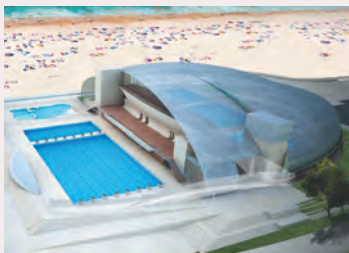


Inside This Issue



CSULB Village Proposed For Downtown Long Beach

Page 6



Lawsuit Filed To Stop Belmont Beach And Aquatic Center

Pages 15



Small Business Showcase: Westside Industrial Area

Pages 40-41



Photo Spread: Mayor Garcia Presents Development Update

Pages 42-43

- 2 In The News
- 2 Aquarium 20th Anniversary
- 6 Real Estate & Development
- 6 Perspective: Realty Views
- 9 Newswatch
- 41 Small Business Dollars & Sense

Long Beach Business Journal
2599 E. 28th Street, Suite 212
Signal Hill, CA 90755-2139
562/988-1222 • www.lbbizjournal.com

PRSR STD
U.S. POSTAGE
PAID
Los Angeles, CA
PERMIT NO. 447

As Final Convention Center Improvements Come Together, Long Beach Grows Its Competitive Edge

By **SAMANTHA MEHLINGER**
Assistant Editor

This year, 242 conventions and meetings are scheduled at the Long Beach Convention & Entertainment Center, a lineup that the Long Beach Area Convention & Visitors Bureau

(CVB) estimates will bring more than \$247 million in estimated economic impact (EEI) to the city. When all tentatively scheduled events are added to that list, the numbers swell to 361 meetings and conventions generating, an EEI of more than \$668 million.

(Please Continue To Page 16)



Selling Long Beach In The Nation's Capital

The Long Beach Convention & Visitors Bureau (CVB) traveled to Washington, D.C., last week on its annual sales mission. DC is the heart of national association headquarters. Bringing national association conventions to Long Beach is a major part of the CVB's sales efforts. In addition to the CVB and Long Beach Convention Center sales teams, general managers and sales directors from Long Beach hotels also took part in the sales mission. The week-long marketing effort included sales calls and special events, reaching out to more than 300 professional meeting planners to show why Long Beach is the "perfect" destination for their meetings. The Long Beach team included, front row from left: Erica Morris, Barb Swaiman, Samantha Willburg, Lilian Olguin, Alexis Amato, Bianca Ware and Kristi Allen. Center row from left: Yvonne Rinner, Caribe Hourigan, Nancy Canzone, Steve Goodling, Stephen Sowards, John Braun, Silvano Merlo, Elaine Gamer, Joan Canterelli and Loren Simpson. Back row from left: Art Rosales, Art Scanlon, James Robinson, Kandy Grzebyk, Gregg Haniford, Travon Jones, Kathy Pape, Brendan March. (CVB photograph special to the Business Journal)

'No Magic Bullet' To Solve Westside Issues

By **BRANDON RICHARDSON**
Senior Writer

With about 300 businesses located within the Magnolia Industrial Group area just east of the Los Angeles River (bounded by Magnolia Avenue, Anaheim Street and Pacific Coast Highway) and another 400-plus businesses west of the river in the Westside industrial area (to the city's western boundary, from the port to just past Pacific Coast Highway), substantial tax revenue is generated for the city in that

area alone. Many of these businesses, however, feel marginalized by city officials.

"It's not that they overlook the Westside a lot. They overlook the Westside, period," Daryl Phillips, president of Phillips Steel Company, said. "The Westside doesn't have a relationship with the city. But relationships help resolve this, [that is] having an understanding of the neighborhood."

Phillips said that city officials will listen to the concerns and complaints of Westsiders but that the wheels of action move very

slowly when it comes to taking action and resolving problems, which he said is frustrating. However, he explained that business owners take this fact with a grain of salt because the area is such a great place to conduct business overall.

Concerns about the future of the Westside have been festering in recent months. Phillips noted the Port of Long Beach's proposed Pier B on-dock rail yard as a primary concern of Westsiders. Additionally, homelessness,

(Please Continue To Page 33)

Hotel Occupancy Skyrockets

Long Beach Hotels Well Above National Average

By **SAMANTHA MEHLINGER**
Assistant Editor

As national and regional economic growth continues, Long Beach's hospitality industry is benefiting. Hotel managers are reporting strong occupancy and room rates, and the sector is experiencing an injection of investment with new hotels planned and underway in the airport area and downtown.

Occupancy of Downtown Long Beach hotels held strong through the first quarter at a rate of 80.7%, according to Bruce Baltin, managing director of CBRE Hotels. "I can't say for sure it's an all-time high, but I would expect it is," he said.

(Please Continue To Page 20)

A City Election Where No One Votes?

By **GEORGE ECONOMIDES**
Publisher's Perspective

Imagine if Long Beach held an election and no one got a chance to vote.

Sound silly?

It's possible, and it could happen as soon as next April. The city's primary is set for the four citywide seats – mayor, city attorney, city auditor and city prosecutor – and five city council posts – the 1st, 3rd, 5th, 7th and 9th District representatives.

All nine incumbents have either announced they're seeking reelection or will soon make it official.

(Please Continue To Page 15)

MILLENNIAL PULSE

The Travelers And Travel-nots

By Assistant Editor Samantha Mehlinger

If I see one more dating profile that says "looking for a travel buddy" or "must love travel," I'm going to throw my phone at something.

Among the many Millennial stereotypes, one I actually believe to be true is this: we value experi-

ences over things. And a huge part of that is travel.

I cannot tell you how many online dating profiles are riddled with pictures of dudes scaling Machu Picchu, cuddling drugged tigers in some "zoo" in Thailand (FYI, guys,

(Please Continue To Page 4)



Dr. Gabriela Cervantes recently joined the team at Pediatric Dental Specialists in Long Beach, which includes Drs. Santos Cortez, Estela Sanchez and Ana Planells. Cervantes has six years of experience in dentistry. She earned her bachelor's in biology from CSU Long Beach and her dental degree from the University of California, San Francisco School of Dentistry. . . .The Long Beach City Council has hired **Monique De-**



LaGarza as the new city clerk. A 16-year veteran of the city government, she had been serving as assistant city clerk. DeLaGarza, a certified municipal clerk, received her bachelor's in finance management from Tulane University. In addition to overseeing municipal, college district and school district elections, she is responsible for maintaining most city documents and a full record of city council meetings and voting. . . . **Patti Brown** is the new president of the Assistance League



of Long Beach. She has served in several leadership positions since joining the organization in 2009. The 2017-2018 Board of Directors include: President-elect JoAnn McDonald; 1st VP Philanthropic Programs Diane Gleason; 2nd VP Fund Development Susan Rivard; 3rd VP Special Events Darlene Hopkins; 4th VP Finance Cindy Summers; 5th VP Membership Kerri; Secretary Marilyn Wittkop; Treasurer Catherine Vandenberg Smith; Thrift & Vintage Shop Chairman Liz Breslauer; Marketing Communications Chairman Linda Drummond; Strategic Planning Chairman Cynthia Terry; Rick Rackers Auxiliary Chairman Katey Conley; Las Hermanas Auxiliary Chairman Ann Tarango; CAMEO Professional Auxil-



Community Hospital Long Beach Foundation raised more than \$100,000 from its "Night At The Movies II" fundraiser held last month. According to a foundation statement, "Would-be movie stars (and reals ones) were out in full costume, walking the red carpet, posing for pictures and being interviewed as over 250 guests enjoyed a fun filled evening of glamour, laughter, great food and world class entertainment." Pictured is Kevin Peterson of P2S Engineering dressed as Popeye, and his table guests: Back row from left: Shelley Rooney, Mimi Brascia, Kiersten Bryant, Stacy Bryant, Peterson, Jennifer Peterson, Jamee Lindberg and John Lindberg. The front row features Mike Brascia of Brascia Builders and Joey Rooney. (CHLB Foundation photo)

ary Chairman Diane Fagan; Assisteens® Coordinator Shelly Barbre; and Parliamentarian Vickie Sullos. . . . **Shireen Pavri, Ph.D.**, has been promoted to dean of the California State University, Long Beach College of Education, effective July 3. She has been serving as interim dean for nearly a year. Prior to her appointment, Pavri was a professor of special education, coordinating the education specialist preliminary credential program and master of science program. She earned her doctorate from the University of Illinois, Urbana-Champaign . . . **Jean Bixby Smith** has been named "Chair Emeritus" of the Long Beach Community Foundation (LBCF), a nonprofit group she chaired from its founding in 1996 through 2014. "Being part of this foundation is ne of the greatest accomplishments of my life," Smith said in a press release. LBCF is a philanthropic organization with "the long-term goal of building permanent, named charitable funds for the broad public benefit of the residents of a given area." The group has more than \$31 million in assets and more than 140 charitable funds. . . . The Guidance Center, which provides mental health services to



The Chavez family, operators of Signal Hill-based Command Performance Constructors (CPC), recently awarded \$20,000 in scholarships to four graduating seniors from Long Beach Polytechnic High School's PACE Program. CPC President James Chavez's three children all went to Long Beach public high schools, and two are alumni of PACE. "I wanted to create a legacy of giving back to an institution that has been at the forefront of academic excellence in Long Beach for 42 years, Chavez stated. "The dedicated teachers, counselors, and athletic coaches who mentored my children form the backbone that makes Long Beach schools great. These scholarships are our way of saying 'thanks.'" The inaugural gift established the Chavez Family Scholars Program. Recipients were students Veronica Santana, Derek Matos, Ashley Huendo and Jessica Diaz. Santana is set to attend Harvard University, while Matos, Huendo and Diaz are headed to UCLA. Pictured at CPC's offices are, from left: Jimmy Chavez, CPC director of federal programs; Dr. Michelle Aberle, PACE facilitator; James Chavez, CPC president; Nicole Tapia, CPC operations director; and Felix Chavez, CPC estimator. (Photograph by the Business Journal's Larry Duncan)

more than 3,000 children and parents in greater Long Beach, recently added five members to its board of directors: **Steven Neal**, a civic engagement advocate for Molina Healthcare and a former Long Beach Councilmember; **Kris Allen**, vice president and senior bank manager of First Bank Bixby Knolls Branch; **Betsy Snare**, who recently retired after serving 25 years as a healthcare account executive with Siemens Medical Solutions; **James Walsh**, a retired federal prosecutor and Navy veteran; and **Jerry Wilson**, a licensed marriage and family therapist in private practice. ■

Long Beach Business Journal

Vol. XXX No. 12 • June 20-July 3, 2017

EDITOR & PUBLISHER SALES & MARKETING EXECUTIVE

George Economides
Heather Dann
PHOTOGRAPHER AND
STAFF ASSISTANT

Larry Duncan
EDITORIAL DEPARTMENT
ASSISTANT EDITOR
Samantha Mehlinger
SENIOR WRITER
Brandon Richardson
COPY EDITOR
Kellie C. O'Reilly

1985. It is published every other Tuesday (except between Christmas and mid-January) – 25 copies annually. The Business Journal premiered March 1987 as the Long Beach Airport Business Journal. **Reproduction in whole or in part without written permission is strictly prohibited unless otherwise stated.** Opinions expressed by perspective writers and guest columnists are their views and not necessarily those of the Long Beach Business Journal. Send press releases to the address shown here:

Office
2599 E. 28th Street, Suite 212
Signal Hill, CA 90755
Ph: 562/988-1222
Fx: 562/988-1239
www.lbbizjournal.com

Advertising/Editorial Deadlines
Wednesday prior to publication date. Note: Press releases should be faxed or mailed. No follow up calls, please. For a copy of the 2017 advertising and editorial calendar, please fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.

Regular Office Hours
Monday-Friday
8:30 a.m.-5:30 p.m.

Subscriptions:
25 issues – 1 year
Standard Bulk Rate: \$30.00
(add \$2 if paid by credit card)
1st Class: \$70.00
(add \$3 if paid by credit card)

The Long Beach Business Journal is a publication of South Coast Publishing, Inc., incorporated in the State of California in July

FREE: Sign up for **Monday Morning Coffee**

(e-mail sent out at 6 a.m. every Monday about issues, events, meetings for the week and **NewsFlash** (important local news impacting business))

Find us on Facebook • Follow us on Twitter: @LBBizJourn



The Aquarium of the Pacific will celebrate its 20th anniversary in 2018. Since its opening, the Aquarium has invested \$27 million in major improvements to the City of Long Beach's aquarium.

The first major addition was the Changing Exhibit Gallery in 2000. Lorikeet Forest opened in 2001 and Shark Lagoon opened in 2002 – today, these are two of the Aquarium's most popular areas. The Shorebird Sanctuary exhibit was added in 2007, and Our Watersheds: Pathway to the Pacific opened in 2008. This area was remodeled and reopened this year as Our Water Future. In 2010 both the BP Sea Otter Habitat and the Molina Animal Care Center were opened. 2011 saw the addition of the Ocean Science Center featuring Science on a Sphere created by the National Oceanic and Atmospheric Administration. In 2012 the Aquarium built its June Keyes Penguin Habitat.

In May construction began on the Pacific Visions expansion, slated to open in 2019. We invite you to learn more about this project at pacificvisions.org.



Higher standards deserve personal attention.

Let's focus on you.

firstbanks.com

First Bank's experienced Commercial Team is committed to providing personal attention one company, one client at a time.

Our team of empowered colleagues are not only knowledgeable, but we also possess a passion for helping our clients succeed. We'll take the time to get to know you – as well as your products, services, and industry as a whole.

You see, a good business starts with a great foundation.
Let's build it– together.



Member FDIC

Treasury Management
Commercial Banking
Mortgage
Wealth Management



Peter Fitzpatrick
Senior Group Manager
Commercial Banking
(562) 951-5101
Peter.Fitzpatrick@fbol.com

(Continued From Page 1)

that's not cute – that's animal abuse), placing calls in a red telephone booth, et cetera. A heck of a lot of these folks have traveled the world. And the same goes for a significant chunk of my Facebook friends, now that I think about it.

In my senior year of college, I went to England for a month, and I count myself lucky for that brief adventure. But that was seven years ago. The only places I have been to outside of California since then are Las Vegas (once) and to a couple eastern states to see family. Honestly, I'm starting to feel like I'm not the norm when it comes to Millennials and traveling – at least, not the kind that gets blasted all over social media.

It seems to me that there are two sorts of well-traveled Millennials. There are those who aren't yet sure what they want to do with their lives or haven't been able to land a dream job. Instead of being miserable in their parents' houses, they decide to take what money they have and get out in the world in the interim.

These types often work for room and board while abroad. I've known multiple people to take advantage of the Worldwide Organization for Organic Farming program, for example, in which you work on a farm abroad for meals and a place to stay but travel and explore when you aren't working.

Then there's the sort of well-traveled Millennials who are career-oriented but are also blessed with the Golden Millennial Ideal: "work-life balance." These lucky folks actually get to take more than a few days off for vacation at a time – and have the money to do it, too.

Then there's the rest of us who, either for lack of money or lack of time, can barely get as far away as Palm Springs for a weekend, if at all. You won't find many articles online about our sort, although you'll find an unending torrent of articles discussing our better-traveled brethren. I suspect this is because we're not as glamorous. More about that after I predictably digress into some statistics so that you know I'm not full of hot air (or at least, not entirely).

A 2016 Eventbrite study found that 78% of Millennials would choose to spend their money on an experience or event over a tangible good, and that 55% of Millennials said they were spending more on experiences than they ever had before.

A report released by Airbnb in November found that of Millennials interviewed in the United States, United Kingdom and

China (1,000 in each country), 80% are seeking unique travel experiences, particularly by living like locals when abroad. The company reported that about 60% of clients who have used its service are Millennials.

Respondents in the UK and China ranked travel as more important to them than buying a car, paying off debt and purchasing a home. U.S. Millennials, however, equally ranked traveling and buying a car.

Well, I've got a car, so there's that.

"In addition to prioritizing travel, Millennials feel that travel is core to their identity," the Airbnb report stated. "Over 70% of Millennials surveyed in each country said 'travel is an important part of who I am as a person,' and over 65% of Millennials said that 'regular travel is an important part of my life.'"

While this attitude is a defining aspect of our generation, it is one that is at times blind to certain realities. I can't count the number of times when, after listening to a friend or acquaintance regale wonderful tales of travel, I have had to say simply that I would share some of my own, but I don't have many. I've been too focused on my career.

This response is typically met with condolences and encouragement to at some point just "drop everything and go."

Sure, I could quit my job and travel the world with some of the savings I put away while living at home a few years ago. Or . . . I could continue pursuing my dreams and hope that, at some point, I will have the time for adventure. It's a choice I consciously made. Opportunity came a knockin', as they say. I don't think that choice makes me any less a Millennial.

Plus, who will feed my cat?

Then there are the many, many Millennials who I am certain would love to travel but just can't afford it. Are they any less well-rounded than this Bumble (that's a dating app) dude whose profile I literally just pulled up – really, it only took me one second to find someone with this perspective, who writes: "I enjoy exploring new places and going on spontaneous adventures. . . . World traveler."

So my point is this, fellow Millennials. Travel is indeed important. I would wager it is more important than spending money on material goods. But the next time you find yourself stressing this to someone else, consider their circumstances. They might be broke. They might be killing it at work. Or they just might not have someone to feed their cat. ■



LONG BEACH MUNICIPAL BAND

June 27 - August 4

Celebrate 108 years of the Long Beach Municipal Band. Bring your family and friends for music under the stars. Bring a blanket, chairs and food and enjoy the sounds of Big Band, Pop, Jazz and more.

Concerts begin at 6:30 p.m. • Free • No concert July 4

★ ★ ★ **TUESDAYS** ★ ★ ★

June 27 and July 11 at Whaley Park • July 18 and 25 at Bluff Park,
August 1 at Veterans Park

★ ★ ★ **WEDNESDAYS** ★ ★ ★

June 28 - August 2 at Los Cerritos Park

★ ★ ★ **THURSDAYS** ★ ★ ★

June 29 - August 3 at Marine Stadium

★ ★ ★ **FRIDAYS** ★ ★ ★

June 30 - August 4 at El Dorado Park West



Visit LBParks.org or 100DaysOfSummer.org
for weekly musical themes and guest artists.



KafeNeo

An American Kitchen with Greek Soul

GREEK HAPPY HOUR!

M-F 3pm to 6pm

SELECT APPETIZERS \$4
GREEK BEERS \$3

EAT FRESH

\$4

EAT GREEK

SELECT APPETIZERS \$4

- GREEK MEATBALLS
- FALAFEL
- DOLMADES
- SAGANAKI
- SPANAKOPITA
- ANY DIP W/ PITA
- CALAMARI



GREEK BEERS \$3

ALPHA. KEO. MYTHOS & SEPTUM

2800 E 4TH ST, LONG BEACH
KAFENEOLB.COM



Go See
Sal

Auto Repair & Services
1000 E. Wardlow Rd.
(Corner of Wardlow and California)
www.LBWalkerAuto.com
[Facebook.com/LBWalkerAuto](https://www.facebook.com/LBWalkerAuto)
562-981-2222

Over 43 Years of Experience

SYNTHETIC BLEND
Oil Change

\$29.⁹⁵

+Tax, Haz. Fee, Up to 5qts
Most Cars.

FULL SYNTHETIC
Oil Change

\$45.⁹⁵

+Tax, Haz. Fee, Up to 5qts
Most cars.

Smog Check

\$31.⁷⁵

+Cert 2000 & Newer Cars
(99 & Older Extra)

A/C Check

\$49.⁹⁵

Refrigerant Extra
(if needed)
Most cars.

SOLAR SOURCE[®]

RESIDENTIAL / COMMERCIAL SOLAR PROFESSIONALS



78 kW Church - Long Beach

Headquartered in Long Beach Since 2007

- Residential/Commercial Solar Installation
- Solar Project Design, Analysis and Engineering
- Project Financing/Cost Savings Analysis
- City Permitting and Fulfillment
- Utility Interconnection

(562) 206-1584 or quote@solarsourceinc.com

4801 E Anaheim St Long Beach 90804

CA LICENSE #925231 C-46 SOLAR & C-10 ELECTRICAL CONTRACTOR

LONG BEACH
100 Days of SUMMER
100DaysOfSummer.org

The movie and popcorn - Free.
Time spent as a family - Priceless.

Long Beach MOVIES

Parks, Recreation & Marine

in the Park

Sponsored by
Signal Hill Petroleum

Bring your family and friends to free movies in the park on Mondays, Wednesdays and Fridays from June 19 through August 23. Bring a lawn chair, blanket, and picnic-style dinner. Movie begins at dusk.

 (PG-13)	June 19 Signal Hill Park		June 26 Veterans Park
	June 21 Bixby Park		June 28 Pan American Park
	June 23 El Dorado Park West		June 30 Whaley Park

For upcoming titles and locations, visit
www.100daysofsummer.org or www.lbarks.org

 **LONG BEACH**
CONVENTION & VISITORS BUREAU

 **SIGNAL HILL PETROLEUM**



FACT:

Los Angeles has the Dirtiest Air in the Nation

Heavy duty diesel trucks are the No. 1 source of air pollution that causes asthma and many other health problems for our children and our communities. Underserved communities, in particular, are disproportionately affected by our region's filthy air.

Get informed. Act NOW. Start breathing cleaner air.

We can eliminate up to 90% of greenhouse gas and smog-forming emissions by switching the 16,000 trucks that serve the Ports of Los Angeles and Long Beach to new low NOx engines powered by clean, renewable natural gas.

Find out more at ACTNowLA.org for clean air NOW.





The Security Pacific National Bank Building at 110 Pine Ave. was sold to an unnamed buyer. The former office building is currently entitled to be converted into 118 residential units; however, it is unclear if the buyer will follow through with those plans. (Business Journal photograph)

■ By **BRANDON RICHARDSON**
Senior Writer

Development News

Historic Downtown Building Sold

The Security Pacific National Bank Building located at 110 Pine Ave. has been sold, commercial real estate services firm CBRE Group Inc. announced on June 8.

Laurie Lustig-Bower and Kadie Presley Wilson of CBRE represented seller Grand Pacific 7-28 LLC, a local private investor. John Buckley Gordon of Irish Commercial Brokerage and Barry Beitler of Beitler Commercial represented the buyer, an LLC comprised of several private investor entities that wished to remain anonymous.

“This property is entitled to be converted into 118 residential units, but the buyer has not yet revealed their exact plans for the building,” Lustig-Bower said. “The new project will offer both ocean and city views. In addition, this property is an ideal location to take advantage of all the growth and the best Long Beach and this area has to offer.”



A rendering of the proposed CSULB Downtown Village located between Long Beach Boulevard and Promenade North from 4th and 5th streets in the former City Place area. The 22-story project would include 800 student beds, 50 units for faculty and staff, 16 meeting rooms, a 5,000-square-foot Innovation Incubator, a 10,000-square-foot art gallery and museum space, and 45,000 square feet of ground-floor retail space. (Rendering courtesy of the City of Long Beach)

The 13-story property was built in 1925 and most recently served as an office building, but it is currently vacant except for the ground floor and basement level. The Federal Bar, a Knitting Factory Entertainment company, is a restaurant, speak-easy and live entertainment venue that occupies 16,000 square feet of the building. The facility will continue operations through the renovation process.

The purchase includes a 150-space parking structure located on 1st Street. According to Gordon, once entitlements go through, the buyer will release more details regarding the sale and future plans for the site.

Mayor Garcia Announces CSULB Village Downtown

During a presentation on new development in the City of Long Beach, Mayor Robert Garcia announced a new housing tower for California State University, Long Beach (CSULB) students and faculty, dubbed CSULB Downtown Village.

“Long Beach is quickly becoming a model city for strategic development that supports a more livable, innovative and sus-

tainable future,” Garcia said. “The proposed CSULB student village is a homerun for the city and the university. Student and faculty housing will activate our downtown core with new economic opportunities and academic partnerships.”

Located between Promenade North and Long Beach Boulevard from 4th and 5th streets in the former City Place, the proposed project would house more than 1,000 CSULB art students and faculty. The 22-story project includes 800 student beds, 50 units for faculty and staff, 16 meeting rooms, a 5,000-square-foot Innovation Incubator, a 10,000-square-foot art gallery and museum space, and 45,000 square feet of ground-floor retail space, according to project developer Shooshani Developers.

“The location, innovation, diversity and vibrancy of the city mirror our own aspirations as a university. Developing the downtown as a place where our students, staff and faculty live along with offering art, learning experiences and other campus cultural events in Downtown Long Beach is an additional way for us to add to the natural

synergies we already have,” CSULB President Jane Conoley said. “We are already close partners in education and hope to add more of our most precious asset, our people, to the downtown renaissance. We are better and stronger together.”

“The ‘CSULB Village’ is a gigantic win for the downtown core and will further activate the six-block area. This is the vision that we’ve long had for this site,” Tony Shooshani, principal at Shooshani Developers, said in a statement. “We have been working with CSULB representatives for many years on possible projects in the area. The ‘CSULB Village’ will expand the University’s presence in the city and offer workshops, housing and additional amenities that will be an asset to the community.”

The mayor’s presentation also highlighted the development of 5,000 residential units in various stages, from completed to conceptual, as well as \$500 million invested in affordable housing over the last decade. Garcia attributed growth and development to the planning and economic development efforts.

months – or a month longer than the previous year. The site makes its calculations based on comparisons of homeownership costs with renting over the same period, using forecasts of rental increases and home appreciation.

Moody’s Analytics – another data firm – now says that homeowners are moving less than at any time since before the Great Recession. The average homeowner stayed in a house an average of 8.7 years, according to statistics for 2016 – compared with about 3.5 years in 2008. Analysts point to job insecurity, declining incomes and tougher lending standards as some of the reasons, along with other unsettling remnants of the recession.

“We are coming out of a deep, dark hole called the housing bust, but we are a long way from normal. And we may never get back to normal, if normal was the average person stayed in their home for four or five years,” said Mark Zandi, chief economist of Moody’s. “We’re at eight-plus now, and even under the best of circumstances, maybe we get to six.”

This has led to a tightness in available homes for sale that has had an upward influence on prices and made it doubly tough on first-time buyers – mostly younger –

who want to get started into homeownership. The inventory of homes for sale has declined about 60% from the peak year of 2007, according to numbers from the National Association of Realtors.

This has resulted in bidding wars on properties and the popularity of buying fixer homes, not to mention a resurgence of the remodeling industry since more people are deciding to stay put and build out improvements rather than simply selling and buying another property.

But no matter how you slice it, less home-selling activity impacts the entire economy – and not just for real estate salespeople, lenders and the businesses that support them. When people move, they use movers and they buy new things. Less movement produces a ripple effect throughout the economy. Right now, existing home sales are about 75% of their pre-recession high, which is considerably lower when you add in the many people who have added to adulthood and the workforce during this time.

Economists also point out that the Baby-Boom generation, which is now reaching or has reached retirement age, was negatively impacted by the recession in a large way and has been slow to move as well because of fi-

nancial concerns. It is predicted that group will eventually sell in order to downsize – and the greatest influx could be in a new housing peak that would hit in 2020-21.

According to Zillow’s estimates, before owning pays off, a homeowner will need to own their home for 2.1 years in Riverside to be better financially than renting, up from 1.8 years in 2015. In addition, the numbers are 2.2 years in Bakersfield, up from 1.7 in 2015; 2.4 years in Sacramento, up from 2.1 in 2015; 2.5 years in Fresno, the same as 2015; 4.1 years in Los Angeles, the same as 2015; 4.1 years in San Diego, up from 3.4 in 2015; 4.5 years in San Francisco, up from 2.9 in 2015; and 5.1 years in San Jose, up from 3.2 in 2015.

But for right now, Zillow advises being patient – especially in the more expensive and desirable coastal areas, where it will take several years for homeownership to pay off versus being a renter. It appears that many more people are doing that already, which could prove to be more profitable in the long run.

(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.) ■

Realty Views

Stagnant Homeowner Movement May Be Profitable



By **TERRY ROSS**

Statistically, homeowners are staying put and are about half as likely to move as during the boom period before the housing recession of 2008. And given the latest statistics from one of the leading property data websites, this might be the best course for today’s owner if they are looking to maximize the profit potential of their house.

According to the property database website Zillow, which annually calculates how long a homeowner needs to live in a home for it to be more cost effective than renting, the national average break-even point is getting longer and is now one year, eleven



Located in Central Long Beach, the Beacon Apartments broke ground earlier this month. The first phase consists of 39 units for low-income veterans. (Rendering courtesy of JR van Dijs Inc.)

Beacon Apartments Breaks Ground

On June 12, construction on the first phase of Beacon Apartments began at 1201-1235 Long Beach Blvd. Phase one, Beacon Place, will consist of 39 units of support housing for extremely low-income veterans who are homeless or at risk of homelessness, with an estimated completion of spring 2019. Phase two, Beacon Point, which is not yet under construction, will provide 121 one- and two-bedroom rental units for low to extremely low-income seniors over the age of 62. "Beacon Apartments is yet another example of the city's commitment to meet the critical need for additional high-quality affordable and workforce housing in Long Beach," Mayor Garcia said in a press release. "The city is working to implement new housing policy recommendations adopted by the city council, and a number of affordable hous-

ing developments for veterans, seniors and families are ready to break ground in the near future." Century Housing is developing the project.

Another Step For New Fireboat Stations

At its June 12 meeting, the Long Beach Board of Harbor Commissioners approved engineering design services for fireboat stations 15 and 20. In addition, baseline budgets of \$50.1 million for station 15 and \$51.6 million for station 20 were approved. "These fireboat stations will safeguard the port and our customers in this new era of big ships," Port of Long Beach Executive Director Mario Cordero said. "They will provide the best waterside response possible, maximize landside firefighting coverage and serve as a home for our new,

(Please Continue To Page 8)

Excel Paving Company is seeking qualified Section 3 Businesses to Remove PCC, Place PCC, Grading, Remove AC, Adjust Utilities, Survey, Traffic Control, Traffic Control Plan, Place Asphalt, Tree Removal, Construct Det. Basins, Construct Catch Basins, Traffic Loops, Place Base, Supply Base, Street Sweeping, Traffic Signal, Electrical, Striping, Signage, Landscape, Irrigation for the CITY OF LONG BEACH – DAISY-MYRTLE BICYCLE BOULEVARDS.

You are invited to provide a sub-quote for this project. This project's time of completion is 120 Working Days and Liquidated Damages are \$36,456. The engineer's estimate is \$250,000. Section 3 Businesses are invited to provide quotes as a subcontractor, vendor or supplier. Excel Paving Company is an *EQUAL OPPORTUNITY EMPLOYER* We offer assistance in obtaining bonding, lines of credit, insurance, technical assistance, necessary equipment, supplies and materials, and plans & specs at the subcontractor's request. Plans and Specifications are posted on Long Beach's Planet Bids Vendor Portal at <https://www.planetbids.com/portal/portal.cfm?CompanyID=15810>. They can be obtained via our FTP site at https://www.mediafire.com/folder/kqr9zh724344i/2017-06-28_Long_Beach. They are available for review at our office (We need to be contacted beforehand to be sure they'll be available). Excel Paving Company intends to seriously negotiate with qualified subcontractors, suppliers and vendors, particularly with Section 3 Businesses. If you contact Excel via email, please refer to the project name in the subject box. Otherwise it may be considered SPAM.

Contact: Elizabeth Krieger

Excel Paving Company, 2230 Lemon Ave., Long Beach, CA 90806

Phone: (562) 599-5841 • Fax: (562) 591-7485 • Email: ekrieger@excelpaving.net

Bid Due on: 6/28/2017 at 10:00 AM • Bid Number: R-7080

SOUTH BAY COMMERCIAL PROPERTIES

FOR LEASE

11747 E. Carson Street, Lakewood, CA 90715
 Build-To-Suit 5,520 SF on 31,322 SF Lot
 • Seeking National/Regional Retailers & Medical Office Users
 • Prime location near Long Beach Towne Center
 • Owner will significantly improve property for Creditworthy Tenant

*Possible Illustration Render

SOUTH BAY COMMERCIAL PROPERTIES

FOR LEASE

1087 Redondo Avenue, Long Beach, CA 90804
 1,333 SF Highly Improved Creative Space
 • Open Layout with Two Private Offices and Kitchenette
 • ADA Bathroom • Private Gated Parking in Rear
 • Cameras, Alarms and Motion Sensors
 • Rare Storage Room w/Roll-Up Door

© 2017 Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates. All Rights Reserved. Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates fully supports the principles of the Equal Opportunity Act. Each Office is Independently Owned and Operated. Coldwell Banker Commercial and the Coldwell Banker Commercial Logo are registered service marks owned by Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates. All information contained herein is from sources deemed reliable and is submitted without any warranty or representation, express or implied, as to its accuracy or completeness. We assume no liability for errors or omissions of any kind. Corporate BRE: #01330395

CALL FOR DETAILS [(562) 495-6070 | CBCBLAIR.COM]

BLAIR WESTMAC

Serious About Selling?
 Call us for a **FREE** Property Analysis

2820 65th Street
 Asking Price \$1,275,000

- 6 (six) Units - 6-1bd/1ba
- Turnkey Investment
- All Separately metered
- Parking for each unit

142 Bonito Avenue
 Asking Price \$1,795,000

- 4 (four) Large Units
- 4-1bd/1ba
- 1 block from the beach
- Remodeled "Like New" Units

George Bustamante Mobile: (714) 856-7017 GBustamante@cbcblair.com BRE# 01484265	Steve Warshauer Mobile: (562) 397-9520 SteveW@cbcblair.com BRE# 00499477	Cameron Jacques Mobile: (310) 490-8134 CJacques@cbcblair.com BRE# 01852032
---	---	---

CBCBlair.com/multifamily

LOCAL EXPERIENCE | GLOBAL STRENGTH

JUST SOLD

4231 - 4241 & 4251 Long Beach Blvd.
Long Beach, CA 90807

FOR LEASE

- Former Famous Hof's Hut (Bixby Knolls)
- Restaurant/Retail
- Approximately 6,200 Sq Ft (divisible)
- Ample Parking

PETER PAPPAGEORGE peterp@incocommercial.com BRE #01953187	DOUG SHEA dshea@incocommercial.com BRE #00875427
---	---

INCOCOMMERCIAL.COM
 6621 E. PACIFIC COAST HWY., STE. 280 | LONG BEACH, CA 90803 | 562.498.3395 | **DRE #01359006**



Construction is underway on Ensemble Real Estate's five-story development at 207 Seaside Way, behind The Breakers. The project includes 113 residential units and 2,000 square feet of retail space. Also pictured is the construction of a pedestrian bridge connecting The Promenade along Pine Avenue to the Long Beach Performing Arts Center. (Photograph by the Business Journal's Larry Duncan)

(Continued From Page 7)

state-of-the-art fireboats. With ships more than doubling in size in the last decade and cargo traffic breaking monthly records, this is a needed upgrade to port safety." Station 15 will be located on the main channel and is scheduled for completion in 2020, while station 20 will be located in the inner harbor and is scheduled for completion in 2021. Each station proposal includes living quarters, a garage for firefighting apparatus and full waterside wharf with an enclosure for the fireboat. The proposals also include water-saving technology, energy-efficient appliances, natural ventilation and other environmentally friendly features.

Seaside Way Development Underway

Construction has begun on Ensemble

Real Estate's five-story, mixed-use development project located at 207 Seaside Way. The project will include 113 residential units and 2,000 square feet of retail space. The development is located adjacent to a new 605-foot-long pedestrian footbridge, which will connect the convention center walkway near Pine Avenue and the Performing Arts Center.

Real Estate News

Stepp Commercial Completes Two Multimillion-Dollar Sales

Principal Robert Stepp and Vice President Michael Toveg of Stepp Commercial represented Pacific Palisades in the \$4.65 million sale of a 16-unit property located at 1175 E. 2nd St. A private investor from Orange County was the buyer. "This prop-



Stepp Commercial sold the apartment complexes at 1175 E. 2nd St., left, and at 30 W. 49th St. Both properties are in Long Beach. (Photographs by Stepp Commercial)

erty offered the buyer an excellent rental location in Alamitos Beach and a nice mix of recently renovated units securing strong rents, as well as the opportunity to upgrade the remaining units to add more value as leases expire," Toveg said. The three-story property was built in 1964 and includes six one-bedroom units, 10 two-bedroom units, a central courtyard, eight private garages and a laundry facility. Eight of the units were recently fully renovated.

Stepp and Toveg also represented PS Realty Holdings LLC in the \$2.4 million sale of Forty-Ninth Street Apartments located at 30 W. 49th St. to a private investor from Los Angeles. "Forty-Ninth Street Apartments provides the buyer with an ideal opportunity of adding value to the asset by upgrading the units and bringing rents up to market rates. It is one of the nicest properties in the neighborhood," Stepp said. Toveg added, "What many Los Angeles-area apartment investors may not know is that Long Beach is a non-rent-controlled market which provides the opportunity to realize a solid return by upgrading older product, as compared to other areas in the region that are limited by rent control restrictions." Built in 1963, the two-story property includes one one-bedroom unit and 11 two-bedroom units.

City Council Calls On Vacant Lot Owners

At its June 13 meeting, the Long Beach City Council approved the creation of the Urban Agriculture Incentive Zone (UAIZ) program and the establishment of a Vacant Lot Registry. Owners of vacant lots will now be obligated to register their properties every year and adhere to stricter maintenance standards. According to Vice Mayor Rex Richardson, the registry will allow the community to access a publicly available database to become informed about vacant land opportunity sites that could be utilized for specific community-serving uses. Richardson said one such use could be the UAIZ program, which will give tax breaks to property

owners who allow their vacant lots to be used as community gardens or urban farms.

Retail News

Bixby Knolls Update

Blair Cohn, executive director of the Bixby Knolls Business Improvement Association, provided the Business Journal with the following update on new business activity in the Bixby Knolls area:

- 4047 Long Beach Blvd. – Summerjax, a design and branding studio, has already moved in and is currently renovating the building with an expected completion in August.
- 4310 Atlantic Ave. – Niky's Sports, a specialty soccer store with multiple locations, will do some minor work to the building and hope to open by August.
- 4121 Long Beach Blvd. – The Merchant, "a modern twist on a country general store" featuring artisan breads, coffees and provisions, opened in mid-May.
- 4121 Atlantic Ave. – Edgar & James, a Goodwill specialty store and donation center, is undergoing major construction at the former Trader Joe's location, with an estimated opening in August or September.
- 3803 Atlantic Ave. – Bixby Trading Post, "a group-owned marketplace for handmade and locally sourced goods," described as a "general store meets the farmers market," opened on May 5. Also opening May 5 at 3803 Atlantic Ave. – Sister LB, a women's clothing store.

New Suit Store In North Long Beach

Suit City By Sorento is now open at 5536 Atlantic Ave. The business operated for 10 years in the San Fernando Valley before moving to Downtown Los Angeles where it operated for the past 15 years. The business relocated to Long Beach to expand and opened the 2,000-square-foot store at the end of May. Store manager Arash Kashani said they chose Long Beach because the space is nice, with a storefront and walking traffic. For more information, call 562/422-0399. ■

2017 Mid-Year Economic Outlook

A Comprehensive
Look At The State Of
The Local Economy

AD RESERVATION DEADLINE: JUNE 26, 2017
ARTWORK DEADLINE: JUNE 27, 2017

ISSUE DATE: JULY 4, 2017

ADVERTISE IN THE

Long Beach Business Journal

Please call to reserve your ad space

562/988-1222

Mayors Garcia, And Garcetti Commit To Zero-Emission Ports By 2035

■ By **MICHAEL GOUGIS**
Contributing Writer

The ports of Long Beach and Los Angeles plan to aim for zero-emission operations by 2035, and together they will push other ports and cities on the West Coast toward a similar goal, the mayors of the two cities said last week.

In a joint declaration outlining their intentions, Long Beach Mayor Robert Garcia and Los Angeles Mayor Eric Garcetti made it clear that they were making a statement in response to the U.S. withdrawal from the Paris agreement on climate and environmental protection.

And they also wanted to make it clear that on environmental issues, the two — together, by far the country's busiest port complex — would not be competitors but collaborators, working together to create a market to drive clean technology for cargo moving equipment, trucks and rail vehicles.

"Most of you can remember, like I do, what the air looked like just 10, 20 years ago," Garcia said at a news conference along the waterfront in San Pedro. "This is not just a step forward for the ports of Long Beach and Los Angeles. It's a direct statement that we will not go backward in this country, in this region, that we will push back every step of the way to ensure that we meet the goals of the Paris agreement, and that Long Beach and Los Angeles continue to lead when it comes to clean air and environmental protection."

"Washington may not care about clean air or think that environmental justice for people who live near our ports isn't anything to be concerned about," Garcetti said. "You can be damned sure that we do. These are our communities. We're not letting anyone move us backward. We're going to fight for our air, we're going to fight for our families, and we're going to fight for our jobs."

"There are 10 times the number of jobs in clean energy in this state than there are coal jobs in this entire country. China gets it — these are the jobs of the future. Europe gets it — these are the jobs of the future. And the ports of Long Beach and Los Angeles get it — there are jobs connected to getting this right."

While emissions have been dramatically reduced since the Clean Air Action Plan's adoption in 2006, the ports remain the single largest source of air pollution in Southern California, said Los Angeles City Councilmember Joe Buscaino, who represents the San Pedro region. And it doesn't take much to remember the foul, polluted air in Southern California when he was growing up, he said.

"Many of us remember when there was

a heavy, brown haze hanging over the ports and over our cities. It was easy to forget that we actually had mountains to the north of us," Buscaino said.

At the news conference, the mayors committed to complete the 2017 update of the Clean Air Action Plan for the ports by November. It is the latest step toward meeting the environmental goals laid out in the plan, which has been implemented during the past 10 years. Specific targets identified by the mayors include 100% of the cargo handling equipment in the ports to emit zero pollutants by 2030 and for all trucks to emit zero pollutants by 2035.

Currently, the ports are working on a draft of the latest update of the plan. In public comments to date, shippers and cargo handlers have questioned whether pursuing a zero-emissions goal would

miss the opportunity to implement ultra low-emissions technologies much earlier than 2035.

Garcia and Garcetti also announced that they would be taking their ideas on the road to other port operators, with the intention of creating a demand for zero-emissions equipment for cargo handling and transportation. The Green Ports Collaborative's goal is to get ports and cities to commit to purchasing zero-emission vehicles and to cut emissions from vessels while at dock and in the port complex.

The collaborative is a new initiative of the Climate Mayors group, an organization of U.S. mayors who have committed to environmental and climate protection policies in their cities and to meet the standards of the Paris climate agreement.

Nearly 300 mayors in the U.S., representing more than 60 million residents, have signed on to the Climate Mayors association, with the number more than quadrupling in the days since federal officials announced the U.S. withdrawal from the agreement.

The collective purchasing power of the Climate Mayors communities and associations like the Green Ports Collaborative will be the force that ultimately drives the technology needed to further reduce emissions and pollutants, Garcetti said.

"We don't want people undercutting each other at the price of the residents in their communities. We want to build a marketplace that builds a demand for zero-emission trucks and equipment," he said. "We know when we approach the

(Please Continue To Page 11)

Can we lend a hand?

Our lending team works directly with our clients. We take the time and effort to understand your business and the current economic climate for your industry.



Yvonne Santos

Vice President & Small Business
Administration Underwriter

Shannon E. Vinson

Senior Vice President &
SBA Department Manager



INTERNATIONAL CITY BANK
Business made personal

249 E. Ocean Boulevard, Long Beach, CA 90802 | 562.436.9800 | icb.biz

© 2017 International City Bank



A photograph of two men in safety gear at a port. The man on the left, wearing a black cap, sunglasses, an orange safety vest, and white gloves, is pointing at a control panel on a large metal structure. The man on the right, also in a black cap and sunglasses, wears a yellow and orange safety vest and has a tattoo on his left arm. They are standing on a yellow-striped walkway next to a large industrial structure.

Pacific Harbor Line moves
140 tons of cargo per second.

Three years in the Army had
prepared **Mike** for just about anything.

Pacific Gateway linked PHL with 28 new employees, and
paid 50% of their wages during their training period.
Many of them veterans, like Mike.

Strong businesses need hardworking people. We make the connection.

CONTACT:

Cort Huckabone • (562) 570-4576 • cort.huckabone@pacific-gateway.org

pacific-gateway.org/business

A free business service from the City of Long Beach.



As officials from the Port of Long Beach and the City and Port of Los Angeles look on, Mayor Robert Garcia of Long Beach, left, and Mayor Gil Garcetti of Los Angeles display the joint declaration they signed "that sets ambitious goals for the ports to make the transition to zero emissions in the Clean Air Action Plan (CAPP)." In a statement, Garcia said, "CAAP will include new investments in clean technology, expanding at-berth emission reductions, and launching a zero emissions drayage truck pilot program in the next few years." (Port of Los Angeles photograph)

(Continued From Page 9)

Teslas and the GMs, the Fords and the Nissans of the world – when all of our cities come together – they see a marketplace that is worth their investment."

"This is really brave new territory. We will set these goals. There will be setbacks. They might be scientific setbacks. The technology might not be there. Other times, we will surpass our goals. We will see technologies emerge more quickly than we ever thought possible. But only because we stay unified and have a joint commitment. If we don't keep pushing, if we don't have these goals, we will never get there," Garcetti said.

Garcetti said the technological advancements needed will prove to be the largest obstacles that will have to be overcome to meet those goals. But fear will be an obstacle that must be overcome en route to creating the necessary advances in technology, he told the Business Journal.

"I think it's technological – and then just psychology, the fear: Does environmental mean fewer jobs for my members, or less business?" Garcetti said after the news conference had ended. "I think we're showing that by going green, the state has created more jobs. There is a practical reason other nations are signing on to Paris. They know that there are solar installation jobs, there are manufacturing jobs, there are transportation jobs. Los Angeles, Long Beach and California understand that, even if the White House doesn't." ■

San Pedro Bay Ports Experience Busiest May Ever

■ By **SAMANTHA MEHLINGER**
Assistant Editor

Both the Port of Long Beach and Port of Los Angeles experienced the busiest May in their histories this year, achieving record highs for the month in cargo traffic volumes.

At the Port of Long Beach, 648,287 twenty-foot equivalent units (TEUs) of cargo passed through in May. Total cargo volumes increased by 1.2% compared to May of last year. Imported container traffic increased by 1.8%, while export traffic decreased by 14.3%. Shipment of empty containers increased by 12.6%, according to the port.

Year to date through May, overall traffic at the Port of Long Beach (POLB) increased by 4.1%. The port attributed its growth to new vessel-sharing alliances and increased terminal use.

The Port of Los Angeles (POLA) experienced a 3.4% increase in overall cargo volumes in May, with 796,216 TEUs moving through its facilities. Import traffic increased by 3.1%, exports rose 4.4%, and empty container movement increased by 3.1%, according to POLA.

(Please Continue To Page 12)

The Best Nail Spa

2 Full Set Acrylic:
\$27.99

Acrylic Fill:
\$11.99

Gel Polish:
\$10.00

1 Spa Pedicure
1 Full Set Acrylic:
\$27.99

Manicure &
Spa Pedicure:
\$19.99

Eyebrow Tint &
Eyebrow Wax:
\$15.00

Eyelash
Extension:
\$13.99

FREE Eyebrow
Wax with
Eyelash Extension

FREE Nail
Design with Any
Full Set Acrylic



5221 Atlantic Avenue • Long Beach, CA 90805
562 • 423 • 7830

M-F: 9:30am - 7pm • Sat: 9am - 6pm
Closed Sunday



We operate at the pleasure of the community

**24/7 COMMUNITY
HOTLINE**

WILMINGTON PLANT
(310) 522-6367

Fire alarms tested
Wednesdays at 12:30 p.m.

Comprobamos las alarmas
de incendio los Miércoles
a las 12:30 p.m.

CARSON PLANT
(800) 377-2726

Fire alarms tested
Wednesdays at 8:00 a.m.

Comprobamos las alarmas
de incendio los Miércoles
a las 8:00 a.m.



Seagram's or
Pinnacle Vodka **\$7.99** EACH
+ tax 750 mL

OPEN 6AM - 2AM

LIQUOR & MARKET

VISA • EBT • Lottery

New Look! New Owner! New Manager!

Weekly Liquor Specials • Coldest Beer In Town

100 E. Pacific Coast Hwy. • Long Beach, CA 90806 • 562-591-1448

BOULEVARD



BUICK



2800 Cherry Avenue Signal Hill
(562) 492-1000



BOULEVARD4U.com



Cadillac



2850 Cherry Avenue Signal Hill
(562) 595-6076

(Continued From Page 11)

Year to date through May, POLA has seen an 8.5% increase in cargo volumes compared to 2016.

“Our strong belief is that if we continue to build the most modern facilities of any port in the United States and provide the best service, the customers will come,” POLB Executive Director Mario Cordero stated.

In a POLB statement, Long Beach Harbor Commission President Lori Ann Guzmán noted that the strong U.S. dollar is increasing imports but not helping export traffic. “Still, we’re in line with our projections for the year, and the port is in a strong position as we head into the peak season,” she stated.

Recognizing Their Legacy

Historic Long Beach Businesses And Organizations

The last edition of the Long Beach Business Journal featured a listing of 223 historic businesses that opened in Long Beach prior to 1970 and continue to operate in the city. We also listed 46 nonprofit/membership organizations. Businesses and organizations not included were encouraged to reach out to add their names to the list. We received calls from the following:

- Oberjuege Auto Repair, 228 Redondo Ave., founded in 1952
- DiPiazza’s, 5205 E. Pacific Coast Hwy., founded in 1952
- Heather R. Chambers, CPA, 1230 E. Wardow Rd., founded in 1946 as Vern Halter, Public Accountant

To view the original article, visit <http://bit.ly/2swOKyz>.

“We continue to see balanced year-over-year growth both on the import and export side of our operations,” Gene Seroka, POLA executive director, said of the news. “With nearly one million jobs – one in nine jobs in the region – tied to San Pedro Bay port complex operations, we continue to focus on supply chain efficiency, optimization and sustainability.” ■

L.A. Port Releases Supplemental EIR For China Shipping Terminal

■ By **SAMANTHA MEHLINGER**
Assistant Editor

The Port of Los Angeles has released a draft supplemental environmental impact report (EIR) to the original 2008 EIR, which addressed the construction and operation of the China Shipping Container Terminal. The supplemental document examines the continued operation of the terminal with new or modified mitigation measures and takes into account expected higher cargo volumes than were originally estimated.

Based upon forecasted cargo growth, the EIR “examines whether potentially new significant environmental impacts or substantially more severe impacts would occur in the areas of air quality, greenhouse gases and ground transportation,” according to a port statement.

A 45-day public comment period takes

place from July 16 to July 31. Public comment is also being accepted at an open meeting on July 18 at 6 p.m. at the Port of Los Angeles Administration Building, 425 S. Palos Verdes St., San Pedro.

The document is available to view online at www.portoflosangeles.org/EIR/ChinaShipping/DSEIR/dseir_china_shipping.asp and at the following locations:

- Port of Los Angeles Environmental Management Division, 222 W. 6th St., Suite 900, San Pedro
- L.A. Public Library, San Pedro Branch, 931 S. Gaffey St., San Pedro

- L.A. Public Library, Wilmington Branch, 1300 N. Avalon, Wilmington

- L.A. Public Library, Central Branch, 630 W. 5th St., Los Angeles

Written comments may be submitted via e-mail to ceqacomment@portla.org or by mail to:

Port of Los Angeles, Chris Cannon, Director of Environmental Management, P.O. Box 151, San Pedro, CA 90733-0151.

Questions about the project may be directed to Lisa Ochsner, project manager, at 310/732-3412. For more information, visit www.portoflosangeles.org. ■

Another Step Toward A City Styrofoam Ban

■ By **BRANDON RICHARDSON**
Senior Writer

During the June 13 meeting of the Long Beach City Council’s Environmental Committee, Public Works Environmental Services Bureau Manager Diko Melkonian made a presentation regarding the proposed ban on polystyrene (Styrofoam) in the city. The three-member committee is chaired by Councilmember Daryl Supernaw and includes Vice Mayor/Council Rex Richardson and Councilmember Jeannine Pearce.

As part of the original request by the city council in December, environmental services has gathered stakeholder input during five meetings, including June 13. Melkonian made similar presentations during another environmental committee meeting in February, at a sustainable city commission meeting in March, and eco-


nomics development meetings in March and May.

“At each one of these meetings, there was opportunity for public input, and there was quite a bit of public input,” Melkonian said during his presentation. “If you attended any of those meetings, you would find that there are people that are very passionate on both sides of this issue, and we were fortunate enough to be able to include them and take their comments into consideration.”

In the latest presentation, a timeline for the implementation of various phases was included. Phase one of the ban would go into effect on October 1 and would apply to all city departments, facilities and events. Phase two would apply to large restaurants and go into effect on April 22, 2018. Phases three and four would go into effect October 1, 2018, and would apply to small restaur-

(Please Continue To Next Page)

Annual Focus:
City of Signal Hill



AD RESERVATION DEADLINE: JULY 12, 2017
ARTWORK DEADLINE: JULY 13, 2017

ISSUE DATE: JULY 18, 2017

ADVERTISE IN THE
Long Beach Business Journal
Please call to reserve your ad space
562/988-1222

CITY OF LONG BEACH
BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Cummins & Detroit Engine Parts & Repair Services	ITB FS17-094	06/21/2017
(1) Ford F-450 Stake Bed Truck w/Lighting Pkg	ITB FS17-098	06/21/2017
(2) Jeep Wrangler Unlimited Sport	ITB FS17-099	06/21/2017
S-1 Sewer Lift Station Rehab Project (SC-0275)	WD-23-15	06/22/2017
Rainbow Lagoon Recirculation Pump Repl Project	R-7065	06/22/2017
RFP for Professional Lab Services (Water Dept)		06/23/2017
Leeway Pier, Gandola Dock & Shed Struct Rebuild	R-7031	06/27/2017
Daisy-Myrtle Bicycle Boulevards	R-7080	06/28/2017
Central LB Best Start Collaborative Facilitator	RFP HE17-105	06/28/2017
Whaley Park Concession Building Improvements	R-7025	06/29/2017
CC&B/MWM/Integration Managed Services	RFP TI17-095	06/29/2017
Allison Transmission Parts & Services	ITB FS17-086	06/22/2017
(3) Ford F-550, CNG, Aerial w/Hybrid System-PW	ITB FS17-101	06/29/2017
(1) Ford F-550, CNG, Aerial w/Hybrid System -TI	ITB FS17-102	06/29/2017
Employee Healthcare Benefits Consultant/Actuary	RFP HR17-104	06/30/2017
Develop & Implement Traffic Calming Measures for Traffic Exiting the I-710 into Long Beach	R-7053/R-7056	07/05/2017
Traffic Signal Equipment	ITB PW17-084	07/06/2017
Annual Respirator Fit Testing	ITB FD17-107	07/06/2017
Pool Chemicals, Supplies & Service	ITB PR17-100	07/11/2017
Prefabricated Lifeguard Station	ITB PW17-096	07/13/2017

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

Bidder Registration

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

AUTO LIEN SALE AUCTION

3111 E. Willow Street
Long Beach, CA 90806
(562) 570-2828

June 27 & July 11, 2017
Registration & Viewing Hours:
8:00 A.M. – 9:50 A.M.

<http://www.longbeach.gov/finance/services-and-permits/towing-and-lien-sales/auktion/>

rants and other businesses, including caterers, hospitals, nursing homes, grocery stores, hotels and schools.

Melkonian said city staff is still trying to determine how to differentiate between large and small restaurants, adding that the number of seats is being considered as an option.

"One of the big concerns out there was from mom and pops, smaller restaurants, having concerns about the impacts on them," Melkonian said. "So we felt by giving them these separate phases, we could give a little bit of relief up front and give these smaller restaurants a little more time to come into compliance."

The proposed implementation dates are tentative, Melkonian explained. He said the final timeline would ultimately be set by the city council after hearing all stakeholder input. During the committee meeting, Richardson and Pearce said they would like more time between phases two and three to give small business owners more time to adjust to the transition.

"When we come up with these things at city council, we try to be good stewards of the planet and we try to be environmentalists. But sometimes we forget about the small guy," Richardson said. "I'm glad to see that there is a phase in."

The products chosen by each business to replace polystyrene, according to Melkonian, will determine the economic impacts on businesses caused by the ban. He explained that some alternatives could be less expensive, cost the same or be more expensive. However, he said other cities that have implemented similar bans report higher initial cost, with a reduction as more businesses

transition and supply and demand takes over.

Additionally, Melkonian said staff is looking at developing cooperative purchasing opportunities to help businesses save money and would assist restaurants in linking with vendors, as well as including an undue hardship clause to exemption requests.

The ordinance would also include a public education element featuring a multi-language website and print materials, open-house meetings and a hotline. Melkonian said staff is also considering temporary waivers, incentives for businesses that comply early and exemptions for businesses to exhaust existing polystyrene inventory.

"We will have enforcement provisions in our current operations," Melkonian said. "The health department will be looking as they do their annual health inspections that restaurants are coming into compliance with whatever format the ordinance may take."

Some public commenters, such as members of the Surfrider Foundation and Don't Waste Long Beach, praised the proposal as a step in the right direction and a means for Long Beach to lead the way for surrounding cities. While restaurateurs, the California Restaurant Association and the Plastic Food Service Packaging Group maintained that the ban would unnecessarily hurt business owners and would do little to solve litter issues, as most polystyrene litter does not come from the food service industry but rather packaging materials.

City staff will incorporate the most recent public comments into the information provided to city council for further deliberation. A date has not been set for the meeting before the full city council. ■

Baking
fresh baked products
since 1993



GROUNDS

BAKERY & CAFE

Family Owned
& Operated.
Free
Wi-Fi access
& Private
Meeting Room

**Let Grounds Bakery Cafe deliver to your next event.
Breakfast, lunch or an afternoon snack.
Let us cater your next business meeting!**

**From fresh baked goods, sandwiches, salads, gourmet pizzas
desserts and coffee, all delivered to your office.**

Grounds Bakery Cafe. 6277 E. Spring St. Long Beach, CA 90808
(Corner of Spring St. & Palo Verde Ave) Like us on Facebook.com/GroundsCafe
Order online at www.groundscafe.com from your desktop, tablet or mobile device
Phone (562)429-5661 - Fax (562)429-5779

We Have a Lot of Competition, but our Ribs Don't!



NAPLES RIB COMPANY

- Also Featuring: Steaks, Tri-Tip, Chicken, Prime Rib, Fresh Fish, Sandwiches and Salads
- Family Owned & Operated
- Kids Menus
- Cocktail Lounge w/ 3 T.V's
- Tableside Magic Sunday Nights
- Warm & Comfortable Booths
- Reservations accepted
- Open at 4pm Monday-Friday
- Open at Noon Saturday-Sunday
- Take-out available after 10:30 a.m.
- Buckets, Party Paks, and Trays!

Naples Rib Company
5800 East 2nd St, Long Beach
(562) 439-RIBS
RibCompany.com
f FIND US ON FACEBOOK

\$10 Off
Your Order of \$75 Or More

Not redeemable with any other offer, discount, coupon or price special
Expires August 15, 2017

A Trip to Italy

For Only \$9.65!

**Enjoy our Lunch Buffet featuring a
Spring Garden Salad Bar plus a rotating
menu of 7 or more authentic Italian specialties!**

Farfale Alfredo w/ Chicken & Broccoli

Rigatoni al Forno

Ziti w/ Sun Dried Tomatoes & Mushroom

Linguini e Vongole

Penne con Pesto Parmigiano

Lemon Chicken Piccata

Meat Balls in Meat Sauce

Italian Sausage w/ Peppers & Onions

An assortment of traditional & gourmet pizzas & more...

Mon. - Fri.
11am-2pm





562.432.2211

562.595.6138

Order Online

250 W. Ocean Blvd., L.B.

401 W. Willow St., L.B.

BUONOSPIZZA.COM

LONG BEACH CALIFORNIA

ESTD 1991

E.J. Malloy's

Sports Pub & Grill

AGED 25 YEARS

At EJ's we promise the stools will always rise to meet you
and our staff will make you feel like you are at home.

**We have the MLB Package,
and we show all the Dodgers games.**

Three Long Beach locations
Belmont Heights | Bixby Knolls | Los Altos

Breakfast served Saturdays and Sundays.
Lunch and Dinner 7 days a week.

www.ejmalloypub.com

EXPERIENCE THE ULTIMATE DRIVING MACHINE AT LONG BEACH BMW



The Ultimate
Driving Machine

2017 BMW 530i SEDAN SOPHISTICATION, TURBOCHARGED.

SINCE ITS INCEPTION, THE 5 SERIES HAS COMBINED LEGENDARY BMW PERFORMANCE WITH A LEVEL OF REFINEMENT THAT KNOWS NO EQUAL. WITH LEADING INNOVATIONS IN BOTH DRIVING DYNAMICS AND INTERIOR TECHNOLOGY, THE ALL-NEW 5 SERIES IS JUST AS AMBITIOUS AS THOSE WHO DRIVE IT.



LEASE FOR **\$399** PLUS TAX PER MONTH!

5 AVAILABLE AT THIS PRICE
\$5,444 DOWN + FEES / 10K MILES PER YEAR
MSRP: \$54,035

* STOCK #HG894306. 36 MONTHS LEASE, 10K MILES PER YEAR, .25 PER MILE OVER. DOES NOT INCLUDE LICENSE, TAGS, TAX AND FEES. OFFER VALID ONLY AT LONG BEACH BMW. OFFER MAY BE COMBINED WITH OTHER OFFERS ON THIS WEBSITE. PLEASE CONSULT YOUR CLIENT ADVISOR FOR COMPLETE DETAILS. VOID WHERE PROHIBITED. OFFER VALID ON APPROVED CREDIT. PHOTO FOR ILLUSTRATION PURPOSES ONLY. MUST PRESENT WEB SPECIAL FOR THIS PRICING. EXPIRES 6/30/2017

2017 BMW i3 BEV EVERY GREAT REVOLUTION BEGINS WITH A CHARGE.

IT STARTED WITH A VISION. A VISION TO COMPLETELY REIMAGINE THE FUTURE OF MOBILITY AND RETHINK WHAT IT MEANS TO DRIVE AN ELECTRIC VEHICLE. AND HERE WE ARE—THIS VISION IS NOW A REALITY. MEET THE ALL-ELECTRIC BMW i3 AND THE PLUG-IN HYBRID BMW i8. IT'S TIME TO FORGET EVERYTHING YOU ONCE THOUGHT ABOUT ELECTRIC



LEASE FOR **\$199** PLUS TAX PER MONTH!

5 AVAILABLE AT THIS PRICE
\$5,444 DOWN + FEES / 10K MILES PER YEAR
MSRP: \$47,295

* STOCK #HV949904. 36 MONTHS LEASE, 10K MILES PER YEAR, .25 PER MILE OVER. DOES NOT INCLUDE LICENSE, TAGS, TAX AND FEES. OFFER VALID ONLY AT LONG BEACH BMW. OFFER MAY BE COMBINED WITH OTHER OFFERS ON THIS WEBSITE. PLEASE CONSULT YOUR CLIENT ADVISOR FOR COMPLETE DETAILS. VOID WHERE PROHIBITED. OFFER VALID ON APPROVED CREDIT. PHOTO FOR ILLUSTRATION PURPOSES ONLY. MUST PRESENT WEB SPECIAL FOR THIS PRICING. EXPIRES 6/30/2017

Lawsuit Filed Against Proposed Belmont Pool

■ By **BRANDON RICHARDSON**
Senior Writer

On June 13, local activist group Citizens About Responsible Planning (CARP) filed a lawsuit at the Los Angeles County Superior Court challenging the certification of the environmental impact report (EIR) for the Belmont Beach and Aquatic Center.

“We support the city’s effort to provide more swimming pools for the public and even a new competitive swimming venue,” Joe Weinstein, CARP board president, said. “But the city didn’t adequately inform the public of all the adverse impacts of building the facility on the beach site and utterly failed to identify and consider superior sites in other parts of the city.”

The complaint claims inadequate analyses of impacts from foreseeable sea level rise, visual and aesthetic degradation, violations of height-limit ordinances and a lack of traffic and biological studies, according to a press release.

Organizations such as the Surfrider Foundation, Long Beach Area Peace Network and El Dorado Audubon argued that officials should have more seriously considered other downtown or inland sites that would be cheaper than the proposed \$103 million project and grant better access to the public citywide.

“The concerns raised by the [California] Coastal Commission staff about inadequate analysis of sea level rise and impaired coastal views were nearly identical to concerns CARP expressed at the hearing,” Ann Cantrell, a founding member and CARP boardmember, said. “We are disappointed the city didn’t choose to consider alternatives which would have



provided more benefits for the public and avoided all these challenges.”

The activist group had filed an appeal to the Long Beach City Council with the same

claims; however, the council voted to approve the project at its May 16 meeting. The project still requires coastal commission approval and CARP has filed an appeal

to the commission, in addition to its lawsuit.

Long Beach City Attorney Charles Parkin said the city has no comment at this time. ■

Land Use And Urban Design Elements Reviewed By Council, Commission

■ By **SAMANTHA MEHLINGER**
Assistant Editor

Both the Long Beach City Council and Long Beach Planning Commission held study sessions on the proposed updates of the Land Use Element and Urban Design Element of the General Plan during the week of June 12. Long Beach Development Services (LBDS) staff gave presentations to the governing bodies to discuss what the elements entail and how their goals are aligned with the city’s future needs.

State law requires the city to update the Land Use Element, which was last revised in 1989. The Urban Design Element, formerly known as the Scenic Routes Element, was created in 1975 and never updated.

According to the presentations, which were delivered by Advance Planning Officer Christopher Koontz, 11 years’ worth of public input went into the documents. Since the Land Use Element was last updated, the city has gained 44,000 more residents and will likely have another 18,000 by 2040.

The Land Use Element maps out allowed land uses, building types and height requirements within the City of Long Beach. It takes into account forecasted job and population growth and includes guidelines for future entitlement and zoning decisions, according to the presentation.

The Urban Design Element sets city-wide standards to “elevate design in public and private spaces,” according to Koontz’s presentation. The element “functions as the glue between individual projects assuring the streets, plazas, promenades, parks and gathering spaces connect and work together,” as stated in one of Koontz’s PowerPoint slides.

Both elements have been written to be

consistent with the city’s Blueprint for Economic Development, which calls for reducing development costs and the number of days to entitle projects. According to LBDS staff, the approval of the elements is necessary to implement the blueprint.

Neither the council nor planning commission gave LBDS staff any official directives regarding the documents. Kevin Lee, communications officer for LBDS, told the Business Journal that the documents will return to the planning commission in late July or early August, at which point city staff will ask for specific recommendations. The city council may not review the document again until the fall, he said. ■

A City Election Where No One Votes?

(Continued From Page 1)

Challengers?

Zip for the citywide seats. The odds are very high that Mayor Robert Garcia, City Attorney Charlie Parkin, City Auditor Laura Doud and City Prosecutor Doug Haubert will run unopposed, guaranteeing each another four-year term without campaigning or receiving a stamp of approval from the voters.

Among councilmembers, only one person – in the 3rd District – has filed an intent to run. “Intent” is not the same as actually running – which, among other requirements, includes a filing fee. If this person is a serious candidate, they will file the paperwork necessary to form a campaign committee and raise money.

The filing deadline to “officially” run is not until January 12, but let’s face it, if one is going to mount a legitimate challenge to an incumbent, he or she would have already been campaigning for months, created a campaign committee, sent out press releases to maximize news coverage and raised money – lots of it.

So, yes, accountability be damned, we just might have an election next April 10 where not one of the city’s nearly 275,000 registered voters has a voice.


Incumbents will certainly be angling for money to build up a war chest. Here’s some advice to voters: Put away your checkbook. Don’t donate unless the incumbent has a challenger. An elected official with integrity will not pressure you to donate.

And a note for incumbents, specifically to city councilmembers, who are the ones setting policies for all residents and business owners: Don’t assume getting a free ride is the same as “you’re doing a good job.” There is a long list of issues that have irked constituents, including tax increases, crime, homelessness, street/sidewalk repair prioritization, union issues with hotels, project labor agreements, code inspections, rental housing policies, the rejection of international flights, and the minimum wage (you knew the state was going to act, but you had to push it anyway, causing a lot of anxiety among the small business community that you all claim you support).

If it were up to me, incumbents without challengers would still have to face the voters. “Do you support or oppose (name of incumbent)? Check the yes or no box.”


You need 50% plus one to stay in office. The majority still rules!

(Note: Next edition: It’s time to be able to vote for more than one councilmember.) ■







Keeping your car SAFE and Dependable.

Taking care of our vehicle means a lot more than just getting an inspection sticker. Regular maintenance and better driving habits help improve the life of your vehicle and aid in keeping our roads safe.



Bumper to Bumper Safety Inspection
Only \$69.99 (Originally \$149.00)
Includes: 5 qts. of Semi Synthetic Oil, Premium Oil Filter, Top-off all liquids as needed, Wiper Blades, and a SAFETY INSPECTION.
**NOT TO BE COMBINED WITH ANY OTHER OFFER
EXPIRES 8/31/2017

 <p>3619 Atlantic Ave. Long Beach CA 90807 562.427.4256</p>	 <p>3033 Long Beach Blvd. Long Beach CA 90807 562.426.6322</p>	 <p>9681 Alondra Blvd. Bellflower, CA 90706 562.920.1871</p>	 <p>9665 Alondra Blvd. Bellflower, CA 90706 562.920.1873</p>
---	--	--	--



The Long Beach Area Convention & Visitors Bureau staff is pictured at the newly created event space, The Cove, located beneath the Terrace Theater Plaza at the Long Beach Convention & Entertainment Center. Seated from left are: Heather Gonzalez, national sales director; Yvonne Riner, vice president sales; Erica Morris, digital communications manager; Carolyn Derrico, executive assistant; Claudette Baldemor, membership director; Lillian Olguin, sales coordinator; Jennifer Kohatsu, national sales director; Cindy Robbins, controller; and Kathy Ford, sales coordinator. Standing from left are: Blanche Campain, national sales director; Jamie Weeks, digital communications manager; Lori Elgayar, convention services manager; Susan Valen, CMP, national sales director; Michael Mitchell, visitor services manager; Gary Watters, sales coordinator; Jan Miller, membership director; Gregg Haniford, senior vice president sales; Steve Goodling, president and CEO; Jeff Forney, vice president of marketing and membership; Barbi Mason-Ajemian, CMP, vice president, convention services; James Robinson, national sales director; Jenni Pearl, senior convention services manager; Caribe Hourigan, national sales director; Loren Simpson, director of digital communications; Bob Maguglin, director of public relations; and Terrie Jackson, administration assistant. (Photograph provided by the Long Beach Area Convention & Visitors Bureau)



Steve Goodling, president and CEO of the Long Beach Area Convention & Visitors Bureau, is joined by his board chair, William Collier, Jr., at the Beverly O'Neill Theater. The renovated venue, formerly known as the Center Theater, debuted last year and now hosts performances by many of the city's major arts groups. (Photograph by the Business Journal's Larry Duncan)

Long Beach Grows Its Competitive Edge

(Continued From Page 1)

As CVB President and CEO Steve Goodling and convention center General Manager Charlie Beirne tell it, the key to booking this business has been the transformation of the center into a versatile facility with turnkey event venues that are not only, as Beirne frequently says, “very cool,” but also offer enormous cost savings to clients.

The Cove, a new special events space beneath the Terrace Theater Plaza, is now complete and ready for events ranging from loungey to urban chic and beyond. In a few short weeks, the new pedestrian walkway connecting the Terrace Theater Plaza and the Long Beach Convention & Entertainment Center's Pine Avenue promenade will be complete. And by Thanksgiving, the fountain at the plaza will be transformed into a showpiece reminiscent of the famous fountain at the Bellagio resort in Las Vegas, although of course on a much smaller scale.

These venues and infrastructure are the culmination of about \$60 million in improvements made to the center – an investment which is already earning the facility an award-winning reputation in the meetings and convention industry.

Most recently, trade publication Successful Meetings named Goodling one of the Top 25 Most Influential People in the Meetings Industry, a designation for which he was also recognized by the Long Beach City Council on June 6. In March, he was inducted into the BizBash Hall of Fame by BizBash Media, a news and ideas resource for meetings and special events industry professionals and organizations.

The improvements to the facility, spearheaded by Goodling with Beirne's partnership, were in response to shifting trends in the conventions and meetings industry that Goodling tapped into when the convention center was host to the now world-renowned TED Conference.

“TED was ahead of the curve,” Goodling said. As he explained it, TED changed the communication pattern of conventions. Rather than an event centered on someone making a presentation and attendees having to sit, listen and then go back to their hotel rooms, the event's organizers devised a formula that was flexible and conducive to making connections.

“TED broke those barriers and those molds of, you don't have to be the good student and sit in the front,” Goodling said. “You can also be a little bit of the rebel and hang out in the lobby and still take it in. But you take it in at whatever pace and engagement you want.” In addition to allowing attendees to tweet and text in questions during talks, the organizers created breakout lounge areas where attendees could grab customized food and drinks and connect with others while still catching the talks on big screens.

(Please Continue To Page 18)

Enter The Cove


UNIQUE ACTIVATED SPACE




LONG BEACH
Convention & Entertainment Center

Things are different here. We've designed a new place that didn't exist before — The Cove, with its turnkey light and sound, saves thousands of dollars in comped features. An outdoor mezzanine, with an atmosphere that doesn't skimp on wow factor, your next meeting will be something that hasn't happened before.

562.436.3636 | MeetInLongBeach.com

 @LBPerformingArt

 @LBConventionCtr



The Cove is the Long Beach Convention & Entertainment Center's newest event venue. The space, which is located at the Seaside Way entrance of the center beneath the Terrace Theater Plaza, features LED-lit crystal chandeliers, barnacle-inspired lighting fixtures affixed to pillars, an underwater motif decorating the ceiling, and the full range of décor and furniture available to any group planning an event at the center. The CVB markets the venue as ideal for food truck events, parties, dinners and as a pre-function space. (Photograph provided by the Long Beach CVB)



A pedestrian bridge is under construction above Seaside Way. The bridge, scheduled to open in July, connects to the Promenade along Pine Avenue on the west to the Long Beach Performing Arts Center to the east. The Promenade stretches from Rainbow Harbor, past the Hyatt Regency and the entrance to the Long Beach Convention Center, up to Ocean Boulevard and the Renaissance Long Beach Hotel, then moves north past several restaurants to 3rd Street. At right, the rendering shows the completed pedestrian bridge adjacent to a residential project now under construction. (Photograph by the Business Journal's Larry Duncan)



Long Beach Grows Its Competitive Edge

(Continued From Page 16)

"It was all TED inspired," Goodling said of the convention center improvements. "All the furniture pods, TED inspired. All the decor, TED inspired. If you go through our promenade, you will see cool furniture. You will see cool chandeliers. You will have charging stations."

Goodling continued, "In addition, then we activated spaces that were basically underutilized because they were outdated. So the first project, of course, was the arena project."

The Long Beach Arena is home to the Pacific Room, an events venue featuring a full theatrical rigging system that sometimes offers up to hundreds of thousands of dollars in cost savings depending on the size of the event. The Terrace Theater Plaza and Lobby have also been equipped with stage lighting, and any part of the convention center is now able to be transformed with contemporary furniture and decor available through the convention center.

Beirne said the arena is such a hit that he hardly has any open dates to book events there. He also doubled his stage crew, which operates full time on staff at the center.

"We are creating unique spaces, and nobody else has done it yet," Goodling said. "Convention centers aren't there yet. The private sector is there in terms of creating social spaces. But they aren't there yet in terms of creating unique special event venues."

In addition to wanting venues that can "wow" attendees into sharing photos and posts about events on social media, meetings planners are also seeking venues that can accommodate what Beirne has dubbed the three C's: connecting, collaborating and communicating. "I think that's the most important key, and it has been for the last couple of years," he said.

Convention and meeting planners are now seeking to work with CVBs that will work closely with them to ensure the success of their event, according to Goodling. In years past, they were simply looking for "rates and dates" – a space to rent for an affordable price.

"In our type of field, we're now competing with large box hotels which have expanded significantly in Southern California and across the nation," Goodling said. "We are competing with thousand-room hotels that have the same amount of convention space that our center has. . . . Now our main competitive advantage is we have unique special event spaces and they don't."

Goodling and Beirne believe Long Beach is competitively positioned in the regional and national convention marketplace. In addition to the upgraded facilities, they believe the partnership between themselves and their staff, as well as the greater hospitality and tourism industries in the city, puts Long Beach at an advantage.

During the week of June 12, CVB staff was joined by Long Beach hotel managers on a trip to an annual trade show in Washington, D.C., where major national organizations interact with convention center and CVB staff from across the country to decide where to host their conventions. In years past, the mayor has attended as well.

When prospective clients visit the city, the CVB and convention center partner with Long Beach's major hotels to host a lunch and site inspections. "I have had many clients say in their decades of doing this, they have never had any city show up with full representation to welcome them and show them that they are there as a partnership," Goodling said. ■

Bienvenidos a

TAMARINDO'S

Margarita Bar and Cantina



Come join us for delicious Cal-Mex Appetizers, Tacos, Fajitas, Steaks & Burgers freshly made in our Show Kitchen by our Chef.

Our amazing and wide variety of Margaritas and Cocktails will delight you!

Featured Daily Specials Available

Open at 3 pm Monday - Friday and
11 am Saturday & Sunday

4700 Airport Plaza Dr. Long Beach, CA 90815

(Lakewood Ave. & Spring St.)

562-425-5210 | Sales@lbmarriott.com



Tamarindoslongbeach

DOWNTOWN LONG BEACH'S PREMIERE NEIGHBORHOOD RESTAURANT | BAR EVENT VENUE

The perfect venue for all occasions specializing in large parties and group events. Big or small we can accommodate all of your convention needs! Located one block north of the convention center on pine avenue.



DINING | NIGHT CLUB | WHISKEY BAR | SPEAKEASY

TO MAKE A RESERVATION OR BOOK AN EVENT CONTACT US AT

LB.THEFEDERAL.COM 562.435.2000

102 Pine Street Long Beach, California 90802



Work Through Lunch With Lunch.

Dan D'sa & Jim Choura
launched Long Beach's newest
most experienced catering company.

GRAND
FOOD & BEVERAGE

GRANDFANDB.COM

CALL DAN: 562.682.1174

Feed the People.



Imran Ahmed, general manager of the Long Beach Marriott, said the hotel's guests are typically visiting Long Beach on corporate or government business. The hotel, adjacent to the 405 Freeway, features 308 rooms, a large outdoor pool and event space, meeting rooms, and the new Tamarindo's Margarita Bar & Cantina. (Photograph by the Business Journal's Larry Duncan)

Long Beach Hotel Occupancy Soars

(Continued From Page 1)

Baltin attributed the strong figures – which well surpass the national hotel occupancy average of 65.5% – to Long Beach's strong position as a leisure and convention destination.

"The convention center renovations that have been done in the last several years have done very well. They have been well received," Baltin noted. "A walkable hotel supply and a strong convention center and a good convention bureau I think bodes pretty well for the near-term future."

The strength of the market has led to investments in new hotels in the city, with at least one planned in downtown at Ocean Boulevard and Pine Avenue and others in the works. Inland, a new Hampton Inn & Homewood Suites is under construction at Douglas Park, while a Staybridge Suites is planned adjacent to the renovated Holiday Inn Airport Hotel.

Baltin said the new hotels are needed. "At 81% [occupancy], we're well above the national average. And conventional wisdom is that with occupancy at 70%, there is room for additional supply," he said. "Long Beach is well in that range. And frankly, I think additional hotels downtown would help the convention center."

Mark Becker, area vice president and general manager of the Hyatt Regency Long Beach and Hyatt Centric The Pike, views the new hotels as a positive addition to Long Beach, so long as demand remains strong. "We certainly don't feel the market is saturated. I think it gives the CVB other alternatives to help fill guest rooms for citywide conventions," he said.

The Regency, which is located adjacent to the Long Beach Convention & Entertainment Center, is benefiting from a strong convention calendar this year, according to Becker. "We're hav-

ing a year that is a little bit better than we had projected at both hotels," he said, referring both to occupancy and average daily room rates.

So far, it appears that 2018's convention and meeting bookings are pacing behind 2017, which is a concern for Becker. "We're keeping our eye on that, and we're certainly doing everything we can to help the CVB close on citywide business," he said, noting that convention business does tend to dip every other year.

"The Centric is a little bit different of a mix and, certainly, we do more individual travel and leisure business at Centric than we do group [bookings]," Becker said. "But believe it or not, with the space we have available, we are seeing small, corporate in-house pieces of group business."

Becker said improvements to the Queen Mary, which is beginning full renovations, and other investments in the city will further the appeal of Long Beach as a destination. However, he did mention one failed initiative in the past year that disappointed him.

"I was personally a little disappointed in the decision regarding JetBlue," he said, referring to the Long Beach City Council's decision last year not to pursue a request by JetBlue to add international flight service at the airport. "I think anytime you can increase air lift into your city, it only helps from a visitor perspective. I certainly appreciate the reasons why that wasn't done. . . . To me, anytime we get an opportunity to increase traffic into our great city, I see it as a real positive thing."

At the Hilton Long Beach, located adjacent to One World Trade Center, occupancy is down a bit so far this year, according to General Manager Greg Keebler. "Occupancy is down very slightly, and [the average daily room] rate is holding flat," he said. "We do expect to have a little bit of a slow summer but a very strong fourth quarter and, most likely, will end up achieving our goals by year end."

Keebler observed, "I think in most cases people are really waiting a little bit more before they make their travel plans. Not as much advanced planning seems to be going on for leisure travel."



Stephen Sowards, left, the new general manager of the Queen Mary, joined Long Beach Area Convention & Visitors Bureau (CVB) President and CEO Steve Goodling and his staff during the CVB's annual trade mission to Washington, D.C., earlier this month. City hotel managers often take part in the trip to help attract convention business to Long Beach. (CVB Photograph)

The Hilton primarily hosts business travelers and conventioners, Keebler noted. “I think the planners who see everything that Long Beach has to offer are extremely excited about bringing their business here,” he said. “I think our future years are going to continue to get stronger because of the work that has been done by the city and by the CVB and [CVB President and CEO] Steve Goodling.” Additionally, he pointed out, the World Trade Center is finishing up renovations on its plaza, which is connected to the Hilton and should benefit the hotel.

Across the Queensway Bay Bridge, the Hotel Maya, a DoubleTree by Hilton Hotel, is experiencing increased occupancy and average daily room rates, according to Kristi Allen, general manager and vice president of hotel operations for Ensemble Real Estate.

“We are seeing some occupancy growth. Not dramatic, a couple percentage points up in occupancy. Our rate growth is stronger than our occupancy growth,” Allen said. The rate of growth in the hotel’s occupancy is flattening out because the market tends to top out at an occupancy of 80%, she explained.

“The Long Beach market is at the top of its game right now, I think,” Allen said. “I think the industry average of 5% growth is healthy. . . . The 5% growth doesn’t bother me when we’re running 80% occupancies.”

The Maya is primarily a leisure, staycation-oriented hotel on the water, and as such it does well in the summertime. “We hire about 50 seasonal employees from May through September,” Allen said.

Allen cited improvements to the convention center, the renovation of the Queen Mary and developments throughout the city as evidence that Long Beach is “moving in the right direction.” She credited Mayor Robert Garcia and Goodling with bringing positive attention to the city in recent years. “With those two together, I think we’re really seeing strong growth in the hospitality industry,” she said.

Down the road from the Maya, the Queen Mary – a floating historic ship, attraction and hotel – is getting a facelift. “The entire ship is going to be renovated,” General Manager Stephen Sowards, who is employed by management firm Evolution Hospitality, told the Business Journal.

Sowards started at the Queen Mary in April. He has a 26-year history in the hospitality industry. Prior to joining the Queen Mary, he served as president of the JRK Hotel Group. “And prior to that, I spent six years as senior vice president of finance and general manager with Viceroy Hotels. And before that, 19 years with Marriott and Ritz Carlton. I have been doing this for a while,” he said.

The ship’s smokestacks are currently being painted. “Then on July 10, we will start to do the sides of the ship. It will take us about four [to] six months to get the exterior done,” Sowards said. Renovations to Sir Winston’s restaurant have been completed, and renovations to the Promenade are underway.

Sowards hopes renovations to the ship’s hotel rooms, which are slated to be returned to “their original historic state” will begin by this December. The ballrooms, meeting rooms and corridors will also be renovated, he noted.

“The hotel is doing better than it has done in previous years,” Sowards said. “We are currently about six points in occupancy better than last year.” Average daily rates (ADRs) charged for hotel stays have also increased a bit compared to last year, but Sowards speculated that there likely would not be significant rate growth until hotel room renovations are completed.

Two of the city’s major inland hotels, the Hilton Long Beach Airport and the Long Beach Marriott, are both reporting increased occupancy so far this year. These hotels and others in the area principally serve business and corporate travelers, as well as some transient guests generated by airport traffic.

Occupancy at the Long Beach Marriott was up 7% through May compared with the same time period last year, according to General Manager Imran Ahmed. “We had some additional groups that our sales department went after and booked that we did not have last year,” he said but noted that transient stays have decreased by 3% to 3.5%. “It’s just the government travel has slowed down from last year,” he said of the drop.

“Revenues are better, but [on] ADR we are taking a \$5 hit every month,” Ahmed said. Despite higher occupancy, rates have decreased because the occupancy has primarily been generated by group bookings, which are made at lower rates, he explained. Despite that, Ahmed foresees “healthy growth year over year in occupancy and rate and revenue.”

Ahmed has concerns about the new hotels being built in the area. “If the market remains the way it is right now, we will be OK. But if there is any downturn, we will all be suffering,” he said.

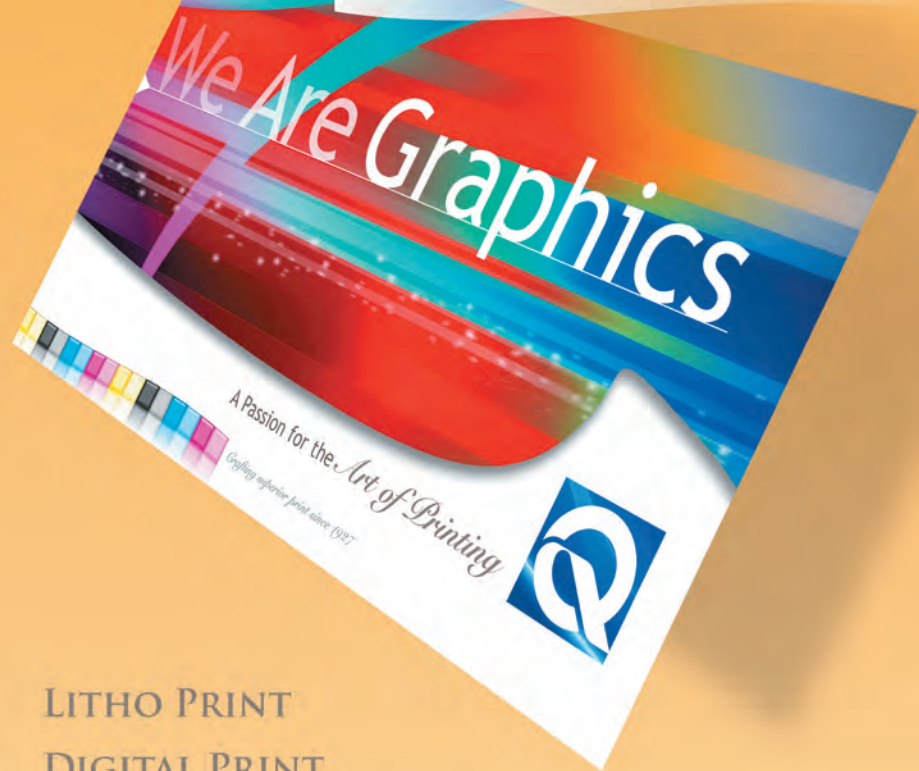
Demolition of the old wings at the Holiday Inn Long Beach Airport and construction on the new Staybridge Suites will begin sometime this fall, according to Holiday Inn General Manager Mooyon Kim. The Staybridge Suites, which is to be owned and operated by Intercontinental Hotel group, will feature 125 suites with full kitchens, he said. “As part of the project, we are expanding our pool and the common areas as well,” he noted.

Occupancy at the Holiday Inn is up 15% over last year – an increase Kim attributes in part to word spreading about the hotel’s renovations, which were completed in 2015. Its new top floor restaurant, Vue Bar & Restaurant, opened this year. He estimated that the hotel’s ADR increased by about 10%. “And overall, the RevPAR, the revenue per available room, also went up,” he added.

While most of the hotel’s guests are corporate travelers visiting Boeing, area aerospace companies or the regional headquarters of Mercedes-Benz USA at Douglas Park, Kim noted that some transient travelers book rooms overnight before heading out on Carnival Cruise Line trips. Carnival plans to expand its presence in Long Beach by swapping out one of its vessels with a larger ship, a move that Kim expects will benefit his hotel. ■

QUEEN BEACH PRINTERS, INC.

*Experience our exceptional quality
& customer service first-hand.*



LITHO PRINT

DIGITAL PRINT

LARGE FORMAT SIGNAGE

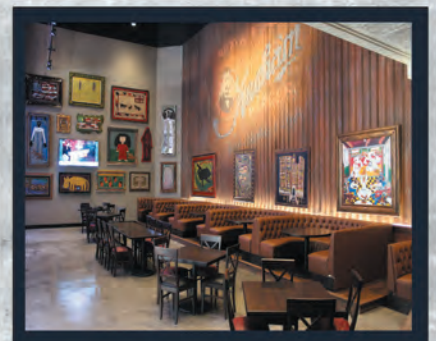
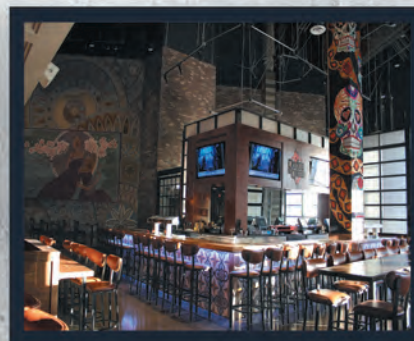
FULFILLMENT & MAILING

CONVENTION COLLATERAL

562.436.8201

QBPRINTERS.COM

937 PINE AVENUE



A Leading General Contracting Firm Specializing in Healthcare, Hospitality & Commercial Construction. Our Expertise is not limited to Specialty Construction, we excel at Fast Track & High Profile Projects in Retail/Mixed-Use, Institutional & Infrastructure. Our services include General Contracting, Design/Build & Construction Management.

Building Peace-of-Mind

2801 East Anaheim St. | Long Beach, CA 90804
(562) 576-0900 | www.BrasciaBuilders.com

Terrace Theater Lobby

Room Size: 10,090 sq.ft.

Banquet: 600

Reception: 1,121

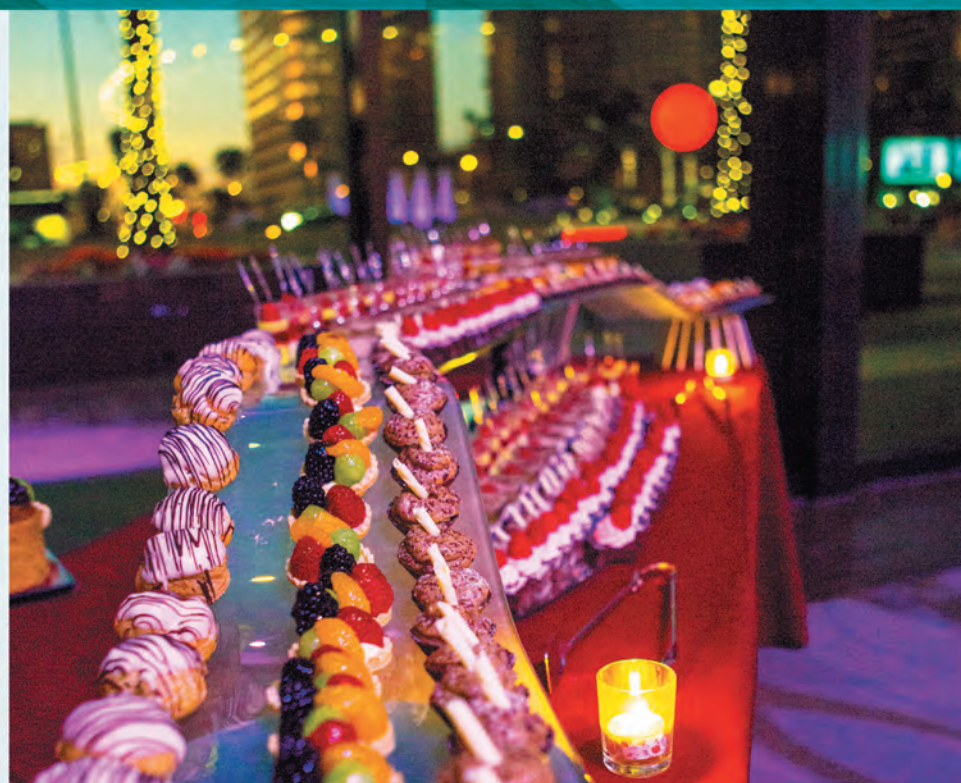
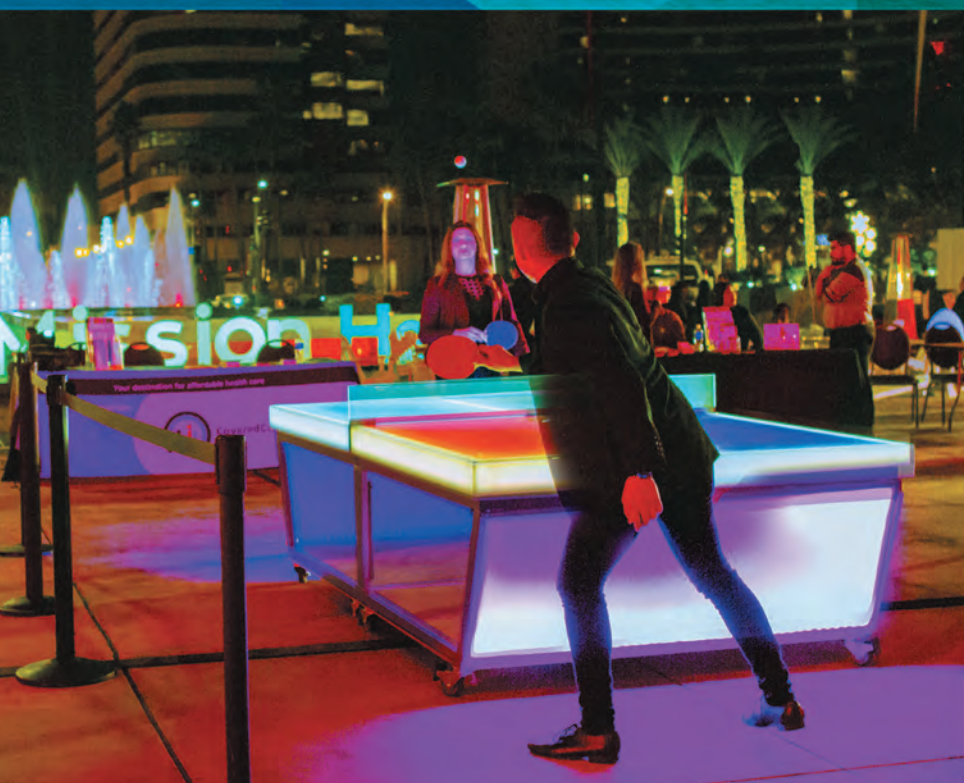
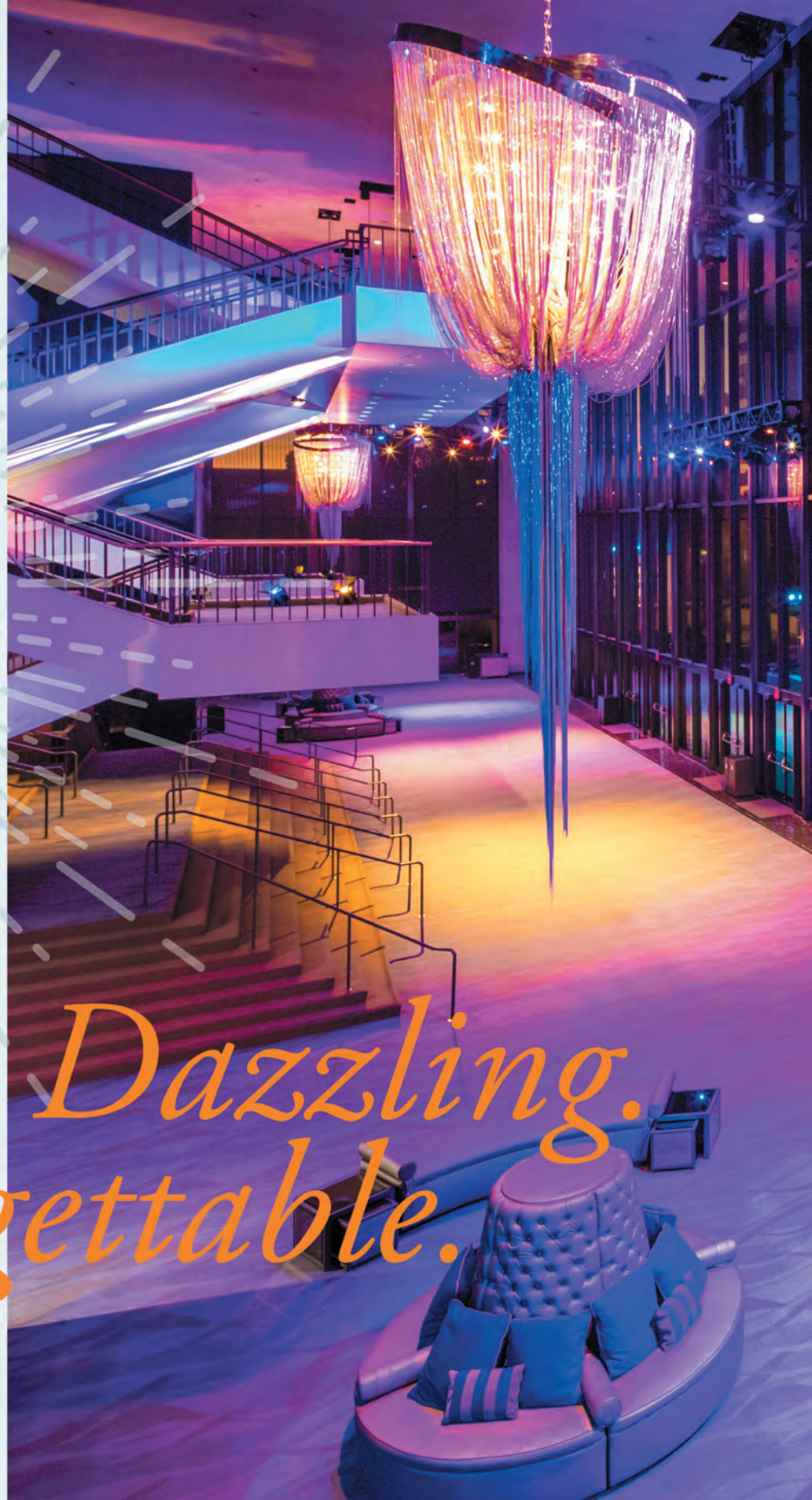
Terrace Theater Plaza

Room Size: 14,785 sq.ft.

Banquet: 930

Reception: 2,500

*Brilliant. Dazzling.
Unforgettable.*



A nighttime photograph looking out from a high-rise building through a large glass window. The view shows a city skyline with palm trees, some wrapped in warm white lights, and various buildings illuminated. A prominent building with a red-lit tower is visible on the left. The foreground shows the interior floor and the window frame.



Nominated as 1 of the top 3 New Special Event Spaces in the Nation.

Long Beach

California Fresh, Urban Coast

City chic and beach cool — this dynamic indoor/outdoor experience is classically SoCal.

Sky-high ceilings with a dazzlingly illuminated view, the **Terrace Plaza's turnkey spaces**, stylish furniture, professional light and sound design saves you tens of thousands of dollars in rental costs. Set in a highly walkable downtown of award-winning restaurants, metro-cool hotels, electrifying nightspots, and fun-filled entertainment — **this all-inclusive setting packs plenty of wow factor** — making your next meeting unconventionally unforgettable.

800.452.7829 | MeetInLongBeach.com  [MeetLBC](#)  [MeetInLongBeach](#)



The Long Beach Area Convention & Visitors Bureau's all-Millennial digital communications team runs the organization's separate social media accounts aimed at meeting planners and visitors, as well as those of the Long Beach Convention & Entertainment Center and its Terrace Theater. Pictured, from left, are: Jamie Weeks, digital communications manager; Loren Simpson digital communications director; and Erica Morris, digital communications manager. (Photograph by the Business Journal's Larry Duncan)

How The CVB Uses Social Media To Grow Relationships, Attract Business

■ By **SAMANTHA MEHLINGER**
Assistant Editor

For the Long Beach Area Convention & Visitors Bureau (CVB), social media is anything but an afterthought. It is a hard-worked strategy meant to establish and foster relationships in an effort to accomplish the CVB's main objective: bringing people to Long Beach, whether for business or leisure.

According to Digital Communications Director Loren Simpson, the growth of the CVB's social media division is due to Steve Goodling, president and CEO, recognizing the value of communicating via social media before its use was as mainstream as it is today.

"It's refreshing to see that people understand the power of social media because it's very powerful," Simpson said. "It's so important. It's vital. That's why so many large organizations and companies have a department dedicated to it."

Assisting Simpson with the CVB's social media efforts are digital communications managers Erica Morris, who started a year ago, and Jamie Weeks, who was first hired to the CVB as an intern about three years ago.

Morris manages the Terrace Theater's social media accounts, as well as the Meet in Long Beach accounts, which are aimed at meeting and convention planners and attendees. Weeks covers the Long Beach Convention & Entertainment Center's social media handles and assists Simpson with the leisure travel oriented Visit Long Beach accounts. Each of these are found on Facebook, Twitter and Instagram.

Through the Meet in Long Beach handle, Morris coordinates with CVB remote staff working trade shows in other cities to help attract more people to the CVB's booths. "We try to help them drive attendance to their booth and meet new people by doing some social media campaigns," she said. "So we just encourage people: hey, go to our booth. Take a selfie. Post it with our hashtags."

This year, the CVB launched a new social media campaign for its Meet in Long Beach accounts. "One that we have been doing lately is Choose Your Chucks," Morris said, referring to Converse Chuck Taylor shoes. At trade shows, visitors to CVB booths are encouraged to take a photo and post it with a specific hashtag to get a chance to win the sneakers. This both generates new social media traffic to the Meet in Long Beach accounts and incentivizes people to interact with the CVB.

"It has actually gotten a lot of good traction. People, once they have won, they want to tweet back out how they have customized their shoes," Morris said. In one instance, the campaign resulted in a connection at a San Francisco trade show – the winner, who was a meeting planner, and a CVB sales executive ended up having a lunch meeting, Morris noted. At that two-day trade show alone, the Choose Your Chucks campaign generated 370,000 social media impressions.

The Meet in Long Beach handle is also used to communicate with conventioners and meetings professionals who are visiting Long Beach. "Something that we do with our meeting planners and attendees is, across all channels, we personalize welcome messages to each of them," Weeks said.

"A lot of the conferences have their own hashtags," Morris said. "So we're going in when they're in Long Beach, and we're responding to people who are tweeting about either being in Long Beach or the conference."

When a convention is in town, the CVB's social media team monitors various social media channels for specific hashtags related to the event, as well as geo-tagged photos and location check-ins. They then reach out to the posters to make them feel welcome, an effort Simpson likened to concierge service. "So when they are putting out those 'Wonder what I should have for lunch or breakfast' [posts], we're like, 'Well, we've got suggestions for you,'" she explained.

Simpson noted that if a convention planner needs assistance growing registrations for his or her event, the CVB's social media team will create a coordinated campaign designed to achieve that end.

The team views social media as another tool in the CVB's business strategy – one that helps open doors in an unassuming manner that a cold call could not. "It's like a friendly way of getting in and saying hi versus beating down on doors or phone calls. It makes it more comfortable," Simpson said.

The Visit Long Beach social media handle is used in a similar fashion, with staff scanning social media for posts related to Long Beach so they can reach out and be welcoming or of assistance to visitors or tourists.

Visit Long Beach is also used to get people interested in visiting the city. "We do a lot of targeted posts. So if we know that someone can drive two hours and be here, then we are making sure that we are targeting that audience," Simpson said.

"And when big articles like from Thrillist or LA Weekly are talking about any of our restaurants, we are pushing that out too, showing people we're not just like a sister city to Los Angeles," Weeks added.

Visit Long Beach's social media accounts are the principal vehicles for the CVB's Beach with Benefits campaign, a summer sweepstakes in which winners receive VIP hotel stays and visits to Long Beach attractions. Beach with Benefits also features smaller contests year-round.

"We use social media also as our way of pitching things too," Simpson said, noting that the Visit Long Beach handle is used to reach out to digital influencers with many followers, publications and other outlets.

"We have a lot of people – once we have reached out to them and responded to those tweets – who will say back to us like, 'We had the greatest time,' or, 'Hit our record attendance,'" Weeks said. "And I think it just helps them develop or feel like they are developing a personal relationship with us and the city. And they want to come back to somewhere they feel welcome."

Simpson reflected, "It's tons of strategy and planning and work. But in the end if it opens up a door for our sales department or it assists in someone trying to plan their summer vacation and they choose Long Beach versus somewhere else, I mean, it makes all the difference for us." ■



Whether sitting in the open air surrounded by palm trees, strolling through the boardwalk pavilion, or dining at our local eateries, Long Beach Airport provides effortless access to experiences that are delightfully Southern Californian. Travel well. Travel Long Beach.



long beach
airport

where the going is easy® [f](#) [t](#) [i](#) [g](#) [lgb.org](#)



PROUD TO BE A PART OF THE LONG BEACH COMMUNITY FOR 25 YEARS

REDESIGNED, REIMAGINED AND ALWAYS RELEVANT

- Totally renovated from top to bottom including 399 Guestrooms, public and meeting space
- Featuring "The Gallerie", our newest addition featuring exclusive, self-contained meeting space
 - Starbucks located in the lobby
- Enjoy lunch or dinner at the Loft Restaurant and the Enclave, or book them for your private parties or events
- The Lobby Bar, enjoy a meal or a craft beer or cocktail with friends while watching all the big games on the Media Wall
 - 30,000 square feet of meeting space
- Perfect location for social events or meetings from 10 - 1000



HILTONLONGBEACH

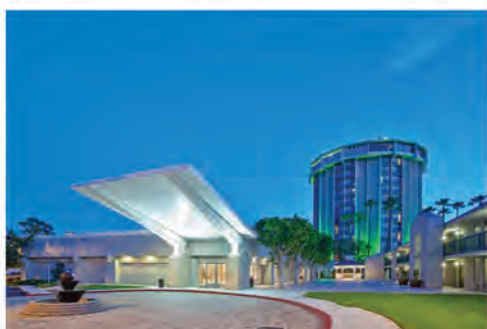


HILTONLB

701 West Ocean Boulevard • Long Beach, California 90831
562.983.3400 • **HILTONLB.COM**

Arrive • Unwind • Treat Yourself

Holiday Inn Long Beach Airport



Style • Comfort • Convenience • Affordability

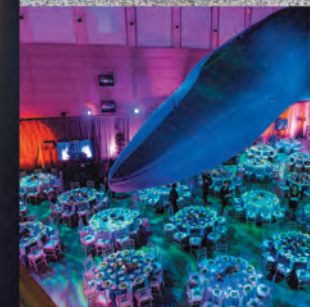
- Call for great group discounts
- Located within 1 mile of Long Beach Airport
- Newly renovated 100% Smoke-Free Guest Rooms with Keurig Coffee Maker and iHome Bluetooth Clock Radio
- Complimentary Long Beach Airport Shuttle
- Over 8,000 Square Feet of Meeting & Banquet Facilities
- Brew Coffee Bar Serving Peet's Coffee
- Business Center
- IHG Rewards Club Program (Earn Your Points)
- **NOW OPEN!**

Top Floor Penthouse Level
VUE Bar & Restaurant



2640 N. Lakewood Blvd., Long Beach, CA 90815
Phone: (562) 597-4401 • Fax: (562) 597-0601
Email: sales@hiltonbeach.com
www.hiltonbeach.com

Experience!



The Aquarium of the Pacific in Long Beach provides both a beautiful and unique atmosphere for intimate gatherings and large events. Your guests will dine under our blue whale with the stunning backdrop of our two-story kelp exhibit or take in harbor views from our rooftop Veranda. Let us serve you California-inspired, chef-crafted cuisine designed to complement your event. Immerse your guests in the beauty and wonder of the ocean and create a most memorable event.

Aquarium of the Pacific

100 AQUARIUM WAY LONG BEACH, CA 90802
yourevent.aquariumofpacific.org 562-951-1663

Sights, Sounds And Sales

CVB's VIP Site Visits Land Business For Long Beach

■ By **THYDA DUONG**
Contributing Writer

It's safe to say that meeting planners and conventioners rarely find urban meeting places in the United States where the waterfront is their backyard and the sky is their ceiling. And when they choose the City of Long Beach for a site visit, the sky is the limit.

That's because the Long Beach Area Convention and Visitors Bureau (CVB) is thoroughly prepared to promote the city and its amenities, offering an interactive and comprehensive tour that caters to the unique needs of every client, says CVB National Sales Director Mary Jane Myers.

The process of getting a client to visit the city to experience its amenities, however, can be quite arduous. It can take more than a year, beginning with sending initial information about the city and its events to intrigue potential clients, followed by a series of conversations and proposals. In the process, the CVB is also competing with other cities, making it critical for staffers to become aware of and knowledgeable about what its competitors have to offer.

Once clients make it to Long Beach, however, the payoff is clear. "It takes a long time, but it's so worth it," Myers says. "Once we get the client to Long Beach, it's pretty easy to sell them because it's an amazing city."

"The convenience of the hotels to the convention center, how compact the city is and its walkability lends to people connecting when they're in town, which gives them the ability to collaborate with one another, and that builds a stronger sense of community within the organization," Myers adds. "And clients love that."

While many clients may have already been introduced to the City of Long Beach through prior video and presentations, the in-person site visit typically seals the deal.

"I tell them you will feel this welcome – the feeling of home," Myers says of the city's ambiance. "It's a community feeling you won't get anywhere else, and I think they feel that even before they get to the city. So they're not surprised when they get here, but they are pleasantly welcomed, and they really love what they see."

Site visits to the city typically last for a day and a half to two days, with a detailed and thorough schedule in place that is highly coordinated amongst the CVB, hoteliers, restaurants and political leaders. For instance, information is sent to all of the hoteliers involved with housing the group on what's important to the client, challenges they see with coming to the city, and how the city can overcome those challenges.

"When a meeting planner comes into town, they will envision their meeting happening in this city and how convenient it will be," Myers says. "And we help convince them that this will be the right choice."

Prior to the visit, the CVB develops a comprehensive client profile that paints a pic-



Mary Jane Myers, national sales director for the Long Beach Area Convention & Visitors Bureau (CVB), places an emphasis on getting to know clients so that once they make site visits to the city, the CVB is able to make them feel right at home. It's just one strategy in a detailed process aimed at booking business for the city. (Photograph provided by the Long Beach CVB)

ture of the client's interests, including their favorite food and drinks, favorite sports teams, hobbies, and if they have children and pets, among other things. VIP gifts are then placed in the client's hotel room according to their preferences.

While Myers says developing a client profile is standard at most CVBs, Long Beach is distinguished by its strong hospitality.

"I have had multiple clients say that their site visit to Long Beach was the best they've ever had," she says. "[They talk about] how fun it was and how much they felt cared for. I once had a client say, from the mayor to the bellboy, everybody made them feel so welcome."

A client's visit often begins with breakfast at a local hotel, where the general manager and director of sales/marketing are waiting and ready to greet the client with a special beverage, followed by a personalized sit-down conversation.

"Everybody's ready to go when we get to the hotel," Myers says. "And that speaks volumes over and over and over again – at every hotel and at the convention center."

The CVB then hosts a special lunchtime hospitality reception that convenes general managers and directors of sales from hotels involved with hosting the client's event, key members of the CVB, and many times city leaders such as the mayor.

"Everyone focuses on that client and their needs," Myers says.

"They're the center of attention. That is so appreciated by the client because they feel really special and [enjoy] being in the beautiful waterfront location and having excellent hotels and hoteliers who go out of their way to truly make them feel welcome."

Myers notes that the city's hoteliers also work together well in marketing the city. "They understand that it really takes the city to make this happen, so there's not that competitive edge going on," she explains. "There's a welcoming and a coming together in Long Beach."

Dinner is arranged at another local restaurant, oftentimes in a different part of the city to showcase Long Beach's unique neighborhoods, Myers notes, adding that fun excursions such as boat rides or a water taxi to the Queen Mary are also incorporated into the client's visit.

Special requests, such as fireworks and customized food tastings, are also accommodated. "We once had someone who wanted a tasting of comfort food, but they didn't define what comfort food meant," Myers recalls. "The convention center did a taste testing and it was off the charts. They did an amazing job. The client loved it and they ended up booking."

Catering to client needs is key when it comes to a successful site visit, Myers says.

"We focus in on paying close attention to client needs and the needs of the meeting," Myers explains, "and showing them under no uncertain terms how they will have an amazing and successful meeting in Long Beach." ■



Kristi Allen, vice president of hotel operations for Ensemble Real Estate, whose portfolio includes the Hotel Maya, a DoubleTree by Hilton Hotel, welcomes potential clients and meeting planners to Long Beach. (Photograph provided by the Long Beach Area Convention & Visitors Bureau)



Veronica Quintero has been working at the Long Beach Convention & Entertainment Center since 1979, when she was just about to finish high school. Now, she not only oversees food and beverage operations at the center, but also at the Aquarium of the Pacific and the Greek Theatre in Los Angeles. (Photograph by the Business Journal's Larry Duncan)

Longtime Convention Center Employee Veronica Quintero Reflects On A Storied Career With More Years To Come

■ By **SAMANTHA MEHLINGER**
 Assistant Editor

Veronica Quintero is one of the Long Beach Convention & Entertainment Center's longest-time employees, having started at the center as an office manager in 1979 as she was finishing out her last year in high school. In 1984, she was promoted to oversee the center's food and beverage operations and was thereby catapulted into a management role during one of the landmark events in the center's history – the 1984 Olympics.

It was this event that cemented Quintero's future here in Long Beach – one she had previously thought would be devoted to medicine. "I spent my whole high school career planning to be a doctor," she recalled. "So I was very heavily invested in my academics in high school, and I was actually on a pre-med rotation and was a nurses' aide while I was working here."

Quintero originally came on to the convention center when her boss at the Golden Sails Hotel on Pacific Coast Highway transferred there and asked her to join him. "I lived in Orange County, so I was like, what is a convention center and where is Long Beach?" she said. "I started off as an office manager, counted money, did paperwork and worked for him doing that initially. And then I just continued to stay on after that while I was in school."

All it took for Quintero to realize she no longer wanted to pursue medicine was seeing an open-heart surgery as part of her studies. "In that second, I decided I did not want to be a doctor," she said. She decided to try out fashion school, but when she got the offer to become food and beverage manager at the convention center, she chose to pursue that opportunity instead.

The 1984 Olympics were Quintero's first experience in a leadership role at the center. "It was a pretty wild experience to have the Olympics here and have the women win the gold and just be, like, that entrenched . . . dealing with the attendance and the Olympic committee, and being 20 years old and dealing with all that," she reflected. Being so involved in the event was an experience she "could never replace."

During the '80s, the center was host to many big names as a concert venue, from Prince to Frank Sinatra to No Doubt and Black Sabbath, Quintero recalled, reflecting on these acts as some of the high points for the facility.

After SMG took over management of the convention center in 1992, Quintero was quickly promoted to director of operations for the center.

In 2000, the self-proclaimed people-person became the regional general manager for

Premier Food Services, a division of SMG. In this role, she not only oversees food and beverage operations at the convention center but also the Aquarium of the Pacific and the Greek Theatre in Los Angeles – also a SMG-managed facility. She also annually plans for the Toyota Grand Prix of Long Beach.

"I'm very hands-on, so I'm not your typical GM by any means," Quintero said. "I am involved from the smallest aspect of what food stand should we have open during Junior Volleyball Association's event," she explained. "So I am involved in those weekly meetings saying, OK, what are we going to do for them? How many people will be here? What should we open? What should we feed them?"

Quintero's favorite part of the job is helping client's achieve their goals. "I always like to listen to the story of what the customer is trying to achieve and understand their endgame," she said.

Thanks to her own experience learning on the job, Quintero places an emphasis on internal promotions. For instance, when she accepted her current position as regional general manager and was searching for an executive assistant, she hired a 16-year-old convention center employee.

"I posted the job, and the cashier at the employee cafeteria applied to be the GM's executive assistant," Quintero said. "So I interviewed with her, and she was going to school to get her AA [degree]. She was 16 and I said, 'OK, there is only one rule: you can't be afraid of me. You have to be able to approach me,'" she recalled. "She has been with me 17 years. She is my true success story. I love my executive assistant, and I couldn't do my job without her."

When Quintero isn't at work, she is in another major management role of sorts – this one as mother to five children, ages 7 to 29. "Until just a few years ago, all of them were at home," she said, referring to the home she shares with her husband and family in Cypress. "So my 29-year-old is out and on his own and engaged and doing great. My 20-year-old is at USC and doing very well. And then I have seven-year-old twins at home and an eight-year-old. I have a great husband. He is in the industry as well, and we balance our schedules."

As for the future, Quintero has no plans to leave her longtime career anytime soon. "My contract at the center is until '27. So I plan to be in Long Beach for quite a while," Quintero said. She noted that her husband was born and raised in Long Beach, and they still have family in the Westside area of the city. "So really through '27, I plan to be right here in Long Beach at the convention center or the Aquarium doing what I do every day." ■

Ditch The Car And Take To The Sea: Long Beach's Public Transit Water Taxi

■ By **BRANDON RICHARDSON**, Senior Writer

For visitors and residents alike, modes of traversing the City of Long Beach take many forms. If the impacted parking across the city is any indicator, there is no shortage of private cars. Ride-shares, such as Lyft and Uber, and yellow taxis are a common sight. The Blue Line runs from Downtown Long Beach to Downtown Los Angeles. City officials are investing to improve walkability and bikeability. And public buses run citywide courtesy of Long Beach Transit (LBT). However, one LBT service often overlooked is its water taxis.

"I just love it. I'm glad that it's here, and it's a great option during the summer," Long Beach resident Robert Dufney said while aboard LBT's AquaBus. "More people should take advantage of it. For a dollar each way, you can't go wrong."

Long Beach Transit's AquaBus is a water taxi service that makes five stops between Rainbow Harbor and Queensway Bay seven days per week for \$1 – exact change only – each time the bay is crossed. (Infants under age 2 ride free.) Riders can board the AquaBus at docks 4 and 7 along Rainbow Harbor, at Parkers' Lighthouse in Shoreline Village, at the Catalina Express terminal adjacent to the Queen Mary or at the Hotel Maya.

Dufney, who is retired and moved to Long Beach two years ago from Palm Springs, said several times a year he rides the AquaBus to the Hotel Maya and strolls down to the Queen Mary where he will board the Passport bus for free back to Shoreline for lunch.

The AquaBus runs April through October, with the earliest departure time being 11 a.m. from the Queen Mary dock through 6:05 p.m. From May 26 to September 4, the boats run until 7:35 p.m. and more frequently throughout the day.

We embarked from Dock 4 by the Aquarium of the Pacific

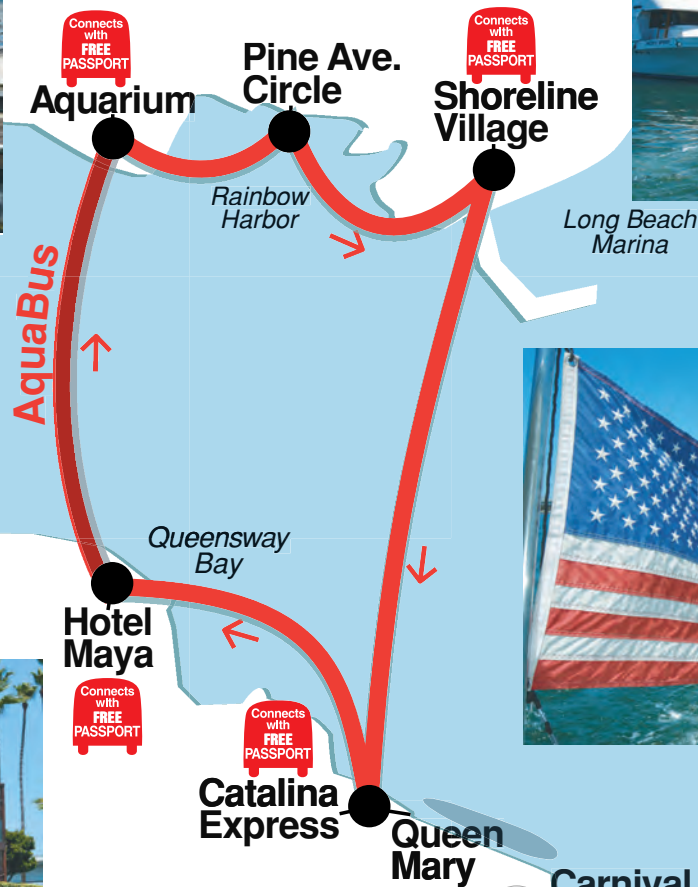


Our captain, Mattia Bastasin, taking us back to the Aquarium



The resort-like Hotel Maya

Pushing off from Dock 7 at Pine Ave. Circle



Leaving Shoreline Village and heading over to the Carnival Cruise Terminal and the Queen Mary



A different view of the Queen Mary



An up close view of the *Carnival Inspiration*

After checking into the Queen Mary Hotel the day before their Carnival Cruise, Maurie Morgan and Katrina Masterson boarded the AquaBus and rode to the Shoreline stop for an early lunch. When asked why they opted for the water route, Morgan said, "Basically because we live in Indiana where there is no ocean, and we like to be out on the ocean. I think for a dollar it's an excellent service."

"Our captain has been very pleasant to talk to, and it's more picturesque than riding a bus or walking," Masterson added. "I got my feet up with sunshine and no fumes."

James Busby, an AquaBus rider from Denver who was in town for a wedding aboard the Queen Mary, said the service was a great public amenity. He explained that it was slower but that ocean breezes are much more pleasant than being packed into a city bus.

The AquaBus is not the only water taxi service LBT offers. The AquaLink is a larger ship that travels between three stops: the Catalina Express terminal near the Queen Mary, dock 4 in Rainbow Harbor and Alamitos Bay Landing. Due to the longer trip, AquaLink costs riders \$5 to and from Alamitos Bay Landing.

According to Capt. Mattia Bastasin, LBT acquires its captains from Catalina Express. Bastasin said Fridays, Saturdays and Sundays he captains the AquaBus or AquaLink, and on weekdays he crosses the channel to Catalina. Originally from Italy, where he captained vessels for about seven years, Bastasin moved to the U.S. in 2009. He said he had to serve as a deck-hand for three years and worked his way back up to captain.

"It's very fun. I think it's a great deal for the city," Bastasin said. "I like interacting with people, and I like being on the water – it's what I've always done with my life. I can't imagine doing anything else."

For more information on AquaBus and AquaLink, visit www.lbtransit.com/services/watertaxis. ■

(Photographs by the Business Journal's Larry Duncan)



Lots of shops and dining options at Shoreline Village

Carnival Cruises Terminal

AquaBus Open-air shuttle taxi serving Queensway Bay
Friday - Sunday Service April 14 - May 21 | September 8 - October 29

The Queen Mary	Hotel Maya	Aquarium of the Pacific (Dock 4)	Pine Ave. Circle (Dock 7)	Shoreline Village (Dock 9)
11:00	11:05	11:20	11:30	11:35
11:50	11:55	12:20	12:30	12:35
12:50	12:55	1:20	1:30	1:35
1:50	1:55	2:50	3:00	3:05
3:20	3:25	3:50	4:00	4:05
4:20	4:25	4:50	5:00	5:05
5:20	5:25	5:50	6:00	6:05*

* Last departure to all docks Friday - Sunday

7-Day Service May 26 - September 4

The Queen Mary	Hotel Maya	Aquarium of the Pacific (Dock 4)	Pine Ave. Circle (Dock 7)	Shoreline Village (Dock 9)
11:00	11:05	11:20	11:30	11:35
11:50	11:55	12:20	12:30	12:35
12:30	12:35	12:50	1:00	1:05
12:50	12:55	1:20	1:30	1:35
1:20	1:25	1:50	2:00	2:05
1:50	1:55	2:50	3:00	3:05
2:20	2:25	3:30	3:35	3:40
3:20	3:25	3:50	4:00	4:05
3:55	4:00	4:20	4:30	4:35
4:20	4:25	4:50	5:00	5:05
4:50	4:55	5:20	5:30	5:35
5:20	5:25	5:50	6:00	6:05*
5:50	5:55	6:20	6:30	6:35
6:50	6:55	7:20	7:30	7:35**

* Last departure to all docks Sunday - Thursday

** Last departure to all docks Friday and Saturday (AND Sunday, May 28, & Sunday, Sept. 3)

AquaLink Colorful catamaran commutes the coastline

Friday - Sunday Service

April 14 - May 21 | September 8 - October 29

Aquarium of the Pacific (Dock 4)	The Queen Mary	Alamitos Bay Landing
		11:00
11:45	11:55	12:30
1:15	1:25	2:00
3:15	3:25	4:00
4:45	4:55	5:30
6:15	6:25	7:00
8:15	8:25	9:00
9:45	9:55	10:30*

* Last departure to all docks Friday - Sunday

Highlighted Times for Friday and Saturday Only

Light Type = am Bold Type = pm

Children ages 2 and under ride free with paid fare. Transfers and bus passes may not be used for fare. Exact cash fare only.

7-Day Service

May 26 - September 4

Aquarium of the Pacific (Dock 4)	The Queen Mary	Alamitos Bay Landing
		11:00
11:00	11:05	11:45
11:45	11:55	12:30
12:30	12:40	1:15
1:15	1:25	2:00
2:00	2:10	2:45
3:15	3:25	4:00
4:00	4:10	4:45
4:45	4:55	5:30
5:30	7:40	6:15*
6:15	6:25	7:00
7:30	7:40	8:15
8:15	8:25	9:00
9:00	9:10	9:45
9:45	9:55	10:30**

Last boat to Aquarium and Queen Mary:

* Last boat Monday - Thursday

** Last boat Friday - Sunday



562.591.2301
lbtransit.com



Catch a cool ride

Summer is on! With stops at Long Beach's favorite waterfront destinations, our water taxi service is the fun way to get around and stay cool 7 days a week from April 14 - October 29, 2017.



Your Catalina Island journey begins with us.

8 FAST MODERN BOATS. 1 HOUR BOAT RIDE.

UP TO 30 DEPARTURES DAILY.

Experience Catalina Island, just an hour boat ride from Southern California's coast! Scenic beauty, high adventure activities, great dining or simply rest and relaxation. With up to 30 departures daily from San Pedro, Long Beach and Dana Point, take the trip for a day, or stay overnight.

CatalinaExpress.com | 800.914.4562

401 - 435 SHORELINE VILLAGE DR
LONG BEACH, CA 90802
562.435.2668

SHORELINE VILLAGE

www.shorelinevillage.com



#ShorelineVillage

5 DAYS OF FUN SUMMER 2017

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



SUMMER CONCERT SERIES



SUMMER CONCERT SERIES

SUNDAY AFTERNOON MUSIC

12 PM

6-9 PM

6-9 pm & 2-5 pm & 6-9 pm

2-5 PM

July 12 - August 30

JUNE 1-29

June 2 - August 26

June 4 - August 27



Photograph by the Business Journal's Larry Duncan)

As Long Beach Attractions Get Injection Of Investment, Tourism Industry Professionals Are Optimistic

■ By **SAMANTHA MEHLINGER**
Assistant Editor

Long Beach's major attractions are receiving an injection of investment and development, with the renovation of the Queen Mary, a new wing of the Aquarium and an expanded terminal for Carnival Cruise Line all underway. Meanwhile, tourism-driven businesses and corridors are reporting optimism for the summer and remainder of the year, now that the rainy season is over.

The Queen Mary is in the beginning phases of exterior refurbishments and painting, which will be followed by interior, structural work to the ship deemed necessary by the results of an assessment released earlier this year, according to General Manager Stephen Sowards. The ship's hotel rooms, restaurants and ballrooms are also all slated for renovations and restorations.

Earlier this year, Queen Mary leaseholder Urban Commons released plans to develop the land surrounding the ship into a concept dubbed Queen Mary Island, which would include shops, an outdoor amphitheater, a new marina, a complex featuring a variety of

sports activities like zip lining and rock climbing, and more. "That's in the early stages, but we are partnered already with some groups," Sowards said.

"With the development of Queen Mary Island, I think the next five or seven years of us developing the island and people seeing what's going on with the ship, it's going to become quite the entertainment hub over here," Sowards said.

In the meantime, Evolution Hospitality, the Queen Mary's management firm, has been growing the ship's events schedule. An early June concert, "Rock the Queen," attracted more than 5,000 people to see bands like Smash Mouth and Sugar Ray. The ship also recently hosted its first Mixed Martial Arts (MMA) event and already has more on the books. For more information on events at the Queen Mary, visit www.queenmary.com/events/calendar-of-events.

The long-running "Diana: Legacy of a Princess" exhibit is slated to make its exit by the end of the year, according to Sowards. Two new historical-themed exhibits related to the Queen Mary's past include an exhibit based upon the war rooms used by Winston Churchill to shelter and strategize during World War II and an exhibit about the Titanic.

For the war rooms exhibit, the Queen Mary purchased movie sets replicating the rooms.



The new "FROGS: Dazzling And Disappearing" exhibit at the Aquarium of the Pacific features almost two-dozen species of frogs, including these, pictured from left: the Amazon milk frog, the Solomon Island leaf frog, the splash-backed poison dart frog, and the yellow-banded poison dart frog. (Photographs courtesy of the Aquarium of the Pacific)



Construction is underway on the expansion of the Aquarium of the Pacific, which will include a new interactive theater, art gallery and exhibit space. President and CEO Jerry Schubel expects the new wing to be open by late spring 2019. (Photograph by the Business Journal's Larry Duncan)

Hospitality & Tourism Industry

The debut of the exhibit, which is planned for December, should coincide with the release of a Focus Features film about Churchill and the historic war rooms, Sowards noted. The Titanic exhibit will be smaller in scale and should be open by mid-August, he said.

"I think it's an exciting time for Long Beach," Sowards said. "I have lived in Los Angeles for seven years and worked in Santa Monica and a few other places around town. But I really see Long Beach as the next great boom."

Sowards noted that Carnival Cruise Line's expansion within the dome to create a larger terminal and bring in a larger ship is also good for the Queen Mary. "They are a great complement. They bring people to the island to get on and off the ships, and that not only brings more customers to see the beautiful Queen Mary [but also] gives us the opportunity to grow our business as well, which is exciting."

Fred Stein, vice president of revenue planning and fleet deployment for Carnival, said the expanded terminal should be complete by the end of this year. The cruise company currently operates three ships out of Long Beach, including the Carnival Inspiration and Carnival Imagination, which take short three- to four-day trips to Ensenada and Catalina Island. The third vessel is the Carnival Miracle, which offers seven-day cruises to the Mexican Riviera, 15-day Hawaii cruises and a new 14-day Alaska cruise debuting in September. That cruise is selling well, Stein noted.

When the expansion is complete, Carnival will replace the Miracle with the Carnival Splendor, which is almost double the capacity, according to Stein. "It's going to be sailing the same rough itineraries that Miracle is," he said.

Stein said that Carnival's operations primarily bring in guests who have driven from the Greater Southern California region and even as far as Arizona. The longer cruises, however, draw some visitors who fly into the city, he noted. "We bring in guests who sometimes extend their stay either before or after and, therefore, have an economic impact in the local market," he said.

Stein said Carnival is doing well in Long Beach. "We are really excited to move forward with the terminal expansion that is going to have a lot of great things to offer our guests. And we are excited about being there," he said. For information about cruises out of Long Beach, visit www.carnival.com/cruise-from/long-beach-los-angeles.aspx.

The Aquarium of the Pacific, located on the waterfront at Rainbow Harbor, just began its own expansion to build a 300-seat interactive theater, a pre-theater entry orientation space, an art gallery and an exhibition area. President and CEO Jerry Schubel said the 23,000-square-foot expansion will open in 2019.

"When the Aquarium expansion opens, we expect our attendance will get to more than two million a year," Schubel said. "And most of those people will come from outside of Long Beach, so they will buy some things here, they will eat meals in the Pike and other places. I am very bullish on the tourism industry in Long Beach."

The Aquarium set record attendance last year with 1.72 million visitors and is currently pacing 4% ahead of last year. "I think we're going to knock it out of the park," Schubel said of 2017. He noted that the expansion construction will result in the closure of the changing exhibit gallery in September. "That may be a deterrent to some people, but I think we'll still have a great summer," he said. He expects the Aquarium to bring in \$36 million in revenue this year.

The Aquarium recently opened a new exhibit, "FROGS: Dazzling and Disappearing," which features two-dozen species of frogs, toads and other amphibians. "It's an extension of our changing exhibit called 'Vanishing Animals' because there is no group of animals on the planet that is more threatened than amphibians," Schubel said.

There are a number of reasons frogs are vulnerable. They breathe through their skin and are therefore highly susceptible to contaminants, Schubel explained. "We have destroyed a lot of the habitats they depend upon: ponds, creeks, rivers and freshwater wetlands," he said. "And then there have been some diseases that have taken a big toll on many species of amphibians."

A new exhibit featuring archerfish – a species that spits water at insects to knock them into the water to eat – also recently debuted. "They can spit as much as five feet. So when you see these fish come to the surface and actually spit at an insect and knock it off a branch and then gobble it up when it hits the water, it really is quite an amazing experience," Schubel said.

The Aquarium also continues to host a variety of ongoing events, including a lecture series, festivals, outdoor live music and more. For dates, visit www.aquariumofpacific.org/events.

Nearby, Shoreline Village is ready for summer with its own calendar of events. Assistant Property Manager Sergio Gonzalez said the boardwalk is hosting weekly events through the end of August. "We're going to be running what we call the '5 Days of Fun' here at Shoreline Village. . . . From Wednesday to Sunday throughout the summer, there is going to be some sort of activity or event going on down here," he said.

On Wednesdays, guests to Shoreline Village will receive a free 30-minute harbor cruise with the purchase of lunch from a participating restaurant, Gonzalez said. "The boat takes off at noon from July 12 through August 30," he noted. On Thursdays, the boardwalk is hosting "Shoreline's Got Talent," a talent competition for competitors aged five and older, through August 29. Contestants and attendees get the chance to win raffle prizes, he added. "Then Friday, Saturday and Sunday we are going to be having live music here at Shoreline."

The shops at Shoreline Village have been doing well this year, and two new shops – a candle shop and middle Eastern decor store – are in the midst of setting up, Gonzalez said. For more information about events and shops at Shoreline Village, visit www.shorelinevillage.com.

Water transit-related companies had a bit of a dip in activity thanks to the rainy weather in the winter but are now looking forward to busy summers.

"Our first quarter of the year, we saw a pretty good downturn in Long Beach just in general with the tourists and the crowds coming around," Dan Salas, owner of Harbor Breeze Cruises, said. Harbor Breeze offers whale watching tours daily, as well as tours of the Long Beach harbor.

(Please Continue To Page 32)

SHOPDINEIN
DULGESHOP
DINEINDUL
ESHOPDI
INDULGES
OPDINEINDU
LGESHOPDI
NEINDULGES
OPDINEIN
DULGESHOP
DINEINDULG
ESHOPDINE
INDULGES
HOPDINEIN
DULGESHOP

WE ♥ VISITORS

With more than 250 businesses, the beach and a bay,

belmont shore
2nd STREET

you can spend an hour, or spend a day.

belmontshore.org

THE QUEEN MARY
All-American
4th of July
ABOARD THE QUEEN MARY

Special Performance by
The Pointer Sisters

- 6 Bands & 3 DJs on Multiple Stages
- Comedians & Magicians
- Dueling Pianos
- Family Games & Activities
- Spectacular Fireworks Show
- Plus Much More...

TICKETS ON SALE NOW! QUEENMARY.COM

Long Beach
Attractions

(Continued From Page 31)

“We have got more competitors coming into the market, especially the next couple of harbors down south to us,” Salas said. “And they have inundated the market with Groupon and \$16, \$15, \$10 tickets. . . . So that has kind of taken a toll on us a bit.”

To make sure Harbor Breeze stays competitive, the company has revamped its website, www.2seewhales.com, and has invested in advertising outside of the Long Beach area. “Through everything, we have been able to maintain our numbers from last year,” Salas said. “So even though we have had some issues with weather and strong competition coming on from the South of us that are really going after the Long Beach market, we have managed to hold solid through that. But it has been very difficult.”

Salas said that Harbor Breeze Cruises has been experiencing steady business from tourists since the weather improved. “It’s like it used to be years ago when the original Pike was here,” Salas said. “When it got hot, inland people would jump on the Red Car and come to Long Beach. That was the thing to do to escape the heat. And we’re starting to see that again.” He added that he is hoping for “solid 10% to 15% growth this year.”

Greg Bombard, president of Catalina Express, said the company – which takes passengers to and from Catalina Island – is pacing about 2% behind last year’s ridership figures due to rainy weather in previous months. “Basically, as far as I’m concerned,



The Queen Mary is undergoing an entire exterior facelift this year. After the smoke stacks are done being painted in July, the sides of the ship are next, with interior renovations to follow. Leaseholder Urban Commons plans to develop the area around the ship into a concept called Queen Mary Island – one that has local hospitality and tourism industry executives feeling optimistic about the future. (Photograph by the Business Journal’s Larry Duncan)

we needed that rain. We needed the island to get green like it is. It looks fantastic,” he said.

Catalina Express offers 12 round trips per day out of Long Beach. The company continues to offer its Ride Free on Your Birthday promotion, Bombard noted. More information is available at www.catalinaexpress.com.

Since the sun has been out in the past couple of months, Bombard said traffic to the island has picked up. “I think we will probably do as well or better this year than we have been in the past year or two,” he speculated.

Bombard said businesses on the island are continuing to refresh their offerings,

giving returning visitors something new to experience. “There is just a lot more to do there today than there was back in ’08 or ’09 when the economy was in trouble there,” he said. “They have built right on through that period and upgraded a lot of the facilities, as well as hotels.” ■

FROGS

DAZZLING AND DISAPPEARING



There’s always something new to see and learn at the Aquarium of the Pacific. Touch sharks. Watch penguins play. Over 11,000 animals await you. Don’t miss the new exhibit **FROGS: Dazzling and Disappearing**.

\$8 off REGULAR ADULT ADMISSION

Present this coupon at the Aquarium ticket window and receive \$8 off regular Adult Admission. Limit (4) discounts per coupon. Not good with online tickets or any other offer. Not valid at off-site sales locations. Distribution or resale of this coupon is prohibited. No cash value. Valid through 6/30/17.

Aquarium of the Pacific

100 AQUARIUM WAY,
LONG BEACH, CA 90802
562-590-3100
AQUARIUMOFPACIFIC.ORG

‘No Magic Bullet’ To Solve Westside Issues

(Continued From Page 1)
 dilapidated streets, crime, parking and flood control are all issues Westside business owners face on a daily basis, according to Phillips.

“I don’t like a negative vent unless there is good that comes from it and positive action to take,” Phillips said. “The reality is that it is a great place to do business. Every neighborhood has its issues – industrial, commercial, residential. There’s no question about that.”

Mike Zupanovich, co-owner of Harbor Diesel & Equipment Inc. and a boardmember of the Magnolia Industrial Group (MIG), said his number one concern is the crumbling infrastructure of the Westside.

“The streets are just absolutely deplorable,” Zupanovich said. “The city is throwing good money after bad by patching streets because they’re just falling apart – they are beyond their life. They say they have them in the plans and Measure A. Well, we’ll see. Everything is ‘down the road.’”

City officials do not focus on enhancing the business climate but rather on social issues, according to Zupanovich. He noted that the city does respond to calls for service for situations such as illegal dumping in a timely manner, which he appreciates. But



Mike Zupanovich, left, co-owner of Harbor Diesel & Equipment Inc. and a boardmember of the Magnolia Industrial Group (MIG), and Bill Townsend, president of MIG and INCO Commercial Realty, said Westside infrastructure has been neglected for too long and the roads are crumbling. The two are pictured on 15th Street between Daisy and Oregon avenues. (Photograph by the Business Journal’s Larry Duncan)

he explained that he gets frustrated speaking with well-meaning city officials focused on social issues when tax revenue-generating businesses are in need of their time as well.

Zupanovich said that city officials are not working and living in the Westside area,

so they do not see the need on a daily basis. If they did, he said they would see that they can do a better job. If they did, they would notice the overgrown weeds and ugly-looking facades and facilities and the potholes large enough to “swallow up a Prius.”

“What thing has the city done to help

businesses out recently? I can’t answer for what they’ve done for neighborhoods that are industrial,” Zupanovich said. “I couldn’t tell you one thing. Everything is social issues and bike paths and all that stuff.”

Bill Townsend, president of MIG and

(Please Continue To Page 34)

Santa Fe Importers Est. 1947 **ITALIAN DELI & MARKET**

Serving the Westside since 1947.



PASTA
SANDWICHES
SALADS
AND MORE!
Catering Available

Three Locations to Serve You

1401 Santa Fe Ave,
Long Beach, CA
(562) 437-7775

12430 Seal Beach Blvd.,
Seal Beach, CA
(In the Target Shopping Center)
(562) 596-5800

5240 Irwindale Ave.,
Irwindale CA
(Cross Street is Arrow Hwy.)
626.337.8577

SantaFelImporters.com



Paul Collins, owner of architecture firm PAC Design, said the Port of Long Beach's proposed Pier B on-dock rail yard is the greatest threat to Westside business owners. (Photograph by the Business Journal's Larry Duncan)

(Continued From Page 33)
INCO Commercial Realty, agreed with Zupanovich that the decrepit streets are in serious need of attention and investment. Townsend noted that being an industrial area, the Westside sees far more trucking activity, which puts an increased stress on streets when compared to other areas of the city.

The Westside has been very active for years, which has benefited Long Beach greatly, according to Townsend. In the MIG area specifically, Townsend said se-

curity has been greatly improved, which has reduced crime.

"We just need to continue to work with the city to address things as they come up and get them solved," Townsend said. "There's a lot of needs in the city, but you've got a very strong business community that seems to be doing a pretty good job. But if you want to look back on infrastructure, that is something we definitely need help with."

For Paul Collins, owner of architecture firm PAC Design, the single greatest threat

to Westside businesses is the port's proposed rail yard, a project that Westsiders have banded together to oppose. Collins said Westside Project Area Council (West PAC) is focused on this issue to ensure Westside businesses continue to thrive and are not forced out.

"We're meeting with other organizations – residential groups and business groups – that will be affected by that and trying to at least mitigate some of the issues that they are going to be creating, which is going to be very detrimental to businesses and residents on the Westside," Collins said.

Regarding the rail yard, Phillips added that both the port and city officials appear to be working against Westsiders, rather than with them. He said business owners are trying diligently to open lines of communications in order to come to a suitable compromise. However, if the port is heeding the concerns of Westsiders, Phillips said they are not communicating that.

Increased homeless population is another concern, according to Collins. He explained that with the closure of Lincoln Park downtown, and due to the many development projects in the area, the homeless have been displaced, subsequently finding their way to the Westside.

"A lot of them tend to camp out at night because these businesses are closed and the streets are empty and there's lots of little cubbyholes for them to hide and sleep," Collins said. "And we'd like to see a better response by the police. The police don't see it as a top priority unless someone is violent."

Another major issue, according to Collins, is the oversized vehicles, namely motorhomes, that park on the Westside. He noted that what makes the problem so severe is that people are often living in these RVs and will stay in one spot for up to three days, as permitted by law. However, when they move, Collins said oftentimes sewage and trash is being dumped right on the streets and sidewalks, wreaking havoc on businesses.

What compounds the issue is the legality of not being able to tow these vehicles if the occupants are inside. Collins said that if police arrive to handle a vehicle that has exceeded the three-day period and the occupants do not come to the door, it causes a standoff and no action can be taken. This is a great annoyance to police and business owners alike, he said.

"The Westside generates a lot of taxes, but we sort of get the leftovers from the various departments," Collins said. "It would be a lot better if we were paid better attention to, for sure."

Collins acknowledges 1st District Councilmember Lena Gonzalez is an ally to Westsiders, having worked with them on various issues. But he said he thinks the area is not a top priority of city officials, most likely due to the fact that there are very few residents. He also noted that it is hit or miss as to whether the city will resolve a specific problem called in by a Westside business owner.

"My staff and I spend as much time as we can out on the Westside, attending the West PAC meetings regularly. I am always available to the Westsiders when they ask me to be," Gonzalez said. "I know that some of them feel [excluded], and I know that there's a large corridor that divides us. But there's also a lot to come to the Westside that we're working on, so we are excited about that."

Gonzales explained that her team has been working on a Santa Fe Corridor revitalization project that she will soon present as an agenda item at a city council meeting. She said she has encouraged Westsiders to share their hopes and visions for the area, saying that this is a time to think big.

As part of the revitalization process, Gonzalez said a community-rebranding program for the entire 1st District is already underway, which includes the Westside. This rebranding will include each neighborhood giving input on area enhancements, as well as neighborhood logos to be incorporated into the Santa Fe Corridor revitalization.



Think LED Lighting

- ☀️ **Utility Rebates Available** ☀️
- ☀️ **Eliminate Monthly Maintenance** ☀️
- ☀️ **Save Up To 75% Electricity** ☀️

CALL
For All Your Lighting Needs

Complete Line of Wholesale
Bulbs – Ballast & Commercial Fixtures

**Long Beach Westside Business
Since 1974**

1200 Oregon Ave., Long Beach, CA 90813
Phone (562) 437-1300 | Fax (562) 432-8056
mike@spot-lighting.com

To address the oversized vehicle issue, the city is working on an ordinance to ban parking such vehicles in certain areas. The city council agenda item specifically referred to residential zones; however, Gonzales said commercial and industrial zones would be included as well.

“The commercial corridors will be up to the discretion of our public works director. So it’s kind of a caveat in the ordinance,” Gonzales said. “There’s still a commercial problem with RVs in those areas – [the department of] public works is very aware of that. So they’ll be making sure that they are adding that enforcement as well to specific hot spot commercial areas, like the Westside, like MIG, and I think some other areas outside of my district that have been hot spots for RVs.”

As far as infrastructure concerns and the need for street repairs throughout MIG and the Westside, Gonzalez said Measure A funds will be utilized for such enhancements in the coming years but that streets were prioritized in the pavement management plan, and the highest needs are being seen to first. She acknowledged that much of the identified need is in residential areas. She said she is working to make alleyway improvements a priority on the Westside as well.

Regarding the concerns over the increase of the Westside homeless population, Gon-

zalez said it is not a Westside issue but rather a citywide issue that is part of the growing pains of the city. She acknowledged how such a phenomenon can upset business but said the city will continue to work to assist with the problem. She also asked that businesses be more proactive in dealing with the situation as well, for a team effort to combat the social issue.

“I absolutely love spending time on the Westside. I’m very proud of the Westside,” Gonzalez said. “The Westside has some of the oldest and most historic businesses we have in the whole city. It’s really great that they decided to invest in Long Beach and that they are here to stay. I think we need to do even more to shed light on the Westside to make sure that people feel included in the whole city.”

Despite the issues and concerns facing the Westside in the near and long term, the business owners agreed that the area is a unique neighborhood and a great place to conduct their business. Though some business owners have admitted that they would leave if issues such as the port’s rail yard are not handled properly, those same businesses expressed a hope for compromise so they can stay.

“City management can help by taking a closer look and working with Westsiders,” Phillips said. “There’s no magic bullet. We’ve got to address all of the issues.” ■



“Strength and Integrity in Steel Construction”



WESTSIDE PROUD since 1947

Cowelco Steel Contractors is celebrating 70 years as a premiere Subcontractor of Miscellaneous Steel, Steel Stairs and light structural for the Southern California construction industry. We are known for high quality workmanship, on-time service and the ability to handle most “fast-track” projects. Cowelco Steel Contractors is proud to be deeply rooted in Long Beach history and looks forward to many more years to come. Cowelco Steel Contractors is 3rd Generation Family Owned and Operated.



Cowelco Steel Contractors
 1634 W. 14th Street
 Long Beach, CA 90813
 (562) 432-5766
 www.cowelco.com

LONG BEACH TRAVEL CENTER



**1670 W PACIFIC COAST HWY
LONG BEACH, CA 90810**

**PHN: 562-983-7827
FAX: 562-983-1077**



HAPPY HOUR FREE BURGER

2-5PM EVERYDAY

With 100 Gallons
Premium Diesel
Fuel purchase*



CHOOSE FROM

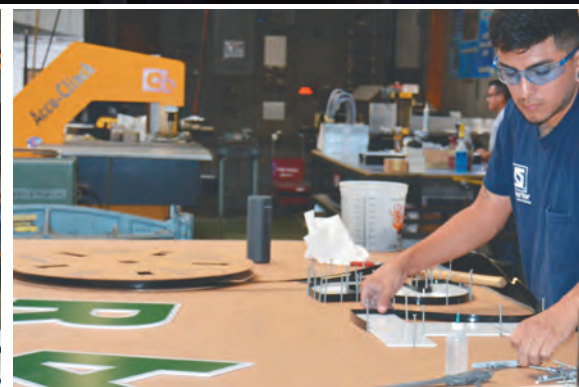
Famous Star
Western Bacon Cheese
Spicy Chicken

**ATM
Utility Payments
Payroll Check Cashing**



**Lottery
Money Orders
Shell Fleet Accounts**





Superior Electrical Advertising Inc. has been a part of Long Beach's Westside industrial area for nearly 50 years, employs more than 125 people and has well-known clients such as McDonald's, Denny's and Starbucks. Stan Janocha, chief operating officer of Superior Electrical, said there is a dark cloud hanging over the Westside, with several issues making the area's future uncertain, including whether his company can remain in Long Beach. Pictured top, from left, are: Janocha; Patti Skoglund, president; Jim Sterk, CEO; and Doug Takeshi, senior vice president and CFO. (Photograph by the Business Journal's Larry Duncan)

Businesses Thrive Amidst Concerns Over The Westside's Future

■ By **BRANDON RICHARDSON**
Senior Writer

Hundreds of businesses make up Westside Long Beach – between the Magnolia Industrial Group area to the east of the Los Angeles River to the countless industrial and commercial buildings to the west. And while businesses continue to thrive, some owners have concerns about the future of the area.

"There's kind of a dark cloud hanging over our head right here on the Westside because of the expansion of the rail yard for the Port of Long Beach," Stan

Janocha, chief operating officer of Superior Electrical Advertising Inc., said. "With that hanging over our heads, businesses are relocating and looking to go elsewhere."

Superior Electrical has about 130 employees and produces signage for companies such as McDonald's, Starbucks, CVS and Denny's. With the economy's improvement and large companies remodeling or building new stores, Janocha said his business is doing well. However, he explained that if the port's rail yard is approved, he would have no choice but to relocate – most likely outside of Long

Beach due to the low vacancy rate for industrial real estate.

Janocha's business has occupied the 100,000-square-foot building at 1700 W. Anaheim St., a former Coca-Cola bottling plant, since 1971.

"We're staying busy, and we owe a lot of that to our great employee base. We just hope that things continue this way," Janocha said. "The Westside is a great place to work – we love this place. But if the rail yard goes through, we probably won't be here. It would just be too close to us. It just wouldn't be feasible for us to stay here anymore."

Despite some uncertainty in the area, business owners are still glad to be located on the Westside. Ed Spotsky, owner of Spot Lighting Supplies, said that his business is on fire with homeowners and businesses converting to LED lighting. He explained that his online sales are the fastest growing aspect of the business.

During the recession, Spotsky noted a decline in general contractor purchases for building and remodeling residential and commercial properties, with many companies being forced to lay off employees. However, with a recovering economy, he said these sales are back up, with will-call pickups occurring continuously every day.

"I love where we're at right now," Spotsky said. "I drive by a building I thought of buying way over by Joe Jost's, and all I think about all the time is how glad I am that I bought exactly where I bought . . . just one exit off the freeway."

SnugTop, a manufacturer of truck caps and camper shells, has been operating on the Westside since 1959. Hartmut Schroeder became president and CEO of SnugTop in 1980. In August, the company was acquired by a larger national company, which kept Schroeder on to continue running operations.

Prior to the acquisition, Schroeder said SnugTop focused primarily on the Western United States and international markets. However, he said the company now



Ed Spotsky, owner of Spot Lighting Supplies, said despite future uncertainties for the area, he is glad he opted to locate his business on the Westside rather than a location he had previously considered near Joe Jost's. (Photograph by the Business Journal's Larry Duncan)

has a reach beyond its traditional market area, with 2017 sales ahead of last year at the same time.

“We’ve been very, very happy here. We occupy a whole city block,” Schroeder said. “We always felt that we are well positioned here. Especially in the past, a big portion of our business has been international, so we were doing a lot of exporting. So the proximity to the port has always been a big advantage to us.”

Recently, Schroeder explained that the strong U.S. dollar has decreased their exports substantially. However, with increased business across the U.S. and developing specialty products for national fleets such as telecommunication and pest control businesses, Schroeder said any international business that was lost was picked up on the commercial side.

Schroeder said he understands the concerns of Westside business owners, especially when it comes to the port’s proposed rail yard, but that the company has been happy at its location for a long time. Many of the company’s roughly 200 employees are local to Long Beach and the surrounding areas, according to Schroeder, and SnugTop uses local suppliers, such as Phillips Steel (also on the Westside), as often as possible.

“We’ve been here for a long time, and I’m certainly going to plead with our new owners that we stay where we are,”

Schroeder said. “I still believe it’s a good place to do business. I’ve always enjoyed doing business in the City of Long Beach. That has not changed.”

Since 1947, Santa Fe Importers has operated on the Westside. Today, the company has more than 50 employees and operates a deli that offers lunch and dinner, catering and groceries, as well as wholesale products through Marisa Foods, which produces products such as meatballs and sausages for restaurants and other businesses nationwide.

Santa Fe Importers President Vincent Passanisi said business has been very steady because, despite any outside factors, people need to eat. He explained that the first quarter was a little slow but that was typical of the entire industry, not just his business. However, business has picked up, and Passanisi said big things are happening.

“In fact, we are now making all the sausage for Angel Stadium,” Passanisi said. “That’s been a really exciting opportunity, and there are lots of those opportunities coming down the pipe, so it’s been very exciting.”

As far as being located on the Westside, Passanisi said things are changing. Aside from the uncertainty of the rail yard, he pointed to the incoming medical marijuana businesses. With the passing of Measure MM in November, which allows businesses to grow, manufacture, distribute and sell medical marijuana products in

the city, the Westside has become prime real estate. The measure places a minimum distance of medical marijuana businesses from parks, schools, beaches, libraries and other such amenities, making the Westside an ideal location.


“So that’s sort of changing the climate over here,” Passanisi said. “Property values are going through the roof as people are looking for properties to put in these businesses.”

Passanisi explained that the Westside’s proximity to the ports and freeways are an appealing amenity for businesses. However, the uncertain future of the Westside,

coupled with new regulations such as health care, minimum wage and tax increases and the ever-present threat of frivolous lawsuits, is casting a shadow over his normally optimistic attitude.

“I’m usually a very optimistic person, but I get a little pessimistic when I start having to deal with these challenges on a daily basis,” Passanisi said. “But there is always opportunity if you look for it, so I’m always excited for what is ahead. I think as long as there’s a climate that promotes entrepreneurs to do new things, there will always be opportunities.”

(Please Continue To Page 38)



GETTING STRONGER
Phillips Steel Company

102 Years Strong and Getting Stronger!

Phillips Steel
Experience the Strength

*Serving You From The
 Westside Since 1915*

1368 W. Anaheim St., Long Beach, CA 90813
 phillipssteel.com | 562-435-7571



**LEE &
 ASSOCIATES**

COMMERCIAL REAL ESTATE SERVICES

**YOUR LOCAL
 MARKET EXPERTS**

BRANDON CARRILLO • GARRETT MASSARO
RYAN ENDRES

5000 E. SPRING STREET, SUITE 600 • LONG BEACH, CA 90815
 www.lee-associates.com • 562.354.2500

**WESTSIDE INDUSTRIAL AREA
 COMPLETED TRANSACTIONS**

- CSULB Technology Park – Leased
- 1601-1609 W Anaheim St – Sold
- 1655 Cota Ave – Sold
- Anaheim St / Oregon Ave Multi-Tenant Park – Leased
- 2136-2144 W 16th St – Sold
- Oregon Ave / Daisy St Multi-Tenant Complex – Leased
- 1524 W 15th St – Leased/Sold
- 2001 W 14th St – Leased
- 2021 W Gaylord St – Sold
- 640-648 W Cowles St – Leased
- 1824 W 16th St – Sold
- 1411 W Gaylord St – Leased
- 1478 Cota Ave – Sold
- 600 W 15th St – Leased
- 1520 Caspian Ave – Leased
- 1472 W Gaylord St – Leased
- 1734-1742 Hayes Ave – Leased/Sold
- 1526 Seabright Ave – Leased
- 1542 Seabright Ave – Leased/Sold
- 1548-1550 Seabright Ave – Leased
- 2033-2043 W Gaylord St – Leased
- 2001 W 16th St – Leased
- 1737 W 16th St – Leased
- 1667 W 9th St – Leased
- 1532 W Esther St - Sold
- 514 W Pacific Coast Hwy - Sold
- 1430 Cota Ave – In Escrow
- 1425 Santa Fe Ave – In Escrow
- 1740 W Cowles St – In Escrow
- 2110 W Cowles St – In Escrow
- 1404-1420 Hayes Ave – In Escrow
- 1545-1565 Santa Fe Ave – In Escrow
- 1675 Santa Fe Ave – In Escrow
- 1680 Santa Fe Ave – In Escrow



Santa Fe Importers, located at 1401 Santa Fe Ave., has operated on the Westside since 1947. The company has more than 50 employees operating a deli and meat product manufacturing plant, which was recently contracted to provide all sausages for Angel Stadium. Pictured from left: President Vincent Passanisi; Vice President of Sales Marisa Passanisi; Store Manager Michael Medina; and General Manager Jorge Endura. (Photograph by the Business Journal's Larry Duncan)



Matthew Shook, left, and Joe Pearson own and operate Hi-Standard Manufacturing on the Westside. Shook said he loves the unique area for its small neighborhood vibe. (Photograph by the Business Journal's Larry Duncan)

(Continued From Page 37)

Gil Ficke, owner of Long Beach Travel Center, a Shell gas station and a Carl's Jr. that cater to the many truckers coming in and out of the ports, said his business experienced a soft spell during the fall and winter months but that volume has bounced back. Like Passanisi, Ficke noted increased operating costs due to new regulations have offset his 1%-2% margin increase.

Though he is aware of some Westside business owner concerns, Ficke admitted to being out of the loop with most of the Westside issues. However, he noted the prospective closure of the 9th Street bridge due to the port rail yard and the disruptive effect that would have on the area's traffic flow.

"I'm just trying to stay on top of things. The city is also increasing the sales tax. I'm concerned about that, where just over the city limit their operating costs are not on par with mine and I have to compete," Ficke said. "I'm just trying to do a good job and be a good neighbor and make some money."

Matthew Shook, co-owner of Hi-Standard Manufacturing, said much of his business was tied to the oil industry in years past. However, when oil prices plummeted, he was forced to think outside the box to create new products to bring revenues back up. Apart from manufacturing parts for the oil industry, the company produces parts for aerospace, defense and other commercial businesses.

Hi-Standard has been located at 1510 W. Cowles St. for more than 30 years and originally opened in 1967 around the corner on Caspian Avenue. Shook and his partner, Joe Pearson, took over the company from their fathers who partnered to form the business.

"I don't necessarily share some of the concerns that I hear from these other guys with the rail stuff and the development," Shook said. "I really like [the Westside] – the trucks and the traffic are unique. I like it. It feels like home. We've been here so long. It's just a small, neighborhood industrial park. It's got character." ■



Many trucks traveling through Long Beach to and from the Port of Long Beach utilize the Long Beach Travel Center located at 1670 W. Pacific Coast Hwy. at Santa Fe Avenue. The station features several Shell fuel islands to reduce wait times for truckers. (Photograph by the Business Journal's Larry Duncan)

Marijuana Is Changing The Westside Real Estate Market

■ By **BRANDON RICHARDSON**
 Senior Writer

Westside Long Beach is known as a hub for industrial businesses, some of which have operated in the area for decades – or in the case of Phillips Steel Company, more than a century. Due to numerous long-term tenants, who are happy with their facilities and locations, the industrial real estate market has retained an extremely low vacancy rate.

“We’re hovering around about 1%. It fluctuates here and there with deals going off and deals coming on,” Brandon Carrillo, principal at Lee & Associates Commercial Real Estate Services, said. “Another tough thing is you’ve got some [people] just not putting properties live on the market and trying to shop the deals themselves. That is something that skews the numbers sometimes.

Carrillo said proximity to the ports is a key factor in what makes the area so desirable for businesses looking to open or expand there. During a Commercial Real Estate Development Association convention on June 8, Carrillo said an economist noted the ever-evolving dynamics of e-commerce would not change the need for warehouse space in such areas. He said Long Beach’s Westside is strategically located to house goods for resident consumption.

One of the major changes facing the Westside real estate market is the introduction of medical marijuana growers, manufacturers and distributors. In November, voters approved Measure MM, which allows medical marijuana businesses to operate in the City of Long Beach. However, the ordinance puts restrictions on how close marijuana businesses can be to schools, parks, libraries, beaches and other such areas, making the Westside an ideal location.

“The biggest challenge is trying to filter through the real deal from someone who just has no ability to perform,” Carrillo said. “If you open escrow with one of these groups that are only opening escrow to tie you up and see if they can get a permit or not through the city, well, now you are missing all these other potential deals.”

Sales and lease prices for space on the Westside are skyrocketing, according to Carrillo. He explained that marijuana companies are often willing to offer more than double an asking rent or sales price to ensure them the space.

However, when it comes to leasing, Carrillo noted that some property owners do not want to get mixed up with the business



Garrett Massaro, left, and Brandon Carrillo are pictured at a 25,000-square-foot industrial building for sale at 1495 Seabright Ave. Carrillo said that despite “outlandish” high offers from those in the medical marijuana industry, the building’s owner is refusing to sell to such a user. (Photograph by the Business Journal’s Larry Duncan)

of marijuana. He cited a property at 1302 15th St. that was recently on the market, where the owner wanted to test the market to see if the mythical marijuana business offers were true. Carrillo said high offers did come in but that the owner decided he was not comfortable getting involved in the business and opted to expand Neill Aircraft Co., a current tenant, into the space.

When it comes to the sale of property, Carrillo said owners are more likely to those in the marijuana industry.

“If someone can get their sale price, they don’t care what the person does. It’s just one of those things that’s market driven,” Carrillo said. “We saw this in Denver, and it’s just one of those unfortunate things where if someone didn’t do a long-term lease with lock-in rates for their business, they’re finding themselves exposed to a high watermark in the industry.”

Not all property owners will sell to a marijuana business, however. Carrillo noted the owner of a 25,000-square-foot building at 1495 Seabright Ave. who set the price based on a normal industrial user and received outlandish offers from marijuana businesses, which were promptly turned down.

The Westside has always been a resilient market. According to Carrillo, even during the peak of the recession, the Westside vacancy rate was never higher than 12%. A major issue in the market is a lack of available space for new companies to enter or current ones to expand.

“There’s a lack of available product. Lots of activity from the cannabis industry,” Bill Townsend, president of INCO Commercial Realty, said. “There’s still activity from the other sectors, such as manufacturing. It’s a very good, active market.”

In light of the marijuana activity, Townsend said it was important that other industries, such as manufacturing, aerospace, oil and others, are still showing great interest in the area when space is available.

“If you’re doing any work for the port or

the refineries, it doesn’t get much closer than the Westside,” Townsend said. “You’re within minutes of the port and refineries and those activities, so it is a geographical, X-marks-the-spot location. Close to the freeways. Good access. It’s a great location.”

Neither Townsend nor Carrillo could say what the long-term effects of the marijuana industry would be on the Westside. However, Carrillo said many in the industrial real

estate industry look to Denver to gauge how legalized marijuana plays out in the markets. Based on that, Carrillo said he thinks current activity patterns will slow down in Long Beach and stabilize. Regardless, Townsend and Carrillo foresee the Westside real estate market will continue to be strong.

“There is such a great mix of businesses there with long histories,” Carrillo said. “It’s just reflective of the Long Beach culture.” ■

INDEPENDENT. RESPONSIVE. CUSTOMER FOCUSED.

SPECIALTY AND INDUSTRIAL GASES. WELDING, INDUSTRIAL AND SAFETY EQUIPMENT.

Remember when the welding and industrial supply industry was dominated by independent distributors who knew your name and understood your goals and objectives? So do we.

Encore stands for a return to those time-tested values. As a privately owned and founder-led company, Encore is responsive and 100% customer focused.

We hear you, and we’re here to help you succeed.

- Welding Equipment
- Welding Accessories
- Specialty Gases
- Industrial Gases
- Bulk Gases
- Filler Metals
- Abrasives
- Gas Outfits / Apparatus
- Power / Hand Tools
- Safety Supplies
- Large, Local Inventory

MENTION THIS AD TO RECEIVE 60% OFF YOUR FIRST ORDER OF INDUSTRIAL GASES*

*Some restrictions apply. Please call for details.

(562) 612-4757 WWW.ENCORESUPPLY.COM
 PROUDLY HEADQUARTERED IN SIGNAL HILL, CA



Long Beach Ice Cream

In 1992, after driving his own ice cream truck for more than three years, Bahram “Bob” Bakshi opened his own ice cream wholesale store, Long Beach Ice Cream. Bakshi is an Iranian immigrant who came to Los Angeles in 1985, where he would later enter the ice cream business. After driving his ice cream truck in L.A., Bakshi saw a hole in the Long Beach ice cream market. “There was no ice cream wholesale commissary here, so I decided to come and open here,” Bakshi said. “I like it a lot because it’s a good community and I like the city.” Located at 1416 W. 15th St., the wholesaler now has two employees and does 80% of its sales to local ice cream truck drivers. The other 20% of business is with small mom and pop stores. His best-selling brand is Blue Bunny, famous for cartoon character ice cream bars with gumball eyes. “I love my job. I’m so satisfied with what I am doing. I serve the people who love ice cream – mostly it’s kids,” Bakshi said. “When I was a kid, I used to eat a lot of ice cream. So I like this business because I serve the kids mostly.” For more information, visit www.longbeachicecream.com.

RTL Woodworks & Countertops

Rodrigo and Tania Lopez got married in 2002. One year later, they purchased a woodworking business, which had operated in Long Beach for several years, and turned it into RTL Woodworks & Countertops. “I went to Cal Poly Pomona for business administration, and she went to Cal State San Bernardino for business,” Rodrigo said. “We both have backgrounds in furniture, so everything just came together and we decided to buy this business.” The pair have 11 employees working in their shop, located at 1660 Hayes Ave., and in the field. Rodrigo said the company gets jobs throughout Southern California, including Catalina Island. The company builds custom kitchen cabinets, bathroom counters and storage, built-in shelving, media centers, buffets, hutches, side tables, bars, mantels and other wood projects. After bad experiences outsourcing stone countertop work to other companies, Rodrigo decided to add a countertop division to his company, which now accounts for 30% of sales and makes RTL a one-stop shop. “We work with anything. As long as it’s wood and stone, we’ll work with it,” Rodrigo said. “The most rewarding part is the customer satisfaction. I like when customers are happy and recommend us to somebody else. That’s how our business has been growing.” For more information, visit www.rtlwoodwork.com.



City Foods Wholesale

Jaime Espinoza said he was born into the meat industry, with a father employed as a meat trader. In 2011, Espinoza opened City Foods Wholesale at 711 W. 16th St., which features a variety of specialty meats. “When I started, it seemed like a good idea because everybody has to eat,” Espinoza said. “There’s quite a few people who want to try it, but they don’t have an outlet to actually try it. So it seemed like something that would be fun to have for that wow factor.” The store has more than 200 different types of meat products at any given time, according to Espinoza. The ever-changing product list often features items such as wild boar, buffalo, kangaroo, crocodile, turtle and alligator meat, along with more common meat products. “I’ve been in Long Beach a long time. I like the diversity here – it’s sort of a melting pot of everything,” Espinoza said. “Our niche is that there are so many items out there that people don’t know about. What we like to do is offer you everything from lower income to upper income. The main thing is the variety that we offer. You can’t get that variety at any grocery store.” The store is open to the public seven days a week. For more information, visit www.cityfoodswholesale.com.



Joyful Paws Pet Hotel & Daycare

June marks the five-year anniversary of the opening of Shawnté Marquez’s Joyful Paws Pet Hotel & Daycare. After spending a decade in corporate advertising, Marquez decided to pursue a career she was more passionate about. “I’ve always loved animals. As a child, I always had dogs and cats as a part of my family – naturally, I’ve always been drawn to them,” Marquez said. “In high school, I was always the person the neighbors would call to watch their pets when they were away.” Located at 1701 Fashion Ave., the 12,000-square-foot facility and its 12 employees can comfortably and safely accommodate up to 70 animals at a time, according to Marquez. However, the average is between 30 and 40 pets. Joyful Paws cares for dogs and cats, though Marquez said she has gotten requests for turtles, rabbits, birds and snakes. Indoor play areas include rubber and turf floors, as well as pools in the summer. “All of my staff goes through a 16-week course learning about dog language, body language, stress signals and also how to care for them in group play,” Marquez said. “I might be one of the only facilities that actually puts my staff through that intense course of training.” For more information, visit www.joyfulpawshotel.com.

Support Local Small Businesses

CH Topping & Co.

Now located in a 1925 brick building at 520 W. Esther St., CH Topping & Co. has operated in Long Beach since 1931. Vince Bunting, a self-described “gearhead for life,” took over the business in 1980 and continues to run the business solely focused on brakes. When asked what the most rewarding aspect of owning the business is, Bunting said, “Probably fixing problems that can’t be fixed. Most people that go elsewhere have their brakes done and have four-wheel disc and have these custom cars and spend all this money, and then they don’t work.” He said his shop works on many vintage and specialty cars but that he and his four employees also do a lot of fleet work, industrial equipment (including punch presses, laundromat and dredging equipment) and parts for stores such as O’Reilly Auto Parts and NAPA Auto Parts. He explained there is nothing brake related that his company cannot do in-shop, making his a true one-stop shop. “I’ll never be able to own an old Ferrari or a ’29 Packard or a Duesenberg, so it’s nice to drive something I can never afford,” Bunting said. “It’s satisfying to fix something that nobody else can do. There’s a satisfaction in finishing the job right.” For more information, visit www.chtopping.com.



Galaxy Scooters

Four years ago, owner Kelley Bates and mechanic Tim Loungway teamed up to open Galaxy Scooters at 820 W. Esther St. “Tim has been a scooter mechanic since he was a teenager . . . and there were no scooter shops in Long Beach,” Bates said. “So he started working on scooters around here, and then we just grew the business.” Bates said the shop is a welcome relief from her work as a geriatric social worker. Though Galaxy specializes in vintage scooter repair and restoration, such as Vespa and Lambretta brands, the shop also works with modern models. Bates said scooters are ideal for Long Beach residents because of impacted parking throughout the city. Loungway said clientele ranges from daily riders to those who ride their scooter once a year. He added that the pair hope to grow the business into a scooter dealership. “When you fix a scooter and the person gets on it and rides it and they have a big smile on their face, you vicariously live through that moment of when you first got your scooter and were excited about it,” Loungway said. “I’d like to see scooters become more of a staple in Long Beach, as far as travel.” Pictured with Kelley and Tim is their best friend, Brooker. For more information, visit www.galaxyscooters.com.



Small Business Dollars & Sense

Financial Support Of Children And Aging Parents Can Impact Saving For Retirement



By BEN
ALVARADO

These days many small business owners are struggling with helping aging parents and supporting children and this makes saving for their retirement even more difficult. At Wells Fargo, we wanted to find out how balancing these realities affects the retirement nest egg. In conjunction with Gallup we asked 1,007 investors – each with total savings and investments of \$10,000 – to share attitudes on a wide range of topics including investing, choosing a retirement age, developing a written financial plan, life situations that may hinder saving, and the impact of having a 401(k) plan. Our random sample included 71% of those not yet retired, with a median age of 46, and 29% retirees, with a median age of 69.

Among those participating in our survey, 47% have children and at least one living parent – putting them in what is commonly called the sandwich generation. Also, 32% said they provided financial support for adult children, living parents or both. Thirty-five percent of non-retired investors and 25% of retired investors give this kind of financial support to these family members. More than half of that group – making up 20% of all 1,000-plus investors surveyed – agreed that their financial support affects their ability to save for their own retirement years. It’s no secret that paychecks for

many working Americans, as well as for retirees, have been strained in recent years as low interest rates for savings accounts persist and expenses rise. Specifically, it’s likely that wage stagnation and increased costs for shelter, energy and food contribute to this feeling of being financially stretched.

One step we advocate for, especially for those in this position, is regular conversations with those you are helping financially. Talking with children and parents about financial matters helps promote open dialogue about potential ways to help them assert more financial independence and consider different available resources to help them on their journey.

We’re glad to see in our survey that the majority is taking this step. For those with at least one living parent, 65% said they have had a discussion about financial security with them. And, in order to be proactive, 70% of those with a child under age 18 said they have spoken to them about the importance of saving money.

Another action that may be useful for those providing support to an adult family member is taking inventory of spending patterns each month, and developing a budget.

At Wells Fargo, we’re focused on improving the financial health of all our customers. Our company has developed eight rules of thumb for financial health; one of those is saving for a better retirement by setting aside at least 10% of income annually to fund your life in retirement. The My Retirement Plan® tool, whether you’re a customer or not, is a great resource to check out.

Considering these steps, one by one, can help move you down the path to a better financial future. Once you’ve taken action on several of these steps, you should begin to gain confidence and security in your current financial situation and in your long-term plans.

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



More than 800 real estate and business professionals along with city staff and elected officials attended the June 6 “Building A Better Long Beach” event, a presentation on development by Long Beach Mayor Robert Garcia, pictured above. The event at The Beverly O’Neill Theater at the Long Beach Convention & Entertainment Center was hosted by the Long Beach Business Journal.

Assistant Editor Samantha Mehlinger introduced the event, in which Garcia outlined more than three dozen real estate developments planned and underway throughout the City of Long Beach, including more than 5,000 residential units.

The morning’s big announcement came when Garcia was joined onstage by Tony Shooshani, owner’s representative of The Streets (formerly City Place), and Jane Close Conoley, president of California State University, Long Beach, to announce a conceptual future project in the heart of Downtown Long Beach that would house CSULB students, the University Art Museum and classrooms. ■



Long Beach City Manager Pat West, center, with Diana Tang, the city’s manager of government affairs, and Steve Goodling, president and CEO of the Long Beach Area Convnetion & Visitors Bureau.



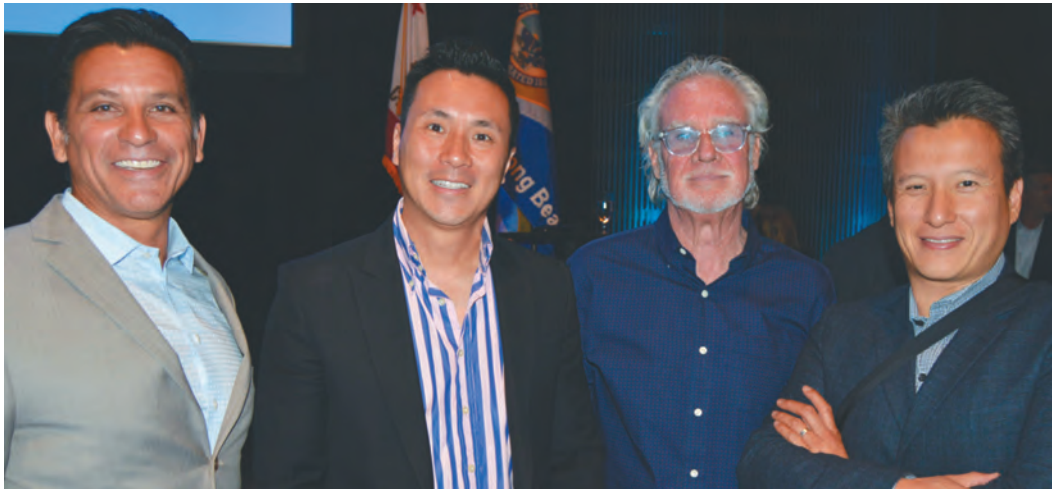
Ryan Guthrie, left, vice president of development for the Holland Partner Group, is pictured with John Keisler, director of the Long Beach Economic and Property Development Department.



Rich Archbold, left, is public editor of the Press-Telegram, with Long Beach City Attorney Charlie Parkin.



Long Beach City Prosecutor Doug Halbert, left, is pictured with 2nd District Councilmember Jeannine Pearce and Vice Mayor/9th District Councilmember Rex Richardson.



Pictured, from left: Stephen Soqui, vice president of investments and director, national multi housing group, for Marcus & Millichap; Felix Wong, principal of Platform Group; Steve Carter, president of Nemo Constructors, Inc.; and Phillip Ong, principal of Platform Group and managing director of Scintilla Collaborative.



Tony Shooshani, managing director of Shooshani Developers, LLC, with his guest, Danielle Alura.

Building A Better Long Beach Forum



Long Beach Area Chamber of Commerce President/CEO Randy Gordon, who is holding a copy of the Business Journal, is seated with Chamber Senior Vice President Jeremy Harris.



Mayor Robert Garcia is joined on stage by California State University, Long Beach President Jane Close Conoley, and Tony Shooshani, managing director of Shooshani Developers, LLC, to announce they are working together to create a CSULB Downtown Village.



Kevin Lee, communications officer for the city's Long Beach Development Services department, is flanked by department employees Jonathan Garcia and R. Chelsey Finegan. Behind them are Patrick Ure, left, housing development officer, and Alem Hagos, grant administrator, both with development services.

Long Beach Business Journal Assistant Editor Samantha Mehlinger is joined by Kraig Kojian, left, president and CEO of the Downtown Long Beach Alliance, and Adam Carrillo, economic development manager for the organization.



Phil Jones is broker/owner of Coldwell Banker Coastal Alliance in Long Beach, and is heavily involved with the national and state boards of realtors.



Mario Cordero assumed his duties as executive director of the Port of Long Beach earlier this month. He most recently served as a presidential appointee to the U.S. Federal Trade Commission.



Mayor Robert Garcia reviews positive numbers impacting Long Beach including: unemployment dropping to 4.7%; the creation of 9,000 new jobs the past few years; current projects under construction are valued at \$2.5 billion; and 2,500 residential units have been entitled in the city.



From left: Airport Director Jess Romo; Director of Library Services Glenda Williams; and Assistant to the City Manager/City Council Liaison Rebecca Jimenez.



On Track for Fun

Watch for the Port of Long Beach at family-friendly summer events around the city. You'll find us sponsoring movies at the parks and on the beach, kids' events, senior programs, concerts and more – all summer long.

Join us, have fun, and learn how we're building the Port of the Future. Learn more at polb.com/summerfun.



Port of
LONG BEACH
The Green Port

www.POLB.com