



**Date:** September 25, 2015  
**To:** Patrick H. West, City Manager *T.H.W.*  
**For:** Mayor and Members of the City Council  
**From:** John Keisler, Innovation Team Director  
**Subject:** Innovation Team: 1<sup>st</sup> Quarter Report

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Background

On February 3, 2015, the City Council authorized the City Manager to accept the Bloomberg Philanthropies Innovation Team Grant (grant). The City received a \$3 million grant for the three-year period from January 1, 2015 – December 31, 2017, to fund the hiring of an Innovation Team (i-team). The purpose of the i-team is to work with City departments to research, develop, and implement creative solutions that improve economic development and access to City services. The purpose of this memo is to provide the Mayor and City Council with an update on the activities of the City's i-team.

i-team Project Update

On May 18, 2015, the i-team officially began its work implementing the Bloomberg Innovation Delivery Process (Process). The Process requires i-teams to dedicate its first few months to rigorous research of the regional economic environment, and to identify both opportunities and obstacles to economic growth in the City of Long Beach. After meeting with approximately 70 organizations and over 500 individuals, visiting campuses and facilities, and reading over 200 articles and reports, the i-team has recommended the following projects in 2015-2016 to provide a foundation for economic development in Long Beach:

1. Economic Development Blue Print: provide a plan to coordinate economic activity, partners and space, to foster investment and development.
2. High Tech Infrastructure Plan: maximize existing City assets to support development of high tech business, investment, and resident workforce.
3. StartupLB Tools for Business: provide effective online tools to prepare and guide entrepreneurs through the business startup process.
4. Branding for Business: develop a Strategic Communications Plan to tell the City's story and market for current and future business investment.
5. Center for Innovation: formalize collaboration between research, industry and government to cultivate innovation and bring ideas to market.

The planning and design process for i-team projects is expected to begin in October 2015, and will involve significant outreach to the research, industry, and resident communities over the next 90 days. During this time, it is important to identify a diverse group of participants that will benefit from the successful design and implementation of the projects described above.

### Funding Sources

As part of the grant agreement, the City Council appropriated \$1 million in non-recurring funds to match the \$3 million Bloomberg grant. These funds may be used to implement innovative solutions, particularly those solutions that lead to new revenue generation for the City. Since it began work on May 18, 2015, the i-team has utilized the grant to leverage the following additional funding sources:

1. Code for America Fellowship: awarded the Code for America Fellowship (valued at \$220,000), which will result in (3) Fellows deployed to the City of Long Beach in January 2016, to assist with the design and build of the StartupLB Tools for Business Project.
2. Knight Foundation Grant: working with Citymart to develop an "open procurement model," received \$50,000 from the Knight Foundation and the Long Beach Community Foundation to seek creative proposals to implement i-team projects described above.
3. SBA "Start Up in a Day" Prize: received the \$50,000 "Start Small Prize" through the Small Business Administration (SBA) "Start Up in a Day" competition to develop StartupLB.

The i-team continues to seek additional outside funding sources to offset costs for project implementation, and generate new resources to fund ongoing innovation projects.

### Next Steps

As the i-team enters the project development phase of the Bloomberg Innovation Process, team members will begin outreach to your offices to request names of potential participants in design activities. These activities may range from brainstorming sessions and events, to community surveys and individual interviews. We intend to keep your staff notified about these opportunities.

As you know, we are very committed to supporting and strengthening the relationship between the i-team and the City Council Offices. Please contact John Keisler if you have any questions at (562) 570-7440.

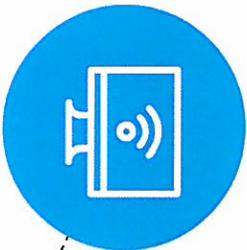
cc: Charles Parkin, City Attorney  
Laura Doud, City Auditor  
Tom Modica, Assistant City Manager  
Arturo Sanchez, Deputy City Manager  
Michael P. Conway, Director of Economic and Property Development  
John Keisler, Innovation Team Director  
Jyl Marden, Assistant to the City Manager

Attachment: i-team Initiatives

# Initiatives

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## Economic Development Blueprint



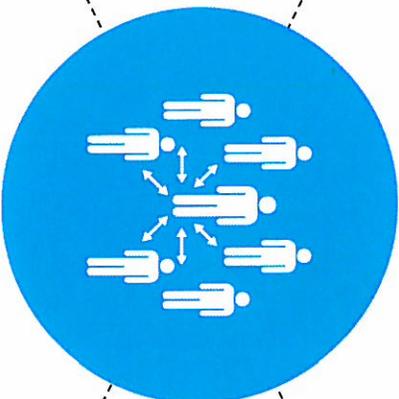
### StartupLB Tools for Business

Provide online tools to prepare and guide entrepreneurs through the business startup process.



### LB Center for Innovation

Collaboration between research, industry and government to bring innovative ideas to market.

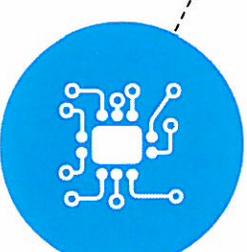


Provide a plan to coordinate economic activity, partners, space, and the investments to get there.



### Branding for Business

Strategic Communications Plan and tools to tell the City's story and market for current and future business investment.



### High Tech Infrastructure Plan

Maximize existing City assets to support the development of high tech business, investment and resident workforce.