

# Long Beach Business Journal

March 12-25, 2019

Long Beach Area's Newsmagazine

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## Building A Better Long Beach





# DREAM







(Photograph by the Business Journal's Brandon Richardson)

Dear Friends:

Welcome to the Long Beach Business Journal's fifth annual Building a Better Long Beach edition. I am excited to report our city is booming and continuing to grow.

We recently embarked on a major modernization program at the Long Beach Airport to improve the experience for our airport guests. Specific enhancements include a new ticketing lobby, an expanded baggage claim area, new and improved rental car facilities, other ground transportation upgrades, and way-finding improvements. These changes will ensure Long Beach Airport continues to be one of the best in the U.S.

Our downtown is also seeing major changes and it continues to strengthen with billions of private investments in new residential, commercial and civic developments. Many of the projects will be completed in 2019 including more than 1,000 new homes and the new Civic Center with a new City Hall, Main Library and Port Headquarters.

2019 will be a great year for more development across Long Beach with major projects like 2nd and PCH set to open and Douglas Park expanding their campus.

I'm proud to be the Mayor of such an innovative and growing city, and I am thankful to have such great partners like the Long Beach Business Journal and its readers for their continuous support in building a better Long Beach.

Dr. Robert Garcia  
Mayor, City of Long Beach



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## About The Cover

The Gerald Desmond Bridge Replacement Project is expected to be completed by late 2019.

The Bridge At A Glance:

- Two 515-foot high towers
- 205-foot clearance over the water
- 8,800 feet long
- 350 foundation piles
- 90 columns
- 80 steel cables, the longest measuring 573 feet
- 3 lanes of traffic in either direction
- The Mark Bixby Memorial Bicycle and Pedestrian Path

See story Page 18

(Cover and this photograph provided by the Port of Long Beach)



# Measure A Dollars Help Close \$500 Million Gap In Infrastructure Funding

■ By STAFF WRITER ALENA MASCHKE



Long Beach Public Works Director Craig Beck is at the Houghton Park Community Center in North Long Beach, where Measure A funds are being used to upgrade the facility. (Photograph by the Business Journal's Brandon Richardson)

*"There's a ton of activity going on, and we are just delivering project after project. Really pleased to see that work happening across Long Beach."*

— Craig Beck

**W**ith temporary one-way streets, blocked-off lanes and plenty of workers in orange vests, Long Beach Public Works Director Craig Beck knows that Downtown Long Beach has been a lot to handle over the past year. "If you've driven into the downtown lately, I apologize," Beck said, half-jokingly. There is a light at the end of the tunnel, however. The city just finished repaving the corner of Broadway and 3rd Street, and the new pavement is currently being painted with traffic markers.

"We've really been doing a lot to deliver our street projects," Beck said about the city's efforts to improve public infrastructure using Measure A dollars. The measure, which was approved by voters on June 7, 2016, enacted an additional sales tax of 1% for seven years, after which the tax will taper off at 0.5% and then fully sunset after 10 years. Measure A was created to provide funding for both infrastructure and public safety projects.

Steve Neal is former member of the Long Beach City Council and current chair of the Citizens Advisory Transactions and Use Tax Citizens Advisory Committee, which was set up to keep checks on the city's spending of Measure A funds. Neal said he's satisfied with the way the city has spent the extra tax dollars so far.

"In my estimation, Measure A is doing exactly what it was designed to do," Neal, who campaigned in support of the measure in 2016, told the Business Journal. "It's working particularly well in the infrastructure of the streets; I think that's one of the things that residents across the city could see," he added. "It's one of the smartest things the city has done in a long time."

Beck said the investment was overdue. "For a long time, we were looking at all of our needs, how much deferred maintenance and need we had for streets and for sidewalks and for facilities, and just no money provided through the budget process, year after year," Beck explained. "With the voter support of Measure A, that was great momentum." The investment is paying off, he added. "There's a ton of activity going on, and we are just delivering project after project. Really pleased to see that work happening across Long Beach."

In 2019, the city plans to spend a total of \$56.9 million in Measure A revenue. More than half of these funds, \$32.1 million,

have been budgeted for public safety projects, such as creating additional police and fire academies, maintaining police staffing levels and adding two quality of life officers to the police force. Of the remaining funds, \$24 million is allocated for capital improvement projects, and \$800,000 placed in a rainy-day fund.

In the first two years, the city collected \$100.5 million in Measure A funds: \$38.9 million in Fiscal Year 2017 and \$61.5 million in Fiscal Year 2018. Projects included street improvements and upgrades to public facilities, such as libraries and fire stations. Beck said he's especially excited about the completion of several playground renovations across Long Beach.

"You're going into a park that has a dated playground and delivering this wonderful, new, themed playground experience, and then the kids [are] just loving it," Beck said. In 2019, his department is investing another \$5.4 million into city parks, including the rehabilitation of the duck pond in El Dorado Park, irrigation upgrades and the acquisition of new park land.

As for city streets, Beck said the additional tax funds are filling a long-term deficit in infrastructure investment. "For a long time, streets were not made a funding priority, and that's one of the reasons they've slipped into some of the conditions that exist in our community," he explained. "At the end of the day, your streets are only as good as you maintain them."

Still, things are looking up, and overall, projects are on schedule, Beck said. "We've been very successful at getting all of the local streets, the neighborhood streets, done. But we've fallen a little bit behind on arterial streets," he noted. In the next three years, the city is planning to invest \$92 million into the repair and maintenance of arterial streets, such as Anaheim Street, Carson Street and Long Beach Boulevard. A majority of that money will come from revenues collected at the state and county level, such as Proposition C and Senate Bill 1 funds, but a total of \$17.7 million come in the form of existing and expected Measure A revenues.

"There's a backlog of over \$500 million in need, and at the time Measure A was passed, it was closer to \$600 million," Beck said. "When you start thinking about that need, that's one of the reasons why a big chunk of money was allocated towards street projects." ■

## FY 2019 Measure A Funds

- Public Safety — \$32.1 million
- Mobility — \$8.5 million
- Public Facilities — \$8.2 million
- Parks — \$5.39 million
- Stormwater / Environmental Compliance — \$1.9 million

Source: City of Long Beach





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Linda Tatum is Long Beach's director of the development services department, that includes planning and building. Behind her from left are the Ocean Center Building, which will be converted to a boutique hotel; the Oceanaire apartments to be completed this year, and the Ocean View Tower, a former office building being converted to residential. (Photograph by the Business Journal's Brandon Richardson)

## Long Beach Experiencing Development On A Scale Not Seen In Over A Decade

■ By SENIOR WRITER BRANDON RICHARDSON

*"It's one thing to say, 'Gee, I support development and I'm business friendly and I want it,' but it's a whole other thing to invest in creating and adopting plans that facilitate and make development happen."*

— Linda Tatum

With thousands of residential units and millions of square feet of commercial real estate under construction or in the pipeline, Long Beach is experiencing a level of development not seen in over a decade, according to city staff.

"There is a really broad range of development throughout the city, but a lot of it is focused in the downtown," Linda Tatum, director of Long Beach Development Services, explained. "We have a very business-friendly mayor and city council that realize the benefit of new development and what it brings to the city and their long-term vision. They're trying to . . . move Long Beach out of the shadows of being a second thought to the City of Los Angeles in terms of the quality of development and the quality of life in this community."

In 2019 alone, weather permitting, 1,421 residential units are expected to come to market, according to city staff (see development list following this story). An additional 5,233 residential units are under construction, approved or proposed throughout the city. Housing types range from extremely low income to luxury, including senior and veteran housing, artist lofts, apartments, condominiums, townhomes and single-family homes.

Citywide, 1,269 hotel rooms are proposed, 1,104 of which are in the downtown core. With retail and event space, the hotel projects contribute to the more than two million square feet of industrial, retail and office space under construction, approved or proposed throughout the city. In fact, almost every area of the city is experiencing investment by developers, as is evident by the development list.

These figures do not factor in two major developments that remain in preliminary planning stages: the civic center mid-block project on the site of the current city hall and Urban

Common's Queen Mary Island. Between these two projects, there have been talks of hundreds of additional hotel rooms and residential units, as well as hundreds of thousands of square feet of retail and event space.

The city's creation of development plans, such as the Downtown, Midtown and Southeast Area Specific plans, have paved the way for today's high level of development, Tatum explained. "It's one thing to say, 'Gee, I support development and I'm business friendly and I want it,' but it's a whole other thing to invest in creating and adopting plans that facilitate and make development happen," she said. "And that's one of the key components of why we are seeing the kind of development we are."

Long Beach's continued economic expansion is fueled by an "ecosystem" of businesses, investors and residents who are attracted to the atmosphere of an urban, waterfront metropolis, according to Stepp Commercial President Robert Stepp, who has closed numerous multi-million dollar transactions of multifamily properties in Long Beach. Being centrally located between Los Angeles and Orange counties, the city appeals to residents working in either market. In recent years, due to its relative affordability and its unique position as the only urban center located on the waterfront between San Diego and San Francisco, more investors have taken notice of Long Beach, Stepp explained.

"The city's business-friendly efforts have been successful in attracting and retaining world-class corporations, and we've seen an influx of a professional, highly skilled workforce that is now drawn to high-quality employment opportunities in Long Beach itself," Stepp said. "This new demographic is seeking areas of Long Beach that offer walkability and bikeability to the new, hip restaurants, coffee houses, wine bars, craft cocktail bars, art galleries and eclectic boutiques that are emerging not just in Downtown Long Beach, but across the city." ■





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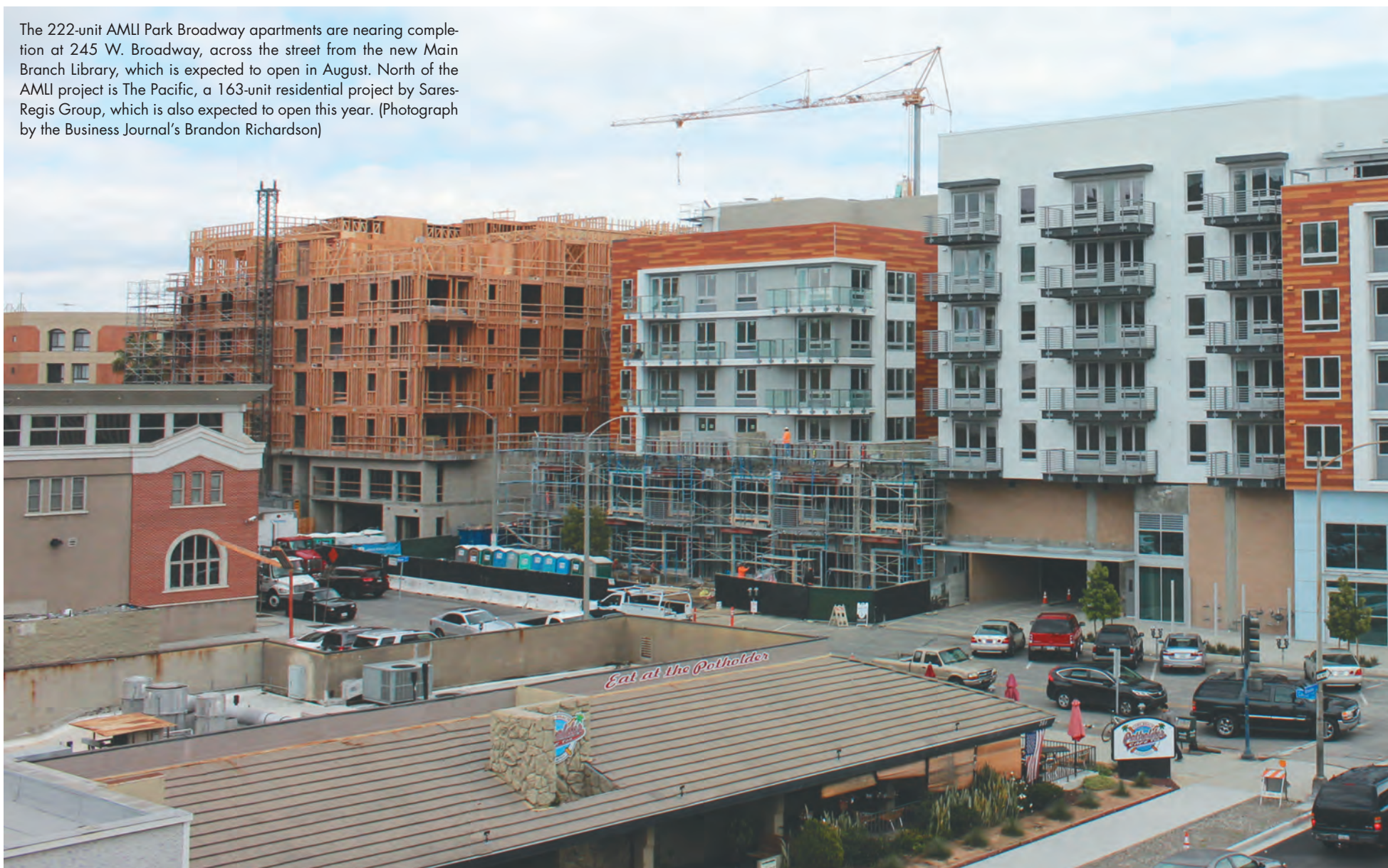


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# Building A Better Long Beach

The 222-unit AMLI Park Broadway apartments are nearing completion at 245 W. Broadway, across the street from the new Main Branch Library, which is expected to open in August. North of the AMLI project is The Pacific, a 163-unit residential project by Sares-Regis Group, which is also expected to open this year. (Photograph by the Business Journal's Brandon Richardson)



# Long Beach Development Projects Recently Completed

## Downtown

### COMPLETED

#### Regency Palms Long Beach Assisted Living & Memory Care – Meridian Senior Living

Address: 117 E. 8th St.  
Developer: Global Premier Regency Palms LLC  
Building height: Eight stories  
Units: 49 semi-private suites, 105 beds  
Commercial space: 872 square feet  
Parking: 46  
Amenities: Two levels of medical offices, and kitchen, living room and dining room on each floor  
Start/Completion: 2016/Late 2018

### UNDER CONSTRUCTION/APPROVED

#### AMLI Park Broadway:

Address: 245 W. Broadway  
Developer: AMLI Residential  
Building height: Seven stories  
Units: 222  
Commercial space: 6,007 square-feet  
Parking: 320  
Amenities: Amenity-rich building featuring the pool and pool deck areas, a podium-level clubhouse, and ground floor fitness center and multi-purpose room areas.  
Start/Completion: 2016/Expected 2019

#### Aquarium of the Pacific

Address: 100 Aquarium Way  
The \$53 million Pacific Visions wing is 29,000 square feet and will feature live animal exhibits, art gallery space and a state-of-the-art, 300-seat immersive theater when it opens to the public in May. The expansion is the first since the Aquarium opened in 1998.

#### Aster:

Address: 125 Long Beach Blvd.  
Developer: Raintree-Evergreen LLC  
Building height: Eight stories  
Units: 218 – A mix of studios, one-, two-, and three-bedroom apartments, and townhouses  
Commercial space: 7,292 square feet  
Parking: 312, 44 bicycle  
Amenities: 11,600-square-foot, open-to-the-sky courtyard outfitted with a swimming pool, spa, barbecue area, and lounge seating amenities on the third floor. A bicycle kitchen and a coworking space on the building's ground floor Long Beach Boulevard frontage. A 749-square-foot rooftop lounge on the eighth floor  
Start/Completion: TBA/TBA

#### Beach Concession Stands

New concession stands are to be constructed at Alamitos, Junipero and Granada beaches utilizing Tideland funds. The Alamitos project is slated to begin in April and includes indoor and outdoor seating.

#### The Breakers Building:

Address: 210 E. Ocean Blvd.  
Developer: Pacific 6  
Building Height: 14 stories  
Units: 185 hotel rooms  
Commercial Space: 13,300 square feet  
Parking: TBA  
Amenities: ground floor dining and wine bar, penthouse dining, rooftop bar, spa and fitness spaces, and meeting rooms  
Start/Completion: TBA/TBA

#### 442 Residences:

Address: 442 W. Ocean Blvd.  
Developer: Ensemble Real Estate  
Building height: Four stories  
Units: 94  
Parking: 152  
Amenities: 1,633-square-foot rooftop deck with

outdoor kitchen, fitness center, new plaza-level pedestrian paseo and dog park  
Start/Completion: 2017/2019

#### Huxton:

Address: 227 Elm Ave.  
Developer: City Ventures  
Building height: Three stories  
Units: 40 townhomes  
Commercial space: N/A  
Parking: 40 one-car garages, 10 guest parking.  
Amenities: Solar powered, all-electric townhomes. A community room building, outdoor courtyards, and an integrated pedestrian paseo that will activate the streetscape and promote connectivity in the Downtown. On-site bike storage and a bike repair room for residents.  
Start/Completion: May 2017/2019

#### Inkwell:

Addresses: 127-135 E. Broadway  
Developer: Raintree- Evergreen LLC  
Building height: Eight stories  
Units: 189 apartments  
Commercial space: 10,000 square feet  
Parking: 268 car stalls, 40 bicycle  
Amenities: proposed amenities include a fitness room, club room, roof decks, and a swimming pool  
Start/Completion: TBA/TBA

#### Locust Long Beach Apartments:

Address: 1112-1130 Locust Ave.  
Developer: Locust Equities, LLC  
Building height: Seven stories  
Units: 97  
Parking: 122 stalls, 20 bicycle  
Amenities: Proposed bicycle kitchen, approximately 2,000 square feet of fitness center recreational space, 2,588 square-foot courtyard, and 2,500 square-feet of open space. The Project will contain a courtyard area on the third floor with a pool, spa, outdoor seating, and landscaping measuring 3,710 square feet. The Project in-

cludes on the third floor a recreation room and gym measuring 1,850 square feet.

Start/Completion: TBA/TBA

#### Long Beach Civic Center:

Address: 411-415 W. Ocean Blvd.  
Developer: PECP  
Building height: 11-story City Hall, 11-story Port Building and 2-story Main Branch Library.  
Start/Completion: 2016/2019

#### Magnolia and Broadway:

Address: 500 W. Broadway  
Developer: Ensemble Real Estate  
Building height: Seven stories  
Units: 142 apartments  
Commercial space: 4,110 square feet  
Parking: 191, 21 EV stalls, 94 bicycle  
Amenities: ground floor retail/restaurant space, ground floor bike kitchen  
Start/Completion: TBA/TBA

#### Mixed-Use Project:

Addresses: 1101-1157 Long Beach Blvd.  
Developer: Rockefellers Partners  
Building height: Eight stories  
Units: 120 apartments  
Commercial space: 6,000 square-feet  
Parking: 150 stalls, 45 bicycle  
Amenities: Pool deck  
Start/Completion: TBA/TBA

#### Oceanaire:

Address: 150 W. Ocean Blvd.  
Developer: Lennar Multifamily Communities  
Building height: Seven stories  
Units: 216 apartments  
Commercial space: 1500 square feet  
Parking: 406  
Amenities: Additional project components include improvement of the Victory Park stretch along Ocean Blvd., and the development of a new City park at the Seaside Way grade.  
Start/Completion: December 2016/2019





# Underway Or Planned

## Ocean View Tower:

Address: 200 W. Ocean Blvd.  
Developer: MEIAO Investment  
Building height: 12 stories  
Units: 106  
Parking: 150  
Amenities: Pool & Spa, Community/Pool Room, Fire Pit, Fitness Room, Outdoor Dining/Dog Run  
Start/Completion: 2017/TBA

## Pacific-Pine:

Addresses: 635 Pine Ave./636 Pacific Ave.  
Developer: Holland Partner Group  
Building height: Two eight-story buildings  
Units: 271, 11 affordable units  
Commercial space (sq. ft.): 1,305 square-feet  
Parking: 341 stalls, 56 bicycle  
Amenities: Pine Avenue building features active ground floor uses (one retail space, one main resident lobby, and one amenity room); Pacific Avenue building features a main resident lobby and ground floor residential uses along its two street frontages (Pacific Avenue and W. 7th Street).  
Start/Completion: 2018/Expected Mid 2020-21

## Port of Long Beach

### Gerald Desmond Bridge Replacement

The replacement for the existing Gerald Desmond Bridge is expected to be complete by December 2019 at the earliest and by the first quarter of 2020 at the latest. The 205-foot high, cable-stayed deck is the highest of its kind in the United States. The bridge's 515-foot tall towers are the tallest structures in the City of Long Beach. Upon completion, the bridge will accommodate three lanes of traffic in either direction, as well as a pedestrian and bicycle path.

### Middle Harbor Redevelopment Project

The third and final phase of this project, which combines two aging terminals at the Port of Long Beach, is underway with an expected

completion date in late 2020. Two hundred acres have been finished and are in use by Long Beach Container Terminal. Still under construction are 1,000 feet of a 4,200-foot wharf, a terminal administration building and a second battery exchange building for automatic guided vehicles. When complete, the terminal will feature 14 ship-to-shore cranes, 70 stacking cranes and 72 guided vehicles. The completed terminal's annual capacity is to be 3.3 million twenty-foot equivalent units (TEUs), making it the country's sixth busiest port on its own. The terminal is being built to handle mega-ships capable of carrying 22,000 TEUs.

### Residential Project:

Address: 320 Alamitos Ave.  
Developer: Urbana Development LLC  
Building height: Seven stories  
Units: 77

Parking: 105  
Amenities: A 4,081 square foot rooftop deck, which contains multiple deck areas featuring landscaping and hardscape amenities, including lounge-type tables and seating, as well as a 793-square-foot community room.

Start/Completion: TBA/TBA

### Residences at Linden:

Address: 135 Linden Ave.  
Developer: Residences at Linden LLC  
Building height: Seven stories  
Units: 82 units, 20 bike stalls  
Commercial space: 4,091 square feet  
Parking: 135

Amenities: 2nd floor courtyard, an enclosed terrace on the 5th floor, and an outdoor roof terrace on the 6th floor, totaling 4,668 square feet. Additional recreational space is included with a 549-square-foot gym on the second floor and a 1,244-square-foot club room on the 6th floor.  
Start/Completion: TBA/TBA

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- Well appointed offices.
- Heavy duty shop.
- LBIG Zoned Land.
- Cannabis Zone.

The subject property is spread over fifteen parcels totaling an estimated 108,275 square feet of LBIG zoned land, which is also within the City of Long Beach Cannabis Zone, with five buildings that total an estimated 27,200 square feet. All surfaces are paved and fenced. The property is currently occupied by owner. The sum total of the property will be offered for sale.

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# Building A Better Long Beach

Adjacent to Berlin Bistro on 4th Street, The Linden by Sares-Regis Group is nearing completion. The residential project features 49 apartments and 2,550 square feet of retail space. (Photograph by the Business Journal's Brandon Richardson)



**Shoreline Gateway:**

Address: 777 E. Ocean Blvd.  
Developer: Anderson Pacific LLC  
Building height: 35 stories  
Units: 315  
Commercial space: 6,700  
Parking: 458  
Amenities: A 4,081-square-foot rooftop deck with multiple deck areas featuring landscaping/hard-scape amenities, including lounge-type tables/seating, 793-square-foot community room.  
Start/Completion: October 2018/2019

**Sonata Modern Flats:**

Address: 207 Seaside Way  
Developer: Ensemble Real Estate  
Building height: Five stories  
Units: 113  
Commercial space: 2,000 square feet  
Parking: 176  
Amenities including a media room, a 3,309-square-foot roof deck, a 2,058-square-foot landscaped area and a 3,000-square-foot club/exercise room  
Start/Completion: 2017/2019

**The Alamitos:**

Address: 101 Alamitos Ave.  
Developer: SARES REGIS Group (SRG)  
Building height: Seven stories  
Units: 136 condominium units  
Commercial space: 2,560 square feet  
Parking: 174  
Amenities: Fitness Center, roof top deck and club-room, bike kitchen and storage room  
Start/Completion: May 2017/2019

**The Beacon:**

Address: 1201-1235 Long Beach Blvd.  
Developer: Century Housing  
Building height: Beacon Place seven-stories, Beacon Pointe five-stories  
Units: 160  
Commercial space: 6,184 square feet  
Parking: 200 car stalls, 72 bicycle stalls  
Amenities: The two buildings will be connected at their third levels by a 23,735-square-foot courtyard, which includes a 1,311-square-foot community room. Other residential amenities include a 1,100-square-foot library, two media rooms (one per building), supportive services space, a 1,400-square-foot fitness center, and large building lobby areas.  
Start/Completion: 2017/2019

**The Broadway Block:**

Address: 200-250 Long Beach Blvd  
Developer: Ratkovich Properties  
Building height: 21 story tower, a 7 story mid-rise  
Units: 400, including 14 affordable units for professors and graduate students of California State University, Long Beach  
Commercial space: 32,807 square feet  
Parking: 582, 104 bicycle: Proposed partnership with California State University, Long Beach for programming of commercial/public spaces, and a housing component for students.  
Start/Completion: 2019/TBA

**The Linden:**

Address: 434 E. 4th St.  
Developer: SARES REGIS Group (SRG)  
Building height: Six stories

Units: 49 apartments  
Commercial space: 2,550 square feet  
Parking: 82  
Amenities: Fitness center, outdoor kitchen and multiple outdoor community spaces, and ground floor bicycle kitchen.  
g. Start/Completion: June 2017/Early 2019

**The Pacific:**

Address: 230 W. Third St.  
Developer: SARES REGIS Group (SRG)  
Building height: Seven stories  
Units: 163  
Parking: 244  
Amenities: Roof top deck and club-room with a kitchen, fitness center, outdoor kitchen, community living rooms and bike workshop and storage room (Ground floor bike kitchen with 50 bicycle storage spots).  
Start/Completion: June 1, 2017/Summer 2019

**The Place:**

Address: 495 The Promenade North  
Developer: Long Beach Center, LLC.  
Building height: Four stories  
Units: 20  
Commercial space: 4,604 square feet  
Parking: 30  
Amenities: TBA  
Start/Completion: 2018/2019

**PROPOSED/UNDER REVIEW**

**Adaptive Reuse Hotel Project:** (proposed)

Address: 110 Pine Ave.  
Developer: Pine Street Long Beach LLC

Building height: 13 stories  
Units: 210 hotel rooms  
Commercial space: 6,000 square feet  
Parking: TBA  
Amenities: rooftop food and beverage space and 7,659 square-feet of recreation space

**Assisted Living Facility:** (under review)

Addresses: 810 Pine Ave.  
Developer: Global Premier Development  
Building Height: Ten stories  
Units: 78 units  
Commercial Space: N/A  
Parking: 70 stalls  
Amenities: front porch, rooftop garden, and terrace

**Fifth & Pacific:** (under review)

Address: 507 N. Pacific  
Developer: Anastasi Development Company  
Building Height: Seven stories  
Units: 157 condominiums, one-and two-bed-room units  
Commercial space: 9,000 square feet  
Parking: 209  
Amenities: Two proposed recreation decks and rooftop deck

**First Street Hotel:** (under review)

Address: 123 W. 1st St.  
Developer: Pacific Property Partners  
Building Height: 38-stories  
Units: 280 rooms  
Commercial Space: TBA  
Parking: 252 stalls in an eight-level parking structure  
Amenities: Lounge, fitness room, terrace, restaurant space

**Hotel Project:** (under review)

Address: 100 E. Ocean Blvd.  
Developer: American Life, Inc.  
Building Height: 30 stories  
Units: 429 Hotel Rooms  
Commercial space: 50,359 square feet  
Parking: 151  
Amenities: 23,512 square feet of restaurant space, and 26,847 square feet of meeting and ballroom functions

**Ocean Village:** (under review)

Addresses: 1-11 Golden Shore (Phases 1A+1B)  
Developer: Greenlaw Partners  
Building Height: Eight-stories (Buildings 1 & 2), Seven-to-Eight-Stories (Building 3)  
Units: 738 units  
Commercial Space: 11,000 square feet  
Parking: 1,063  
Amenities: Entertainment Terrace, fireside terrace, garden room, game lawn, and resort pool and spa

**Queen Mary Island:** (under review)

Address: 1126 Queens Hwy.  
Developer: Urban Commons  
Building Height: TBA  
Units: TBA  
Commercial Space: 36,349 square-feet  
Parking: 5,772 - 6,472 stalls  
Amenities: retail, food and beverage space, entertainment space  
Start/Completion: TBA/TBA

**Third + Pacific:** (under review)

Addresses: 131 W. 3rd St. and 3rd St. and Pacific Ave.  
Developer: Ensemble Real Estate  
Building Height: Two buildings, 23-story high rise, and an 8-story building.  
Units: 345  
Commercial space: 14,437 sq. ft. retail space  
Parking: 483 stalls  
Amenities: 5,841 square-feet of club rooms, fitness, and amenity areas.  
Start/Completion: TBA/TBA

**West Gateway** (under review)

Address: 600 W. Broadway  
Developer: Trammel Crow  
Building Height: 40-stories  
Units: 752 units  
Commercial Space: 3,500 square-feet  
Parking: 1,505 stalls  
Amenities: 50,864 square feet of common open space  
Start/Completion: TBA/TBA



A May opening is planned for Pacific Visions, the Aquarium of the Pacific's first major expansion in its nearly 21-year history. (Aquarium photograph by Tom Bonner)



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# Civic Center To Open Late July



(Photograph by the Business Journal's Annette Semerdjian)

■ By SENIOR WRITER BRANDON RICHARDSON

**D**espite previous estimates that the new city hall, Port of Long Beach and Main Branch Library buildings would be completed ahead of schedule, heavy rains have pushed Clark Construction's schedule back to its contractually required completion date of June 30, according to Craig Beck, director of the Long Beach Public Works Department.

"While we had tentatively talked about early occupancy, that's just not in the cards for us now," Beck said. "When Clark put together its construction schedule, they included 40 days of rain. They're already at [54]. The rain has definitely impacted their schedule, but they feel very confident that they will meet the contract timeframe."

After years of development and construction progress meetings, Beck said the focus now is on the impending move out of the old buildings and into the new. For city staff, the move will occur in stages, with multiple departments relocating at a time, he explained. Departments that do not require regular face-to-face interaction with the public are slated to move in first. Both city halls will be open at once for about 30 days until all groups have been transferred, Beck estimated.

The new Long Beach City Hall is expected to open to the public on Monday, July 29, according to Beck, with the first city council meeting in the newly constructed chambers slated for August 6. A moving schedule has not been solidified for port staff to move into the adjacent new Port of Long Beach headquarters, he added.

The opening of the new Main Branch Library is facing additional delays, Beck said, one involving a new utility yard adjacent to the city hall parking structure on West Broadway. The yard includes a backup generator, a transformer and a new connection to Southern California Edison's electrical grid. Beck noted that crews are waiting on Edison to make the final connection before they are able to install the generator.

"The other real challenge is we have a lot more elements to move out of the old library and into the new library. For example, they're still building long-term storage where the government collections will go," Beck explained. "So I don't have a firm opening date on library yet. It will be in the summertime, likely mid- to late August."

After rains caused minor water damage, drywall and painting work on the 11th floors in both the port and city

hall buildings is expected to be completed within the next two weeks, followed by carpeting and furniture installation. Work on lower floors is completed, with some already fully furnished. Commissioning – the testing of all fire alarm, water, air handling and electrical systems – is underway in both buildings and should be completed in mid-April, Beck noted.

Situated between the two buildings and connected to city hall is the new city council chambers. Beck said much of the interior work has been completed, including the installation of the dias and podium. With those two elements installed, Beck said crews are now finishing flooring work as well as seat installation over the next several weeks. Solar panels have been installed atop the chambers, and the HVAC system is being installed as well. Audio-visual systems, such as cameras, a sound system and a projector have been ordered and will be installed in the next 30 days, according to Beck. A green room and a control room for Long Beach TV are being completed as part of the new chamber as well, he noted.

The exterior of the new library building is completed, Beck said, as is most of the interior drywall and painting. Crews are gearing up to pour concrete elements, such as the terrace, stairs, accessibility ramps and planting boxes for landscaping. Concrete work should be completed over the next three or four weeks, he said.

Waterproofing is underway in the civic plaza, located between the new port and city hall buildings, Beck said. Over the next six weeks, concrete walkways and planters are being built, followed by landscaping elements.

Grading between West Broadway and Ocean Boulevard on Chestnut Avenue has been completed, a segment of roadway opening to vehicles and pedestrians for the first time in nearly half a century. Crews have begun pouring concrete curbs and gutters along the new portion of Chestnut Avenue, Beck added.

Beck noted that the new Lincoln Park is not opening in June because the old Main Library must first be demolished. "The construction team anticipates starting demo of the library at the beginning of September," he said.

Following the demolition of the library, Beck said the new Lincoln Park buildout is expected to last approximately 18 months. Additionally, Beck said he anticipates the demolition of the old city hall building to begin before the end of 2019 and to last about six months. The removal of the 1970s structure will make room for a private development which has not been finalized.

## Airport Area/ East Long Beach

### COMPLETED

#### Industrial Condominiums

Address: 1333 Orizaba Ave.  
Developer: Burnham Development  
Building Height: One story  
Units: 10 industrial condominiums  
Commercial Space: 48,473 square-feet, 2,487 square-feet to 7,052 square-feet  
Parking: 55 stalls  
Amenities: Designed to accommodate restricted light industrial activities associated with innovative startup businesses and creative design offices in the arts, engineering, sciences, technology, media, education, information industries, and potentially breweries.  
• Start/Completion: 2018/October 2018

#### Long Beach Exchange

Address: 3991 N. Lakewood Blvd.  
Developer: Burnham-Ward Properties  
Building Height: One story  
Commercial Space: 247,600 square feet of retail floor area  
Parking: 1,345 stalls  
Amenities: 26-acre shopping center consisting of 266,049 square feet of commercial floor area, a bike share area, and a 1.24-acre central plaza area.  
Start/Completion: 2017/Fall 2018

### UNDER CONSTRUCTION/APPROVED

#### AES Battery Buildings

Address: 690 Studebaker Rd.  
Developer: AES  
Building Height: One story  
Units: Two  
Commercial Space: 133,500 square-feet  
Amenities: Two new energy battery storage warehouses, 40 ft. high, total 38,800 sf each  
Start/Completion: 2018/TBA

#### Airport Phase II – 4100 Donald Douglas Dr.

Developer: Long Beach Airport  
Building Height: One story  
Commercial Space: 2,000 square-feet of new concession space  
Amenities: New ticketing facilities, airlines operations offices, outbound carousel, TSA baggage security, restrooms, concessions area, car rental counters, and ground transportation plaza.  
Start/Completion: TBA/TBA

#### Belmont Beach and Aquatics Center

Address: 4320 E. Olympic Plaza  
Developer: City of Long Beach  
Building Height: 80 ft.  
Amenities: 125,500 square-foot pool complex, consisting of indoor and outdoor Olympic-sized pools, a competitive diving well, warm water pool for training and therapy, children's recreation pool, whirlpool spa, and a second spa for divers. In addition, plans call for 55,745 square feet of passive park and landscape area, a free-standing café, and restroom facilities  
Start/Completion: TBA/TBA

#### Dorado

Address: 3655 Norwalk Blvd.  
Developer: Pulte Home Company LLC  
Building Height: Two stories  
Units: 40 single-family homes  
Parking: Two garage parking spaces per home  
Amenities: Private streets, two common open space areas, and open space paseos.  
Start/Completion: October 2018;TBA

#### Pacific Edge

Address: 2300 Redondo Ave.  
Developer: Pacific Edge Industrial  
Building Height: One story  
Units: Three light industrial buildings  
Parking: 638 stalls  
Amenities: Buildings will total 424,050 square feet with office space as architectural corner elements, and room for potential addition of future office space.  
Start/Completion: 2018/TBA



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# Building A Better Long Beach

## Pacific Pointe Northwest

Address: 3881 McGowen St.  
Developer: SARES REGIS Group (SRG)  
Building Height: Two Stories  
Units: Four  
Commercial Space: Four buildings totaling 390,000 square feet, ranging from 75,000 square feet to 135,000 square feet  
Parking: 665 stalls  
Amenities: Two-story executive office space, 3 percent skylights, secure concrete truck courts, dock-high and grade-level loading, LED lighting on sensors and 30- and 32-foot clear heights.  
Start/Completion: Fall 2018 / Expected April 2019

## Restaurant Project

Address: 2528-2590 N. Lakewood Blvd. (former Spires restaurant site)  
Developer: Lakewood Willow LLC.  
Building Height: One story  
Units: Two new restaurant buildings and two drive-thrus  
Commercial Space: 11,562 square feet  
Parking: 93 stalls  
Amenities: Three restaurants in two new buildings, outdoor dining, and new site landscaping  
Start/Completion: TBA/TBA

## 2nd + PCH

Address: 6400 E. Pacific Coast Hwy.  
Developer: CenterCal Properties  
Building Height: Two stories  
Commercial Space: 175,000 square feet of retail, 70,000 square feet of restaurant space  
Parking: 1,150 stalls (projected)  
Amenities: 11-acre dining, shopping destination  
Start/Completion: 2018/October 2019

## Staybridge Suites

Address: 2460 N. Lakewood Blvd.  
Developer: YHB Hospitality  
Building Height: Six stories  
Units: 125 guest rooms  
Parking: 385 stalls  
Amenities: 2,498 square feet of conference space and a fitness center, totaling 94,299 square feet of area. A new outdoor pool area, a two-level parking structure and surface parking lot, and landscape improvements.  
Start/Completion: September 2018/ Expected Q4 2019

## Silversands

Address: 2010 E. Ocean Blvd.  
Developer: Silversands Properties USA  
Building Height: Four stories  
Units: 40 hotel rooms and 56 condominium units  
Parking: 168 stalls  
Amenities: A series of patios, roof decks and roof gardens.  
Start/Completion: Expected April 2019/TBA

## Veterans Affairs Projects – VA Long Beach Healthcare System

**Community Living Center**  
Address: 5901 E. 7th St.  
Developer: U.S. Department of Veterans Affairs  
Building Height: Three stories  
Units: 120 beds  
Amenities: 181,000 square feet of living and community space  
Parking: New parking structure planned as part of a future construction phase  
Start/Completion: Summer 2019/November 2021

**Mental Health Inpatient Building**  
Address: 5901 E. 7th St.

Developer: U.S. Department of Veterans Affairs  
Building Height: Two stories  
Units: 45 beds  
Amenities: 82,000 square feet of health care space  
Parking: New parking structure planned as part of a future construction phase  
Start/Completion: January 2019/November 2020

**Mental Health Outpatient Building**  
Address: 5901 E. 7th St.  
Developer: U.S. Department of Veterans Affairs  
Building Height: Two stories  
Amenities: 80,000 square feet of health care space  
Parking: New parking structure planned as part of a future construction phase  
Start/Completion: January 2019/November 2020

## PROPOSED/UNDER REVIEW

**Anaheim and Walnut** (under review)  
Address: 1500 E. Anaheim  
Developer: Bridge Housing Corporation  
Building Height: Five stories  
Units: 88 affordable units  
Commercial Space: 11,136 square feet  
Parking: 238 stalls  
Amenities: children’s medical clinic, offices, and wellness space  
Start/Completion: TBA/TBA

**Long Beach Senior Living** (proposed)  
Address: 2515-2545 Atlantic Ave.  
Developer: DIDM Development  
Building Height: Six stories  
Units: 154 units  
Parking: 66 stalls  
Start/Completion: TBA/TBA

## North Long Beach

### UNDER CONSTRUCTION/APPROVED

#### Houghton Park Community Center

A new, 6,500-square-foot community center at Houghton Park on Myrtle Avenue. The new structure is connected to the existing community center, which includes portions dating back to the 1930s. The new center includes two multi-purpose rooms and will be LEED silver certified. The community center is expected to open later this year.

#### Riverdale

Address: 4747 Daisy Ave.  
Developer: Integral Communities  
Building Height: Two and three stories  
Units: 131 single-family homes  
Parking: 371 spaces  
Amenities: Clubhouse  
Start/Completion: 2016/2019

#### The Uptown

Address: 6141-6191 Atlantic Ave.  
Developer: Westland Group  
Building Height: One story  
Commercial Space: 16,352 sq. ft expansion for a total floor area of 30,422 square feet  
Parking: 115 stalls  
Amenities: Restaurant and retail uses incorporating private patios and public spaces  
Start/Completion: TBA/TBA

#### Uptown Commons

Address: 6600-6630 Atlantic Ave. and 609-695 Artesia Blvd.

(Please Continue To Page 18)

# UPS Makes Bid For 93-Acre Boeing C-17 Property

■ By STAFF WRITER PIERCE NAHIGYAN

**M**ultinational package delivery company United Parcel Service (UPS) has announced its interest in building a regional service hub at the vacant Boeing C-17 Globemaster III manufacturing site west of Long Beach Airport (LGB). UPS Vice President of State Government Affairs Bruce Mac Rae told the Business Journal his company is looking to bring 2,500 jobs and a \$300 million investment to the former manufacturing facility. “This is probably our number one site in the United States that we’re focused on,” Mac Rae said.

The proposed hub would serve as a delivery center

for packages and involve no increase in flights to the area, Mac Rae explained. “We’re not making this an air hub,” he reiterated. “All the volume that comes into the surrounding cities here would be delivered out of [Long Beach].” The Boeing property under bid spans approximately 93 acres. Mac Rae said the site is ideally located for deliveries due to its direct access to the I-405 Freeway.

The property, which includes a 1.1-million-square-foot building formerly used by Boeing to assemble the C-17, could also become a UPS Integratd training center, Mac Rae said. Utilizing state-of-the-art technology along with traditional classroom instruction, Integratd facilities educate drivers, who are then eligible for college credits. There are currently 11 Inte-

grad sites operating in the United States. More than 12,000 drivers have been trained nationwide.

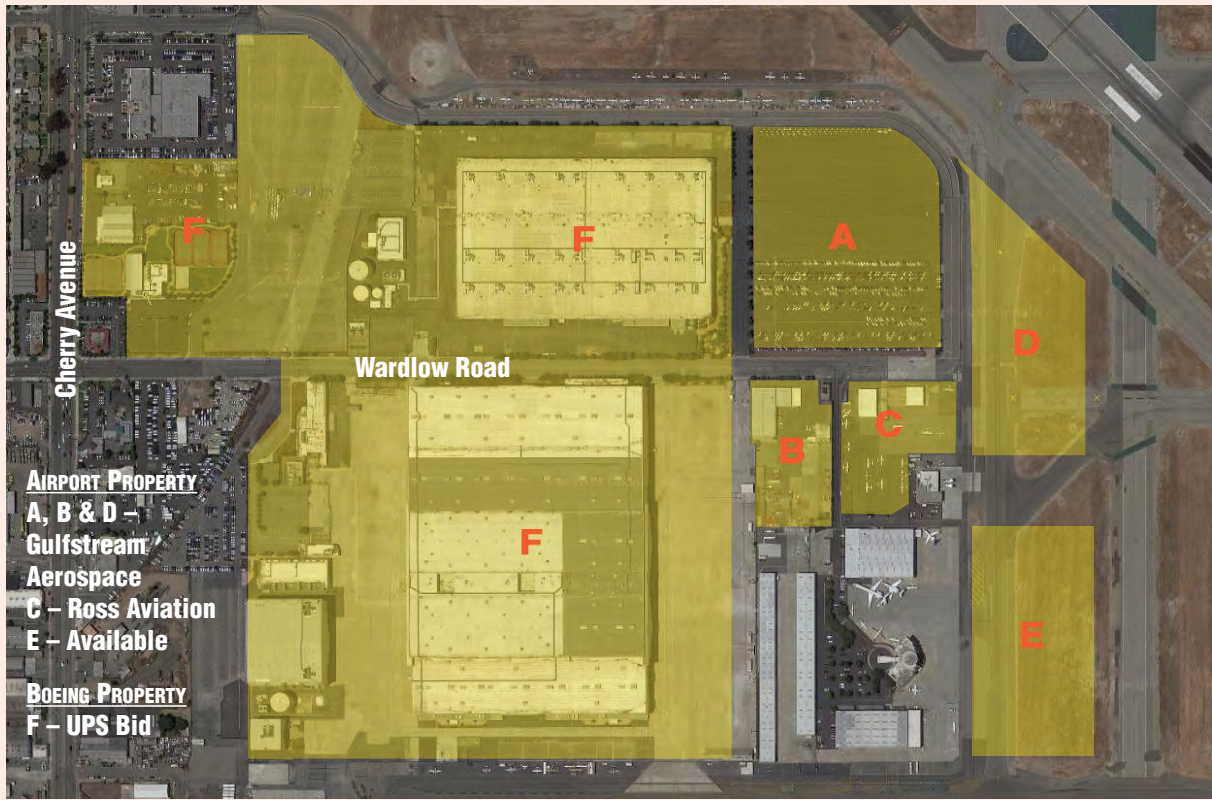
UPS is pursuing the C-17 property through a bid by real estate firm Greenlaw Partners, which owns One World Trade Center in Downtown Long Beach. Mac Rae said UPS is interested in signing a long-term lease with the firm. “This is something where we’re here to stay,” Mac Rae said. “I’ll say it, this is [for] centuries, not decades.”

UPS has operated at the Long Beach Airport since 1999, when it signed a 20-year property lease with the City of Long Beach for its mail-sorting facility on North Lakewood Boulevard.

Wilbur Smith, founder and president of Greenlaw, said that his firm wants to pursue a plan for the property that both the community and city would support. “It’s nice having a Fortune 50 company that wants to be around 100 years and is going to do great things,” Smith said of UPS. “They’re an e-commerce facility. They’re going to be bringing a bunch of office jobs around their business.”

Long Beach Deputy Director of Economic Development Sergio Ramirez told the Business Journal that the city created a six-person, multi-disciplinary team to advise Boeing on the top four candidates the company was considering for the bid. Boeing has narrowed its focus to two finalists, Ramirez said.

When reached for comment on the identities of these finalists, Boeing responded, “We only share information pertaining to final property disposition. We can tell you, through our process, and in coordination with the City of Long Beach stakeholders, we will identify the most suitable buyer who will benefit both Boeing and surrounding communities. Overall, our presence in Long Beach is still active, and we continue to support the communities in that area, where our employees live and work.”







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# Building A Better Long Beach

Developer: Frontier  
Building Height: One story  
Units: Three buildings,  
Commercial Space: 12,578 square-feet  
Parking: 84 stalls  
Amenities: five restaurants, and one drive-thru  
Start/Completion: TBA/TBA

## PROPOSED/UNDER REVIEW

**The Beat** (under review)  
Address: Atlantic Ave.; from 56th St. to 60th St.  
Developer: The Lab, Inc.  
Building Height: One story  
Commercial Space: TBA  
Parking: TBA  
Amenities: Proposed interconnected, village-style mixed-use project  
Start/Completion: TBA/TBA

**City Ventures Townhomes** (under review)  
Address: 4800 Long Beach Blvd.  
Developer: City Ventures  
Building Height: Three stories  
Units: 16 townhomes  
Parking: 36 stalls  
Amenities: TBA  
Start/Completion: TBA/TBA

**City Ventures Townhomes** (under review)  
Address: 5100 Long Beach Blvd.  
Developer: City Ventures  
Units: 33 townhomes  
Parking: 75 stalls  
Amenities: 2,709 square-feet of common open space  
Start/Completion: TBA/TBA

## Mid-Town, West Long Beach, Bixby Knolls

### UNDER CONSTRUCTION/APPROVED

**Habitat for Humanity Townhomes**  
Address: 116 W. 14th St.  
Developer: Habitat for Humanity of Greater LA  
Building Height: Two stories  
Units: 10  
Parking: 23  
Amenities: TBA  
Start/Completion: TBA/TBA

**Laserfiche**  
Address: 3435-3459 Long Beach Blvd., 3464 Locust Ave.  
Developer: Laserfiche  
Building Height: Four-story office, and Three-story parking garage  
Commercial Space: 102,848 square-feet of office space  
Parking: 428 car stalls, and 42 bicycle  
Amenities: TBA  
Start/Completion: TBA/TBA

**Las Ventanas**  
Address: 1795 Long Beach Blvd.  
Developer: AMCAL Housing  
Building Height: Five-stories  
Units: 102 units, including 101 affordable units  
Commercial Space: 3,938 square-feet  
Parking: 82 stalls  
Amenities: courtyard space and common space  
Start/Completion: December 2018 / Expected completion 2019

**Long Beach Garden Condominiums**  
Address: 1570-1598 Long Beach Blvd.  
Building Height: Four stories  
Units: 36 condominiums  
Commercial Space: 10,000 square-feet of commercial space  
Parking: 87 stalls  
Amenities: Gym, private balconies, 2nd level community garden, subterranean parking and bike parking.  
Start/Completion: 2016/TBA

**Mental Health America Long Beach Boulevard Center**  
Address: 1955-1965 Long Beach Blvd.  
Developer: Patterson Construction Group  
Building Height: Two stories  
Units: Two office buildings  
Commercial Space: 3,000 square-feet  
Amenities: medical and psychiatric healthcare center for homeless individuals with mental illness. Center to include retail cafes and community meeting room  
Start/Completion: 2018/TBA

**Mixed-Use Residential**  
Address: 1400-1452 Long Beach Blvd.  
Developer: Long Beach Square Partners  
Building Height: Four stories  
Units: 65 condominiums  
Commercial Space: 2,100 square feet  
Parking: 90 stalls  
Amenities: 3,450 square feet of open space  
Start/Completion: TBA/TBA

**The Spark at Midtown**  
Address: 1900-1940 Long Beach Blvd.  
Developer: LINC Housing  
Building Height: Four stories  
Units: 95 apartments

Commercial Space: 12,338 square feet  
Parking: 141 stalls, 50 bicycle  
Amenities: YMCA on building ground floor  
Start/Completion: March 20, 2019/ TBA

**The Vault**  
Address: 1405 Lewis Ave.  
Developer: Elizabeth J. Carnes  
Building Height: Four stories  
Units: 19 artist lofts  
Amenities: Live/work space  
Start/Completion: TBA/TBA

**Vistas Del Puerto**  
Address: 1836-1852 Locust Ave.  
Developer: Clifford Beers Housing  
Building Height: Five stories  
Units: 48 affordable units  
Commercial Space: N/A  
Parking: 40 stalls  
Amenities: community meeting room  
Start/Completion: December 2018/ Expected 2019

## PROPOSED/UNDER REVIEW

**Axiom** (under review)  
Address: 1401 Long Beach Blvd.  
Developer: Axiom Apartments LP  
Building Height: Seven stories  
Units: 142 units, including 69 market-rate and 73 affordable  
Commercial Space: 7,394 square-feet of retail space  
Parking: 131 stalls, including 72 bicycle spaces  
Amenities: outdoor courtyards, fitness space, and a roof courtyard  
Start/Completion: TBA/TBA

**469 West Apartments** (under review)  
Address: 460 W. Pacific Coast Hwy.  
Developer: Linc Housing  
Building Height: Three stories  
Units: 40 affordable units  
Parking: 20 stalls, 36 bicycle  
Amenities: 5,796 square feet of recreational and community serving space  
Start/Completion: TBA/TBA

**Mixed-Use Residential** (under review)  
Address: 201-231 W. Pacific Coast Hwy.  
Developer: MKP, LLC  
Building Height: Five stories  
Units: 147  
Commercial Space: 30,000 square feet  
Parking: TBD  
Amenities: TBA  
Start/Completion: TBA/TBA

**Multi-family Residential** (proposed)  
Address: 1343-1351 Long Beach Blvd.  
Developer: Whisenton & Porter  
Building Height: Four stories  
Units: 24 apartments  
Commercial Space: 1,740 square feet of ground-floor commercial and office uses  
Parking: 33 stalls  
Amenities: Fitness center, outdoor plaza, including grills, fire pit, and jacuzzi  
Start/Completion: TBA/TBA

**101 PCH** (under review)  
Address: 101 E. Pacific Coast Highway & 1814 Pine Ave.  
Developer: MKP, LLC  
Building Height: Three stories  
Units: 24 residential units  
Commercial Space: 3,500 sq. ft. of ground-floor commercial space  
Parking: 31 stalls  
Amenities: TBA  
Start/Completion: TBA/TBA

**Senior Living Facility** (proposed)  
Address: 2400 Long Beach Blvd.  
Developer: Richard Todd Family  
Building Height: Five stories  
Units: 145 unit transitional residential care facility for seniors  
Commercial Space: 5,622 square-feet of commercial retail  
Parking: 141 stalls  
Amenities: roof decks, common living spaces, and bike storage  
Start/Completion: TBA/TBA ■

# A New Icon For Long Beach: The Gerald Desmond Bridge

■ By EDITOR SAMANTHA MEHLINGER

By the end of 2019, a new icon for Long Beach is expected to debut: a cable-stayed bridge spanning the entrance to the Port of Long Beach's inner harbor with towers higher than any other structure in the city. The new six-lane bridge will improve traffic flow and safety for motorists, provide a new bike path with stunning views for cycling enthusiasts, and enable larger vessels carrying international goods to pass beneath it.

The construction process "is in the home stretch," Duane Kenagy, capital programs executive for the port, told the Business Journal. "They are currently working on the main span of the bridge and the final pieces of the approach structures," he said. About 85% of work on the approaching ramps has been completed, he noted.

Work is now mostly focused on building the main span of the bridge. Construction crews are using two mobile scaffolding systems – one orange and one blue – to build the main span of the bridge without having to erect intricate falsework. Each weighs about 3.1 million pounds. "We hit a milestone this week with the last concrete pour on the orange mobile scaffolding system," Kenagy said, referring to concrete poured for the bridge deck. "They're now in the process of building outward from both towers at the same time." This process is highly technical, he noted.

Of the bridge's 80 cables, 24 have been strung, Kenagy said. "There is even a tuning phase when they tune all the



tensions in the cable to make sure it's a uniform load carrying structure," he explained.

The bridge features three lanes of traffic in each direction. The existing Gerald Desmond Bridge, built in the 1960s, has only one lane of traffic each way. In fact, as one enters the bridge, two lanes narrow down to one, with no safety shoulders. "There are a high number of incidents on the bridge because of that, and they're difficult to respond to," Kenagy said.

"The first thing everyone should understand is that one of the major reasons we're building the bridge is to improve traffic flow and safety," Kenagy explained. "The new bridge will have full safety shoulders

in each direction." The incline of the bridge is also not as steep, making it easier for the many trucks visiting the port to traverse. "It'll improve safety, and it also improves capacity because we will have three full lanes each direction," he said.

Although the plan was originally to open one direction of the bridge at a time as the old bridge is demolished, engineers have devised a detour configuration that will allow both directions of traffic to open at once, or at least within a few weeks of each other, according to Kenagy.

Kenagy said the goal is to complete the new bridge in December, although he noted that there is a possibility it might not open until the first quarter of 2020. "Obviously, our highest priority is to get it built right and get it built safely. That takes priority over a scheduled opening date," he said. "But we're making progress, and we remain optimistic that we can get it open by the end of the year."



# Renovations To Long Beach Airport On Schedule, Within Budget

■ By Staff Writer PIERCE NAHIGYAN

**M**ajor renovations to improve the passenger experience at the Long Beach Airport (LGB) are taking place over the course of the next two years. The city council set the process in motion with a \$58.8 million design-build contract to Swinerton Builders in May 2018. According to LGB Interim Director Claudia Lewis, the Phase II Terminal Improvements Project is within budget and on track to be completed by 2021.

LGB Senior Civil Engineer Stephan Lum previously told the Business Journal that the terminal improvements include nine separate projects: a new ticketing hall, a new checked baggage inspection system (CBIS) area for the Transportation Security Administration, a consolidated baggage claim, an upgraded “meet-and-greet” plaza, pre-security restrooms and concessions, terminal renovations, roadway improvements and a consolidated rent-a-car lot.

Rental car offices and customer service are being relocated to the historic terminal, and a new surface parking lot for rental car storage is planned near the north baggage claim area. Removing the rental car trailer from its current location in the airport’s surface parking lot enables the traffic loop approaching the



When renovations are complete, the historic terminal at Long Beach Airport will open onto a public plaza via a reopened doorway shuttered long ago. Construction on this area is expected to be completed in 2020. (Rendering courtesy of the Long Beach Airport)

terminal to be reconfigured to accommodate separate lanes for taxis and ridesharing services.

According to Lum, the new facilities and renovations are geared toward improving customers’ experience at LGB. Built in the 1940s, the historic terminal is receiving a number of infrastructure improvements, as well as a seismic upgrade. Windows, automatic doors, lighting and electrical systems are all being modified, Lewis said, as are the restrooms, heating, ventilation and air conditioning. In addition, a long-shuttered entryway to the meet-and-greet plaza behind the terminal is to be reopened. New landscaping and hardscaping are planned for the plaza.

The north and south baggage claims are being consolidated into one area on the south side of the passenger terminal. Previously located behind the terminal, the new baggage inspection area is being integrated with baggage claim.

The ticketing lobby is still in the design phase, according to Lewis. “Once design is complete and we have all the necessary permits [and] approvals, construction will begin,” she said. Lewis estimated that the CBIS building, baggage claim and ticketing lobby will be completed in summer 2020, with the remaining Phase II improvements to conclude in 2021.

The airport’s runways are also benefiting from improvements. A \$15.3 million grant from the Federal Aviation Administration was used to reconfigure and improve LGB’s main general aviation runway last year. The renamed 8R-26L runway was shortened and narrowed to improve air traffic efficiency.

Lewis said that she and the airport staff are looking forward to this new chapter at LGB. “These improvements help the airport honor its history, while moving forward and ensuring that every passenger has the best experience possible,” she said. “We believe these developments will be a benefit to all that are flying in and out of Long Beach.” ■



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# Major Retail Projects Taking Shape Across Long Beach

■ By Staff Writer PIERCE NAHIGYAN



2nd & PCH, an 11-acre dining and shopping complex located at 2nd Street and Pacific Coast Highway, is bringing a 145,000 square feet of retail space to Long Beach. Opening is scheduled for October. (Photograph courtesy of CenterCal Properties)

**F**rom Pacific Coast Highway (PCH) to 61st Street and Atlantic Avenue, major retail centers are sprouting up from one end of Long Beach to the other.

Construction is ongoing at the corner of 2nd Street and PCH, where a 245,000-square-foot commercial complex is replacing the SeaPort Marina Hotel. A joint venture between property owner Raymond Lin and retail developer CenterCal Properties, the project includes two levels of retail and restaurants, a fitness club and a Whole Foods, which is relocating from the neighboring Marina Shopping Center. CenterCal representatives have previously told the Business Journal that the company hopes to strike a “village-walk atmosphere” within the outdoor mall.

“It’s kind of like a bomb of positivity that’s just going to explode and help everything around there,” Long Beach Deputy Director of Economic Development Sergio Ramirez said. “It’s going to bring new business to 2nd and PCH, but as a spillover, it’s going to benefit 2nd Street.” He commented that Marketplace Long Beach, located across PCH from the new development, has engaged in a multi-million dollar remodel of its facades.

Ramirez said that the intersection of 2nd Street and PCH should have always been a major commercial hub due to its proximity to California State University, Long Beach, the residential neighborhoods of the city’s 3rd District and nearby cities Seal Beach and Rossmoor.

The 2nd & PCH center has garnered more interest from potential tenants as the buildings have taken shape, Ramirez said. He estimated that between 50-70% of leases have now been filled. Development Associate at CenterCal Properties Barret Bradley told the Business Journal that outer construction of the project is about 60% completed. “We’re still on track for an October 24th grand opening,” he said.

Long Beach Exchange (LBX), a 266,000-square-foot retail and restaurant complex owned by Burnham-Ward Properties, opened its doors in Douglas Park in mid-2018. The complex is now 85-90% leased, according to Burnham-Ward Partner Steve Thorp. The company wanted to create an “experiential” destination that people would want to visit multiple times a week, Thorp said. That meant including a grocery element, such as Whole Foods Market 365; clothing options, like Nordstrom Rack and TJ Maxx; and fitness centers Grit, Orangetheory and Raw Yoga. Dining options were essential, he added, which is why the complex houses multiple artisanal food vendors in The Hangar, a steel and glass cafeteria that features historical photos of the area’s past.

“All those tenants, they’re just starting to get going, and we already have incredible feedback from the community on the food and the operators,” Thorp said.

The main plaza is available to screen films and host farmers’ markets in the spring and summer, Thorp went on. “We’re really excited to activate that space now that the weather is starting to get better,” he said.

Five additional restaurants are coming online soon, Thorp said, including: Panini Kabob Grill, a full-service Mediterranean restaurant; Georgia’s, southern comfort food; Silverlake Ramen, a ramen concept originating from Silverlake, Los Angeles; Wahoo’s Tacos; and 908, which will feature both a restaurant and full bar. “Think ‘Great Gatsby’ in terms of the quality,” Thorp said of 908.

The demand for food and services from employees of the business park is high throughout the day, Thorp said. “But then beyond that we’ve got 750,000 rooftops in a five-mile radius. There’s a lot of people. There’s a strong demand for good food, good retail and good services. We’re playing right to that.”

In Downtown Long Beach, the former City Place mall, a six block property, has been transformed into The Streets. Encompassing a 350,000-square-foot section bordered by 3rd Street, 6th Street, Pine Avenue and Long Beach Boulevard, the area is being reimaged by Shooshani Developers as a new urban core.

Restaurants that have opened in the area include King Buffet, Romeo Chocolates, The Plant Junkie, Burgerim, The



Located at 6141 Atlantic Ave., plans for The Uptown development by Westland Real Estate Group feature restaurants, retail, public space and over 100 parking stalls. Westland President Yanki Greenspan said that his firm has spoken with North Long Beach residents to find out what amenities they most want to see. “We had a couple of community meetings a couple of years ago as we were starting to embark on this process and got some feedback from the community,” he said. (Image courtesy of Westland Real Estate Group)





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# Building A Better Long Beach



After announcing last year that his East Village Arts District restaurant, 4th & Olive, would close its doors, Dan Tapia partnered with Long Beach resident Raquel "Chef Roq" Jubran to keep the eatery open under the new moniker PigBurd. With Jubran serving three years in the armed forces, the veteran focus of the restaurant continues. Tapia is a Navy veteran. The new menu includes a fried chicken burger, pork dishes, fish and more. PigBurd is located at 734 E. 4th St. (Photograph by the Business Journal's Brandon Richardson)

(Continued From Page 20)

ThickShake Factory and Creative Crepes. Parklet dining areas have been added in front of Mitaki Japanese Restaurant and Fresh Kabobs. A 20-unit condominium, The Place, is currently under construction at 5th Street and Promenade North.

Architecture firm Studio One Eleven, which is headquartered at the former Nordstrom Rack building in The Streets, designed the revamped area. The first portion of the project to be completed was The Promenade between 3rd Street and 4th Street. Improvements to the northern area of The Streets are up next. "The project will gradually repurpose the eight-block area into a vibrant mixed-use district featuring a hub of great restaurants, businesses and retail for all the residents of Long Beach to enjoy," the firm stated on its website.

Three major commercial developments are currently planned for North Long Beach: Uptown Commons, The Uptown and The Beat.

The Beat, formerly The Canvas, is being designed by Little American Business (LAB) Holding, LLC. With a mission to "combat retail monotony," the LAB has made a name for itself by revitalizing existing architecture and providing local, customized spaces for retail and restaurant businesses in Orange County. Last year, the LAB purchased several parcels of land in Long Beach's 8th and 9th Districts along the Atlantic Avenue corridor. Tasha Hunter, executive director of the Uptown Property and Community Association, a nonprofit that manages the Up-

town Business Improvement District, told the Business Journal that representatives from the LAB have met with artists in the community as well as the Long Beach Historical Society.

"I'm very excited about the level of engagement the LAB has sought," Hunter said. "They've met with a lot of creatives in Long Beach, and they want to know these Long Beach stories."

Hunter said the LAB has shared its design ideas for the area with both city and community leaders. "They've talked about lots of green space, widening sidewalks. I've heard of potential artist cottages [and] opportunities for local business owners, local vendors to come into the space."

Both The Uptown and Uptown Commons have been approved by the Long Beach Planning Commission, Hunter said. Uptown Commons is being developed by Frontier Real Estate Investments at the northeast corner of Atlantic Avenue and Artesia Boulevard. The company is currently seeking permits for the six buildings that will occupy a 93,000-square-foot plaza, Frontier Vice President Tom Carpenter told the Business Journal.

"We went through a formal RFP [request for proposal] process to purchase the site from the city," Carpenter said. "The city identified major voids in the trade area, which they wanted to fill. These were a bank, coffee shop and sit-down restaurant. We are excited to have developed a project that will bring Chase Bank, Starbucks and a mix of restaurants to the community." Carpenter added that a final tenant list should be announced soon.

Hunter said the arrival of a Chase Bank in North Long Beach is of particular importance. "There hasn't been a bank up there in a very long time," she said. "It's going to be nice to see that big parcel of land have those developments come through."

Westland Real Estate Group is developing The Uptown, a retail center that will combine Harding Plaza at 6151 Atlantic Ave. with an adjacent plot of vacant land. "We will be demolishing a section of our existing shopping center to create a cohesive full-block retail development," Westland President Yanki Greenspan told the Business Journal. "What we're working on now is the lease-up phase, trying to get a few more tenants so we can actually start breaking ground." Lease negotiations are underway with a coffee shop and a national gym.

Manny's Barbershop, currently located at 1580 Atlantic Ave., has already signed a lease to relocate to the Uptown retail center. Other signees include Burgerim and a real estate office, Greenspan said. "The Long Beach Beer Lab and the Long Beach Creamery have both indicated interest in the site as well," he added.

Harmony Sage Fried, co-owner of the Beer Lab, told the Business Journal that her brewery would be excited to establish a distribution location at the Uptown. "It will be sort of like SteelCraft, where it's just those small storefronts," she said. "It's another way for us to get our beer direct to the customer." The Beer Lab, which bakes sourdough in addition to brewing craft beer, is considering the option of selling their food at the site as well.

The new Uptown center is slated to cover 36,000 square feet. The facades of the Harding Plaza section will be renovated to create a cohesive look, Greenspan said. "There's a lot of pride of neighborhood in North Long Beach and so we're trying to take advantage of that with this kind of development," he noted.

"It's an opportunity for growth," Hunter said of the Uptown center. "We like the style of what they're proposing, and it'll be great to see development on that vacant land." ■



A new Wingstop recently opened in Westside Long Beach at 1504 W. Willow St. A company spokesperson said the location was chosen because the area is somewhat underserved by eateries despite a population of approximately 30,000 people. Twenty people are employed at the location, including Cook Eddy Chavajay and Shift Leader Stephanie Sanchez, pictured. (Photograph by the Business Journal's Annette Semerdjian)



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Gravity Ball Health Systems is one of the latest local start-ups to benefit from a Kiva loan with the assistance of the Long Beach Economic Development Department (EDD). The business created a new fitness product that provides grip-free strength training. Pictured from left: Semira Araya, business development specialist for the EDD; Nicole Tolmier, content and operations leader for Gravity Ball; and Mark Chavez, Gravity Ball founder and CEO. (Photograph by the Business Journal's Brandon Richardson)

**Growing Long Beach Is Presented In Partnership With The Long Beach Economic Development Department**

**Kiva Long Beach Gives A Boost To Fitness Start-Up Gravity Ball Health Systems**

■ By EDITOR SAMANTHA MEHLINGER

What began as a solution to help a family member regain autonomy over his weight lifting routine following an injury eventually turned into one of Long Beach's latest start-ups: Gravity Ball Health Systems. Developed by former emergency room physician Mark Chavez, the Gravity Ball is an innovative new tool that allows individuals with limited gripping capabilities an alternative to traditional weight lifting. With the assistance of the Institute for Innovation & Entrepreneurship (IIE) at California State University, Long Beach and the Long Beach Economic Development Department, Chavez and his team were recently able to secure a \$10,000, 0% interest loan to advance their start-up business.

"My father was a body builder, which required him to have good grip strength to hold weights. After he lost that ability, I was trying to figure out a way to exercise without him using weights without him having to grip it," Chavez recalled. "So that is how the concept of the grip free resistance came about, and the Gravity Ball method."

Chavez partnered with Nicole Tolmier, who became his content and operations leader, to development a handmade prototype of the Gravity Ball – a weighted ball that attaches to the hand with adjustable straps, enabling a variety of grip-free, strength-building exercises. They entered the concept in the Institute's 2018 Innovation Challenge in the hopes of winning seed funding. Although Gravity Ball placed as runner-up, Tolmier said the competition helped them develop a stronger business model moving forward. "When you're developing something

from scratch . . . you can hit a lot of road blocks during the learning process. The innovation challenge provided more structure and provided a lot of faculty input. It was very helpful in refining [our business model]," she explained.

IIE's director, Dr. Wade Martin, continued to offer his guidance to Chavez and his team after the competition. It was Martin who suggested Gravity Ball Health Systems would be a good candidate for Kiva Long Beach, a program through the economic development department that enables local businesses and entrepreneurs to apply for 0% interest loans. The institute is one of 13 Kiva trustees in Long Beach – designated community organizations that are pre-approved to vet and mentor Kiva loan recipients – according to Semira Araya, business development specialist for the economic development department.

Kiva loans are partially crowd-funded – once someone is approved for a Kiva loan, he or she is responsible for crowdfunding half of the loan amount. The total loan must be repaid within three years. Gravity Ball Health Systems applied for a loan in January and was fully funded within three weeks, Araya said.

"The loan is going to help us make a video exercise library," Chavez said, explaining that the videos will help users learn how to use the Gravity Ball. "The second part of the loan is going to help with creating a certification program, so if you are a fitness professional who works in the industry you will be able to get certified in the Gravity Ball method . . . just like you can get certified in Pilates or yoga."

"They are a great example of the growing entrepreneurial system in the City of Long Beach," Araya said. "By providing this support, that's getting us one step closer to make sure that businesses like Gravity Ball Systems that are innovative and add value to the business community here stay here in the City of Long Beach." ■



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# Economic Development Initiatives Support Small Businesses, Reward Innovation

■ By STAFF WRITER PIERCE NAHIGYAN

Long Beach Director of Economic Development John Keisler, left, and Economic Development Officer Seyed Jalali stand behind the Shaun Lumachi Innovation Center at 309 Pine Ave. The center's namesake is the late vice president of government affairs for the Long Beach Area Chamber of Commerce and co-founder of the Long Beach Post. "Shaun always asked, 'What's next?'" the Long Beach website states in its description of the center. "This facility will be a state-of-the-art hub for creativity and innovation for entrepreneurs in downtown — all of the things that Shaun embodied. This IS 'what's next!'" (Photograph by the Business Journal's Brandon Richardson)



For the entrepreneur looking to grow his or her business in the City of Long Beach, there are several assistance programs of which to take advantage. Seyed Jalali, economic development officer for the city's economic development department, told the Business Journal that Long Beach actively engages with its business community. This engagement covers a variety of methods, from helping entrepreneurs access capital to creating opportunities to enlist new businesses in civic projects.

Startup in Residence (STiR) is one such opportunity. Created by San Francisco nonprofit City Innovate, the STiR program connects technology start-ups with governments throughout the United States to solve municipal challenges. "They [City Innovate] work with a government to develop a challenge statement, then they upload this challenge to their online platform and invite start-ups from across the world to submit solutions to the challenge," Eric Romero, project manager for the economic development department, explained.

Participating governments, such as the City of Long Beach, then consider the various proposals received through the STiR program. Once selected, a start-up enters into a 16-week phase to co-develop a technology solution for the government's challenge. The entire process is free of charge to the participating government. "The ultimate goal of the start-up is to land a contract with the city, but there is no commitment that needs to be made beforehand — before we enter into the 16-week engagement," Romero said.

City staff are interested in working with STiR to connect with new businesses that may not otherwise have the clout to pursue government contracts, Romero said. "We're hoping to ultimately recruit more start-ups to Long Beach," he continued. "We're also hoping that start-ups in Long Beach will start submitting proposals for these challenges that are outlined."

Several city departments have issued challenges through STiR so far, Romero said, with plans for more in the future. In addition, the economic development department has spoken with representatives from California State University, Long Beach, about the possibility of creating a similar program for start-ups that want to contract with businesses in the private sector. "They [private businesses] have a little more flexibility than the city does," Romero noted. "I think it would be a great way to really leverage all the different dollars that go to purchasing services and products and using that to stimulate the local economy."

Long Beach was recently recognized by Citymart, a tech start-up focused on improving public services, for creating innovative strategies to secure contracts. In its analysis, "Are Cities Walking the Start-up Walk?" Citymart examined public requests for proposals (RFPs) from 56 city and county governments. Governments were evaluated based on the accessibility and innovation of their RFPs. The City of Long Beach

was ranked No. 1 for creating the most innovative opportunities for small businesses per capita, with Portland and Austin ranking second and third respectively.

## Linking Federal And Local Small Business Assistance

To encourage the development of more technology-based businesses in the city, the CSULB College of Engineering hosted a free workshop in February to educate attendees on two major assistance programs, Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR). The SBIR program provides funding to small businesses working on technologies that have commercial applications, while STTR helps those businesses partner with research institutions. "It's a very good source of funding," College of Engineering Dean Forouzan Golshani told the Business Journal.

The CSULB administration was eager to put on the workshop after the United States House of Representatives passed a measure to expand investment opportunities for the SBIR and STTR programs in January, Golshani said. Sponsored by Rep. Alan Lowenthal, who represents Long Beach, the workshop featured several government agencies, including the Air Force Research Lab, National Institutes of Health, Office of Naval Research and Defense Advanced Research Projects Agency.

Golshani wants to position the College of Engineering to partner with new technology firms. "We see our role as an engine of socioeconomic development for the region. We have laboratories, we have expertise, and we have the desire to be partners on any of these projects," he said, noting that the workshop was meant to encourage future initiatives in the public and private sectors.

## Small Business Loans

The Long Beach Economic Development Department offers three types of loans to help small businesses and start-ups. The largest of these loans is provided through the Grow Long Beach Fund, a partnership between the city and the National Development Council Grow America Fund, a national small business loan program. These fixed-rate loans range from \$100,000 to \$2 million and are available for companies that have been operating in Long Beach for at least two years. The loans are for more established businesses with a cash flow that can service a higher debt, Jalali said. These funds may be used for "any legitimate business expense," according to the department's website. These uses include construction, tenant improvements, equipment and working capital.

Larger loans are dispensed two or three times per year, Jalali noted, while the bulk of the department's assistance portfolio is dedicated to microloans ranging from \$25,000 to \$100,000. "I'd say we probably average one or two a month," he said of microloans. One stipulation of the Microenterprise Loan Program is that



the borrower must create “one full-time job for every \$35,000 borrowed,” the rules state. This microloan offers a prime lending rate plus 1.5%, and may be used to finance “equipment, fixtures and furniture, and working capital.”

The newest type of loan offered through the city helps businesses that are ineligible for microloans due to their small size. Kiva is a nonprofit organization that offers a platform for start-ups to crowd-fund 0% interest loans via small donations from lenders around the world. The City of Long Beach partnered with Kiva to make this platform available to local entrepreneurs and small businesses. To receive a loan, applicants must be sponsored by a pre-approved loan trustee, one of 13 community organizations that the city has entrusted to vouch for loan recipients.

Funds raised through Kiva are matched by the Los Angeles Local Initiatives Support Corporation (L.A. LISC). Borrowers receive between \$500 and \$10,000, which may be repaid up to 36 months later.

“We look at Kiva as a sort of passport to advance into the next level, ultimately to be able to get the microloan and all the way up to an SBA [U.S. Small Business Administration] loan of \$3 million,” Jalali said. “These businesses are starting small, and they’re gradually reaching the point where they become more bankable and qualify for larger financing, whether through the city or our banking partners.”

Fifteen Long Beach businesses have benefited from Kiva loans since May 2018, Business Development Specialist Semira Araya said. These businesses have received funds from 1,648 lenders, who together with LISC have provided \$137,000 in total funding. Word of mouth has created more interest in the program, Araya said. “The businesses that we’ve worked with have been really happy with their campaigns and sharing their successes,” she commented. “I’m personally working with five different businesses at the moment that are going to be applying in the next week or two.”

### The Shaun Lumachi Innovation Center

The City of Long Beach partnered with Long Beach City College (LBCC) and BLANKSPACES, a co-working office space network, to create the Shaun Lumachi Innovation Center. Located in Downtown Long Beach at 309 Pine Ave., the center is designed to offer both a shared work environment and entrepreneurial support programs through LBCC. The two-story building was the home of LBCC’s Small Business Development Center prior to its renovation, which began in January 2018.

Jalali said the center’s completion has been delayed by frequent rains this winter, but that it will be up and running by early June. “The Shaun Lumachi Innovation Center is another great addition to the revitalization of Pine Avenue,” Jalali commented. “Brought forth by [1st District] Councilwoman Lena Gonzalez, this coworking space represents a partnership with Long Beach City College and BLANKSPACES to continue our support for new and existing business ventures and help grow the local entrepreneurial ecosystem.”

### Workforce Development: Pacific Gateway

Pacific Gateway, the workforce development arm of the City of Long Beach, serves residents in the greater area beyond the city’s border. The mission of the organization is to train local workers in the skills needed to succeed in an evolving labor market, Executive Director Nick Schultz told the Business Journal. “We’re in constant contact with our economic drivers [about] what those skills might be, and are tailoring our offering so that workers have the skills to compete,” he said.

In the third quarter of 2018, Pacific Gateway received a \$100,000 grant from Citi Foundation and Living Cities, a partnership among several foundations, nonprofits, financial institutions and the federal government. Long Beach was one of five cities to receive this grant, which was awarded to increase entrepreneurship among minorities and women-led businesses. “It’s a one-year project . . . helping us to actually evolve and expand services through a multi-pronged approach to entrepreneurs that haven’t had the same type of access to services as some other folks in the past,” Schultz said.

This multi-pronged approach has five aspects, Schultz continued: seeding entrepreneurship in minority communities; helping entrepreneurs; building the community’s capacity to support new business; supporting the transfer of business ownership; and increasing access to supportive programs. Schultz said this effort is still in the data collection stage, which entails reaching out to community members and “analyzing the gaps between what they say they need and what existing programs provide.”

In its daily programming, Pacific Gateway hosts skills workshops and subsidizes on-the-job (OTJ) training. The latter is one of the organization’s most effective tools, Schultz said. The economy is growing past the point where employers are only looking to hire skilled workers, he explained. “Most folks now are in a position where they’re willing to onboard some risk with somebody, and that’s exactly what OTJ is there to incentivize. Somebody has 80-90% of the skills, [then] we can step in over a defined period of time to help close that skill gap and pay 50% of the wages.” ■

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# Pacific Gateway Receives National Recognition

■ By EDITOR SAMANTHA MEHLINGER

The 2015 closure of Boeing's C-17 Globemaster III manufacturing facility at the Long Beach Airport spurred Pacific Gateway, the city's workforce development agency, to analyze the economic composition of Long Beach – who its major employers are, what industries are driving growth and the demographics of Long Beach workers. According to Pacific Gateway Executive Director Nick Schultz, this led to the discovery that at least 35% of the city's residents were earning wages that were insufficient to meet the area's cost of living. The revelation set in motion a series of events that ultimately led to a project to uplift this sector of the economy, developed in partnership with a British nonprofit from across the pond – an initiative that is being recognized on March 13 as the best of its kind in the nation by the U.S. Conference of Mayors and Wells Fargo.

"When I looked at that deep economic and demographic dive, [I saw] there were a lot of people in jobs living here in Long Beach who were earning wages that weren't sufficient for them to afford to live here," Schultz said. "There was something else going on locally that was bolstering or supporting people's ability to afford to live in the community that we couldn't get out of the official data."

What was going on, Schultz found, was that as many as 41% of Long Beach residents were not working full-time. Rather, they had multiple part-time jobs, or worked on-demand. As he began investigating how to support such a sizable segment of the economy, Schultz consulted with the mayor's office, which connected him with Wingham Rowan, director of the British nonprofit Beyond Jobs.

Rowan's nonprofit developed and implemented what he refers to as a central database of available hours (CDAH) to connect on-demand workers with employers. This public system allows workers to publish their available work hours and employers to request their services. After successfully launching the platform in Britain, Rowan began looking into bringing it to the United States – an effort that ultimately brought him to Pacific Gateway. "We've worked with local workforce boards around the U.S. It was Long Beach that took the lead," Rowan said.

Through a \$42,000 grant from the Annie E. Casey Foundation awarded in October 2016, Rowan and Schultz partnered to bring together workforce boards and organizations from across the United States to discuss the needs of on-demand workers and their employers. "I convened the roundtable for the Greater L.A. region, which included all the directors from both Los Angeles and Orange counties," Schultz said. Through these discussions, Schultz determined that "our traditional workforce dollars and performance metrics wouldn't give us credit for supporting those types of businesses or those less than full-time workers." With the support of other workforce board directors in the area, Schultz wrote an open letter seeking philanthropic funding to address the needs of the on-demand economy.

The letter resulted in a \$58,926 Kauffman Foundation grant in 2017 to explore the extent of the demand for flexible work in the two-county area. The effort revealed about \$20 million in aggregate demand just within Long Beach, according to Schultz. Several of Long Beach's largest employment sectors rely upon on-demand workers, including the hospitality and tourism, health care, and transportation and logistics industries, he noted.

Additionally, the Walmart Foundation supplied \$123,696 to Americanize Beyond Jobs' technology deployed in Britain.

According to Andrew Muñoz, director of staffing services for the nonprofit arm of Pacific Gateway, Pacific Gateway Workforce Partnership, the first step in creating a new CDAH for the on-demand workforce in Long Beach was to identify major employers in need of such a tool. "Once we had the grant and we had staff on our small but mighty team, we hit the pavements and started talking to folks about the potential for being involved in the project," he said.

Among these companies was Cambrian Homecare, a Long Beach-based provider of home care for people of all ages, including seniors in need of hospice,



When Cambrian Homecare Founder/CEO Rhiannon Acree heard that Pacific Gateway was working on a system to connect employers with on-demand workers, she was delighted to sign on as an initial user. Pictured from left: Acree; Paul Quiroz, director of operations for Cambrian Homecare; Andrew Lippa, business development specialist for Pacific Gateway Workforce Partnership (PGWP); and Andrew Muñoz, PGWP's director of staffing services. (Photograph by the Business Journal's Annette Semerdjian)

and youth and adults with special needs. Rhiannon Acree, founder and CEO of Cambrian Homecare, said that when Rowan first called her about getting involved in the creation of the database as an initial user, her reaction was: "Thank god – it's about time a public sector agency understood our industry." She added, "finally somebody has listened, understood and gone with it."

In the home care industry, on demand workers are crucial. Since Cambrian was founded 22 years ago, it has relied upon flexible workers, Acree noted. However, doing so has become increasingly difficult. "I talk to the staff these days about what I call the 'uberization' of home care," Acree said. "It's an on-demand business now. Gone are the days we had 48 hours to book a shift." Most challenging for Acree is the process of reviewing applications. "If we are processing over 1,000 applications a month, the labor cost on that is high," she explained.

The CDAH that Pacific Gateway and Beyond Jobs have developed, which launches in April, places the responsibility of vetting employees on Pacific Gateway. The organization's staff will onboard workers to the system, which will display their qualifications, such as certifications, in addition to their hours, Muñoz explained.

Having this information at their fingertips, rather than having to sort through applications, will reduce employers' overhead and increase efficiency, Acree noted. "This is a game changer," she said. "That application can be processed so much quicker, so much more efficiently, and they can be in work getting paid hours quicker."

The system also makes it easier for on-demand or flex workers to present themselves to a variety of employers, Muñoz noted. "I call it a pro-worker project because it empowers the worker in a way that they are not empowered now," he said.

Schultz explained the benefit to workers: "They are not locked into a specific employer. They can take their talents, their abilities, their skill and their time and actually place it into a flat market place where an employer can buy based on need."

Last July, the Wells Fargo Foundation and the U.S. Conference of Mayors – an organization comprised of mayors of cities with 30,000 residents or more – selected the Pacific Gateway/Beyond Jobs initiative as the best of its kind in America. The project is receiving first place in the 2018 CommunityWINS Grant Award Ceremony on March 13, an honor that comes with a \$300,000 grant to test the database in the Greater Los Angeles area.

According to Muñoz, this is the first time public technology is being implemented to facilitate the on-demand labor market. "We anticipate the majority of it will be done online and through smart phone technology," he said.

Muñoz reflected, "There are an awful lot of underemployed people, and this pool of people has always been on the fringes. . . . Now we have a way of connecting all those hours of availability for work – all those skills, all those resources around Long Beach – to the employers that need them."

Employers interested in using the database may contact Andrew Lippa, business development specialist for Pacific Gateway Workforce Partnership, at 562/570-3747. ■



# CITY OF LONG BEACH

## BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Printing and Delivery Services	ITB PR19-078	03/13/2019
Polygraph Services	RFP PD19-001	03/14/2019
Psychological Evaluation Services	RFP PD19-049	03/14/2019
Sanitary Sewer Rehab & Replace Prgm. Project 4	WD-11-19	03/18/2019
Transportation Services	RFP PR19-073	03/19/2019
F-450 Aerial Buck Truck with Hybrid System	ITB FS19-037	03/19/2019
Strategic Comm. & Graphic Design Consultant Svcs		03/22/2019
LED Traffic Modules and Signs	ITB PW19-071	03/26/2019
Belmont Veterans Memorial Pier Aqualink Landing Facility Repair	R-7151	03/27/2019
Stearns Park Irrigation Upgrade	R-7061	03/28/2019
Naples Island Permanent Seawall Repair – Phase 2	R-7142	04/02/2019
Cathodic Protection Improv. of Water & Recycled Water Systems Project – Phase 4	WD-23-17	04/03/2019
On-Call Environmental Prgm. Support for LB Airport	RFQ AP19-056	04/04/2019
Fueling Facility Operator	RFP PR19-055	04/09/2019
Citywide User Fee and Cost Recovery Studies	RFP FM19-082	04/18/2019
Concessions & Rentals Opportunities at the Beach	RFP PW19-018	05/02/2019
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

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

### Bidder Registration

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

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The Long Beach Environmental Services Bureau collects waste from single-family homes and most buildings with 10 units or fewer, Environmental Services Manager Diko Melkonian told the Business Journal. Pictured, front row, from left are: General Superintendent Rudy Umana; Refuse Operators Luis Sanchez and Brandin Clarke; Melkonian; Waste Diversion and Recycling Officer Erin Rowland; and Refuse Operators Math Phim, DeAngelo Wilson, John Martinez, Rashaun Nelson, Miguel Espinoza, Jesus Gomez and Juan Ponce. Back row, from left are: Motor Sweeper Operator Jason Wynia; Clerk Typist Mario Garcia; Refuse Operators Derek Bevin, Theodore O Neal and Robert Grier; Waste Operations Supervisor Kenneth Tucker; Refuse Operator Marcellus Cale; Refuse Operators Gerardo Huizar, Albert Sautter, Hector Quintana and Eric Alvarez. (Photograph by the Business Journal's Brandon Richardson)

## For A Greener Long Beach – Civic And Nonprofit Programs Beautify The City

■ By STAFF WRITER PIERCE NAHIGYAN

**H**ome to the second-busiest container seaport in the United States and a population nearing half a million people, the City of Long Beach is an active zone of commerce and commuters. Major efforts have been made by city staff and local nonprofits to improve the air, water and quality of life across the city's 50 square miles.

"It's something that we take very seriously," Heather Tomley, acting managing director of planning and environmental affairs at the Port of Long Beach, told the Business Journal. "We need to do our part to reduce our impacts that we're having on the local community, the region and globally."

Container traffic through the Port of Long Beach has grown about 20.6% over the last 14 years, from 6.71 million twenty-foot equivalent units (TEUs) of cargo in 2005 to 8.09 million TEUs in 2018, according to a port spokesperson. Such growth could have resulted in greater levels of emissions from the many vehicles that move in and out of the harbor each day – from ships and trucks to locomotives and cargo-handling equipment. Port administration has actively pursued methods of reducing the environmental impacts of these operations.

The Green Port Policy was adopted by the Long Beach Board of Harbor Commissioners in 2005 to promote sustainable technologies and practices intended to cut down or eliminate harmful pollutants. These pollutants include nitrogen oxides, which contribute to smog and ozone emissions; sulfur oxides, generated from the burning of coal and oil; and diesel particulate matter, a toxic air contaminant that has been linked to cancers and other illnesses. The port creates an annual inventory to keep track of these emissions, Tomley said. In the last 14 years, nitrogen oxides have been reduced by 48%, diesel particulates by 84% and sulfur oxides by 97%.

Tomley said that the tremendous decrease in sulfur oxides is due to a number of factors, including the reduction of sulfur content in trucks and other vehicles, more efficient engines, and a voluntary program that incentivizes vessels to slow to 12 knots

as they approach the port. "By slowing down and reducing the load on the engine . . . [ships] burn less fuel and significantly reduce emissions," Tomley explained. Vessels that participate in the program at least 90% of the time receive a dockage discount from the port. Tomley said participation in this program has been "fantastic" among vessels that call at the port, comprising 97% of all ships that approach within 20 nautical miles and about 92% of those within 40 nautical miles.

In addition to these policies, the port is also reducing the amount of diesel used in its own operations by transitioning to electric equipment. Middle Harbor, or Pier E, is almost entirely electrified – from the ship-to-shore cranes that offload equipment to the automated vehicles that move containers through the yard. "There's only a small portion of the operations where they still use the traditional diesel equipment," Tomley said. "The desire is to become a fully zero-emission terminal here in the future."

The boards that govern both the Port of Long Beach and the Port of Los Angeles have called for the adoption of zero-emission vehicles and cargo-handling equipment by 2035. To help the Port of Long Beach develop this technology for commercial use, the California Energy Commission and the California Air Resources Board have donated more than \$78 million in grants. Another \$69 million has been raised in matching funds from other sources, including private companies.

The port has also implemented programs to improve the quality of water in the harbor district, such as regulating vessel discharges and monitoring stormwater, but Long Beach faces a major challenge in managing the pollution that flows from the Los Angeles River. To treat the bacteria, hydrocarbons, trash and pesticides that dump into the Long Beach Harbor, the city's public works department is overseeing the Long Beach Municipal Urban Stormwater Treatment (LB MUST) Program.

Funded in part by a \$1 million grant from the port, the program would involve the construction of a facility near Shoemaker Bridge on the east side of the L.A. River. "Ultimately, the goal is to try to

(Please Continue To Page 34)

*"We need to do our part to reduce our impacts that we're having on the local community, the region and globally."*

– Heather Tomley



# How can you help the Environmental Service Bureau keep Long Beach Clean?

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# Building A Better Long Beach



Long Beach Water Conservation Assistant Sarai Bustos awards Baja Sonora co-owners Mary Sophiea and Mike Mendelsohn with the water department's Blue Restaurant Certification. "Mary and Mike have been serving authentic Mexican food for over 20 years and have become beloved members of the City of Long Beach," Bustos told the Business Journal. "Baja Sonora achieved its certification by incorporating water efficient devices within its kitchen and restrooms. It has implemented water-efficient aerators and a pre-rinse spray nozzle, which have both reduced water consumption by 72% compared to their pre-existing devices." Pictured from left are co-owners Sophiea and Mendelsohn, with Bustos. (Photograph by the Business Journal's Brandon Richardson)

(Continued From Page 32)

capture the stormwater and bring it to this facility that can clean the stormwater before it enters the L.A. River," City Engineer Alvin Papa told the Business Journal. With the facility still in its design phase, Papa said the city is hoping to begin construction early next year.

To clean the entire 12,000 acres of the L.A. River watershed would be a multi-city, \$200 million undertaking, Papa estimated, so the project will progress in stages. "If you picture your body, and the veins and capillaries running through it, right now we're just building the heart," he said. "The entire system, that will take a long effort and a lot of people behind it continuing to push it over the years."

In the meantime, Algalita Marine Research and Education is enlisting volunteers to remove the debris washing up on the city's beaches. In addition to hosting regular cleanups onshore, the nonprofit has partnered with Long Beach Waterbikes at 110 N. Marina Dr. to encourage waterbike riders to clean the water, too. "The first Saturday of every month you can sign up to take them out for free," Algalita Executive Director Katie Allen said. "We give out buckets and pool skimmers." Kayak cleanups are held on the last Saturday of each month in Alamitos Bay.

Algalita hosts local sustainability workshops to encourage residents to rethink their consumption habits and reduce plastic waste. At its community center at 140 N. Marina Dr., Algalita sells reusable items and offers refills to replace single-use plastic bags, bottles and other containers. "We have partnered with Julie Darrell from BYO Long Beach [a local waste-reduction enterprise] and we have a full refill station for any kind of home care product you need," Allen said. These refills include eco-friendly detergent, toothpaste, lotion, shampoo and other products. Allen said the store is extremely popular, selling over 8,000 refill items in the last 10 months.

The Long Beach Office of Sustainability has several new and ongoing projects to foster cleaner residential and commercial living. It has partnered with Southern California Edison to increase the energy efficiency of city facilities and with Mercedes-Benz USA to provide free electric vehicle chargers to the community. The office is also developing a program to install free energy-saving products and services in disadvantaged neighborhoods. "The next phase of that is to put out a request for proposals for contractors that would do the work," Sustainability Coordinator Larry Rich told the Business Journal. Installations may begin by end of summer, Rich said.

To promote urban forestation, the California Department of Forestry and Fire Protection has given the office of sustainability a grant to plant fruit trees throughout Long Beach. Rich said that his office has enough funding to plant 400 trees over the next two and a half years. Residents were encouraged to apply for free plantings in their front yards, and demand quickly outstripped the supply. "When we launched the program, we got more than 700 applications in the first three weeks," Rich said. Planting is set to begin this week, and fruit varieties will include oranges, lemons, limes, avocados, peaches and pomegranates.

The office of sustainability also helps local businesses to achieve "green"

certification status. This program recognizes businesses throughout California that minimize their waste and carbon footprint while conserving energy and water use. More than 50 businesses have begun or completed steps to achieve this certification within Long Beach. The Blue Restaurant Certification, managed by the city's water department, goes "hand in hand" with this program, according to Manager of Water Resources Dean Wang. This certification is targeted specifically at local restaurants that achieve water efficiency targets. "We're hoping to roll out the blue certification to other industry sectors, such as hotels, motels, as well as maybe some other facilities in the commercial sector in the near future," Wang said.

On the residential side, the water department has also created an incentive program to re-

place lawns with drought tolerant or California native plants. The Lawn-to-Garden (L2G) Program offers residents \$3 per square foot of lawn removed for up to 1,500 square feet, and an additional \$1,500 reimbursement for professional landscaping. "It's been highly successful," Wang said. "A lot of other water agencies, not only in California but across the country, have modeled their programs on the Long Beach [L2G] program."

With 225 employees, the Long Beach Environmental Services Bureau is a robust branch of the public works department. Its duties include refuse collection, street sweeping and parking control. It also operates the Long Beach Clean Team, which removes illegally dumped items, reports graffiti, ensures property owners are keeping their store fronts up to code and cleans up homeless encampments. "We're kind of what happens in the background of the city," Waste Diversion and Recycling Officer Erin Rowland said. "We keep our neighborhoods clean."

According to Environmental Services Manager and Deputy Director of Public Works Diko Melkonian, the bureau collects waste from around 123,000 accounts in Long Beach. These accounts include single-family homes and buildings with 10 units or fewer. The bureau's street sweepers collected more than 10,300 tons of litter in 2018. "One of the most critical things that street sweeping collects, that people don't even see, are metal particulates that come off brakes," Melkonian explained. "All of that would go into our waterways and our oceans if we weren't conducting street sweeping."

The Long Beach Energy Resources Department is always looking for ways to enhance its environmental stewardship, Business Operations Manager Tony Foster told the Business Journal. "We're well aware of the position of the city and the state to reduce the impact of fossil fuel emissions," he said. Since 2017, his department has contracted with producers of renewable biogas for use in Long Beach Transit buses and city fleet services, such as refuse haulers and street sweepers.

Created by the decomposition of organic substances, biogas is recognized as producing net-zero emissions, Foster said. "It's simply CO<sub>2</sub> [carbon dioxide] that was in the atmosphere that was captured by plants, and once that biodegrades, it's recaptured through the biogas process and re-released into the atmosphere," he explained. By using this gas in its bussing and fleet operations, the city qualifies for renewable energy credits that cover roughly 80% of the cost of the fuel itself, he went on. "It's a big benefit to the city to essentially get a much-reduced fuel cost that is also a net-zero carbon impact on the environment."

Algalita's Allen said that she has noticed a growing interest among Long Beach residents and visitors to adopt more sustainable practices. "All of our objectives relate to that concept of personal and local resiliency," she said. "People are really starting to see it that way as opposed to, 'Oh, I'm an environmentalist.' We're too intelligent to be this wasteful, and I think that is helping people change habits in a very sustainable way." ■





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# Long Beach Industry Snapshots

**A** diversity of business sectors drive the Long Beach economy, some with roots dating back to the city's origins, and others that have blossomed more recently. The city's economic strength and stability has been bolstered by the variety of its industries; when one slows, another is there to pick up the slack.

Major employers in the City of Long Beach include businesses and organizations in the aviation and aerospace, financial services, health care, hospitality and tourism, oil, technology and trade sectors.

Perhaps the greatest single driver of economic activity in the city and greater region is the Port of Long Beach, which, combined with its neighboring Port of Los Angeles, is responsible for processing about 39% of the country's maritime international trade. The port supports businesses in the trade, logistics and real estate sectors, including trucking firms, customs brokers and freight forwarders, shipping lines, warehouses and other enterprises.

Following is a more detailed glimpse into Long Beach's industries.

■ BY STAFF WRITER PIERCE NAHIGYAN

## Aviation And Aerospace

Long Beach's history as a hub for aviation and aerospace dates back to the early 1900s, but the industry blossomed during World War II with the establishment of the Douglas Aircraft Company's manufacturing plant near the Long Beach Airport (LGB). This is where the company built C-47 Skytrains, SBD dive bombers, C-54 transports, A-20 and A-26 attack bombers and B-17 bombers. Douglas merged with McDonnell Aircraft Corporation in 1967 and with Boeing in 1997, which continued to manufacture aircraft in the city until 2015.

Many aviation and aerospace companies continue to operate in and around LGB today. These include the airport's largest leaseholder, Gulfstream, which employs approximately 800 workers in the city and performs maintenance and service on several models of its jets.

At Douglas Park, a former McDonnell Douglas site, Virgin Orbit is developing a system to launch rockets from a modified Boeing 747. Virgin employs just over 500 people in Long Beach, and last year expanded into a second building in the business park. Other major businesses around the airport include the training school FlightSafety International, fixed base operators Ross Aviation, Signature Flight Support and Airserv, and a variety of businesses located in two business parks owned by LGB.

Airserv provides ground handling services for commercial flights as well as corporate, military and cargo aircraft. Owner and President Kevin McAchren said that the company has often serviced flights for local sports teams, including the Anaheim Ducks and Los Angeles Angels of Anaheim. "It's a busy time of year for us in the spring and summer," McAchren said. "We have such teams as the Baltimore Orioles, the Cleveland Indians, the Detroit Tigers, among others that use Long Beach because of the excellent facilities here."

## Local Legend And Long Beach

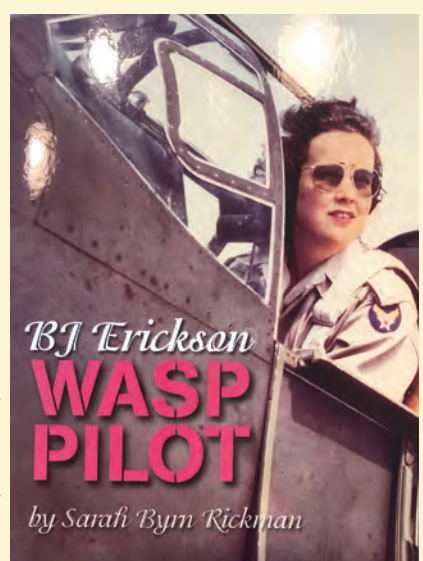
Girls attending this year's Women In Aviation conference, held in Long Beach March 14-16, are each receiving a copy of a book about one of Long Beach's famed women aviators, Barbara Jane "BJ" Erickson London, courtesy of a donation by Aeroplex/Aerolease Group. London's daughter, Terry Rinehart, hopes the donated books and the conference itself will inspire young attendees to pursue careers in aviation like she and her mother did.

Rinehart was the first woman pilot for Western Airlines, hired in 1976. London was also a pioneer as a woman in aviation: she was one of the first Women Airforce Service Pilots (WASPs) hired in anticipation of World War II, during which time she became commander of the WASPs operations at Long Beach Airport.

"BJ Erickson, WASP Pilot," by Sarah Byrn Rickman, chronicles London's experience in the WASPs. Her story began in the 1930s, when the United States government started a program at universities to train pilots in anticipation of becoming embroiled in World War II. Only 10 women were allowed in the program at each school, Rinehart said. At the University of Washington, London was one of them.

"As the war progressed, they still didn't have enough pilots to try to move the planes that were coming off the assembly lines," Rinehart said, referring to the U.S. military. As a solution, the military hired women pilots to transport airplanes. This ensured that as many male pilots as possible would be freed up to fight abroad. Women weren't allowed in combat.

"My mom was the commander of the base in Long Beach. She had 60 women beneath



"B.J. Erickson WASP Pilot" by Sarah Byrn Rickman chronicles the career of one of Long Beach's famed women aviators, Barbara Erickson London. Aeroplex/Aerolease Group is providing copies to young women attending the Women In Aviation conference held in Long Beach March 14-16. (Image courtesy of Terry Rinehart)





(Photograph courtesy of the Long Beach Area Convention &amp; Visitors Bureau)

Curt Castagna is the CEO and president of Aeroplex/Aerolease Group, which develops and manages airport real estate at LGB and across the country. Castagna told the Business Journal that LGB has been and continues to be a major asset for the local economy. “The City of Long Beach benefits from the diversity of its tenant mix at the airport,” Castagna said. “What makes Long Beach so unique is that we have Gulfstream and Ross Aviation and Signature and White Buffalo, FedEx, UPS and the airlines. It’s that diversity that really

is the value to the community in protecting their quality of life, and at the same time maximizing the economic benefits.”

The airport offers commercial flights to 18 U.S. destinations and has five commercial air carriers: American Airlines, Delta Air Lines, Hawaiian Airlines, JetBlue Airways and Southwest Airlines.

(Please Continue To Page 38)

## Conference To Encourage Young Women To Pursue Careers In Aviation

her. They flew everything the military had,” Rinehart reflected. “My mother was the only woman during World War II who was awarded the Air Medal,” she noted, referring to a military recognition awarded for meritorious flight achievement.

After the war, London, like all other women, was not allowed to stay in the military. Nor were women allowed to fly for commercial airlines, Rinehart noted. London went to work selling aircraft at a couple of Long Beach companies before starting a business, Barney Frazier Aircraft, with a partner. She didn’t retire until her 80s, Rinehart noted. London passed away in 2013.

Rinehart comes from a family of pilots – her father, husband and all three of her children are pilots. But when Rinehart was coming up in the industry in the 1970s, there were few women in commercial aviation. “When I got hired, there were probably less than 10 women flying for airlines throughout the United States,” she said.

Rinehart said that while her airline was well-run, she did encounter sexism on the job. “Now, it’s much more common to see a woman in the cockpit. But there were still a lot of males who felt that this was their environment and we were infringing on that. We did kind of what we needed to do to get along to go along,” she explained. “Back in the day you just didn’t make a big fuss over somebody making sexist comments. Nowadays, you wouldn’t put up with things like that. But back then we heard many times on the radio [things] like, ‘Another empty kitchen,’ or ‘Who’s taking care of your kids?’” she recalled.

“Unfortunately, since I got hired in 1976, the percentage of women pilots hasn’t really expanded too much. We’re still somewhere between 4-6% of the airline pilot population,” Rinehart said, adding that becoming a pilot is a lengthy, costly process. That’s why the Women In Aviation organization each year hosts a girls’ day as part of its annual conference – to encourage young women not only to consider becoming pilots, but also to explore other careers in aviation, according to Rinehart. This year’s girls’ day is Saturday, March 16.

Girls flying in to the Long Beach Airport to attend the conference will travel down Barbara London Drive before exiting onto Lakewood Boulevard, Rinehart noted.

“Girls between 10 and 18 can come for \$10 a day and learn about all

kinds of jobs in aviation,” Rinehart said. “Curt Castagna of Aeroplex at the Long Beach Airport is donating 250 of my mother’s books to every single girl who comes to this convention to try to inspire them to reach a little bit higher and understand women who have gone before them.”

To learn more about the conference, visit [wai.org/events/2019-international-women-aviation-conference](http://wai.org/events/2019-international-women-aviation-conference).



At center, Barbara Erickson London holds her Air Medal – she was the only woman awarded the medal during World War II. London is surrounded by her family of aviators, including her daughter, son-in-law and granddaughters. (Photograph courtesy of Terry Rinehart)



## Earl B. and Loraine H. Miller Foundation Children's Center and Orthodontic Pavilion



The Assistance League of Long Beach (ALLB) and city officials celebrated the groundbreaking of the Earl B. and Loraine H. Miller Foundation Children's Center and Orthodontic Pavilion on February 28. Located at 6220 E. Spring St., adjacent to the existing ALLB facility, the new center will house the organization's expanded Operation School Bell program, providing as many as 12,000 Long Beach Unified School District (LBUSD) students with uniforms and supplies annually. The new facility will also include ALLB's Orthodontic Program, providing orthodontic services to around 1,000 LBUSD students each school year, according to Cynthia Terry, Creating Smiles capital campaign chairman with ALLB. "As of today, we've got 80% of our [\$5.5 million] financial goal," Terry said during the event. "This groundbreaking signifies a call to action where we want the entire community to join us in support of our Creating Smiles capital campaign." The new center was named after Earl and Loraine Miller in light of a \$1.25 million contribution by their foundation. The ALLB's current facility is being renovated and renamed the Chereese Mari Lulhere Philanthropic Center, after a \$1 million donation by the foundation of the same namesake. Chris Lulhere explained that her daughter Chereese died while studying abroad when she was 21, and that she had a heart set on helping children. "After we lost her, we knew that we needed to carry out her hopes and dreams, and keep her memory alive," Lulhere said. "We were extremely impressed with how much [ALLB] does for school kids. Of all the Assistance League's throughout the country, Long Beach has the most volunteers and it touches our hearts." Pictured from left: Joseph Coriaty, partner with Frederick Fisher & Partners; Randy Wilson, contractor with Norm Wilson & Sons; John Berley, senior associate architect with Frederick Fisher & Partners; Cindy Summers, capital project chairman with ALLB; Lulhere, president of the Chereese Mari Lulhere Foundation; Terry; Walter Florie, president of the Earl B. and Loraine H. Miller Foundation; Christian Brown, an LBUSD student; JoAnn McDonald, president of ALLB; 5th District Councilmember Stacy Mungo; Mayor Robert Garcia; former ALLB Presidents Patti Brown, Vickie Sullos and Suzanne Powell; and ALLB Executive Director Annette Kashiwabara. (Photograph courtesy of the ALLB)

(Continued From Page 37)

■ BY STAFF WRITER ALENA MASCHKE

### Financial Services

Long Beach residents and business owners have a variety of financial services to choose from, ranging from national and regional providers to homegrown institutions. Both Farmers & Merchants Bank (F&M) and International City Bank (ICB) were founded in Long Beach and have maintained headquarters in the city.

"Being headquartered here in Long Beach since our inception, we feel that we have a pulse on the business community," Michael Miller, president and chief operating officer of ICB, told the Business Journal. "All decisions are made here, locally, in Long Beach," he noted. "That's the advantage that we have."

The bank, which was founded in 1984, is expanding its online services to ease access for both local and regional clients. "In today's environment, due to technology, brick-and-mortar is not quite as critical as it once was," Miller pointed out. Still, he said, the bank periodically reviews options to branch out physically as well. ICB currently holds \$270 million in assets and has just over 30 employees across its two branches, according to Miller.

Farmers & Merchants Bank, which holds \$7.3 billion in assets and has 750 employees across Southern California, was founded by C.J. Walker in 1907 and has remained in the Walker family since. "Our foundation, our beginning, was in Long Beach. It embodies who Farmers & Merchants is, our 112-year heritage, our values, and our commitment to the city," F&M President W. Henry Walker told the Business Journal. "It makes sense for California's strongest bank to be headquartered in California's strongest city."

Walker said F&M has also taken steps to expand its digital services, in addition to the 25 branches the bank operates across Southern California. "We've been investing very heavily in our technology, so that we can continue our long tradition of offering our clients the latest in banking security, convenience and speed," Walker said.

In addition to these two locally-headquartered banks, various other banks and credit unions have offices and branches in Long Beach, including Wells Fargo,

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

Long Beach's financial services industry also offers a full spectrum of wealth management, investment and accounting services. The city is home to offices of national firms like HCVT Certified Public Accountants and locally-founded financial service providers, such as the accounting firm Windes and the wealth management institution Halbert Hargrove.

Halbert Hargrove was founded in 1933 by a group of successful oil entrepreneurs who didn't trust anyone else to manage their newfound wealth, the firm's president and chief operations officer, JC Abusaid, recounted. "We've had the same phone number ever since," Abusaid said. "There's a lot of tradition. We like to do things a certain way and we stick to it."

The city has developed a robust financial services industry since the early 20th Century, when oil created fortunes in the area. "There's strong, very reputable firms, and I think there's a lot of collaboration happening," Abusaid noted. "It's a great community and a great place to do business."

■ BY EDITOR SAMANTHA MEHLINGER

### Health Care

Multiple hospitals, two major health plan providers, a regional U.S. Veterans Affairs medical center and many private medical practices are located within the City of Long Beach, meeting the myriad health needs of its nearly 500,000 residents.

One of the largest health care institutions operating in the city is MemorialCare Health System, which runs two hospitals – MemorialCare Long Beach Medical Center and Miller Children's & Women's Hospital Long Beach – as well as multiple outpatient and imaging centers. Its affiliate health plan, Seaside Health Plan, is headquartered in Long Beach. According to a Memorial-



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4M Institute, a post-graduate dental implant training center at 3918 Long Beach Blvd., Suite 200, is one of the newest players in Long Beach's health care industry. The office held its grand opening celebration on March 9. Pictured at their new facility are founders Dr. Sean Mohtashami, left, and Dr. Benjamin Javid, who say the 4M Institute is the area's first post-graduate advanced dental training facility of its kind. For more information, visit: [www.4minstitute.com](http://www.4minstitute.com) or call 562/294-5200. (Photograph courtesy of 4M Institute)

(Continued From Page 38)

Care spokesperson, the nonprofit supports more than 8,600 jobs within the City of Long Beach. In addition to hospital workers, this figure includes affiliated physicians, physician residents and fellows, as well as nursing students and contracted food service employees.

Long Beach Medical Center houses nine institutes of health, including programs focused on heart and vascular care, breast health, joint replacement, strokes, cancer and other specialties. The medical center, which was founded as Seaside Hospital in 1907, also houses an imaging center. The hospital's emergency department serviced nearly 109,000 patients in 2018, the hospital's chief operating officer, Ike Mmeje, recently told the Business Journal.

Miller Children's provides care for children and expectant mothers. About 5,600 babies are born at the hospital each year, according to a hospital representative. To consolidate outpatient care services for child patients, which are scattered throughout the hospital and city, MemorialCare is planning to build a new four-story, 80,000-square-foot Children's Village next to Miller Children's. The hospital's board has approved the project, but it still must be considered by the Long Beach City Council.

Dignity Health – St. Mary Medical Center, located near downtown, is another major hospital in Long Beach, employing 1,535 people. Founded in 1923 by the Sisters of Charity of the Incarnate Word, the 389-room hospital provides many services, including an HIV/AIDS program, internal medicine, pediatric and maternal care, orthopedic surgery and more. The latest technology introduced to the facility is the da Vinci Si Robotic Surgical System, which performs minimally invasive surgical procedures, and offers improved patient outcomes and recovery time, according to a hospital spokesperson.

There are plans in the works to build a new patient tower and expanded emergency room at St. Mary Medical Center, an initiative announced last year. Plans for the new tower include private patient rooms, operating rooms, new labor/delivery rooms and more. The project is still in the design phase.

Long Beach is also home to the VA Long Beach Healthcare System, which is housed in a sprawling campus next to California State University, Long Beach. The campus offers veterans comprehensive health care services ranging from mental health, dental, pharmacy, imaging and more. The system employs 3,330 people, according to a VA representative. Three new buildings are under construction to expand the facility's mental health care capabilities and to create a community center.

Serving the senior population, Long Beach-based nonprofit SCAN Health Plan offers Medicare Advantage plans throughout 11 California counties. It also provides community programs including Independence at Home, which offers a range of services designed to help seniors and their home caregivers, and Volunteer Action for Aging, which offers group activities for seniors meant to address loneliness and isolation. SCAN employs 1,226 people at its Long Beach headquarters, according to a spokesperson.

Also based in Long Beach, Fortune 500 organization Molina Healthcare provides Medicaid, Medicare and government health plans in 14 states and Puerto Rico. The firm was founded in 1980 as an affordable health clinic.

In addition to these major organizations, Long Beach is home to many private practices and specialty caregivers, including dentists, orthodontists, ophthalmologists, pediatricians, gastroenterologists and many others.

■ BY STAFF WRITER ALENA MASCHKE

## Hospitality And Tourism

The Long Beach Convention & Visitors Bureau (CVB) estimated that at least 7.9 million visitors came to the city in 2018 to attend its attractions and events such as the Grand Prix of Long Beach, the Long Beach Pride Festival, the JetBlue Long Beach Marathon and the ASICS World Series of Beach Volleyball.

The Long Beach Convention and Entertainment Center, which is located on Ocean Boulevard in Downtown Long Beach, brought 1.3 million visitors to the city for conventions and meetings in 2018. The 400,000-square-foot space offers two VIP lounges, 34 meeting rooms, a grand ballroom, three exhibition halls and several other event and performance spaces, including The Cove and the Beverly O'Neill and Terrace theaters. In 2018, 274 conventions and meetings booked by the CVB were held in Long Beach. These conventions and meetings generated 208,097 overnight stays in hotels, according to CVB data.

Many of the city's most prominent tourist attractions are located on the downtown waterfront. Located across Queensway Bay, the historic Queen Mary has remained open while undergoing major rehabilitation work. This has included roofing and decking repairs, an update to the fire sprinkler system and renovations in the boiler room that allowed for the re-launch of a popular tour focused on the supernatural. The ship's leaseholder, Urban Commons, recently announced further structural repairs to ensure safety aboard, but is yet to release a timeline for previously announced upgrades to hotel rooms and common spaces.

A partnership between the Queen Mary and Goldenvoice, the company responsible for producing the annual Coachella Valley Arts and Music Festival, is now in its second year. In May, the "Just Like Heaven" festival is slated to bring indie rock favorites Phoenix, MGMT, Beach House and other acts to Long Beach.

That same month, the Aquarium of the Pacific is opening a new wing, Pacific Visions, which will feature live exhibits as well as a 300-seat immersive experience theater and an art gallery. These new offerings are expected to increase the Aquarium's annual number of visitors from 1.7 million to 2 million.

Carnival Cruise Line is planning to bring more visitors to its Long Beach terminal by expanding its capacity for cruises to the Mexican Riviera. The company's newest ship, the *Carnival Panorama*, is scheduled to dock and replace the *Carnival Splendor* starting December 2019, adding close to 1,000 spots on the company's seven-day cruises. "We've been cruising both short and long cruises from Long Beach for a very long time, and those cruises have continued to be very successful for us," Carnival's vice president of revenue planning and fleet deployment, Fred Stein, told the Business Journal. "There's more than enough demand to meet the additional capacity."

Ashore, new hotels are poised to draw more visitors to Long Beach. Guest capacities in the downtown area alone are expected to increase by 1,000 new hotel rooms over the next couple of years, including within the historic Breakers building and a planned 30-story hotel tower at the former site of the historic Jergins Trust Building. Near the airport, a 125-room Staybridge Suites is under construction, replacing parts of the adjacent Holiday Inn Long Beach Airport, which still hosts guests in its landmark tower.

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## Long Beach Transit Expands Weekend Water Taxi Service Year-Round

Whizzing back and forth between Alamitos Bay and the downtown waterfront, Long Beach Transit water taxis have become an increasingly popular transport option for residents and visitors alike. During large events, like the annual Grand Prix of Long Beach, a ride on the company's AquaLink service from Alamitos Bay saves visitors time and effort otherwise spent on a search for parking in downtown. The smaller AquaBus vessels ferry passengers around the harbor's popular destinations, including the Queen Mary, the Aquarium of the Pacific and the Hotel Maya. Starting March 8, Long Beach Transit expanded its water taxi schedule to offer weekend service year-round. Previously, water taxis ran on a weekend-only basis starting in mid-April, with an extension to seven-day service after Memorial Day. The service previously ended in October. "Last Summer, we had a really great summer with AquaLink," Michael Gold, the company's public information officer, told the Business Journal. "We've had ever-growing tourism coming here; that's another opportunity to utilize the service." But tourists aren't the only passengers keeping the water taxi service afloat, Gold said. "It's a great way to get across the city and get great views of the city," he pointed out. The 75-passenger AquaLink takes passengers from Alamitos Bay to the Aquarium and the Queen Mary in 45-minutes, at the price of \$5 per ticket. The AquaBus, which carries 25-30 passengers, stops at the Aquarium, the Queen Mary, the Hotel Maya, Shoreline Village and Pine Avenue Circle, at \$1 per ticket.



— Staff Writer Alena Maschke





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# PortSide Keeping Up With The Port Of Long Beach



Stefanie Sandoval, construction inspector for the Port of Long Beach, had an interest in construction from an early age. As a teenager, she participated in construction classes offered by the nonprofit Women In Non Traditional Employment Roles. Through that program, she pursued a career in construction inspection and entered into an apprenticeship. Sandoval worked as a consultant before being hired as a construction inspector for the port in 2014. Currently enrolled at Long Beach City College, Sandoval plans to complete her bachelor's degree to advance to a construction management role. In her current position, she oversees long-term projects and handles on-call matters that need immediate attention. For instance, she is leading the inspection of a 710 Freeway exit recently closed off due to a sinkhole and broken sewer line in order to find the cause of the breakage. She is also working with the Long Beach Water Department on a three-month project to upgrade the main Pier B water line. As a young woman, one of Sandoval's challenges is being taken seriously in her field. "Everybody assumes it's my first day out here when I've been doing it for eight plus years," she said of prior experiences. Now, working at the port, Sandoval credits her team for creating a good work environment, "I like our teamwork here and our attitude. Everybody has each other's back at the port," she said. "I love my boss and all my co-workers. . . . It's an ideal [work] situation."

Article and photograph by the Business Journal's Annette Semerdjian

(Continued From Page 40)

Home sharing and vacation rentals have become popular alternatives to traditional hotels across the world, and Long Beach is no exception. According to Connie Llanos, deputy policy manager for the Greater Los Angeles region at Airbnb, the company counted 1,100 active Long Beach hosts offering rooms, apartments or entire homes through the platform. An economic impact study conducted by Airbnb found that the approximately 101,000 guests who've booked a stay with an Airbnb host in 2018 have contributed \$42 million to the local economy.

"We know that our guests tend to stay outside of the traditional tourist centers, which means that they are spreading those dollars out further into the community," Llanos noted. "It creates a really great economic ecosystem."

■ BY EDITOR SAMANTHA MEHLINGER

## International Trade

International trade is a major driver for the local economy thanks to the presence of the Port of Long Beach, the second largest port in the nation after its neighbor, the Port of Los Angeles. Trade activity through the port drives activity in a number of industry sectors, including trucking, logistics, warehousing, retail, shipping, rail and even maritime law. The port recently released its first economic impact analysis since 2004, revealing that it supports 51,090 jobs in Long Beach, 394,220 jobs in Los Angeles County, 705,430 statewide and 2.6 million throughout the nation.

In total, the port's nationwide economic output is estimated at \$374 billion, according to the report, which was compiled by research firms EDR Group and Tioga Group. In Long Beach, its economic output is \$9 billion.

"It clearly shows us that the port continues to be an economic engine in regard to job creation," Mario Cordero, executive director of the Port of Long Beach, said of the report. In 2001, the port supported 1.5 million jobs compared to 2.6 million today. "That's one of the most notable aspects of this report in terms of job creation," he said.

The flow of cargo through the Port of Long Beach is the main driver of this economic activity. Although the port's market share among its competitors declined slightly between 2001 and 2017, the port continues to grow its overall trade volumes, according to the report. Since 2001, the value of goods moving through the port has increased by 66%, according to the report. In 2017, the value of goods that passed through the port totaled \$194.1 billion.

In 2018, the Port of Long Beach broke its all-time record for cargo volumes passing across its docks. Compared to 2017, overall cargo volumes increased 7%. "I think it's fair to say that when we had the kind of growth that we had in 2017 and 2018, the American shipper has confidence with the Port of Long Beach," Cordero said.

Despite ongoing tariffs and tensions between the U.S. and China, Cordero expects trade growth to continue this year, albeit at a more modest pace. "We're looking to a more conservative growth for this year. I think [around] maybe 4%," he said. "I believe we're going to continue to be competitive. I will admit, it's a highly competitive environment right now," Cordero said. "We continue to focus on our capital improvement project investment, and of course our continued quest to excel here not only in terms of the customer service that we're known for . . . [but also] striving for operational excellence."

The Port of Long Beach is investing billions of dollars in infrastructure upgrades, including its replacement of the aging Gerald Desmond Bridge, the revitalization of Middle Harbor into a state-of-the-art terminal capable of handling the world's largest ships, and an upcoming expansion of its on-dock rail capacity at Pier B.

Cordero noted that the port has been able to undertake massive construction projects and grow its business while being a leader in green policies and initiatives. "I am very satisfied, as you look back 10 years, we have been able to grow and grow green," he said. "That has been a tremendous effort, and I think leadership that this port has shown with regard to the sustainable development concept is extraordinary."

■ BY STAFF WRITER PIERCE NAHIGYAN

## Oil

Nearly a century after it was first discovered in Long Beach, oil remains an essential resource to the city. Revenues generated from the Wilmington Oil Field, located beneath Long Beach and extending northwest into Torrance and southeast along the coast, are directed into infrastructure and maintenance projects through the Tidelands and Uplands Funds. According to Kevin Tougas, oil operations bureau manager for the Long Beach Energy Resources Department, the Tidelands Fund received \$17 million in oil revenue in Fiscal Year 2018. The Uplands Fund received \$12 million over the same period.

The City of Long Beach partners with the California Resources Corporation (CRC) to drill the Wilmington Field, which is the largest oil field in the Los Angeles Basin and the third-largest oil field in the United States. "We operate this [field] in partnership with the state lands commission and go through an engineering review on any major projects or investments that we'll be making," Tougas said. About 6,000 individual owners have mineral interests in the Wilmington Field, according to CRC.

CRC contracts with the City of Long Beach to procure oil from the Wilmington Field through its subsidiaries THUMS Long Beach and Tidelands Oil Production. "Those companies prepare development plans for approval by the city and state, operate the wells and facilities and make capital investments in the field, and in turn receive a share of the production," according to a statement provided by CRC. Tougas said the oil field provides more than 2,000 direct jobs in the city, half of which are CRC employees or contractors.

Part of the revenue from the Tidelands and Uplands Funds are set aside each year in preparation for the eventual end of oil operations. "This is a fund that we'll use to pay for our share of our responsibility for properly abandoning the oil field when that time comes," Tougas said. This will include removing facility equipment and sealing oil wells to ensure there is no risk of leakage into the surrounding water. It is not possible to calculate an exact end-of-life date for a petroleum source due to the varying price of oil, Tougas said, but he said the city has estimated that oil pumping will cease in the Wilmington Field between 2035 and 2040.

Though well past its early 20th century boom, the oil field continues to be worked by several businesses in the area, including Signal Hill Petroleum, which operates on the border of Long Beach and Signal Hill. The city is also home to

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# Building A Better Long Beach



Designed with palm trees and colorful lights to resemble island resorts, four islands off the coast of Long Beach are actually oil drilling facilities. The THUMS islands are named for the group of oil companies that originally operated them: Texaco, Humble Oil, Union Oil, Mobil Oil and Shell Oil. The individual islands are named after astronauts who died in the line of duty: Theodore Freeman, Virgil Grissom, Edward White and Roger Chaffee. (Photograph courtesy of the Long Beach Area Convention & Visitors Bureau)

(Continued From Page 42)

many oil service firms and petroleum product providers, such as Amber Resources and A.P. Fischer in the Westside. United Pacific, one of the largest independent owners and operators of gas stations in the Western United States, relocated its corporate headquarters to Douglas Park at the Long Beach Airport last year.

■ BY SENIOR WRITER BRANDON RICHARDSON

## Real Estate

Long Beach real estate remains in high demand across all markets, with stable or increasing prices and moderate to very-low vacancy rates. The city offers a wide array of housing options – from low-income to luxury living in apartments, townhomes, condominiums and single-family homes – as well as a plethora of industrial, office and retail options.

“With a diverse population, architecture and neighborhoods, Long Beach stands as a unique part of Southern California that offers a tremendous amount of choice to its residents,” Coldwell Banker Coastal Alliance President Phil Jones said. “Our real estate marketplace remains the most affordable beach community in California. Long Beach continues to catch the interest of visitors with its beauty and vibrant energy.”

Coastal Alliance has 350 sales associates and 22 staff members working at its five offices – three in Long Beach, and one in both Lakewood and Seal Beach. First Team Real Estate, located in Bixby Knolls, has 85 employees working under Operating Principal Phil Mazzocco. A lifelong Long Beach resident, Mazzocco noted that a renaissance is occurring citywide, which makes Long Beach a prime location for real estate firms.

Apartment living throughout the city’s various neighborhoods continues to get pricier by Long Beach standards, but remains more affordable in comparison to other Southern California cities, according to industry experts. Currently, thousands of new units are under construction or in the pipeline. These residential projects include senior and veteran housing, affordable housing, artist lofts, and one-, two- and three-bedroom apartments. More than 1,000 units are expected to come online this year.

Industrial space is highly concentrated on the Westside and at Douglas Park in Northeast Long Beach. This year, Pacific Pointe Northwest – the final major development at Douglas Park – is adding hundreds of thousands of square feet of industrial space west of Long Beach Exchange, a large retail center that opened last year. The nearly 220-acre business park includes two hotels and is home to several national and international headquarters, such as Virgin Orbit and Mercedes-Benz USA’s West Coast campus.

“Long Beach real estate has been a good market for investors, as well as business and owner-users,” Bill Townsend, president of INCO Commercial, said. “The location, climate and access to freeways and airports all make Long beach an excellent city to do business and own real estate in.” Eleven agents and two employees work out of INCO’s office, which is located in Southeast Long Beach at the Marketplace.

Up the street from INCO’s office is 2nd & PCH, a large retail center development that is slated to open in October after being delayed due to heavy rains. The project will bring 245,000 square feet of retail and restaurant space to a market that has long been dominated by nearby Belmont Shore – an area packed with restaurants, services and boutique retail.

Long Beach’s office market is broken up into two categories: suburban and downtown. The bulk of the suburban market is located near Long Beach Airport at Kilroy Airport Center and the Long Beach Airport Business Park. Offices in Bixby Knolls and a large office complex off of Hughes Way where the 405 and 710 freeways meet represent much of the city’s suburban office space, as well. The buildings in the suburban market are popular due in large part to their proximity to the freeways

and easy accessibility to both Los Angeles and Orange County markets.

The downtown market boasts several Class A buildings, numerous Class B buildings and some Class C product. Some older stock has been transformed into creative office space, while some buildings are being converted to residential buildings or hotels.

“Long Beach is attracting a new age group not seen for many years. College graduates and local workers are moving into Long Beach, especially the downtown, high-density areas, encouraging new businesses such as restaurants and entertainment venues,” Becky Blair, president of Coldwell Banker Commercial BLAIR WEST-MAC, which has 14 employees working out of its downtown office, said. “Long Beach is attracting residential business, as well as commercial entrepreneurship, making it probably the most sought after area for investment in Southern California.”

■ BY STAFF WRITER PIERCE NAHIGYAN

## Technology

The technology sector continues to be a major job provider in the City of Long Beach, with companies like Laserfiche, Epson America and DENSO Products and Services America providing hundreds of jobs each. Mayor Robert Garcia has made clear that it is his desire to see the city become the “Silicon Valley of the South,” and several major tech firms are spearheading that goal.

Long Beach is home to the corporate headquarters of FreeConferenceCall.com, the second largest audio conferencing provider in the world. Founded in 2001, the majority of its 150 employees work in Long Beach. Haley Steinhauer, company director of public relations and social media, said FreeConferenceCall.com is currently developing a new mobile app called Bullhorn.fm to enable users to stream and download podcasts.

Long Beach has been the headquarters of DENSO Products and Services Americas, Inc., a supplier of automotive parts and systems, since 1984. A spokesperson for the company said DENSO chose the area due to its proximity to major West Coast automotive customers and the Long Beach/Los Angeles port complex. DENSO employs about 400 workers in Long Beach and 170,000 around the world.

“The auto industry is in the midst of a major shift. We are moving from the information age to the age of mobility,” a statement from DENSO to the Business Journal said. “In the last three years, DENSO has invested nearly \$3 billion in autonomous driving and safety technology in order to be well positioned for the future.” Since coming to Long Beach, the business has expanded from an original equipment parts manufacturing operation to include automated, robotics and data capture technologies.

Headquartered in Bixby Knolls, documents and digital data management software provider Laserfiche plans to break ground on a second office building by the third quarter of this year. CEO Chris Wacker said the company hired construction contractor Millie and Severson to build the 100,000-square-foot building at 35th Street and Long Beach Boulevard.

Laserfiche employs 430 people worldwide and about 300 in the Long Beach area, Wacker said, with plans to hire many more. “In the new building that we’re constructing, we will have a capacity of 500 approximately. We’ll move our 300 over there, and then expand till we reach capacity, and then backfill into this building that we have now,” he said.

Wacker said Long Beach is a great base of operations for his company. “I personally think it’s a beautiful city,” he commented. Wacker cited its numerous amenities, lower real estate prices than Santa Monica and Irvine, and geographic location between Los Angeles and Orange County as prime features. “Tech companies, and all companies in this area, have the ability to recruit from both. There’s a much larger talent pool available in this location than elsewhere.” ■





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Dr. Kerry Johnson, associate vice president for undergraduate studies at California State University, Long Beach, said that the College Promise program is expanding with new initiatives in the fall to help Long Beach City College students more easily transfer to the university. (Photograph by the Business Journal's Annette Semerdjian)



Sunny Zia, president of the Long Beach Community College District Board of Trustees, is focused on better connecting the business community to the college. "If business prospers, labor prospers," she said. (Photograph by the Business Journal's Annette Semerdjian)



Diana Craighead, president of the Long Beach Unified School District Board of Trustees, said that the Long Beach College Promise has helped students in lower socio-economic groups gain access to higher education. She estimated that more than 70% of graduating LBUSD students go straight to college. (Photograph by the Business Journal's Annette Semerdjian)

# Long Beach College Promise Continues To Expand Opportunities For Students

■ BY EDITOR SAMANTHA MEHLINGER

**T**he partners of the Long Beach College Promise – which is now in its 10th year – continue to innovate in order to increase opportunities and create brighter futures for the youth of Long Beach.

The Long Beach College Promise is a partnership between the city's three public education institutions – the Long Beach Unified School District (LBUSD), Long Beach City College (LBCC) and California State University, Long Beach (CSULB) – and the City of Long Beach that ensures local students who meet certain qualifications are able to advance to higher education. Last year, the Port of Long Beach joined the promise as an industry partner, establishing a Maritime Center of Excellence at LBCC to provide training for high-demand transportation, trade and logistics jobs.

As part of the revamped program, beginning this fall Promise students are ensured two free years at LBCC, and a clearer pathway to transition into a major at CSULB. Students will be able to transfer earned credits at LBCC to a related major at CSULB, according to Dr. Kerry Johnson, CSULB's associate vice president for undergraduate studies. Students who intend to transfer from LBCC to CSULB will receive dual advising – academic counseling from staff at both schools, she explained.

Promise students who enroll at LBCC with the intention of transferring to the university will benefit from an orientation at both schools this fall, Johnson said. They will also receive a student identification card identifying them as future CSULB students. "That future student ID will also give them access to special services and events on campus," Johnson said. "For instance, they'll have access to our library. They will have access to our targeted career exploration activities at our career development center. They can participate in student organizations. . . . It's a way for these students who come in as a cohort at

LBCC to really create a sense of community at LBCC and then can then carry over here on campus at Cal State Long Beach."

In April, Long Beach City College is planning to announce additional industry partners to the College Promise, according to LBCC District Board President Sunny Zia. LBCC began identifying additional industry partners by tapping into terminal operators and customers of the Port of Long Beach, but interest grew from other businesses in the community who heard about the effort, she said.

Businesses joining the Promise are asked to choose one or more areas of involvement, including providing internships, scholarships or career opportunities for students. Alternatively, industry partners may also provide career exposure opportunities via guest lecturing, offering work site tours or job shadowing. Zia said businesses that have expressed interest represent local industry sectors including hospitality, transportation, logistics, advanced manufacturing and engineering.

According to Diana Craighead, president of the LBUSD Board of Education, one of the greatest challenges local K-12 students face is poverty. "We have about 70% of our families in poverty, in the lower socio-economic level," she said of LBUSD students. "We also have a high population of English language learners. So that's an extra challenge. We're always trying to address the achievement gap."

The Promise program helps alleviate those challenges through reduced tuition at LBCC, and providing a pathway to college, Craighead noted. LBUSD also pays for its students' SAT test prep, as well as the test itself. "We also subsidize the costs of AP tests," she said, referring to Advanced Placement high school courses that count as college credit. "I believe the cost for an AP test is somewhere around \$90. We charge them \$15. When the student takes the test, they get a \$10 refund. So, it's only like \$5 out of pocket."

Craighead added, "With those types of things in place, we're really trying to eliminate any of those barriers so that all kids can go to college." ■





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# Brewery Scene Creates A Buzz In Long Beach

■ BY STAFF WRITER PIERCE NAHIGYAN

Long Beach is fast becoming a hot spot for craft breweries. The city's business services bureau reports that there are at least 14 breweries currently operating within city limits, and more than half of them have opened since 2015. The date is no coincidence. That was the year the city council up-

dated its zoning code to broaden the types of districts where breweries could locate. The update also simplified the permitting and licensing process, regulated hours of operation, and set standards for facility sizes and volume of production, according to Eric Romero, project manager for the Long Beach Economic Development Department.

City staff are working with brewery entrepreneurs to open their new businesses, whether that means helping Ambitious Ales in Bixby Knolls secure a \$10,000 Kiva loan to construct a new patio or supporting the Clark Avenue's Steady Brew Beer Company through the planning process.

"The city helped out in basically assisting us with everything, as opposed to putting up hurdles," Steady Brew co-owner Aaron Henderson told the Business Journal. Up to a year ago, Henderson's brewery was strictly in the distribution business, sending kegs and cans to various locations in the city. Today, Steady Brew has a brick and mortar location at 2936 Clark Ave. "Now we're at a point where we can actually say we're born in Long Beach, we brew in Long Beach, and we do our own canning in addition," he said.

Belmont Brewing Company is not only the oldest brewery in Long Beach but also the oldest brewpub in Los Angeles County, according to co-owner David Lott. Brewpubs are distinct from breweries in that they have a restaurant associated with the property, Lott explained. Belmont Brewing has been serving craft beer and food by the Belmont Veterans Memorial Pier since the summer of 1990.

When Lott and his partner, David Hansen, opened their brewpub, they were uncertain how long the "craft beer craze" would last in Southern California. Was it a passing fad or the beginning of a genuine movement? "Much to our surprise, it did not slow down. In fact, it's seemed to have gained momentum," Lott said.

The rise in popularity of breweries and craft beer is changing the perception of American beer internationally, Lott noted. "People used to



By volume, the most popular beer at the Belmont Brewing Company is the strawberry blonde, co-owner David Hansen told the Business Journal. "It's a beer for people who don't like heavily hopped beers," his partner David Lott said. For those who do enjoy hops, Lott said the IPA-craze has led to many new varieties for them to brew with. Pictured from left, Hansen, Brewmaster David Blackwell and Lott. (Photograph by the Business Journal's Brandon Richardson)



Levi and Harmony Fried are the co-owners of the Long Beach Beer Lab. "Our specialty is sour beer, but we know not everyone loves sour beer, so we also make IPAs," Harmony Fried told the Business Journal. "In this neighborhood, lagers are super popular. We also have started making stouts." (Photograph by the Business Journal's Brandon Richardson)



When asked what his favorite style of beer is, Dutch's Brewhouse owner Jason Van Fleet responded, "I like beer." Van Fleet later said that his preference has gone through various phases. "When I came out here [to California] and met my wife, she introduced me to Sierra Nevada pale ale. I thought, 'Aw, that's gross, it's the most bitter thing I've had in my life.' And of course, about a six-pack later everything I craved was that bitterness." Pictured Van Fleet, left, and Brewer Adam Escobar. (Photograph by the Business Journal's Brandon Richardson)



scoff at the yellow fizzy beer that Americans drank," he said. "And in a generation or less, American beers have now been some of the most respected, most innovative, most copied beers in the world."

Both Hansen and Lott welcomed the growing brewery scene in Long Beach. The consumer's desire for craft beer, as opposed to traditional store brands, is increasing, Hansen said. "I think it's going to take a larger and larger segment of the beer market," he commented. "And there's lots of room."

Dan Regan, chief operating officer at Liberation Brewing Company in Bixby Knolls, said that new breweries support the overall industry in the area. "We make different beer," he explained, and lovers of craft beer are excited to visit several breweries in one night. The Long Beach community of brewers is also very close knit, he added. "We rely on each other so much, whether it's advice during the construction phase or sharing recipes or trying each other's beers." Brewers even coordinate schedules to make sure they're not releasing the same type of beer on the same day, he said.

Dutch's Brewhouse, located a few blocks north of Liberation on Atlantic Avenue, gives a unique spin to the craft brewing craze: patrons can brew their own custom beers on site. Assisted by Dutch's founder Jason Van Fleet or brewer Adam Escobar, these amateur brewmeisters can use existing recipes or get creative with spices or even fruit from their own backyard. The process usually takes up to three hours, Escobar said, and then the patrons return in a few weeks to bottle their beers and, if desired, design their own labels.

Van Fleet said the idea to give customers a chance to brew their own beer

sprang from a desire to "build an environment that was a down-home, comfortable place that people enjoy and want to hang out in." It turns brewing into a social activity that friends can share with each other, with their beers and with pizza made in Dutch's kitchen. "We make some of the best pizzas in town," Van Fleet asserted.

At 518 West Willow St., the founders of Long Beach Beer Lab have merged a bakery with a brewery. Husband and wife team Levi and Harmony Fried have renovated a 4,500-square-foot warehouse into a commercial fermentation lab. Dr. Levi Fried, formerly a medical researcher in Israel, oversees the beer. Harmony Fried, a French pastry chef, manages the kitchen and the artisanal sourdough bread. It is a consciously local operation; the Lab mills its own specialty grains and malts, and has partnered with Long Beach Farms to supply seasonal produce.

Harmony Fried told the Business Journal that it's a little harder to market the bread than the brews, since bread doesn't typically receive as much hype as a new brewery. But the word is spreading. "We get a lot of, 'I came for the beer but stayed for the bread,'" she said.

Fried said the Lab features 24 taps, 13 of which are from beers they brew themselves. "We try to have a little of something for everyone," she said.

Like other brewery owners that spoke to the Business Journal, Fried commented that the city's variety of craft beer options is good for business. "I think we're actually busier the more breweries open up," she said. "People who love craft beer, they're not really satisfied with just going to one brewery and spending all day there. They want to collect them all." ■



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# Attractions Expand Their Offerings As Visitor Numbers Grow



(Photograph of Shoreline Village courtesy of the Long Beach Area Convention & Visitors Bureau)

■ BY STAFF WRITER ALENA MASCHKE

Whether it's for a weekend getaway or as a stop on the way to cruise the Mexican Riviera, there are plenty of reasons to visit Long Beach. Booming development and a growing dining and entertainment scene have put the city on the map, Long Beach Convention & Visitors Bureau President and CEO Steve Goodling told the Business Journal. "There's more people discovering Long Beach," Goodling said. "It's palpable, you can really feel it."

The city's museums and attractions are expanding their programming and facilities to accommodate and attract more visitors from the Southern California region. The Long Beach Museum of Art (LBMA), which celebrates its 70th anniversary next year, recently merged with the Art Exchange (ARTX) to form LBMAx in what Executive Director Ron Nelson called "a perfect marriage for the museum."

The newly created arts campus, which includes by LBMA and the old Art Exchange in the East Village Arts District, offers an opportunity to present more exhibits with a faster turnover than LBMA was previously able to realize on its own, Nelson said. "We'll be able to do this and show emerging artists, emerging technologies and materials that we can't show enough of here at the museum," Nelson said.

The museum also played a significant role in bringing the POW! WOW! street art festival to Long Beach, which has led to the creation of nearly 100 new murals in the city. "We were able to bring it up to the level where it could be and should be," Nelson said. "It's become really celebrated." In 2018, the event brought in artists from the Germany, Australia, Venezuela and the Netherlands as well as local and regional muralists.

Visitors interested in the work of international artists will find a unique collection of Latin American and Latino artists at the Museum of Latin American Art, located on the border of the East Village Arts District. "It's a pioneer museum of Latino and Latin American Art in the United States," the museum's president and chief executive officer, Dr. Lourdes Ramos-Rivas, told the Business Journal.

Currently, the museum is expanding its programming to include more community outreach. "We're going through a transformational process right now," Ramos-Rivas said. In 2014, the museum broadened its mission to include not only artists from Latin America in its collection and exhibitions, but also Latino artists who live and work in the United States. Now, the museum plans to host more special events and grow its international programming, such as art-focused trips to Latin America.

"This is a new stage for this institution, and it's about inclusion, diversity and balance, in terms of the programs we bring to Long Beach," Ramos Rivas said. In 2019, the museum is exhibiting artists from a variety of countries, including Argentina and Ecuador, as well as the U.S. territory of Puerto Rico. The Argentine Artist Matías Duville will join the museum as its first artist-in-residence in Au-

gust. As part of his residency, Duville will create "environment art," reflecting on the contrast of the desert and ocean landscapes in Southern California.

The ocean plays a prominent role within the Aquarium of the Pacific's new wing, Pacific Visions, set to open in May. President and CEO Jerry Schubel said the new building, which includes a 330-seat immersive experience theater, is just the latest in a row of technology-focused upgrades the institution has made over the years.

"It's a different kind of an aquarium, it's a different kind of an experience," Schubel said. "In addition to a great, traditional, classical aquarium with wonderful live animal exhibits, it's a place that connects people to major environmental and ocean issues, and it's now becoming known for science and art and technology."

A majority of the Aquarium's 1.7 million visitors come from across Southern California, Schubel noted. "Increasingly, we're getting national visitors, but that's still a small percentage," he added. When the new wing opens in May, attendance numbers are expected to shoot across the two million mark, Schubel said. "We're far and away the largest single draw for tourists to the City of Long Beach."

The Queen Mary comes in at a close second in tourist attendance numbers. According to the Long Beach Convention & Visitors Bureau, the historic ship welcomed an estimated 1.5 million visitors in 2018. Tourists flock to the Queen Mary for a variety of reasons, but many have a personal connection to the ship's history, Urban Commons Director of Entertainment and Special Events Dan Eisenstein told the Business Journal.

"The Queen Mary itself is a piece of living history," Eisenstein said, noting that many visitors have family members who immigrated on the ship or served onboard in World War II, when the vessel served as a military transport. Its history is also what attracts fans of the supernatural. "The ship has been named one of the most haunted places in America," Eisenstein pointed out.

But the Queen Mary is not just a harbor for history buffs and ghost hunters. The ship's three restaurants are open to visitors on a daily basis, and with a program of murder mystery dinners, beer tastings and piano nights, there are plenty of events to pick from.

In addition, leaseholder Urban Commons has entered a partnership with Gold-voice, the entertainment company responsible for organizing the annual Coachella Valley Arts and Music Festival. "They bring that same kind of first-class effort to the ship," Eisenstein said. The Indie festival "Just Like Heaven" is the only 2019 event announced so far, but "there definitely will be other ones throughout the year," Eisenstein promised.

Across the Queensway Bay sits Shoreline Village, a classic maritime promenade of colorful wooden buildings hosting independently-owned shops, a bike rental, fine dining and more. Visitors looking for a good bargain can take a short walk across the Shoreline Bridge to the Pike Outlets, a former amusement park, now home to budget-friendly clothing brands like Cotton On, H&M and GAP Factory. ■



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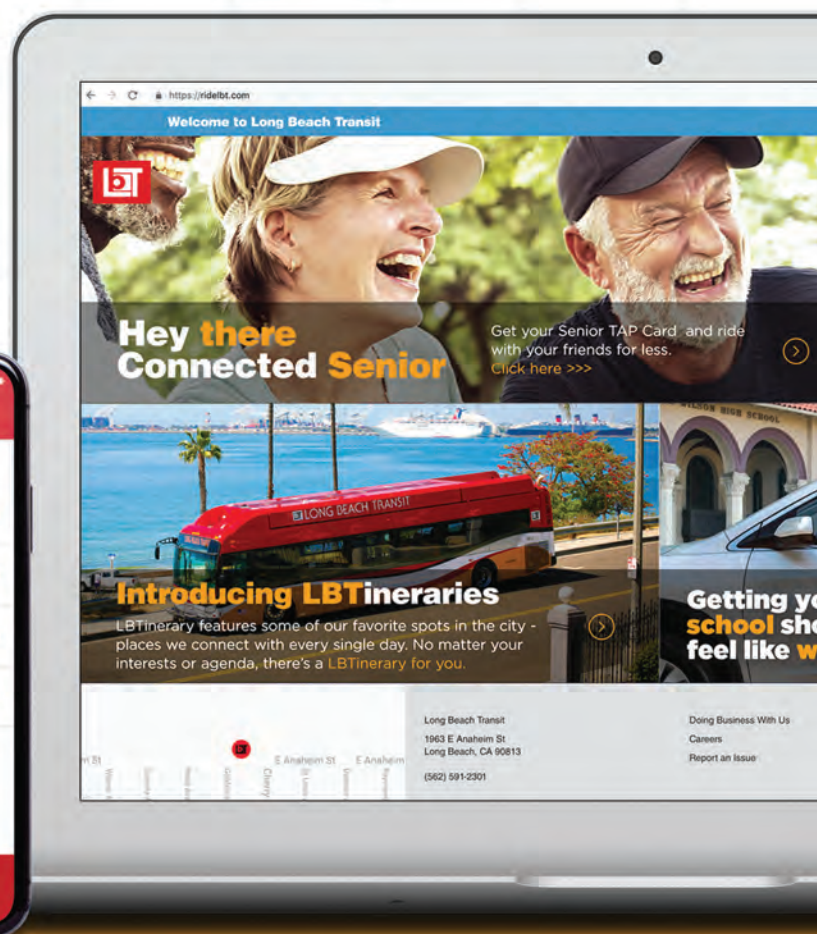
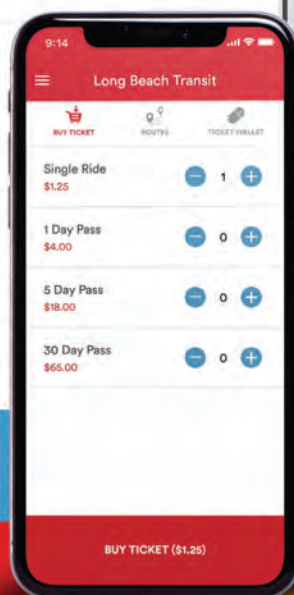
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Ron Nelson, director of the Long Beach Museum of Art, is pictured next to "Plastic Seal," a sculpture created from discarded plastic and intended to draw attention to the risk plastic waste poses to the ocean and its inhabitants. The Museum is located at 2300 E. Ocean Blvd. For more information, visit: [www.lbma.org](http://www.lbma.org). (Photograph by the Business Journal's Annette Semerdjian)

## Diverse Cultural Scene Draws Regional Audiences

■ BY STAFF WRITER ALENA MASCHKE

Stretching between the Bixby Knolls neighborhood and the present-day course of the Los Angeles River, the lush, green Rancho Los Cerritos is an urban oasis. Grown on soil rich with Long Beach history, the rancho offers respite from the daily stresses of urban life, and has become a popular destination among tourists and residents alike.

Before the arrival of the Spanish, the property was home to one of the 50 to 100 villages in the Los Angeles area built by a Native American tribe, known today as the Tongva people. In the late 18th century, it constituted one of the first land grants in California. The rancho's adobe home, built in 1844, celebrates its 175th Anniversary this year.

The rancho's staff has made it their mission to share its history. "We want everyone to share the passion for how great Long Beach is and how much Long Beach has contributed to California's history, and how special the rancho really is," Executive Director Alison Brueschoff told the Business Journal. "This is where it started, this is where it continues."

Today, the rancho hosts a permanent historical collection as well as rotating exhibits, and has become a popular venue for weddings. Tours of the garden invite visitors to learn about California's indigenous flora and fauna. "There's something for everyone when they get here," Brueschoff said. "It's the hub of our city's history, of our city's culture."

Across town, visitors can dive into the city's rich history or simply find shade under the canopy of the massive Moreton Bay fig trees that have dug their roots

into the soil of Rancho Los Alamitos. The historic property, which was part of the same land grant as the Rancho Los Cerritos, offers a number of cultural events, from soap-making to chamber music concerts.

There's no shortage of culture in Long Beach. The city is home to a variety of musical and theatrical ensembles that serve as a magnet for visitors from all over Southern California. Among them is the Richard and Karen Carpenter Performing Arts Center, located on the campus of California State University, Long Beach (CSULB), which hosts close to 30 performances per season. Events include speaking series, dance, live music and theater.

"It's comfortable, there's not a bad seat in the house, the acoustics are beautiful. You get a totally professional experience at an affordable price," Megan Kline Crockett, the center's executive director, told the Business Journal. "Arts are for everyone and everyone should have the opportunity to have that exposure."

Founded in Whittier in 1952, Musical Theatre West moved its regular performances to Long Beach in 1997. Now, the group performs four annual shows and one Christmas production at the Carpenter Center, attracting audiences from across the Southwest. "In analyzing our ticket base, we find that we have people coming from 100 Southern California communities, and we also draw people from Arizona, from Las Vegas," the theater's executive director and producer, Paul Garmann, told the Business Journal.

The group performs Broadway musicals with a full orchestra and often purchases original costumes and sets. This year, Musical Theatre West is producing the West Coast premiere of Irving Berlin's "Holiday Inn: The Broadway Musical."

(Please Continue To Page 54)



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Rancho Los Cerritos Executive Director Alison Bruesehoff is pictured in the rancho's garden, a popular spot for visitors to read, meditate or practice yoga. Both the Rancho Los Cerritos and Rancho Los Alamitos were part of the same land grant awarded to Manuel Nieto in 1790. (Photograph by the Business Journal's Annette Semerdjian)

(Continued From Page 52)

International City Theatre's (ICT) artistic director and producer, Caryn Desai, said her company is driven by sense of a responsibility towards the city's residents. "Because we are the resident professional theater company, we have a commitment to serving our community, and we take that very seriously," Desai said. "You don't have scientists or researchers, entrepreneurs, inventors, if they haven't been taught to think outside the box."

Named the city's resident theater company in 1999, Desai said the ICT also plays a crucial role in supporting professional performers in the area. "We have a reputation for producing quality work," Desai said. This year, the company will stage "Beast on the Moon," a play about the Armenian genocide, the world premiere of Peter Quilter's "Best-seller," "The Price" by Arthur Miller and more. "We have a diverse community in which we reside, so we try to provide something for everyone," Desai noted. "If it touches me, if it makes me laugh or makes me think,

I think it would do the same for my audience."

ICT is based at the Beverly O'Neill Theater at the Long Beach Convention & Entertainment Center. In addition to ICT's full season of performances, the venue also often hosts special performances by Musical Theatre West and the Long Beach Camerata Singers. The center also houses the Terrace Theater, which is home to the Long Beach Symphony. The Terrace offers a full year's worth of entertainment with performances by groups such as Long Beach Ballet, Shen Yun Performing Arts, Disney On Ice and a variety of comedic and musical acts.

There are a variety of smaller theatrical venues and organizations throughout the city, including the historic Long Beach Playhouse on Anaheim Street, Found Theatre and The Garage Theatre – which both often perform original works – and the Long Beach Shakespeare Company in Bixby Knolls.

Another cultural institution committed to showcasing a diversity of experiences is the Long Beach Opera. In recent years, the opera – which has no fixed venue – has staged performances at the Belmont Plaza Olympic Pool (which has since been demolished), the Museum of Latin American Art and the Seventh Street Armory. "We don't have a home where we perform all our operas; we choose our location based on the actual opera we present," Executive Director and CEO Jennifer Rivera said. "So, it's not only discovering new repertoire, but it's also discovering new locations."

Founded as the Long Beach Civic Light Opera in 1979, Rivera said the Long Beach Opera is the oldest continuously operating opera company in the Los Angeles and Orange County area. Despite this legacy, Rivera emphasized her company's commitment to discovering and showcasing new, unusual work. "We do operas that no one else is doing," Rivera said. "We choose operas that are relevant to today, that tell stories that may not otherwise be heard."

The Musica Angelica Baroque Orchestra also offers a unique and rare experience to visitors. The orchestra is committed to recreating the original sound of classical and baroque compositions by performing them on period instruments. "It's an additional part of a musician's repertoire to be able to perform on those types of instruments. Not every musician can do it and do it well," Christina Mancebo, Musica Angelica's executive director, said. "It's a specialty, so that elevates the type of programming that we're able to offer."

The different institutions that form the city's cultural scene often promote one another, Mancebo said. "In doing so, we feel that it not only fosters a greater artistic community amongst the performing groups, but it also helps to generate wider awareness," she explained. Musica Angelica also performs in Los Angeles and Mancebo said the board of directors is eyeing further expansion towards Orange County. Still, Mancebo said, "we take pride in saying: Long Beach is our hometown." ■



Ukrainian Violinist Ilia Korol is one of the many international luminaries who have earned the Musica Angelica Baroque Orchestra its reputation for excellence, leading to engagements across the globe, most recently in Bogotá, Colombia. (Photograph courtesy of Musica Angelica Baroque Orchestra)



Actors J. Thomas Miller, Hunter Berecochea, Josey Montana McCoy, Marisa Matthews and Trevor Shor are pictured performing a scene of "Life Could Be A Dream," the first of International City Theatre's (ICT) five plays scheduled for the 2019 season. (Photograph by Tracey Roman, courtesy of ICT)





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## Mar

### International City Theatre

**Life Could Be A Dream:  
Music of the 50's and 60's**  
February 20 – March 10  
Thursday-Saturday, 8pm | Sun 2pm

### Long Beach Symphony

**Northern Lights**  
Saturday, March 9 | 8pm

**POPS! Series:  
Rewind—Celebrating the  
Music of the '80s**  
Saturday, March 23 | 8pm

### Musical Theatre West

**Broadway in Concert:  
Teri Bibb Once Upon a Song –  
A Tribute to Ladies of the Silver Screen**  
Sunday, March 24 | 7pm

### Long Beach Camerata Singers

**Brahms' German Requiem**  
Sunday, March 31 | 4:30pm

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