano, Japan. In 1964, the company – then named Seiko Group – got its big break thanks to the Tokyo Olympics.

“The very origins of the company [and] the name of the company come from the 1964 Olympics, where they got a contract to make a high-precision timing device to time the races and then to print out the times,” Kratzberg said. “Then they took that technology and turned it into a product called the EP-101. EP stands for ‘electronic printer.’ And then we made a number of products which are basically dot-matrix printers using that technology,” he explained. “And these were the sons of the electronic printer, the EP-101. And that’s where the name of the company comes from: Epson.”

In addition to leading to the development of dot-matrix printers, the foray into the Olympics led Seiko to introduce the world’s first quartz analog watch in 1969, another significant moment in the firm’s history, according to Kratzberg.

Epson introduced personal use dot-matrix printers in 1978. “The dot-matrix printer came around right about the



Keith Kratzberg, president and CEO of Epson America Inc., is pictured at the firm's U.S. headquarters at the Kilroy Airport Center Long Beach, where the firm employs 600 people. While perhaps best known for its printers, the company also specializes in scanners, robotics and wearable technologies. (Photographs by the Business Journal's Larry Duncan)

With Its Headquarters In Long Beach

same time as the personal computer. And those sort of grew tremendously together. That was a lot of growth for Epson," Kratzberg said. "Fast forward quite a few years, and we developed the world's first photo-quality inkjet printers. And that was right at the time that the digital camera came on the scene. . . . So just like we complemented the personal computer, we complemented the digital camera."

The vast majority of photos are now printed on home printers like those Epson manufactures or are printed out at stores that typically use Epson technology, according to Kratzberg. "I think that we are most broadly known for our consumer/small office printer multifunction devices [and] scanning, copying capabilities," he said. Tens of thousands of stores in North America, including big box stores like Target, Walmart and Costco, carry Epson products, he noted.

Epson has developed a scalable printing technology, the Micro TFP (thin film piezo) PrecisionCore print chip that offers precise, "highly productive" printing, according to Kratzberg. "What's amazing about it is that we now have \$100 consumer inkjet multifunction [printers] that use PrecisionCore technology, and we have million-dollar industrial digital presses that utilize hundreds of the same PrecisionCore chips," he said. "It is a very powerful, very precise but also very scalable technology."

In addition to consumer printing, Epson specializes in industrial printing for a number of markets, including the textile industry, commercial printing and art print production, according to Kratzberg.

"Our newest area in this professional graphics area,

which is really exciting, is textile printing. . . . And that gets us into the world of this exploding market of fast fashion," Kratzberg said. "The whole fashion industry is changing. You know, now the fashion brands need to get their designs to market much quicker. . . so being able to produce things closer to the market in faster, shorter runs with really high quality is really important. And Epson has a whole portfolio of products for the textile industry."

But printers and scanners are far from the only technologies Epson produces. "We have a line of small to mid-sized robots that are known for extreme precision and reliability," Kratzberg said. "And they are used for electronics manufacturing, medical devices, automobile parts and a variety of other markets."

Epson is also well-known for its projectors. "The biggest market for projectors is education. At this point, a very large percentage of classrooms throughout all of the Americas have an Epson projector in the classroom," he said. The company's most advanced projectors feature 3LCD technology combined with a laser light source. These are currently being rolled out on a broad basis for corporate, educational and home use, according to an Epson spokesperson.

Using its organic light-emitting diode technology that it developed for use in its projectors, Epson created Moverio Smart Glasses – one of its wearable tech offerings. "The way that the Epson Moverio Smart Glasses work is that there are micro projectors in the temples that project the image into prisms that sit in front of your eyes," Kratzberg said.

"It's an emerging technology," Kratzberg said of the firm's smart glasses, noting that they could be of use to any professional who is required to look at a screen while working. Surgeons and dentists, in particular, could benefit, he noted. "Then there are things like museum tours where people wear the glasses. The museum will rent them out, and it can project . . . over the art and then can explain through the headphones what you're looking at."

Epson has a partnership with DJI, a major manufacturer of drones, to pair its Moverio glasses with drones for photographic use. "If you have the glasses on, you can see the drone and you can see what the camera is taking a picture of at the same time," Kratzberg said, explaining that users of drones are required by law to keep their eyes on their drones at all times.

Epson America coordinates with its corporate team in Japan to develop and refine new products, according to Kratzberg. "That's my favorite part of the job. My background is [as] an engineer," he said. Kratzberg holds a bachelor's degree in applied mechanics from the University of California, San Diego and an MBA from UCLA's Anderson School of Management. He has been with Epson for 21 years, having started as a product manager in the company's printing group, eventually becoming CEO in 2016.

"Epson is a great company. We have incredible technology. We are consistently innovative," Kratzberg said. "We have really great people here in Long Beach, across the Americas and all around the world." ■

*Focus on the strengths of the city.
Long Beach is an attractive place with
a strong social and cultural fabric.*

Thomas Anderson
Vice President/General Manager
Gulfstream Long Beach

Business Journal Photograph

Corporate Executives Reflect On How Local Officials Can Make Long Beach A Better Place

■ By **SAMANTHA MEHLINGER**
Assistant Editor

With its own airport, one of the largest ports in the nation, access to multiple freeways and its central location to the businesses and consumers of Los Angeles and Orange County, Long Beach is a strategic location for many businesses and major corporations, from health care giants like Molina Healthcare to the massive tech firm Epson America Inc. to the many professional services, trade, aerospace and aviation, manufacturing and other businesses with offices or headquarters here.

The city's multiple hospitals and large variety of hospitality, food and drinking establishments are valuable assets in attracting and retaining businesses, according to Robert Kleinhenz, economist and executive director of research for Beacon Economics. Still, he said the city should look to the future when contemplating how to best position itself to attract new business.

"One might think about whether or not the digital pipeline that is available to employers [and] to companies in the city is adequate," Kleinhenz said. "I'm not saying that the city should do it, I am saying it should explore something like that as a part of a strategy to be competitive and attract businesses."

Just as important, however, is taking a look at how the city takes care of its existing corporate community, according to Kleinhenz. "The best thing that a city can do to ensure its economic future, I think, is to make sure that its current stock of companies – the current companies that are there and have chosen Long Beach for any number of reasons – to make sure that they are best positioned to succeed," he said.

For the Business Journal's annual Focus On Corporate Presence, we solicited dozens of local companies to respond to the following question: "What could Long Beach officials do to make the city a better place to live, work, play and start a business?"

Responses were received from major firms in the aviation/aerospace, tech, health care, engineering, oil and gas, real estate, legal and tourism industries, as well as from local leaders of business improvement districts. Common themes include a desired emphasis on education to grow the local talent base, improving communication between the city government and its business community, stream-

lining planning and permitting processes, investing in infrastructure, growing global competitiveness, reducing burdensome regulations, and allowing room for high-income sectors to grow.

Thomas Anderson, Vice President/General Manager Gulfstream Long Beach

Focus on the strengths of the city. Long Beach is an attractive place with a strong social and cultural fabric. Serve the community by investing in more infrastructure to ensure the streets are safe, the environment is clean and manicured, and the traffic flows, so locals and visitors can take advantage of the many sites and activities the city has to offer.

Increase global competitiveness. Open Long Beach Airport and the city to international travel and more commerce. Make financially responsible decisions and continue to streamline the process to make it easier to start or expand a business. Continue on the path to making Long Beach a more business-friendly city.

Support and promote academic excellence. Work with local businesses and schools to identify fields of study critical for the city's future success, such as STEM and trade/shop classes no longer included in high school curriculums. Many rewarding and high-paying careers do not require a college education. Assist students, schools and businesses as they focus on building these skills.

Jim Michaelian, President & Chief Executive Officer Grand Prix Association Of Long Beach

I believe that the city has made substantial strides in terms of creating a more welcoming business climate for not only potential new entities but also for those who have located their businesses here for many years. I think that is a very positive direction. However, I would like to see the city become more proactive in its approach to recognizing the contributions of already existent businesses in our city.

Rather than creating a "Red Team" in reaction to word of the possible movement of a business out of town, it would be more productive to create a "Green Team" under the auspices of the Long Beach Economic Development Department, which would monthly identify a business here in town which was making a unique contribution to the city, not only economically, but also in terms of its social involvement.

Perhaps the Long Beach Business Journal could then highlight this firm each month in a small feature article. This would just be one way in which the city could reach out and express its appreciation for what so many businesses are contributing to the overall success of this vibrant city.

(Please Continue To Page 36)

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Every individual and organization in a city has the ability to improve where they live and make it a more attractive place to do business.

Kent Peterson
Vice President & Chief Engineer
P2S Engineering

Business Journal Photograph

Chris Wacker, Chief Executive Officer Laserfiche

I would suggest to the city to encourage real developers to develop more high-income residential neighborhoods. High net worth households often bring an entrepreneurial spirit which would spur the creation of clean, high-paying jobs in the high-tech industry; and well as bring in discretionary income which would be locally spent and stimulate the local economy from which all residents benefit.

It seems to me as though the affluent sector of the population is an underrepresented minority in this city and may explain the reasons behind the city's budgetary shortfalls and the numerous nonprofit NGO's which serve a burgeoning low-income population. Diversity – a highly desirable goal for a healthy and vibrant community – should make room for the affluent sector, necessary for growth and self-preservation of the community at large.

Long Beach could easily trump the Beverly Hills, Bel Air, or Newport Beach in brand identity as Long Beach has an amazing 12-mile coastline and year-round boating, sailing and fishing activities. Long Beach could become an international destination center.

Lesley Wille, RN, Senior VP & Area Manager Kaiser Permanente South Bay Medical Center

Long Beach is fortunate to have a variety of quality medical care providers. However, building a healthy community requires more than great care: it demands collaboration to address the upstream determinants of health, such as access to fresh produce, safe places to walk or play, and the availability of good, stable career opportunities.

Since 2011, Kaiser Permanente has invested \$2 million in North Long Beach to promote healthy eating and active living through a grant to the Long Beach Department of Health and Human Services. Thanks to the leadership of Vice Mayor Rex Richardson, the Coalition for a Healthy North Long Beach, and local residents, we've seen real improvements that benefit the health of the community as a whole – from the installation of fitness equipment at Houghton Park, to the promotion of healthy foods at area schools.

Additional investment across the city – in parks, active transit, and workforce development, for example – will support the healthy, vital Long Beach that we all want to see. No one sector, city department, or organization can address community health alone. Great work is being done throughout Long Beach, but we can go further with additional funding, an engaged business community, and strengthened partnerships.

Kent Peterson, Vice President & Chief Engineer P2S Engineering

Every individual and organization in a city has the ability to improve where they live and make it a more attractive place to do business. P2S runs several Long Beach initiatives like the ACE Mentor program, Ronald McDonald House Walk for Kids and Adopt-a-Family that aim to make Long Beach a better community. A healthy relationship between a city's chamber of commerce and city government can do much to create a favorable business atmosphere. The relationship between the Long Beach Area Chamber of Commerce and the mayor and city council is much improved and on the right track.

One of the most important things officials can do is change the public's perception about starting a business. People may believe that there are too many roadblocks to start a business. They may think that their tax burden will be too high. They may be afraid of the red tape. Long Beach city officials can do much by dispelling these perceptions, signaling clearly that Long Beach is open for business.

Rudy Duran, Director Boeing Southern California Design Center at Long Beach and the Company's Executive Focal at Cal State Long Beach

The answer is simple: Continue to make education a priority in Long Beach, even at the earliest stages. Boeing and other companies are relying on the next generation for 21st Century success. The availability of future talent and the leading academic institutions that are producing that talent are right here in Long Beach.

Becky Blair, President & Principal Coldwell Banker Commercial BLAIR WESTMAC

Long Beach officials should facilitate and strengthen communication, specifically between the private business sector and government to support the commercial real estate community in their efforts to bring business to Long Beach.

To reach this goal, city government can implement an ombudsman program that directly interacts with the brokerage industry to anticipate market trends, business vacancies and events that showcase entrepreneurs, developers and small-business owners. City leaders can also augment access to financial capital for business startups and business growth initiatives.

These efforts by city officials will strengthen the economic prominence of the city and keep Long Beach competitive with its neighbors and thriving.

Jerry Schubel, President & Chief Executive Officer Aquarium of the Pacific

Long Beach leaders have committed to making our city a model of climate resiliency, and a portfolio of efforts is being enacted in pursuit of this goal. There is one area where I believe greater attention is deserved: reducing the impacts of climate change on human health, particularly along the 710 corridor. Zip code 90813 is perhaps Long Beach's most vulnerable in terms of human health impacts because of its proximity to the ports of Long Beach and Los Angeles. While the ports have had major initiatives to reduce particulate emissions from trucks and other machinery powered by diesel fuel to improve air quality, this location still has one of the highest asthma rates in the entire state and disproportionately high cancer rates linked to diesel emissions. These impacts will get worse with climate change. All trucks moving goods to and from the ports should comply with clean air regulations by 2020, and by 2030 half of them should be operating on bio-diesel. This, along with planting more trees and creating several more cooling centers, would go a long way in improving the health of our most vulnerable residents.

David Combs, Chief Executive Officer The Termo Company

We would like to see the City of Long Beach and the Long Beach City Council be more business friendly, for example speed up the building permitting process, fight against anti-business legislation in Sacramento, and avoid taking stands on controversial issues such as the Dakota Access Pipeline.

Trash and litter have become serious issues and we would like to see the city do more to address this as well as continue to enhance the beauty of our city with more parks and green spaces.

Finally, be realistic about the significant role oil and gas production plays in the city and stand up for this history and the value that it contributes, and encourage oil and gas production and energy independence.

Chris Wing, Chief Executive Officer SCAN Health Plan

First, SCAN was started 40 years ago by Long Beach seniors wanting to improve access to care and services for their fellow area seniors. So we believe in and admire this city and its residents. It's a great place to start a business, raise a family and enjoy an incredible range of cultural and outdoor activities. We are proud to be in this community.

That said, continual improvement is essential to any city to better serve its residents, visitors and businesses. As the city grows, SCAN is thrilled to work with its leaders and local partners to make Long Beach a better place for seniors. I encourage a bold approach as we think about the aging experience and how to expand resources, social opportunities and access to services. Furthermore, we're seeing the boundary line of retirement blur – it's important that we not sideline seniors, but instead reimagine new pathways for them in employment or volunteer opportunities with age friendly companies and in city planning. Innovation in these areas will further transform the city, where all residents, young and old, will reap the rewards.

Trajan Perez, Long Beach Partner in Charge Miller Nash Graham & Dunn LLP

Long Beach has come a long way in a short period of time. The city has built a great foundation for business, living and playing. Like all cities, we have challenges associated with those who struggle to survive on our streets. The downtown renovation of the city buildings is a key improvement that will support economic development and improved quality of life. An associated development of businesses supporting the city and the community will be essential to further create an ideal downtown environment with a well-planned mix of retail, service, and entertainment.

While an anchor store or two in the downtown area may provide for additional customers, current small, local and unique businesses should continue to be encouraged and supported by city policies. The Long Beach community leaders have made Long Beach a model of business-friendly policies and the city is well on its way to a bright economic future.

(Please Continue To Page 38)

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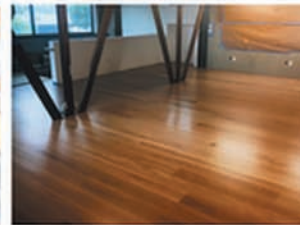
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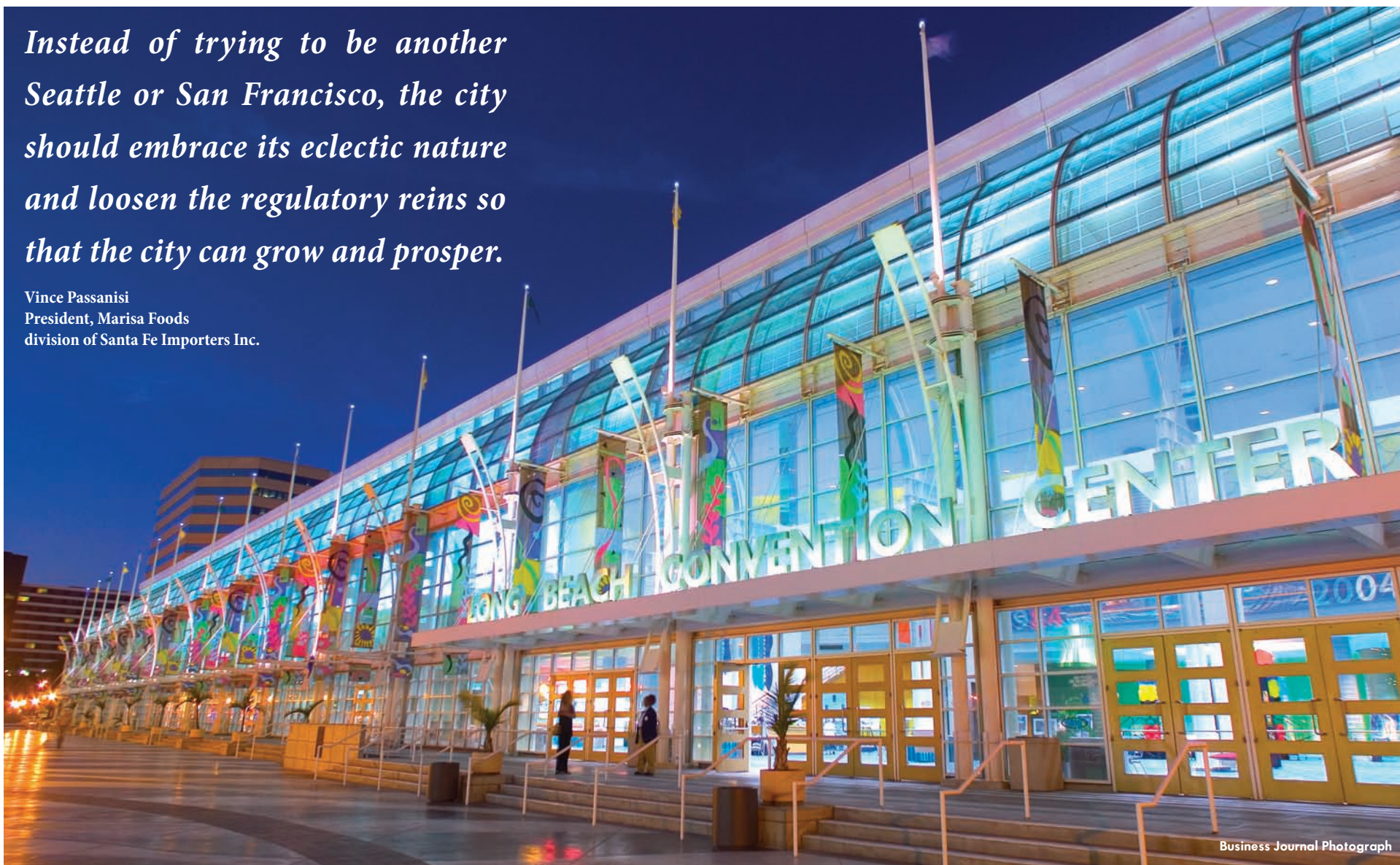
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Instead of trying to be another Seattle or San Francisco, the city should embrace its eclectic nature and loosen the regulatory reins so that the city can grow and prosper.

Vince Passanisi
President, Marisa Foods
division of Santa Fe Importers Inc.



Joe Gamble, Senior Vice President Frontier Communications

As a relative newcomer to Long Beach, Frontier Communications is working hard to become part of the fabric of this great community. Despite the bumpy start at the time of transition from Verizon to Frontier, we are fully committed to serving Long Beach and continue earning the trust of the community and our customers.

Long Beach is a city on the rise. Rather than offer advice, we want to commend city leaders and encourage them to keep doing the right things: promoting economic development, investing in infrastructure and the port, protecting community health and resources and delivering quality services to residents.

We are proud that our FiOS fiber optic system serving Long Beach remains the gold standard for delivering reliable video, voice and broadband Internet services. Few places in the United States are served by an extensive fiber network such as we have in Long Beach.

Frontier and our employees, many of whom are proud residents of Long Beach, are committed to serving the city and supporting our community leaders in their work to keep Long Beach on the right path.

Vince Passanisi, President Marisa Foods, division of Santa Fe Importers Inc.

Long Beach has a certain charm all its own, and has the potential to become a great city. There is already exciting growth occurring organically, and city officials can help in the following ways: reduce licensing and certification requirements, consistently and predictably enforce building codes to reduce delays and costs to new businesses, relax and reform zoning requirements, and reduce the costs to consumers living and working in Long Beach.

Sales tax increases, rent control, Styrofoam bans, minimum wage laws, and prevailing wage requirements will only make the city more expensive, and, eventually, another coastal enclave for the wealthy.

Sadly, city officials are too often swayed by their own self-interests and the special interests of certain groups to the detriment of the citizens of Long Beach as a whole. The city should focus on better, more responsive public safety; infrastructure improvements such as sidewalk and street repair; the inevitable exter-

nalities of growth such as traffic, parking, upkeep and homelessness; and should sell non-performing assets, such as the Queen Mary, to private investors who can better bear the risk of operating and improving the landmark.

Instead of trying to be another Seattle or San Francisco, the city should embrace its eclectic nature and loosen the regulatory reins so that the city can grow and prosper.

Blair Cohn, Executive Director Bixby Knolls Business Improvement Association

This is a big question with complicated answers. But I can best answer it with a general statement of the city pursuing a "Culture of Yes." This means getting all hands to steer the ship in a positive direction in all areas. Not being afraid of something new or different but figuring out ways to make it happen. If there are successes in other major U.S. cities then it can happen here. For business, it is having an ombudsman to help businesses get through the process, which has been streamlined and made easy. Promote tools like BizPort and other resources for entrepreneurs, and hiring more plan checkers so businesses do not have to wait 4-6 weeks for plans to be returned. Making the overall city healthy and vibrant takes things like pursuing youth programs and park amenities, supporting the current business districts and help create new ones so all neighborhoods can be energized and active, infusing the arts into all areas and aspects of the city and neighborhoods, partnering with private business/organizations/resident groups so there are more foot soldiers implementing the city's visions, and always encouraging and supporting creativity so the entire city is inviting and welcoming.

Tasha W. Hunter Uptown Business Improvement District

The City of Long Beach has done an admirable job in providing its residents, visitors, and businesses with a platform for civic engagement, valuable resources, world renowned educational institutions and programs, and support for the arts and entertainment. With its active presence in print and social media, information and resources have become increasingly accessible (in multiple languages) city-wide. From first time home buyer's programs to BizPort, beautification grants

and its support of the Business Improvement Districts (BIDs), Long Beach is setting a standard of quality that other cities can model.

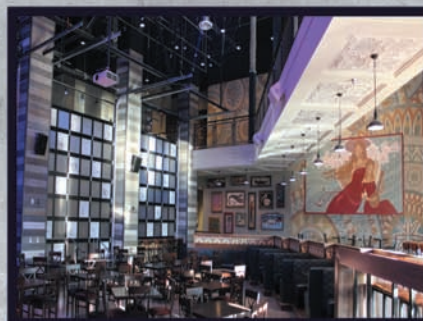
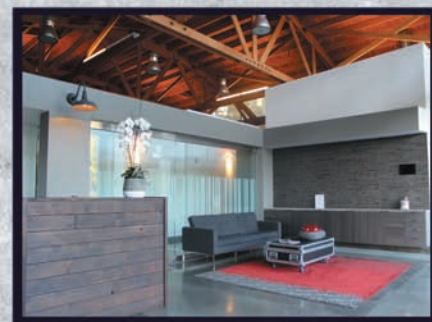
If I had any suggestions on what Long Beach officials could do to make the city a better place to live, work, play and start a business (outside of important discussions already on the table), many would like to see the development of an electronic signature program (similar to DocuSign) where individuals/business/property owners can register their e-mail address and sign necessary city documents without the arduous task of producing original signatures. This would help reduce the wait time for streamlining program and permit approvals, etc., and help BIDs become more efficient.

**Chris Giaco, President
4th Street Business Improvement Association**

Many of the major concerns of the 4th Street BID are issues that Long Beach finds itself facing as a whole. These would include parking and mobility issues, affordable rent and related gentrification concerns, and creating a streamlined and simplified licensing/permitting process for live music, entertainment, and events.

As a business district, we are facing significant changes to the shopping habits and expectations of visitors, and both our retail and restaurant establishments find themselves increasingly challenged to find ever more efficient, non-traditional, and creative ways to attract and retain customers. To that end, any non-traditional or creative ways the city can modify, simplify or clarify existing zoning and related permitting issues to reflect this changing landscape would only help us build on our previous successes.

Since our Retro Row neighborhood is comprised of an eclectic mix of business and residential, we are sensitive to how many of these issues are interrelated, and believe that holistic, "big picture" planning that encompasses overall "quality of life" issues will be necessary. That said, we are encouraged that many such concerns are already being addressed by both our district and city officials, and that they are actively soliciting the input of our businesses and residents. ■



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Two of the city's major business parks straddle the commercial airline runway at the Long Beach Airport. At top is the Kilroy Airport Center Long Beach, which is the corporate headquarters for companies such as Epson America, Inc., SCAN and Moffatt & Nichol. In the foreground is the Long Beach Airport Business Park, home to P2S Engineering, Health Care Partners, AAA and the Long Beach Marriott, to name a few. (Business Journal photograph)

Corporate Presence Advetorial

Bragg Companies



Scott Bragg
VP Chief
Operating Officer

Founded in 1946 with just one crane, the Bragg Companies have grown into one of the largest integrated service organizations in the construction industry. In our 70th year of operation (and the fourth generation of family ownership), Bragg Companies has locations throughout California, Nevada, Arizona, Utah, and Texas. Bragg Crane Service, Bragg Crane & Rigging, and Heavy Transport are available 24/7 to provide a complete range of services, including structural steel erection, large-scale moving, and crane rental. As an industry leader in industrial construction services, Bragg Companies are ready to assist with any project, large or small, and pledge to exceed your expectations in every aspect of safety and service.

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"The nature of our work at ULA spans a wide range both in scope and cost, from very small to very large. I consider that any company should be judged by the character and performance of their people and how they respond to their customer's needs... The Bragg Companies has, in all aspects of their work, exceeded our expectations at the SLC-6 Launch Complex." – John Nelson, United Launch Alliance.

Brascia Builders, Inc.



Mike Brascia
Owner

Brascia Builders works as an extension of the community and our clients. Owner, Mike Bras-

cia Builders, Inc. shares a building with the most infamous bar in Long Beach, Joe Jost, and we're centrally located in the business district of Long Beach.

cia, has always made giving back and lending a hand a core value of the company and one that will be a long-standing tradition. He currently chairs the advisory board for Community Hospital, volunteers time to the Long Beach Ronald McDonald House and donates to various organizations within the Long Beach community. We are a full service general contracting firm headquartered in Long Beach. Brascia Builders has successfully turned over several jobs in healthcare, hospitality, mixed-use, commercial and education. Most recently we have completed projects for the Long Beach Unified School District as well as California State University Long Beach. Our focus is to work hand in hand with our partners in Long Beach to realize the city's long term development goals.

Coldwell Banker Commercial BLAIR WESTMAC



Becky Blair
President & Principal

Will a shipping container be your next office? Everything old is new again. This even pertains to shipping containers, some of the older of which are being transformed into homes and commercial projects like SteelCraft, an entire food court made of cargo containers, now open in the Bixby Knolls area of Long Beach

Why is this becoming a big deal? Let's find out.

First off, what is shipping container architecture? Simply, it's the use of containers as a building material, which has become increasingly popular in the last few years since they are strong, widely available, and relatively more cost-effective than other building materials.

Now let's look at some advantages of using shipping containers for this purpose:

Strength. Shipping containers are specifically built to carry heavy loads and to resist the pressure of being stacked in high columns, along with harsh environments. This durability means that shipping containers also have the potential to be adapted for secure storage space.

Modular nature. With standard width and only two standard height and length measurements, shipping containers are easily combined into larger structures, thereby making design, planning, and transport far simpler. In addition, they are also designed to interlock, making transport even easier.

Cost of labor. While steel welding and cutting is considered specialized labor, it's still cheaper than typical construction on an overall basis.

Expense. Used shipping containers can be had at relatively low amounts compared to other types of finished structures using bricks and mortar. As noted above, labor is also less pricey.

Environmentally friendly. Upcycling

shipping containers saves thousands of pounds of steel. In addition, going this route reduces the amount of traditional building materials going into a particular project.

These, of course, are just a few ideas for innovation using shipping containers, whose low cost and high environmental promise make them a new wave of the future. It's time for you go out and create your own projects!

Creative Productions



Deborah Castro
CEO

Deborah Castro is CEO of Creative Productions, an award-winning marketing, advertising and media agency. Celebrating its 25th year, the agency has delivered measurable results for

the world's most respected brands in entertainment, automotive, transportation, sports, nonprofit and higher education. The agency has specific expertise producing a variety of programs and tactics for public, private and nonprofit sectors including research, focus groups, strategy and creative development for B2B and B2C audiences including advertising and promotional campaigns, media planning and buying, digital advertising, email marketing and segmentation, web and app development, Google/custom analytics and reporting, video production, podcasts, and social media content. All programs are measured through the lens of how they further brand goals to increase sales, market share and business profitability.

In 2014, Deborah was recognized as Woman Entrepreneur of the Year by the Women's Business Council, and also received the prestigious President's Award from the University of Southern California Alumni Association. Deborah holds both a Bachelor of Science in Business, and an Executive Master of Leadership from the University of Southern California, and currently serves as the Chairman of the Athenian Society, the premier support group for policymakers and practitioners for the USC Sol Price School of Public Policy. Locally, Deborah serves on the Leadership Cabinet of the Long Beach Area Chamber of Commerce, the Board of Trustees for Rancho Los Alamitos, and is an emerita board member of Leadership Long Beach. The company encourages its employees and leaders to volunteer give back – currently, Account Director Erin Suarez serves as President of the Long Beach Women's Business Council.

Clients include Metrolink (SCRRA), USC, American Honda, FOX Sports and San Bernardino County (SBCTA), along with regional and national brands across sectors. Certifications: Metro Certified DBE and SBE through the CUCP; woman-owned business (WBENC) and (WOSOB); Department of General Services (DGS).

Encore



Ben Anderson
President

Now open to the public, the Encore Specialty and Industrial Gas Facility – located in Signal Hill just south of the 405 freeway – stocks a range of gases for a variety of applications.

The facility offers immediate availability of gases, including: argon and argon mixes, oxygen, nitrogen, propane, Chemtane fuel gas, special gas blends and more.

In addition to "pure gases" such as argon and nitrogen, the facility can also formulate "specialty gases" – blends which meet exacting customer specifications and are certified at Encore's on-site Specialty Gas Laboratory. Certified specialty gases are used by an array of industries, including: aerospace, manufacturing, food services and others.

Encore's Specialty Gas Laboratory is also equipped to produce ultra-high purity gases and calibration gases. Ultra-high purity gases, 99.999% pure, are important for many high-tech industries which use them in specialized equipment and processes. Calibration gases are used to calibrate analytical instruments like gas analyzers and detectors.

According to Encore President Ben Anderson, "Because we fill and certify at our own facility, we can provide swift turnaround for our customers. Encore supplies the exact gases our customers need in the volumes and vessels they require."

Encore's corporate office and branch store, also in Signal Hill, stocks a full line of gas handling equipment and a comprehensive inventory of welding, industrial and safety equipment. "It's important to us," says Anderson, "that our customers know a single call gives them everything they need to get to work quickly."

Although the company's primary clientele is composed of commercial and industrial operations, Anderson stresses that the Encore Specialty and Industrial Gas Facility is also open to the public. "Whether you need a cylinder of propane for your backyard grill or a cylinder of argon mix gas for your week-end welding project, we'll take care of you."

First Bank

A Unique Business Bank



Peter Fitzpatrick, Group Manager,
Commercial Banking, and Maria Hunter,
Vice President, Commercial Banking

First Bank, a family-owned, privately-held bank is the business bank of choice for the greater Long Beach and Southern Los Angeles communities with operations

(Please Continue To Page 42)



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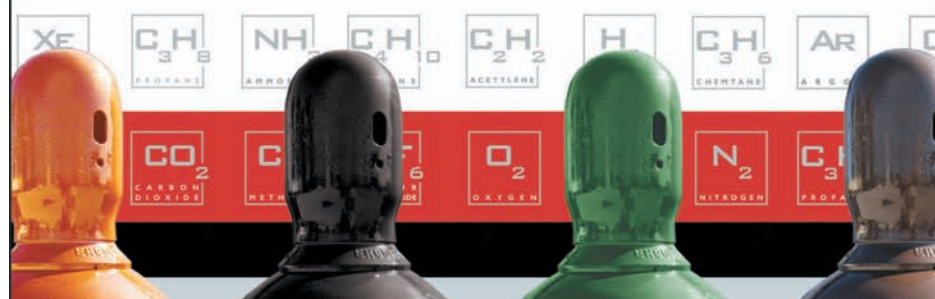
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First Bank (continued)

reaching from Southern California to Northern California and throughout the greater St. Louis market. The stability provided by over 100 years of independent, family ownership allows us to focus on our clients' long-term goals and objectives. We're committed to providing objective, comprehensive solutions to your business through empowered colleagues with a passion for exceeding client expectations. First Bank is dedicated to building life-long relationships that achieve extraordinary results for both our clients and communities.

Our commercial banking group, located in downtown Long Beach, is led by Peter Fitzpatrick and Maria Hunter. Their focus is on developing value-added, strategic partnerships with closely-held and family-owned businesses in the \$10 million to \$250 million revenue range with loan needs from \$3 million to \$15 million. The commercial office focuses on traditional Manufacturing, Wholesale Distribution and Business Services with a focus on certain specialty areas, including Food & Beverage, Transportation & Logistics, Aerospace and Defense, Healthcare, Religious Lending and Not-For-Profit Organizations. Maria and Peter bring over 25 years of combined commercial banking experience focusing on the middle-market in Southern California.

First Bank has branch locations throughout the greater Long Beach area, including East Long Beach (Pacific Coast Highway and Loynes), Bixby Knolls (Atlantic Avenue), Lakewood (Lakewood Blvd.), and Torrance (Hawthorne Boulevard), and Gardena (Redondo Beach Boulevard). Managed by Robert Renteria, these locations offer services in Business Banking, Personal Lending, Wealth Management, Brokerage, and Mortgage. Readily available and responsive to your needs, our empowered branch managers and staff are passionate about helping your business grow. Ultimately, our success is measured by building lifelong relationships, one client and one community at a time!

H&Y Rebar

Tired of driving to Glendale everyday, wife Kim pregnant with our first child and having just purchased our first home, we decided to open up a fabrication shop in Long Beach. I couldn't have chosen a more stressful time to do it. With my wife Kim's support, lots of prayers, and help from friends in the concrete and masonry business, I was able to open up shop. Now, with 50 employees – including my son, Chad – 30 years later, it is the only rebar company in Long Beach.

We specialize in anything from subterranean parking structures to backyard patios. And with a group of people who work as hard as these employees do, it is no wonder it is successful. Business has been so great that we're even looking to hire more employees!

Now with three children, Chad, Taylor and Jordan, two grandchildren and two on

the way, I am starting to feel just a little older. Time flies by! Fabrication and placing rebar has been done the same way for 50 years. They come up with faster ways to detail, but you still have to bend, and tie the rebar with pliers and roll of wire. The way to keep customers is to service them all as promised. Visit us at www.hyrebar.com for more information.

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International City Bank



Michael (Mike) Miller
President & CEO

International City Bank is a unique business bank that specializes in personalized and customized financial care. The Bank has served thousands of satisfied clients since 1984. A true community business bank, International City Bank (ICB) derives its name from the motto given to the City of Long Beach, the International City.

Michael (Mike) Miller, President and CEO, alongside the incredible ICB team, takes pride in the history of the Bank, but also focuses on the future of personal business relationships. Relationships have been the core of ICB from the beginning, making customer service the forefront of ICB's business strategy. Mike is responsible for overseeing and managing all objectives of the Bank, and in doing so,

cultivates new and existing customer relationships. ICB believes that to empower businesses, a bank must get to know each one of its clients on a personal level. Each relationship is unique to fit the client's needs and great care is taken to anticipate every financial service or product that will help our client's business grow.

International City Bank invites you to come in and meet the team. See what they can do for you and experience Business Made Personal. To learn more about the Bank and the community it serves, visit www.icb.biz.

Laserfiche



Chris Wacker
CEO

When Laserfiche moved its global headquarters to Long Beach over 15 years ago, the company made a commitment to serve the city's growing business community while continuing to expand its presence across the globe. "Laserfiche continues to strengthen community partnerships, from providing enterprise content management software and services to the City of Long Beach to hiring local graduates from CSULB," said Chris Wacker, CEO of Laserfiche.

Laserfiche, a leading provider of ECM software, empowers governments and businesses to transform into digital workplaces. Among the company's tens of thousands of customers is the City of Long Beach and many of its departments, including the City Attorney and Police Department. In 2015, Laserfiche made headlines by supporting the Long Beach Police Department's efforts to curb gang violence through better technology and access to information. The following year, the Long Beach Prosecutor's Office presented Laserfiche with the IMPACT Award for playing a key role in the initiative to combat gang violence, and Mayor Robert Garcia gave Laserfiche a Long Beach Business Award for its contributions to the local economy, citing the company's presence as the first large tech company to come to Long Beach and add hundreds of jobs to the city.

"We continue to grow year over year, and I attribute that success to the strength of our products and quality of our people," Wacker said, adding that the company is looking to bring even more jobs to the city as it is on pace to soon outgrow its building on Long Beach Boulevard.

To accommodate this growth, Laserfiche will remediate a blighted oil property in Bixby Knolls and develop a cutting-edge office building.

Laserfiche continues to make investments in the local community, including moving Laserfiche Empower – an annual conference attracting over 4,000 attendees from around the world – to the Long Beach

Convention Center in 2016. A number of corporate social responsibility initiatives and employee volunteer opportunities throughout Long Beach reinforce the commitment the company made 15 years ago.

"Laserfiche is excited to expand our global headquarters, bring even more jobs and innovation to Long Beach, and contribute to the city's growing reputation as a technology hub in Southern California," Wacker said.

Long Beach Transit



Kenneth A. McDonald
CEO

In the summer of 2013, Kenneth McDonald arrived in Southern California. As the state was coming out of the Great Recession, McDonald, who had become CEO of Long Beach Transit (LBT), was committed to providing transportation services to meet the needs of the anticipated economic rebound.

With 30 years' experience in public transportation, McDonald immersed himself into the fabric of the agency and the community. "I wanted to concentrate on employees, finances, transit services for our customers and our quality of service," McDonald recalled.

In his first year, upon conducting an assessment of the agency, McDonald identified future goals and opportunities.

"We set priorities of safety and service quality, financial accountability, employee engagement, customer experience and community and industry focus," McDonald said.

In year two, McDonald identified a mission, values and leadership competencies that supported the priorities, which are the functional pillars of the agency.

"Considering the customer first in decision making and operating with integrity, are core values within LBT," he said.

In year three and forward, McDonald encouraged employees to operate efficiently, be proactive in identifying problems and solutions, and be open to new ideas and continuous improvement.

"I use a sports analogy, 'if you don't know the score, how do you know if you are winning?'" With that in mind, I challenge all LBT team members to strive to meet our goals and be contributors in building our world-class transportation agency," McDonald said.

It is that mindset that has brought about efficiencies that have helped LBT maintain its basic fare at \$1.25, according to McDonald.

"It is no secret that increasing transit ridership is a challenge across the nation; however, we remain committed to keeping our fares at the current level and are seeking ways to retain, reclaim and recruit customers."

VISIONARIES

Shaping The Future of Long Beach



Overview On The City Mayor Robert Garcia

Hospitality/Tourism Steve Goodling

Innovation & Government John Keisler

Cityscape Cliff Ratkovich

International Trade Rick Cameron

The Environment Jerry Schubel

Entertainment Taylor Woods

Education Jane Conoley

Health Care Alam Nisar M. Syed, MD

Livability Brian Ulaszewski

Community Engagement Justin Rudd

The Arts Ron Nelson

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Queen Mary Photograph

Molina Healthcare



Joseph White
Chief Financial Officer
and Interim CEO

Molina Healthcare is a Long Beach company founded in 1980 to provide quality medical care to residents in need. Molina began with a single, local clinic and has evolved to become a FORTUNE 200 company serving over 4.7 million members across the country. Through it all, Molina has maintained its headquarters here in Long Beach, where the company has continued to grow and succeed for more than three decades.

Giving back has been an important part of Molina's culture since the beginning. For years, company programs have fostered healthy change in the community, like the Partnership for Healthy Living program with CSULB, which gives Long Beach kids an opportunity to experience college sports games and healthy food, and the Community Champions Awards, which recognizes unsung heroes who work to improve the lives of those around them. Most recently, Helping Hands, Molina's employee volunteer program, has promoted engagement in the community while assisting people who need help.

Helping Hands coordinates local, hands-on volunteer opportunities with community-based organization partners and projects that align with the Company's mission of helping the low-income population. Employees are offered 16 hours of paid time off to volunteer. In 2016, staffers completed 44,466 volunteer hours nationwide.

Recent Helping Hands projects include:

1. Cleaning parks to keep the neighborhood beautiful and trash-free
2. Planting crops and harvesting produce at local urban farms

3. Washing clothing and bedding for the homeless in community laundromats
4. Reading books to children and helping tutor at-risk youth
5. Sorting cans at neighborhood food banks
6. Volunteering at local resource fairs and free clinics

Molina Healthcare is proud to call Long Beach home, and committed to serving the underserved in our communities. If any local community organizations are in need of volunteers, please let us know by contacting HelpingHands@MolinaHealthcare.com.

P2S Inc.



Kent Peterson, Vice President, Chief Engineer
and Kevin Peterson, President & CEO

P2S Inc. is a full-service engineering, commissioning and construction management firm headquartered in Long Beach. Our mission is to design a better future, every day. We take client aspirations and turn them into realities with future-focused, sustainable solutions.

This year, we were honored to receive the "Destination Tomorrow" award at the Long Beach Chamber Gala. Our relentless drive to design a better future, places us at the forefront of exciting recent technologies like Net Zero Energy, the Internet of Things, 3D modeling, and more. We develop these forward-thinking technologies and services in our Incubator groups—research clusters with a think-tank like atmosphere that develop high-end solutions for the market and internal use. These Incubator teams are part of a corporate strat-

egy emphasizing innovation and collaboration to thrive in a highly competitive industry.

We've opened a new office in San Jose, which will offer clients our full-suite of award-winning services. We're also expanding our Long Beach headquarters, deepening our San Diego client base and moving commissioning personnel to a Los Angeles office, to better service clients throughout California.

We treat our staff like we treat our clients and we make every effort to satisfy their needs and regard them with the utmost respect. Our fun, people-driven company culture, premium perks and benefits, and sponsored company events affirm our commitment to employees. Those employees let the world know how they felt this year, when we were ranked #2 in the "Best Places to Work in Los Angeles" by the LA Business Journal. A big factor in that achievement are our modern, LEED Platinum and Gold certified offices, designed in-house to reflect our sustainable values. This is what keeps us going, the promise of a greener, brighter future that we are creating today.

Queen Mary Dark Harbor Is Top Destination

Southern California's most authentically terrifying haunt, Queen Mary's Dark Harbor, is Long Beach's hottest destination to host one-of-a-kind corporate events, private groups, and VIP experiences within the annual haunt. Dark Harbor returns to the Queen Mary September 28 and continues to scare businesses who dare on select nights through November 1.

Corporations and businesses from across Southern California are gearing up to entertain clients and employees at the Queen Mary's annual haunt. "Dark Harbor is truly an incredibly unique and thrilling venue," comments Brian Luallen, Director of

Events, Queen Mary. "We are thrilled to partner with Long Beach's local corporations and businesses' to entertain their clients and elevate their event experience." The highly-anticipated TwitchCon, a convention geared toward gamers, streamers and interactive technology industry leaders, is among the few corporations who have already secured private events at Dark Harbor this October - opting for a large-scale exclusive buy-out for 'Twitchers' only.

Dark Harbor is the perfect destination for business events offering a variety of VIP, private and corporate event options including exclusive lounges with delectable menus and private monster waiters, monster maze guided tours, and a brand new elevated, double-sided Creepy Cabanas, overlooking all the monsters and mayhem. Dark Harbor's infamous RIP Lounge, perched twenty feet above Dark Harbor, offers attendees an exclusive ghost-eye-view of the entire event with food, private bar, private entrance, and lounge seating.

Dark Harbor offers corporations the opportunity to entertain clients, employees, and VIP's aboard the Queen Mary with 7 mazes and 13 bars, fire shows, aerialists, monster DJs, Voodoo House Bar & Tasting Room, R.I.P. Lounge, and much more. For more information or to purchase tickets online, visit www.queenmary.com/dark-harbor.

The Grand



Dan D'Sa
Director Grand
Food & Beverage

For us it's always been about the experience not just the event. With a history of over 45 years of hard work and service, we are an established catering company with old school values about timeliness, temperature and flavor with a modern, fashionable twist on presentation and menu design. Providing everything from a 10 person corporate continental breakfast to appetizers and dinner for a 1000 person black tie gala, Grand Food and Beverage prides itself on overall quality. Although we have never counted on or expected repeat business, our main goal with clients is to establish long-term relationships. It's that culture that has made us a stand out among a multitude of caterers and the reason we have been able to maintain many long-term clients. You'll never find us celebrating our past events; but instead using our resources to improve all our future ones. That mindset has forced us to work extremely close with our clients. What we've found is people don't want the same old thing. So we've made a commitment to our clients and ourselves to make something better and more exciting. No matter the event size it's always fun working with our clients to create something great. We truly love what we do. ■



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Long Beach Business Journal

Small Business Showcase – Belmont Shore



Murphy's Pub at the Belmont

Jeff Cozart began working at the Belmont Athletic Club in 1985 as a racket stringer two days per week. He worked his way up to general manager of the facility, including Murphy's Pub, which was opened on St. Patrick's Day in 1983 by original owner John Doyle. "Health comes in many forms, and it's not just physical but also mental and emotional health," Cozart said. "He saw it as a place for people to congregate and relax and socialize, which is healthy. It just turned out to be a nice thing, not just for our members but also to open it to the public." The pub is located above the fitness facility at 4918 E. 2nd St. and has seven employees. Cozart became the principal partner of the business in 2012 when Doyle retired, allowing an employee stock option program. The pub serves up more than 70 different beers from around the world, most of which are included in the world beer punch card tour – a challenge to drink 70 beers (not all at once – come on, people) to earn a bronze plaque on the Hall of Hops wall and a T-shirt. "[The pub] just feels comfortable and welcoming to everybody. I see that, whether it's someone who comes in for the first time or the vast number of regulars that we have that come in." For more information, visit www.murphyspublongbeach.com.

Lasher's Kitchen

From 1997 to 2012, Ray Lasher owned and operated Lasher's An American Restaurant on Broadway, a location that has since become The Attic. For the last five years, Lasher worked as a restaurant consultant. However, on May 1, Lasher returned to the restaurateur lifestyle when he opened Lasher's Kitchen at 5295 E. 2nd St. in Belmont Shore. "We're thrilled with the reaction that we're getting," Lasher said. "So many of our old customers that live in the East Long Beach area have been coming in, and they are so excited that we're back. I'm amazed at the memory and brand recognition of Lasher's." The restaurant serves up items such as cranberry glazed meatloaf, fried oysters and karaage chicken served in a waffle bowl – all creations of executive chef and business partner Raquel Jubran, pictured with Lasher at the restaurant. "She is brilliant," Lasher said. "She has brought marvelous recipes here, a great sensibility to the kitchen, and [she] produces some really fun and exciting dishes that we think are very unique to 2nd Street." Lasher said he has 22 employees and recently started serving lunch during the week and brunch on weekends. He said the company has plans for individual box lunches and will soon offer takeout, as well as delivery service through Grubhub's LABite. For more information, visit www.lasherskitchen.com.



McCarty's Jewelry

Established in 1932 in Belmont Shore, McCarty's Jewelry has only changed ownership three times. In 1963, the McCarty family sold the business to Bob and Ann Weeks, who would then sell the business to Frank Rooney and Gary Borden in 1982. Current owner Page Henley became a third partner in 1988 and took over sole ownership in 2000. "I think we offer some of the best personal service that people enjoy having," Henley said. "Jewelry is used to support a relationship as a symbol of love and caring and commitment. Having been here a long time, customers put their trust and confidence in somebody they know gives them good service at a fair value." The store was originally located up the street where Chase Bank is now located, having moved to its current location at 5011 E. 2nd St. in 1958. Henley said he has four employees and carries products ranging from below \$200 to tens of thousands of dollars. "I feel like the kind of personal contact we make with people is kind of lost today with a lot of the very commercial stores and corporate stores," Henley said. "What sets us apart is the personal touch and getting to know about the people personally, caring about them and considering them part of the family." For more information, visit www.mccartysjewelrylb.com.

Born Free Children's Boutique

After falling victim to California's teacher layoffs, Marina Hernandez decided to open Born Free Children's Boutique in Belmont Shore on May 1, 2014, despite a lack of business experience. "It was one of those things, if you don't know any better, you just have to jump in feet first," Hernandez said. "I've been here three years, so it's been a good experience and I'm hanging in there. I'm really proud of the business." Located at 191 Park Ave., the store's main focus is eco-friendly – sometimes locally made – children's products, such as toys, clothing and gifts. Hernandez explained that when she was pregnant with her daughter, Luna (pictured with Hernandez), she had trouble finding eco-friendly products and did research online to learn all she could, which ultimately led her to open her business. The Belmont Shore community is very supportive of small, local businesses, which Hernandez said she is grateful for. "A lot of our business is just talking to customers and excellent customer service and just sharing stories with the community. It's nice for me too because I have a daughter that's 5 and now a son that's 2," Hernandez said. "It's fun to talk to other moms and hear what they've done. That's been really cool for me." For more information, visit www.bornfreeboutique.com.



Support Local Small Businesses

Articles by Senior Writer Brandon Richardson.
Photographs by the Business Journal's Larry Duncan

Runners High

During the mid-2000s, Joshua Dutt began working at Runners High, a specialty running and walking store. After several years, Dutt purchased his own business in Whittier, which he sold after one year to purchase the two Runners High locations in 2011. "I love the specialty part of it – being able to help somebody through . . . the problems that are more common, that you don't realize footwear makes a difference," Dutt, pictured at far left with store manager Andy Reeves, said. "We have a scan where we watch you walk, we watch you run. And based off your arches, we can bring out shoes that work for your body, for your mechanics." The stores are located at 5338 E. 2nd St. in Belmont Shore, where it has been since the early 1990s, and 6416 E. Stearns St. near Cal State Long Beach. Runners High focuses on specialty walking and running shoes, as well as track spikes, energy going sports cleats. The stores also sell activewear, energy products, inserts, braces – everything a runner needs. "We do it for the right reasons. None of our employees are commission based because we want to make sure we're selling you the right thing, not just trying to sell you something. Our goal is to make sure that you're enjoying your shoes and make sure that they are working for you." For more information, visit www.runnershighcalif.com.



American Vintage Barbershop

In 2011, Annie Gomez and her husband Carlos opened American Vintage Barbershop at 203 Covina Ave. shortly after getting married. Three years later, the couple opened a second shop in Whittier. Carlos passed away two years ago, and Annie has run both businesses ever since. "There's a lot of sentimental value that comes with keeping the shops open," Gomez said. "It's something that my husband worked really hard to accomplish. I'm just here keeping his legacy alive, basically." Seven barbers work at the Long Beach shop, which has cold beer and water available for customers upon arrival. Carlos was the barber of the family, so Annie's responsibilities are all on the business side. Having started their lives together in Belmont Shore, Annie said it is important to her for the business and its tight-knit staff to be active in the community, such as annual participation in the Christmas parade, attending events like Stroll & Savor and frequently patronizing local restaurants and businesses. "We are one big, happy family. It's a very uplifting environment. The barbers we have like to joke around, and you have fun in there while you're getting your haircut," Gomez said. "We're all in this together. We're all keeping American Vintage Barbershop open together and doing our part to keep what Carlos had going." For more information, visit www.americanvintagebarbershop.com.



Z Fabrique

Though she celebrated the 25th anniversary of Z Fabrique at its current location at 191 Argonne Ave., owner Nancy Scott said the business started in 1985. She explained that in the '80s she had friends in the Peace Corps in other countries, which led her to travel and begin bringing back items from around the world. "I had tons of stuff sitting in the garage, and one day somebody asked if they could buy something as a gift. And the next thing I knew it was changing and morphing into the store and I'm selling stuff from all over the world," Scott said. "We still have a lot of stuff from all over – Africa, India, . . . Central and South America. Different cultures." With the help of two part-time employees, Scott sells incense, candles, gemstones and crystals, books, clothing, home decor and furniture, and religious and spiritual items. "It's more of a New Age kind of store. I think that your home is a sacred space, and when you walk through your door it should be composed that way," Scott said. "The outside world falls away, and once you get inside, it's your quiet respite where you can relax and chill. So we sell stuff to kind of make you feel that way." For more information, visit www.zfabrique.com.





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