



2019

LONG BEACH REGIONAL ECONOMIC FORUM

PROGRAM

April 18, 2019 | Long Beach Convention Center

#LBREF



CALIFORNIA STATE UNIVERSITY

LONG BEACH

Department of Economics



DOWNTOWN LONG BEACH 2019 ECONOMIC PROFILE HIGHLIGHTS

These 1.38 Un-Square Miles host a downtown like no other, and just as long-awaited projects finally come to fruition this year, the city braces for rapid transformation sure to enhance our great community. We are proud to present the 2019 Annual Downtown Economic Profile that provides an in-depth look at Downtown data and trends that continues to project a prosperous outlook for business.



4.3 MILLION
SQUARE FEET OF COMMERCIAL
OFFICE SPACE



1,787
UNITS UNDER
CONSTRUCTION
OR APPROVED



\$590
MILLION
IN TOTAL RETAIL
SALES IN 2018
+21% FROM 2017



86%

OF DOWNTOWN
BUSINESSES
ENJOY WORKING
IN DOWNTOWN



4.2
MILLION
PEDESTRIANS
HAVE STROLLED
DTLB IN 2018

DOWNLOAD YOUR COPY AT
DTLBBUSINESS.COM



**DOWNTOWN
LONG BEACH
ALLIANCE**

April 18, 2019 | 8:00-11:30am

AGENDA

8:00 Breakfast & Networking

8:30 Welcome Remarks

Randal Hernandez, *Chair, Long Beach Economic Development Commission*
Jane Close Conoley, Ph.D., *President, California State University, Long Beach (CSULB)*
Robert Garcia, Ed.D., *Mayor, City of Long Beach*

8:45 Special Announcement on Entrepreneurship

President Jane Close Conoley
Mayor Robert Garcia
John Shen, *Founding Partner, Sunstone Management*

9:00 National & Long Beach Regional Economic Update

Seiji Steimetz, Ph.D., *Professor & Chair of Economics, CSULB*

9:40 City of Long Beach Economic Development Blueprint Update

John Keisler, *Director, Long Beach Economic Development Department*

10:00 Real Estate Development Panel

Sergio Ramirez, *Deputy Director, Long Beach Economic Development Department*
Adam Carrillo, *Executive Vice President, Strategy, Agency ETA*
Roni Gould, *Senior Vice President, Ensemble Investments*
Kraig Kojian, *President & CEO, Downtown Long Beach Alliance*
Oscar Alvarado, *Vice President of Housing Development, Century Housing*
Barret Bradley, *Development Associate, CenterCal Properties*

10:45 Office Market Panel

Becky Blair, *President & Principal, Coldwell Banker Commercial Blair Westmac*
Sergio Ramirez, *Deputy Director, Long Beach Economic Development Department*
Toliver Morris, *CEO & Broker, William Morris Commercial*
Robert Garey, *Senior Director, Cushman & Wakefield*
John Drachman, *Co-Founder & President of Commercial Division, Waterford Property Company*
Lexey Radcliff, *Community Director for Southern California, WeWork*

11:25 Closing Remarks & Invitation to Upcoming Events

MATERIALS



Download the
Long Beach Regional Economic Update
at www.csulb.edu/ref/

LONG BEACH, CALIFORNIA

LIMITLESS POTENTIAL



INVEST IN A DIVERSE AND
FAST-GROWING URBAN
COMMUNITY FOR YOUR
NEXT REAL ESTATE VENTURE

WHY WE'RE THE RIGHT FIT:

- Business-Friendly: One of the most business-oriented cities in the U.S.
- Large Market: Population of 470,000+ on the California Coast
- Prime Location: Ideally situated between L.A. and Orange County, with direct access to the nation's largest port complex
- Expansive Opportunity: Numerous development sites available
- Faster Processing: Streamlined pre-development and entitlement process
- Forward-Thinking: Innovation and responsiveness in service delivery

CITY OF
LONG BEACH



FOR MORE INFORMATION, PLEASE CONTACT THE
CITY'S ECONOMIC DEVELOPMENT DEPARTMENT.

(562) 570-6129

WWW.LONGBEACH.GOV

F&M Farmers & Merchants Bank®
W. Henry Walker
PRESIDENT

Proud sponsor of the 2019 Long Beach Regional Economic Forum.
Perfectly suited for Long Beach.
Bank with California's Strongest.

F&M Farmers & Merchants Bank®
California's Strongest, since 1907.

FMB.com Member **FDIC**

Long Beach Business Journal

Silver Sponsor
2019 Regional Economic Forum

lbbusinessjournal.com
(562) 988-1222 | info@lbbj.com

WELCOME

Welcome & Special Announcement

Robert Garcia, Ed.D.

Mayor, City of Long Beach



Dr. Robert Garcia, 41, is an educator and the 28th Mayor of Long Beach. Mayor Garcia is focused on making the City of Long Beach a leader in economic development, sustainability, education, and technology.

At age 5, Dr. Garcia immigrated to the United States from Lima, Peru and was raised in Southern California. Dr. Garcia, a college and university educator holds an M.A. from the University of Southern California and an Ed.D. in Higher Education from Cal State Long Beach, where he also earned his B.A. in Communication.

Dr. Garcia currently serves as a Board Member on the Los Angeles Metropolitan Transportation Authority (Metro) representing much of the South East County of Los Angeles.

Welcome & Special Announcement

Jane Close Conoley, Ph.D.

President, California State University, Long Beach



Jane Close Conoley serves as the seventh President of Long Beach State University. Prior to assuming this role she was the interim Chancellor of the University of California Riverside. She has also held leadership positions at the University of California Santa Barbara, Texas A&M University, and at the University of Nebraska Lincoln. Dr. Conoley is the author, co-author or editor of over one hundred thirty books, articles, and book chapters. Her latest book "*Positive Psychology and Family Therapy*" was co-authored with her husband, Dr. Collie W. Conoley.

She serves on numerous journal editorial and community service boards. She has received research, teaching and service honors during her career. Both the American Psychological Association and the Association of Psychological Science honored Dr. Conoley with fellow status. Her research and development efforts in school safety, teacher quality, and student achievement have been supported by over 50 million dollars in external federal, state, and private funds.

Special Announcement

John Shen

Founding Partner, Sunstone Management



A winner of the "2017 Coleman SBA 504 Lender of the Year Award" by distinguished media outlet, the Coleman Report, John Shen's unique expertise and experience make him an invaluable asset to Sunstone Management. Shen is the CEO of American Lending Center, LLC, one of the most successful U.S. non-bank lenders specializing in government-sponsored loan programs designed for small businesses. His expertise includes commercial lending, structural financing, private equity, and venture capital fund management. Shen's in-depth understanding of U.S. capital market demand and his unique ability to develop client trust have been essential to laying the foundation for Sunstone and continuing to drive operations to greater success.

SPEAKERS

Master of Ceremonies

Randal Hernandez

*Executive Director, External Affairs for Southern California, Verizon
Chair, Long Beach Economic Development Commission*



Randal Hernandez is Verizon's Executive Director of External Affairs for Southern California. He is responsible for developing and implementing local and state legislative strategies and community engagement initiatives to advance the company's strategic objectives, including the rapid deployment of 5G wireless technology.

Outside of Verizon, Hernandez is chairman of the Long Beach Economic Development Commission, a commission that advises the mayor and city council on matters relating to local businesses and economic issues. He also serves as a senior advisor to the California Latino Economic Institute, an organization with a mission of sustaining and growing California's Latino middle class.

Hernandez has taken on other leadership roles throughout years, including serving as Managing Director of Government Relations for Union Bank, serving as Bank of America's Senior Vice President and Senior Public Policy Executive for California, and serving as Chief of Staff to former Long Beach Mayor Beverly O'Neill.

He holds a master's degree in public administration and a bachelor's degree in economics from CSULB. Hernandez is married to Tracy Hernandez, President and CEO of BizFed.

National & Long Beach Regional Economic Update

Seiji Steimetz, Ph.D.

Professor & Chair of Economics, CSULB



Seiji Steimetz is Professor and Chair of Economics at the California State University, Long Beach. He also serves on the Executive Committee of the METRANS Transportation Center – a joint research center of Cal State Long Beach and the University of Southern California. Dr. Steimetz's research specialties include transportation, urban, and environmental economics, with emphases in applied econometrics and methodology. Among his scholarly achievements, including publications in leading economics and interdisciplinary journals, he is especially proud of his role in developing the annual Long Beach Latino Economic Report. As a first-generation college student, Dr. Steimetz was educated by the California Community Colleges, the California State University, and the University of California.

City of Long Beach Economic Development Blueprint Update

John Keisler

Director, Economic Development Department, City of Long Beach



John Keisler is the Economic Development Director for the City of Long Beach. The mission of department is to increase economic opportunities for workers, investors, and entrepreneurs in Long Beach through workforce, business, and property development programs.

After completing bachelor degrees in Philosophy and Religion at St. Olaf College, he joined Teach For America, teaching middle school literacy and civics in Newark, NJ. To address the chronic community challenges facing his students, he turned to a career in city management, working with the League of California Cities and completing his MPA at the USC Price School of Public Policy.

In 2005, Keisler was hired as a Management Assistant by the City of Long Beach, and rotated through four departments. Over the next decade, he led multiple change-management projects throughout the City, serving as the Animal Care Services Bureau Manager, Business Operations Manager for the Parks, Recreation & Marine Department, CFO for the Police Department, and the City's first Innovation Team Director.

Keisler lives in Long Beach with his beautiful wife Laura and his two sons Christopher (9) and Benjamin (12), where he serves on a number of civic boards and coaches youth sports.

PANELISTS

Real Estate Development Panel Host Office Market Panel Moderator

Sergio Ramirez

Deputy Director, Economic Development Department, City of Long Beach



Sergio Ramirez oversees the Property Services Real Estate, and Strategic Planning Divisions of the Economic Development Department of the City of Long Beach. The City is currently experiencing extensive growth, with over \$5 billion dollars of private and public investment in new housing, commercial/retail, hospitality, mixed use, and industrial projects.

Previously, Ramirez spent 12 years with the City of Anaheim, where he had the chance to be involved in many of the high-profile hotel, retail, mixed-use, residential, and sport facility projects. His out-of-the-box approach towards economic development maximizes best and highest use for properties being developed to enhance the City of Long Beach, as witnessed by the success of the LIMITLESS Long Beach marketing campaign he launched and managed in 2018, aimed at increasing the profile of the City of Long Beach to the development community.

Ramirez brings phenomenal energy to Long Beach along with his incredible economic development smarts. He's passionate about his field and takes great pride in making a difference. He holds a bachelor's degree in Urban and Regional Planning from Cal Poly Pomona, and a master's degree in Public Administration at Cal State University Los Angeles.

Real Estate Development Panel Moderator

Adam Carrillo

Executive Vice President, Strategy, Agency ETA

President, Long Beach Commercial Real Estate Council



Adam Carrillo works with the largest commercial real estate development and investment groups in Long Beach and over 10 years in the competitive advertising industry.

Carrillo is the Executive Vice President at Agency ETA, a full-service advertising agency in Downtown Long Beach. Agency ETA is known for game-changing brand solutions producing measurable results for a diverse mix of respected clients from the government, retail, automotive, hospitality, public transportation, and commercial real estate development industries.

Carrillo also sits on the Board of Directors at Long Beach Transit, is the current President of the Long Beach Commercial Real Estate Council, is an Advisory Board Member for the Institute for Innovation and Entrepreneurship at CSULB, and lives in Downtown Long Beach with his three boys and fiancé Lena. He will be graduating this spring from CSU Dominguez Hills with his B.S. in Applied Studies, with a minor in Public Policy.

Real Estate Development Panelist

Roni Gould

Senior Vice President, Ensemble Investments



Roni Gould has more than 25 years of experience in commercial real estate working with many successful real estate companies. Prior to joining Ensemble, she excelled in a variety of management and leasing positions, both as a key executive and then later through her independent consulting practice. In 2005, Roni was promoted to Senior Vice President where her experience and insights are valuable assets to Ensemble's corporate strategic planning.

On a day-to-day basis, Roni oversees the asset management and leasing for Ensemble's Southern California market. Her responsibilities also include portfolio wide special projects and assisting with acquisitions and development. She enjoys the diversity and challenge of being able to create innovative solutions that successfully meet the wide-ranging needs of the general business tenant to the medical community's continually changing requirements.

Roni's community involvement includes: Downtown Long Beach Associates, Member; Long Beach Grand Cru, Board Member, Former Chair; and Member of the BOMA Los Angeles annual, Medical Office Building Workshop.

PANELISTS

Real Estate Development Panelist

Kraig Kojian

President & CEO, Downtown Long Beach Alliance



Kraig Kojian has served as a member of the Downtown Long Beach Alliance (DLBA) staff since October 1996 when the District consisted of an operating budget of approximately \$400,000. Today, Kojian directs the management of two improvement Districts, consisting of nearly 5,000 stakeholders and whose annual budgets exceeds \$4 million. The DLBA is a 501(c)6 community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. Also, under Kojian's leadership, the Long Beach Downtown Development Corporation, a 510(c)3 entity was formed to provide economic resources to underserved corridors citywide.

He is a graduate of San Diego State University where he earned BA degrees in Political Science and Journalism with an emphasis in Communications.

Real Estate Development Panelist

Oscar Alvarado

Vice President of Housing Development, Century Housing



Oscar Alvarado has worked in affordable housing development for thirteen years. In that time he has worked for both non-profit developers and for-profit developers and has managed diverse projects serving to house the homeless, disabled, as well as low income seniors, Veterans and families. He has a professional and cooperative working relationship with various lenders, intermediaries, investors and consultants. Through his career, Alvarado has worked with various financial firms to underwrite and structure successful multi-family and mixed use developments. Beyond working with financial firms, he has engaged entire project teams including general contractors, architects, engineers and environmental consultants for various phases of development. Alvarado is knowledgeable with securing and closing on major sources of affordable housing finance including 4% and 9% LIHTC, City and County soft loans, tax exempt bonds, California HCD sources of finance, and section 8. He has secured financing for over 2,500 affordable homes in new construction and rehabilitation projects. He is experienced creating/ managing budgets for all stages of development. Alvarado holds a B.A. in Political Economy from UC Berkeley and a Masters in Regional Planning from Cornell University.

Real Estate Development Panelist

Barret Bradley

Development Associate, CenterCal Properties



Barret Bradley is a Development Manager at CenterCal Properties, a full-service commercial real estate company in the business of investing, developing, leasing, and managing its projects. Bradley is currently leading the 2nd & PCH project in Long Beach, and in this capacity manages entitlements, design, construction, and leasing of the project. He has also worked on the development and stabilization of other successful projects at CenterCal, such as The Veranda in Concord, CA.

Prior to joining CenterCal, Bradley worked in both Asset Management and Acquisitions at SITE Centers (formerly DDR Corp). At SITE Centers, he oversaw a large portfolio of retail properties in Colorado before being promoted to work on both acquisitions and dispositions in the company's western region.

Bradley was born and raised in Massachusetts and received a Bachelors Degree in Finance from the University of Massachusetts Dartmouth. Although he loves his home state, he is happy to have traded the cold weather for California and enjoys splitting his time between Long Beach and his home in Redondo Beach.

Office Market Panel Host

Becky Blair

*President & Principal, Coldwell Banker Commercial Blair Westmac
Vice Chair, Long Beach Economic Development Commission*



After obtaining her California Broker's license, Becky Blair established Blair Commercial Real Estate Inc. in 1983, and quickly became a force in Long Beach commercial real estate. Throughout her more than 30 years in commercial real estate, Blair has represented hundreds of clients in sales and leases, and has been involved with the sale or lease of hundreds of thousands of square feet of office, retail, and industrial space/buildings throughout Southern California. Her clients have included Adler Realty Investments, Molina Health Care, The City of Long Beach, California State University Long Beach, and Mental Health America of Los Angeles.

Blair is active in local and state commercial real estate groups, including serving as Past President of the largest commercial association in California, AIR Commercial Real Estate Association, which boasts 1,700 members from Orange County to Ventura.

Her past and present community and civic involvements include: Los Angeles County Workforce Investment, Board of Directors; Long Beach Area Chamber of Commerce, Board of Directors; Downtown Long Beach Associates, Board of Directors, Executive Committee; Long Beach Symphony, Board of Directors; Long Beach Planning Commission, Chair; and Long Beach Economic Development Commission, Vice Chair.

Office Market Panelist

Toliver Morris

CEO & Broker, William Morris Commercial



Toliver Morris is the founder of William Morris Commercial, Inc., a boutique commercial real estate firm specializing in retail and office leasing and sales in the greater Long Beach area. A 25 year veteran of the industry, Morris has completed over 1,000 sale and lease transactions and has represented over 5 million square feet of commercial space. William Morris Commercial currently represents multiple noteworthy projects in Long Beach, including Landmark Square Tower, The Hubb Creative Campus, The Streets of Long Beach and Shoreline Village, to name just a few.

Office Market Panelist

Robert Garey

Senior Director, Cushman & Wakefield



Robert Garey is a senior director of Cushman & Wakefield specializing in leasing and sales of office buildings in the South Bay with focus on the Greater Long Beach market. His 29 years of experience has included some of the most significant transactions in the City including the sales transactions of the World Trade Center, 180 E. Ocean building, land assemblage for LaserFiche's new HQ development and land swap for the new Court House. He has completed over 2,400 real estate transactions totaling over 19.8M sf. Industries served include law, accounting, technology, engineering, shipping, healthcare and government agencies. He is married, a prior resident of Long Beach for 25 years, a graduate of CSULB, and enjoys hobbies of playing poker in the World Series of Poker, golf, fly fishing and a drummer in a rock band.

PANELISTS

Office Market Panelist

John Drachman

Co-Founder & President of Commercial Division, Waterford Property Company



John Drachman is responsible for the firm's commercial division and capital raising activities. Since starting the firm in 2014, Drachman has acquired and been a partner in over \$400 million of office, retail, and apartment assets in Southern California. To acquire these assets, Drachman has created and developed joint venture partnerships with high net-worth private investors, family offices and institutional equity funds while leveraging his relationships within the brokerage community to source opportunities.

Prior to founding Waterford, Drachman was a Vice President with Greenlaw Partners, where he sourced and managed a portfolio of real estate assets throughout Southern California and Arizona. Drachman earned his Bachelor of Business Administration from the University of Arizona. He went on to earn his MBA degree as well as his Master in Real Estate Development from the University of Southern California where he is now an adjunct faculty member.

Office Market Panelist

Lexey Radcliff

Community Director for Southern California, WeWork



A native New Yorker living in San Diego, Lexey Radcliff joined WeWork in 2014, growing and launching markets from NYC to Southern California. Radcliff currently manages the WeWork portfolio in Long Beach, Orange County, and San Diego. She oversees the business end-to-end, supporting real estate selection, product development, sales and marketing, talent acquisition, and member experience. A naturally curious and solutions-oriented leader, Radcliff is passionate about empowering others and building communities.

CSULB ECONOMICS STAFF

**LBREF Event Coordinator
& Graphic Designer**



Nicole Torres
Department Specialist
CSULB Alumna 2012

**LBREF Social Media
& Assistant Event
Coordinator**



Ruben Diaz
Department Coordinator
CSULB Alumnus 2016

LBREF Research Analyst



Megan Anaya
Student Research Assistant
CSULB Graduating Senior, Spring 2019

1250 Bellflower Boulevard | Long Beach, CA 90840-4607
562/985-5061

www.csulb.edu/ref/
ref@csulb.edu

MATERIALS



Download the
Long Beach Regional Economic Update
at www.csulb.edu/ref/

FOLLOW US ON YOUR SOCIAL SITES



CSULB Department of Economics
[@CSULBEconomics](https://twitter.com/CSULBEconomics)

Economic Development Department
[@LBEconDev](https://twitter.com/LBEconDev)

#LBREF

SPONSORS

LONG BEACH REGIONAL ECONOMIC FORUM
2019

PLATINUM



**DOWNTOWN
LONG BEACH
ALLIANCE**

TABLE

AMERICAN BUSINESS BANK
CITY OF SIGNAL HILL
COLDWELL BANKER COMMERCIAL BLAIR WESTMAC
CSULB COLLEGE OF BUSINESS
CSULB DIVISION OF ADMINISTRATION & FINANCE
CSULB RESEARCH FOUNDATION
CUSHMAN & WAKEFIELD
HORNBLLOWER CRUISES & EVENTS
INTERNATIONAL CITY BANK
JLL
JOHN HANCOCK LIFE INSURANCE
LONG BEACH CONVENTION & VISITORS BUREAU
LONG BEACH TRANSIT
MAPLE BUSINESS COUNCIL
MICHELLE MOLINA, ECONOMIC DEVELOPMENT
COMMISSIONER, CITY OF LONG BEACH &
CSULB ALUMNI
OFFICE OF SUPERVISOR HAHN, 4TH DISTRICT

GOLD



LONG BEACH
Economic
Development

SILVER



**F&M
BANK**
Farmers & Merchants Bank[®]
California's Strongest, since 1907.

Member FDIC • FMB.com

Long Beach Business Journal

PRESENTED BY



CALIFORNIA STATE UNIVERSITY

LONG BEACH

Department of Economics

