

Inside This Issue



**Talking Business
With The City Council**
Page 3



**'Sound Garden'
In The News — II**
Page 4



**Small Business Showcase:
Bixby Knolls**
Page 38

- 2 PortSide
- 4 In The News — II
- 6 Real Estate & Development
- 6 Realty Views
- 14 Newswatch
 - New Parklet Ordinance
 - Examining Utility Wire Dangers
- 30 Focus On Bixby Knolls
- 38 Small Business Dollars & Sense

Bixby Knolls Is 'Strong And Steady,' But Funding Uncertainty Is Brewing

■ By **SAMANTHA MEHLINGER**
EDITOR

The Bixby Knolls Business Improvement Association's (BKBIA) leaders are positive about the momentum of the business improvement district they oversee, but are faced with a

major challenge that has begun to crest over the long-term horizon to near-term reality: the sunsetting of the majority of the BKBIA's funding, \$200,000 annually from the city's former redevelopment agency, in 2021.

The BKBIA's operating revenue is also largely
(Please Continue To Page 30)



Blair Cohn, right, executive director of the Bixby Knolls Business Improvement Association, and Servando Orozco, president of the association's board of directors, believe that Bixby Knolls is moving in a positive direction. However, Cohn is concerned about the sunsetting of the association's largest funding source, scheduled in 2021. (Photograph by the Business Journal's Brandon Richardson)

What's Behind The Trade War?

Chinese Official And
USC Experts Outline
Arguments During
Sister City Luncheon

■ By **SAMANTHA MEHLINGER**
EDITOR

At the annual Long Beach – Qingdao China Sister City Association luncheon on November 9, speakers from the Chinese Consulate General in Los Angeles and the University of Southern California (USC) addressed the concerns that led up to the Trump administration's trade war with China. At the forefront of these concerns were the Made in China 2025 initiative, China's strategy for achieving modernization of its manufacturing industries, as well as alleged Chinese practices of intellectual property (IP) theft and forced technology transfer.

(Please Continue To Page 14)

Parks Study

After Demonstrating
Equitable Practices,
Parks Department
Directed To Do More

■ By **PIERCE NAHIGYAN**
STAFF WRITER

Does the Long Beach Parks, Recreation and Marine Department (PRM) provide balanced park programming to all of its city residents? Last year, 1st District Councilmember Lena Gonzalez was not certain it did.

In the summer of 2017, Gonzalez expressed dissatisfaction with what she considered an imbalance of park programming, noting that there were more "contract classes" scheduled
(Please Continue To Page 18)

HEALTH CARE QUARTERLY

Is Long Beach Facing A Nursing Shortage?

■ By **PIERCE NAHIGYAN**
STAFF WRITER

Is Long Beach on the verge of a nursing shortage? That depends on the source of information. Reputable authorities place California's supply of registered nurses (RNs) at either a surplus or a deficit in the coming decade.

According to a 2017 report from the Health Resources and Services Administration (HRSA), while some states are projected to run a surplus of registered nurses by 2030, California is projected to run a deficit of 44,500 RNs. "A

Inside Health Care Quarterly
• New HIV Infections Plateau In Long Beach; Other STDs On The Rise
• Synthetic Drug Use Increasing In Long Beach
See Pages 23-29

host of factors" led to this projection, according to the HRSA, including population growth, the aging Baby Boomer generation needing more care, overall economic conditions, expanded health insurance coverage, and health workforce availability.

This lack of supply could have a critical impact on California's health care industry and its ca-

capacity to care for patients, according to industry experts.

"In the hypothetical situation that you had extreme shortages, you would likely have to close beds," Diane Wynn, RN and vice president of risk management services for MemorialCare Long Beach Medical Center, told the Business Journal. This would be due in part to California's nurse-to-patient ratio law, she explained, which regulates the number of patients that a nurse is able to care for at one time. "If I have 12 beds on a unit and I have

(Please Continue To Page 23)

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

CHANGE SERVICE REQUESTED

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

MILLENNIAL PULSE Facebook Fiasco

By Editor Samantha Mehlinger

I was recently invited, along with other local news publishers and editors, to participate in a round of Beer & Politics at Liberation Brewing. The topic: The fourth estate in the age of doubt. We talked about practices as media organizations,

and what it's like to be working in the news during a time when the media is so often the subject of ire in national discourse.

At the event, I emphasized that social media is both a boon and a burden for
(Please Continue To Page 7)

PortSide Keeping Up With The Port Of Long Beach

As assistant director of the construction management division, Ramanjit Brar helps the division to oversee capital improvement programs for the Port of Long Beach. Brar said his duties vary day to day, and include managing procurements, handling any new requests from other port divisions and delegating tasks to staff. A major part of the position is coordinating with other divisions and bureaus in the harbor department. The biggest challenge the division faces is keeping projects on schedule and under budget for the port's tenants, according to Brar. A native of India, Brar moved to the United States in 1988 and became a civil engineer. He began working as a construction inspector for the port in 2000. Working at the port was appealing to Brar due to the unique aspects of civil engineering required, including green construction and the variety of infrastructure projects. One of the first projects he worked on was the terminal at Pier D. He also worked on the construction of the Joint Command and Control Center building, where multiple agencies tasked with overseeing the port are housed. Brar said that it is not only the job, but also the people who work at the port that make him glad to be on board. "It doesn't matter what bureau you're talking about; we at the port are just the cream of the crop," he said. "That's really exciting, when you come to work with people who are really intelligent and really know what they're doing and always give their 100%."

Article and photograph by Staff Writer Annette Semerdjian



Long Beach Business Journal

Vol. XXXI No. 23 • November 20-December 3, 2018

FOUNDER AND PUBLISHER

George Economides

EDITOR

Samantha Mehlinger

SENIOR WRITER & PHOTOGRAPHER

Brandon Richardson

STAFF WRITERS

Pierce Nahigyan

Annette Semerdjian

Journal. Send press releases to the address shown here:

Office

2599 E. 28th Street, Suite 212

Signal Hill, CA 90755

Ph: 562/988-1222

Fx: 562/988-1239

www.lbbizjournal.com

Advertising/Editorial Deadlines

Wednesday prior to publication date. Note: Press releases should be faxed, mailed or e-mailed to: info@lbbj.com. No follow up calls, please. For a copy of the 2019 advertising and editorial calendar, please e-mail or fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.

Regular Office Hours

Monday-Friday 8:30 a.m.-5:30 p.m.

Subscriptions:

25 issues – 1 year

Standard Bulk Rate: \$30.00

(add \$2 if paying with credit card)

1st Class: \$70.00

(add \$3 if paying with credit card)

The Long Beach Business Journal is a publication of South Coast Publishing, Inc., incorporated in the State of California in July 1985. It is published every other Tuesday (except between Christmas and mid-January) – 25 copies annually. The Business Journal premiered March 1987 as the Long Beach Airport Business Journal. **Reproduction in whole or in part without written permission is strictly prohibited unless otherwise stated.** Opinions expressed by perspective writers and guest columnists are their views and not necessarily those of the Long Beach Business

FREE: Sign up at lbbusinessjournal.com for **Monday Morning Coffee & BizBrief** (e-mail sent out at 6 a.m. every Monday about issues, events, meetings for the week; BizBrief is news of the day, sent out around 4 p.m., as needed Monday-Friday)
Find us on Facebook • Follow us on Twitter: @LBBizJourn

A graphic featuring a puzzle piece shape containing two photographs of young people, Carina and Milan, who are members of Sea Scouting. The puzzle piece is set against a background of a map of Long Beach.

2019 CENTENNIAL

LONG BEACH AREA COUNCIL
A CENTURY OF SCOUTING, THE ADVENTURE CONTINUES

Sea Scouting

For almost 100 years, the Sea Scouting program in Long Beach has been an important youth program for the city and our community. Sea Scouting provides growth opportunities for its members to acquire knowledge thorough instruction in water safety and practice in boating skills. Youth make outdoor memories, provide service, and gain leadership skills as well as knowledge of our maritime heritage.

Carina and Milan recently joined Sea Scout Ship 501. They are on a three-month apprentice program called Poseidon. Upon graduation, they will earn full-membership status on the Sea Scout Ship "Conquest".

The two sisters are excited about the opportunities open to them both in Sea Scouting and in joining Troop 303 as Scouts. Outdoor adventures, fun, and hands-on experience are what they enjoy most in Scouting.

In 2019, The Long Beach Area Council, Boy Scouts of America will be celebrating 100 Years of service to youth in our community. Building up to a year of celebrations, we will be profiling certain individuals or families that make up today's Scouting program.

For more information about upcoming events go to:
www.longbeachbsa.org/100

WINTER
SESSION **2019**
JAN. 2 – FEB. 5
REGISTER TODAY!
LBCC.EDU



LB
LONG BEACH
CITY COLLEGE



Photograph at Black Ring Coffee, 5373 Long Beach Blvd.
by the Business Journal's Brandon Richardson

Councilmember Al Austin

8th District

■ By **SAMANTHA MEHLINGER**, EDITOR

LBBJ: Do you feel business owners in your City Council District are happy with the direction the city is going?

Austin: I think they are happy with the direction the city is going, particularly with our investment in infrastructure and the development of business improvement districts. The businesses in those areas have benefitted tremendously. No business wants to see new taxes or any sort of new regulation, but it's a give and take. If we're going to improve our infrastructure, if we're going to improve the quality of our city, we have to invest in infrastructure and public safety as well. . . . I got a lot of gripes about Measure A from local business. But folks are seeing the results, and that is making people more confident about what we've done as a city and the direction we're going in.

LBBJ: In your years on the city council, how have you worked to build relationships with businesses in your district?

Austin: I support most of the businesses in my district. I support them financially with my own resources. . . . I have knocked on doors to advocate for new businesses in the area. My staff will tell you I have a "getting to yes" approach to business, and particularly small business. I ask city staff and I ask my staff: instead of saying "no" or "this can't be done," let's figure out how to get to yes. If we have that mentality, we're going to be viewed as business friendly, and it's going to make it easier for small business [owners] We set up the Uptown Property And Business Improvement District. I have been very supportive of that and very supportive of our Bixby Knolls Property And Business Improvement District. I have great relationships with both Tasha [Hunter, executive director of the Uptown Business Improvement Association] and Blair [Cohn, executive director of the Bixby Knolls Business Improvement Association], and they can count on my office for support in any way possible. When there are barriers for business, we work very hard to eliminate them.

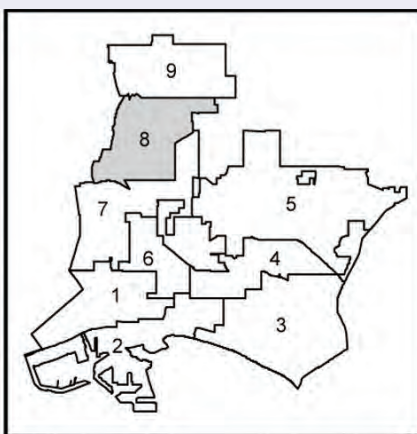
I hold community meetings. I try to host coffees and try to have events where our businesses cater. I like to showcase my district to the best degree possible. As a city councilmember, it's my responsibility to be an ambassador for the businesses in my district, but also citywide. I get very defensive when somebody has something disparaging to say about Long Beach or any area of the district, particularly when I know the hard work that went in and the vision that's going in to change things. We're really working to improve the corridors here. The 8th District is really a neighborhood-centric community . . . but we also have a lot of great businesses that complement our neighborhoods. That's what we want to continue to build on.

LBBJ: What are businesses in your district telling you are their biggest challenges?

Austin: Parking is always a challenge for this corridor. We need to do more, particularly in these business corridors, to be creative with parking. Vandalism. Things that are beyond [business owners'] control, where they wake up and come in in the morning and their windows are gone, or things of that nature that add to the cost of doing business. We want to improve our public safety to minimize and mitigate those types of occurrences. If businesses are brand new and aren't sure how to navigate the city and the bureaucracy, it can be very difficult. They don't know what the permitting process is or the business licensing process. I have seen many of our small businesses get over-anxious or get ahead of themselves, and they have to backtrack. That becomes an area of frustration.

LBBJ: You mentioned working on improving public safety. What do you see as some potential avenues for that?

Austin: I'd like to see more cameras in the corridors. That has gone a long way to solve many crimes, when businesses actually are equipped [with cameras] and our police de-



partment can access film. I'd like to see the city investment more in some of our high-performing business corridors and districts [to supply] more cameras to send the message . . . that public safety is going to be a high priority. Right now, our emphasis is on body cameras for officers, and that's a significant investment. The next step should be cameras along some of our corridors, particularly high-traffic corridors that will help mitigate crime.

LBBJ: As the elected representative for the businesses in your district, what steps have you taken to make Long Beach business friendly?

Austin: I have supported and been an advocate for streamlining our CUP [conditional use permit] process. I have created and been an advocate for business improvement districts throughout the city, not only in my district. We have a strong model, particularly in Bixby Knolls, that other cities are actually looking at implementing. With my work with city staff, I am an advocate for small business. . . . I want the attitude to be a "get to yes" attitude with small business. Because for many of these folks who open small businesses, it's their first venture. They are unaware of the processes, and we often times need to be mindful of that, to walk them through and make sure they are successful.

Any time there is a new business opening, I try to profile it in my newsletter. I see my role as a city councilmember as an ambassador for my district, but also to promote the best virtues of my district. If there is a new business opening in my district – if it's a fun new business like this one [Black Ring Coffee] that's creative or collaborative, I want people to know about it. Using my newsletter and other vehicles, even my relationship with the Business Journal, I want to make sure that we profile the best of the 8th District.

LBBJ: What sorts of businesses do you feel your district has a need for, and do you have a plan to attract such businesses?

Austin: More restaurants and retail establishments [are needed] in North Long Beach – establishments that people can walk and bike to that are near their neighborhoods. That's very important, particularly for North Long Beach. We have that model in Bixby Knolls, and it seems to be working very well. The community has embraced it. I think it will happen, particularly when we get our LAB development off the ground. We're very excited about what they have planned with the Canvas development happening between South Street and 56th Street. That is going to be transformational. I was the very first person to meet with Shaheen Sadeghi from LAB. I walked him around the North Village. I could see his eyes opening and his vision from the first time we met. He was very interested in purchasing properties and crossing South Street into the 9th District and looking at properties there. LAB's property holdings will have a significant impact on the future of North Long Beach, so we're really excited about that project.

What I am interested in is promoting business, but being smart with our land use as well. It's important that anybody who wants to invest in my district look at both housing and business. I'm a big proponent of mixed-use development. If we can encourage that in key strategic areas, we'll have better neighborhoods throughout the district.

LBBJ: Is there anything you would want to add or emphasize?

Austin: The 8th District has really transformed over the last six years in terms of business. We have a lot of new businesses that want to invest here, that are confident about the community. New housing developments are happening here as well. That's largely because of an attitude that we have employed over the last several years: again, let's get to yes. Let's figure out and encourage investment, not discourage. Let's figure out how to make it work and attract the type of businesses that are going to complement the great neighborhoods that we have throughout this district.

The Long Beach/Signal Hill WorkPlace

The grand opening of The WorkPlace, a service center for job seekers operated by Pacific Gateway, took place November 13. Staff at The WorkPlace include professionals from both Pacific Gateway, which is the workforce development arm of the City of Long Beach, and California's Employment Development Department. The WorkPlace is intended to create more job opportunities for the Long Beach community. "Our vision for The WorkPlace is a one-stop shop for the community where they can access our services and be referred to partner services," Pacific Gateway Executive Director Nick Schultz said. "Our whole goal here is to connect people to employers who are offering sustainable wages in growth sectors, put people on a career pathway and let them know that any time there is a disruption or a change, they can



come back here for a fresh start." Pictured from left: Tonya Martin, field deputy for the office of State Sen. Ricardo Lara; Regina Cash, boardmember of Pacific Gateway; Vivian Shimoyama, boardmember of Pacific Gateway; Kim Armstrong, senior board chair of Pacific Gateway; Schultz; Larry Rice, boardmember of Pacific Gateway; Mayor Robert Garcia; Brenda Caloca, field deputy for L.A. County Supervisor Janice Hahn; and Erick Serrato, deputy director of Pacific Gateway. For more information call 562/570-4629. (Photograph by the Business Journal's Annette Semerdjian)

Long Beach Legacy Companies And Organizations

The September 25 edition of the Business Journal included a focus on local companies and organizations that have been in operation in Long Beach for nearly 50 years – since 1969. More than 200 businesses and nonprofit groups were identified, but we knew we missed some. We covered some in our recent past editions and here is one more.



Downtown Long Beach Lions Club, 1921

The Downtown Long Beach Lions Club has served the local community since 1921 when it was first chartered as a nonprofit. One of the services the club offers is providing eye exams and glasses for students and financially challenged adults. In the year ending in June 30, 2018, the club provided \$45,000 in eyewear services and products. The downtown club, along with other Lions clubs, also donated \$150,000 for an eye exam room at The Children's Clinic, a local nonprofit that provides health care services to children and families. Members of the Downtown Long Beach Lions Club are pictured serving children Thanksgiving meals. Each year, the club assists in providing and serving complete five-course meals to 1,000 members of the Boys & Girls Clubs of Long Beach on the weekend before Thanksgiving. "It's work to go out there and be on your feet and do this kind of thing. But it's rewarding work because for a number of those families this might be the only Thanksgiving meal they have," member and past president of the Downtown Long Beach Lions Club, Gene Johnson, said. "Also, a number of the children come by themselves and their parents don't come, so we allow them to take meals home to their families." (Photograph by the Business Journal's Brandon Richardson)

Houghton Park 'Sound Garden' Groundbreaking

The John S. and James L. Knight Foundation, a nonprofit supporting community engagement, recently gave the Long Beach Community Foundation (LBCF) a \$1.35 million grant to focus on community "transformation," according to LBCF Vice President Colleen Bragalone. The boardmembers of the foundation decided to use the grant to improve the Atlantic Avenue corridor, and allocated \$100,000 for an art project in North Long Beach. Members of LBCF, in partnership with nonprofit design studio City Fabrick and 9th District Councilmember Rex Richardson, developed the concept of a "sound garden" to be implemented at Houghton Park as part of its ongoing revitalization. The interactive art installation will incorporate different structures that resemble flowers and allow children to speak through one end while hearing what is said from another. It will also include drum-like pieces. The ground breaking for the project took place on November 14 and is expected to be completed over the next year. "We are excited to make this fun investment that builds on the momentum of area improvements already underway," LBCF President and CEO Marcelle Epley stated. Pictured from left at Houghton Park are: Brian Ulaszewski, executive director and principal of City Fabrick; Epley; Robert Stemler, vice chair of the board of LBCF; Jane Netherton, former board chair and project visionary of LBCF; Steve Keesal, LBCF boardmember; Jean Bixby Smith, LBCF chair emeritus; Mina Roades, landscape architect of City Fabrick; Jim Worsham, founding president and CEO of LBCF; Richardson; Annette Kashiwabara, LBCF boardmember and executive director of the Assistance League of Long Beach; Bragalone; Linda Drummond, boardmember of the Assistance League of Long Beach; Tara Sievers, LBCF office coordinator; and Meredith Reynolds, park development officer for the City of Long Beach. (Photograph by the Business Journal's Brandon Richardson; Rendering courtesy of City Fabrick)





AROUND the TABLE

Please join us for Around the Table: Activating the Community on Homelessness

Presented by the Long Beach Community Foundation

This event builds upon the Around the Table event conducted last year. Residents told us that the most important issue facing Long Beach is homelessness and housing, and that they want to help, but are not sure how. So this time, conversations will focus on ways that we, as individuals and businesses can make a positive impact for those experiencing homelessness. Specifically come learn directly from nonprofit and community leaders:

1. Why are people affected by homelessness in Long Beach?
2. What is being done about it?
3. What can I as a resident or business owner do to help?

IT'S TIME WE USE OUR TALENTS, STRENGTHS AND RESOURCES TO HELP

Monday, December 3

5:00–6:30pm

Golden Sails Best Western
6285 E. Pacific Coast Highway

Tuesday, December 4

5:00–6:30

Long Beach Petroleum Club
3636 Linden Ave

Sunday December 9

2:00–3:30pm

Assistance League of Long Beach
6220 E. Spring Street

For more information please visit: www.AroundtheTableLB.com

Complimentary parking. Refreshments available



LONG BEACH
COMMUNITY
FOUNDATION



**Mayor Garcia invites you to a
really bright Christmas Tree Lighting.**

▶ Watch us be merry & have fun * LBHoliday2017.com

Tuesday, November 27 * 5-8pm * Terrace Theater Plaza

It's a night for pics with Mr. & Mrs. Claus (don't forget to bring your camera) * Holiday Photo Booths
* Kid train rides * Local food trucks * Brass Band * DJ * Choirs * Fireworks * Park your sleigh for free
* Don't miss the tallest tree in Long Beach – magical tree lighting starts at 6:00 pm

A Holiday Tradition Sponsored by

Long Beach Convention & Entertainment Center / SMG * Long Beach Convention & Visitors Bureau

Long Beach Terrace Theater Plaza, 300 East Ocean Boulevard * By attending this event you agree to be photographed for promotional purposes.

(Continued From Page 1)

news outlets. While it provides a platform to reach greater audiences than ever before, it is also frustratingly siloed. Social media algorithms feed users the sort of information they are most likely to click on based upon what they've clicked on or mentioned in the past. Content they're already interested in, and more prone to agree with, is what they see first. Thus, social media echo chambers are born. And we each live in our own, largely through the social media apps through our phones, day by day.

Last week, as I watched the two-part Frontline documentary on Facebook, I felt a twinge of nausea when Frontline's reporters confirmed, to a dizzying degree, that Facebook's algorithms do in fact create "social media echo chambers," and that these siloed information pools, coupled with the interference of malevolent actors, have been directly linked to (if not flat out created) massive cultural divisions and even violence, in multiple countries.

Wael Ghonim, an Egyptian who used Facebook as a tool to help spur an uprising in his country in 2011, told Frontline that soon after the success of the uprising, the tool he had used to drive it backfired. According to Ghonim and detailed reporting by Frontline, Facebook engendered the rapid spread of fake news and inflammatory rhetoric in Egypt, which ultimately led to mass violence.

Frontline also linked Facebook to the inflammation of cultural divisions, antagonistic rhetoric and, ultimately, violence, in Myanmar. The platform was used to spread hate speech and incite violence – violations of its terms of service – against the country's Muslim Rohingya minority. The company was not unaware of its role in what would become human rights and refugee crisis. Frontline interviewed a tech specialist living in Myanmar who made a presentation to the company about its role in the spreading crisis in 2015.

Maria Ressa, head of the Philippine news outlet Rappler Media, told Frontline she had been warning Facebook that its social media platform was being used by the country's controversial leader, Rodrigo Duterte, to spread misinformation in support of its war on drugs since 2016. The government's fight against drugs has resulted in the deaths of thousands of Filipinos – many considered extrajudicial, according to the report.

As the Frontline report documented, Facebook's news feed algorithm – the code that determines what content each user sees – has been proven to facilitate the spread of content that expresses extreme viewpoints, as this is the content that results in the strongest reactions, and, as a result, is the most shared.

The Russians have gained notoriety for taking advantage of this phenomenon – first by spreading fake news and sparking divisions in order to facilitate its power play against the Ukraine and ultimate takeover of Crimea – and then, in an attempt to influence the 2016 presidential election.

To respond to Frontline's questioning on these matters, Facebook trotted out executives with titles like "vice president of social good," who all repeated the same canned lines – and were called out for it in

a simultaneously funny and perturbing montage by the documentary's editors. Essentially, Facebook's leadership was too focused on the firm's potential positive impact on society to see its possible negative implications – it was "too slow," to act, they all said.

But, between watching the Frontline documentary and reading last week's extensive New York Times piece, "Delay, Deny and Deflect: How Facebook's Leaders Fought Through Crisis," it's quite easy to detect that these executives are, well, full of it.

In summation, the gist of both reports is this: You thought you were disturbed by the company's data sharing practices? That shouldn't be the most of your worries.

The vast majority of Americans use Facebook, and most of them do so daily, according to a March report by Pew Research Center. Sixty-eight percent of Americans use the application, and three-quarters log in daily. About 51% check it multiple times per day.

According to Statista, which aggregates data from thousands of reports, about 58% of all Facebook users are aged 18 to 34. By our definition, using a multitude of sources, Millennials are typically considered (in the widest range) to be between the ages of 20 to 38. Statista has included a bit of Generation Z in its mix, but if you remove those and add on the tail end of Millennials that it's missing, I'm guessing it would balance out to about the same percentage.

It was a Millennial who invented Facebook, Mark Zuckerberg, now 34. And he did so for others in his age group – college students, specifically. Facebook was born just before I went to college. Shortly thereafter, Zuckerberg opened up the application to all ages. But even as his social media empire expanded beyond anyone's wildest dreams – it now boasts more than two billion users worldwide – the core group of users remains the Millennial generation.

What the Frontline report revealed about Facebook affects everyone who uses it – and, due to its reach, those who don't use it. But because most of its users are Millennials, and because we adopted use of the app at such a formative time in our lives that it is now engrained in our day-to-day functions, I worry the most for us, and for the younger generations to follow. Not to downplay the impact to the older generations, but the issue here is that we're going to be around a lot longer (no offense, folks) – and we're not likely to stop using Facebook while we're doing it.

Of course Facebook isn't all bad. It's full of family and friends, and videos of cute dogs and silly babies, and fundraisers for charity, and stories of human triumph. But its capacity for facilitating cultural divisiveness to the detriment of society is proven, real, and powerful.

The question we need to ask ourselves is, are we going to continue using a platform that has proven to encourage and inflame the worst aspects of humanity – false gossip, tribalism, and, ultimately, hate speech and violence – in the same way? Or are we going to demand change, and, in the meantime, to try to make changes to our own online behaviors? Are we going to keep feeding the beast? Or are we going to put it on a leash? ■



AQUARIUM HOLIDAYS

Celebrate the holiday season at the Aquarium. Dec. 1-23, Aquarium Holidays features a daily penguin parade, snow fall, and festive costume characters. On weekends, the Aquarium will have a snow play area, children's crafts, Hanukkah activities, and Santa appearances.

COST: Free with admission • INFO: (562) 590-3100, ext. 0



FREE CHILD Admission

WITH PAID ADULT

Present this coupon at the Aquarium ticket window and receive one FREE Child Admission with paid Adult Admission. Limit (4) discounts per coupon. Not applicable with online tickets or any other offer. Not valid at off-site sales locations. Distribution or resale of this coupon prohibited. No cash value. Valid through 12/24/18.

D-ARQH
*Aquarium
of the Pacific*

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

MICHAEL LEVY GALLERY

DEALER & APPRAISER of FINE ART



Max Papart "American Ballet" 1987 52" X 53 1/2"

SERVICES

CUSTOM FRAMING
FINE ART APPRAISALS
ESTATE LIQUIDATIONS

CORPORATE COLLECTIONS
CONSIGNMENT of FINE ART
DELIVERY AND INSTALLATION

Now ACCEPTING CONSIGNMENT OF FINE ART

6226 EAST PACIFIC COAST HWY., LONG BEACH, CA 90803 (562) 856-9800 ARTOFFHANDS@AOL.COM

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Boeing Puts C-17 Site Up For Sale

The Boeing Company on November 5 listed its former C-17 Globemaster III manufacturing site for sale. Adjacent to Long Beach Airport, the property is approximately 90 acres, or more than 3.92 million square feet. The listing is being handled by commercial real estate brokerage firm Newmark Knight Frank (NFK). A price has not been set, but NFK Executive Managing Director Bret Hardy said similar industrial properties have sold for up to \$70 per square foot, putting a price tag on the Long Beach site as high as \$274 million, as reported by The Sun. Hardy went on to say the first round of bids is due by mid-December and that a deal is expected to close by June 2019. NFK declined a request to confirm the report. Long Beach Development Services (LBDS) is in the process of creating a land-use masterplan along Cherry Avenue between Spring and Carson streets, including the C-17 site, and along portions of Spring Street. Based on community feedback, the C-17 site has been identified as a location for a business park. Other portions of the corridor have been identified as locations for industrial, office and retail uses.

Planning Commission OKs Breakers Conversion To Hotel

The Long Beach Planning Commission voted unanimously on November 15 to approve the conversion and renovation of The Breakers, previously a senior care facility, into a 185-room hotel with food and beverage venues, banquet and meeting areas, and other amenities. While maintaining as much of the historical architecture as possible, the project will bring the building up to date on all safety and Americans with



This aerial photograph depicts the former manufacturing site for the Boeing C-17 Globemaster III. The site, and the surrounding area, are part of land use planning project by the City of Long Beach that seeks to attract new jobs and developments. (Business Journal photograph by John Robinson)

Disabilities Act regulations. The Sky Room restaurant is also being completely renovated and will reopen with the hotel. Cielo, a rooftop bar, is being expanded across the entire roof and will be rebranded with a new name. Steve Goodling, president and CEO of the Long Beach Area Convention and Visitors Bureau (CVB) and other CVB staff voiced support for the project during the public comment period of the meeting, noting the benefits it would bring to the hospitality and tourism industry. Goodling said plans for the new hotel have already attracted new conventions to the city,

adding that conventions generate millions of dollars in tax revenue for the city annually. Members of hotel union Unite Here Local 11 and the Long Beach Coalition for Good Jobs & a Healthy Community, a branch of the pro-labor nonprofit Los Angeles Alliance for a New Economy (LAANE), spoke in opposition of the project, citing unmitigated environmental impacts, accessibility issues and a lack of community benefits. Unite Here Local 11 has a history of protesting hospitality-related developments that do not include project labor agreements.

Courtyard Long Beach Airport Hotel Sold

The Courtyard Long Beach Airport hotel, a Marriott International Inc. brand, sold for an undisclosed amount, CBRE Hotels announced November 12. CBRE's Rod Apodaca represented the buyer, Arizona-based Harbor Hotels LLC, an affiliate of Cornerstone Hotel Group LLC. Mach II Chartres Long Beach LLC was the seller. The 159-room hotel is located at 3841 N. Lakewood Blvd. in Douglas Park, adjacent to the Long Beach Exchange retail center. "The Long Beach hotel market has been doing very well. This hotel is in an exceptional location, plus the quality of the Marriott brand was a major factor in the buyer's decision-making process. The combination of these factors has contributed to the hotel's preeminent position in the market," Apodaca stated. "Long Beach is a great turnaround story as it's increasingly considered a great alternative on many levels to the often more costly Los Angeles market. That also makes it a very appealing option for hotel investors." According to the 2019 Southern California Lodging Forecast by CBRE Hotels, occupancy and average daily rates for Long Beach hotels are expected to increase.

American Gold Star Manor Site Nears Completion Of Mass Renovation

The \$56 million renovation of American Gold Star Manor is nearly complete five months ahead of schedule and on budget, according to President and CEO Terry Geiling. Located at 3021 Gold Star Dr. in Long Beach's upper westside, the affordable housing community is home to approximately 400 people, one-third of whom are veterans, Geiling told the Business Journal. Ten residential buildings, community buildings, the pool area, Gold Star Drive and landscaping were all updated as

Realty Views

Mortgage Availability Is Up – And The Numbers Show It



By **TERRY ROSS**

One of the more crushing outcomes of the housing bubble of a decade ago was what it did to lending and the availability of mortgage credit. It is doubtful that we will ever see a return to the days of the so-called "liar's loans" and criteria that was laughingly described as a pulse and a heartbeat in order to get a home loan.

After the financial debacle of 2007-08 and massive government bailout of banks, the tide turned radically in the other direction and constrained credit was the order of the day. Now, 10-years later after more government regulation to protect taxpayers from another bailout and to protect banks from themselves, the tide has turned back to a lessening of regulatory control over the mortgage market, more credit availability

and a wider variety of loans to meet both commercial and residential demands.

And while no one in the industry believes that things will go back to the way they were in 2005 and 2006 in terms of underwriting, the availability of credit has gradually gotten better over the last five to six years.

"If you look from 2012 to today, credit has gotten looser, particularly with respect to greater availability of low-down payment loans," said Mike Fratantoni, chief economist and a senior vice president at the Mortgage Bankers Association.

And the data supports this. In 2005, two years before the crash, home purchase loans reached \$1.5 trillion, according to data by the Mortgage Bankers Association. The bubble began to burst in 2008, bottoming out in 2011 at \$505 billion, but then started a recovery in 2013. By last year, the volume of purchase loans hit \$1.1 trillion, the same level reached in 2007.

These are impressive numbers considering during the intervening decade that the Consumer Financial Protection Bureau was formed and immediately made it harder to lend to borrowers with bad credit – although not impossible. This agency still has its mark stamped all over the industry, although the loosening of the guidelines has helped increase the mort-

gage volume over the past few years and helped more consumers get loans.

"It's the loosest credit since 2007, but nowhere near 2005 or 2006, which was unhealthy," said Lionel Urban, a vice president and product manager for bank solutions at Fiserv, a technology provider. "There's tons of liquidity in the conforming space and that's where everybody is competing."

The Mortgage Bankers mortgage credit availability index suffered a sharp downturn from 868.7 in June 2006 to 92.6 in June 2011. But the index came back to 181 in June of this year, reflecting a loosening of down payment and credit score requirements since 2012.

But just about everyone in the industry agrees that it is harder to get a loan today than in 2006 – and much of that is because lenders are just more careful about everything they do. And for those who are less credit-worthy or can't document their credit or income –things still haven't gotten any better – hence the limited subprime or Alt-A mortgage market. If you have credit and can show an income, there are plenty of low-down programs available, however.

In the commercial and multifamily mortgage market, builders have more than adapted to new regulations and records are being broken. Rising property values and historically low mortgage rates pushed

commercial and multifamily originations to a total of \$530 billion in 2017, breaking the previous record of nearly \$508 billion from 2007. This was \$15 billion higher than the estimate going into the year.

Commercial and multifamily loan volume has steadily risen since the housing crisis, with three of the highest four totals occurring in the past three years. Originations for this year are on a similar upward trend.

Multifamily lending jumped 6% year-over-year, rising to \$285 billion in 2017 from \$269.2 billion in 2016, despite the number of loans dropping to 44,623 from 46,575.

"The multifamily lending market in 2017 benefited from improving fundamentals, rising property values and low interest rates," noted Jamie Woodwell, the MBA's vice president of commercial real estate research.

While the improved economy has played a role in the increased lending numbers, the combination of borrowers adapting to the new world of tighter regulation along with easing of some of the more draconian requirements have led to a growing real estate credit market.

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



Five months ahead of schedule and on budget, American Gold Star Manor is wrapping up \$56 million in renovations, according to President and CEO Terry Geiling. (Photograph by the Business Journal's Brandon Richardson)

part of the project. The first priority was resident safety, Geiling said, which included new elevators, fire safety systems, Americans with Disabilities Act compliant entryways, security cameras and keyless electronic doors. Conservation was another focus of the project, including 200,000 square feet of grass being replaced by drought-tolerant plants, solar panel installation, double-pane insulated windows and patio doors, and energy efficient appliances and lighting. "Every roof in this place is covered with solar panels, not only for electrical generation but also for a hot water," Geiling said. "We're probably about 80% self-sufficient on electricity now." The recreation hall now doubles as a Red Cross-certified evacuation center, and has its own backup generators.

The property was first developed during World War II when the U.S. Navy constructed hundreds of temporary barracks to house the families of servicemen and shipyard personnel. Following the war, a portion of the land was deeded to the

American Gold Star Mothers, a national organization of women who have lost sons and/or daughters in the service of the U.S. military. The nonprofit corporation American Gold Star Manor was founded shortly thereafter to own and manage the property. In 1975, the U.S. Department of Housing and Urban Development granted the corporation a 40-year mortgage loan to raze the barracks and build the 348-unit complex that exists today. Of the campuses 25 acres, Geiling said there are eight acres that are likely to be developed into additional affordable housing in the future.

Building Material Supplier Signs Lease In Carson, Leaving Long Beach

Houston-based building material supplier Action Gypsum signed a more than eight-year lease for 53,699 square feet of industrial space at 1225 E. Artesia Blvd. in Carson, The Klabin Company announced

(Please Continue To Page 10)

SOLAR SOURCE®

RESIDENTIAL / COMMERCIAL SOLAR PROFESSIONALS



78 kW Church - Long Beach

Headquartered in Long Beach Since 2007

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

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

4801 E Anaheim St Long Beach 90804

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



Wilson H.S. Auditorium



2H Office



2165 E. Spring



3849 McGowen Douglas Park



2653 Walnut Avenue
 Signal Hill, CA 90755
 (562) 424-5567
 Please Visit our Website
2Hconstruction.com

OUR SPECIALTIES

- New Construction
- Commercial tenant improvements
- General engineering work
- Public works projects
- Clean rooms and Labs
- Schools
- Historical Renovations
- Kitchen modernizations
- Medical environments
- Industrial and warehouse facilities
- Seismic retrofits
- Fast track design/build





Long Beach's Newest Real Estate Brokerage Firm – CXI Realty

After nearly 30 years as a real estate agent working for various brokerage firms, Jon Sweeney has branched out to create CXI Realty. Sweeney, pictured outside Daugherty Skyharbor on Spring Street, began his career in 1989 with Long Beach-based INCO Commercial, having since worked for Matlow-Kennedy (which has since been acquired by Cushman & Wakefield) and most recently ADG under local broker George Medak's license. In April, Sweeney began studying to become a licensed broker, and in late October formerly created the CXI brand. "It's a bold statement but it's a true statement: there's no one who has sold more or leased more than I have in Signal Hill and Long Beach," Sweeney said. "Over the past 25 years, if you add it all up, there's almost not a building I haven't touched." Though much of his activity is in Long Beach and Signal Hill, Sweeney has brokered deals as far as Reno. He continues leasing and selling office and industrial space; however, CXI has an added focus on restaurants, bars and music venues. Sweeney was born and raised in Long Beach and raised his own family in the city. "This is something I really enjoy doing for Long Beach," Sweeney said. "The pride of being here with something that's mine is fun and important to me."

– Article and Photograph By Senior Writer Brandon Richardson

(Continued From Page 9)

on November 9. According to an Action Gypsum employee, the company will vacate its Long Beach space at 1501 W. Wardlow Rd. by December 1. Klabin's Senior Managing Principal David Prior, Managing Principal Frank Schulz and Executive Vice President and Principal Todd Taugner represented the building owner, Overton Moore Properties, in the 99-month lease, which is valued at nearly \$5

million. "We are proud to be able to represent a best-in-class owner of industrial real estate. Overton Moore's commitment to providing a fully maintained and refurbished building was key to the success of this transaction," Prior stated. "Enhanced image, expansive yard, 22-foot clear height, eight dock-high doors and freeway frontage are some of the amenities that were attractive to Action Gypsum. This is a win-win for both parties." Action Gyp-

sum will utilize the new space for wholesale drywall sales and construction supplies, and as a distribution warehouse for the Western United States.

More Real Estate Transactions

The following is a list of transactions recently closed in Long Beach by agents at Lee & Associates and Marcus & Millichap's Bogie Investment Group:

- 1333-1351 Orizaba Ave. Industrial

Condominiums – Lee & Associates Principals Brandon Carrillo, Jeff Coburn and Garrett Massaro represented the seller, 1351 Orizaba Ave LLC, in the more than \$1 million sale of unit 1333 to GLR Properties LLC. The deal for the 4,400-square-foot industrial condo closed on October 19. The tenant plans to use the space as an office and classic car collection display, according to Carrillo. Two other units totaling 7,405 square feet are in escrow. The six remaining units total 39,478 square feet.

- 2789 Long Beach Blvd. – Lee & Associates Principals Jeff Coburn and Shaun McCullough represented landlord 2H Property in the 10-year, 8,947-square-foot lease to Fresenius Medical Center. Justin Cheung of Realty Advisory Group represented Fresenius.

- 429 Magnolia Ave. – Steve "Bogie" Bogoyevac and Derek Caldwell of Marcus & Millichap's Bogie Investment Group represented the owner in this \$1,225,000 sale. The five-unit asset consists of a four-bed, two-bath front house and two rear duplexes, each with one-bed, one-bath units. One of the units has been fully renovated, the duplexes have new copper plumbing and all buildings were recently painted.

- 5209 E. 2nd St. – Shoe and apparel store Proper has signed a lease for the former Romance Etc. location in Belmont Shore, according to Belmont Shore Business Association Executive Director Dede Rossi. The facade of the building has been painted white, a stark contrast from the former burgundy color. The location is the brand's second in Long Beach, with a third in Houston. The owner did not respond for comment as to when the new location would open for business.

- The Terminal at Douglas Park – With the signing of two transactions and one more on the way, The Terminal is nearing full occupancy, according to Coburn. Kollin Altomare Properties recently purchased three units on the ground floor of building four totaling 6,926 square feet. Additionally, European multinational car rental company "Sixt rent a car" signed a 10-year lease on the ground floor of the same building totaling 5,205 square feet. Coburn added that there is a buyer going under contract for the top floor of building four, which would bring the office condominium development to full occupancy. Coburn and Lee & Associates Principal Shaun McCullough represented the landlord, Douglas Park Investments LLC.

Housing Development Planned For Former North Library Site

The Long Beach City Council voted unanimously on November 13 to authorize the sale of the former North Branch Library at 5571 Orange Ave. to the Long Beach Community Investment Company (LBCIC) for \$729,000. The LBCIC, a non-profit organization established by the City of Long Beach, is proposing to acquire the 15,375-square-foot property and release a request for proposals to develop affordable rental or for-sale housing. "The city council's action is an important step for the neighborhood to move forward with the former North Library site, which has been closed for more than two years," 8th District Councilmember Al Austin stated following the vote. "The LBCIC's proposal is

SAVE EVERY DAY

IT'S THE LONG BEACH WAY



Like or Follow @LBWater

More hacks at

LiveH2OLB.com





Shoe Palace opened its first Long Beach location at 5365 Long Beach Blvd. on November 3. Pictured are Assistant Store Manager Jake Lewis, left, and Store Manager Justin Parker. (Photograph by the Business Journal's Brandon Richardson)

consistent with the residential nature of this neighborhood on Orange Avenue, and it will provide much-needed affordable housing units, as Long Beach is working to address a housing crisis due to a shortage of housing supply." The councilmember's statement also noted that six, two-story units are anticipated for the site. As part of the agreement, LBCIC is leasing the property back to the city for 18 months at no cost for use by the Long Beach Health and Human Services Department's Center for Families and Youth, and possibly as a winter shelter from December 1 to March 31 of next year.

New Shoe And Sports Apparel Store Opens In North Long Beach

Shoe Palace celebrated the opening of its first Long Beach location at 5365 Long Beach Blvd. on November 3, according to Store Manager Justin Parker. The store carries nearly 100 different brands of active footwear and apparel, including its own line of merchandise. The Long Beach store is the company's 137th nationwide. "[The company] felt like

(Please Continue To Page 12)



AVAILABLE FOR LEASE SIGNAL HILL



1600 E Burnett, Signal Hill



OFFICE SPACE

- 1,000 SF of professional office space
- Street frontage
- Centrally located in Signal Hill near the Long Beach Harbor and Long Beach Airport
- Conveniently located minutes from the 405 / 710 / 605 FWYS
- Kitchenette & private restrooms
- View of Long Beach Coast
- May be assembled with separate on-site industrial warehouse or storage space (800 SF available)



2370 Walnut, Signal Hill

INDUSTRIAL WAREHOUSE

- 800 SF Industrial Warehouse/ storage space available
- Centrally located in Signal Hill near the Long Beach Harbor
- 2 X 12' ground level roll up doors
- Gated yard
- 24 hour access
- Conveniently located minutes from the 405/710/605 freeways
- May be combined with 1,000 SF of remodeled street front office space

INCO Commercial Realty, Inc.
 6621 E. Pacific Coast Hwy.
 Suite 280
 Long Beach, California 90803
 O: (562) 498-3395 | F: (562) 494-0154
 DRE: 01359006

CHRISTY WESTPHAL
 D: (562) 296-1312
 cwestphal@incocommercial.com
 DRE 02030334

JERRY RISTROM
 D: (310) 953-1951
 jristrom@incocommercial.com
 DRE 01989222

This information contained herein was obtained from third parties, and has not been independently verified by real estate brokers. Buyers and tenants should have experts of their choice inspect the property and verify all information. Real estate brokers are not qualified to act as or select experts with respect to legal, tax, environmental, building construction, soil drainage or other such matters.



Barbara Irvine-Parker
 Realtor Associate
 DRE License #00611640

(562) 208-9726

barbarairvineparker4@msn.com



VIEWS! VIEWS! VIEWS!

FABULOUS HARBOR PLACE TOWER OCEAN AND CITY VIEWS

Harbor Place Tower On Ocean Blvd.
 In The Heart Of Downtown Long Beach.
 One And Two Bedroom Condos With
 City And Ocean Views Just A Short
 Distance To The Beach,
 Great Restaurants, Pine Avenue,
 The Pike, Shoreline Village,
 Convention Center And Many More
 City Attractions. Harbor Place Tower Is
 A 23 Story High Rise With Pool, Spa,
 Fitness Center And Sauna.

Call Barbara For Private Showing



**CENTENNIAL
ADVISERS**

LONG BEACH'S FASTEST GROWING BROKERAGE COMPANY

Close Listings at 98% of List Price

Shortest Time on Market of Major
Brokerages in Long Beach

Requires Local Expertise on Every Listing

Data taken from CoStar



**Serious
About
Selling?**

**Call us for
a FREE
Property
Analysis**

CBCBlair.com



1142 E. 1st Street
 Listed for \$4,400,000

- Fourteen (14) Turn-Key Units
- 12 - 1bd/1ba; 2 - 2bd/1ba
- Cap Rate 4.41%; GRM 15
- Alamitos Beach location

George Bustamante
 Mobile: (714) 856-7017
 GBustamante@cbcblair.com
 BRE# 01484265



249 Grand Avenue
 Listed for \$1,900,000

- Three (3) Units
- 1 - 1bd/1ba; 2 - 2bd/1ba
- Cap Rate 3.0%; GRM 23
- Belmont Heights location

Steve Warshauer
 Mobile: (562) 397-9520
 SteveW@cbcblair.com
 BRE# 00499477

Austin Carr
 Mobile: (562) 537-7496
 ACarr@cbcblair.com
 BRE# 01986298

LOCAL EXPERIENCE | GLOBAL STRENGTH

5508 E. Britton Dr.
 Long Beach, CA 90815
 BRE #01866195

(562) 269-4844
 info@centennialadvisers.com
 CentennialAdvisers.com

(Continued From Page 11)

North Long Beach needed something where it could start an ecosystem,” Parker said. “The area needed [a place] where people could rejuvenate the city back to where it should be.” Inside the store is a large mural of Long Beach rap icon Snoop Dogg by artist JC Ro. Parker noted that Shoe Palace has a contract with JC Ro to create murals in its stores that pay homage to their locations. In January 2017, for example, Shoe Palace took over the space of the original Apple Store in Palo Alto where JC Ro created a Steve Jobs mural. In the two weeks since opening, Parker said foot traffic is steadily increasing as more people in the community realize the store is open. Three doors down is Black Ring Coffee, which is cross-promoting with Shoe Palace to continue increasing business, Parker said.

Sandwich Chain Jimmy John's Opens Second Long Beach Location

Long Beach's second Jimmy John's sandwich shop opened at 2031 E. Spring St. on the border of Signal Hill, the company announced November 6. “Our team is excited to serve fresh, fast and tasty sandwiches to a new set of customers in the area,” owner Bryant Tower stated. “We're also excited for our customers to try our new products, including the 9-Grain Wheat Sub, Kickin' Ranch®, sliced pickles and our 16-inch Giant sandwiches.” Tower anticipates hiring around 20 employees.



Dr. Jeet Joshee, dean of California State University (CSU), Long Beach, College of Continuing and Professional Education (CCPE), is pictured with the CCPE's new net-zero energy classroom building, the first of its kind in the CSU system. Classes began in the building in August but the school celebrated the building's grand opening on November 7. (Photograph by the Business Journal's Brandon Richardson)

CSULB Celebrates Opening Of New Energy Efficient Building

California State University, Long Beach, celebrated the grand opening of its new state-of-the-art building for the College of Continuing and Professional Education (CCPE) on November 7. The 35,000-square-foot building consists of 20 classrooms featuring furniture that is on wheels to allow for customized room configurations depending on the curriculum and the time of year, according to the school. The nearly \$31.9 million project was self-funded by CCPE student enrollment fees. The development is the first net-zero energy classroom building in the California State University system and was designed to achieve a LEED Platinum rating, the highest level of international certification by the U.S. Green Building Council.

The net-zero design will not be realized until solar panels are installed on the roof over the next several months.

Proposed Charter School Denied By County, Coming Back To LBUSD

Despite a recommendation by Debra Duardo, superintendent of the Los Angeles County Office of Education, to approve the establishment of We The People Public Charter High School (WTP) in Long Beach, the petition failed to pass the L.A. County Board of Education on November 6. According to the office of education, the board's vote was 3-2 against the petition, with two members absent. Four votes are required for action to be taken, the office added. The WTP petition was denied by Long Beach Unified School District (LBUSD) earlier this year.

On Friday, November 16, WTP Executive Director Anita Ravi notified LBUSD of her intent to bring the petition back to the local level, rather than appealing to the California State Board of Education. “We'd be better off having local authorization rather than state authorization,” Ravi told the Business Journal.

If approved, Ravi said the charter school would be located in North, Central or West Long Beach, though she said ideally it would be in the northern part of the city. “We see that many more students on that side of town are not being adequately prepared for college and for career, and that's shown in all of the student achievement data,” she added.

The school has been actively looking for a space to lease since August, Ravi noted. To open, the school would need to lease approximately 10,000 square feet to accommodate an initial enrollment of 30 ninth grade students. Each year, the school would add a new class of 100 students for a total enrollment of 400 students after four years. Ravi added that eventually she would like the school to be 40,000 square feet.

“We are taking into consideration all of the exciting changes in zoning that are coming, especially in North Long Beach. There's a lot of creativity that goes into making sure we have the right kind of space for our students,” Ravi said. “We're looking for a space that can be made to attract students and families.” WTP would be the city's third charter school and would focus on government, politics, journalism, media, business, environmentalism and other areas that “hold us together as a society,” Ravi said. ■

LOCAL LONG BEACH PLUMBER

FREE ESTIMATES
The Trusted Name In Southern California

FAST 24 HOUR EMERGENCY SERVICE
60 MIN

All Calls Answered By A Live Person 24/7

A-1 PERFORMANCE ROOFER & PLUMBING
FASTEST SERVICE GUARANTEE

30 Years Of Quality Service
Family Owned & Operated
Residential • Commercial
Special Pricing For Property Management & Apartment Owners

Receive \$25 OFF Mention This Ad **

License # 896712 Insured

100% WORK GUARANTEED

Open 24 Hours 7 Days A Week
**Not To Be Combined With Any Other Offer

Serving Long Beach • Belmont • Naples • Seal Beach
Sunset Beach • Surfside • Dominguez • Signal Hill
Bixby Knolls • Lakewood • North Long Beach

562-420-6458

www.Fast24HrPlumber.com

ALL GUARANTEES ARE IN WRITING

- Sewer Line Repairs
- Line Locator/Leak Detection
- Copper Repipes
- Drain Cleaning
- Gas Line Installation & Repairs
- Garbage Disposals
- Toilets & Sinks
- Water Heaters Installed FAST
- Tankless Water Heaters
- Trenchless Sewer Line Replacement
- Hydro Jet Drain Cleaning

SENIORS DISCOUNT
MILITARY DISCOUNT
VISA
DISCOVER
AMERICAN EXPRESS

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Furnish & Deliver AMI Overlay Water Meter Covers	WD-05-19	11/26/2018
Laboratory Inventory Management System (LIMS)	RFP PD19-030	11/26/2018
Case 590 Super N Backhoe Loader	ITB FS19-013	11/27/2018
Rehabilitation of Water Wells Wilson 1A & Citizens 9	WD-37-16	11/28/2018
Development & Implementation of Broad-Based	RFP CS18-135	11/29/2018
Employment Testing System Arts and Crafts Supplies	ITB PR19-006	11/29/2018
Purchase & Dev. Opportunity at 7th & Alamitos Ave	RFP EP19-026	11/29/2018
HVAC Air Filters	ITB LB19-009	11/29/2018
Irrigation Controller Upgrades	ITB PR18-153	12/04/2018
Personal Radiation Monitors	ITB FD19-040	12/04/2018
Power Distribution Boxes	ITB PR19-045	12/11/2018
Building Reconfiguration & Optional Conf. Room Refurbishment		12/11/2018
Safety Footwear	ITB LB19-032	12/13/2018
Property Insurance Brokerage & Related Services	RFP HR19-021	12/13/2018
Casualty Insurance Brokerage & Related Services	RFP HR19-022	12/13/2018
On-Call Property & Vacant Lot Maintenance Svcs	RFP DV19-023	12/17/2018
Trauma & Resiliency Informed Systems Consultant	RFP HE19-025	12/18/2018
West Seaside Way Storm Drain Project	R-7104	12/19/2018
Westside Storm Drain Phase 3	R-6751	12/19/2018
On-Call Public Health/Human Svcs Comm. Partners	RFQ HE18-099	12/19/2018
Purchase & Dev. Opportunity at 925-945 East PCH	RFP EP19-028	12/20/2018
Stearns Park Irrigation Upgrade	R-7061	12/21/2018

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

Bidder Registration

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

AUTO LIEN SALE AUCTION

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

Nov. 27th and Dec. 11th, 2018
Registration & Viewing Hours:
8:00 A.M. – 9:50 A.M.

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



Our team connected Echo Global Logistics to Will and saved them **thousands** while he learned on the job.

We can facilitate On-the-Job Training and **reimburse you for 50%** of your new hire's wages.

On-the-Job Training is just one of the many services we provide local businesses.

pacific-gateway.org/business
A free business service from the City of Long Beach.

CONTACT:

Lucius Martin • (562) 570-3678 • lucius.martin@pacific-gateway.org



WIOA Title I-financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. To request a reasonable accommodation, please call 562.570.3748 or TTY 562.570.4629 at least 72 business hours prior to event.

Trade War

(Continued From Page 1)

Ultimately, the speakers from USC reached the conclusion that these concerns had some legitimacy, but were to a degree rooted in misconceptions. Haiyan Liu, commercial consul for the Chinese Consulate, argued that IP theft and forced technology transfer were not perpetrated by China's government. He painted his country as one making progress towards opening itself up to trade and a market-based economy. In contrast, he characterized the United States' implementation of tariffs on \$250 billion worth of Chinese goods as a closed-door policy to trade, and one that would not benefit either country.

There was no speaker from the U.S. government to illuminate its standing.

Setting the stage for the conversation was Bonnie Lowenthal, current vice president of the Long Beach Board of Harbor Commissioners and former state assemblymember and Long Beach city councilmember. "Almost all of the Port of Long Beach's container cargo trade is with Asia. And most of that is with China," Lowenthal said. "In 2017, China accounted for 69% of container imports through Long Beach and 39% of container exports." She added, "The tariffs enacted this year will likely slow trade between the United States and China. We're watching developments very closely, and ultimately we look forward to a resolution."

According to Liu, one-third of the United States' trade with China flows through the U.S. Customs and Border Protection's Los Angeles district. "The state also attracts the largest number of Chinese investors, students

and tourists in the United States," he noted.

Brian Peck, director of the Transnational Law and Business Center and adjunct law professor at USC's Gould School of Law, and his colleague Fangfei Dong, director of policy, research and programs for the center, outlined the White House's concerns surrounding the Made in China 2025 initiative, as well as China's goals for the plan.

The Made in China 2025 plan is the focus of the Trump administration's investigation of Chinese practices that may be harming American IP and technological development. The investigation is being conducted under section 301 of the Trade Act of 1974, which allows the president to act against a foreign government found to be violating an international trade agreement to the detriment of U.S. commerce.

"The U.S. government is very concerned about this program. The problem is not many people know very much about it," Peck said. "Given that Made in China 2025 is the focal point of the Trump Administration's criticism of China, and its tariffs and the trade war, let's put it in context with the overall trade relationship between the U.S. and China. . . . Two-way trade between China and the U.S. is extremely important, not only for the United States but for here in California, Southern California and particularly for the Long Beach and L.A. ports.

"Last year, the [trade] volume equaled about \$600 billion. That's a lot of containers back and forth between China and the United States. To show the importance for the Port of Long Beach, [for] its export containers, the number one destination is China," Peck explained.

According to Peck, for China, foreign direct investment provides "10% of its employment, 20% of its national tax revenue, 25% of its national total in terms of industrial output, and 50% of total import and export volume in the country." These trade and economic statistics illustrate the "healthy" aspects of the trade relationship between the two countries, beyond the trade in goods deficit, he noted.

"What [Made in China 2025] is in a nutshell is an industrial policy to move China from a manufacturing-based economy to an innovation-based economy," Peck said.

Dong gave historical context for China's current manufacturing-based economy, explaining that China began its industrialization after much of the Western world. While major Western countries such as the United States transitioned to service-based economies in the mid-20th century, China lagged behind, she said.

To advance China's economy and position globally, Made in China 2025 aims to "turn China into a major manufacturing power in 10 years," Dong said. By 2025, the Chinese government seeks to "greatly increase manufacturing digitalization, master core technology in key areas," as well as to enhance the overall quality of the country's manufacturing industry and enhance its capacity for innovation.

The plan also seeks to position China's manufacturing strength at an "intermediate level among world manufacturing powers" by 2035, Dong said. "And by 2049, China will become the leader among the world manufacturing powers and will develop advanced technology and industry systems," she said.

The plan is built around existing manufacturing sectors in certain geographic regions of China, such as shipping and rail equipment, and the automotive industry, Dong said. "A certain amount of market share in these priority sectors is designated for foreign companies," she pointed out.

But the Trump administration views the Made in China 2025 plan "as an existential threat to U.S. competitiveness in the 21st century in key technology sectors," according to Peck. The administration's concerns center on four of the plan's objectives. "Promoting of R&D [research and development] capabilities by reinforcing government control of setting targets or goals," is the first concern, he said. "The U.S. sees this as a reaffirmation of the Chinese government's central role in economic planning, rather than moving towards a market-based economy which of

course is a concern of other global trading partners," he explained.

"Next is the goal is supporting acquisition of technology from abroad by intensifying preferential policies and financial support," Peck said. "Here, the U.S. government's concern is that it is the Chinese government's intent to leverage China's legal and regulatory system to the advantage of domestic companies over foreign companies in the targeted sectors of the Made in China 2025 plan."

Another concern is China's desire to "control a segment of the global supply chain," Peck said. "The U.S. administration feels that this is unfair competition, as the program calls for the government to provide billions of dollars in support to Made in China 2025 sectors and to acquire foreign technologies to help achieve dominance via its domestic companies."

Peck continued, "Then the fourth objective that the U.S. is concerned about is altering and creating competitive advantage by setting global benchmarks. The U.S. concern here is that China is developing global champions to dominate both China's domestic market and global markets in the key sectors of this program."

Peck pointed out that the United States already has "significant competitive advantage in key areas such as talent, innovation policy and infrastructure, energy policy, physical infrastructure, legal and regulatory environment." On the other hand, "Yes, they [the Chinese] are increasing their challenge to U.S. technology superiority, but China has a long way to go."

Ultimately, Peck said, "It's China's industrial policy. Countries have a right to have their industrial policy."

Forced Technology Transfer, IP Theft And The Trade Deficit

Also behind the Trump administration's implementation of tariffs on Chinese imports are concerns about the country's alleged encouragement and support of American IP theft and the practice of forcing U.S. companies to transfer their proprietary technologies in order to do business in China, according to the speakers.

Peck said that the U.S. government surveyed American companies doing business in China, and found that 19% of responding executives said they had been asked to transfer their technologies to Chinese entities. "But if you look at the vast majority of those that had been requested to transfer technology, it came from their potential business



**Come Join The 3rd Generation of
Big E Boys For Dinner In Our
Expanded Dining Room!**

3225 E. Pacific Coast Hwy.

**Fast Delivery
7 Days a Week**

562.498.8788

www.bigepizza.com



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

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



Naples Rib Company
5800 East 2nd Street, Long Beach
(562) 439-RIBS

RibCompany.com 7427



**Book Your Holiday
Parties Today!**

\$10 OFF
Your Order of
\$75 or more

Not redeemable with any other offer,
discount, coupon or price special.
Expires December 31, 2018 LBBJ

BOULEVARD



2800 Cherry Avenue Signal Hill
(562) 492-1000



BOULEVARD4U.com



2850 Cherry Avenue Signal Hill
(562) 595-6076

partners, the private sector, rather than the central or local government,” he said. About 60% of respondents said they were “somewhat concerned, rather than overly concerned,” about their IP rights in China.

In his remarks, Liu largely focused on the benefits of bilateral trade, and pushed back against claims of practices of IP theft and forced technology transfer on the part of the Chinese government.

Liu said that the reasons behind the trade war were “not justified.”

He first took issue with the Trump administration’s concern about the trade deficit between the United States and China. He argued that the deficit exists because U.S. companies found that investing in China would give them a higher return on investment, and similarly, that consumers and importers “found that buying from China makes more economic sense.” He added, “That’s why, from 1990 to 2017, China’s share in the U.S. trade deficit has increased. Japan, Korea and other Eastern Asian countries, their share in the U.S. trade deficit decreased.”

He argued that this is a macroeconomic issue within the United States, rather than an issue of unfair trade policies.

“Another reason quoted by the initiators of the trade war is the so-called ‘forced transfer of technology,’” Liu said. “For this, I would say the fact is, the Chinese government does not have any laws or regulations to ask for investors to force foreign investors to transfer their technology to Chinese entities.” Instead, he said any agreements that require technology to be transferred from U.S. companies to Chinese businesses is a requirement made by the private sector, not the government.

In a question-and-answer session following the luncheon, Peck said that the U.S. concern about forced technology transfer is “a misperception.” He said, “Those who are very hawkish in the Trump administration believe that China is basically on a mission to destroy the competitiveness of the United States – to become globally dominate in all the high-tech sectors critical to the 21st century. And part of that strategy is IP theft. . . . But overall, the vast majority of requests for technology transfer come from private sector negotiations between two potential business partners. There is no Chinese law that requires forced technology transfer to do business in China.”

Evan Braude, a former Long Beach city councilmember in attendance, pointed out that the Chinese government often backs, and to a degree controls, companies in its private sector. “How do you consider it private if it looks private for the outside world, but we all know that it’s handled by the

government officials who you have to go through to get all the approvals?” he asked.

Liu acknowledged that China has a “different system” than the United States when it comes to state-owned companies. “We have more state-owned companies, but we are also reforming this kind of state-owned enterprise system,” he said. He also said that state-owned companies play by the same rules as private sector companies. Braude said he disagreed, but left it at that.

What’s At Risk

The 40-year anniversary of bilateral U.S.-China diplomatic and trade relations is coming up in 2019, Liu noted. Since then, he said, bilateral trade in goods between the countries “increased by over 330 times.” The amount of U.S. goods exported to China in 2017 was “almost six times that of 2001, when China joined the World Trade Organization, and was five times faster than the U.S. global average growth of exports,” Liu pointed out.




In 2017, three million Chinese tourists visited the United States and 42,000 Chinese students studied at U.S. institutions of higher education, contributing a combined \$51 billion to the U.S. economy, according to Liu.

Continuing to outline the benefits of bilateral U.S.-China trade and relations, Liu said, “At present, bilateral trade has reached \$700 billion. The two-way investment exceeds \$230 billion U.S. dollars, and annual sales of U.S. funded enterprises in China is about \$700 billion. . . . According to the U.S.-China Business Council and Oxford Economics, U.S. exports to China and two-way investment supported 2.6 million jobs in the United States in 2015. Trade with China saved \$850 each year for an average U.S. family.”

But Liu believes these benefits to the U.S. economy are at risk due to the current trade war. “U.S. China trade relations have been a win-win relationship, and now we are like in a battlefield, and we’re in this kind of a cross fire,” Liu said.

He used a metaphor to illustrate his point. “This reminds me of something that recently happened on a transit bus. In this incident, a passenger on the bus was angered by missing the station and attacked the bus driver, causing the bus to crash into the guard rail and fall into the river, leaving all 14 passengers perished. In the current U.S.-China trade war, I think we are facing the same danger as passengers on our two countries’ bus, as we are caught in the wrong war, at the wrong time, on the wrong grounds.”

President Donald Trump and Chinese President Xi Jinping are expected to meet during the G20 Summit in Buenos Aires, Argentina, which begins November 30. ■



Framed Prints Stretched Canvas Aluminum

FROMEX

PHOTO & DIGITAL

2699 E. 28th Street, Unit 405
Signal Hill, CA 90755

562-290-8469
www.fromex.com



Fleet Services



Properly maintaining your vehicles is a critical component to your business because downtime for your vehicles cost you money. We fulfill all your fleet vehicle needs at a reasonable price. Call or email Fleet@LBWalkerAuto.com

Car Restoration



Call us! We love talking about vehicle restoration. View our Restoration Galley at LBWalkerAuto.com. Call or email Sal.L@LBWalkerAuto.com

General Auto Repair & Service

Oil Change, Smog Check and More!

Nationwide Warranty/ 24 Month or 24,000 Miles

LB Walker Automotive

1000 E. Wardlow Rd.
562-981-2222

NATIONWIDE WARRANTY
24 MONTH OR 24,000 MILES

Hours of operation effective August 25:
Monday-Friday 8 a.m. to 6 p.m.
Closed Saturdays and Sundays

www.LBWalkerAuto.com

Go See Sal



New Parklet Ordinance Could Cut Costs For Businesses

■ By **PIERCE NAHIGYAN**
STAFF WRITER

The Long Beach City Council has approved a plan to streamline permits for the creation of sidewalk dining and parklets within the city's right-of-way.

As defined by the Long Beach Public Works Department, a parklet "re-purposes parking space(s) or portions of a street into neighborhood gathering spaces." A growing trend throughout the city, parklets extend pedestrian zones, often at the request of businesses, to provide space for activities such as sidewalk dining. They are also implemented as a traffic calming measure. The first parklet in Long Beach was installed at Lola's Mexican Cuisine in 2011 on 4th Street in the Retro Row area, public works reported. This year, Groundwork Fitness opened the first fitness parklet in the United States at 333 Pine Ave. downtown.

On the recommendation of Long Beach Public Works, the city attorney has been tasked with preparing an ordinance to amend Long Beach Municipal Code Chapter 14.14, which governs the process for the design, permitting and development of areas within the public right-of-way for dining and other purposes. At the November 13 city council meeting, Director of



Parklets, such as the one located in front of The Pie Bar on Pine Avenue, repurpose part of the street to create outside dining and neighborhood gathering places. (Business Journal file photograph)

Public Works Craig Beck said this ordinance would make the permitting process for sidewalk dining and parklets more user-friendly and save applicants money.

In his report on the new parklet ordinance, Beck wrote that city staff worked in collaboration with Long Beach busi-

ness improvement districts (BIDs) to review and refine the current program. "The major focus was shortening the time for review and approval and ensuring projects met certain standards for safety and design," the report stated.

The changes recommended in the report

define and clarify permissible uses for public property. Also included in the report was a new handbook for permit applicants that serves as a comprehensive guide on how to add sidewalk dining or a parklet to an existing business.

The handbook details both mandatory rules and non-mandatory guidelines that establish "a framework of design and development standards" for parklets and outdoor dining in the City of Long Beach. In the case of projects that do not meet the guidelines, applicants are encouraged to propose alternatives that meet the spirit of the design guidelines.

Currently permitted parklet uses include dining, planting, bicycle parking and art. Under the proposed ordinance, additional uses and activities may be considered but will require city council approval. To minimize parking impacts, parklets will require a letter of support from its BID or community association and the number of parklets in a given area will be capped at 20%.

According to the public works report, the current process for applying for a permit takes a minimum of six months and requires several steps, including both city council action and the involvement of the city manager. The new process would delegate permit approval to the director of public works, reducing both processing time and cost.

At the city council meeting, Beck said the current fee associated with parklets is approximately \$4,800. He estimated that the streamlined process could cut that figure in half.

How permits are renewed would also be updated. Currently, permits are issued on an annual basis and, upon expiration, require applicants to obtain either a new permit or a renewal permit. Under the new ordinance, permits will continue to be issued on an annual basis but a full resubmission process would not be required for renewals. The new ordinance would require a site inspection as part of the approval process. Modifications to an existing permit would still require a new permit submission.

The motion to approve the recommendations of Craig Beck and his department was carried by all nine councilmembers. "This was a policy many, many years in the making," 1st District Councilmember Lena Gonzalez said at the meeting. ■

Public Works To Examine Possible Dangers Of Utility Wires

■ By **PIERCE NAHIGYAN**
STAFF WRITER

The Long Beach City Council has requested an examination of utility wires in the city to determine if they pose safety and maintenance issues to the community. City Manager Patrick West has tasked the public works department to report back to the council in 60 days on the feasibility of conducting an audit of the utility wires.

The item was proposed by 3rd District Councilmember Suzie Price and cosponsored by Councilmembers Daryl Supernaw (4th District) and Al Austin (8th District).

"Drive or walk down any street in Long Beach and you'll see utility wires running up and down, crisscrossing streets, alleys, and over residences," Price stated in a press release. "Often, you'll see these wires wrapped in bundles, hanging from telephone poles, or tied to other wires. Additionally, sometimes these wires are tangled among tree branches, or appear in disrepair, and have been left when a previous business or residential tenant moved."

Price went on to request that the city "resolve some of these issues by working with our utility providers and state agencies" to reduce possible maintenance issues that could cause fires, service interruptions, property damage and visual blight to the community.

Such an examination is already being carried out by individual resident groups, Price said at the November 13 city council meeting, but their volunteer time and expertise is limited. Price took a moment to acknowledge the Belmont Heights Com-



Wires hang from this utility pole located across the street from Gallagher's Pub & Grill on East Broadway. Such wires can pose safety concerns to the neighborhood, including increased risk of fire. High winds are more likely to disconnect poorly maintained wires and down power lines, resulting in damage to private property. (Photograph by the Business Journal's Pierce Nahigyan)

munity Association for taking a leadership role "in bringing this issue to light."

Price said that a more comprehensive evaluation could be conducted by the city in its major and minor corridors to assess maintenance issues. She then alluded to the Camp and Woolsey fires that are currently spreading across the state as an example of the danger that untended wires can pose to the community. "If we have ways to identify fire risks such as abandoned wires in areas that can cause fires, we should be addressing those and addressing them as a public safety and public health issue," she said.

Electrical utilities have been faulted for recent California fires. Earlier this year, the California Department of Forestry and Fire Protection declared that utility lines and poles owned by Pacific Gas & Electric were to blame for several major Northern California wildfires. This month, a lawsuit also accused PG&E of

being at fault for the deadly Camp Fire, though the cause remains under investigation.

Director of Public Works Craig Beck told the Business Journal that he and his staff must assess a number of factors, such as jurisdiction (some utility wires are located on private property), how the city might enforce maintenance on whatever issues it discovers and what the effort will cost.

Above-ground utility wires are located throughout Long Beach's 51 square miles, leading Beck to predict that an audit would take much longer than 60 days to complete.

Another challenge of the potential audit would be determin-

ing who owns which wires. Beck named Southern California Edison, Frontier Communications, Nextel and Spectrum as major utility companies with infrastructure in the area.

When asked about the possibility of transitioning Long Beach's utility wires underground, Beck responded that the city just completed such a project along the Willow Street corridor. "It's a major expense, a major undertaking," he said, and not as simple as just digging a trench in the street and stowing wires underground.

As an example, Beck said that undertaking such a project in the 5th District would be difficult, as there are more utility lines located behind houses on private property. For now, Beck and his department are focused on their main goal: "We will be working diligently to pull all this data together and provide a comprehensive report back to council to help inform the next steps," he said. ■

City Council To Receive Update On Community Hospital Lease Agreement

Tonight, November 20, the mayor and city council will meet in closed session with City Manager Pat West to receive an update on negotiations for the lease of Community Hospital, a city owned property, with selected hospital operator Molina, Wu, Network (MWN). Negotiations for the price and terms for the lease have been ongoing, and must be completed by January 3. MWN has already submitted its materials to the state in order to receive a license to operate the hospital, John Keisler, director of the Long Beach Economic Development Department, previously told the Business Journal. City staff will meet with MWN in a closed session of city council scheduled at 4 p.m. ■



Helping you turn your plans into reality

You have exciting plans for your business — and we can help you turn them into reality. Whether you want to expand or renovate, buy new equipment or a vehicle, or better manage cash flow, you'll find financing that fits at Wells Fargo.

Let's get started. Visit your local branch or find a time that works for you at wellsfargo.com/appointments.

Together we'll go far



Parks Study

(Continued From Page 1)
uled in parks on the eastern side of the city than in the west. Contract classes are those in which instructors pay a fee to PRM to host activities in city parks.

Gonzalez asked the department why College Estates Park, located in East Long Beach, hosted 50 hours of weekly contract class programming in summer 2017, while Cesar Chavez Park in Downtown Long Beach had zero hours of weekly contract class programming. At the meeting, then-PRM Director Marie Knight noted that, while her department tried to interest class instructors in underutilized parks, instructors chose which parks they preferred to contract with.

Gonzalez, sponsored by Vice Mayor Dee Andrews and Councilmembers Roberto Uranga and Rex Richardson, requested that PRM deliver a report on how hours and funds of PRM programming are divided up across the city.

In January of this year, PRM released a report that addressed each of the councilmembers’ concerns about city parks. Among them: hours and funding expended in each park location, the basis of prioritization for free and funded programming in each area, overall suggestions for more equitable programming, and suggestions on policies and processes that could be reviewed.

City council pushed their review of this report to February 20, which was Knight’s last day on the job before transitioning to director of community services for the City of Huntington Beach. According to Parks & Recreation Commissioner David Zanatta,

12

Where Do We Offer Free Programs?																			
Free Programs	Total # Offered	Council District 1		Council District 2		Council District 3		Council District 4		Council District 5		Council District 6		Council District 7		Council District 8		Council District 9	
		#	% Of Total	#	% Of Total	#	% Of Total	#	% Of Total	#	% Of Total	#	% Of Total	#	% Of Total	#	% Of Total	#	% Of Total
After School Programs	18	3	16.7%	1	5.6%	0	0.0%	3	16.7%	2	11.1%	3	16.7%	3	16.7%	0	0.0%	3	16.7%
Be SAFE Program	11	2	18.2%	1	9.1%	0	0.0%	1	9.1%	1	9.1%	1	9.1%	2	18.2%	1	9.1%	2	18.2%
Summer Food	29	4	13.8%	1	3.4%	0	0.0%	2	6.9%	2	6.9%	6	20.7%	5	17.2%	4	13.8%	5	17.2%
Movies in the Park	39	5	12.8%	2	5.1%	1	2.6%	4	10.3%	6	15.4%	5	12.8%	6	15.4%	4	10.3%	6	15.4%
Teen Programs	5	1	20.0%	0	0.0%	0	0.0%	1	20.0%	0	0.0%	1	20.0%	1	20.0%	0	0.0%	1	20.0%
WRAP Sites	8	1	12.5%	1	12.5%	0	0.0%	1	12.5%	0	0.0%	1	12.5%	2	25.0%	0	0.0%	2	25.0%
Youth Sports	34	4	11.8%	3	8.8%	1	2.9%	5	14.7%	3	8.8%	4	11.8%	6	17.6%	2	5.9%	6	17.6%
Senior Programs	6	1	16.7%	1	16.7%	0	0.0%	0	0.0%	1	16.7%	1	16.7%	1	16.7%	0	0.0%	1	16.7%
Summer Fun Days	21	3	14.3%	1	4.8%	0	0.0%	3	14.3%	3	14.3%	3	14.3%	3	14.3%	1	4.8%	4	19.0%
Aquatic Programs (Free)	3	0	0.0%	0	0.0%	1	33.3%	0	0.0%	0	0.0%	1	33.3%	1	33.3%	0	0.0%	0	0.0%
Adaptive Programs	1	0	0.0%	0	0.0%	0	0.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Municipal Band	23	0	0.0%	3	13.0%	6	26.1%	2	8.7%	6	26.1%	0	0.0%	3	13.0%	3	13.0%	0	0.0%
Total:	198	24	12.1%	15	7.1%	9	4.5%	23	11.6%	24	12.1%	26	13.1%	33	16.7%	15	7.6%	30	15.2%

A chart included in February 2018 report by the Parks, Recreation and Marine Department (PRM) given to the Long Beach City Council. This chart shows the number of free programs offered by PRM in each council district. (Image courtesy of the Parks Department)

Knight was undaunted. “She was committed, and she and the department did a thorough job,” Zanatta told the Business Journal.

PRM’s exhaustive report answered in detail each of the council’s questions, in particular Gonzalez’ request that “a fair and equitable system” be found “that guarantees every resident the same opportunities to thrive, regardless of zip code.”

PRM directly answered this request on page two of its report, pointing out that Gon-

zalez’ initial assessment of inequality “mainly focused on PRM’s contract class program.” This is only one aspect of the broad range of the department’s programming, the report stated, “and one that is fee-based in nature.” To properly address the issues set forth by Gonzalez and her fellow councilmembers, PRM noted that “it is critical that all programming be examined to determine if there is an inequity in the programming offered, and whether changes are required.”

In its report, PRM articulated that it offers two kinds of programming: free programs (such as afterschool programming, movies in the park, youth sports and recreational swimming) and fee-based programs (contract classes, day camps, adult sports and some aquatics and nature center programs).

PRM explained that the department experienced significant budget cuts during the Great Recession and again from 2010 to 2012. In response, PRM prioritized free

Long Beach Camerata Singers

presents

Handel's Messiah

USHER IN THE HOLIDAY SEASON

WITH OUR PERFORMANCE

OF THIS TIMELESS MASTERPIECE

FRIDAY, NOV 30, 7:30PM

SATURDAY, DEC 1, 3:30PM

With Musica Angelica.

Beverly O'Neill Theater

TICKETS

Preferred \$45

General \$30

HOW TO ORDER

Online

Phone

LBCamerata.org

562-373-5654

MORE TO ENJOY

Holiday Sing-a-long Saturday

Pre-concert lecture both days

programming to areas it determined to be most in need: the southwest, west, central and northern areas of the city. To achieve this goal, it reduced and eliminated programs in the east and southeast areas of the city. A regional approach was adopted, the report states, that concentrated limited resources to where a “greater economy of scale existed from a staffing perspective.” The report further elaborated on its methods, explaining that certain council districts received less of PRM’s free programming due to those districts having fewer facilities to host them in.

“I think what came out of it was an education, more than anything,” Zanatta said, speaking on the scope of PRM’s report. “The report came back and said that the department was – is – doing a lot. And most of it was doing it at the direction of former city councilpeople.”

Approximately 66% of PRM’s free programming was offered in the southwest, west, central and northern areas of Long Beach, according to the report, where the majority of its indoor facility space is located. There are certain council districts that received less of the free programming that was offered, “but those districts have less facilities in which to offer them,” the report explained.

Approximately 64% of contract classes were offered in the east and southeast areas of the city, the department reported, “where residents typically have a greater ability to pay for contract classes.”

PRM’s total funding for programming was reported as \$6,380,463, which included more than 65 full-time and 661 part-time staff, plus supplies, marketing and program-related costs. About 64% of this investment was spent on programming in the city’s southwest, west, central and northern areas of the city.

The lengthy report concluded by addressing the council’s request for overall suggestions for more equitable citywide programming. “The data clearly demonstrates that the majority of the city’s investment for park programming, as well as capital improvement investment, is made in the areas of Long Beach that are of the greatest need,” the report stated. It further elaborated that multiple classes have been offered over the years, “particularly in the southwest and western areas of the city,” but had been cancelled due to a lack of registration. PRM continued to look for ways to focus offerings in these areas, it said. One example was by asking new contract class instructors to start their relationship with the city by offering classes in these underutilized areas.

“The majority of the funds were actually being spent on the west side,” Zanatta said. “The programs on the east side and some other places are actually programs that are funded by that council person or neighborhood associations or other groups.”

Zanatta commended Gonzalez for initiating the review of PRM programming. “What Lena [Gonzalez] was doing, I thought, from a commissioner’s standpoint, was healthy,” he said. “It was bringing . . . to the city council table an education as to what really is out there, what was being done. The department really can’t do anything other than what the council dictates for them to do. So, they were actually doing it. It wasn’t being perceived as so, but they were, and they were actually doing it in a very equitable way.”

A Second Report Is Requested

Despite PRM’s thorough analysis of its programming, Gonzalez declared a motion for the department to return to the council in four to six months with “a more profound report.” Eight councilmembers voted yes, with Andrews abstaining.

Due to budget hearings and other city council business, PRM did not meet with the city council again on this topic until October 9. In his report to the council, new PRM Director Gerardo Mouet wrote that, “Striving for park equity will be an ongoing and long-term process that has begun with the new department strategic plan.”

Prior to Mouet’s meeting with the council, this plan was approved to receive \$70,000 of the Fiscal Year (FY) 2019 budget, contingent on the availability of a surplus from the general fund. The intent of this plan, Mouet wrote, is to “offer PRM opportunities to engage with its users and stakeholders around service, programming, maintenance, and park/open space needs.”

According to Mouet, PRM has been working since February on several new initiatives, including the addition of new classes at sites that had no classes in spring and summer 2017, offering professional development and job skills workshops and adding specialized STEAM (science, technology, engineering, arts and mathematics)-based classes and experiential learning trips. The city council has also approved the creation of a new Community Engagement and Partnership Bureau, he wrote, “to enhance [the] department’s capacity to more accurately assess community needs, grant success rate, park planning and partnership development.”

On October 10, Gonzalez sent out an e-mailed newsletter that stated the 26 community centers, six miles of beach and four community pools overseen by PRM “were not promoted and programmed in a way that was both fair and equitable.” She then praised the “great work” that PRM is now doing related to the park equity issue she raised in 2017, with the creation of STEPS, or “strategies toward equity in park services.”

STEPS, Gonzalez continued, “is a park system for all” that “has already seen amazing results and many more to come.” Gonzalez’s top example included a near tripling of contract classes offered on the west side.

Other results of the STEPS program for FY 19 include one-time allocations from the general fund of \$100,000 for additional senior programming; \$200,000 to continue Be Safe programming at new parks; and \$40,000 to enhance PRM volunteer operations.

Overall, Zanatta considered the new PRM plan a good thing for the department. “We got funding from the mayor’s office and the budget oversight committee allocated funds in this year’s coming budget to actually begin the process of a new strategic plan – which we haven’t had in 15 or 16 years,” he said.

“To date, because of what Lena requested and what the department did in putting together a comprehensive report back, Parks and Rec is really working directly with the councilpeople that had issues in trying to address what’s really needed to go forward,” Zanatta continued. “And a lot of that is intel from the council offices themselves on what they think is needed and what they are looking at as far as equity programs.” ■

Long Beach

ACE Hardware

Downtown (East Village)

Screen & Glass Shop
 * Custom Made or Repaired Screens
 * Repair Broken Windows

Lock & Key Shop
 * Key Cutting/ Chip Keys
 * Re-Keying Locks

Full Plumbing Dept.

Special Orders
 * We Can Order Anything

Paint Mixing
 * Computerized Color Matching

Stainless
 * Complete Fastener Section
 * Marine Supplies

Apartment Supplies Commercial Accounts

ACE is the place
 Service • Price • Convenience = **ACE**

Two locations to serve you!

- 746 E. 4th St.
562-432-2100
- 2720 E. Anaheim St.
562-438-8983

Free 2 Keys Cut
single-sided

Long Beach
Ace Hardware
746 E. 4th St.
Anaheim
Ace Hardware
2720 E. Anaheim St.

One coupon per customer

Relax And Let Us Bring The Feast To You!

**Fabulous Holiday Luncheons or Dinners
Delivered to Your Home or Office!**

Order before 12/1 and receive a \$50 gift certificate for orders over \$300 and a \$100 gift certificate for orders over \$500.

Catering Manager: Joey Chavez, (562) 427-5009

LONG BEACH | 250 W. Ocean Blvd. (562) 432-2211
 401 W. Willow St. (562) 595-6138

SAN PEDRO | 1432 S. Gaffey St. (310) 547-0655

View catering menu www.BuonosPizza.com

LONG BEACH PERFORMING ARTS CENTER

Holiday at the Beach.

Take a break and enter the world of sugar plum fairies, angelic voices and holly jolly Christmas with the Long Beach Performing Arts.

Check out the Convention Center Theaters' premier performances — Long Beach Ballet; Long Beach Camerata Singers; Long Beach Symphony; and Musica Angelica. This Christmas season is full of the finest and most exciting in the performing arts. Glittering chandeliers, continental style seating and the rich acoustics of each performance provide the ultimate theater experience and, with over 125 restaurants just steps away for dinner, drinks or dancing, your holidays are sure to be merry and bright.

Long Beach Camerata Singers

Handel's Messiah

This 90 plus choral partners with Musica Angelica Baroque Orchestra performing one of the most popular oratorios in the world.

Fri, Nov 30: 7:30pm | Sat, Dec 1: 3:30pm

Musica Angelica

A Baroque Christmas: Music of Joy to Celebrate the Season

The Yuletide evening opens with heralding trumpets, oboes, strings and voices for an evening of joyful Christmas music.

Sat, Dec 8: 7pm



Long Beach Ballet The Nutcracker

The Long Beach Ballet tells the classic tale with vivid and fantastical sets, lavish costumes, exciting magic and special effects.

Sat, Dec 15: 2pm, 7:30pm | Sun, Dec 16: 2pm
Fri, Dec 21: 7:30pm | Sat, Dec 22: 2pm, 7:30pm
Sun, Dec 23: 2pm

Long Beach Symphony Holiday Pops!

Long Beach Symphony, the Camerata Singers with special guests the Long Beach Youth Chorus present this festive concert of holiday favorites such as *Silent Night*, *Let it Snow*, *You're a mean one, Mr Grinch*, *Hanukkah Festival Overture*, and *The Night Before Christmas*.

Sat, Dec 22: 8pm

Look for future performances. (562) 436-3636 | longbeachcc.com

A BAROQUE CHRISTMAS

MUSIC OF JOY TO CELEBRATE THE SEASON

The great Baroque Christmas Concert in true European fashion with holiday favorites.

"Southern California's most important early music ensemble" - LA Times

Director: *Martin Haselböck*

Soprano: *Teresa Wakim*

Tenor: *Thomas Cooley*

Guest Choir: *Long Beach Camerata Singers*

Saturday, December 8th | 7pm | *Beverly O'Neill Theater*

Arcangelo Corelli (1653 – 1713):

Concerto grosso g - Minor, op. 6/8 "Christmas Concerto"

J. S. Bach (1685 – 1750):

Cantata "Jauchzet Gott in allen Landen"

BMW 51 for Soprano, Trumpet and Orchestra

G. F. Handel (1685 – 1759):

*Ode for St. Cecilia's Day, HWV 76 for Soprano,
Tenor, Choir and Orchestra*

A holiday favorite straight from Vienna, award-winning

Martin Haselböck is here to lead *Musica Angelica* as

they ring in the holiday season with majestic and
rousing trumpets, oboes, strings, voices, and more!

The performance kicks off with Corelli's joyful

"Christmas Concerto", famed for evoking the searing

beauty of wintry scenes. *Soprano Teresa Wakim* soars in

Bach's famous cantata "Jauchzet Gott in allen Landen"

before being joined by *tenor Thomas Cooley* and the *Long*

Beach Camerata Singers for a beautiful performance of

Handel's exuberant "Ode to Saint Cecilia".

Purchase your tickets now.



Musica Angelica Baroque Orchestra | MusicaAngelica.org | (562) 276-0865



Sigrid Sexton, RN, is the program director for registered nursing at Long Beach City College. "These partnerships between the local schools and hospitals are key in keeping the community resilient in terms of nursing supply and demand," Sexton said. "We highly value those partnerships and would like to keep them going." (Photograph by the Business Journal's Brandon Richardson)

Nurses

(Continued From Page 1)

a one-to-four ratio, but I only have two nurses, then . . . I can't really put patients in them if I don't have the staff."

Hospitals that lack nurses may contract with agencies for what are known as "traveler nurses," which cost more than regular staff because of agency fees. "The [staffing] company has to provide housing for the nurses and traveling expenses and other things that need to be taken into consideration," Long Beach Medical Center's chief nursing officer, Tony Garcia, an RN, said. Though they provide an essential service, Garcia added, temporary nurses affect a hospital's budget "dramatically."

But the HRSA report is not the only indicator of nursing supply and demand. Michelle Mahon, RN, national nursing practice specialist for National Nurses United (NNU), noted that reports of nursing shortages hit the news from time to time and "often cause a flurry of alarm." There are several factors that need to be evaluated, she said, especially in a state as large as California. "I wouldn't leap immediately to HRSA's conclusion that there's necessarily a shortage," she said.

Mahon pointed to a 2017 evaluation by the University of California, San Francisco (UCSF), which projected no shortage in California. This year, UCSF put out another evaluation that looked specifically at the counties of Los Angeles, Ventura and Orange. The new evaluation, led by Dr. Joanne Spetz, the associate director for research at UCSF's Healthforce Center, predicted that these counties would experience a surplus of RNs in the next 15 years. The report anticipated that there would be so much competition for RN positions in these areas that nursing graduates would be compelled to move elsewhere for work.

American Nurses Association\California Executive Director Markéta Houskova, an RN, attended a summit hosted by the California Board of Registered Nursing this past week, where Spetz delivered a lecture on her findings. "All of us had questions, the same questions you're asking me," Houskova told the Business Journal. "But we heard all these stories about this shortage."

Spetz ran projections from 2020 to 2035 and predicted that, if California continues to graduate between 11,000 and 12,000 RNs per year – as has been the average, according to Houskova – there would be

enough new RNs entering the workforce to replace retiring nurses.

Central California is expected to run an RN deficit, particularly in the San Joaquin Valley, according to UCSF's projections. Houskova said that nursing schools in Southern California may encourage their students to seek positions in the less populated region.

How To Retain And Increase The Supply Of Long Beach RNs

Registered nurses risk both physical and mental exhaustion in their daily work, nurse recruitment and retention firm NSI Nursing Solutions reported in March, which has led to turnover rates that range from 8.8% to 37%, depending on geographic location and nursing specialty. A

(Please Continue To Next Page)

Treating skin cancer without surgery.

(Basal Cell and Squamous Cell Cancers)

A new cutting edge treatment for skin cancer offered by Dr. Susan Sleep, Dr. Douglas Ulmer and Dr. James Wu – SRT Technology.

SRT (Superficial Radio-therapy) is a non-surgical option for treating skin cancer.

It's safe, non-invasive treatment, which leaves no scar or deformity. SRT is ideal for cosmetically sensitive areas such as the face, hands, neck, legs and chest.

Dr. Sleep, Dr. Ulmer and Dr. Wu are three of only a few doctors in Southern California offering SRT Technology.

Call today and they can recommend a personalized treatment, covered by Medicare and most insurances.

ULMER | DERMATOLOGY
HEALTHY SKIN SOLUTIONS, TAILORED FOR YOU
 GENERAL, SURGICAL & COSMETIC DERMATOLOGY

562.435.5621
 1045 Atlantic Avenue, Suites #816 and #819
 Long Beach, CA 90813
www.ulmerderm.com

NO CUTTING NO SCARRING NO DOWNTIME NO PAIN NO LONG TREATMENTS

Long Beach // Los Angeles // San Diego // San Jose

P2S INC



FUTURE FOCUSED HEALTHCARE DESIGN

The P2S Healthcare team are master plan specialists. We have decades of experience designing master plans that align healthcare facilities with owner goals. Our master plans have built-in flexibility that give clients adaptable treatment facilities, to stay ahead in an ever-changing industry.



Our Divisions

ENG
Engineering

CX
Commissioning

CM
Construction Management

www.p2sinc.com

Nurses

(Continued From Page 23)

2014 study in “Policy, Politics & Nursing Practice,” a quarterly peer-reviewed nursing journal estimated that 17.5% of newly-licensed RNs leave their first nursing job within the first year. That jumps to 33.5% within the first two years.

“Nursing turnover is extremely costly to hospitals,” Mahon said. A 2018 report on national health care retention and RN staffing by NSI Nursing Solutions places the cost of turnover for an RN between \$38,000 to \$61,000. Moreover, each percent change in RN turnover costs the average hospital an additional \$337,500, according to the report.

The high turnover rate is not only due to workplace stressors but the fact that RNs are aging out of their profession, Wynn said. The U.S. Department of Health and Human Services estimated that the majority of registered nurses in the U.S. range between 45 and 59 years-old.

Long Beach Memorial is preparing for the inevitable “retirement wave” by partnering with Cal State Long Beach (CSULB) to bring new graduates into the profession. “We have a 14-year standing partnership with Cal State Long Beach Nursing School,” Michelle Cline, director of Memorial’s clinical workforce development, said. “They have all their clinical [experience] here and our hope is . . . they become our new grads and our RNs.”

Memorial has approximately 1,900 RNs on staff and brings on about 90 to 100 new graduate RNs through its CSULB partnership program each year. “We’re anticipating that we’ll need to increase those numbers and supplement that program a little bit . . . based on our projections of retirement,” Wynn said.

To combat potential turnover, Long Beach City College (LBCC) prepares its nursing students for the rigors of their chosen profession by giving them hands on experience with counseling and psychiatric care. “When we’re in hospitals

with them, we get a chance to work with them in terms of their . . . emotional intelligence, their levels of empathy, how they respond to challenging situations,” Sigrid Sexton, an RN and LBCC’s program director for registered nursing, said.

“There is a high turnover rate,” she said of the profession, but added that nursing students at LBCC tend to be more resilient than average. “We have students here who come from the local community. They’re very diverse, they have life experiences. In that group, you tend to see less attrition.”

Making nurses feel valued and safe in the workplace may reduce turnover and incentivize incoming graduates, Mahon said, adding that it’s only by retaining existing staff and replenishing those nurses set to retire that California hospitals could offset a projected shortage.

Nursing organizations, health care facilities and schools are all working towards making California a desirable place to practice medicine, according to industry professionals. For Mahon and the NNU, California’s mandated minimum nurse-to-patient ratio is a prime example of that agenda. “There’s no limit anywhere else,” Mahon said. “This is driving a mass exodus from this profession, not just nationally but internationally. It’s a crisis.”

The ratio limit may be a factor in reducing nurse staffing vacancies and turnover rates, as one 2016 study suggests. According to the Texas Center for Nursing Workforce Studies, RN turnover rates in California are lower than in states without nurse-to-patient ratios. A 2015 study published in the “International Archives of Occupational and Environmental Health” found that the California RN staffing ratio law was associated with a 31.6% reduction in occupational injuries and illnesses among RNs working in hospitals in California.

“We knew staffing was important in preventing injury in the workplace, but those results were pretty astounding,” Mahon said.

California RNs enjoy some of the highest wages in the nation. According to the 2017 HRSA report, median pay for California RNs was second only to Hawaii (\$48.43 per hour vs. \$49.26 per hour, respectively).

However, California RNs must contend with a high cost of living. Wynn said that Long Beach Memorial has witnessed that effect firsthand. “We’re also



MemorialCare Long Beach Medical Center was awarded Magnet status by the American Nurses Association in 2013, the highest level of national recognition for health care organizations that demonstrate sustained excellence in nursing care and a professional work environment. “A lot of nurses seek facilities that have Magnet status because they know they’re going to be empowered,” Antonio “Tony” Garcia, RN, Long Beach Medical’s chief nursing officer (pictured right), told the Business Journal. He is pictured with Diane Wynn, RN, vice president of risk management services, center; and Michelle Cline, RN, director of clinical workforce development. (Photograph by the Business Journal’s Annette Semerdjian)

seeing challenges with some of our younger nurses because of the cost of living in Southern California in general, and especially in this area. When we’ve looked at our data and done exit interviews, we have found that we’re seeing some of our workforce leaving California or leaving the area because of the cost of living,” she said.

That may not present an immediate issue, Sexton said, as there are enough nursing programs and nursing students in the Long Beach area to meet the community’s needs. Currently, she added, “It’s a little bit over what our needs are.”

But that doesn’t mean the surplus will last. Economic factors lead to fluctuations in supply, she said, and with the Affordable Care Act bringing more patients into the health care system, there will be a higher demand for clinical staff. Also, the aging Baby Boomer generation, combined with the aging RN workforce, will necessitate more nurses.

Locally, the closure of Long Beach Community Hospital has forced a reshuffling of health care professionals, Sexton said. “Nurses who worked at Community Hospital, many of them were taken on into Long Beach Memorial . . . some went to St. Mary Medical Center.” Sexton said she hopes that Community reopens, not only for the sake of LBCC nurses looking for jobs, but also for patients who live near the traffic circle.

In the meantime, LBCC continues to partner with local hospitals – Memorial, St. Mary, Lakewood Regional Medical Center and the V.A. Long Beach Healthcare System – to educate the next generation of registered nurses. “These partnerships between the local schools and hospitals are key in keeping the community resilient in terms of nursing supply and demand,” Sexton said. “We highly value those partnerships and would like to keep them going.” ■

HealthWise

Catching Pancreatic & Liver Cancer Early



By Ronald Wolfe, M.D.

The American Cancer Society estimates that about 55,440 people in the U.S. will be diagnosed with pancreatic cancer and approximately 42,220 will be diagnosed with liver cancer in 2018.

Pancreatic cancer forms in the tissue of the pancreas, an organ in the digestive system located in the abdomen. Endocrine cells in the pancreas create enzymes used to digest fats and proteins, and exocrine glands create insulin and hormones to help balance the amount of sugar in the blood. Cancer is more common in the exocrine cells and most tumors in this area are called adenocarcinomas.

Pancreatic and liver cancers are often hard to find, which results in late detection. Often times, because it’s found in a later stage, pancreatic cancer may have already spread to the liver.

However, there are several types of liver cancer: Primary liver cancer - Cancer that begins in the tissue of the liver, an organ in the digestive system.; Secondary liver cancer – Cancer from the colon, lung, breast or other parts of the body spreads to the liver.; Non-cancerous (benign) tumors - Tumors also may form in the liver.

Risk Factors & Prevention For Pancreatic Cancer

You are at a greater risk for pancreatic cancer risk if you: Are over the age of 70; Are male; Are African-American; Smoke or are exposed to smoke; Are overweight; Have diabetes, chronic pancreatitis or cirrhosis of the liver; Have a family history of pancreatic cancer or inherited certain mutations in genes that can increase the risk of pancreatic cancer; Are exposed to chemicals such as pesticides and dyes.

The cause of most cases of pancreatic cancer is unknown. Maintaining a healthy weight and diet, getting plenty of exercise and not smoking is recommended.

Risk Factors & Prevention For Liver Cancer

You are at a greater risk for liver cancer risk if you: Are male; Are over the age of 40; Are African-American, Asian or Polynesian; Suffer from certain types of liver diseases, such as hepatitis B virus (HBV), hepatitis C virus (HCV) or cirrhosis; Are exposed to aflatoxins – a mold found in food such as peanuts, corn and soybeans; Are diabetic.

In many cases, the cause of liver cancer is unknown. By avoiding hepatitis infections, moldy grains, limiting alcohol use and not smoking you can help reduce your risk for liver cancer.

Know Your Body

While other cancers affecting the digestive system, such as colorectal cancer, have a standard diagnostic screening, pancreatic and liver cancer do not. It’s important to pay attention to your body and talk to your doctor if you notice any of the following signs.

Pancreatic cancer: Pain (usually in the abdomen or back); Weight loss or loss of appetite; Fatigue; New-onset diabetes; Jaundice (yellowing of the eyes and skin) – When pancreatic cancer spreads, it often goes to the liver. This can lead to jaundice.

Liver cancer: Weight loss or loss of appetite; Feeling very full after a small meal; Nausea or vomiting; Mass under the ribs on either side; Pain in the abdomen or near the right shoulder blade; Swelling or fluid build-up in the abdomen; Itching; Jaundice (yellowing of the eyes and skin).

(Ronald Wolf, M.D., is a liver and pancreatic surgeon with the Complex Pancreatic & Liver Cancer Program at MemorialCare Todd Cancer Institute, Long Beach Medical Center.) ■

Our mind-body-spirit approach turns the tide on cancer.

Nichelle Sullivan, 56,
embraced the mind-body-spirit
approach to fight cancer.



Cancer is more than a physical disease. It permeates your entire emotional and spiritual well-being. That's why with the Integrated Cancer Medicine Program at the MemorialCare Todd Cancer Institute, we're focused on treating the whole self: mind, body and spirit. With services including nutrition, cancer rehabilitation, yoga and psychosocial oncology, we'll improve your quality of life throughout your entire cancer journey.

We're dedicated to one thing: **what's best for you.**


MemorialCare[™]
Long Beach Medical Center

1.800.MEMORIAL | [memorialcare.org/TCI](https://www.memorialcare.org/TCI)

Synthetic Drug Use On The Rise In Long Beach

■ By **SAMANTHA MEHLINGER**
EDITOR

A growing concern among Long Beach health care providers, law enforcement and government officials is the growing use of the synthetic opioid fentanyl. The drug, which is adding fuel to the flames of the American opioid crisis, is 80 to 100 times stronger than morphine, according to the U.S. Drug Enforcement Administration. Although originally developed pharmaceutically to care for cancer patients, the drug is also produced illicitly, and is increasingly being added to other drugs such as heroin and cannabis, according to local drug abuse caregivers and city officials.

An academic study on synthetic opioid involvement in U.S. drug overdose deaths between 2010 and 2016 found that “heroin and synthetic opioids (primarily illicit fentanyl) are increasingly implicated in overdoses,” and that “synthetic opioids are increasingly found in illicit drug supplies of heroin, cocaine, methamphetamine, and counterfeit pills.” The study was published in May in the Journal of the American Medical Association.

Although other synthetic drugs are used with more prevalence in Long Beach, particularly the stimulant methamphetamine, local officials said they were currently most concerned by fentanyl because it is often fatal.

“California saw a 57% increase in overdose deaths related to fentanyl in 2017. Opioid abuse was a Midwest and East Coast phenomenon for several years, but it has now hit California,” City Prosecutor Doug Haubert told the Business Journal. “We should prepare to see more deaths related to fentanyl in the near future.”

Haubert added, “Simply touching fentanyl with your bare hands can kill you. It can enter your system through the skin.”

Sgt. Tim Long, who leads the Long Beach Police Department’s (LBPD) drug investigations section, said that synthetic drugs are becoming more commonly used in Long Beach. “Synthetic drugs are



Roots Through Recovery opened two years ago in Bixby Knolls, and provides outpatient drug addiction and mental health services. According to Noah Warren, partner and business development manager, the facility is treating an increasing number of patients exposed to the synthetic opioid fentanyl. Warren, right, is pictured at the center with Joshua Pannell, executive program and clinical assistant. (Photograph by the Business Journal’s Brandon Richardson)



Commonly sold in colorful packaging at California convenience stores before being outlawed in 2017, “spice,” a synthetic drug, is known to cause hallucinations, rapid heartbeat, paranoia and other adverse side effects. (Image courtesy of the U.S. Drug Enforcement Administration)

growing in popularity because they are more potent than natural drugs; the effects on the user are enhanced, lasting longer and producing a maximum high,” he said in an e-mail to the Business Journal. However, he noted, “Long Beach has not yet experienced an elevated level of detrimental effects as [those] other communities are battling, due to the dedicated resources focused on prevention.”

The most commonly used synthetic drug in Long Beach is methamphetamine, and the “second runner up is fentanyl,” Long said. “Heroin derivatives, opioids, and depressant drugs are becoming more



Although referred to as synthetic cannabis, the drug pictured is not made with marijuana. Instead, it is manufactured by spraying a concoction of man-made drugs on dried plant material. (Image courtesy of the U.S. Drug Enforcement Administration)

prevalent within local communities. Another synthetic making a small comeback is MDMA (Ecstasy). This synthetic is very popular with college students and youth,” he noted.

Synthetic drug use is not associated with any particular population, Long pointed out. “In the past, drug abuse may have been identified with specific populations. Today, drug abuse affects all walks of life,” he said. “There is no longer a specific population that can be absolutely identified with drug use and addiction. Any community can be affected by drugs today, as evidenced by the nationwide drug abuse epidemic.”

Haubert noted that, as a powerful depressant, fentanyl “slows the respiratory system to the point that it will actually stop, and you will die,” unlike methamphetamine, which acts a stimulant to the body.

Noah Warren, partner and business development manager of Long Beach-based addiction and mental health treatment center Roots Through Recovery, said that it is easy and cheap to obtain fentanyl illicitly. Of concern to Warren is that he is seeing increasing numbers of patients who are testing positive for fentanyl, but who did not knowingly ingest the drug.

“When you’re buying something on the street, you don’t know what’s in it,” Warren said. “We’re finding that people are doing heroin that is cut with fentanyl. Or they think they are doing benzo[diazepines], like Xanax, but they are buy-

ing it off the street – and when they come to us they are actually testing positive for fentanyl. The danger in that is the synthetic opioids are so much more potent than . . . what the pharmaceutical companies are creating.”

Warren noted that fentanyl’s effects are so powerful that Narcan, a nasal spray used to revive individuals who have overdosed, sometimes does not work.

Long said the number one risk of synthetic drug abuse is overdose. “Users and addicts underestimate the potency of the drug, wanting a better high, and their body cannot adjust to the strength of the synthetic drug,” he said. “Medical synthetic drugs are designed for extreme applications such as pain management and surgical procedures. Used irresponsibly and illegally, synthetic drugs can be deadly.”

Fentanyl is often used legally for in-home hospital care. “A home’s medicine cabinet is the ‘best’ and ‘number one’ source for synthetics drugs. Anyone, such as an immediate family member, house guest, neighbor or child, allowed in the home can be the vehicle for drug removal and theft,” Long said.

“Synthetic drugs are a concern regarding rising crime rates,” Long said. “They do pose a risk to responding police personnel and the public. Synthetic drugs can have abstract or unfamiliar symptoms. Synthetics can produce unfamiliar symptoms appearing to emulate a hallucinogen or various psychoactive behaviors. It greatly depends on the community it is affecting, how easily they are accessed, and the level of usage.”

Another prevalently used synthetic drug in recent years was spice, a synthetic drug meant to stimulate the same brain cell receptors as marijuana, according to the Centers for Disease Control. Typically, spice comes in the form of dried plant materials sprayed with a synthetic concoction of drugs. Before being outlawed in California in 2017, spice was commonly sold in gas station convenience stores and labeled as incense “not for human consumption,” according to Warren.

It is difficult to predict the effects of spice, because its chemical make-up varies from batch to batch, according to the National Institute on Drug Abuse. Spice is known to cause extreme paranoia, hallucinations, anxiety, rapid heart rate, seizures and other detrimental health effects that, in some cases, many also endanger others.

According to Warren, spice has been a problem particularly among teenagers, who would smoke the same amount of the drug as they would marijuana, resulting in psychosis and seizures.

The prevalence of vaping – smoking substances through an e-cigarette – makes it more difficult to know what a person is ingesting and if it is illegal, according to Haubert.

As the city prosecutor, Haubert said, “I am concerned with how difficult it is for law enforcement to prevent the widespread distribution and use of synthetic drugs. Our streets are being flooded with synthetic drugs and there is no easy solution to stopping it.” He continued, “Without a doubt, any time you see an increase in drug use on the streets, you’re going to see an increase in crime in order to feed the habit.” ■



NEED A GREAT DOCTOR?

Check out our website to find a doctor in your area...



www.ProHealthPartners.com

New HIV Infections Plateau In Long Beach; Other STDs On The Rise

■ By **SAMANTHA MEHLINGER**
EDITOR

While Long Beach's rate of new HIV infections surpasses new infection rates for both Los Angeles County and the state, the citywide rate has plateaued in recent years, according to Kelly Colopy, director Long Beach Health & Human Services.

The health department's annual HIV/STD (sexually transmitted diseases) Surveillance Report for 2017, released last month, revealed that there were 101 new HIV infections reported in Long Beach — a 33% decline from the number of new cases reported in 2016. In 2017, 37 deaths associated with HIV were reported in Long Beach. According to Belinda Prado, HIV/STD surveillance supervisor for the health department, health care providers and community organizers that diagnose HIV are required to report new cases to Los Angeles County. The city generates its annual report based in part upon this county data.

Health care professionals believe that advancements in HIV treatments are behind the reduction in new cases. The development of Truvada, a pre-exposure prophylaxis (PrEP) medication given to individuals most at risk for contracting HIV, has prevented many new cases, according to HIV care professionals.

"We have much better treatments now," Dr. Anissa Davis, health officer for the City of Long Beach, said. "Because we can manage HIV as a chronic disease, not only does it help the person who has HIV, it is known to decrease transmission. If your viral load is suppressed, it is virtually impossible for you to transmit HIV to others." The term "viral load" refers to the quantity of the HIV virus present in an infected individual's bloodstream.

"The other thing is PrEP, pre-exposure prophylaxis, which is a pill that you can take," Davis continued. "If you're HIV negative you can take a pill once a day called Truvada, and if you're taking it consistently it can decrease your risk of contracting HIV by up to 93%."

The CARE Center at Dignity Health - St. Mary Medical Center is the largest provider of HIV services in the South Bay, assisting about 1,900 patients annually, according to Paul Lovely, the center's executive director. After Truvada was approved for HIV prevention by the U.S. Food and Drug Administration in 2012, the center has seen an increasing number of patients who do not have HIV but who are at high risk for contracting it, he noted.

"Our PrEP [program] started in about 2015. . . . It has been growing quite dramatically in the past three years," Lovely said. "About 70% of our PrEP patients are under the age of 30, between 18 and 30," he noted, adding that most of these patients are men who sleep with other men. A small share of these patients are women with male partners who are infected, he added.

The treatment of expectant mothers who are HIV-positive to prevent perinatal (in the womb) contraction of the virus has also reduced the number of new cases. At MemorialCare Miller Children's & Women's Hospital in Long Beach, no HIV-positive expectant mothers in care at the Bickerstaff Pediatric Family Center have transferred

the virus to their babies in 20 years, according to Dr. Audra Deveikis, medical director of the center. Asked how this feat was accomplished, Deveikis said matter-of-factly, "By working very aggressively with the staff trying to make sure the patients are taken care of, take their medications, come for visits, that blood is drawn and they are followed very closely."

Deveikis noted that the greatest challenge to overcome in treating HIV-positive patients is getting them to take their medications. "Our patients can access any medication that will work for them regardless of the price. It is just putting the pill in the mouth and swallowing is the problem," she said. Some patients have "pill aversion,"

she said, because taking medication reminds them of their illness.

However, Deveikis and her staff do everything they can to ensure their patients take their meds. This could mean calling patients' pharmacies for them, and even taking them to pick up their prescriptions, she noted. "In the HIV field there has been tremendous advancement. We went from lethal disease 100% of the time to a chronic disease where patients can live for a long time if they take the medications," she said.

Making sure HIV-positive mothers do not transmit their virus to their children is important not only to reduce the spread of the disease, but also because the virus is more resistant to medication when it is con-

tracted in the womb, Deveikis explained.

While the rates of perinatally-contracted HIV are declining in the United States, Deveikis pointed out that in other countries, particularly those in Africa, they are not.

Based upon the Long Beach Health & Human Services Department's report, Long Beach residents most at risk for contracting HIV are men who have sex with men (MSM). And, among those, "young men of color are at higher risk," according to Davis.

The Centers for Disease Control estimate that one in six among MSM will be diagnosed with HIV in their lifetime. The rate is one in 11 for white MSM, one in four for Latino MSM and one in two for black MSM.

(Please Continue To Next Page)



Experts who know you by heart.

We take your heart health to heart. Our experts are there for you whatever you're facing—and above all, they'll put all they've got into healing you. Find out more at dignityhealth.org/heart or call **818.863.3113**.

Hello humankindness®



Dignity Health.
St. Mary Medical Center



As executive director of the CARE Center at Dignity Health - St. Mary Medical Center, Paul Lovely oversees the largest provider of HIV services in the South Bay. (Photograph by the Business Journal's Brandon Richardson)

STD's On The Rise

(Continued From Page 27)

The rate of new HIV infections among men in Long Beach was 13 times higher than that of women in 2017, according to the report. African Americans had the highest rate of new infection – 34 cases per 100,000 people. By comparison, white residents had an infection rate of 17 per 100,000, and Latino residents had a rate of 21 per 100,000.

While African American women represent 14% of all female residents in Long Beach, 36% of all HIV-infected Long Beach women are African American, according to the health department. In 2016, African Americans who were newly diagnosed with the virus had the lowest rate of HIV care retention and viral suppression.

According to a 2017 fact sheet released by the CDC, African Americans are most at risk for HIV because they are more likely to have sexual encounters with others that are HIV positive. This is because the rate of HIV is higher in African American communities, and because “African Americans are likely to have sexual relations with other African Americans,” according to the CDC. Socioeconomic factors in some African American communities, including poverty, less access to health care and higher rates of incarceration, may also contribute to the high risk factor among this demographic, according to the CDC. Additionally, the agency noted, “Fear of disclosing risk behavior or sexual orientation may prevent African Americans from seeking testing, preven-



Under the watch of Dr. Audra Deveikis, no HIV-positive mothers under care at the Bickerstaff Pediatric Family Center at Miller Children's & Women's Hospital Long Beach have transferred the virus to their babies. (Photograph by the Business Journal's Brandon Richardson)

tion and treatment services, and support from friends and family.”

Near-identical reasonings were cited by the CDC in respect to higher rates among Hispanics and Latinos. On a webpage dedicated to details about HIV in these communities, the CDC also notes that undocumented Hispanics and Latinos may be fearful of seeking out HIV prevention and care services due to fear of arrest or deportation.

The 90802 zip code in Downtown Long Beach represents the highest concentration of persons living with HIV, according to Davis. “That goes to the fact that Long Beach is a very gay-friendly city, and within Long Beach there are certain neighborhoods where more gay and bisexual men tend to reside. 90802 is one of those zip codes,” she explained.

Both the health department and the CARE Center offer HIV and STD testing, as well as prevention services, at low or no cost. Both also help HIV and STD-positive individuals connect their partners to services and medical treatment. “We will see you, the patient, we’ll diagnose your STD, and we’ll also give you medicine to take to your partner to treat them,” Colopy said.

While “HIV medicines are crazy expensive,” as Lovely put it, they are typically accessible at low or no cost to individuals with low incomes. “Most HIV regimens are well over \$2,000 or around \$3,000 a month. The PrEP, Truvada, is about \$1400 a month give or take, but it is covered by most insurers, including Medi-Cal,” he said.

Gilead, the maker of Truvada, provides the drug for free to individuals with incomes that are 500% above the federal poverty line or less, Lovely said. “Some people, especially with PrEP, think, ‘I don’t have insurance, so I can’t get PrEP. Or, ‘I don’t make much money, so I can’t afford it.’ But the truth is, we’re able to get virtually everybody on PrEP regardless of any of those factors,” he explained.

Deveikis, Lovely and city health department staff all pointed out that the advent of Truvada may have led to some riskier sexual behavior. Those at risk for contracting HIV are able to prevent it with a pill – however, that pill does not prevent against other sexually transmitted diseases.

“It does concern me that if people don’t perceive themselves to be at risk of a really

Reach Higher...

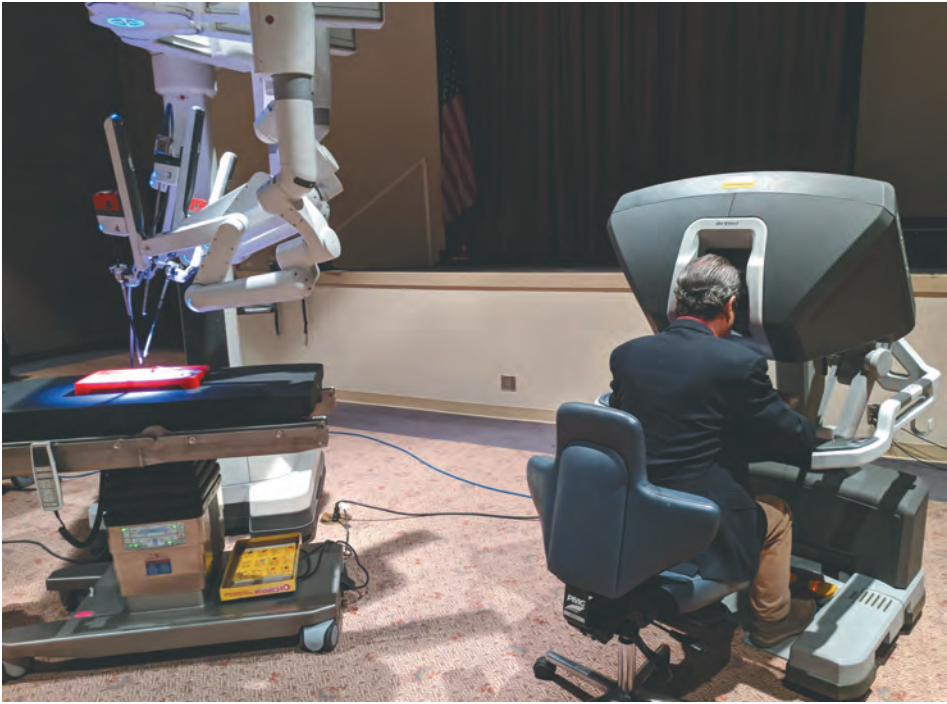
...with a **Master's in Health Care Administration** degree. Offered in a flexible format with both online and face-to-face classes.

Free information sessions are held monthly. Come join us on December 8, 10am

Register online at www.ccpe.csulb.edu/mshca3 or call us today to RSVP at (800) 963-2250.



California State University, Long Beach



Long Beach Medical Center Upgrades Its Robotic-Assisted Surgery Program

MemorialCare Long Beach Medical Center (LBMC) has become the first health care organization in Long Beach to add the da Vinci Xi Surgical System to its minimally invasive surgery program. The system translates the movements of a surgeon into smaller, more precise movements inside a patient's body, and is optimized for multi-quadrant surgeries in the areas of gynecology, urology, thoracic, cardiac and general surgery. “At Long Beach Medical Center, our mission is to improve the health and well-being of our community,” Dr. Les Edrich, medical director of minimally invasive surgery at LBMC, said in a press release. “We already have a robust robotic-assisted surgery program, and this addition allows us to provide even more options for our patients – helping us meet our mission.” (Photograph Courtesy of LBMC)

Table 18. Number and rate per 100,000¹ population of new HIV infections by year, Long Beach², 2013-2017

	2013		2014		2015		2016		2017	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Total	151	32	138	29	127	27	127	26	101	21
Sex at Birth										
Male	135	58	117	50	112	48	106	45	93	40
Female	16*	7	21	9	15*	6	21	9	8*	3
Race/Ethnicity										
White	41	29	37	26	31	22	41	29	24	17
African American	30	49	29	47	30	48	28	45	21	34
Latino	63	32	59	31	60	30	49	24	41	21

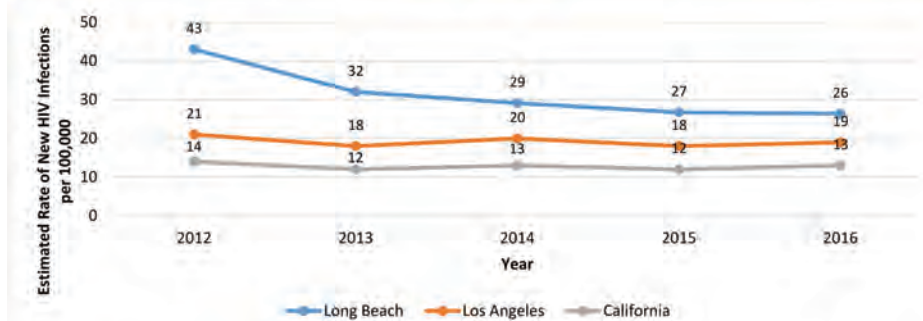
¹Population data taken from California Department of Finance Demographic Research Unit Report P-3 State and County total population projections by race/ethnicity and detailed age; www.dof.ca.gov/Forecasting/Demographics/projections/.

²All HIV data taken from California Office of AIDS eHARS database.

* Any indicators with less than 20 cases do not meet the requirement for a minimum degree of accuracy outlined by the National Center for Health Statistics. Case counts/rates are included for reporting purposes only.

The chart from the Long Beach Health and Human Services Department's Annual HIV/STD Surveillance Report for 2017 illustrates the number and rate of new HIV infections in Long Beach by gender and ethnicity. African Americans have the highest rate of new infections.

Figure 26. Incidence rates per 100,000 population of new HIV infections, Long Beach, Los Angeles, and California, 2012-2016



¹Population data taken from California Department of Finance Demographic Research Unit Report P-3 State and County total population projections by race/ethnicity and detailed age; www.dof.ca.gov/Forecasting/Demographics/projections/.

²All HIV data taken from California Office of AIDS eHARS database.

³The latest available HIV data for L.A. County and California is for 2016. Therefore, 2012-2016 data was used for the figure to create a 5-year comparison

This chart shows how the rate of new HIV infections decreased and then plateaued in Long Beach between 2012 to 2016. Long Beach has a higher rate of new HIV infections than Los Angeles County and the State of California. (Image courtesy of Long Beach Health and Human Services)

may be less likely to use condoms to prevent other less serious STDs," Lovely said.

The health department is focusing on tackling a citywide increase in STDs including syphilis, chlamydia and gonorrhea that may in part be due to this concept of "condom fatigue," according to Colopy and Davis.

From 2013 to 2017, chlamydia rates in Long Beach increased 88%, according to the health department's HIV/STD Surveillance Report. Over the same time period, the rate of gonorrhea infections increased 267%, while syphilis rates increased 143%. Long Beach has the second highest rates of chlamydia and gonorrhea in the state, and the third highest rate of syphilis. The health department has launched an educational campaign to combat these increasing STD rates.

In addition to condom fatigue and riskier behavior brought on by the availability of PrEP, factors influencing these rates likely include a reduction in federal funding for STD education and services, as well as issues related to low socio-

ing and a lack of education, Davis noted.

"With HIV, once you have it, it's a long-term lifetime treatment," Colopy said. "Whereas with things like gonorrhea and syphilis are antibiotic related [treatments]. So they are things where people feel like, 'Well, if I get it I'll just get treated,'" she explained. The health department has launched an educational campaign to combat these increasing STD rates.

When it comes to eradicating HIV, Lovely said the tools are all at hand. "We really are at a place where it's in our grasp to get to the end of HIV, but we're in the most crucial time where we need the whole community to work together," he said. "HIV negative and HIV positive [individuals] must work together, get tested, get on treatment, increase awareness, encourage other people who might be at risk to get tested - because that's how we're going to end the epidemic," he said. "We have the tools to end the epidemic. We just need the will and the commitment of the community to do that. And we're here to do that." ■



Emery & Emery
General & Cosmetic
Dentistry

Alyson D. Emery, DDS
Douglas V. Emery, DDS
3840 Woodruff Avenue Suite #208
Long Beach, CA 90808
Office (562) 421-9361
www.emerydds.com



LEADING GENERAL CONTRACTOR
— BUILDING PEACE OF MIND —

HEALTHCARE. HOSPITALITY. EDUCATION. COMMERCIAL

BRASCIABUILDERS.COM

SOCAL: 562.576.0900 - NORCAL: 650.204.5553

INFO@BRASCIABUILDERS.COM



CA LIC. #B860308



ROSSMOOR HOME
assisted living facility

Now Open!

Inspired senior living with 6 beds and
all the comforts of home!

2921 St Albans Dr, Los Alamitos, CA 90720

Call for more information:

(562)508-5794

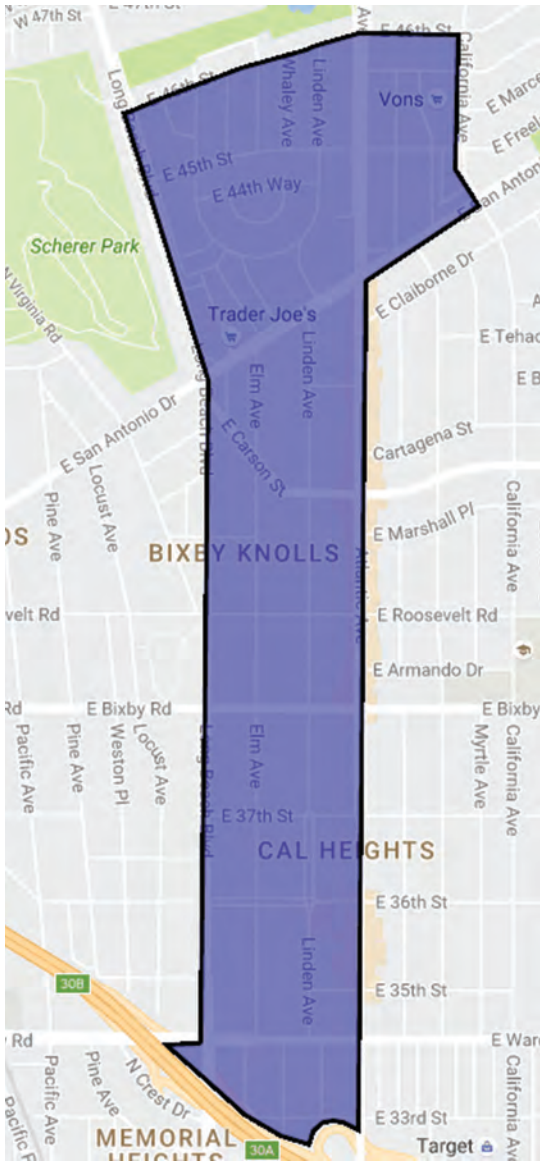
www.RossmoorAssistedLiving.com

© 2017 Rossmoor Home. All rights reserved.

Lic#306005289



Focus On Bixby Knolls



Boundaries of the Bixby Knolls Business Improvement Association, with Long Beach Boulevard to the left and Atlantic Avenue to the right.

(Continued From Page 1)

generated by \$190,000 in assessment fees paid by property and business owners in the district. Run by a staff of two with the assistance of numerous contractors who provide key services, the BKBIA continues to focus on its core services and programming, according to Blair Cohn, executive director. Established in 1993, the Bixby Knolls Property and Business Improvement District was created to provide the business corridors on Long Beach Boulevard and Atlantic Avenue in the Bixby Knolls neighborhood of Long Beach with additional services, including marketing, security, and physical improvements.

“I always say that the district is strong and steady,” Cohn told the Business Journal in the association’s small office in the Expo Arts Center, an events venue and community center owned by the BKBIA. “The last two years have been a period of crossroads and some changes. We have some new developments [underway]. We have some business owners retiring who have been here for years. Now we’re coming out of that and getting into [determining] the next direction for us.”

Servando Orozco, president of the BKBIA’s board, operates a growing business in the district, and said he has seen many positive changes over the years. “I personally believe the district has improved a lot,” he said. “How people perceive Bixby Knolls is different that it was 15 years ago. I can feel that. I can see that.”

Cohn said that Bixby Knolls continues to attract new businesses, both at its retail street locations and in office buildings. When a vacancy opens up, “We try to be in those conversations to connect landlords, brokers and potential businesses,” he noted. Knocking on wood, Cohn said that business retention has been going “pretty well.”

“If we can continue our energy of the clean and safe programs and the promotion of the district . . . it trickles down to other parts of the business community – folks who are looking

to expand or to move here,” Cohn said. “We’re off the 405 [Freeway] right up a major corridor, and easy to get to. If I had a magic wand, of course we’d fill up everything. But the best we can do with our tiny staff here is to do our song and dance to make it as great as possible.”

The BKBIA operates a series of programs meant to engage residents and bring them to the business corridors, including its Literary Society (a book club) the Strollers (a walking group), the new Knights of the Round Turntable (a music group), and several others. A quarterly breakfast meeting for BKBIA members is well attended, with 90 to 100 businesses represented at each meeting, according to Cohn. Guest speakers such as City Manager Pat West and Long Beach Economic Development Director John Keisler speak at each of these meetings about topics of interest to business owners.

The BKBIA hosts regular events to spotlight businesses in the district. This summer, the association temporarily halted its involvement in First Fridays, a long-running event held in the district in which businesses offer specials, entertainment and even food samples. “The BIA took a backseat for a few months and we gave it back to the business owners,” Cohn said. He explained that the concept had originally debuted to get people into local businesses, but had transitioned into more of a street fair in recent years. “We took a look at it and said, ‘Are we off the mission now?’” After letting local business owners take the reins for the event during the summer to get it back to these roots, the BKBIA is back leading the event, he noted.

This summer, the BKBIA introduced Summer Saturdays, “where we ran a beer trolley for June July and August just to connect the neighbors on a Saturday afternoon,” Cohn said. This recurring event highlighted the BKBIA’s new marketing push for the business district, the concept of “Brewery Knolls.” Also spotlighting the beer offerings of Bixby Knolls



OAKWOOD
ACADEMY

(562) 988.7676 • www.oaschools.com
3850 Long Beach Blvd. Long Beach, CA 90807



Oakwood Academy Schools

- Accelerated Educational Program for Children in Preschool Through 5th Grade
- Small Class Sizes & Low Student-To-Teacher Ratio
- Educational Field trips, Activities & Summer Programs
- Passionate Teaching Staff

was the BKBIA's new Walktober Fest, an Oktoberfest-themed brewery tour in the month of October.

"We're going to really start promoting the Brewery Knolls concept, which is all the breweries that are here," Cohn said. These include Liberation Brewing, Smog City Brewing, Dutch's Brewhouse and the soon-to-open Ambitious Ales, plus beer-centric eateries and businesses such as Rasselbock German Kitchen & Beer Garden, Knolls Restaurant, Stateside Crafts and Corked. Asked why so many beer and brewing businesses have opened up shop in Bixby Knolls in recent years, Cohn said, "There were affordable, good spaces available, and it all just seemed to kind of play that way."

In 2021, the BKBIA's largest source of funding will run dry: an annual payment of \$200,000 in former redevelopment agency dollars. The BKBIA receives these funds through a contract it won with the City of Long Beach before the state legislature dissolved redevelopment agencies throughout the state in 2011. According to Cohn, RDA funds contribute to facade improvements for businesses, the association's security contract with local business CSI Security, streetscaping and other key services.

To prepare for the loss of this funding, the BKBIA is pursuing a number of strategies. "One, we had already raised assessments, but that was because the assessments hadn't been raised in 20 years," Cohn said. "We have just filed to have a 501(c)(3), so there will be a nonprofit arm of the BIA . . . [for] fundraising, grants, donations." Cohn is also beginning to rent out the Expo Center for events more frequently to bring in additional revenue.

The BKBIA's services were recently hired by the Long Beach Public Works Department to assist with corridor improvements in other areas of the city, and Cohn envisions future project management opportunities as a potential revenue stream.

Staff at the City of Long Beach have suggested that the BKBIA install parking meters to generate additional revenue. However, Cohn noted that parking isn't impacted in Bixby Knolls. "I am not saying no to the idea, but it has to be smart and it has to be right. If we're going to do a revenue split [or] if we have to pay the city back for the cost, then what is the true net [gain] of this? How much will that really help us?" he asked.

"Our challenge is to find an answer to continued funding," Cohn said. "But if there is no way through the city to fund this, the dominos will fall. And I don't think there is anybody in city hall, or this office, or the council office, or this neighborhood, who would want to see things grind to a halt and go back to basically an answering machine and a part-time person who says, 'Yeah we can do a member mixer.' This is now a connected, active community that wants to see the corridors thrive." ■

Business Owners Enthusiastic As Bixby Knolls Evolves Into A Destination For Residents And Visitors

Merchants Credit Positive Trends To Efforts By
The Bixby Knolls Business Improvement Association

■ By **PIERCE NAHIGYAN**
STAFF WRITER

Though often described as Long Beach's sleepy bedroom community, Bixby Knolls is wide awake. According to local business owners, the area has benefited greatly from the passionate efforts of the Bixby Knolls Business Improvement Association (BKBIA), which actively promotes and connects its professional, service and retail members.

"It's a great community," Dennis Cook, president and CEO of C.S.I. Patrol Service Inc., told the Business Journal. "It still has that small town feel, which is what I really like. Everybody knows each other, everybody supports each other."

Bookended by Atlantic Avenue and Long Beach Boulevard, and running from the 405 Freeway at the south end to 46th Street to the north, the Bixby Knolls Property and Business Improvement District is one of 10 such districts in the City of Long Beach. Businesses in the district pay an additional fee to provide the area with cleaner streets and sidewalks, landscape beautification, enhanced security, capital improvement opportunities and special events and marketing.

Over the last decade, First Fridays, a monthly special event grew into a monthly block party that took place on Atlantic Avenue. With live music, art, dancing and fun for the whole family, the first Friday of each month gives locals a chance to mingle and shop.

Briana Williams, general manager at Reptiles or Nah, a local pet store, said First Fridays have been a great opportunity to show off their scaly creatures. "We bring our snakes out and we bring our lizards out," she said. "People freak out when they see a 14-foot snake around someone's neck and they're just like, 'Oh my gosh!'"

Aided by the BKBIA, and led by its Executive Director Blair Cohn, the commercial

(Please Continue To Next Page)



RENEW

GARDEN CARE & CONSULTING

We Bring Nature Home

Design • Build • Care

renewlandscapes.com

(562) 424-8273

Focus On Bixby Knolls



EJ's Pub General Manager Corrie Matthews has worked with Head Chef Pedro Deloza for 15 years. "We've all kind of grown up together, learned together," she said. "He's been amazing through changing our menu and making sure everything is quality." EJ's recently started catering events, such as at the Long Beach Historical Society's Cemetery Tour. "It was really cool for us," Matthews said. "We've always donated to the Cemetery Tour . . . but that was a really good opportunity for us to get to work with them." (Photograph by the Business Journal's Brandon Richardson)

(Continued From Page 31)

corridor of Bixby Knolls is experiencing a resurgence in interest from locals and visitors alike. Veteran businesses that have been there for years are reporting higher revenues and younger clientele, while new businesses are excited to become part of the scene.

Dining And Drinking

Corrie Matthews, the general manager at EJ's Pub, has worked out of the company's Bixby Knolls location for the last four years. The pub itself has been in the area for nearly two decades. "In 2001, there was not a lot out here," Matthews said. "We were lucky enough to be one of the first pubs to come into the area at the time. That was a rough year, though."



Liberation Brewing Company first opened its doors on May 3, 2018, but for co-owners Michael Clements, left, and Dan Regan, it was like coming home. As boys, Clements and Regan attended Hughes Middle School together. "Obviously, we had some history with the neighborhood," Clements told the Business Journal. (Photograph by the Business Journal's Brandon Richardson)

The eatery's prospects brightened considerably when First Fridays became a monthly event, she said, crediting the BKBIA for striving to maintain that level of excitement and renewal throughout the years. Lately, the big draw for the area has been the selection of breweries and craft beers, she noted. Excitement for the "Brewery Knolls" movement has translated to more foot traffic and higher sales for EJ's, Matthews said. "We all feed on each other. We're all able to draw from the same customer base."

Though EJ's does not brew its own beer, the pub keeps a selection of craft beers on tap and has dedicated itself to offering a varied menu. "People are exploring flavors a little bit more than they used to, so it's fun for the kitchen to try new stuff," Matthews said.

Stateside Crafts, an American independent craft beer shop and tasting room located just



We Are Your Dealer Alternative

ARE YOU AFRAID OF WHAT YOU WILL FIND UNDER YOUR HOOD?



Schedule your appointment today.

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



SERVING LONG BEACH SINCE 1954



- 22,000 SQUARE FEET
- LANDMARK VENUE
- SEATS 50 TO 300
- OUTDOOR POOL
- SUPPORTIVE STAFF
- CORPORATE & SOCIAL GATHERINGS
- COMPLIMENTARY PARKING
- AWARD WINNING CATERING
- RED ROOM RESTAURANT
- "LINDEN LOUNGE" CIRCLE BAR

(562) 427-7966

WWW.LBPETROLEUMCLUB.COM

CATERING@LBPETROLEUMCLUB.COM

3636 LINDEN AVENUE | LONG BEACH CA | 90807

* CONVENIENTLY LOCATED OFF THE 405 IN BIXBY KNOLLS

a minute's walk south, will celebrate its four-year anniversary next month. In addition to its wide selection of beer, the shop offers hand-made small batch foods, such as pickles and jerky from Proper's Pickles and Long Beach Jerky Company, both local to the city.

Patrick Homa, the store manager, said the burgeoning beer scene is helping to revitalize the neighborhood. "If you look at Torrance and you look at Long Beach and Orange County and you see how much beer is evolving . . . there's definitely a groundswell."

By providing a free "beer trolley" that drives folks from one brewery or bar to the next, the BKBIA has supported that scene in a safe and fun way, Homa added. "They use the trolley to cart people in between locations – SteelCraft and Willmore and Rasselbock – and then there's a dropoff right in front of my store [where] you're able to hit my place and Dutch's Brewhouse next door," Homa said. "Once they come in and see how great these places are . . . they really enjoy it."

SteelCraft is an outdoor urban eatery built from repurposed shipping containers. "We collaborate with BKBIA on many events," Kimberly Gros, founder of SteelCraft, told the Business Journal. "The neighborhood is all about supporting small businesses and you can really feel that in the community."

The taproom general manager for Smog City Brewing Company, Jason Briseno, echoed Gros's statement. "What's fun about 'Brewery Knolls' is that you have this really amazing central business district and local business owners that really care about their environment, their customers, their neighborhood, the culture," he said.

Smog City Brewing Company, which operates a taproom within SteelCraft, is currently gearing up to release "winter warmer" beers. "So, a lot of darker, roastier, bourbon-barrel aged beers that we're going to be releasing coming up this month and December," Briseno said.

At 4020 Atlantic Ave., Rasselbock Kitchen & Beer Garden has finished its Oktoberfest and is now in the midst of its "schnitzel month," owner Bjoern Risse said.

"We are showcasing eight special schnitzel variations during the month of November . . . from different regions of Germany," Risse said. In addition to traditional schnitzels are



Shelby Batalla is the design director for Renew Landscapes, a garden care and consulting firm in Bixby Knolls. "Our projects have increased in scale and volume, and we continue to grow every year," Batalla said. (Photograph by the Business Journal's Brandon Richardson)

some of Rasselbock's own creations, including a schnitzel with eggs and capers on top and one with pineapples and cheese, among others.

"We're having a beer and food pairing coming up at the end of November called 'Winter's Coming,'" Risse said. "We'll be focusing on winter style beers and we'll be pairing those with food items for tasting."

The new kid on the block, Liberation Brewing Company first opened its doors six months ago. Its three founders, Dan Regan, Michael Clements and brewer Eric McLaughlin, all grew up around the Long Beach area and were excited to set up shop in Bixby Knolls. "It was like coming home," Regan said.

(Please Continue To Next Page)



BOTTLE SHOP + TASTING ROOM



CRAFT BEER • CIDER • WINE • SMALL BATCH SNACKS • GIFTS
ON PREMISE TASTING • SHIPPING • LOCAL DELIVERY
PRIVATE BEER AND CIDER TASTING EVENTS - YOUR PLACE OR OURS

Open Wed-Sat Noon-9pm, Sun Noon-5pm
4242 Atlantic Ave, Bixby Knolls
#562.352.8988

EJ's pub
ESTD 2001

**PROUD BIXBY KNOLLS
BUSINESS SINCE 2001.**

We have the NHL, NFL and NBA
package so you can watch your
favorite team. New lunch and
breakfast specials. See you soon!

Open for lunch at 11:00 am.
Saturday and Sunday breakfast starts at 9:00am.

EJSPubBK.com

562-424-5000

4306 Atlantic Avenue, Long Beach, CA 90807

Focus On Bixby Knolls

(Continued From Page 33)

The former chief of staff for the seventh council district, Michael Clements said Bixby Knolls was the top neighborhood he considered for the brewery's location. "The BKBIA was a big draw," Clements said.

"We were looking at properties. We went to meetings with other business associations



Kris Allen is the vice president and senior branch manager at First Bank in Bixby Knolls. Allen sits on the board of the Bixby Knolls Business Improvement Association. "I also work with the city's economic development team just to see what's going on, see how we can help as a bank and just be that professional expert that can give feedback when needed," he said. (Photograph by the Business Journal's Brandon Richardson)

and community groups," Regan said. "But Blair [Cohn] specifically and his group . . . they weren't just going to support you, they're there to kick you in the pants and be like, 'Hey, you're doing this thing, it's going to be great.'"

Liberation is a five-barrel brewery, which is one-third of the size of most breweries, Regan said. "That affords us the ability to stay agile and have fun with it."

Regan added that he was surprised by how many of their patrons have turned out to be locals rather than visiting fans of craft brews. "People who are just walking the dog are coming in for a beer," Regan said. "And they'll be there the next day because they've got to walk the dog every day."

Professional Services

Professional service providers located in the business improvement district might not receive the direct exposure of a First Fridays or Small Business Saturday, but these events and the businesses they attract were overwhelmingly cited as reasons that office tenants have settled in the area.

"A good majority of our new customers are Gen X [and] Millennial individuals, families and business owners," Kris Allen, vice president and senior branch manager at First Bank in Bixby Knolls, told the Business Journal.

Allen, who has managed the bank for two and a half years and is a boardmember of the BKBIA, said that more than 90% of his clients are local residents or business owners.

"They seem to identify with First Bank being a small, community, family-owned bank that can relate to small business growth and [is] willing to go that extra mile to help with their success."

Renew Landscapes, a landscaping and organic maintenance service, opened in Bixby Knolls in 2016 and has experienced year-over-year growth. "We are excited to work within all of the unique neighborhoods of Long Beach and be a part of a growing and evolving business district here in Bixby Knolls," Design Director Shelby Batalla said.

Batalla said that her company "takes a holistic approach to landscape" that complements "both architectural style and environmentally conscious solutions."

Software firm Laserfiche relocated its firm from Torrance to Bixby Knolls in 2001. Its major clients include the City of Long Beach, Farmers & Merchants Bank, Long Beach City College and many more local organizations, as well as multiple national brands. "We are especially excited about some of the city's digital transformation initiatives and the important role that Laserfiche software plays in them," Chris Wacker, the company's chief executive officer, said.

Laserfiche is planning to develop land adjacent to its headquarters and expects to break ground in 2019. "We have been working closely with Urbana Development to ensure the area is prepared from an environmental standpoint, which includes eliminating old oil tank towers that have been a neighborhood eyesore, and properly abandoning oil wells that have [lain] dormant for decades," Wacker said. Urbana Development is a local commercial real estate development firm. The company is also working

with Long Beach design firm Studio One Eleven and general contractor Millie and Severson "to make sure the structure is a beautiful, harmonious addition to the area," he added.

Wacker said that being located in Bixby Knolls has been beneficial for the company's employees, who enjoy the dining and entertainment options nearby.

Russ Beauchamp, vice president of risk assessment and security firm Amergent Techs, also credited the BKBIA for creating a better work environment. "It's a different feeling than it was in the mid-2000s when there wasn't a lot of stuff here," he said.

Amergent Techs, a disabled veteran-owned business, established its headquarters in Bixby Knolls in 2006. Working both



Dennis Cook, president and CEO of C.S.I. Patrol Service, has a contract with the Bixby Knolls Business Improvement Association to patrol the neighborhood five days a week. Cook said four of his five patrolmen are local to Bixby Knolls, with the fifth living downtown. "It keeps it to that personal level," he said. (Photograph by the Business Journal's Brandon Richardson)



The Smart & Final Extra! that recently opened on Atlantic Avenue was the company's 200th nationwide. Pictured from left to right: Store Manager Jason Oliva, Assistant Manager Raquel Ramirez, Service Manager Celina Lopez and Assistant Manager Jose Fruto. (Photograph by the Business Journal's Brandon Richardson)



The Bixby Trading Post is located in a repurposed Greyhound bus station that has been transformed into an indoor market for natural goods and provisions. Within the Trading Post are several co-tailors, including Stephanie Terronez, left, who runs the Cowhugger Vegan Boutique. Kelli Johnson, right, designed the space and organizes its Thursday farmer's markets. (Photograph by the Business Journal's Brandon Richardson)

domestically and abroad, the firm writes security plans for companies in the shipping industry. "Being just up the road from the ports of L.A. and Long Beach, and then having Long Beach Airport so close . . . it is a convenient location," Beauchamp said.

Location has been a prime factor in the success of goFetch, a dog daycare and training service, but not the only one, according to co-owner Aaron Hovis. "We've got a mural on the side of the building, and we're a high-trafficked area at the corner of Wardlow and Atlantic, but I also think a lot of our business is [driven by] word of mouth," he said.

GoFetch has been in Bixby Knolls for six years now, and co-owner Katherine Galanty said the neighborhood is largely to thank for that. "In the beginning, the BIA was super helpful with us, with our getting the licenses and cleaning up the front and really getting us in touch with the correct people . . . to kind of get ourselves up off the ground," she said.

"They were very welcoming to us when we got here," Hovis agreed.

Their "one stop dog shop" has seen a lot of new clients in the past year, co-owner Carley Hovis said. "We have more phone calls that are, 'Hey, I'm moving to Long Beach' . . . usually from the L.A. area."

All three owners agreed that it's nice to see new families moving into the area, though a few locals who have moved on to other cities or counties still bring their dogs to goFetch. "They don't trust anyone else with their dogs," Aaron Hovis laughed.

C.S.I. Patrol Service's Cook said that being part of the community and offering help to local businesses has been an honor. "I love what we do," he said. "This is my life."

C.S.I. contracts with the BKBIA to patrol the neighborhood five days a week, day and night. Four of Cook's five Bixby Knolls patrolmen are locals, and the fifth lives downtown. And if a business needs help beyond C.S.I.'s contracted hours, Cook and his team make it a point to be on hand. "If I have a business owner here or somebody here in our community that says, 'Hey, I need help,' I'm not going to say no. That's not me," he said, adding that he always makes sure that he has someone available in the neighborhood ready to help out.



The owner of Furniture Consignment & More, Sandra Cason, just celebrated seven years at her Bixby Knolls location. This year, in addition to her quality furniture, Cason has holiday gifts such as jewelry, Waterford wine glasses, brass statues and Lladro figurines. (Photograph by the Business Journal's Brandon Richardson)

Retailers

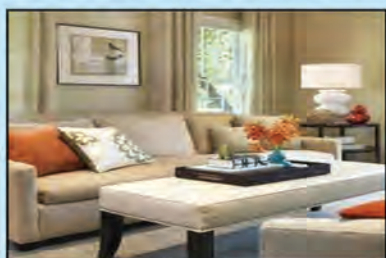
Sandra Cason, the owner of Furniture Consignment & More, just celebrated seven years at her 4129 Long Beach Blvd. location. She estimated that about 60% of her customers are Long Beach residents. "I love it here," she said. "When I first opened I prayed to meet a lot of nice people, and when it comes to that, my cup overfloweth."

Cason primarily sells used furniture in her 3,000-square-foot location, with an eye for pieces that are in "like new" condition. "This year is one of my strongest years," she said. "I'm going to attribute that to the quality of furniture I've been getting in."

The Better Half Boutique, a gift store located on Atlantic, also reported a strong year for sales. "Each year we've hired a new employee," Katie Barish, the store manager, said.

(Please Continue To Next Page)

LOOKING TO SELL OR BUY FURNITURE?



**Tired of Craigslist No-Shows and
Yard Sale Low-ballers?**
**Let Us Sell The Home Furnishings
You No Longer Need!**

**WE ARE ALSO A
GREAT PLACE TO SHOP.**

www.furnitureconsignmentandmore.com

• YOUR FULL SERVICE CONSIGNMENT STORE •

**FURNITURE
CONSIGNMENT
& MORE**

a consignment store for today's living

562.427.8690

4129 Long Beach Blvd., Long Beach

www.facebook.com

"Furniture Consignment"

BR 428948 0212

Bixby Knolls

DETAIL CENTER & CAR WASH

**Original Owners
since 1977**



**Sheldon & Shell
Grossman**

**OPEN
7 DAYS A WEEK**

**\$5 OFF
COMBO B**

Must present this ad.
Not valid with any other offer.
Expires 01/31/2019



577 E. Wardlow Rd.
1 block north of 405 Freeway
Long Beach (562) 595-6666
www.bixbyknollscarwash.com

Focus On Bixby Knolls



The former Nino's Italian Restaurant, located on the corner of Atlantic Avenue and East Roosevelt Road, is being rebuilt by TB Realty. Construction is slated to be completed by the end of this month with spaces for four new tenants. One tenant, Medcompounders Pharmacy, is already confirmed. (Photograph by the Business Journal's Brandon Richardson)

(Continued From Page 35)

Barish said that she likes to call Better Half “a good time boutique,” specializing in home décor, onsite engravings, and wedding and baby gifts. She credited the BKBIA and Blair Cohn for encouraging businesses to communicate and support each other. “We feel like they do everything they can to help your business succeed here,” she said. “They really have your back and put so much money and effort into extra programs in the area.”

Karen Quimby Lobo, owner and president of Twig & Willow, said that she's noticed a lot of new faces and young families moving into the area. “Which is what we kind of predicted,” she said, referencing the decision to open the Bixby Knolls location in 2015. “We saw how the market was changing and how the neighborhood was turning over.”

Quimby Lobo classified the style of her clothing shop as “California casual” or “slightly bohemian.” She estimated that the bulk of her clothes, gifts and accessories are designed by Long Beach residents, with the next highest percentage coming from the greater Los Angeles area. “We do carry lots of local designers,” she said, “not only in jewelry but in things like ceramics and art.”

Lobo has been in business in Long Beach for nine years. Her first Twig & Willow shop is located on 4th Street, while the Atlantic store just celebrated its third anniversary. “I read a report every day coming from that [Bixby Knolls] store, and I'll see that there are lots and lots of new people,” she said. “We're seeing new faces every single day up there.”

Down at 3803 Atlantic Ave., a former Greyhound bus station has been transformed into an indoor farmer's market. The Bixby Trading Post accommodates several retailers that sell natural foods, small batch goods and other provisions. The space also hosts craft and cooking classes. “This space is amazing,” Christy Pardini, a co-retailer, told the Business Journal. “It's got high ceilings, it's got those big metal fire doors everywhere. We love it.”

Inside the Trading Post, Pardini sells ceramics and bath and body items from her company, River's End. Included among her fellow co-retailers are Sister LB, a clothing shop, and Moon Mountain Coffee, whose owners live in Long Beach and run a coffee plantation in Costa Rica. “They go multiple times a year to harvest,” Pardini said. “They bring it back here, roast it here, package it here and sell it.”

Heading forward, Pardini said she hopes to open up the Trading Post's kitchen to provide meals.

At the northernmost tip of the business improvement district is the Bixby Knolls Shopping Center, which just saw the grand opening of a new Smart & Final Extra! The neighborhood warehouse grocery store is the company's 200th location.

“We have deep roots in the community of Long Beach, where we opened our very first Smart & Final location, so it's fitting that we celebrate our 200th Extra! store here,” Store Manager Jason Oliva said in a press release. “We look forward to welcoming our friends and neighbors and showing them that they'll find much more than a traditional grocery store.”

With booming businesses and an ever-growing selection of good food and craft drinks, Bixby Knolls is breaking free of its “sleepy” reputation.

“It's funny,” Clements said. “Long Beach is big as a whole, but [Bixby Knolls] is definitely its own defined community.”

“What we have been really grateful for is the loyalty and the support from the people that are patronizing us and the other local retailers,” Quimby Lobo said. “We're really grateful because those people are passionate about their support for us.” ■

Residential Real Estate, Office And Retail Space In High Demand In Bixby Knolls

■ By **PIERCE NAHIGYAN**
STAFF WRITER

The neighborhood now known as Bixby Knolls was once a lima bean farm, according to the Bixby Knolls Business Improvement Association. Development began in the late 1910s after the land was parceled out by the affluent Bixby family.

Today, the 3.4-square-mile area boasts a lively commercial corridor and highly desirable real estate, according to local realtors who spoke with the Business Journal.

“It's an extremely established neighborhood,” Tom Borcich, founder of Bixby Knolls Mortgage, said. “Very family oriented, very neighborly people.”

Residential: Single-Family Homes

Andrea Testa, a local realtor for Keller Williams Realty Pacific Estates, said the Bixby Knolls area is currently in high demand for those looking to buy single-family homes. Families want to live there because schools are ranked high and above average, she said, while the local business association is “keeping dollars in Long Beach” by bringing in new and interesting retailers. “It's got lots of wonderful shops, eateries, breweries, personal services . . . and is all walkable from just about any area of 90807,” Testa said.

The median price of single-family homes in Bixby's 90807 zip code is \$653,000, Testa said, which is up from \$614,000 in October of last year. The local market update, as reported by the Pacific West Association of Realtors, states that there are 2.6 months of inventory available. Testa noted that homes are staying on the market a bit longer than last year, at 33 days compared to 25 in October 2017.

The Bixby Knolls area offers more homes “in the middle of the road pricing,” she added. “When I got started five years ago, entry level was just under \$500,000. Now entry level is more like under \$580,000 to \$620,000.”

“Some sellers have gotten a little bit aggressive on their pricing,” Borcich said. “[During] the last five to six years . . . you could put a sign in the front lawn and sell the property in five to 10 days.” As prices and interest rates have gone up, Borcich thinks the area has reached “a little bit of a plateau.”

While interest rates are low compared to when she bought her house in 2003 at a rate of 6%, Testa noted that a quarter to a half percent change “can make enough of a difference in a mortgage payment for some buyers to think twice.” Overall, however, she terms the current market as “great.”

Multi-Family Homes

The high price of single-family homes and the potential for higher interest rates has led Steve Bogoyevac, senior managing director investments for Marcus & Millichap, to predict that more people would choose to rent in Bixby Knolls moving forward. “It's a great multi-family market for investors,” Bogoyevac said. “It's a great place to live for tenants.”

Robert Stepp, president and founder of multi-family brokerage firm Stepp Commercial, said that the area's appeal is growing with younger renters. “Bixby Knolls has definitely seen a younger, more affluent demographic come into the area,” he said.

“This is drawn by a strong arts and culture scene and [the] expansion of the Atlantic Corridor with the addition of more ‘urban chic’ amenities in the area over the past few years, such as Rasselbock Kitchen & Beer Garden and SteelCraft.”

Stepp noted that Bixby Knolls is still predominantly populated by homeowners, at a ratio of roughly 75% homeowners to 25% renters. Rental costs are rising in the area, he added, at a rate of about 3% over the past four quarters.

“Rental rates are expected to increase slightly by 0.7% by year-end 2018,” he said. The average cost of a one bedroom is now \$1,534 per month, he noted. He placed the vacancy rate at about 4.7%.

Office And Retail

Changing demographics in Bixby Knolls are driving demand for retail and office space, Sean Liepmann, senior associate at the Long Beach office of Lee & Associates, told the Business Journal. “It’s attracting a lot more younger families in this area, and that’s had an effect on the commercial [side].”

Retail vacancies are trending around 3%, he said. “There’s low turnover and low vacancy.”

Sheva Hosseinzadeh, associate vice president with Coldwell Banker Commercial BLAIR WESTMAC, said that smaller retail spaces are in greater demand than larger ones. “If you have a 1,000 or maybe 1,500-square-foot space, I definitely do see activity there,” she said. Hosseinzadeh added that this is true throughout Long Beach, not just in Bixby Knolls.

“A lot of these older buildings have larger space, and many of the owners are not willing to or don’t have the funds to invest into their property,” she said. “Overall, in the retail industry, operators are downsizing to cut costs.” By outsourcing their services or operating online, retailers are cutting back on employees and “just not in need of large space,” she said.

Hosseinzadeh contrasted that to office space in Bixby Knolls, which is in much higher demand. “I’ve done recently three leases in the office market in Bixby Knolls,” she said. “A lot of the buildings there in [comparison] to the downtown area have parking, easy accessibility to the freeway, a lot of amenities and restaurants and . . . things that are within walking distance for their staff to go and grab a nice lunch.”

On the southwest corner of Atlantic Avenue and East Roosevelt Road, the spot for-

“It’s got lots of wonderful shops, eateries, breweries, personal services . . . and is all walkable from just about any area of 90807.”

Andrea Testa, Realtor

merly occupied by Nino’s Italian Restaurant is being rebuilt by TB Realty. Construction is slated to be completed by the end of this month, co-owner Ramin Tabibzadeh said, with spaces for four new tenants. One tenant, Medcompounders Pharmacy, is already confirmed. A variety of tenants are looking at the remaining spaces at the Atlantic and Roosevelt location, he said, which include a stand-alone 2,100-square-foot unit and a 4,900-square-foot space that can be subdivided into two.

The pharmacy was drawn to the location for its large size and accessibility to parking and busy streets, Tabibzadeh said.

Parking is a big factor for office operators, Hosseinzadeh commented. Many office spaces in Bixby Knolls have their own parking or freely available street parking. In downtown, that’s much less common, and operators must resort to off-site parking or paid parking. “When you’re looking at having 30 employees and having to pay \$50 minimum per slot per employee, it just gets expensive,” she said.

Bixby’s neighborhood amenities and small mom and pop retailers are what get investors excited, Liepmann said.

Liepmann has worked with Blair Cohn, the executive director for the Bixby Knolls Business Improvement Association (BKBIA), to find new businesses and shops to enliven the neighborhood. The corridor now has a selection of breweries and eateries that are generating buzz.

“The area sells itself,” Liepmann said. “People are familiar with the area and what’s happening. . . . And are more interested in investing in this area or starting businesses.”

“Wardlow corridor has been experiencing a renaissance as well,” Lee & Associates Principal Noel Aguirre noted.

“Blair Cohn has been a major advocate and champion of the neighborhood, and he’s been great,” Aguirre said. “We utilize his services as a resource for clients that are going to be coming in to the area . . . to get a sense of what Bixby Knolls offers that other neighborhoods don’t offer.”

Borcich also complimented the BKBIA, as led by Cohn, for revitalizing the neighborhood. “He’s unreal,” Borcich said of Cohn. “He’s got the community involved up here, brought in some very good commercial tenants.” ■

More on Bixby Knolls —————>

BEST PLACES TO WORK
2017 for LGBT Equality
100% COMPANES EQUALITY MEDIA

Celebrate Diversity
Serving All.

Norm Cauntay, AAMS®, ADPA®, CRPS®
Financial Advisor
3916 Atlantic Ave
Long Beach, CA 90807
562-988-8542

www.edwardjones.com
Member SIPC

Edward Jones
MAKING SENSE OF INVESTING



DISCOVER BIXBY KNOLLS
BIXBYKNOLLSINFO.COM



Buying or selling a house is a time of growth and change.
I'm dedicated to serving you.

ANDREA TESTA REALTOR
Rooted in Service
LIC#01936362

562-833-9642
ATHomes77@gmail.com
AndreaTestaHomes.com
2883 E. Spring St. Ste 100
Long Beach, CA 90806

KW PACIFIC ESTATES
KELLERWILLIAMS REALTY

Support Local Small Businesses



The Merchant

One day, Mike and Andrea Gillespie stumbled upon a small property with a “for lease” sign on it while walking their dogs near their home. It seemed like the ideal place for the small country-style general store they had been planning to open, according to Mike Gillespie. Soon after, they opened The Merchant at that very location in Bixby Knolls. That was May of 2017. One side of the The Merchant is a cafe and bakery, while the other is a small shop with housewares and more. “No one else is baking on the scale we are,” he said of the cafe’s variety. As first-time owners of a business, Mike said they made some mistakes along the way while learning how to operate their new store. Now, he is happy to be running a neighborhood shop. “We love being a part of everybody’s daily routines – it’s a lot of fun,” he said. Mike manages the day-to-day operations of the business, while Andrea creates all the baked goods in the cafe. Mike, a Long Beach native, has a background in maritime and formerly worked for the Port of Long Beach, while Andrea has a background in the culinary arts. “We’re just focused on being our neighborhood coffee shop and that’s it – we’re not really looking to expand or blow up,” Mike said. “We’re not here for the big bucks; we’re here to serve our community.” The Merchant is located at 4121 Long Beach Blvd. For more information, call 562/317-5155 or visit themerchantlb.com.

MKT Chiropractic

As a basketball player in high school, Dr. Morgan Turner had multiple sport injuries that were cured through chiropractic medicine. “I just thought chiropractic was amazing,” Turner said. “I would walk in with crutches and I would walk out without crutches.” She now owns her own practice, MKT Chiropractic, which opened early this year. Turner, whose patients are often from out of town, said she had her patients in mind when choosing the location of her practice. Bixby Knolls has both the welcoming feel of a small town as well as the close proximity to the airport and other cities. To her knowledge, Turner is the only chiropractor in the South Bay and Orange County areas that practices a specialized form of chiropractic medicine called Directional Non-Force Technique (DNFT), in which she performs adjustments by using her thumb. DNFT can be used on anyone from babies to elders because it does not involve the same cracking technique that most chiropractors employ. Turner sometimes finds it difficult to describe and market her niche business, which focuses on this unique technique and holistic healing. Physical pain is sometimes linked to emotional stress, which is another health concern Turner evaluates for her patients. Her goal is to introduce the community in Long Beach, where she grew up, to what she does and to make a positive impact through her work. MKT Chiropractic is located at 3950 Long Beach Blvd., Suite 104. For more information, call 562/452-3969 or visit mktchiro.com.



Sister LB

Katie Hectus, owner of clothing store Sister LB, knew she wanted to open her own business after her experience as a buyer for numerous major retail corporations. Her store features new and vintage clothing. Bixby Knolls was especially significant for Hectus, a Long Beach native, because her great-grandfather owned a tuxedo shop on the same block as her store. “One of the things that I say about this town is that there are so many really great boutiques to go to and a lot of great places to shop,” Hectus said. “I am really honored to be a part of that group of women.” The name “Sister” was inspired by her sister and the sisterhood created by mentoring younger women entering the fashion industry. Hectus hires interns from the fashion programs at Orange Coast College and Long Beach City College to give the students real industry experience. She noted that it is important to have a unique store, pointing to the popularity of online shopping and how the focus in retail has shifted toward getting the best deal instead of shopping for pleasure. “I want to be the place where you can come in and we will be pouring mimosas, we are going to have a good conversation and you are going to try on a million things,” she said. “I sort of envision it as like a candy store for women – without all the calories.” Sister LB is located at 3803 Atlantic Ave. For more information, call 562/225-4992 or visit sisterlb.com.

Small Business Dollars & Sense

Improve Customer Reach: Three Tips On Enhancing Your Small Business Digital Initiatives



By NATASHA MATA

With new growth opportunities in an evolving digital world, it continues to be beneficial and essential for small businesses to ensure their leading sales and marketing methods match the preferences of consumers. For instance, 38% of all retail purchases by today’s consumers are conducted online, but Visa’s Digital Transformation of SMBs: The Future of Commerce report, based on Maru/Matchbox 2018 consumer and small business surveys, found that although 46% of small businesses sell their products and services online, only about 15% of their sales actually come from digital channels. If that disconnect sounds familiar, it may be time to examine opportunities to improve your company’s digital marketing, digital payment acceptance (which can account for anything from credit and debit cards to mobile wallet), and loyalty program strategies. But don’t wait too long – this area of expertise will only become more important, as 61% of consumers anticipate spending more online within the next five years, according to the report. Below are three business opportunities to help you hone your digital strategy and improve customer relationships.

- 1. Sharpened marketing efforts** – To better promote your goods and services, consider optimizing your digital tools to complement proven marketing approaches, including: targeted email marketing; results-driven social media campaigns, which emphasize consumer engagement via shares and measurement of results; and a robust

strategy for reviewing your site, including regular requests for customer feedback via pop-up surveys and timely follow-ups to reviews – both good and bad.

- 2. Lower-cost payment processing** – Cash flow is the lifeblood of your business, but manually handling, processing, and dealing with cash, checks, and money orders can be costly and time-consuming. Per the report, Visa estimates that the average SMB cost of processing digital payments, accounting for both direct expenses and labor costs, was 57% less than non-digital payments.
- 3. Mutually rewarding loyalty programs** – Loyalty programs have been found to strengthen bonds with existing customers and positively impact visit and sales figures: According to the report, 78% of consumers are more likely to choose a business that offers a loyalty program, and 80% of businesses say they positively impact purchase size and the number of return customers. But despite these benefits, loyalty programs remain rare among small business.

While they do require some maintenance, their advantages can make the effort worthwhile. Consider the following tips to help boost such a program’s impact:

- **Keep it simple:** Put few limitations on program-eligible purchases and make the path to rewards short and clearly defined – especially for the first reward.
- **Make it valuable:** A free item or discount reward should be worth working toward.
- **Spread the word:** If you create a loyalty program and forget it, your customers will do the same. To keep the program strong, commit to promoting the benefits and encourage program members to do the same.
- **Go digital:** Ninety percent of consumers in the report prefer managing their rewards digitally and leaving punch cards in the past.

As the digital marketplace increasingly becomes the norm, it’s worth taking into account the potential benefits of online enhancements such as digital marketing, digital payments, and loyalty programs, and finding tangible steps for implementing these strategies.

(Natasha Mata, a 23-year veteran of Wells Fargo, is region bank president of the greater Central Los Angeles Area, which includes Long Beach and some North Orange County cities.)

WHEN IT MATTERS MOST

Why settle for less?



Southern California's Security & Patrol Services Leader

- 24-hour dispatch service
- Immediate response to your calls
 - Roaming supervisors
 - High visibility patrols
- Foot patrols of your property
 - Bicycle patrol

We Secure and Patrol:

- Residential Property • Commercial & Retail Property • Warehouses
- Medical Buildings • Industrial Property • Business Districts
- Construction Sites • Parking Lots • Storage Facilities • Public Facilities



C.S.I. PATROL SERVICE
STATE LICENSE NO. PPO 14133

C.S.I. PATROL SERVICE, INC
3605 LONG BEACH BLVD., STE. 205
LONG BEACH, CA 90807

www.CSIPatrol.com
EMAIL: INFO@CSIPATROL.COM
(562) 981-8988



C.S.I. PATROL SERVICE
STATE LICENSE NO. PPO 14133

Our Target is Zero

Thanks to cleaner trucks and ships, cutting-edge technology, and the hard work of our staff, tenants and customers, the Port of Long Beach has reduced diesel emissions by 88%, with substantial decreases in other pollutants. Zero emissions is our goal as we build the Green Port of the Future.



www.POLB.com

