

**Long Beach Business Journal**

# Building A Better Long Beach

March 29, 2016

Long Beach's Newsmagazine

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**Cover art of the Honda Pacific Visions Theater  
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# Downtown Long Beach

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

Dear Friends,

Welcome to the Long Beach Business Journal's special "Building a Better Long Beach." I appreciate the Journal focusing on what is, to me, the most important job of any Mayor: To make our city a better place. For the past 20 months, that's what we've been working hard to do, and I'm proud of all the successes we are seeing.

But we haven't done it alone.

It's really our amazing community – our residents, business owners, and the many stakeholders invested in our community – that makes Long Beach great.

I've never been more optimistic about our City's future. We have seen hundreds of millions of dollars invested in and around downtown, with national brand retail like Nike and Converse, unique local businesses like Made in Long Beach, and thousands of new residences coming in, household income increasing, and new festivals and events enhancing quality of life and stimulating our economy. We've seen innovative and international companies like Virgin Galactic and Mercedes-Benz investing in Douglas Park, new flights from JetBlue and a new carrier, Southwest, at our renowned airport, and record volumes at the Port. Our Aquarium is expanding and the Queen Mary is looking to enhance our waterfront with new offerings for visitors. City Place is rebranding itself and the Pike's rebranding has been a huge success. There are so many reasons to be bullish on Long Beach.

We still have work to do. Our infrastructure is in dire need of new funding, and we need to expand public safety services to deal with changing crime trends. I am confident that we will come together as a community and make the necessary investments in our City's future. Our residents love this city too much to see any of our tremendous progress set back.

I'm proud to be Mayor of this diverse, thriving, growing city. I want to thank all the Journal's readers for your civic involvement and interest, and for doing your part to build a better Long Beach.

Go Long Beach!

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# Building A Better Council District

■ By **SAMANTHA MEHLINGER**, Senior Writer

The Business Journal reached out to each of Long Beach’s councilmembers and asked if we could take their photographs at locations highlighting recent efforts or accomplishments within their districts. We heard back from eight of the nine councilmembers, who are pictured here showing off the results of endeavors related to growing business and bettering community infrastructure.

(All photographs by the Business Journal’s Larry Duncan)



## 2nd Council District

At 15,000 square feet, Camp Bixby is the largest playground area in the city’s 2nd District, which extends from the port through parts of Downtown Long Beach, Retro Row and much of the Broadway corridor. Vice Mayor and Councilmember Suja Lowenthal, pictured, and the community recently celebrated the playground’s opening within Bixby Park. Camp Bixby features a play area for toddlers to five-year-olds, plus an area for five to 12-year-olds. The play area is meant to feel like an urban oasis, and elements of the park are modeled after a photograph taken there in the 1930s. Lowenthal has also led the way for other recent improvements to Bixby Park, including a new fitness loop with a walking path, sit-up benches, a chest press and other equipment, as well as a new restroom facility built in the same style as a historic bandshell on site.

## 4th Council District

The 4th District’s Bouton Creek Park hasn’t had a sidewalk since the day it opened in 1965, not only making it inconvenient for walkers and runners, but also causing the park’s grass and soil to erode into the street after rains. After more than 50 years, 4th District Councilmember Daryl Supernaw spearheaded the effort to remedy the issue, and construction recently began on the sidewalk, which runs the length of the park on Atherton Street between Bellflower Boulevard and Clark Avenue. The small .78-acre park features picnic benches and a playground, and is located north of a drainage ditch that was once Bouton Creek. Supernaw is pictured at right with the parks department’s Hurley Owens, bureau manager overseeing maintenance and development. The councilmember has also led the effort to repave the same stretch of Atherton Street, a project that began in early March. When the project is completed, the street will feature ADA upgrades and rehabilitated bus pads, curbs and gutters.



## 3rd Council District

The Naples Island canals in the 3rd District recently got a facelift thanks to a project to improve the seawalls, which have been in serious need of repairs for many years. The first phase of the project replaced 1,900 linear feet of seawall in the Rivo Alto Canal between bridges on The Toledo and Ravenna Drive – a feat years in the making, and one that 3rd District Councilmember Suzie Price, pictured here with her staff, celebrated with residents of her district last fall. There are six more phases of the project to make similar repairs to the remainder of the seawalls. Another recently completed infrastructure project in the district involved calming traffic along Broadway. Unnecessary traffic lanes have been eliminated along certain sections of the street, and new crosswalk treatments have been implemented in order to make the popular area safer for the community. Pictured in Naples are, from left, 3rd District staff: Alexandra Escobar, intern; Jack Cunningham, district office director; Antonella Schaub, communications director; Councilmember Price; Julie Maleki, chief of staff; and Lisa West, director of business relations, programming and outreach.



## 5th Council District

Fifth District Councilmember Stacy Mungo, above, has been working closely with the East Spring Street Business Alliance to bring visibility to the Spring Street shopping and dining corridor, located in East Long Beach. A number of businesses have moved in to the area in the past year, the most recent being Grocery Outlet Bargain Market, which offers deep discounts on grocery items. In February, her office, in conjunction with the alliance, held the “Shop Spring Street Fair,” a daylong event in which local businesses set up booths, and visitors were treated to discounts and participated in raffles with prizes ranging from gift cards to airline tickets. A representative from Mungo’s office said another street fair is in the works to build on the success of the recent event. Dedicated to boosting Long Beach business, Mungo is planning to hold a tent sale for automobiles in her district in the coming months, following a similar successful event last year. Mungo is pictured at the Spring Street Center at the southeast corner of Palo Verde Avenue and Spring Street.



# Building A Better Council District

## 6th Council District

Sixth District Councilmember Dee Andrews and a construction crew show off a nearly completed infrastructure project adjacent to Veterans Park, a 14.3-acre park with a community center, playground and various athletic facilities. An alley, as Andrews points out, running north to south on the east side of Pacific Avenue, as well as portions of 28th and 29th streets, were repaved, remedying long-standing community eyesores. Other improvements to these areas included tree root shaving, concrete removal, gutter and curb repairs, and new sidewalk ramps. Andrews' office has been busy overseeing many other community improvements, including a project to improve Alamitos Avenue, a major thoroughfare leading to Downtown Long Beach. The street has undergone a "road diet," meaning the number of lanes have been cut down to slow traffic, making it safer for pedestrians, bicyclists and drivers alike. It also features the first bike lanes in the district.

## 7th Council District

Seventh District Councilmember Roberto Uranga is partnering with businesses on Wardlow Road to start a business improvement district along the corridor from Cherry to Atlantic avenues, with some businesses on Orange Avenue also included. Steelhead Coffee, where Uranga is pictured with fellow community leaders, is the newest coffee shop to open in his district. The shop is located on Wardlow Road in California Heights, nearby other thriving businesses and organizations such as Long Beach Ballet, Roxanne's Cocktail Lounge & Latin Grill, Blackbird Café and others. Aguirre has been assisting in the effort to move the business improvement district forward. Pictured, from left, are: Robert and Darlene Castillo of the West Long Beach Association; John Aguirre, founder of Steelhead Coffee; Charlotte Roush of Bixby Highland Community Watch; Councilmember Uranga; Maria Norvell and Joan Greenwood of the Wrigley Area Neighborhood Alliance; Jerry Mineghino, chair of the Long Beach Airport Advisory Commission; Stacey Morrison of the California Heights Neighborhood Association; and Alan Burks, president of Environ Architecture and member of the Wrigley Association.



## 8th Council District

Eighth District residents flank Councilmember Al Austin II and Blair Cohn, director of the Bixby Knolls Business Improvement Association, at a revitalized shopping center on Long Beach Boulevard and San Antonio Drive. Formerly the site of a Ralph's grocery store, the center quickly garnered new tenants after recent improvements to its façade and interiors. The latest store to open was Petfood Express, a California pet supply chain with a permanent cat adoption center, an indoor dog park and a pet wellness center. The center is also soon to be home to Trader Joe's, which is relocating from another part of Bixby Knolls, and a Crunch Fitness gym. The shopping center is one of several new and improved retail spots in the 8th District, where two new creative retail and dining developments are planned on former redevelopment agency properties. Pictured, from left, are: Stephanie Boggs, Delfina Skalland, Barbara Shoag, Cohn, Councilmember Austin, Lindsay Hughes, Janet Watt, Jennifer Rocha and Joyce Kaiser.

## 9th Council District

Last year, 9th District Councilmember Rex Richardson unveiled a revitalization plan for North Long Beach called "Roadmap to the Renaissance." Since then, he has held many community meetings, including one with the people in this picture at Church One Ministries on East 70th Street, to move the plan, which has three aspects. The first leg of the plan is a strategy for improving parks and open space in the district. Already, a conceptual plan to reinvigorate Houghton Park has been developed, and design work for a new community center at the park is underway. A project to restore the DeForest Wetlands, which borders the Los Angeles River, got off the ground in November. Also included in the Roadmap to the Renaissance are strategies for rethinking Atlantic Avenue and enhancing Artesia Boulevard. Pictured in the front row at a recent community meeting are, from left: Pastor Vern Burgess, Pastor and former 9th District Councilmember Steven Neal, Pastor Larry Walkemeyer, Councilmember Richardson, Bishop W. Todd Ervin, Pastor Kim Ervin, Andrea Sulsona, Shoreline Village Manager Debra Fixen and Pastor Misi Tagalao. In the second row are: Pastor Ely Fournier, Mark Guillen, Pastor Joel Silva, Pastor Janette Sanders-Moore, Rev. Sheryl Faulk, Pastor David Leonard and Adam Anderson. Pictured in the back row are: Pastor Paul Dozier, Rev. Katy Hyman, Rev. Leon Wood, Isaac Romero, Pastor Doug Weldon and Pastor Gary Hauser.





# Location, Location, Location

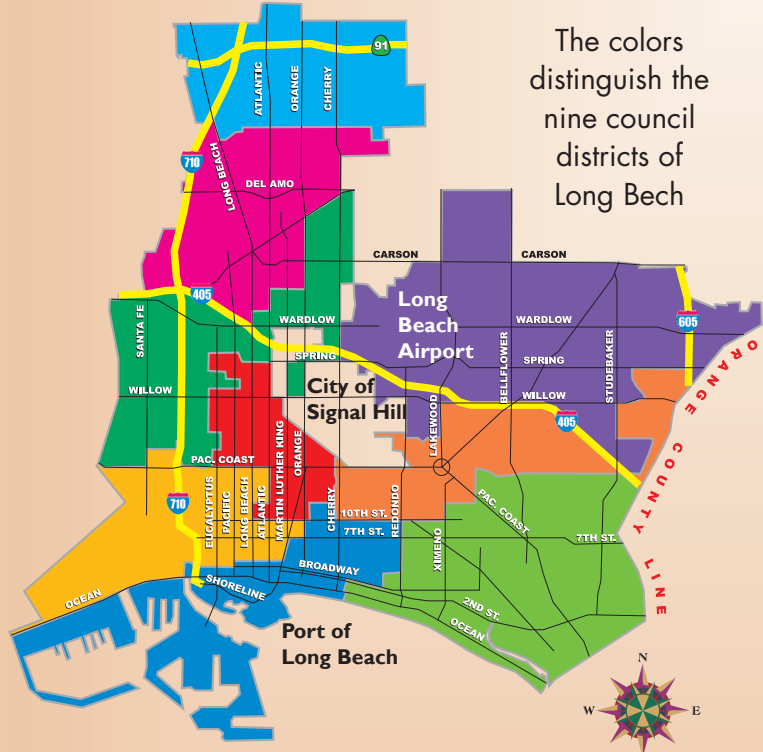


With bustling industries, a diverse talent pool, a varied and affordable housing stock, one-of-a-kind tourist attractions, a strong cultural arts scene, award winning public education institutions, temperate weather – allowing for uninterrupted business activity – and more, pinning down the City of Long Beach’s standout attribute seems no easy task. But chat with corporate executives of international and national companies about why they’re based here, and the answer becomes clear: Long Beach’s standout asset is its location.

An often quoted saying among real estate agents about the top three elements to consider when buying property is “location, location, location.” For businesses seeking easy access to major roadways, air travel and international trade outlets, Long Beach certainly meets that requirement.



every major location in the country. The airport is conveniently located for business travelers, adjacent to the 405 Freeway near Douglas Park (a business park boasting many international and national business brands), offices of The Boeing Company, the Port of Long Beach’s interim headquarters and hotels including the Holiday Inn Long Beach Airport, Long Beach Marriott and Courtyard Long Beach Airport. Its award-winning terminal boasts a resort-style atmosphere and food and drinks from local eateries at un-inflated



The colors distinguish the nine council districts of Long Beach

prices. UPS and Fedex also serve Long Beach Airport to get packages distributed quickly. The city is also home to the Port of Long Beach, the second busiest port in the United States, which is home to subsidiaries of major international shipping companies. Near dock and on-dock rail infrastructure allow easy transfer of goods from ship to rail and vice versa, and several local trucking companies offer reliable road distribution services. The port is investing more than \$4 billion in major infrastructure projects to allow for even more commerce to pass through Long Beach. With proximity to major roadways and its own port and airport, Long Beach – California’s 7th most populated city – is a gateway to local, regional and world commerce, making it an ideal location for businesses large and small. ■

# Net Gain In New Businesses

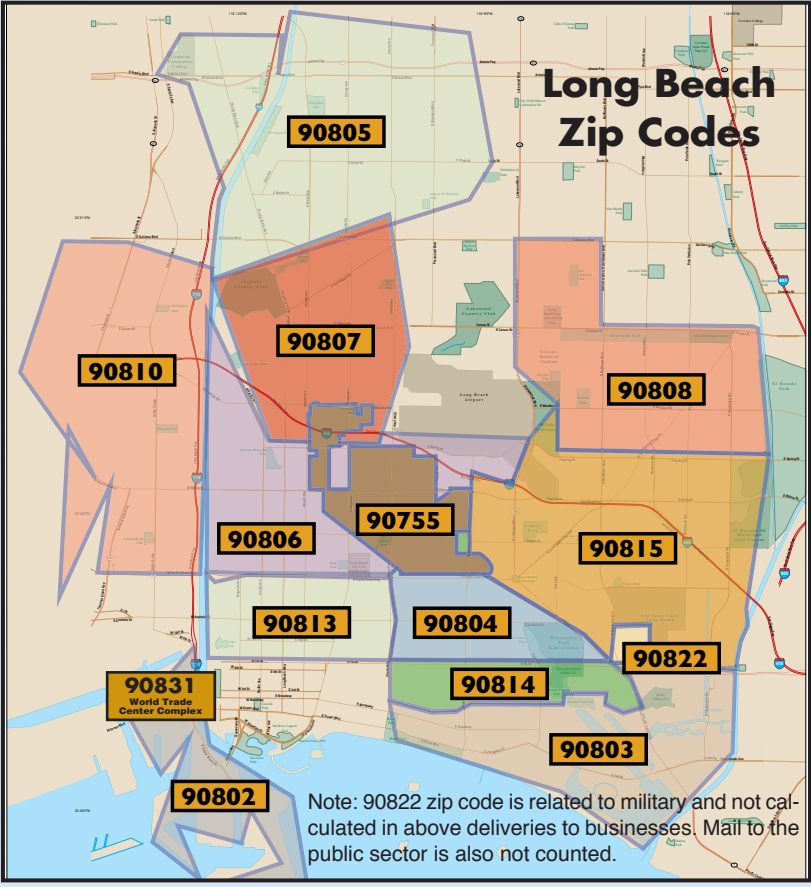
The numbers show that more and more people are choosing Long Beach to open their first business or to relocate an existing operation. In fact, during the past two years, the city has experienced a net gain of nearly 400 new businesses operating in the city. That number did not come from city hall business license statistics. Rather, it is data provided through the United States Postal Service (USPS) that was tabulated and analyzed by the Business Journal.

According to the USPS, on April 1, 2014, it delivered mail to 10,764 businesses located in a dozen Long Beach zip codes, including firms operating in office buildings, shopping centers, industrial parks, strip centers, storefronts, along business corridors, etc. The total does not include home-based businesses or mail delivered to PO boxes. Nearly two years later, on March 20, 2016, USPS reported mail delivery to 11,158 businesses – a net increase of 394. Nearly one-quarter of the gains – as shown in the chart below – were in Downtown Long Beach, primarily in the 90802 zip code.

The Business Journal calculated the data (each mail delivery address) by zip code (refer to map below for location of each zip code):

Zip Code	April 1, 2014	March 20, 2016	Net Gain
90802	1,509	1,608	99
90803	896	917	21
90804	990	1,011	21
90805	1,328	1,364	36
90806	1,128	1,154	26
90807	1,120	1,158	38
90808	602	637	35
90810	648	670	22
90813	1,552	1,591	39
90814	269	271	2
90815	658	699	41
90831	64	78	14
Totals	10,764	11,158	394

Source: Information tabulated by the Business Journal from data provided through USPS. Deliveries are to businesses only, not counting home-based or PO Boxes.



Note: 90822 zip code is related to military and not calculated in above deliveries to businesses. Mail to the public sector is also not counted.





## Leave Your Legacy

"When my mother passed away, my sister Kristen and I wanted to honor her in a way that would be meaningful.

The Long Beach Community Foundation helped us establish a charitable giving fund in her honor to help keep her memory with us."

- Ken Buck, Owner of Joe Jost's



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## FINAL PHASE – PACIFIC POINTE EAST AT LONG BEACH AIRPORT

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#### High Image — Dock-High — 32-Foot Clear

Three premium headquarters-style distribution buildings are being offered for lease by SARES•REGIS Group. Pacific Pointe East's buildings will total 470,000 sq. ft. and represent the highest standard in commercial facilities. Construction will commence early 2016. Offered currently with build-to-suit potential, building sizes are: 110,000 sq. ft., 130,000 sq. ft. and 230,000 sq. ft.

Seven buildings in Pacific Pointe's first two phases – all LEED-rated – were leased or sold in less than one year. The second phase was judged "Best Industrial Project" by the Los Angeles Business Journal.

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# Douglas Park



## Douglas Park Continues To Be A Hot Market

■ By **SAMANTHA MEHLINGER**  
Senior Writer

What was once an expanse of vacant land left behind by the dwindling presence of the local aviation and aerospace industry has been revived into a bustling mixed-use business community, Douglas Park, home to globally recognized firms like Mercedes-Benz USA and Virgin Galactic. With significant acreage left for development, developer Sares-Regis Group has big plans for the park, with more headquarters-type office and industrial buildings, a new hotel, expansive retail and more in the works.

By April 1, Sares-Regis plans to break ground on a new extension of Douglas Park, Pacific Pointe East, at the southeast corner of Conant Street and Lakewood Boulevard. Located across the street and south of the Mercedes operation, the land is currently an unused parking lot. A representative from Sares-Regis told the Business Journal that the new extension of Douglas Park will include three new industrial buildings totaling about 494,000 square feet.

A similar expansion is planned on the north side of the business park off of Carson Street. Dubbed Pacific Pointe Northwest, a couple of new industrial flex-use buildings are in the planning stages, and remaining land may be used for a corporate campus or built-to-suit buildings.

A near-zero percent vacancy rate of Long Beach industrial properties, which are in high demand due to warehousing and manufacturing needs affiliated with port activity, is the driving factor behind these expansions. Douglas Park offers the opportunity to build facilities from the ground up, as it remains the largest undeveloped area of land in the Greater Long Beach area.

Also along Carson Street, a new 250,000-square-foot retail center is being planned. Burnham USA Equities, Inc., an Orange County firm known for its high-quality retail developments, is in escrow for the site and should close on the property by the third quarter of this year, according to Sares-Regis.

To accommodate the needs of visitors and firms like Mercedes, where all the company's and its affiliated dealers' employees from 14 western states come to train, a new 241-room, five-story Hampton Inn and Homewood Suites is planned at the southeast corner of Cover Street and Lakewood Boulevard. Across Cover Street is another hotel, the Courtyard Long Beach Airport, and on the other side of Lakewood Boulevard is Mercedes' one-million-square-foot operation.

Regional, national and international firms continue to move into Douglas Park. The latest was Nautilus International Holding Corp., which moved into its new headquarters there in February. The maritime company relocated from nearby Wilmington, where it had been based for 90 years.

Recently, Gardena-based United Pacific, which owns, operates and supplies gas station convenience stores throughout the Western U.S., announced it was building a new 40,000-square-foot headquarters near Nautilus's new building.



# Douglas Park



**The campus of Douglas Park:**

- 1. Future development Pacific Pointe East
- 2. Shimadzu Aircraft Equipment USA
- 3. Turbo Air
- 4. Virgin Galactic
- 5. United Pacific Industries
- 6. Rubbercraft
- 7. LD Products
- 8. Boeing Building
- 9. Providence Industries/My Dyer
- 10. The Kong Company
- 11. Food Pharma
- 12. Future development Pacific Pointe Northwest
- 13. Two Medical Office Buildings include Long Beach Gastroenterology, Columbia

- Pediatrics, Laser Skin Care Dermatology Associates
- 14. Nautilus International Holding Corp.
- 15. Verizon facility
- 16. Courtyard Long Beach Airport
- 17. Dining establishments include The Habit Burger Grill, California Fish Grill, Jersey Mike’s Subs, The Flame Broiler and Starbucks
- 18. Future home of United Pacific, owner and operator of gas stations and convenience stores
- 19. Universal Technical Institute
- 20. Future site of Hampton Inn and Homewood Suites
- 21. Mercedes-Benz USA’s Western Region operations

- 23. Boeing buildings (not part of Douglas Park)
- 23 Future retail development by Burnham USA Equities, Inc.
- Red Box on photograph: Here are some of the companies located within the boundaries of the box: Science Care, IQA Solutions, Airgas Business Support Center, Stantec, Insight Examination Services, Overland, Pacific & Cutler, Interface Security Systems, LOMCO, JDA Inc. Retail Ready Design, Felahy Employment Lawyers, Gunn/Jerkins, American Worldwide Agencies, and MHP Structural Engineers.
- (Business Journal photograph taken March 16, 2106)

CEO Joe Juliano recently told the Business Journal that site grading may begin as soon as June. He expected that construction should be complete by the second quarter of 2017.

MemorialCare Health System, which already has affiliated physician groups and a surgery center at Douglas Park, informed the Business Journal in early March that it is creating a new imaging center at the business park, which it expects to open by this September.

“We believe Douglas Park has the potential to attract more high quality businesses that promote excellent employment opportunities in Long Beach,” Patrick Russell, Sares-Regis’s senior vice president, commercial development, recently told the Business Journal. “Douglas Park’s highly desirable location adjacent to the Long Beach Airport as well as the freeway and the port, coupled with the state-of-the-art facilities and amenities that have been created, is a really unique workplace opportunity.” ■



Nautilus International Holding Corp. is the latest business to open at Douglas Park. The company, which has four divisions related to the maritime industry, built a 40,000-square-foot headquarters within the park, and relocated from nearby Wilmington in mid-February. The site is indicated by #14 above.



## City Departments Assist New/Expanding Businesses With Technical Assistance, Incentives

■ By **SEAN BELK**  
Staff Writer

With a mission to improve the city's economic health, the City of Long Beach strives to foster job growth and encourage new businesses to relocate to the city by offering a wide range of technical assistance, financial support and incentive programs.

The city's economic and property development department, located on the third floor of city hall, is the first stop for anyone looking to start or open a business in Long Beach. The city has also launched new web-based programs to streamline permitting processes, helping businesses save time and money.

Overseen by an 11-member commission made up of business, workforce

and community leaders, the economic and property development department has been revived as part of Mayor Robert Garcia's vision to take a more comprehensive approach to economic development, utilizing innovative technologies and leveraging community resources.

Economic Development Officer Seyed Jalali, who has more than two decades of experience working for the

city assisting businesses, serves as business ombudsman, a position created as part of the mayor's focus on economic development, and is ready to support businesses large and small.

The Economic and Property Development Department also works closely with the city's Long Beach Development Services Department (LBDS) to help businesses navigate the permitting process, open a brick-and-mortar location or apply for financial assistance and incentives when applicable.

### Technical Assistance And Online Tools

As a way to help facilitate business growth, the city has recently instituted the use of online tools and initiatives to make it easier for new and existing entrepreneurs to learn about city services and startup costs.

One program the city has invested in is OpenCounter, an online application that offers a free, 24/7 service to entrepreneurs seeking answers about starting a business. The program, accessible online at [long-beach.open-counter.com](http://long-beach.open-counter.com), is intended to help business owners save time and money while making the city's permitting process more efficient.

Through a \$3 million grant from Bloomberg Philanthropies, the city has also been able to establish an innovation fund of \$1 million for implementing initiatives that make it easier to start or grow business in the city and improve access to services.

The city's "innovation team" (i-team), a group of specialists hired through the grant, is in the process of developing StartupLB, an online tool to provide entrepreneurs with planning resources and to help them target business development opportunities.

In addition, city staff is ready to assist entrepreneurs with various challenges, including finding a location. With strong ties to the Long Beach Commercial Real Estate Council, city staff works with local real estate professionals to identify available space and appropriate locations.

City staff is available to help busi-



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# Business Assistance

nesses and their real estate brokers identify areas and buildings throughout the city that are zoned for certain business uses, such as manufacturing, which is mostly located in industrial-zoned areas.

For instance, Virgin Galactic, a company specializing in commercial space flight, last year was able to move into a new design and manufacturing facility at Douglas Park, an office and industrial business park near the 405 Freeway and Long Beach Airport.

The company worked closely with LBDS Director Amy Bodek as well as Michael Conway, director of economic and property development, to find the right property in Long Beach for manufacturing a satellite launch vehicle.

After being given specifications of a centrally located building more than 100,000 square feet, with access to the airport and that would be zoned for manufacturing, city staff quickly identified a building at Douglas Park to meet the company's needs.

Once a suitable location is found, city staff can help guide business owners through the planning and permitting process, which may take anywhere from two weeks to three months depending on business type, project size and whether construction is involved.

For projects that require approval in a shorter time frame, the city offers expedited permit processing for a fee, which covers overtime costs for city staff or the use of a hired consultant to move the process forward more quickly.

The city also provides online checklists for the most common business uses, including office, retail and restaurant, so business owners know exactly what they need to do to get their businesses up and running from day one. The checklists are available online at [www.lbds.info/building](http://www.lbds.info/building) or at city hall.

Monday through Friday, planning personnel are available, to work with business owners, with or without an appointment. Counters staffed with planning specialists are open to the public on the fourth floor of city hall, where business and site plans may be brought in for review and where permit applications are submitted. There are designated city staff members, in-

cluding engineers, fire plan checkers and other specialists, who cover each component of the permitting process.

The city also collaborates with Long Beach City College (LBCC) to provide outreach to small businesses through the Long Beach Small Business Development Center (SBDC).

The Long Beach SBDC, which operates a main office at 4900 E. Conant St. and a downtown office at 309 Pine Ave, offers entrepreneurs free services, such

as technical assistance on how to create a business plan or obtain financing.

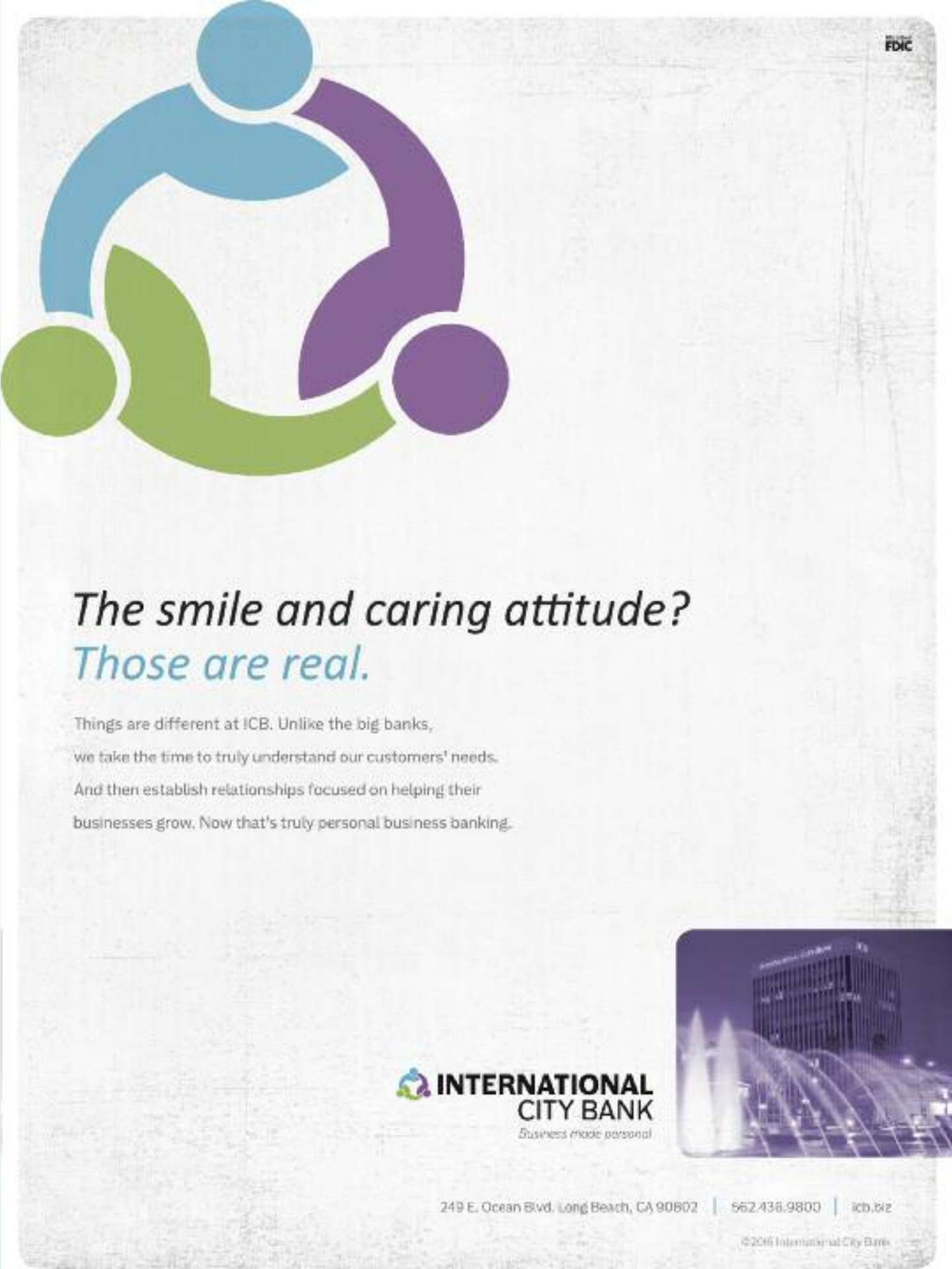
In addition to providing business related workshops and study sessions throughout the year, the Long Beach SBDC hosts the Goldman Sachs 10,000 Small Business Program, which has helped entrepreneurs create jobs and economic opportunities by providing access to training, financial capital and business support opportunities.

## Business Loans, Grants And Incentives

The City of Long Beach also offers financial assistance to businesses through a variety of business loan programs, grant funding and development incentives.

As an incentive to retain and attract large sales tax producers, the city offers a sales tax sharing program in which businesses that generate a minimum of


(Please Continue To Next Page)



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The fourth floor of Long Beach City Hall at 333 W. Ocean Blvd. has numerous city staff available to help developers, business people or those thinking of opening a business with a variety of permits, licenses, plan checks and other information necessary to conduct business in the city. Resources, including pamphlets of the city's various business incentives and programs, are also available on the same floor.

\$5 million in taxable sales a year are able to keep 50 percent of sales tax revenue after the first \$50,000 in sales tax is paid, for up to a 15-year period.

The \$50,000 base, however, is only the minimum for new businesses, according to Jalali, who adds that existing businesses that generate far more in sales tax have a much higher base, which is calculated at 1 percent of annual sales tax generated.

The sales tax sharing agreement, which was first enacted in 1992, is primarily used to retain and attract auto dealers and large big box retailers. In order for a business to qualify, the sales tax sharing agreement has to be justified and funding can only go toward offsetting construction, tenant improvements or expansion costs that would ultimately increase the amount of sales tax the city receives in the long run.

The city also offers a revolving business loan program in which small and medium-sized businesses are able to obtain loans ranging from \$20,000 to several hundred thousand dollars. As the loans are repaid, the city reuses reimbursed dollars to fund more loans.



Trusted Life Care, a home health care agency in Long Beach, received a business loan through the City of Long Beach's revolving business loan program in which small to medium-sized businesses are able to obtain loans ranging from \$20,000 to several hundred thousand dollars. The loan enabled the company, owned by Leslie Davis, far left, president, and Lisa Hain, far right, vice president, to create more than 16 new jobs. Also pictured are, from left: Lisa Manansala; Joy Williams, care manager; and Debi Dutton, office manager.

In order to participate in the program, a business looking to expand in the city or relocate to Long Beach must generate one new full-time job within two years for every \$35,000 in city loans. Loans are to be used for equipment, fixtures, working capital and marketing, but not for construction.

Through the city's micro-enterprise loan program, primarily for startup businesses, the city can fund \$25,000 in "seed capital." The city works with local banks and Advantage CDC (Certified Development Corporation), a private nonprofit lender in Long Beach, to offer businesses with gap financing.

For larger loans, the city offers the Grow Long Beach Fund, a partnership between the city and the National Development Council's (NDC) Grow America Fund. Loans in this category range from \$100,000 to \$400,000, according to city staff.

Through the program, Small Business Administration (SBA) loans are made available to small businesses in need of financing to expand. Qualifying businesses must be on financially sound footing, demonstrate the ability to repay the loan and create new jobs.

For example, the city recently provided Trusted Life Care, a home health care agency in Long Beach, with an \$85,000 loan that since last December has enabled the company to create more than 16 new jobs, Jalali said.

Businesses located in Community Development Block Grant (CBDG)-eligible areas, mostly located in North Long Beach, the Westside and parts of Central Long Beach, might also qualify for property improvement incentives through LBDS.

With CBDG funds, the city offers grants, including a \$2,000 startup grant for retail neighborhood servicing businesses in designated corridors, managed through the city's neighborhood services bureau. The grants can be used for any purpose and are provided through a rebate program.

LBDS also offers façade improvement grants to businesses as well as business property owners. If both a business and property owner apply and receive grants, the total amount offered by the city is \$4,000.

## Workforce Development

Pacific Gateway (previously known as the Pacific Gateway Workforce Investment Network), administered by the City of Long Beach, offers workforce development services to businesses in Long Beach as well as those located in the nearby cities of Signal Hill and Wilmington, as well as Harbor Gateway and Northern Orange County areas.

(Please Continue To Page 16)





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A free business assistance service administered by the City of Long Beach.



Pacific Gateway has a variety of options to help build a business's workforce. The principal tool the organization offers is the Virtual One-Stop online database, available at [www.longbeachvos.org](http://www.longbeachvos.org), where businesses may post job openings and search through thousands of qualified candidates after creating a free account.

New businesses moving to town may find it beneficial to hold hiring events, particularly if their hiring needs are more expansive than just a few employees. Pacific Gateway offers assistance coordinating, marketing and staffing mass hiring events, as well as pre-screenings, skills assessments, individual interviews and follow-up meetings.

In some instances, Pacific Gateway is able to help cover business costs of customized and on-the-job training for new workers who meet certain qualifications. For customized training – such as training workers to use specialized

equipment or to work in specific settings – Pacific Gateway offers assistance in designing a training program and finding a training provider, if necessary.

With a valid business license, workers' compensation insurance, W-9 forms and a customized training agreement, businesses may have as much as 50 percent of training costs covered for qualified employees.

Similarly, Pacific Gateway's On-The-Job Training Program covers wages of new hires while they learn the skills necessary to be effective in their new jobs. This program also covers up to 50 percent of a worker's wages. In addition to its workforce hiring and training resources, Pacific Gateway also offers specialized workshops for businesses on topics such as tax credits and incentives, layoff aversion, site permitting assistance and financing.

## Small Business Incentive Program

As a way to retain and attract small businesses, categorized as those with 10 or fewer employees, the city began implementing a new incentive program last year that runs through September 2016 to cover certain business license taxes.

Under the program, any small business that is relocating to or expanding in Long Beach may be eligible for a monetary incentive equal to the amount of the business's first year of business license tax. Incentives for this category range from about \$350 to \$520.

Incentives are also available for small businesses paying for construction or renovation not covered by a landlord. The incentive for small businesses spending more than \$2,000 on a permit for construction or renovation is equal to the amount of one year's worth of business license tax costs. For small businesses spending \$4,000, the incentive is equal to two years of business license tax costs. This incentive ranges from \$700 to \$1,035.

For currently licensed small businesses looking to add employees, the city offers incentives ranging from \$36 to \$70 for every new employee added. The incentive is equal to four times the amount of the incremental license tax for each new employee for the current year, based on before and after business license headcount. The incentive is paid as a credit against the current year's business license tax bill.

Manufacturing businesses opening a new location in Long Beach are also eligible to receive an incentive, which is equal to the amount of the first two years of business license tax costs for the new location. The incentive, which ranges from \$700 to \$860, is paid as a credit against the business license tax bill and applied over two years. ■



The Small Business Development Center (SBDC) in Long Beach is operated through a partnership between the City of Long Beach and Long Beach City College (LBCC). The downtown office at 309 Pine Ave. offers entrepreneurs free services, such as technical assistance on how to create a business plan or obtain financing. Pictured are Ted Hiatt, director of Long Beach SBDC, and Lou Anne Bynum, executive vice president of college advancement and economic development for LBCC.

## Economic Development Commission Looks To Create 10-Year Strategic Plan For Long Beach

■ By **SEAN BELK**  
Staff Writer

The Long Beach Economic Development Commission, which was revived by Mayor Robert Garcia after being dormant for several years, continues to perform its role of advising the mayor and city council on pertinent matters related to local business and the economy.

The commission appointed by Garcia includes a diverse group of members, including a tech specialist, a business improvement district executive, a member of the Long Beach Area Chamber of Commerce, a university representative and a labor union leader, among others.

The 11-member commission's first duties over the past year have been to help the city come up with ideas for streamlining permitting processes and de-

veloping recommendations on the city's proposal to establish a minimum wage policy.

After fielding oral and written communications from community members, labor advocates and business owners, the commission eventually issued recommendations that led to the city council's decision to approve a policy in January that raises the minimum wage in the city to \$13 an hour by 2019 with an eventual pathway to \$15 an hour by 2021. Under the new policy, nonprofits and small businesses with 25 or fewer employees will be given a one-year delay to comply.

The commission's next task is to develop a 10-year strategic plan for economic development in Long Beach. Throughout the process of developing the plan, the commission is expected to rely on the assistance and guidance of Los Angeles-based Beacon Economics.

The commission looks to mirror a five-year strategic plan for the County of Los Angeles (2016-2020) developed by the Los Angeles County Economic Development Corporation (LAEDC). The county's plan makes several strategic goals to address challenges, such as the region's transition to an "information-age economy" where manufacturing has become less labor-intensive and more technology driven.

Frank Colonna, chair of the commission and a longtime residential real estate broker, told the Business Journal that he looks forward to developing a strategic plan for Long Beach that would involve coming up with a city brand and providing an overview on the city's many business sectors, considering opportunities through business activities at the port, airport and technology.

The plan would also consider what it costs to do business in the city while fielding input from a broad cross-section of business and community members, he said, adding that the commission eventually hopes to set "realistic objectives" for the city to achieve. The strategic plan will be useful for the business community and the city as a whole during a time when Long Beach, a complex and diverse city, is undergoing major transformations, Colonna said.

"We're on the edge of a major renaissance in Long Beach, especially if you look at downtown," he said. "We've got a good mix of everything, and now we just have to figure out how to assemble it."

The Economic Development Commission meets on the last Tuesday of the month at 4 p.m. in the third floor conference room at city hall. ■



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## REGIONAL ECONOMIC ANALYSIS BY

Wade E. Martin, Ph.D. CSULB  
Christopher Thornberg, Ph.D. Beacon Economics

## PANEL DISCUSSION FEATURING

John Keisler, City of Long Beach I-team  
"Innovation and Employment in Long Beach"  
Jeffrey Fullerton, Edgemoor Infrastructure and Real Estate  
"Long Beach Civic Center Project"

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## Long Beach Innovation Team Hits The Pavement To Provide Real Solutions To Entrepreneurs

■ By **SAMANTHA MEHLINGER**  
Senior Writer

In mid-2015, the City of Long Beach hired its first ever Innovation Team, known in short as the “i-team.” Funded for three years with a \$3 million grant from Bloomberg Philanthropies, the team of professionals with governmental, anthropological, programming and many other backgrounds is dedicated to developing tools, leveraging city resources and increasing access to those assets for the purposes of economic development.

Through an initial series of more than 700 meetings with community groups, industry leaders and other individuals, the team has identified supporting entrepreneurship as its key method for sparking economic development in the city.

“Where we haven’t had much investment over the last 10 years is in the support of entrepreneurs,” John Keisler, director of the Innovation Team, told the Business Journal in an interview at city hall. “That’s an area where there’s not a lot of activity and resources being focused right now,” he said, referring to city government efforts that have been focused more broadly on employment and property development.

“We go and we investigate the challenges that entrepreneurs and business owners are facing in the city. We learn about their experience,” Keisler said of the day-to-day activities of the i-team. For example, in January, the team spent about 30 hours in the city’s Cambodia Town district to get a better feel for the needs of the area’s business corridor.

“The i-team spent 30 hours canvassing, identifying every vacant property within that area, shadowing business owners who were willing to be shadowed, doing key informant interviews to understand their experience of starting a business and the challenges that they face. Then we did a phone survey as well,” Keisler said. He added that the i-team has visited many other neighborhoods and business corridors throughout the city to perform similar research.

“What we arrived on through all these interviews and research is that there is a tremendous opportunity for the city to focus on resources and tools for starting

and growing your business,” Keisler said. He noted that 98 percent of businesses in Long Beach are small, with fewer than 30 employees. “They really are the backbone of our local economy. What are we doing to support them? What are we doing to make it easier to start and grow?”

The i-team is working on concrete solutions to these questions to carry the city forward even after the Bloomberg grant period ends. Last year, the team partnered with the nonprofit Citymart to develop a new procurement process for the city, in which, rather than immediately issuing a request for proposals, the city first presents a challenge via an open-ended question sent out into the community and the world.

Thus far, the city has issued two such challenges: one asking how the city can make it easier for entrepreneurs to launch and grow in Long Beach, and another asking how the city can “catalyze a local ecosystem that supports innovation and technology.” Responses have come in from around the globe, according to Keisler.

In partnership with the nonprofit Code For America through a fellowship program, the i-team is creating a business portal to “help entrepreneurs navigate the complex startup process, from local to county to state to federal government,” Keisler said. Rather than developing a product and then launching it, one component of the portal is being built based on input from businesses and entrepreneurs, and will then be launched in a test phase through the city website. From there, more components will be made based on user feedback. “As early as this spring, people will be able to begin seeing these applications,” he said.

The i-team is also working on compiling data about employers and employment, business licensing, contracting, and more, to make available to the public in a way that has not been accomplished previously, Keisler noted.

“The big goal is to increase the number of active business licenses in the city,” Keisler said. “We want a really robust, vibrant, diverse small business environment, because resilient cities do not depend on one large employer. They are very diverse economically; they engage diverse populations.”

In 2016 alone, Keisler said the i-team is slated to launch more than 20 initiatives, both large and small scale, all with the goal of increasing access to services and assisting entrepreneurs.

In 2016 alone, Keisler said the i-team is slated to launch more than 20 initiatives, both large and small scale, all with the goal of increasing access to services and assisting entrepreneurs. ■



The City of Long Beach hired its first-ever Innovation Team last year. Made up of a diverse group of young professionals, the team is focused on creating tools and solutions to streamline the process to start businesses in Long Beach, and to create better access to city services. Pictured from left are: Harrison Huynh, Heidi Wiersma, Alma Castro, Director John Keisler, Alex Chavez, Brittany Banayan, Ryan Murray, Eric Romero and Holly Okonkwo.





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# Bidding On Local Contracts



Contractors and vendors attend a recent contractor outreach fair at McBride High School to receive information on how to pre-qualify to bid on Long Beach Unified School District renovations and construction projects funded through the Measure K bond measure passed by voters in 2008. There are many, many opportunities for businesses to bid on local projects for the City of Long Beach, County of Los Angeles, State of California and the federal government, in addition to educational institutions. The article below provides valuable information and websites to get you started.

## Bidding Opportunities In Long Beach Abound For Vendors And Contractors

■ By **SEAN BELK**  
Staff Writer

With major development projects for new government buildings, school facilities and public transportation infrastructure underway in Long Beach, where there is an abundance of needs for contract services, bidding opportunities for vendors and contractors are plentiful.

For construction work and services sought by the City of Long Beach, requests for proposals (RFPs) are issued on a regular basis. Under authority of the city charter, the city purchases most of its materials, supplies, equipment and services through a centralized purchasing system managed by a city purchasing agent.

Purchases are carried out through a competitive bidding process, which is not subject to negotiations and where awards are made to the lowest responsible bidder that meets the bid specifications, according to the city's purchasing division. All contractors doing business with the city are required to have a valid business license in Long Beach.

To support local job growth, the city has implemented a local preference provision for Long Beach-based businesses on bids for materials, equipment, supplies and non-professional services not exceeding \$100,000. Under the provision, Long Beach businesses have the option to have their bid price reduced by 10 percent to make their bid more competitive. The local preference provision, however, applies only to bids paid for with local funds and doesn't apply to bids with state, federal or tidelands funding.

The city also participates in the state's disadvantaged business enterprise (DBE) program and the federal government's small business enterprise (SBE) program to encourage small, local and minority-owned firms to participate in the bidding process.

Jason MacDonald, a certified public procurement officer (CPPO) and the city's purchasing and business services manager, told the Business Journal that the city is required to perform a good faith effort to encourage small, disadvantaged, minority-owned, women-owned and Long Beach firms to compete in the bidding process.

Under a citywide project labor agreement (PLA) passed last year, the city also encourages local Long Beach residents to be hired first within construction industry projects above \$500,000.

Vendors and contractors can obtain a current list of the city's bids by visiting [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). Businesses can register for free and receive notifications on bidding opportunities through the city's online vendor portal at [www.planetbids.com](http://www.planetbids.com).

The Long Beach Unified School District (LBUSD), meanwhile, has bidding opportunities for about a dozen different construction projects being funded through Measure K bonds totaling \$1.2 billion that voters approved in 2008. In accordance with state law, contractors are required to be pre-qualified with LBUSD.

Projects already underway include: the construction of Browning High School, a new small "thematic" high school being built for students interested in studying tourism, recreation, hospitality and public transportation fields; major upgrades to Wilson High School and Polytechnic High School auditoriums; and a \$143 million ongoing renovation to Jordan High School. Upcoming projects include a \$40 million renovation to Renaissance High School for the Arts at 235 E. 8th St. in Downtown Long Beach.

For a list of LBUSD projects out for bid, visit [www.lbusd.k12.ca.us/District/measurek/](http://www.lbusd.k12.ca.us/District/measurek/) or call LBUSD's Facilities Development and Planning Branch at 562/997-7550.

Bidding opportunities for construction and professional services are also available at local colleges and universities. For projects related to Long Beach City College, visit [www.lbcc.edu/contractsmgmt](http://www.lbcc.edu/contractsmgmt). For projects related to California State University, Long Beach (CSULB), visit [www.daf.csulb.edu](http://www.daf.csulb.edu).

The County of Los Angeles provides opportunities for local bids and contracts online at <https://camisvr.co.la.ca.us/lacobids/>. To register, visit the county's vendor self-service portal at <https://lacovss.lacounty.gov/webapp/VSSP-SRV11/AltSelfService> or call vendor service relations at 323/267-2725.

The State of California Department of General Services Procurement Division (DGS-PD) last year introduced a new online portal, called Cal eProcure, available at [www.caleprocure.ca.gov](http://www.caleprocure.ca.gov), which replaced BidSync. Businesses that haven't already registered with the state as an existing supplier, must register online. For information on accessing training about the state's procurement process, visit [www.fiscal.ca.gov/training-academy/StatewideTraining.html](http://www.fiscal.ca.gov/training-academy/StatewideTraining.html).

Procurement services for the United States government are available through the General Services Administration (GSA), an independent agency of the U.S. government established in 1949 to help manage and support functions of federal agencies. For federal courthouses, buildings, land ports of entry and other facilities in Long Beach, which is located in the West Los Angeles region of California (Pacific Rim Region 9), visit [www.gsa.gov](http://www.gsa.gov). ■



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Various On-Call Public Works Construction	RFQ PW16-115	3/30/2016
Intersection Modification at Walnut Ave.	R-6843	3/30/2016
Medical and Vision Plan	RFP HR16-109	3/31/2016
Event Party Rental Equipment	ITB PR16-024	4/01/2016
Purchase of Five (5) Tractors	ITB FS16-116	4/04/2016
Service Desk Application to Support Technology	RFP FS16-112	4/05/2016
Signs-Traffic, Custom, Poles & Related Supplies	ITB LB16-029	4/06/2016
Purchase of Five (5) Tractors	ITB FS16-116	4/06/2016
Purchase of Three (3) Sweepers	ITB FS16-117	4/06/2016
Expansion of Citywide Fiber Optic Network	RFP TI16-076	4/07/2016
Third Party Review of UST Compliance Program	RFQ FS16-110	4/12/2016
Engineering Services for Various Departments	RFQ AP16-105	4/18/2016
Purchase & Develop Opportunity at 14th Street	RFP EP16-066	4/19/2016
Purchase & Develop Opportunity at 4800 LB Blvd	RFP EP16-121	4/22/2016
Rainbow Lagoon Recirculation Pump Replacement	R-6992	4/26/2016
Purchase & Develop Opportunity at 2175 Atlantic	RFP EP16-094	4/26/2016
Purchase & Develop Opportunity at 1404 Hayes Ave	RFP EP 16-090	4/26/2016
Street Sweeper Brooms	ITB FS16-104	4/26/2016
Purchase & Develop Opportunity at Atlantic/Artesia	RFP EP16-120	5/13/2016

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

### Bidder Registration

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

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# Development Projects

## Major Commercial, Residential And Mixed-Use Development Projects Taking Shape In Long Beach

■ By **SEAN BELK**  
Staff Writer

**R**eal estate developers are moving forward with major commercial, residential and mixed-use developments in Long Beach that are set to transform the city's landscape.

Most projects, including new residential high-rises, creative office space, city government buildings, corporate headquarters and retail developments, either under construction or in the pipeline, are concentrated in downtown, at or near Douglas Park adjacent to the Long Beach Airport, and at waterfront areas. Adaptive reuse projects in which old buildings are being converted for new uses are also in the works throughout the city.

### Civic Center Rebuild



Last year, the Long Beach City Council unanimously approved entering into a public-private partnership with development team Plenary-Edgemoor Civic Partners (PECP) to rebuild the Long Beach Civic Center, a massive project slated to change the face of Downtown Long Beach with the construction of a new city hall, Port of Long Beach headquarters and main library along with multi-family residential units, a new hotel and a redesigned Lincoln Park.

Earlier this month, crews began demolishing the city's old courthouse at 415 W. Ocean Blvd., a process expected to take two and a half months to complete. The demolition of the 58-year-old building makes way for the Civic Center rebuild project, expected to be completed in 2019.

Final designs for public elements of the project, including the new city hall, port headquarters, main library and Lincoln Park, were completed last year, while designs for private developments, including plans for retail, 650 multi-family units and 200 hotel rooms, are to be finalized next.

### Waterfront Retail

New retail development and renovations are planned along the city's waterfront areas, mostly in Downtown and Southeast Long Beach. A new retail development is also planned near Douglas Park at Lakewood Boulevard and Carson Street.

The Pike Outlets, located in downtown near Shoreline Drive just west of Pine Avenue across from the Long Beach Convention & Entertainment Center, has been rebranded as an outlet shopping center by property management firm DDR Corp. The retail outlet celebrated its grand opening in October 2015. Retailers include Nike Factory, H&M, F21 Red, Gap Factory and others. DDR is in talks with other national retailers to fill remaining retail pads.

A little further inland, the 350,000-square-foot City Place Shopping Center in downtown is undergoing a major redevelopment. Local design firm Studio One

Eleven, a division of P + R Architects, plans to redesign the shopping center and move into a former Nordstrom Rack building that will be adaptively reused. Entitlements have been approved and the project is currently in the construction phase. The office portion of the project is expected to be completed by September 2016.

On the edge of Alamitos Bay, a new retail center to replace the aging SeaPort Marina Hotel at 2nd Street and Pacific Coast Highway in Southeast Long Beach is currently on hold as the city is in the process of updating development guidelines for the area located near the Los Cerritos Wetlands. A new Southeast Area Specific Plan (SEASP) was released this month prior to an open house that took place on March 26 to gather further input from the community. A draft environmental impact report (EIR) on the SEASP is scheduled to be released this summer.

### Residential Projects

With more than 2,000 new multi-family residential units planned or under construction in Downtown Long Beach, the urban waterfront remains an attractive residential location, with diverse dining and shopping, easy access to public transit, and close proximity to city attractions such as the Aquarium and Queen Mary.

The largest residential development downtown is Shoreline Gateway, a two-

tower residential and retail project by Anderson Pacific LLC and Ledcor Properties, Inc. at 707 E. Ocean Blvd. Construction on the first residential tower, The Current, which is 17 stories high with 223 luxury apartments, is underway and is expected to open this summer. A 35-story condominium tower is expected to break ground over the next year. The towers are to be connected by a 25,000-square-foot plaza featuring retail and other amenities.

In North Long Beach, Orange County-based developer Integral Communities proposes to build a gated residential community on a 10.56-acre parcel at 4747 Daisy Ave., formerly the site of the Will J. Reid Boy Scout Camp. The project involves developing 131 single-family homes. Although the city council approved an EIR for the project, the development is currently held up because of litigation brought against the city by a group of residents called

Citizens About Responsible Planning (CARP).

The following is a list of other development projects in the pipeline for 2016:

- 810 Pine Ave. – The project includes 64 residential units in an 11-story building. The project is in the conceptual site plan review process.
- 442 W. Ocean Blvd. – Long Beach developer Ensemble Investments proposes a mixed-use development with an eight-story building that would include 94 residential units and 1,455 square feet of retail. The project is currently in plan check with the city.
- 495 Promenade North – The Residences at City Place – The project includes a four-story mixed-use building with 20 residential units and 5,220 square feet of ground floor commercial space. The project is currently in plan check with the city.
- Golden Shore Master Plan – A development agreement for residential condominiums, office, retail, hotel and parking space on a 5.87-acre site at Ocean Boulevard and Golden Shore.
- Newberry Building – An adaptive reuse project to convert a building that once housed the Newberry department store into a 28-unit residential complex with 6,500 square feet of ground floor retail at 433 N. Pine Ave. The project is currently under construction.



- Oceanaire (pictured) – Lennar Multifamily Communities is planning to build a 216-unit apartment complex with 1,500 square feet of retail at 150 W. Ocean Blvd. adjacent to the historic Ocean Center Building. The project is currently in plan check with the city.



# Development Projects

• Ocean Center Building – An adaptive reuse project proposed by property owner Santa Monica-based Levy and Associates to convert office space at the historic Ocean Center Building at 110 W. Ocean Blvd. into approximately 74 residential units with ground-floor retail and restaurant space. The project is currently in plan check with the city.

• 1570-1598 Long Beach Blvd. – The project includes a 36-unit condominium complex with 10,000 square feet of ground floor retail space at the southeast corner of Long Beach Boulevard and 16th Street. The project is currently in plan check with the city.

• Olympix Fitness Center – An adaptive reuse project to turn a building at 4100 E. Ocean Blvd. in Belmont Shore that once housed Yankee Doodles and a salon into a fitness center by property owner Kurt Schneider of Maverick Investments. The project is currently under construction.

• 137 W. 6th St. – The mixed-use development project will include 10 residential units, an at-grade parking garage for residents, and an additional 1,200 square feet of commercial retail space. The project is currently under construction and is expected to be completed in summer 2016.

• 135 Linden Ave. – A project for a five-story building includes up to 44 residential units above about 2,688 square feet of retail space. The project is currently in the site plan review process.

• 101 Alamitos Ave. – The project by Sares Regis Group includes 136 condominiums and 2,560 square feet of pedestrian-oriented retail/restaurant space at a seven-story building at Alamitos Avenue and 1st Street in the East Village Arts District. The project is in the entitlement phase.

• Pine Square/Pacific Court – The project involves converting the former AMC Pine Square movie theater at 245 Pine Ave/250 Pacific Ave. into 69 loft-style apartment units with new ground-floor retail space. The project proposes 112,079 square feet of new residential space at Pine Avenue, 3rd Street and Broadway. Construction of the project is nearly completed. A temporary certificate of occupancy was issued by the city, allowing some tenants to move in.

• Pacific Lofts, 140 W. 7th St. – The project includes 36 residential units at a five-story building. The project is currently in the site plan review process.

• Parc Broadway (pictured) – The project includes 220 residential units with ground-floor retail space, including an art gallery, café and “bike kitchen” at 245 W. Broadway, the site of a former office building. The project is currently in plan check with the city.



An adaptive reuse project to convert office space at the 13-story Security Pacific National Bank Building at 110 Pine Ave. into 118 residential units above the Federal Bar.



• Security Pacific National Bank Building – The project being designed by KTG Architects includes 142 residential units at a 21-story building. The project is in the conceptual site plan review process.

• 635 Pine Ave. (pictured) – The project being designed by KTG Architects includes 142 residential units at a 21-story building. The project is in the conceptual site plan review process.

• SteelCraft – At the corner of Long Beach Boulevard and Bixby Road, developer and general contractor Howard CDM is leading a project to repurpose shipping containers into a multi-tenant commercial retail park. The project is currently in plan check with the city.

• The Breakers – An adaptive reuse project includes 138 market-rate residential units. The project is currently in the site plan review process.

• 227 Elm Ave. – Developer City Ventures proposes 40 townhomes consisting of three-story dwellings over one-car garages. The project is currently in plan check with the city.

• 207 Seaside Way – The proposed mixed-use development project by Ensemble Investments includes 113 residential units and 2,000 square feet of retail at a five-story building. A public pedestrian bridge located adjacent to the site has also been proposed. The project is currently in plan check with the city.



• 200 W. Ocean Blvd. (pictured) – The adaptive reuse project involves adding two stories for a total of 94 residential units and 4,597 square feet of retail space to an office building once used by Verizon. Although entitlements were approved in December 2015, the city is awaiting the submittal for a plan check.

## Former Boeing C-17 Site



After aerospace giant Boeing officially shuttered its C-17 Globemaster III manufacturing plant last year, Mayor Robert Garcia and city officials are now collaborating with cities and experts from across the nation to create a strategy to repurpose the massive site into a development that would attract jobs and leverage assets of the airport area.

The City of Long Beach is participating in the Daniel Rose Fellowship program, jointly operated by the National League of Cities and the Urban Land Institute, in which city officials will convene for a one-year period ending in November for professional development, leadership training and assistance with land-use challenges.

Long Beach’s study area includes 130 acres of property surrounding the former C-17 manufacturing plant and encompassing a portion of Long Beach Airport. Officials have noted that potential environmental contamination of the site won’t be known until this spring and the earliest property may become available for development is in 2019.

Possible development opportunities discussed so far include: a “research park” in collaboration with local universities; a large tech firm; industrial, office or light manufacturing to connect with nearby Douglas Park; or big-box retail.

Over the next several months, city officials will focus on defining the market and creating a clear list of potential users for the airport area under different scenarios. ■

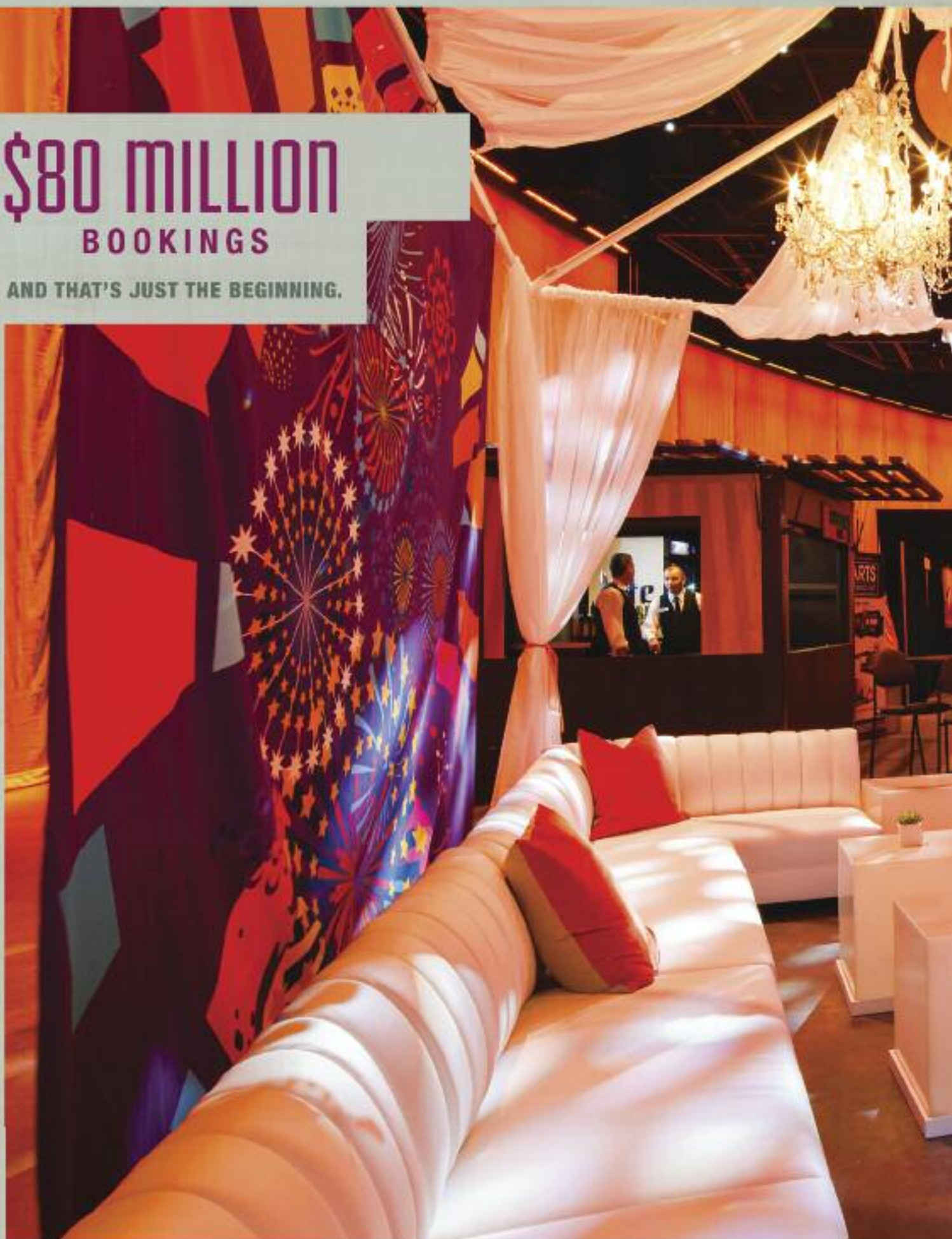


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## The Port And Airport: Two Economic Engines For Long Beach

■ By **SAMANTHA MEHLINGER**  
Senior Writer

With the country's second-busiest port and an airport with a long history of innovation, two of Long Beach's most storied and largest industries are international trade and aviation/aerospace. The Port of Long Beach and the Long Beach Airport are economic engines for Long Beach, not only generating revenue for the city, but also supporting many businesses and jobs locally and throughout the state and nation.

### The Port Of Long Beach

The Port of Long Beach spans 3,000 acres of land and 4,600 acres of water, with 22 shipping terminals. Each year, the port handles about \$180 billion in cargo, primarily in the form of imports from Asian countries. This trade activity supports many sectors beyond shipping and maritime industries, such as trucking, rail, logistics, freight forwarding and retail.

The port estimates that employment related to its activities totals about 30,000 jobs within Long Beach, and accounts for one in 22 jobs in Southern California and 1.4 million jobs throughout the United States.

In its more than 100 years, the Port of Long Beach has grown from mud flats with simple docks to a complex of state-of-the-art facilities rivaling those of world-class ports. To build upon this reputation and retain its standing in the field of international trade, the port is investing more than \$4 billion to upgrade its infrastructure.

The largest of these projects is Middle Harbor, where the port is combining two aging terminals to create a new mega-terminal with zero emission operations able to handle the world's largest ships. The facility, home to Long Beach Container Terminal, a division of Orient Overseas Carrier Line, is set to open its first phase some time this spring.

The port's other large capital improvement project is the replacement of



The first phase of the Middle Harbor Redevelopment Project, an endeavor to combine two aging terminals into one large facility able to accommodate mega-ships, has been completed and is in testing. The facility, operated by Orient Overseas Carrier Line's Long Beach Container Terminal division, features zero emission, automated equipment and some of the largest cranes in the world. (Photograph provided by the Port of Long Beach)

the Gerald Desmond Bridge with a larger structure that will allow mega ships to pass beneath it into the inner harbor, and that will be able to handle more vehicle traffic.

The port's other main point of focus with respect to its infrastructure is increasing its on-dock and near-dock rail capacity, which stands to create smoother cargo flow and is a more environmentally friendly mode of transportation than trucks, creating fewer harmful air emissions.

Known as "The Green Port" for its successful efforts to significantly reduce the negative effects of its operations on the environment and community, the Port of Long Beach plans to expand upon these initiatives through a new concept called Energy Island. The brainchild of Chief Executive Jon Slingerup, Energy Island is a comprehensive approach to run the port on clean, sustainable energy, and in doing so protect it from any failures to the energy grid.

### The Long Beach Airport

With operations dating back to 1910, the 1,166-acre Long Beach Airport is both a historic landmark and an economic driver for the city – and one poised for further growth.

One of only a handful of municipal airports operating under a noise ordinance sanctioned by the Federal Aviation Administration, the airport recently found its operations were producing well below the allowable amount of noise, and as a result is able to expand its commercial service.

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The Long Beach Airport's new terminal, completed in 2012, has received many design awards for its resort-like atmosphere and local retailers and dining establishments.



Gulfstream Aerospace Corporation employs more than 800 people at its Long Beach Airport facilities, which includes two facilities totaling more than 350,000 square feet. The company's Long Beach operations include a completion center for the company's Gulfstream G550 and G650, office space, equipment maintenance facilities, a company store and more. Pictured is the firm's recently acquired center off Spring Street. (Business Journal photograph)



# Taking Long Beach To New Heights



## The Long Beach Airport Association Is Proud To Be An Integral Part Of "Building A Better Long Beach"

Long Beach Airport is unique - a blend of commercial, business and general aviation services are augmented by a diverse array of facilities and amenities that make the Airport Area Complex a powerful economic engine: hangar, office and maintenance operations, flight training, visiting corporate clients, cargo operations, a leading business aviation aircraft manufacturing center, two Class A business parks, industrial facilities, first class hotels, a municipal golf course and even airships!

The 2011 numbers paint the picture of our complex's economic potential:

- More than \$6 billion in sales and approximately \$1.4 billion in payroll directly generated by 417 business establishments.
- At the regional level, with indirect and induced impacts, an increase in this number to \$11 billion in goods and services.
- Employment of high-paying 18,000 direct and 25,000 indirect jobs.
- More than \$53 million spent by overnight airport-related visitors on hotels, restaurants and other businesses.
- No use of taxpayer dollars. Long Beach Airport pays \$11 million in city services.

Like the Port, the Airport links economic development opportunity and jobs, while protecting the quality of life of the residents and is primed to maximize high paying jobs, business opportunities and economic diversity.



**LBAA**  
Advancing Aviation, Economic Growth and Business Diversity

The Long Beach Airport Association was founded in 1947. From community supporters and private aircraft owners to local businesses and major airport operators, our members work collectively to advocate the interests of airport operators and users, preserve aviation jobs and businesses, and form community and educational partnerships.

For more information, visit: [www.thelbaa.org](http://www.thelbaa.org)



# Business Sectors

Four new flight slots were recently awarded to Southwest Airlines. When the airline begins service, which it intends to do as soon as possible, it will be its first time operating at the Long Beach Airport.

The airport also awarded three additional slots to JetBlue, which already offers the most flights from Long Beach. On March 23, the airline announced it would be adding flights to its existing service from Long Beach to Oakland, San Francisco and Las Vegas, and inaugurating service to Reno-Tahoe. Delta Air Lines was awarded two additional slots. American Airlines also offers service from the airport.

Commercial airlines may have the opportunity to add international destinations to their current offerings from Long Beach if the city decides to move forward with a Federal Inspection Facility for U.S. Customs service. A feasibility study for including such a facility is currently underway.

The airport is also a hub for corporate and general aviation firms. Fixed-base operators such as AirFlite, Aeroplex/Aerolease, Signature Flight Support, JetFlite International and others offer ‘round-the-clock service for private aircraft. Multiple general aviation flight schools, which draw students not only from the surrounding area but also from abroad, also operate on site.

Other major on-site operations include those of Gulfstream, which employs hundreds of people at its aircraft service facilities on the property, and FlightSafety International, a corporate and commercial flight school with state-of-the-art simulators and equipment. In all, about 200 businesses operate on airport land, including in business parks with Class A office buildings adjacent to the airfield.

With such an airport, it’s no wonder that aviation and aerospace firms have a long history in Long Beach, and continue to move to the city. While The Boeing Company’s decision to shutter its C-17 Globemaster III manufacturing facility last year had an impact on local jobs, the company continues to invest in Long Beach through its commercial support operations.

The city is still pulling in big names in the aviation and aerospace industry. Rubbercraft was one of the first tenants at airport-adjacent Douglas Park, and last year, Virgin Galactic opened a new facility at the complex to manufacture its satellite-launching vehicle, LauncherOne. Also in 2015, Shimadzu Aircraft Equipment USA, a division of Japanese-based Shimadzu Corp., opened a Douglas Park facility to manufacture aircraft parts. ■

## Snapshot Of Several Long Beach Industries

■ By **SEAN BELK**  
Staff Writer

### Financial Services

Long Beach has a wealth of financial resources, with access to nearly every major and mid-sized banking institution in the Western United States, as well as two locally established independent banks – Farmers & Merchants Bank (F&M) and International City Bank (ICB). For decades, longtime financial institutions have linked their success to the well-being of the city, creating stability throughout the local community.



Wells Fargo is one of many financial institutions that have helped residents and businesses throughout the city access loans and financial services needs. This branch is located in the Los Altos area.

Blake Christian, a certified public accountant for Holthouse, Carlin & Van Trigt LLP located at 100 Oceangate in Downtown Long Beach, is one of many service professionals throughout the city offering financial services resources.



Founded in 1907, F&M remains in the same family and has followed the same principles of honesty, integrity, compassion, faith and community service for more than a century. With 23 branches throughout Los Angeles and Orange counties, the bank continues to be rated one of the strongest financial institutions in the country.

ICB was established in 1984 with a focus on products and services for businesses throughout the Long Beach area and a familiarity with the local financial landscape, specializing in offering Small Business Administration (SBA) loans.

Halbert Hargrove, a fiduciary investment management firm, was founded in Long Beach in 1933 and remains headquartered here.

Other financial institutions in Long Beach include Wells Fargo Bank, Chase Bank, Comerica Bank, First Bank, City National Bank, Bank of America, OneWest Bank, Citibank, U.S. Bank, Union Bank and California Bank & Trust.

The city’s wide range of financial services matches its spectrum of needs with relevant experts, including certified public accountants, stock brokers, retirement planners, life insurance brokers, small business startup advisors, tax advisors and workers’ compensation insurance brokers.

For business owners looking to open a new location or expand an existing operation in Long Beach, a multitude of professionals are available to ensure a smooth transition, making sure city, state and federal requirements are adhered to and that all tax and legal issues are addressed.

### Health Care

Health care remains a significant part of the Long Beach economy with four major medical providers, all locally founded, among the city’s largest private sector employers.

First started as Seaside Hospital in 1907 and ranked among the nation’s best



The sprawling Veterans Affairs (VA) Long Beach Healthcare System, located at 5901 E. 7th St. and adjacent to California State University, Long Beach, is part of the growing health care industry in Long Beach. MemorialCare Health Systems and Molina Healthcare are the two largest private sector employers in the city, and they both continue to add to their numbers. (Business Journal photograph)



# Together, let's make Long Beach healthier

in several areas of care, Long Beach Memorial Medical Center is the flagship of the MemorialCare Health System, which also owns the Miller Children's & Women's Hospital and Community Hospital Long Beach, and additional hospitals in Orange County.

Another hospital in Long Beach is St. Mary Medical Center, founded by the Sisters of Charity of the Incarnate Word in 1923. Now part of Dignity Health, the hospital continues to earn recognition for its work meeting the health care needs of local residents.

SCAN (Senior Care Action Network) Health Plan, organized in 1977, is headquartered in Long Beach and remains the nation's fourth-largest nonprofit Medicare Advantage plan, which this year earned a 4.5-star-rating from Medicare, with 1,100 employees serving 170,000 people in California. AltaMed Health Services joined the Medicare Advantage plan's provider network earlier this year. As a result, SCAN members in Los Angeles County now have access to an expanded network of board-certified, bilingual primary care and specialty physicians.

Long Beach based-Molina Healthcare, founded by Dr. C. David Molina in 1980 as a "pay-what-you-can" clinic, has operations in 15 states as a highly ranked Fortune 500 company. The firm, which has focused on Medicaid and Medi-Cal plans, saw its annual revenues more than double

(Please Continue To Top Of Next Page)



Another major health care employer in the city is HealthCare Partners, which recently relocated in East Long Beach office to larger space at the Long Beach Airport Business Park. Pictured top is Medical Assistant Susy A. Leach, and above is Dr. Paulina M. De Quiroz, a general pediatrics physician for HealthCare Partners.

Building A Better Long Beach

Mayor Robert Garcia and Molina Healthcare invite you to the **Long Beach Health Care Symposium.**

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## RSVP

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Please respond by May 6.  
Send attendees' names to  
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to more than \$14 billion between 2012 and 2015, exceeding prior expectations primarily as a result of the Affordable Care Act, also known as Obamacare.

Long Beach is one of three cities in California with its own health department. In fact, the Long Beach Health and Human Services Department recently achieved national accreditation through the Public Health Accreditation Board. Only 118 health departments in the United States, including only three of the 61 health departments in the state, have achieved this distinction.

Hospitality & Tourism

The Long Beach hospitality and tourism industry continues to provide jobs for local residents and bring in tax revenue for the city by attracting tourists and conventioners.

In fact, the number of restaurants and bars situated within just eight square blocks of the Long Beach Convention & Entertainment Center continues to increase as the convention center lures hundreds of trade shows, meetings, special events and get-togethers per year.

The city’s two main attractions – The Queen Mary and Aquarium of the Pacific – each draw more than 1 million visitors per year. The ship has undergone various improvements and is expected to see more renovations in years to come, while the Aquarium will be significantly expanded in a new renovation project (refer to separate story in this publication).

Major annual events, such as the Toyota Grand Prix of Long Beach and the Long Beach Lesbian and Gay Pride Festival, are also big draws of visitors from across the country, and have helped transform the city’s cultural scene.



Pictured is the Pine Avenue entrance to the Long Beach Convention & Entertainment Center, which, according to its website, offers more than 400,000 square feet of meeting and exhibit space, “with new wiring for the latest technology as well as wireless capability. There are two VIP lounges, a full-service concierge/restaurant reservation desk, hospitality catering and an on-site audio/visual supplier. With 34 meeting rooms and a Grand Ballroom, three dynamic Exhibition Halls, Long Beach Arena, Beverly O’Neill Theater and the Terrace Theater, the Long Beach Convention & Entertainment Center is ideal for all types of special events, conventions and tradeshow and is within walking distance to everything.” (Business Journal photograph)

According to hospitality industry experts, the overall occupancy rate of about 76.8 percent for Long Beach hotels continues to exceed expectations and is the highest it’s been in many years. The strong occupancy can be attributed

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Task Force Helps Steer Development Plans For Queen Mary Property

■ By SEAN BELK  
Staff Writer

To ensure the community’s voice is heard with regard to potential development of property surrounding the historic Queen Mary, the city has established a task force of local stakeholders to provide guidance and feedback to the city, developers and the ship’s operator, as a concept is developed and negotiations transpire.

The 12-member Queen Mary Land Development Task Force appointed by Mayor Robert Garcia last year consists of downtown neighborhood representatives as well as local experts in tourism and hospitality, architecture and design, economic development and historic preservation.

Garcia and Vice Mayor Suja Lowenthal proposed the task force to provide an opportunity for local stakeholders and community members to create a vision for the development and revitalization of approximately 43 acres of property surrounding the ship.

Michael Bohn, senior principal and design director for Long Beach-based architecture firm Studio One Eleven, serves as chair, and Jeff Hoffman, owner of a global corporate citizenship, philanthropy and civic engagement firm, serves as vice chair.

Since its first meeting in January, the task force has mostly gathered information on potential land uses for the waterfront site. The task force is expected to provide input on preferred development options later this year. It is also having ongoing discussions on mobility and public transportation as well as a previously proposed aerial tram concept.

Recent demand analyses indicate that potential development may include new outdoor entertainment venues, supporting retail, a boutique hotel, a mega-yacht marina and, possibly, a residential project. However, economic feasibility will largely depend on whether development impediments can be resolved.

The property, bounded by the Queen Mary, the landmark dome known for once housing the Howard Hughes “Spruce Goose,” a Carnival Cruise Lines terminal and the Port of Long Beach, comes with state tidelands land use restrictions because of its proximity to the coast in addition to public access and parking issues.

Los Angeles-based real estate investment firm Urban Commons, which replaced Garrison Investment Group last year as the Queen Mary’s new operator and master leaseholder, plans to invest millions of dollars in the ship over the next five years, eventually building a new venue for annual special events, according to city officials.

Urban Commons told the Business Journal that the company plans to work closely with the task force and the greater community to develop a “thoughtful plan that honors the rich history of the Queen Mary [marking its 80th anniversary this year] and addresses any potential concerns from the public.”

The task force is expected to meet every first Wednesday of the month through this summer for about a six-month period before an official proposal is brought forward. ■



A new operator and master leaseholder of the Queen Mary is working with the city and a mayor-appointed city task force of local stakeholders to develop locally preferred development plans for approximately 43 acres of property surrounding the historic ship, the dome that once housed the “Spruce Goose” and a terminal for Carnival Cruise Lines. (Business Journal photograph)



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to successful efforts by the Long Beach Area Convention & Visitors Bureau (CVB) to market Long Beach as a destination city for major conventions.

In addition, major renovations at the convention center, including the new Pacific Room that features a tension-grid system and movable floor-to-ceiling curtain walls for accommodating a variety of different groups and events, has also attracted new convention business

Oil

While the city is no longer covered in spewing oil derricks as in the early 1930s, Long Beach is still an oil town at heart, minus the air pollution. In fact, the same black gold transported to foreign markets and responsible for building the Port of Long Beach, purchasing the Queen Mary and constructing the convention center, remains an essential revenue stream for city coffers.

Profits from Long Beach’s oil-drilling operations in Wilmington and Long Beach oil fields are allocated through the Uplands and Tidelands Oil Funds. While there are some restrictions on the use of the funds, purposes range from infrastructure development projects to such city services as policing, fire-fighting, lifeguards and beach maintenance.

The City of Long Beach’s oil field properties are overseen by California Resources Corp. (CRC), a spinoff of Occidental Petroleum, formed by combining all of its California assets. Tidelands Oil Production Company is the field contractor for the west side of the Wilmington Field. THUMS, which stands for the consortium of



The four man-made offshore oil islands have been in existence since 1965 and are operated the California Resources Corporation. The name THUMS is derived from the original consortium of operators, which were Texaco, Humble, Union, Mobil and Shell. (Business Journal photograph)

companies that once bid on the oil island contract (Texaco, Humble Oil [now Exxon], Union, Mobil and Shell) is the field contractor for east Wilmington, an offshore oil operation that since 1965 has been sitting on four artificial islands, its rigs camouflaged by sound walls designed to look like high-rise apartments and adorned with landscaping, waterfalls and mood lighting. Each island was renamed after the first four American astronauts to lose their lives. Island Grissom, Island

(Please Continue To Page 34)

City’s Environmental Initiatives Aim To Further Reduce Waste And Emissions

■ By SEAN BELK  
Staff Writer

The City of Long Beach is rolling out new environmental initiatives this year, some of which are prompted by state and federal mandates, to reduce greenhouse gas emissions and divert waste from local landfills.

Environmental initiatives are a primary focus of Mayor Robert Garcia, who signed on to the “Compact of Mayors,” a worldwide coalition of city leaders launched two years ago at the United Nations Climate Summit to address climate change.

Over the past year, the city has committed to adding more solar panels to city facilities, planting thousands of new trees, requiring Leadership in Energy & Environmental Design (LEED) standards for new private and government development, supporting urban agriculture and expanding bicycle and pedestrian infrastructure.

Last year, the city launched a citywide LED (light-emitting diode) streetlight retrofit program expected to reduce carbon dioxide emissions by 7,297 tons annually and save \$1 million in energy and maintenance costs.

Over the next three years, Long Beach plans to take a more comprehensive look at addressing climate change through collaborative efforts by the city’s office of sustainability, planning department and consultants.

The city is expected to complete a citywide “greenhouse gas inventory” to estimate how much greenhouse gas the city emits as a whole from all sources, including building, transportation, port, airport and water treatment activities. The city will then set reduction targets and develop climate change “action, mitigation and adaptation” plans.

The city is also preparing for a new state mandate going into effect next month that requires that certain businesses start recycling organic waste, which includes spoiled food items and tree trimmings.

Assembly Bill (AB) 1826 requires that, starting April 1, businesses generating at least eight cubic yards of organic waste per week must arrange for the materials to be picked up and recycled separately from trash or regular recyclables.

At first, only large grocery stores and restaurants will be affected by the legislation, but eventually smaller operators will be required to comply as the regulations gradually expand over three years to businesses with smaller amounts of organic waste.

In the City of Long Beach, where nearly 75 percent of waste is diverted from

landfills, the city already offers organic waste hauling and composting services.

The city has also started using renewable fuels for more than 18 percent of its vehicle fleet. In February, the city announced that renewable fuels now power 393 of the city’s 2,185 vehicles.

While Long Beach has long been recognized as the first city in the nation to use liquid natural gas (LNG) street sweepers, last October some street sweepers and refuse trucks transitioned to using renewable liquid natural gas (RNG), also known as biomethane.

In addition, all of the city’s diesel vehicles, including refuse trucks, boats, tractors and paramedic vehicles, in addition to some equipment, are now using “renewable diesel.”

Like biodiesel, renewable diesel is 100 percent renewable and sustainable since it is not a fossil fuel and is made of nonpetroleum renewable resources such as natural fats, vegetable oils and greases. Such fuels also cost the same or less than conventional fuels and don’t require any modifications to city vehicles or fueling infrastructure.

By switching to renewable fuels, the city estimates that 52 percent of all fuel purchases in 2016 will be renewable, resulting in a potential reduction of more than 6,000 tons of carbon emissions per year, according to city officials.

In addition, the City of Long Beach’s Sustainable City Commission is developing policy recommendations to the city council for expanding electric vehicle (EV) infrastructure throughout the city.

While the state’s building code already requires that new residential and commercial development incorporate a number of EV plug-in charging stations based on a percentage of parking relative to the size of a development, Long Beach is expected to propose a local initiative that would increase the minimum requirements for new development.

In addition, Southern California Edison (SCE) announced earlier this year that the utility company has launched a pilot program to install up to 1,500 EV charging stations throughout its service territory. SCE is expected to provide about 40 new EV charging stations in Long Beach while offering rebates of between 25 and 100 percent of the base cost of the charging stations and installations.

Businesses large and small are also doing their part to protect and improve the environment. Wells Fargo, for instance, recently provided a \$50,000 grant for a project to restore 18 acres of the degraded wetlands known as the Colorado Lagoon near Alamitos Bay in Southeast Long Beach. ■



Robert Guyton, an employee for Long Beach fleet services, fills up the tank of a city vehicle with renewable liquid natural gas (RNG), also known as biomethane. Last year, the City of Long Beach transitioned street sweepers and refuse trucks to using RNG, which is 100 percent renewable and sustainable since it is not a fossil fuel and is made from nonpetroleum resources such as natural fats, vegetable oils and greases. The city expects to reduce more than 6,000 tons of carbon emissions per year by switching to the renewable fuel.





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Demand Growing For Office, Industrial And Retail Space

■ By SEAN BELK, Staff Writer

Heading into the second quarter of 2016, demand for commercial real estate properties, including office, industrial and retail space, continues to rise in Long Beach, increasing lease rates and sales prices across the board.

The city’s downtown and suburban real estate markets have an eclectic mix of office complexes, from Class A buildings (categorized as the newest and highest quality buildings on the market with the most amenities for tenants), such as the One World Trade Center in Downtown Long Beach on Ocean Boulevard, to Class B and C properties spread throughout the 50-square-mile city. Additionally, with the city’s full support, adaptive reuse of existing properties – including several historic buildings – is also proving popular with developers, converting offices to residential and vice-versa.

The downtown office market has experienced a positive trend the past several years, with the vacancy rate dropping as the economy has improved and more businesses are attracted to the city’s waterfront and port, as well as the improved amenities for their employees.

In addition to the positive impacts of an improving economy, investments in office buildings have increased substantially with new ownership of some large office buildings in downtown, which had a vacancy rate of 17.8 percent as of the latest market report.

Also, at least two office buildings in downtown are slated to undergo major renovations to become creative office space, which has become a driver of demand in the area, according to local commercial real estate experts. Existing Class B office buildings are being renovated to develop brand new state-of-the-art creative space, experts said.

The industrial market remains the tightest real estate sector in Long Beach, with an overall vacancy rate hovering near 1 percent. Demand to buy and lease continues to be high due to strong activity at local ports, job gains in related fields and low interest rates, according to commercial real estate experts.

Aside from large corporate headquarters being built at Douglas Park adjacent to the Long Beach Airport, available land for new industrial development remains thin, with most property contaminated or in the process of remediation. Pent-up demand from users taking advantage of low interest rates in a strengthening economy has put upward pressure on lease rates and even more so on sales prices for industrial property over the past year.

Vacancy rates for retail space, meanwhile, have also started to drop, with new restaurants driving most leasing activity, according to commercial real estate experts. There is high demand to purchase retail properties, but, as seen in other real estate sectors, there also continues to be a lack of inventory to meet demand.

An ongoing trend of repositioning older retail properties, such as The Pike Outlets, continues to take hold, with new product being introduced to the market. Meanwhile, construction has begun to modernize and reposition the City Place shopping center downtown. A portion of Douglas Park is set to bring in a new retail development, while a shopping center on Atlantic Avenue in Bixby Knolls continues to welcome new tenants. ■



Long Beach-based advertising agency interTrend Communications, Inc. operates in creative offices out of the historic building at 228 E. Broadway in Downtown Long Beach. The building, which has been adaptively reused, has been known as the Psychic Temple and also the American Hotel. It was first constructed in 1905 and believed to be the second oldest commercial building in Long Beach.

White, and Island Chaffee were named after the Apollo 1 astronauts, and Island Freeman for the astronaut who died while piloting a T-38 Talon jet for NASA.

Several private companies work the oil fields, including Signal Hill Petroleum, which extracts oil from the Long Beach Field that straddles the border between Long Beach and Signal Hill. The area also includes several oil service-related companies that provide high-paying jobs.

Real Estate

Long Beach’s residential and commercial real estate markets feature a wide variety of office, industrial and retail buildings along with historic residential homes, condominiums and one of the largest inventories of apartment complexes in Los Angeles County. The city has a large supply of industrial buildings with close proximity to major roadways and port facilities.



Downtown Long Beach has a wide variety of office buildings, include the World Trade Center, top, Landmark Square, center, and Shoreline Square, in foreground, all considered Class A buildings. (Business Journal photograph)

These properties are located primarily in the Westside industrial area, a portion of Long Beach spanning from the Port of Long Beach to Pacific Coast Highway. With access to the port and the 710 Freeway, the Westside is popular among warehousing, distribution and export companies and features a wide array of small to medium-sized industrial properties.

Long Beach is also home to Douglas Park, one of the only business parks in the region with newly built industrial and office buildings suitable for corporate headquarters and manufacturing companies. The park is located on property formerly owned by The Boeing Company north of the Long Beach Airport and near the 405 Freeway.

Buildings range from small offices to

medium-sized medical buildings to industrial buildings of more than 100,000 square feet. (See separate story on Douglas Park in this edition.)

On the south side of the airport, the Kilroy Airport Center and Long Beach Airport Business Park complexes offer space for small and large businesses and are also adjacent to the 405 Freeway and the airport. Both are well situated between the Los Angeles and Orange County markets. In Downtown Long Beach, office buildings such as Landmark Square, the World Trade Center, Shoreline Square and others offer ocean views and many amenities.

Long Beach’s suburban area also has a variety of office buildings from which to choose. With a wide selection of office space and close proximity to Long Beach Memorial Medical Center, the Bixby Knolls area is popular among health care providers. There are many more office buildings scattered throughout the city’s suburban submarkets, such as at the Freeway Business Park located near the interchange for the 405 and 710 Freeways, offices near the traffic circle at Pacific Coast Highway and Lakewood Boulevard, and in Southeast Long Beach near the Orange County border.

There are numerous opportunities for retailers of any size to locate to Long Beach, with several highly trafficked shopping and dining districts throughout the city, including Belmont Shore, Downtown Long Beach, 4th Street’s Retro Row and Bixby Knolls. In addition, there are several large shopping centers with national brand anchor stores throughout the city, including the Long Beach Towne Center, The Pike Outlets, Marina Pacifica and The Marketplace.

The city has many commercial real estate brokerage offices ready to help a new or expanding business find the right location, including Coldwell Banker Commercial BLAIR WESTMAC, CBRE, INCO Commercial and Lee & Associates. The Long Beach Commercial Real Estate Council is also a good source at [www.LBCREC.com](http://www.LBCREC.com).

(Please Continue To Next Page)





A member of the IT team for Long Beach software technology firm Laserfiche inspects one of the company's servers. Below, Laserfiche employees pause at a central spot in their workspace to have a meeting. Details of the meeting are projected onto the wall from a central laptop for all to see.



## Technology

Technology has become a growing business sector in Long Beach, where creative firms have taken root in historic downtown high-rises and a movement is afoot to develop a high-tech innovation hub.

At the direction of Mayor Robert Garcia, who has declared an ambitious goal to turn the city into the “Silicon Valley of the south,” Long Beach has taken major steps to embrace the latest technological advancements to make city services more efficient and to spur growth in the tech industry. The city currently offers nearly a dozen mobile phone apps, including a program for reporting “water wasters” and the “GO Long Beach” app that enables residents to submit service requests, such as fixing potholes and removing graffiti.

The city’s Technology and Innovation Department and corresponding commission, both created by Garcia after he took office in 2014, in addition to the city’s “i-team” specialists hired through a \$3 million grant from Bloomberg Philanthropies, have focused on such initiatives as creating an open data policy and expanding Internet service capabilities throughout the city. (See separate story on the “i-team” in this edition.)

Last year, the City of Long Beach was named a Top 10 Digital City for the fifth straight year in a national survey highlighting municipalities that best demonstrate how information and communication technologies are used to enhance public service.

The city also formed a “digital alliance” with Microsoft Corp. in June 2015, providing the ability for 91 middle school students to receive technical training and exposure to professional careers in the technology sector by developing what are called “digi camps” that support the city’s goal to provide youth with access to innovation and technology.

A well-known tech firm in Long Beach is Glu Mobile, which two years ago acquired CIE Games, a developer of such popular online games as Racing Rivals and Car Town. The tech firm has made deals with large automotive and entertainment brands.

Other technology companies in the city are Laserfiche, a privately owned software development firm with international operations, Epson America, Inc., which develops high-tech office equipment and home entertainment devices, and FreeConferenceCall.com, a firm founded in the city in 2001 that provides state-of-the-art teleconferencing services. ■

## As Former Redevelopment Property Sales Become Finalized, New Development Opportunities Arise

■ By **SEAN BELK**, Staff Writer

New development opportunities in Long Beach are cropping up as several sales of former redevelopment properties have been finalized in the past year, according to city officials.

After the California Department of Finance (DOT) approved the City of Long Beach’s Long Range Property Management Plan for the disposition and use of real property of the former Long Beach Redevelopment Agency (RDA), the city last year began selling off vacant former RDA properties.

Acting as the successor agency to the former RDA, the city has also issued requests for proposals (RFPs) for larger properties categorized as “future development,” totaling more than 25 acres of vacant property mostly in Downtown, Central and North Long Beach. The city’s total inventory of former RDA properties, including those kept for government use, encompassed 259 parcels at 71 sites.

A majority of buyers have expressed interest in submitting plans for new development, including proposals for a new hotel and small residential projects in downtown. An RFP for a site at Ocean Boulevard and Pine Avenue above the historic Jergins Tunnel, for instance, calls for a “high rise mixed use” development.

Michael Conway, the city’s director of economic and property development, told the Business Journal that the former RDA’s successor agency and oversight board has approved a total of 36 “for sale” properties for disposition. Nearly a dozen of those property sales have already closed escrow and have received state approval within the past seven months, he noted in a spreadsheet.

Some transactions, however, are still in negotiations, including a deal with Lab Holding, LLC, a socially conscious and environmentally friendly developer in Orange County that is considering acquiring a large block of properties in North Long Beach.

The assemblage of properties span nearly 2.5 miles along the North Village corridor on Atlantic Avenue from just south of Bixby Road to just north of East Market Street, where Lab Holding is considering a creative commercial development that would mesh with the fabric of the local neighborhood.

The predominant use for vacant for-sale properties, however, is residential development, Conway said, adding that most commercial properties will maintain their use. He noted that some properties had to be relisted and put back on the market.

Out of a total of 16 RFPs for future development that have been released since last year, four are proceeding with parties that the former RDA was in prior negotiations with, Conway said. The latest RFP was issued last month for an empty lot at Artesia Boulevard and Atlantic Avenue.

For more information on RFPs out for bid, visit [www.planetbids.com](http://www.planetbids.com). For information on the disposition of former RDA properties, call the Long Beach Economic and Property Development Department at 562/570-5282. ■



A vacant piece of land at the 5800 block of Atlantic Avenue in North Long Beach is one of many former redevelopment properties being sold off as part of the city’s redevelopment dissolution process. Many of the empty properties are slated for new development, including a stretch of properties on Atlantic Avenue acquired by Lab Holding, LLC, which plans to develop a commercial center at the North Village corridor. (Business Journal photograph)





Much of Long Beach City College's 30-acre Pacific Coast Campus at 1305 E. Pacific Coast Hwy. has undergone a facelift thanks to bond measures passed in 2002 and 2008. All but two of the buildings pictured at the campus are new or have undergone major improvements. The newest building is pictured at center, and houses services including admissions and records, financial aid, disabled student resources, health, dining and the cashier's office, as well as classrooms. According to a LBCC spokesperson, the PCC campus was originally the Long Beach Unified School District's Hamilton Jr. High, built in the 1930s. LBCC began acquiring the property in 1946 when the first parcel was deeded. Other parcels followed and by 1964 LBCC had acquired all the land of PCC today. LBCC enrollment at the PCC and Liberal Arts Campus (LAC) on Carson Street is about 30,000 students, with half attending LAC only and about 4,200 taking classes at PCC only. Another 4,500 students are taking classes at both campuses. The remaining 20 percent are distance learning only, off campus/satellite, and combination distance/on campus. For more information about the college, visit [www.lbcc.edu](http://www.lbcc.edu). (Business Journal photograph)

## The Long Beach College Promise

■ By **SAMANTHA MEHLINGER**, Senior Writer

Long Beach is home to some of the most awarded and recognized public schools in California, with a diverse school district, a two-campus community college and a highly sought-after state university. These institutions, together with the City of Long Beach, are part of an innovative partnership called the Long Beach College Promise, which provides dedicated local students who meet certain academic standards with a free year at Long Beach City College (LBCC) and guaranteed admittance to California State University, Long Beach (CSULB).

The city's participation, which began in 2014, expanded preschool options and included a commitment to double the number of internships offered by the city.

"With the support we give to our students, and with our high performing schools, Long Beach is a model for educational systems across the country," Mayor Robert Garcia told the Business Journal via e-mail. The expansion of LBCC's scholarship for local students, which until the fall of 2015 covered only one semester

of tuition, "will help ensure that everyone has the opportunity to access quality college education right here in Long Beach," he added.

The program not only increases access to college for Long Beach students, it also incentivizes them to pursue higher education and improve academically. The latest outcomes report on the College Prom-

ise, released September 2015, stated that the number of Long Beach Unified School District (LBUSD) students who meet University of California or California State University entry requirements has increased by 7 percent in the past four years.

"When we embarked on the College Promise, we had a hunch that more of our students could successfully complete college courses if we gave them the right support," LBUSD Superintendent Christopher Steinhauser said. "That hunch is now confirmed, and the College Promise is giving more students the chance to prepare for and succeed in college."

Since the Long Beach College Promise was established in 2008, the achievement gap between minorities and Caucasians has been closing at CSULB. According to the report, the graduation rate of Latinos has increased 20 percent, the graduation rate of African Americans has increased 22 percent, and the graduation rate of Asian students has increased 23 percent.

"The Long Beach College Promise creates a long term pathway to success for our youth," Jane Close Conoley, president of California State University, Long Beach, said in an e-mail. "It makes a college education accessible and helps students understand at a young age what college life will be like. Most importantly it helps our young people, their families and the entire community understand the value of an education."

The College Promise has been recognized on more than one occasion by the White House, as well as by many national organizations. Ted Mitchell, United States Under Secretary of Education, has cited the program as one of the models for President Obama's America's College Promise, which aims to make community college accessible to all Americans.

"Since 2008, the Long Beach College Promise has helped thousands of Long Beach-area students pursue higher education and successfully complete a college degree or certificate," LBCC Superintendent-President Eloy Oakley said. "The strong partnership between our four institutions has resulted in much greater success than any individual institution could have achieved on its own," he reflected.

Oakley continued, "The Long Beach College Promise is realizing its goals of providing greater access and opportunity for our community, particularly in underserved neighborhoods and for first-generation college students. We are proud that the Long Beach College Promise has had a positive impact in the greater Long Beach community and has been recognized as a model for America's College Promise and many other local 'promise' initiatives throughout the state and nation." ■



Students from Jordan High School's Academy of Hospitality and Tourism recently visited the Courtyard Long Beach Downtown to meet with Assistant General Manager Tammy Teague (pictured left with a student) and employees, and to learn about career opportunities related to their field of study. The academy is one of many career-centered pathways offered at Long Beach Unified School District high schools.



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## The Role Of Business Improvement Districts

■ By **SEAN BELK**  
Staff Writer

Long Beach has an increasing number of business improvement districts, each with their own character and unique methodology for enhancing their communities and helping businesses grow.

The main role of these groups is to enable local businesses to band together under a common cause to enhance the area, promote public safety and increase economic activity by assessing fees on merchants or property owners within a certain boundary in exchange for agreed upon improvements and programs.

In Long Beach, there are two different types of business improvement districts that came into existence in the late 1980s and early '90s. Property and business improvement districts (PBIDs) assess property owners while business improvement associations (PBAs) assess merchants. Having both types of districts in the same area, however, is not prohibited and is currently the case in Downtown Long Beach.

Business improvement districts are established after a certain number of businesses or property owners come to an agreement through a voting process overseen by the city.

Each business improvement district has its own unique way of addressing different needs, often correlating with the demographics and character of the surrounding neighborhood. The type of assessment collection method, amount and organizational format vary depending on the district and what was agreed upon at the time of its formation. Base fees and per-employee fees that businesses and property owners pay annually also vary.

Revenue derived from assessment fees are managed and overseen by nonprofit entities governed by business representatives and community leaders in the district, often in the form of a board of directors with a manager or executive director, who meet monthly to discuss ways to market the business corridor and draw patrons, whether through events or promotions.

According to the Council of Business Associations (COBA), which serves as an advocacy group for all business improvement districts and associations in Long Beach, forming a business improvement district can help: reverse a negative image of a community, attract new businesses and investment, establish private-sector control and accountability, and create a unified voice for businesses.

The following are most of the city's various business improvement districts and associations:

### Downtown



1897LB, a clothing boutique catering to locals, located in the East Village Arts District of Downtown Long Beach at 438 E. 1st St

Downtown Long Beach is the only district in the city where both tenants and property owners pay assessments for programs and improvements in the same geographic area. Promoting a “live, work and play” atmosphere, the Downtown Long Beach Associates (DLBA) acts as a nonprofit organization in charge of marketing downtown, administering assessment funds and organizing events throughout the year that attract crowds of people to downtown’s shops, restaurants, art galleries and music venues.

Signature events sponsored by the DLBA include the Taste of Downtown series, the Promenade Beer & Wine Festival in October, the Summer and Music (SAM) series from June through August, Live After Five every second Thursday of the month and BikeFest of Long Beach in May, along with the annual New Year’s Eve celebration.

According to its mission statement, the DLBA is “dedicated to the management, marketing, advocacy, and economic and community development of the assess-

ment district in cooperation with the City of Long Beach and the private sector.” The DLBA also works to ensure that streets are clean, safe and vibrant, most notably through clean and safe teams, serving an area frequented daily by thousands of employees, residents, shoppers and tourists.

### 4th Street’s Retro Row



Kafe Neo, a popular diner serving Greek-American food, is one of many restaurants along 4th Street that use bicycle couriers for food deliveries to be more efficient and environmentally-friendly. Kafe Neo Co-Owner Gus Sverkos, left, is seen handing off a food package to Dave Ramirez of Maritime Bicycle Courier.

The 4th Street Business Improvement Association actively works to improve the beauty, safety, and economy of the commercial corridor known as Retro Row, which is named for its retro-style shops that sell vintage clothing and furniture. The small group of business owners has helped with promotions to attract customers, such as Shop Small Saturday in November, and has hosted events, such as sidewalks sales, art walks, musical events and retro-style car shows. Patrons can find an expanding string of shops, eateries and wine bars as well as the city’s last standing independent movie theater, the Art Theatre, which regularly hosts film festivals.

The business association has also helped businesses find new ways to utilize space. Two of the corridor’s restaurants, Lola’s Mexican Cuisine and Vietnamese Number Nine, have parklets, which are outside dining patios transformed from curbside parking spaces. In addition, the association promotes a bike-friendly atmosphere and eco-friendly practices.

### Belmont Shore

The Belmont Shore Business Improvement Association, stretching about a mile along 2nd Street, sponsors numerous events throughout the year to entice shoppers of all ages. The district’s classic car show in September, Stroll & Savor series in May, June, July and August, Chocolate Festival in February and annual Christmas Parade draw thousands of attendees.

With a motto of creating a place for patrons to “shop, dine and indulge,” the business association’s goals are to “promote, protect and maintain prosperity” for the Belmont Shore community, while providing a “united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals as well as residents.”

While helping create a village-like atmosphere for businesses along 2nd Street, the business association helps with sidewalk cleaning while often helping new and existing businesses with resources. Lights at nearly every corner ensure slow car traffic and a safe place for walking, while dedicated green “sharrow” bike lanes allow bicyclists to coexist with automobiles.

### East Anaheim Street



The Red Leprechaun, an Irish American pub and eatery, is a popular place for dining, drinking and hearing Irish music, including live bagpipers. The pub is located in the city’s historic Zaferia District of East Anaheim Street.

Bordered by 14th Street to the north, 11th Street to the south, Junipero Avenue to the west and Pacific Coast Highway to the east, the East Anaheim Street Business Improvement Association has an interesting past and today is filled with a bustling mix of shops and restaurants.

Representing nearly 400 businesses, the business association is overseen by the East Anaheim Street Business Alliance, which meets monthly at the Long Beach Playhouse hosting guest speakers. The alliance of businesses also organizes several public events and promotions throughout the year and regularly sends out e-blasts about events.

(Please Continue To Page 40)



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# Business Improvement Districts

One of those events is the annual Discover Zaferia Treasure Hunt, which aims to educate the public about the history of a section of the business corridor known as the Zaferia District, designated by the many banners at the top of light poles on East Anaheim Street. The district, once consisting of farms and ranches, got its name for a spot that used to serve as a Red Car electric rail line station in the early 1900s.

Today, the business corridor has seen a growing number of small businesses, including a variety of restaurants such as Mexican and Thai eateries, in addition to an Irish pub that often features live bagpipers. Coronado Street, meanwhile, features architecture and design firms as well as a used furniture retailer.

## Midtown



Dara Restaurant, formerly known as Dragon Sea Restaurant, which serves Thai food at 1223 E. Anaheim St., is one of many popular restaurants in Cambodia Town.

As the city’s newest business district, the Midtown Business Improvement District (MBID), which was officially established last year, is located in Central Long Beach and encompasses a section of Anaheim Street between Alamitos and Junipero avenues officially known as Cambodia Town, believed to have the largest Cambodian population outside of Southeast Asia.

Midtown includes a row of diverse small businesses such as supermarkets, restaurants, bakeries, cafes and cultural arts organizations, including the Khmer Arts Academy and the Khmer Girls In Action. A few popular eateries are Dara Restaurant, formerly known as Dragon Sea Restaurant, and Hak Heang Restaurant.

The district also includes a mixture of knickknack shops, jewelry stores, beauty salons and other mom-and-pop retailers, some of which sell custom-tailored clothing imported from Cambodia.

The Midtown Property and Business Owner Association meets monthly at the Mark Twain Library and is in the process of developing specific programs and events to improve the area. This year, the Cambodian Coordinating Council (Cam-

CC) is hosting the 10th Annual Cambodian New Year’s Parade and Celebration in Cambodia Town on April 10.

## Bixby Knolls

The Bixby Knolls Business Improvement Association (BKBIA) is a highly active business association that organizes its monthly First Fridays art walk, Kidical Mass bicycle rides and other events that draw crowds of shoppers and diners to the area. The BKIBIA often acts as a liaison between city hall and the business community, connecting prospective businesses with local resources.

The business association promotes a family-friendly neighborhood atmosphere for the corridor along Atlantic Avenue and Long Beach Boulevard, surrounded by historic homes and streets with an abundance of trees. The corridor is home to boutiques, restaurants, grocery stores and the family-oriented Expo Arts Center that features regular art exhibits, musical acts and performing arts groups.

The BKBIA also hosts an annual “State of the District” to highlight accomplishments and recently developed a new business-development guide, geared specifically to assist Bixby Knolls businesses. The business association also works to keep the district clean and safe, whether through volunteer efforts or with the help of Bixby Knolls businesses, such as CSI Patrol that provides security services.

## Uptown

Established two years ago, the Uptown Property and Business Improvement District (Uptown PBID), stretches along Atlantic Avenue between Artesia Boulevard and Market Street in the heart of North Long Beach.

The business district encompasses the former historic Atlantic Theater site, where the new state-of-the-art Michelle Obama Branch Library is being built, the North Village business corridor and Jordan High School. With public art lined along street medians, the business district features an eclectic mix of specialty shops, services, grocery stores and restaurants.

The Uptown Property and Community Association manages the business district while collaborating with many nearby neighborhood groups to provide services that address the community’s needs.

The business district was established with the goal of continuing the North Long Beach “renaissance” while making sure property owners are “safe clean and viable.” Events planned in Uptown this year include the Latin Jazz Festival in Houghton Park in June, the Village Fest in August and the Veterans Day Parade in November. ■

## DTLB: Pushing The Envelope To Make Long Beach Great

■ By **BRIAN ADDISON**  
Communications Manager  
Downtown Long Beach Associates

It’s not easy being the model.

That isn’t some type of humblebrag, badge of honor or form of self-deprecation. It’s just the reality of what a downtown contributes to a city and what its management organization provides. The Downtown Long Beach Associates creates a mold, sometimes pushing its limits to serve the rest of our city. Our objective is to develop a better Downtown Long Beach (DTLB) while contributing to a great city.

Our work creates ripples and, despite what pundits say, what benefits us doesn’t always solely benefit us.

Through the work of our homeless and community outreach managers, we’ve tackled one of the most complex and frustrating aspects of urban living—homelessness—in a way that has helped other parts of Long Beach and attracted the attention of cities across the nation. Pair this with our Clean and Safe Teams, commonly and lovingly referred to as, “The Red Shirts,” we have an increased presence

that ensures safety, offers referrals to those in need, and effectively prevents problems from stretching into other neighborhoods.

Our community events bring back the tradition that downtowns are the heart of a city’s entertainment and dining lifeline. Whether it’s assisting with the city’s Beach Streets, producing our New Year’s Eve party, or hiring the best of local musicians to provide residents and visitors alike with free live music, our events aren’t just about getting a crowd—it’s about showing off the talent of Long Beach as a whole. It’s about connecting our entire city by gathering its denizens toward its heart. It’s about a sense of pride; the fact that we don’t need to attract great artists and thinkers but rather support them because they are already here.

The public right-of-way is not just a space we point to, but one we shape around the person. From supporting biking infrastructure to making grants accessible to the community for placemaking projects, the work of our DTLB team does more than just talk the talk. We have created a better, more accessible and pedestrian friendly place. Our partnership with the city on activating an empty lot at Ocean Boulevard and Pine Avenue can now serve as a template to bring life to otherwise dead spaces throughout Long Beach. Our advocacy to support street infrastruc-

ture that includes bollards, better lighting, sidewalk dining, parklets, and wayfinding solutions are some real examples that are applied to our streets and in our neighborhoods’ parks and public spaces.

Far from just promoting DTLB, our communications and social media outreach is about our city’s entire image. When we promote and create a dialogue about DTLB as a place of investment, we foster a larger conversation about our city’s worth. When we create publications like our annual “Downtown Economic Profile,” the exchanges between brokers and entrepreneurs doesn’t stop at the boundaries of DTLB. Rather, it helps frame DTLB as an economic engine while boosting the value of our city as a whole.

Like the city itself, downtown is composed of many neighborhoods, each with its own distinct vibe and aura. The Waterfront. The East Village. North Pine. The West Gateway. Willmore City. Pine and the Promenade. But within Long Beach, there is only one downtown, and we are honored and humbled to be what we call DTLB.

All these steps we take, big or small, contribute to a larger success citywide. We constantly profess, “We are DTLB”—but that is only because we are also Long Beach and we are proud to play a role in making all of it great. ■



## No Shortage Of Things To Do

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Whether you want to spend a day on the water or have a night out on the town listening to music, the Long Beach lifestyle is more than accommodating, with no shortage of things to do – and you’ll enjoy some of the best weather in the country while you’re at it.



The first Long Beach Bike Share station opened at The Promenade in Downtown Long Beach on March 10. CycleHop, a Santa Monica company, is overseeing the program, which enables anyone to rent bikes for an hourly rate or purchase a monthly pass.



Crosswalks at Broadway and Junipero Avenue were recently brightened up with rainbow-colored paint, a nod to the Broadway corridor’s LGBT-friendly atmosphere.

The city lives up to its name with six miles of beaches, enjoyed by people and pets alike. Just before The Peninsula in Belmont Shore, the beach is home to the county’s only sandy haven where pooches run free: Rosie’s Dog Beach. A long bicycling path on the beach stretches from the Belmont Veterans Memorial Pier to Downtown Long Beach, and a new adjacent path is dedicated for walkers and runners.

Cycling is a big part of the local lifestyle – the city recently installed a new bike share station, where bikes may be rented from a kiosk for varying periods of time, and there are marked bike paths and lanes throughout city streets. Bicyclists can navigate Long Beach and surrounding cities with assistance from public transit: Long Beach Transit’s buses accommodate visitors and residents, along with their bikes, around town, and the Metro Blue Line allows cyclists to travel from Downtown Long Beach all the way to Downtown L.A. and back again without ever getting in a car.

There are many options for people looking to get around by the shore, with vendors such as Shoreline Village’s Wheel Fun Rentals, which offers bicycle, surrey, Segway and other rentals.

Those seeking to get out on the water have an array of options, from Duffy boat rentals to wind sailing, kayaking and paddle boarding. The city’s several marinas make up the largest municipally operated marina system in the country, according to the Long Beach Department of Parks, Recreation & Marine.

Outdoor activities don’t end at the shore: Long Beach boasts 162 parks for recreational activities, including multiple golf courses, and 172 estuaries with nature trails and preserved wetlands.

Residents will tell you that, while there may not be much in the way of farmland around here, there are plenty of places for health-conscious folks to get their hands on fresh and organic

produce at the city’s various farmers markets. Many of these, such as Long Beach Southeast Farmers Market along Alamitos Bay in Belmont Shore, one of the largest markets, also include products and wares from local cottage food businesses like Peppered Up Foods.

### Arts, Culture And Entertainment



Musica Angelica is one of the newest additions to the Long Beach arts scene. The baroque orchestra plays with historically informed and period piece instruments, and takes an audience-friendly approach to its performances by interacting with guests during and after shows. (Photograph provided by the Long Beach Convention & Visitors Bureau)

Known as “The International City,” Long Beach has a wide array of arts and cultural institutions offering year-round programs and events.

Theater lovers need look no further than the contemporary and classic performances offered by International City Theatre, the Long Beach Playhouse or Musical Theatre West. A variety of small theater organizations are scattered throughout the city, such as downtown’s Found Theatre and Long Beach Shakespeare Company in Bixby Knolls.

Many of the city’s business districts host their own arts-related events and festivals, such as the East Village Arts District’s Second Saturdays, when streets are closed to traffic, and local artisans and musicians sell their wares and provide entertainment. The city is also home to many privately owned galleries that are open to the public, as well as the nonprofit ArtExchange, which exhibits local art and holds events for the community.

The Downtown Long Beach Associates, the nonprofit organization overseeing downtown’s business district, holds some of the city’s largest music events, such as the Summer And Music series and Downtown New Year’s Eve, which draws more than 12,000 people annually and features nationally recognized musical acts.

Music lovers have a variety of venues throughout the city to frequent, including East Anaheim Street’s Alex’s Bar, known for hosting some of punk rock’s biggest acts, and Di Piazza’s, a popular pizza joint with a small stage featuring local acts. Downtown venues include Harvelle’s and The Federal Underground, and will soon also feature the Vault, a long-shuttered music venue currently.

Local nonprofit, award-winning music organizations include the Long Beach Symphony, Long Beach Opera and Musica Angelica, all of which perform at the Long Beach Performing Arts Center downtown, among other venues. Other cultural and arts groups include the Long Beach Ballet, the Khmer Arts Academy for Cambodian dance and performance, among many other small organizations. ■



Located at 420 E. 4th St. in the East Village Arts District, the popular Fingerprints not only sells music, it provides live in-store performances by well-known acts and local bands on their way up.



# Shopping And Dining

## City Presents An International Cuisine And Eclectic Shopping Areas

■ By **SAMANTHA MEHLINGER**  
Senior Writer

Long Beach is known for its patchwork of unique neighborhoods, each with its own vibe. Many of these districts boast trendy shopping and dining corridors offering international cuisine and independently owned shops, while larger shopping centers throughout the city feature big box retailers and national chains.

One of the city's distinct districts is Retro Row. Named for its collection of vintage shops, the stretch of 4th Street between Temple and Cherry avenues also features a miniature international restaurant row, with well-known Vietnamese, Greek, Mexican, Spanish, Peruvian, Italian, Chinese and American restaurants, plus wine bars and one of the city's most lauded coffee shops, Portfolio Coffeehouse. The strip is also home to the Art Theatre of Long Beach, a historic art deco theater that shows limited release films in addition to blockbusters, and draws a crowd every Saturday for a midnight performance of the cult classic "The Rocky Horror Picture Show."

Those seeking to shop and dine with an ocean breeze needn't look further than Belmont Shore's 2nd Street, a mile-long corridor featuring independently owned boutiques as well as big brands like Gap and Banana Republic. The street has no shortage of eateries, including Greek, Japanese, Lebanese, Italian and Thai restaurants, as well as other types of fare. Several pubs and bars, popular spots for locals to grab drinks with friends and watch sporting events on giant TV sets, dot the

length of the corridor.

Downtown has multiple shopping and dining districts, including the East Village, which features eclectic independent boutiques, a wine bar, a basement whiskey bar called The Blind Donkey, cafés and bakeries, and a venue for local art shows and events called The Art Exchange, among many other establishments. Then there's The Promenade – a walkable strip between the East Village and downtown core that boasts some of the area's most popular and newest eateries, like Beachwood BBQ and Dog Haus, a new gourmet hot dog joint with craft brews on tap.

Pine Avenue, the downtown core, features some of the city's most well-known restaurants and night life, from BO-Beau kitchen + roof tap with its contemporary dining room and rooftop bar, to the Federal Bar, a large restaurant and bar within one of the city's most historic buildings, and a wide variety of local favorites like George's Greek Café. Nightclubs in the downtown area include Sevilla Nightclub, Harvelle's and The Federal Underground. Plus, the Vault 350, a former music venue on North Pine, is currently being revitalized.

Further north, Bixby Knolls offers



Located at 236 Pine Ave., MADE in Long Beach is a collective shopping space with products from more than 100 local artisans. For more information, visit [www.madelb.com](http://www.madelb.com).

small town charm with an eclectic mix of restaurants, from a Brooklyn-inspired Jewish deli to multiple sushi joints and even a brewery. It also features many independent shops and boutiques, such as the retro and contemporary-inspired AndyLiz clothing shop and Metropolitan Furniture, a modern furnishings store.

Other popular shopping and dining corridors include East Anaheim Street – home to one of the city's oldest bars, Joe Jost's, and music venue and watering hole Alex's Bar – and Broadway, one of the city's most LGBT-friendly areas with many pubs, restaurants and small businesses stretching from Alamitos Beach to Belmont Shore.

Several large shopping centers throughout the city offer national brand names and eateries. Near the 605 Freeway in East Long Beach, the Long Beach Towne Center features a 26-screen Edwards Theatres, Total Wine & More, Barnes & Noble, Sports Chalet, Michael's Arts & Crafts, PetSmart, Lowe's and many other large retailers. On Bellflower Boulevard, Target and Sears anchor the Los Altos Market Center, while another Lowe's and a K-Mart are nearby at Los Altos Gateway.

Marina Pacifica, located in Southeast Long Beach, offers an array of dining opportunities, as well as grocery stores and retailers such as Pier 1 Imports, The Sports Authority and Ulta Beauty. Across Pacific Coast Highway, Marketplace Long Beach offers more grocers, including Trader Joe's, many restaurants and some small independent shops.



Opened in the 1980s along the Queensway Bay, Shoreline Village continues to be a popular destination for visitors and locals. The center features a variety of shops and dining establishments along with fun activities for the entire family, including bike rentals.



Downtown Long Beach is home to three major shopping centers, including The Pike Outlets, which features new retailers including H&M and Nike Factory, plus well-established restaurants like traditional Irish pub The Auld Dubliner, a movie theater and a Laugh Factory. Between Pine Avenue and Long Beach Boulevard, another shopping center, City Place, is currently being remodeled to be more pedestrian friendly and attract new and creative tenants. One of the city's most popular destinations for locals and visitors is Shoreline Village on the Queensway Bay. The family-oriented center has several top restaurants, one-of-a-kind shops, cruises and vehicle and boat rentals for the whole family.

Smaller shopping centers can be found throughout the city, including in Bixby Knolls, where a former Ralph's has been converted to house a new Pet Food Express and Trader Joe's, among other shops and eateries. For a list of local shopping centers, visit <http://longbeach.gov/citymanager/economic-development/shop/>. ■



Lourdes Noemi Valles is co-owner of Gems & Jewels in Bixby Knolls, where she is also a diamond specialist. For more information about her store and its offerings, visit [www.bixbyjewelers.com](http://www.bixbyjewelers.com).



Belmont Shore is one of the city's vibrant shopping and dining corridors, with small boutiques and national retailers, and cuisine ranging from Italian to Thai to Lebanese and beyond. Pictured is Brix At The Shore, a restaurant with new spins on classic New York dishes, located at 5372 E. 2nd St. For the menu and more information, visit [www.letsdobrix.com](http://www.letsdobrix.com).



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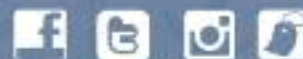
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# Visiting Long Beach



Business Journal photograph

## Attractions Galore Await Visitors

■ By **SAMANTHA MEHLINGER**  
Senior Writer

With one-of-a-kind attractions, a bustling convention center, an array of hotels spanning all price points and activities for all ages, visitors to Long Beach have no shortage of unique sights to see, places to stay and things to do.

The Long Beach Convention & Entertainment Center, which features 400,000 square feet of meeting and event space, is perhaps the single-largest draw for



visitors to the city, attracting thousands of people through conventions each year. The center's convenient location in Downtown Long Beach affords visitors quick access to the city's largest attractions and museums, as well as many nearby high-end and boutique hotels, such as The Hotel Maya on the waterfront, The Westin Long Beach, the Hyatt Regency Long Beach, the Hilton Long Beach and more. A comprehensive list of hotels located throughout the city is available at [www.visitlongbeach.com/stay/](http://www.visitlongbeach.com/stay/).

Perhaps the city's most recognizable

landmark is the RMS Queen Mary, a floating stationary hotel, attraction and events venue located across Queensway Bay from downtown's waterfront. The historic ship first set sail from England in 1936, and became permanently moored in Long Beach in 1967. The vessel offers daily events, with historical and ghost hunting tours, a new 4-D movie theater and more. There are many places to shop and dine aboard, including the Observation Bar, an Art Deco-designed bar with original artwork. It's also host to many of the city's largest events, such as the ScotsFestival, the Halloween maze Dark Harbor and the holiday-themed CHILL.

Situated in Rainbow Harbor across from Shoreline Village's restaurant and shop-lined boardwalk is the Aquarium of the Pacific, known for its diversity of exhibits, stunning views of the waterfront and educational programming. The Aquarium focuses on creatures found in the Pacific Ocean, with sharks, seals, penguins, sea otters, jellyfish and other animals in permanent exhibits. The institution also offers informational programming, such as an annual speaker series, as well as arts and cultural events like the Festival of Human Abilities.

The city's largest art institution is the Museum of Latin American Art, the only museum in the United States devoted to showcasing modern and contemporary Latino and Chicano art. The museum, located just outside the East Village Arts District, offers docent-led tours of its exhibitions, and often holds festivals and special events.

Nearby is the Long Beach Museum of Art, a historic home-turned-art museum and events venue with stunning views from its location on a bluff overlooking the ocean. There are many smaller galleries throughout the city, which showcase everything from blue chip artists to local talent.

Getting around town is made easy for visitors, thanks to Long Beach Transit's services such as its Passport buses, which provide free service to the city's most popular downtown destinations. During the summer, the transit company offers water taxi service so residents and visitors can travel the length of the shore by boat.

Those seeking a day trip to Downtown Los Angeles need only jump onto the Metro Blue Line, which has multiple stations in Long Beach and offers direct connectivity to the heart of L.A. And beautiful Catalina Island is a short boat trip away on Catalina Express, leaving from Downtown Long Beach with many daily trips.

Visitors flying into Long Beach are in for a treat. The Long Beach Airport, located adjacent to the 405 Freeway, provides some of the lowest airfares in the country. Its terminal has won numerous awards for its indoor/outdoor, resort-style design. Rather than offering national restaurant chains, the terminal features grub and drinks for well-known Long Beach eateries like George's Greek Café and 4th Street Vine. USA Today's 10 Best Reader's Choice Awards recently named the airport best in the nation for dining.

Visitors coming to Long Beach can find out about everything going on in the city during their trip at the Long Beach Convention & Visitors Bureau's website made just for them: [www.visitlongbeach.com](http://www.visitlongbeach.com). ■





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The Aquarium of the Pacific is planning a \$53 million expansion called “Pacific Visions.” The new wing is to be built on the Aquarium’s front lawn. (Rendering provided by the Aquarium of the Pacific)

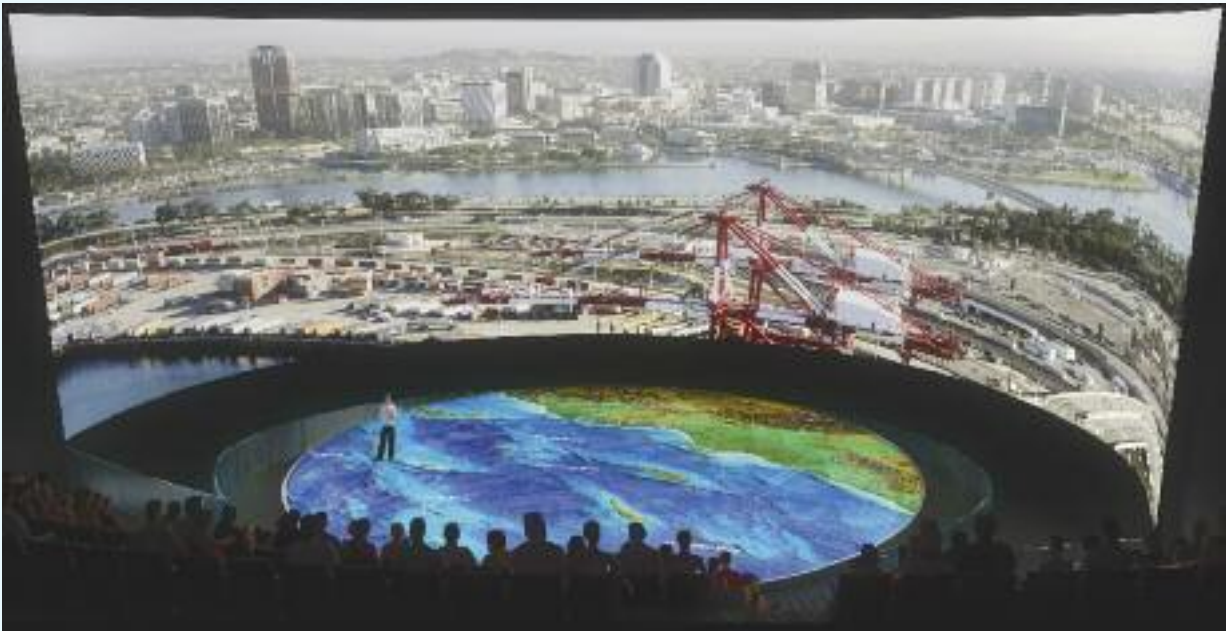
## Aquarium Expansion To Focus On Relationship Between People, The Earth And Its Oceans

■ By **SAMANTHA MEHLINGER**  
Senior Writer

One of the city’s largest attractions, the Aquarium of the Pacific, is about to become even bigger. A major expansion of the facility, located at Rainbow Harbor, is in the works, and Aquarium President and CEO Jerry Schubel told the Business Journal he expects the project to break ground within a year.



After visitors exit the Aquarium’s new planned theater, they will enter an exhibit gallery featuring live sea creatures to learn more about how human interactions with the earth and its oceans affect wildlife. (Rendering provided by the Aquarium of the Pacific)



The focal point of the Aquarium of the Pacific’s planned expansion is the 300-seat Honda Pacific Visions Theater, where the institution will show interactive films about humanity’s relationship with the earth, and air live feeds from the ocean. (Rendering provided by the Aquarium of the Pacific)

Plans for the new wing of the Aquarium, called Pacific Visions, to be built on the facility’s front lawn, include a 300-seat interactive theater, an art gallery, an orientation gallery and an exhibition space. The 23,000-square-foot space is to be entirely devoted to dialogue and information about “the changing relationship of people with the earth, including the world ocean,” Schubel said.

“The point is that we humans have been around here on this planet for a very short time – 200,000 years compared with a 4.6 billion-year-old planet. Yet, because of the way our population has grown, we have altered the planet and ocean, [and] we have had a greater impact than any other individual species in the history of life on earth,” Schubel said. “We have to redefine our relationship to the earth and the ocean and to all the other living things with which we share this planet, because ultimately our success depends upon the success of other plants and animals.”

The Aquarium of the Pacific is the perfect place to tell this important story, Schubel said, noting that the planned expansion will combine science, technology, art and live animals to do so.

The focal point of the expansion is the Honda Theater, in which all seats will be wired for interactivity, Schubel explained. The Aquarium plans to create films around the topic of humanity’s relationship with the earth to show in the theater, which may also be used to show live feeds from the ocean. Prior to entering the theater, guests will go through an art gallery and then an orientation area that will include displays and interactive technology based on the same topic.

After exiting the theater, guests will enter an exhibit of live sea life. Schubel reflected, “The hope is that people will look at those animals in ways they never have, and understand that their fate and our fate are tightly intertwined.”

After breaking ground, Schubel said he expects the project to take 18 months to complete. The expansion is slated to increase the Aquarium’s capacity, with attendance expected to increase by 200,000 to 400,000 visitors per year.

For more information about the Aquarium, visit: [www.aquariumofpacific.org](http://www.aquariumofpacific.org). ■

## The Top 10 Wonders Of Long Beach

■ By **SAMANTHA MEHLINGER**  
Senior Writer

With one-of-a-kind historical sites, major attractions, architecturally significant structures and natural get-aways in the midst of an urban landscape, Long Beach has no shortage of sights for residents and visitors alike to enjoy. In an online poll, we asked our readers what they would choose as “The Top 10 Wonders of Long Beach.” In alphabetical order, these are the winners.

- Aquarium of the Pacific
- Earl Burns Miller Japanese Garden at California State University, Long Beach (CSULB)
- El Dorado Nature Center
- Long Beach Museum of Art
- Queen Mary
- Naples Canals
- Rancho Los Alamitos
- THUMS Oil Islands
- Villa Riviera
- Walter Pyramid at CSULB



# Important Phone Numbers

## City of Long Beach

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**Mayor’s Office**  
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[www.lgb.org](http://www.lgb.org)

**Long Beach Building and Safety Division (Permits)**  
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[www.lbds.info/building/](http://www.lbds.info/building/)

**Long Beach Business License Division**  
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[www.longbeach.gov/finance/business\\_license/](http://www.longbeach.gov/finance/business_license/)

**Long Beach Convention and Entertainment Center**  
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[www.longbeachcc.com](http://www.longbeachcc.com)

**Long Beach Development Services Department**  
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**Long Beach Economic Development Department**  
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[www.longbeach.gov/citymanager/economic-development](http://www.longbeach.gov/citymanager/economic-development)

**Long Beach Environmental Services Bureau**  
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[www.longbeach-recycles.org](http://www.longbeach-recycles.org)

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**Long Beach Office of Special Events and Filming**  
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(562) 570-6194  
[www.lbds.info/planning/](http://www.lbds.info/planning/)

**Long Beach Transit**  
(562) 591-2301  
[www.lbtransit.com](http://www.lbtransit.com)

**Pacific Gateway**  
(562) 570-9675  
1-800/292-7200  
[www.pacific-gateway.org](http://www.pacific-gateway.org)

**Port of Long Beach**  
(562) 283-7000  
[www.polb.com](http://www.polb.com)

## Utilities

**Long Beach Gas and Oil Department**  
Utility and Service Turn On: (562) 570-5700  
Emergency Response: (562) 570-2140  
[www.longbeach.gov/lbgo/](http://www.longbeach.gov/lbgo/)

**Long Beach Water Department**  
Utility and Water Service Turn On: (562) 570-5700  
Water and Sewer Emergencies: (562) 570-2390  
Main Phone Line: (562) 570-2300  
[www.lbwater.org](http://www.lbwater.org)

**Long Beach Utilities Services**  
(562) 570-5700  
[www.utilityservices.longbeach.gov](http://www.utilityservices.longbeach.gov)

**Southern California Edison**  
1 (800) 655-4555  
[www.sce.com](http://www.sce.com)

## Business Organizations

**Apartment Association, California Southern Cities**  
(562) 426-8341  
[www.appt-assoc.com](http://www.appt-assoc.com)

**Arts Council for Long Beach**  
(562) 435-2787  
[www.artslb.org](http://www.artslb.org)

**Belmont Shore Business Association**  
(562) 434-3066  
[www.belmontshore.org](http://www.belmontshore.org)

**Bixby Knolls Business Improvement Association**  
(562) 595-0081  
[www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)

**Cambodia Town Business Association**  
(562) 209-2013  
[www.cambodiatown.org](http://www.cambodiatown.org)

**Downtown Long Beach Associates**  
(562) 436-4259  
[www.downtownlongbeach.org](http://www.downtownlongbeach.org)

**East Anaheim Street Business Alliance**  
(562) 735-4921  
[www.easba.com](http://www.easba.com)

**East Spring Street Long Beach Business Alliance**  
[www.facebook.com/eastspringstreetlb](https://www.facebook.com/eastspringstreetlb)

**4th Street Business Association**  
[www.4thstreetlongbeach.com](http://www.4thstreetlongbeach.com)

**Long Beach Council of Business Associations**  
[www.cobalb.com](http://www.cobalb.com)

**Long Beach Area Chamber of Commerce**  
(562) 436-1251  
[www.lbchamber.com](http://www.lbchamber.com)

**Long Beach Area Convention and Visitor Bureau**  
(562) 436-3645  
[www.visitlongbeach.com](http://www.visitlongbeach.com)

**Naples Island Business Association**  
[www.naplesislandbusiness.com](http://www.naplesislandbusiness.com)

**On Broadway Business Association**  
(562) 433-9665 (Sidney Cramer – Co-president)  
(562) 433-5573 (Keir Jones – Co-president)  
[www.onbroadwaylb.com](http://www.onbroadwaylb.com)

**Uptown Business District**  
(562) 984-8500  
[www.uptownlongbeach.com](http://www.uptownlongbeach.com)

## Public Safety

**American Red Cross/Greater Long Beach/Rio Hondo**  
(562) 595-6341  
<http://www.redcross.org/ca/long-beach/>

**Long Beach Fire Department**  
(562) 570-2500  
[www.longbeach.gov/fire/](http://www.longbeach.gov/fire/)

**Long Beach Disaster Preparedness and Emergency Communication Department**  
(562) 570-9250  
[www.longbeach.gov/disasterpreparedness/](http://www.longbeach.gov/disasterpreparedness/)

**Long Beach Police Department**  
(562) 570-7260  
[www.longbeach.gov/police/](http://www.longbeach.gov/police/)

## Hospitals

**Community Hospital Long Beach**  
(562) 498-1000  
[www.memorialcare.org/community-hospital-long-beach](http://www.memorialcare.org/community-hospital-long-beach)

**Long Beach Memorial Medical Center**  
(562) 933-2000  
[www.memorialcare.org/long-beach-memorial](http://www.memorialcare.org/long-beach-memorial)

**Miller Children’s & Women’s Hospital Long Beach**  
(562) 933-5437  
[www.millerchildrenshospitallb.org/](http://www.millerchildrenshospitallb.org/)

**St. Mary Medical Center**  
(562) 491-9000  
[www.dignityhealth.org/stmarymedical/](http://www.dignityhealth.org/stmarymedical/)

## Public Education

**California State University, Long Beach**  
(562) 985-4111  
[www.csulb.edu](http://www.csulb.edu)

**Long Beach City College**  
(562) 938-4111  
[www.lbcc.edu](http://www.lbcc.edu)

**Long Beach Unified School District**  
(562) 997-8000  
[www.lbschools.net](http://www.lbschools.net)

## Attractions

**Aquarium of the Pacific**  
(562) 590-3100  
[www.aquariumofpacific.org](http://www.aquariumofpacific.org)

**Long Beach Museum of Art**  
(562) 439-2119  
[www.lbma.org](http://www.lbma.org)

**Museum of Latin American Art**  
(562) 437-1689  
[www.molaa.org](http://www.molaa.org)

**Pacific Island Ethnic Art Museum**  
(562) 216-4170  
[www.pieam.org](http://www.pieam.org)

**Queen Mary**  
(877) 342-0738  
[www.queenmary.com](http://www.queenmary.com)

## Hotels

**Courtyard Long Beach Airport**  
(562) 429-5803  
[www.courtyardlb.com](http://www.courtyardlb.com)

**Courtyard Long Beach Downtown**  
(562) 435-8511  
[www.marriott.com/hotels/travel/lgbcy-courtyard-long-beach-downtown/](http://www.marriott.com/hotels/travel/lgbcy-courtyard-long-beach-downtown/)

**Hilton Long Beach**  
(562) 983-3400  
[www.hiltonlb.com](http://www.hiltonlb.com)

**Holiday Inn Long Beach Airport Hotel & Conference Center**  
(562) 597-4401  
[www.hilongbeach.com](http://www.hilongbeach.com)

**Hotel Maya – A Doubletree by Hilton**  
(562) 435-7676  
[www.hotelmayalongbeach.com](http://www.hotelmayalongbeach.com)

**Hyatt Regency Long Beach**  
(562) 491-1234  
[www.longbeach.hyatt.com](http://www.longbeach.hyatt.com)

**Hyatt Centric The Pike Long Beach**  
(562) 432-1234  
[www.thepikelongbeach.centric.hyatt.com](http://www.thepikelongbeach.centric.hyatt.com)

**Long Beach Marriot**  
(562) 425-5210  
[www.marriott.com/hotels/travel/lgbld-long-beach-marriott/](http://www.marriott.com/hotels/travel/lgbld-long-beach-marriott/)

**Renaissance Long Beach Hotel**  
(562) 437-5900  
[www.renaissance-hotels.marriott.com/renaissance-long-beach-hotel](http://www.renaissance-hotels.marriott.com/renaissance-long-beach-hotel)

**Residence Inn by Marriott – Long Beach**  
(562) 595-0909  
[www.marriott.com/hotels/travel/laxbh-residence-inn-long-beach](http://www.marriott.com/hotels/travel/laxbh-residence-inn-long-beach)

**Residence Inn Long Beach Downtown**  
(562) 495-0700  
[www.marriott.com/hotels/travel/lgbri-residence-inn-long-beach-downtown/](http://www.marriott.com/hotels/travel/lgbri-residence-inn-long-beach-downtown/)

**The Queen Mary Hotel**  
(877) 342-0742  
[www.queenmary.com](http://www.queenmary.com)

**The Westin Long Beach**  
(562) 436-3000  
[www.westinlongbeachhotel.com](http://www.westinlongbeachhotel.com)





# Iconic

The replacement for the Gerald Desmond Bridge will rise high over the Port — an iconic landmark for the City of Long Beach. With a pathway for cyclists and pedestrians, its 200-foot-high observation deck will offer sweeping views of the waterfront. Eat your heart out Golden Gate. [newgdbridge.com](http://newgdbridge.com)



Port of  
**LONG BEACH**  
The Green Port

[www.POLB.com](http://www.POLB.com)