



John P. Keisler
Economic and Property Development
Director; City of Long Beach



Change



City of Long Beach



POPULATION



City of Long Beach 462,257 people



Los Angeles County 10.2 million people

LAND AREA & POPULATION DENSITY



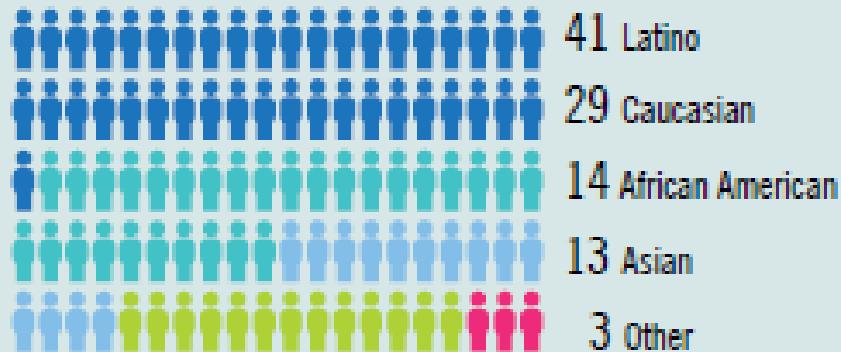
City of Long Beach 50.2 sq. miles



Population Density 9,194 persons/sq. mile ★

★ (Highest pop. density for a mid-sized City in Southern CA)

RACE & ETHNIC DIVERSITY %



LONG BEACH'S ENVIRONMENT FOR DEMONSTRATION PROJECTS & STRATEGIES



1909

Residents issued a \$240,000 bond to build a municipal wharf.

1940s

The Navy selected Long Beach as the principal landing site for the Navy fleet, and Donald Douglas produced more than 4,200 C-47 Skytrain planes for the war near the Long Beach Airport.



1930s

Ford, DuPont, and Proctor and Gamble operated factories in the harbor, and oil was discovered under the city.

1960s

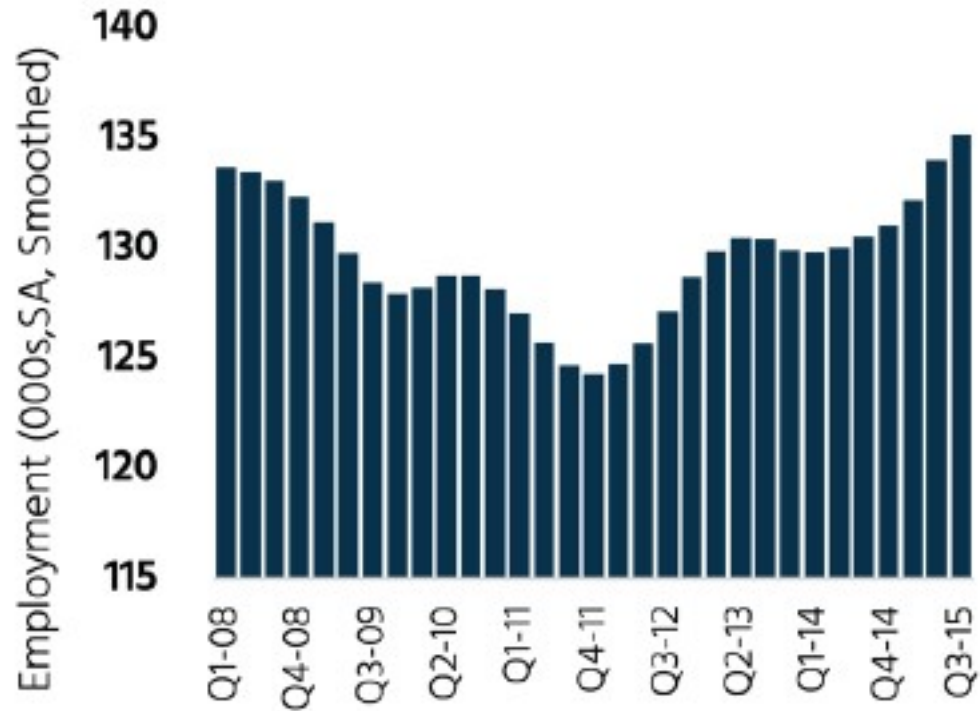
Long Beach became the Queen City when it acquired the ocean liner Queen Mary from Cunard Lines.



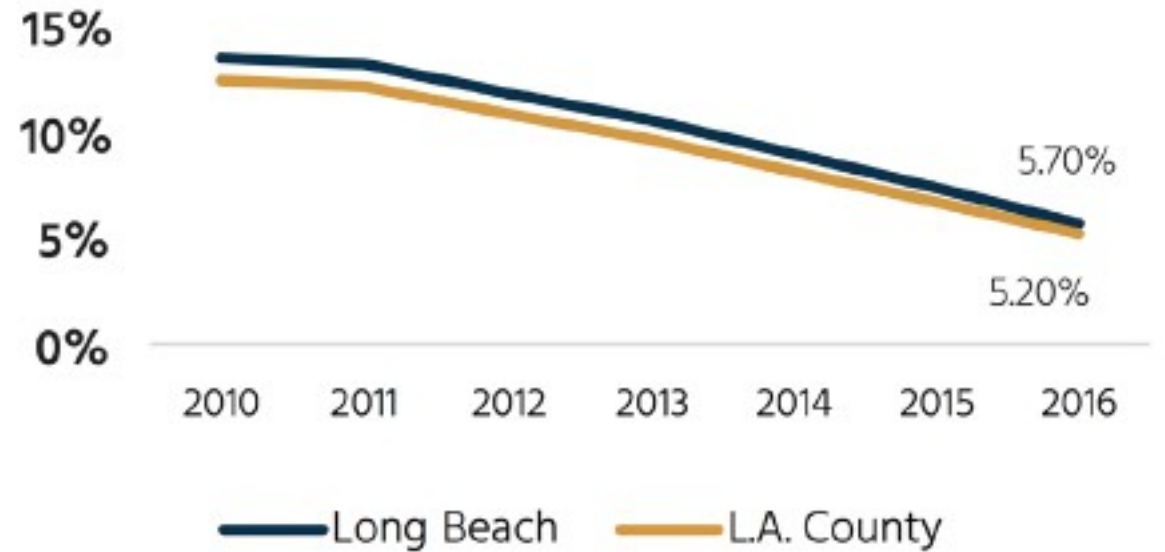
Employment



2015 Total Private Employment

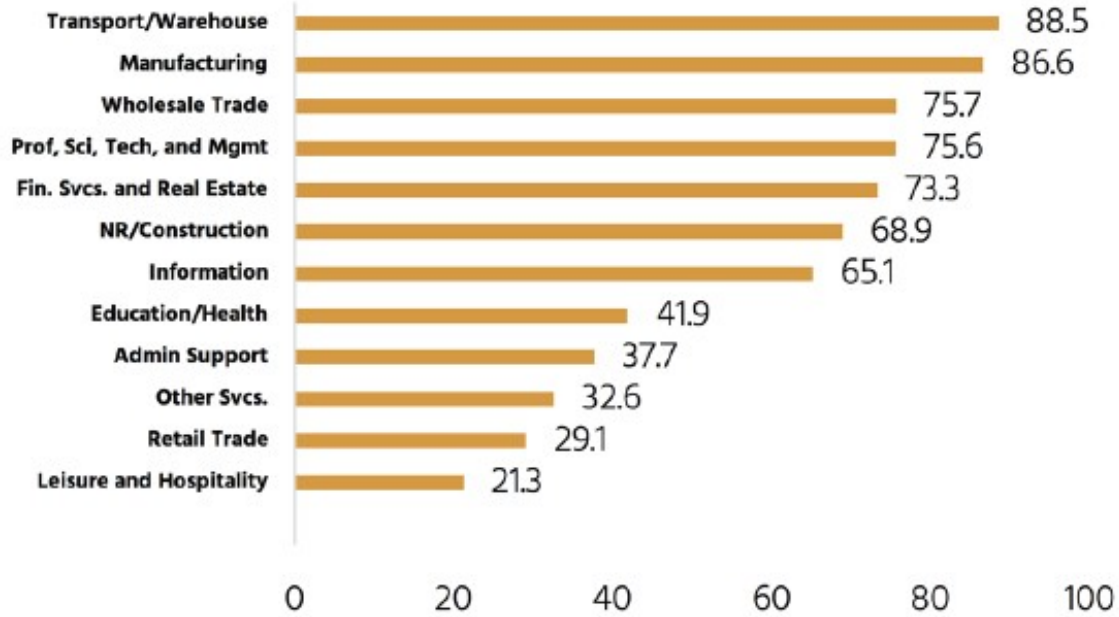


Annual Unemployment Rate

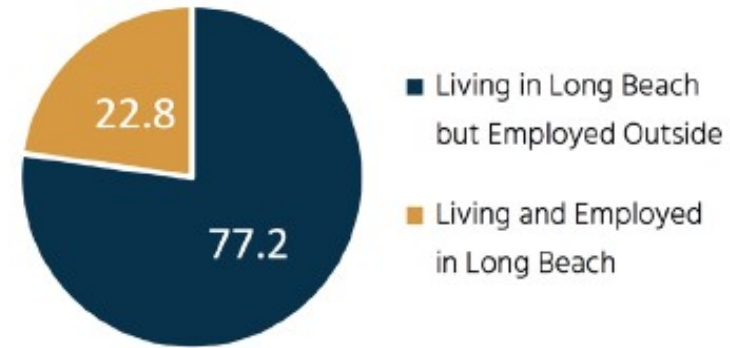




2015 Average Annual Wage (\$)



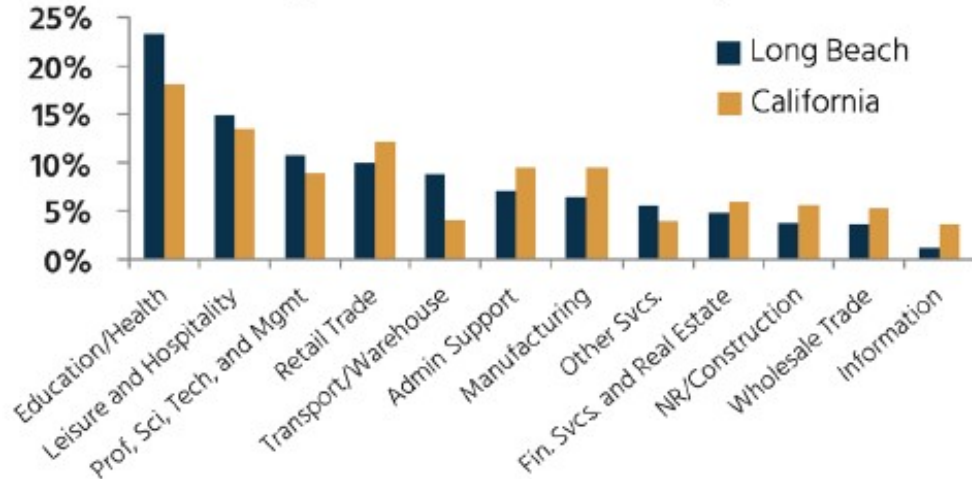
Labor Force: Inflow and Outflow



2014 Median Household Income by Race/Ethnicity

	Long Beach		L.A. County	
	Median Income	5-Year Growth	Median Income	5-Year Growth
White	\$69,809	5.9%	\$70,772	3.9%
Black	\$39,273	4.2%	\$33,744	-0.2%
Asian	\$59,087	15.7%	\$54,880	3.3%
Hispanic	\$43,869	7.8%	\$38,854	2.4%
Other	\$46,237	18.7%	\$35,615	-3.5%

2015 Composition of Private Industry



Focus Areas

- Engines of Growth
- Economic Inclusion
- Quality of Life
- Business Assistance
- Development Environment
- Jobs & Workforce Development
- Economic Cooperation

The cover of the '10 Year Blueprint for Economic Development' report. It features a dark blue background with a large white outline of Long Beach. Inside the outline are various white icons representing economic activities like a factory, a school, a storefront, gears, and a bridge. The title '10 YEAR BLUEPRINT' is prominently displayed in white and orange, with 'For Economic Development' below it. A subtitle reads 'Policy recommendations submitted by the Economic Development Commission for consideration by the City Council'. At the bottom, the logos for 'CITY OF LONG BEACH' and 'EPD ECONOMIC & PROPERTY DEVELOPMENT' are visible.

10 YEAR
BLUEPRINT
For Economic Development

Policy recommendations submitted by the Economic Development Commission for consideration by the City Council

CITY OF LONG BEACH EPD ECONOMIC & PROPERTY DEVELOPMENT



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Increase access to economic opportunities in low-income communities to advance economic equity.

Objectives:

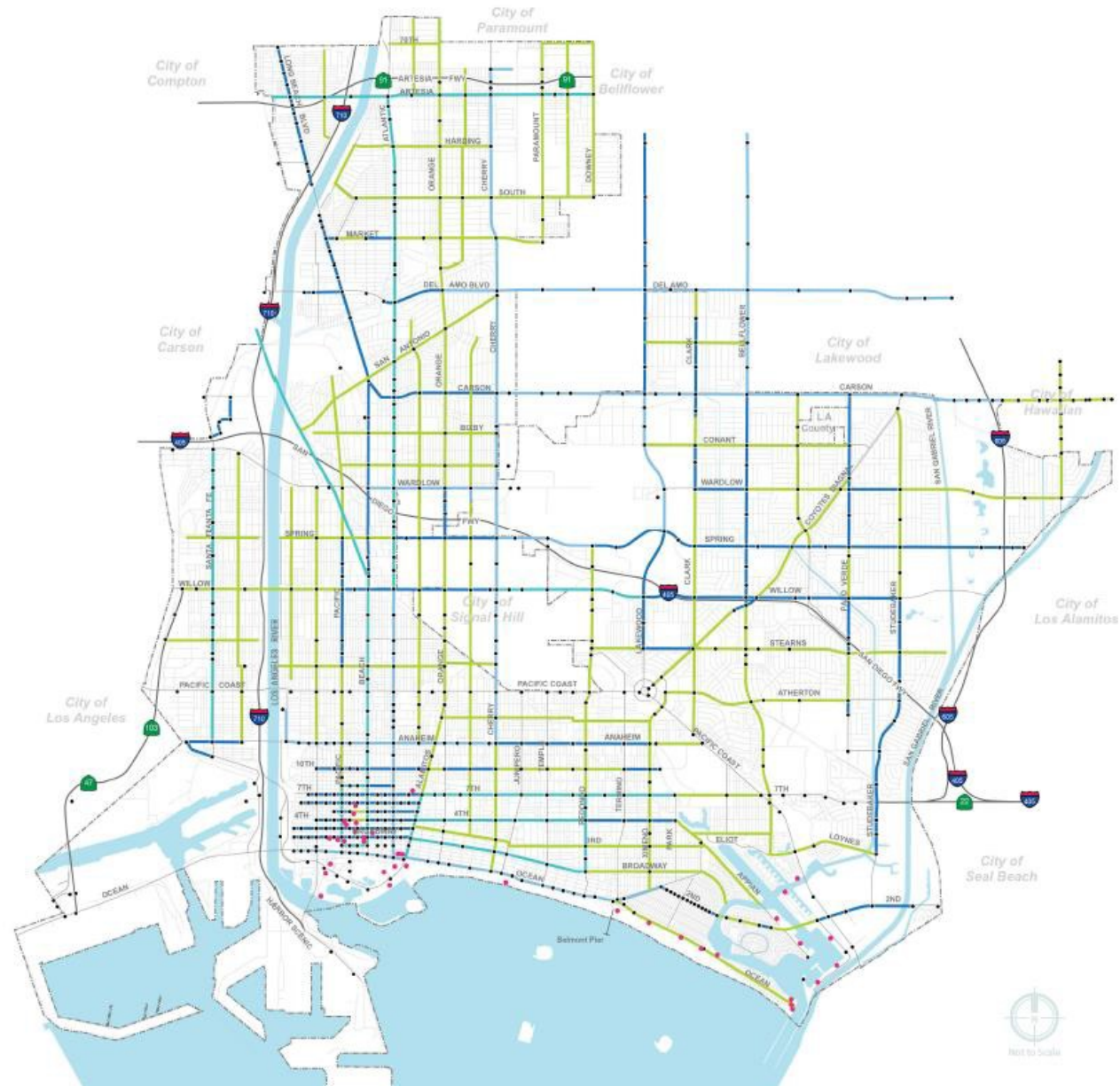
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Recommendations:

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9. D>elopt" chnology eduu tion programs for bu" "" "" owne ' n low- ncom" communities.

Vision for Long Beach
smart city
high tech infrastructure
internet of things
open data
P3

High Tech Infrastructure



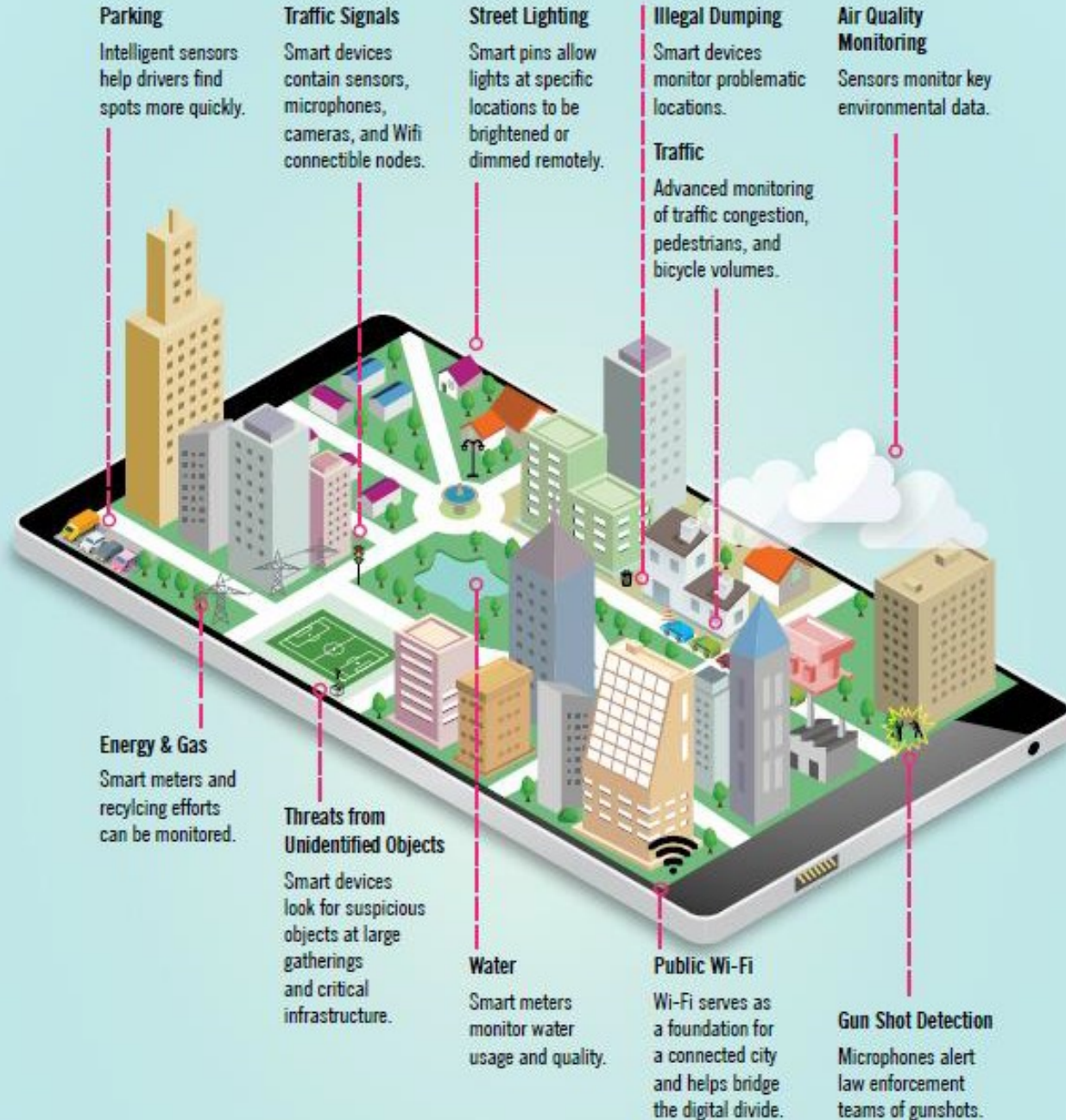
4.0 ANNOTATED SITE MAP

- LEGEND**
- Existing Fiber
 - Current Projects
 - Fiber will Replace Existing Copper in Bad Conduits
 - Proposed Fiber
 - Traffic Signals
 - City-Owned Parking: Opportunity sites for roadside technology locations and automated vehicle operations



Internet of Things

21ST CENTURY DATA IN LONG BEACH



Integration

CONNECTED INFRASTRUCTURE, CONNECTED CITY, CONNECTED PEOPLE

A HISTORY OF INNOVATION

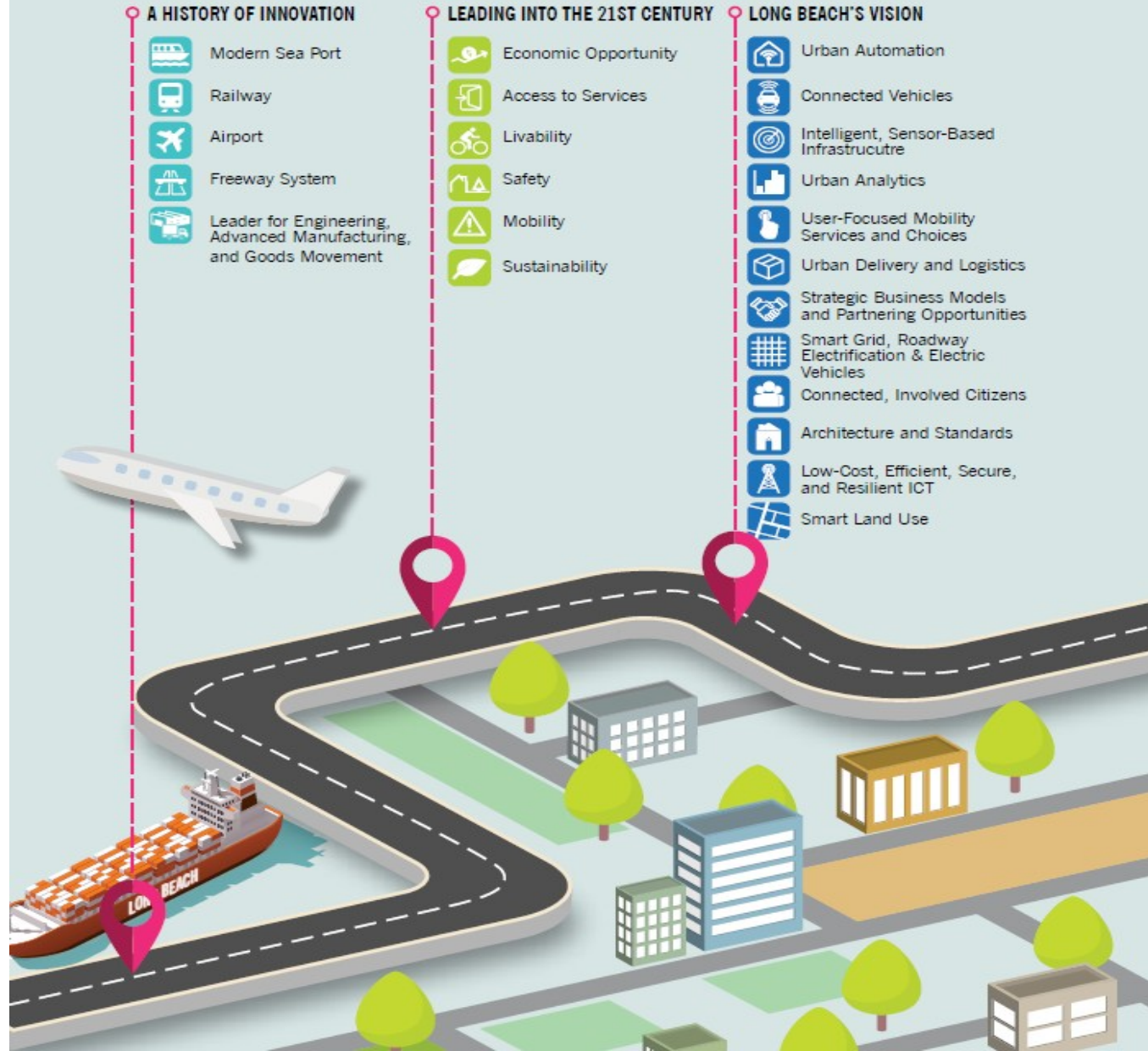
- Modern Sea Port
- Railway
- Airport
- Freeway System
- Leader for Engineering, Advanced Manufacturing, and Goods Movement

LEADING INTO THE 21ST CENTURY

- Economic Opportunity
- Access to Services
- Livability
- Safety
- Mobility
- Sustainability

LONG BEACH'S VISION

- Urban Automation
- Connected Vehicles
- Intelligent, Sensor-Based Infrastructure
- Urban Analytics
- User-Focused Mobility Services and Choices
- Urban Delivery and Logistics
- Strategic Business Models and Partnering Opportunities
- Smart Grid, Roadway Electrification & Electric Vehicles
- Connected, Involved Citizens
- Architecture and Standards
- Low-Cost, Efficient, Secure, and Resilient ICT
- Smart Land Use



Public Private Partnership



Open Data

CITY OF
LONG BEACH

[DATA CATALOG](#) [DEVELOPER RESOURCES](#)

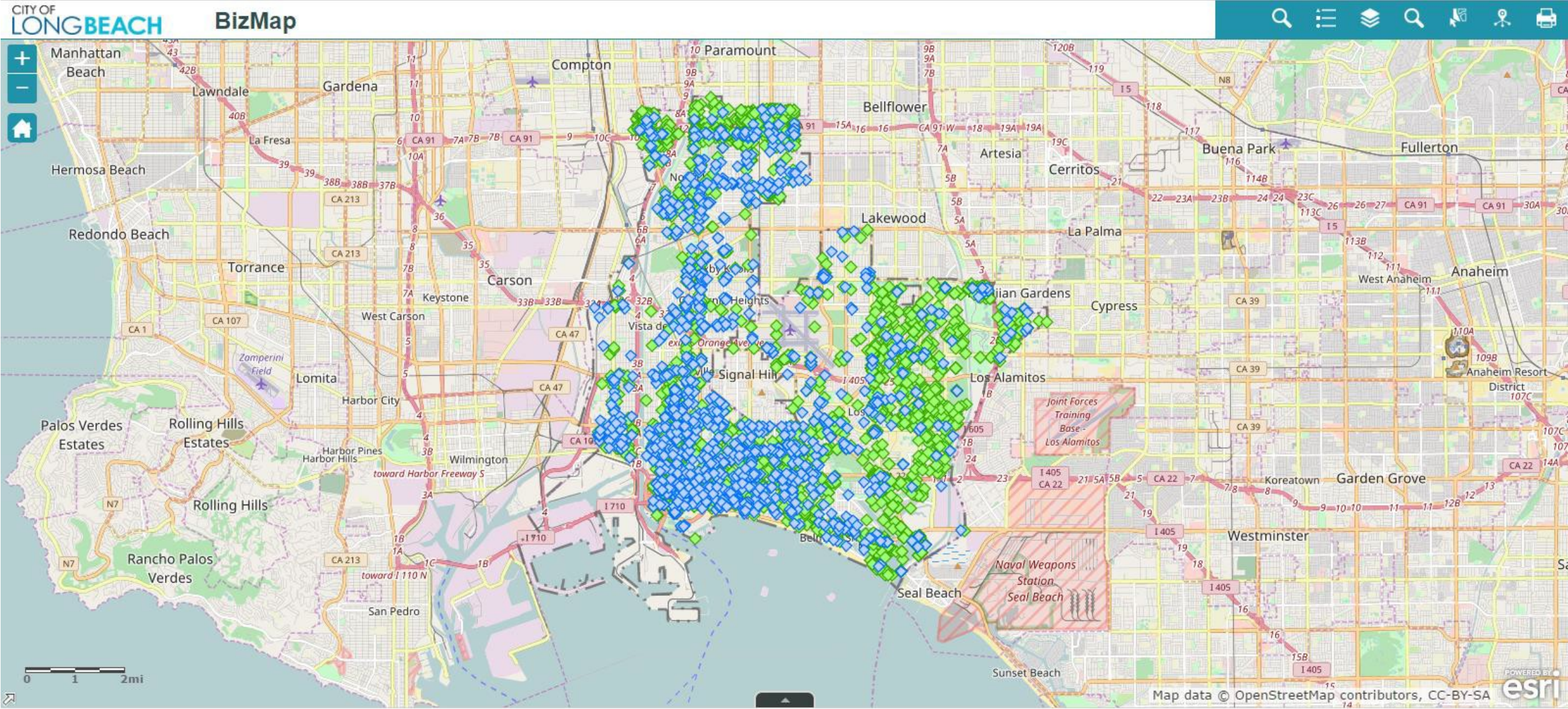


GeoSpatial &
Open Data Hub

Data**LB** is the city's new public GeoSpatial & Open Data Portal for exploring, visualizing and downloading data that has been made publicly available. You can also analyze and combine Open Data layers using Map Viewer and develop new web and mobile applications. Let's work together towards making Long Beach the **City of the Future!**

FIND DATA

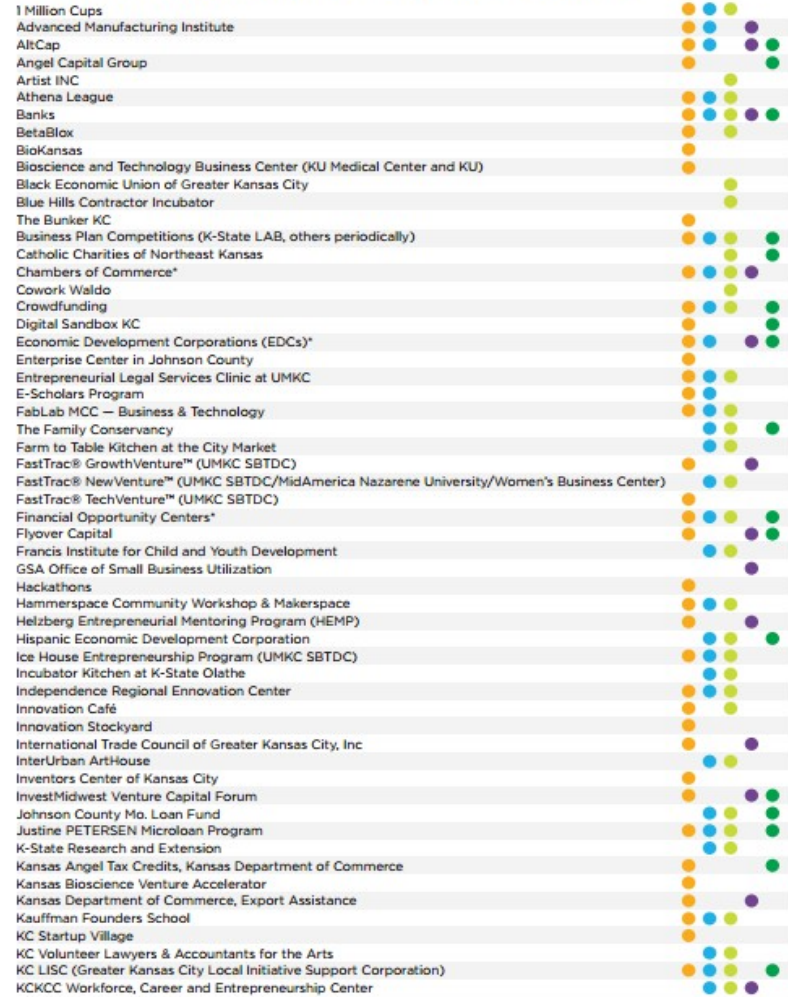
Geographically Based Information



Navigational Tools

POINTS OF INTEREST

*Flip to see the full list of resources in this category.



KCSOURCELINK RESOURCE RAIL

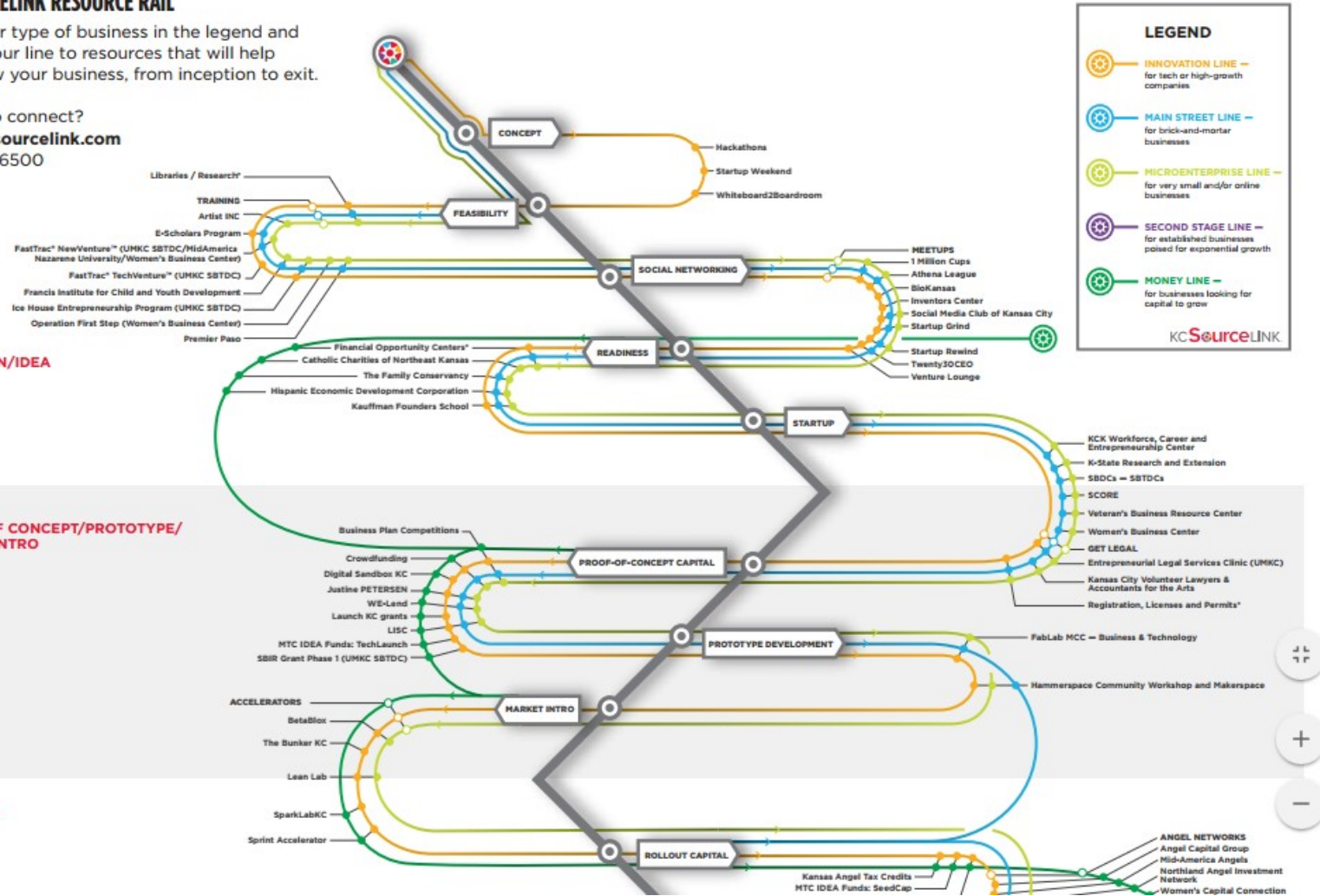
Find your type of business in the legend and follow your line to resources that will help you grow your business, from inception to exit.

Ready to connect?
www.kcsourcelink.com
 816-235-6500

Stage 1: INCEPTION/IDEA

Stage 2: PROOF OF CONCEPT/PROTOTYPE/ MARKET INTRO

Stage 3: ROLLOUT

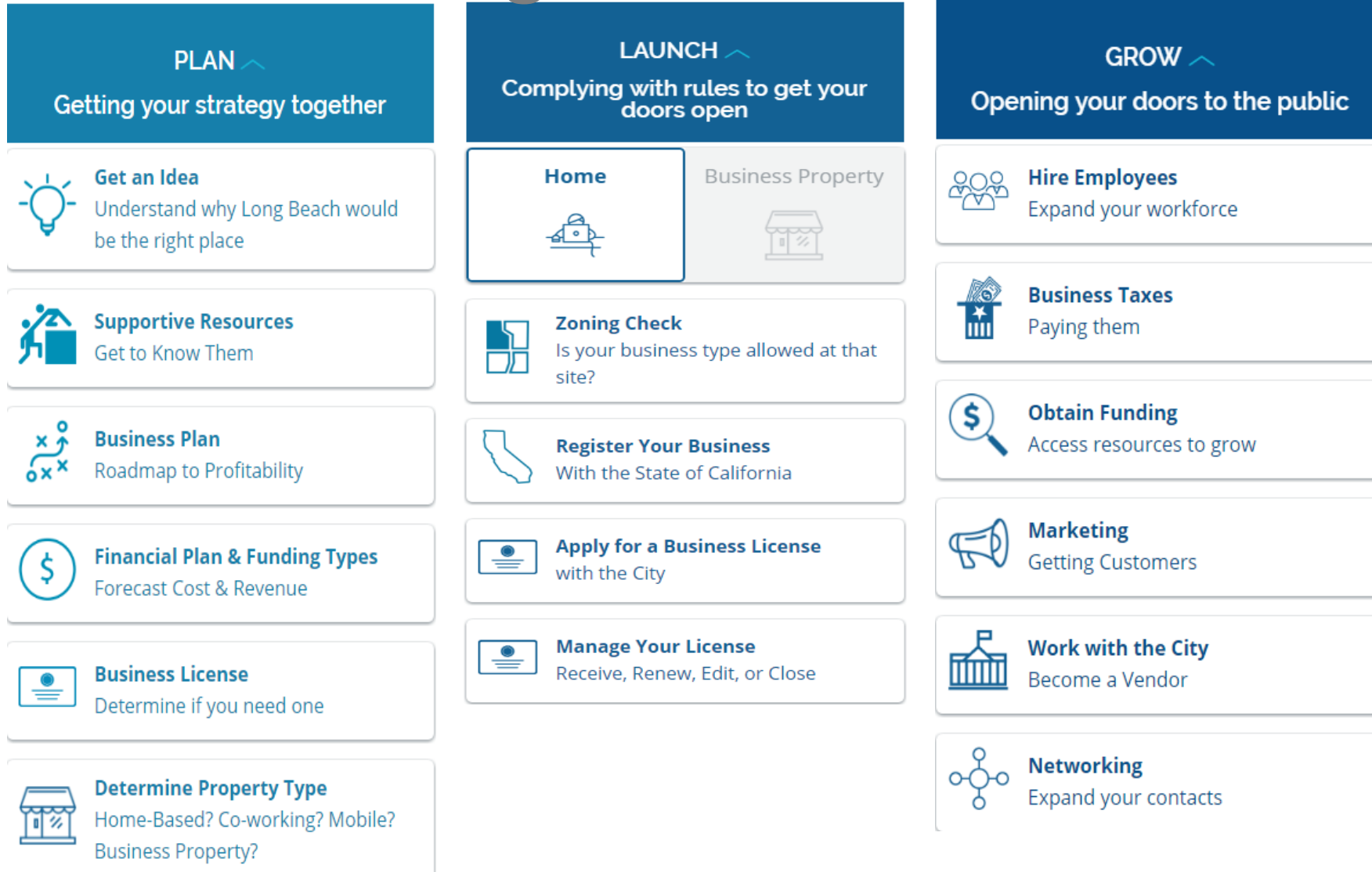


Mobile First




www.bizport.longbeach.gov

User Centered Design




Personalization

← Menu


My Profile
track progress and essential info

10%

 "Congratulations on your decision to start a business! When you add to your profile, your progress bar grows."
-Mayor Garcia

My Settings

My Notebook

My Checklist

My Funding Opportunities

My Forms

My Notebook

This is a list to help you keep track of key information you may need easily accessible. If you need help filling out the items below, check out the [homepage](#).

Business License #: BU-2134sdf

Business License Renewal Date: 1/3/18

E-Account #:

State Seller's Permit #:

Additional State License(s) #:

Business Structure (Sole Proprietor, LLC):

Doing Business As Name (DBA):

My Checklist

This is a list of most of the tasks necessary to plan, launch, and grow your business.

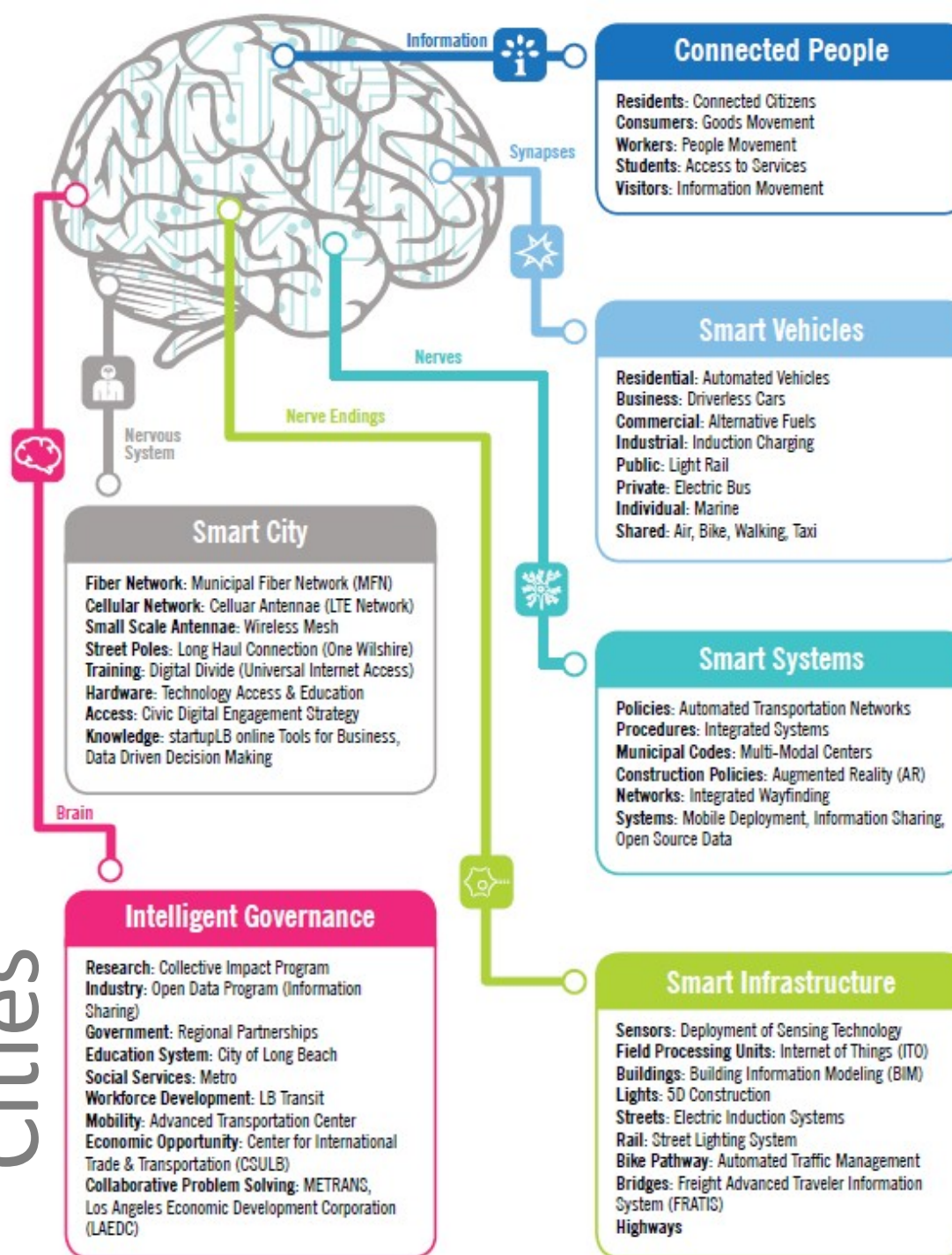
- Add and edit your own checklist items
- Cross out tasks that don't apply to you
- Reveal items you deleted
- Learn more about each section

PLAN
Getting your strategy together

Business Plan
Roadmap to Profitability

- Determine if I need a Business License
- Write a business plan
- Check out the FREE classes at SBDC
- Get feedback

Smart Cities





ECONOMIC
& PROPERTY
DEVELOPMENT

CITY OF LONG BEACH