

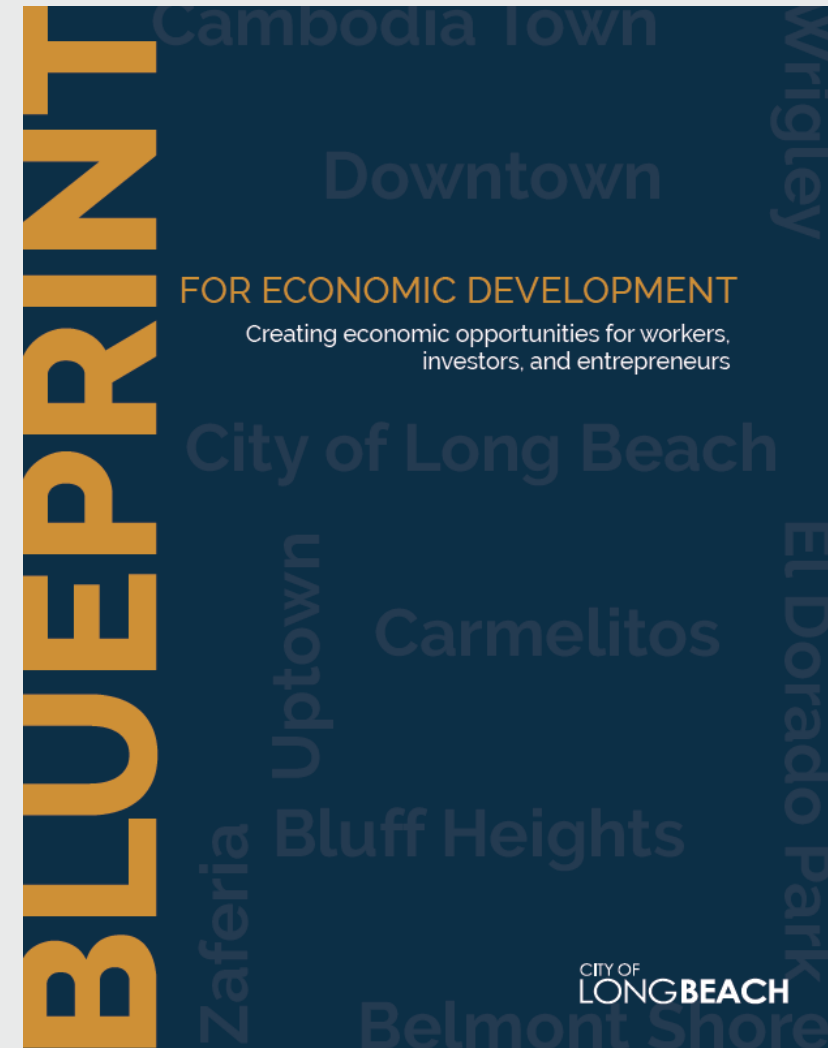


City of Long Beach Business Resources

October 17, 2019

Blueprint for Economic Development

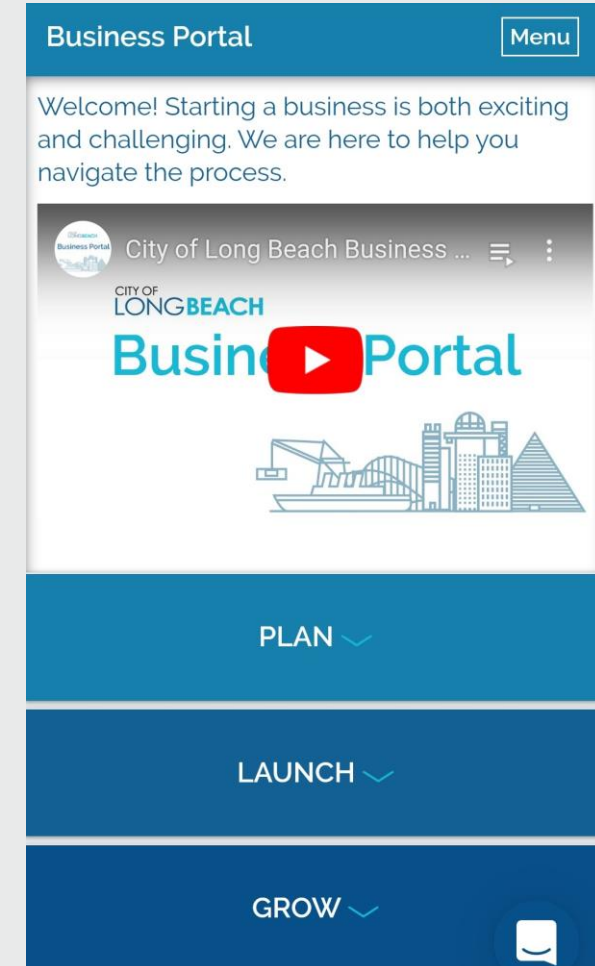
- Mayor and City Council tasked Economic Development Commission (EDC) with developing a strategic vision for economic development
- After conducting research and community outreach, the EDC provided recommendations to City Council, which adopted Blueprint in 2017
- Blueprint has seven focus areas—supporting entrepreneurship, job creation, and economic inclusion are important priorities
- Available in English, Khmer, Spanish, and Mandarin.



Business Navigation

Our team helps people navigate the licensing and permitting process by:

- Providing education about the startup process through online resources
- Serving as the first point of contact for entrepreneurs that don't know where to begin
- Connecting entrepreneurs to the right people (planning, building & safety, business licensing, health, etc.)
- Helping to problem solve during the startup or expansion process
 - Working with “regulators” to identify solutions
 - Facilitating communication
 - Managing business owner expectations
- Organizing “pre-submittal” meetings to expedite the plan check process



Site Selection Support

Our team helps people with site selection by:

- Providing free reports on available retail, office, or industrial real estate for lease
- Providing market data to help inform decision making
 - Demographics
 - Consumer spending
 - Traffic counts
 - Day time employment
- Educating people about different commercial districts
- Ensuring people understand zoning requirements for their business activity



4716-4722 E 2nd St
Long Beach, CA 90803

14,448 SF Storefront Retail/Residential · Built 1928
3,300 SF Avail at \$3.27/SF/Mo
3,300 SF Max Contig
For Sale: \$13,900,000 (\$962.07/SF) at 2.5% Cap...



[+ VIEW MORE](#)



5012 E 2nd St
Long Beach, CA 90803

3,000 SF Storefront Retail · Built 1942
3,000 SF Avail at \$4.00 - 4.50/SF/Mo
3,000 SF Max Contig



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5025 E 2nd St
Long Beach, CA 90803

4,656 SF Storefront Retail · Built 1936
4,656 SF Avail at \$5.42/SF/Mo
4,656 SF Max Contig



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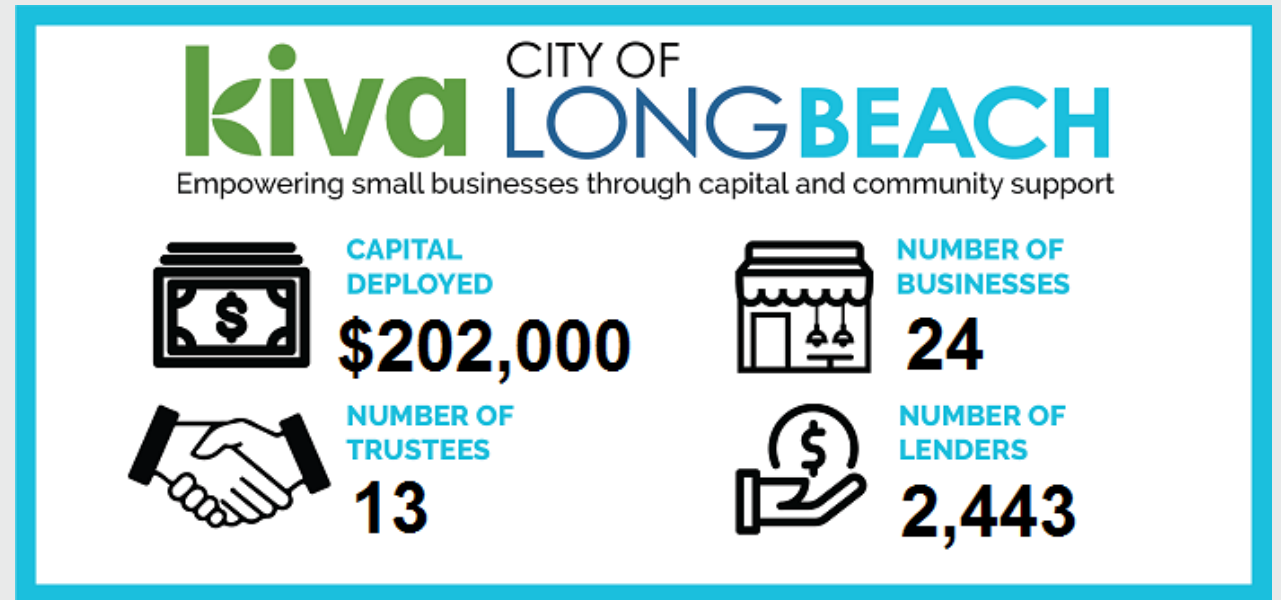
The Corner Pop-Up

- Partnership between the City of Long Beach, LINC Housing and Pacific Gateway
- Opportunity for small businesses to gain exposure, gather feedback and develop partnerships with other participating entrepreneurs, as well as a chance for the local community to discover exciting new up-and-coming ventures.
- Will be made available to business owners free of charge for a period of time and serve as a platform where they can grow and gain access to important resources, such as assistance with marketing, business planning, and access to capital.
- Visit PopUpLB.com to learn more.



Loan Programs : Kiva Long Beach

- Partnership between the City and the Los Angeles Local Initiatives Support Corporation (LA LISC)
- Loans between \$500 - \$10,000
- 0% interest and no fees
- Term: up to 3 years
- Borrower support provided by a network of local Trustees
- Crowdfunded with matching option available
- Eligible uses: all business-related expenses



us.kiva.org/longbeach

Loan Programs: Microenterprise Loan

- Loans start at \$25,000 for start up and existing businesses with five or fewer employees
- Fixed rate: prime rate plus 1.5%
- Funds can be used to finance equipment, fixtures and furniture, and working capital. No tenant improvements
- Borrower must create one full-time job for every \$35,000 borrowed
- Term: 5 to 10 years



Loan Programs: Grow Long Beach Fund

- Established by the City of Long Beach and Grow America Fund
- Between \$100,000 to \$2 million available for businesses that have been operating in Long Beach for at least two years
- Fixed rate: based on current prime rate
- Term: 3 – 25 years
- Loans underwritten by National Development Council and guaranteed by the Small Business Administration
- Business must be a for-profit entity
- Funds can be used for any legitimate business expense (construction, tenant improvements, equipment, working capital, etc.)



Commercial Improvement Rebate Program

Provides rebates of up to \$2,000 per project to commercial property owners and business owners to complete façade improvements along designated business corridors (CDBG areas).

Examples of improvements:

- Painting
- Signage
- Exterior tile repair
- Window replacement
- Security lights
- Awnings

Before



After



Both a property owner and business owner may qualify for two separate \$2,000 rebates at the same address, provided that different work is being performed. An example would be one rebate used for signage and the other used for painting.

Visit longbeach.gov/lbds to learn more.

Workforce Development

Pacific Gateway Workforce Innovation Network – Employer Services

- Customized job training for new hires
- On-the-Job Training:
 - Facilitate training for new employees hired through Pacific Gateway
 - Helps cover the cost of a new employees wages while they learn key skills on the job
 - Reimburses up to 50% of a new workers wage rate
- Hiring and recruitment support
 - Mass recruitments for individual businesses
 - Job fairs with hundreds of employers and job seekers
- Visit Pacific-Gateway.org for more information



Business License Incentives

Incentive to relocate or expand a small business

- Approximately \$350 - \$520
- Qualification: A small business who relocates from outside of Long Beach or adds an additional location in Long Beach
- Example: Incentive amount equal to the amount of first year's business license tax for new or expanded location. Paid as a credit against first year's business license tax bill.

Incentive to support manufacturing

- Approximately \$700 - \$860
- Qualification: A small manufacturing business starts in, or relocates to, Long Beach
- Example: Incentive amount equal to the amount of first two years business license tax for the new location. Paid as credit against the business license tax bill and applied over two years.

Incentive to create jobs

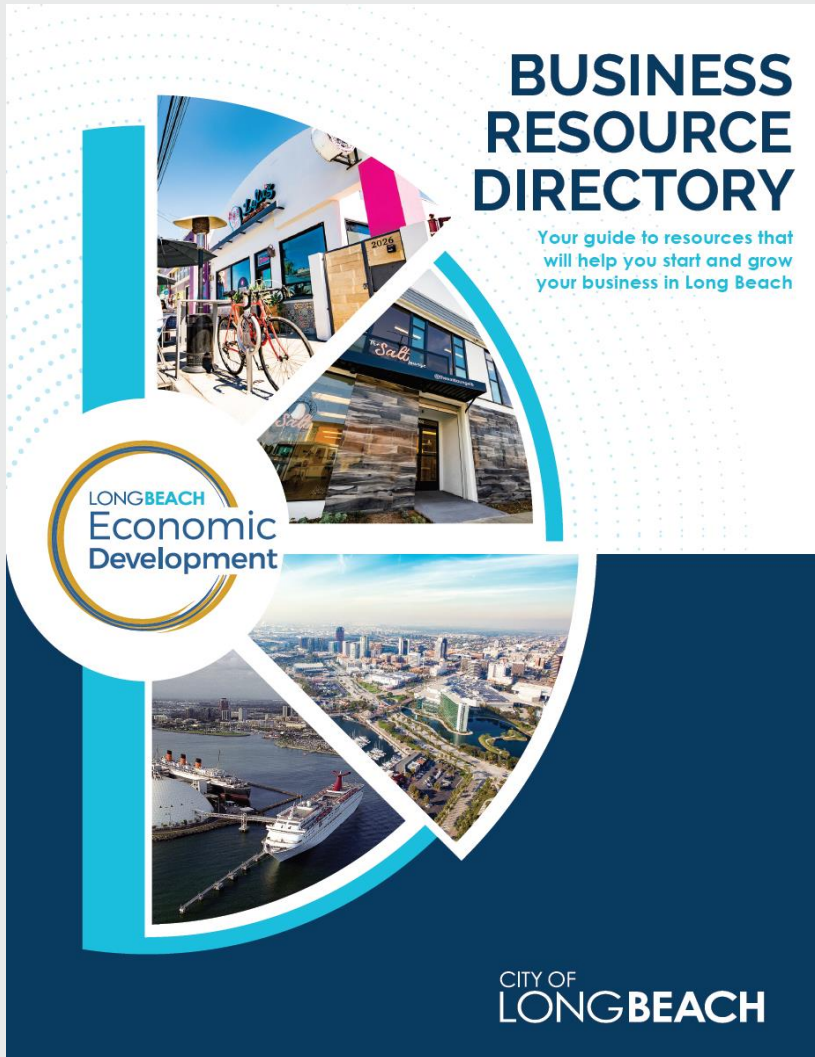
- Approximately \$36 to \$70 per employee added
- Qualification: Currently licensed small business adds employees
- Example: Incentive amount equal to four times the amount of incremental license tax for each new employee for the current year, based on before and after business license headcount. Paid as credit against current year's business license tax bill

Incentive for renovation and construction

- Approximately \$700 to \$1,035
- Qualification: A small business making renovation or construction improvements, paid for by the small business and not its landlord or others.
- Example: Incentive amount equal to the amount of one year of the current business license tax for the business, if the total value of the renovation or construction exceeds \$2,000. Paid as a credit against the business license tax bill.

Click [here](#) to learn more.

Ecosystem Mapping



Business Resource Directory

Comprehensive directory listing local and regional business resources available to Long Beach businesses

Referrals

Refer entrepreneurs to technical assistance providers, such as the Small Business Development Center, SCORE South Bay/Long Beach Chapter, CSULB Institute for Innovation & Entrepreneurship

Responsible, Affordable, Inclusive, Lenders (RAIL) Matrix

Document that provides information on RAIL lenders that are available to Long Beach businesses

Keep in touch with the Economic Development Team!

Longbeach.gov/ED

@LBEconDev



Questions?

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