

LONG BEACH

ON THE RISE



Welcome to Today's Long Beach

Settled along five-and-a-half miles of sandy coastline, Long Beach is the quintessential vacation getaway, boasting both the ambiance of a sophisticated urban center and the charm of a seaside community. Located 20 miles south of Los Angeles, California's seventh largest city offers visitors a dynamic range of oceanfront hotels, attractions, shopping, recreational activities, art and culture, restaurants and nightly entertainment that make it an ideal destination for any time of the year.

NEIGHBORHOODS

Long Beach is a community full of matchless neighborhoods and cultural diversity, one of the only cities on the west coast with a downtown situated right next to the Pacific Ocean. Downtown Long Beach is a perfect blend of sophisticated urban center and charming seaside community, filled with a myriad of entertainment choices. Pine Avenue, in the heart of downtown, is an enticing "Restaurant Row" with dozens of restaurants serving food from around the world. Within an 8-block area within the downtown waterfront, visitors will discover more than 120 quality eateries serving everything from hot dogs to haute cuisine, plus attractions, entertainment, and shopping, all just steps from a host of first class hotels.

For more international flavors, visitors can discover the city's historic Spanish roots in Bixby Knolls, home of Rancho Los Cerritos, one of two Spanish-era Ranchos in Long Beach. Both feature their original adobe ranch houses and formal gardens. Long Beach's Cambodia Town, has been recognized as one of the largest Cambodian communities in the world.

Just a mile from downtown Long Beach is the seaside community of Belmont Shore, which features Second Street, a shopper's Mecca and a premier location for outdoor dining and people watching. Tucked behind Belmont Shore is one of the city's most romantic destinations, Naples Island, where Italian-style gondoliers cruise along canals lined with picturesque, million-dollar homes. Right next to Belmont Shore is picturesque Alamitos Bay, offering sheltered sandy beaches,

lots of on-the-water recreation and restaurants with spectacular panoramic waterfront views.

ATTRACTIONS

The Queen Mary is one of Long Beach's signature attractions, a piece of world history that attracts visitors from around the globe. Once the world's most luxurious ocean liner, today the ship features a 340-stateroom hotel, unique shops and fine restaurants. Visitors can explore this majestic ship from the wheelhouse to the engine room. The ship offers several different guided and self-guided tours. Visitors can learn about the heydays of Trans-Atlantic travel when the Queen was the most elegant and fastest ship on the high seas. Or relive the Queen's wartime adventures as she carried men and materials to battlefronts around the world.

The Long Beach Aquarium of the Pacific offers a "face-to-fish" encounter with its more than 11,000 inhabitants of the world's largest ocean. There are numerous areas where visitors can actually touch some of the animals, including stingrays, sea cucumbers, starfish and more. Explorer's Cove features Lorikeet Forest where these colorful and friendly miniature parrots can be hand-fed by visitors. Also in Explorer's Cove is Shark Lagoon, where nine species of shark can be viewed from both above and below water. Visitors can actually touch several of the shark species in special touch lagoons. The Molina Animal Care Center offers enhanced healthcare to animals as well as opportunities for guests to view veterinary medicine in action. Three fan favorite exhibits are the otters, penguins, and sea lions.

A short walk from the Aquarium along the picturesque Rainbow Harbor Esplanade, you'll find two exciting entertainment/dining/shopping complexes—Shoreline Village and The Pike Outlets. Shoreline Village has the look and feel of a charming seaside fishing village, with a boardwalk of specialty and souvenir shops and restaurants. The Pike Outlets entertainment center features name brand outlet shops, a cornucopia of

great restaurants, and a multiplex movie theater.

Entertainment options include a comedy club, a dueling piano show, a vintage Ferris Wheel and Carousel. Rainbow Harbor itself is home to boats of all types, including fishing boats, tall ships, luxury charter yachts, harbor tour boats, pleasure craft and even a replica Mississippi sternwheeler.

RECREATIONAL ACTIVITIES

Long Beach boasts 11 ½ miles of sandy beaches, inland waterways and bays, and the pleasant climate and 345 days of sunshine make it the ultimate year-round playground. Winding along the beach are smooth, wide paths perfect for biking, rollerblading, running or romantic strolls. Visitors can dive right into a variety of water sports such as kayaking, sailing, windsurfing, kite surfing, fishing, scuba diving and jet skiing. Everything from rollerblades to wetsuits, paddle boards to windsurfing equipment, can be rented at various places along the beach. Day and night harbor cruises are also available, offering beautiful views of the Pacific Ocean.

All year-round, visitors can witness the awe-inspiring migration of more than 15,000 Pacific Gray Whales passing through Long Beach on their way to their breeding and birthing grounds in the Gulf of Mexico. Whale watching excursions are available through several companies.

HOTELS

The Long Beach area boasts more than 5,000 rooms city-wide from a variety of name brand properties in all price ranges. Many hotels offer panoramic ocean and city views at affordable prices while others feature notable characteristics from international treasures to world class restaurants. If you're looking for an easy and affordable getaway, Long Beach is the perfect home base, located in the center of Southern California, just minutes away from the major attractions of LA and Orange County.

To plan your Long Beach experience, visit visitlongbeach.com.

LONG BEACH ON THE RISE

Section of Pine Avenue Closes for Outdoor Dining and More

Closure of First to Third Streets is designed to safely allow outdoor business operations through the Long Beach Open Streets Initiative

If you haven't been by the beautiful shops and restaurants of downtown Long Beach lately, you may be missing out!

Thanks to the Long Beach Open Streets Initiative and the joint efforts of the Downtown Long Beach Alliance (DLBA) and City of Long Beach, Pine Avenue is now closed 24/7 between 1st and 3rd Streets. The closure started Friday, August 14, at noon. The closure to vehicular traffic will enable residents and visitors to enjoy safe outdoor dining, personal care services, and fitness activities at many of Pine Avenue's beloved establishments.

Businesses along this stretch of Pine Avenue are permitted to set up outdoor accommodations for use, assuming permitting requirements and City Health Order protocols have been met. Depending on business location, outdoor expansions can extend onto the sidewalk or into on-street parking spaces. To participate, businesses must submit an Occasional Event Permit form to the City, adhere to current City health protocols, and satisfy insurance requirements.

The City of Long Beach has created an informational webpage about this street closure, which includes necessary forms for businesses and can be found at longbeach.gov/pineclosure. This webpage will be updated

regularly as additional information becomes available.

"We know that operating outdoors with appropriate physical distancing is the safest way restaurants, personal care services, and gyms can operate while protecting against the spread of COVID-19," said Mayor Robert Garcia. "Closing Pine Avenue allows businesses to safely expand their operations and we hope provide some relief from the economic impacts of this pandemic."

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Kraig Kojian, DLBA President & CEO, thanked the City for its partnership in quickly executing this project. "We thank Mayor Garcia and the Long Beach City Council for their leadership and expediency in implementing the Open Streets Initiative and addressing the needs of these businesses," Kojian said. "Now more than ever, we need to come together as a community to support our local establishments."

To accommodate through traffic, Broadway

and 3rd Street remain open, with westbound 1st Street partially open to allow for parking garage access. Various traffic safety devices are installed along the corridor, including a combination of bollards and k-rails for maximum pedestrian safety and to facilitate emergency vehicle access. Designated delivery zones have been established for businesses along the corridor, and temporary spaces will be created for restaurant take-out and retail curbside service.

The Long Beach Open Streets Initiative

in pedestrian traffic along Pine Avenue due to the street closure.

The Pine Avenue street closure will be marketed by DLBA primarily through its Dine Out DTLB campaign, which centers around an online interactive map that showcases restaurants in Downtown open for dining, takeout, or delivery.

"Closing Pine Avenue for outdoor dining and other services will spark excitement in business owners and patrons alike," Kojian said. "Please remember as you enjoy this pedestrian-friendly zone that all health and safety guidelines must be followed. Diners and visitors must wear masks and maintain a distance of six feet from others, and businesses must adhere to protocols," Kojian said. "The phrase may sound a little tired by now, but it remains true: we're all in this together."

Businesses seeking additional information and assistance may contact DLBA Communications Manager Samantha Mehlinger at SamanthaM@dlba.org or DLBA Placemaking Manager Mariah Hoffman at MariahH@dlba.org.

The Downtown Long Beach Alliance is a non-profit, 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. For additional information, visit downtownlongbeach.org.

DLBA Launches 'Shop DTLB' to Promote Downtown Retail

New campaign centers around online directory of shops and complements DLBA's Dine Out DTLB program

In its ongoing effort to stimulate the local economy, the Downtown Long Beach Alliance (DLBA) is launching Shop DTLB, a campaign informing residents and visitors about the Downtown retailers – many of which are independent, minority and woman owned establishments – that continue to operate despite the ongoing health crisis.

The campaign centers around an interactive online directory that allows users to peruse or search Downtown shops by retail category. Shop DTLB complements the efforts DLBA began last month with Dine Out DTLB, which promotes Downtown restaurants through an interactive map on DLBA's website, its social media platforms, and online advertising.

A QR code shared at restaurant locations will allow viewers to instantly access the Dine Out DTLB map, providing them with a simple tool to bookmark for their dining needs.

"DLBA's objective for these campaigns is simply to continue promoting small, local, and independently-owned businesses that are

allowed to operate under the current Health Order and need our community's support," said DLBA Communications Manager Samantha Mehlinger. "We're relying on our civic and community partners to help support these campaigns by reposting and sharing the information."

The Shop DTLB promotional campaign will feature a landing page that includes participating retailers with links to the businesses' website. The directory is color-coded by Downtown neighborhood. Shop DTLB will also be cross promoted and supported by DLBA's Facebook: (53,345 followers), Instagram (32,400 followers), and Twitter (16,800 followers) platforms.

Signage associated with the Shop DTLB and Dine Out DTLB campaigns will be implemented in Downtown in the coming weeks beginning with the Pine Avenue pedestrian area located between First and Third Streets.

"Downtown businesses are incredibly unique and diverse, and I love that the Downtown area has spread out little pockets of shops just waiting to be discovered," said Maggie Stoll, owner, curator, and director of Burke Mercantile, a shop in the East Village Arts District. "I am excited about the directory as a tool to help locals and visitors better navigate the area, unearth all the products and services



available to them, and keep up with their favorite local businesses in Downtown Long Beach."

To be included in the Shop DTLB promotional

campaign, please visit complete and submit the form available at downtownlongbeach.org/shop-dtlb, which will be reviewed by Lauren Mayne, DLBA Social Media and Digital Marketing Coordinator. Participation is free.

An Economic Engine

The Port of Long Beach is helping to keep our local and global economy moving. Essential construction work continues on our capital improvement projects, and the men and women of our labor force are working hard to help us continue our track record of operational excellence and world-class customer service.



LONG BEACH ON THE RISE

Long Beach Fun Facts: World Wonders and National Novelties

Long Beach has many unusual and fun places to visit. From the world's largest mural of ocean wildlife to the thinnest house in the country, here are some interesting Long Beach locations.

- **World's largest mural.** Environmental marine artist, Wyland, completed Planet Ocean on the Long Beach Arena in 1993 with the Guinness Book of World Records certifying it as the world's largest mural. It took four weeks and 3,000 gallons of paint to create it. In 2009, Wyland returned, broke his record and painted "Earth, the Blue Planet," a rooftop mural on the arena spanning three acres; the project completed in less than 24 hours for Earth Day.
- **One of the world's longest breakwater.** Long Beach's breakwater, a man-made rock jetty constructed in the 1920's to slow wave action and create a calm harbor, stretches nine miles, making it the longest in the world. It was built during World War II to protect the U.S. Navy's 7th Fleet.
- **The World's Most Famous ocean liner berths in Long Beach.** The RMS Queen Mary was the largest, fastest and most elegant ocean liner in the world when she sailed on her maiden voyage in 1936. With a gross tonnage of 81, 237 and a length of 1,018 ½ feet, you wouldn't think such a huge hunk of steel could move very fast. But from 1936 to 1952, the Queen Mary held the Trans-Atlantic speed record between New York and Southampton. Today, this grand

dame of the seas is a luxurious hotel, shopping, dining and entertainment complex, permanently moored in Queensway Bay and the perfect backdrop to the Long Beach skyline.

- **Long Beach's Aquarium of the Pacific** is the fourth most attended aquarium in the U.S. with more than 1.5 million visitors each year. The Aquarium is more than just a tourist attraction, it is a scientific research facility and animal care center. The Aquarium gained fame for being the first to breed Weedy Sea Dragons in captivity. Now these endearing but endangered cousins of the seahorse can be shared with other aquariums around the world. The Aquarium has also been successful in breeding endangered Keyes Island Penguins.
- **House of style.** The nation's skinniest house, shown on Ripley's Believe it or Not, is located on Gladys Avenue. The Skinny House was built in 1932 by Nelson Rummond on a bet that he could not build a habitable residence on the lot, which measured only 10 feet by 50 feet. He went ahead and built the compact house, which is 3-stories high and 860 square feet.
- **Full speed ahead.** More than 200,000 racing fans flock to Long Beach each year to witness the nation's auto biggest race through city streets, the Toyota Grand Prix of Long Beach.
- **Bikestation demo now a permanent delight.** The city of Long Beach's Bikestation at the First Street Transit Mall was the first full-ser-

vice bike transit facility in the United States. It opened as a transit demonstration project in 1996 and mimics the bicycle facilities that are so popular in Europe. Today, the facility offers bike rentals, storage and repair services.

- **Egypt or Long Beach?** The Walter Pyramid, Cal State Long Beach's on-campus sports and athletic complex, opened in 1994 to become one of only three true pyramid structures in the United States and is the largest space-frame structure in North America.
- **Oil islands in disguise.** Visitors to Long Beach are always curious about the four small islands just off Long Beach's coastline. Decorated with artistic sculptures and waterfalls that light up at night and beautifully landscaped with palm trees and shrubs, as well as tall towers that are sometimes mistaken for hotels, the islands look like vacation resorts. But these are "oil islands," with active oil drilling and pumping equipment at work around the clock. THUMS, a consortium of the Texaco, Humble Union, Mobile, and Shell oil companies built the islands in 1965 to tap the vast offshore oil deposits of the Wilmington Oil Field. The City of Long Beach insisted that the islands would not detract from the Pacific Ocean view. To make the islands soundproof and pleasing to the eye, THUMS hired a landscape architect to camouflage them. They are the only oil islands in the U.S. decorated as such. In the 1970s the city named the islands after the four astronauts

who died during the Apollo program, so they are now known as islands Grissom, Chaffey, Freeman, and White.

- **Take a Gondola ride through picturesque canals.** Gondola Getaway features authentic Venetian gondolas manned by costumed gondoliers who may even croon an Italian love song for you. Sip on your favorite beverage as you glide past the beautiful homes of Long Beach's exclusive Naples Island neighborhood.
- **Run, bike, or walk through 26 scenic miles of Long Beach.** The International City Bank Marathon takes place every October and is a truly memorable event. It is the only marathon in the world where 80 percent of the racecourse is adjacent to water. The marathon winds around downtown Long Beach's Rainbow Harbor, passes near the Queen Mary and travels for 5 ½ miles along a beachfront bike and pedestrian pathway and also gives participants scenic views of the Colorado Lagoon, Marine Stadium, and picturesque Alamitos Bay.
- **Thar She Blows!** Long Beach's Rainbow Harbor is the ideal spot to jump aboard a modern, high-speed excursion boat and set sail to view the largest creatures that have ever lived on Earth. Daily whale watch cruises off the Long Beach coastline give passengers a closeup view of Blue Whales, Gray Whales, dolphins, seals and sea lions.

Learn more at longbeachcub.org.



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Long Beach is One of Only Eight Cities in CA with a Free-Standing Children's Hospital

Many illnesses affect kids differently, which is why a children's hospital is so important. Children need health care designed for their unique needs that is delivered by specially trained clinicians in environments created just for kids.

Out of thousands of cities in California, Long Beach is one of only eight cities to have its own free-standing children's hospital. Because children's hospitals are unique, they serve larger geographic regions than adult hospitals. MemorialCare Miller Children's & Women's Hospital Long Beach treats more than 8,000 children each year and provides services for more than 65,000 children who require specialized care in the outpatient setting.

You shouldn't have to travel far to get care for your child. When you need it, Miller Children's & Women's gives you access to elite care close to home through its specialty care locations across Los Angeles and Orange Counties.

Only Hospital in LA County Just for Children and Women

In addition to being one of only eight children's hospitals in California, Miller Children's & Women's is the only hospital in Los Angeles and Orange Counties that keep mom and baby together under one roof, which is especially important in high risk or emergent situations.

The "Women's" in the name represents the more than 5,500 women each year who trust Miller Children's & Women's to safely deliver their baby.

If a delivery isn't routine, the baby is moved just down the hall to the Neonatal Intensive Care Unit (NICU). At other hospitals without these capabilities, the baby may need to be transported to another facility, away from mom, who is still recovering from delivery.

Miller Children's & Women's features a level IV maternal care center and a level IV NICU under one roof, where mother and baby can receive specialized care 24/7 from in-house maternal-fetal medicine specialists, laborists, neonatologists and other sub-specialists. Not all "adult" hospitals have these specialists available.

From birth to young adulthood, Miller Children's & Women's is here to serve the health care needs of children throughout the region.

From Routine to Rare, Your Family is Covered

Whether it's a broken bone or a rare cancer, Miller Children's & Women's offers more than 600 pediatric physicians, with training in 40 different specialties, such as oncology, orthopedics, and pulmonology.

The pediatric specialists at Miller Children's & Women's have gone through more rigorous training than a typical doctor. And since they exclusively treat kids, they understand the complexities of a growing body that a general doctor may not.

Not only do children require specialized teams, they also require individualized medication dosing and equipment sized for kids; tailored communications; and compassionate caregivers who understand kids' physical, mental and behavioral development. Miller Children's & Women's has a team of child life specialists dedicated to helping children cope with hospitalization.

Access to Nationally Recognized, Award-Winning Care

The specialized teams at Miller Children's & Women's continue to be recognized among the best in their fields. In 2020, 30 physicians were included in the annual Southern California Super Doctors report, which recognizes the top five percent of active doctors in Los Angeles and Orange counties.

And Miller Children's & Women's is just one of 33 health care organizations in California to achieve the American Nurses Credentialing Center's Magnet recognition – the highest national credential for nursing.

Physicians and nurses play critical roles in advancing the care that is most needed for children in the region. Lung diseases, including asthma, are some of the most common illnesses in children nationwide and in LA County. The Children's Pulmonary Institute at Miller Children's & Women's is dedicated to addressing these illnesses. Recently, *U.S. News & World Report*, the global authority in hospital rankings and consumer advice, ranked Miller Children's & Women's among the top children's hospitals in Pulmonology & Lung Surgery in the 2020-21 Best Children's Hospitals rankings.

And earlier this year, Miller Children's & Women's received Disease Specific Certification in Pediatric Asthma from The Joint Commission. This denotes the highest honor for patient care of children with asthma. Miller Children's & Women's is the only free-standing children's hospital in California, and only one of 13 hospitals in the nation with this achievement.

Expanding Access to Children's Health Care in LA County with the "Children's Village"

In early 2021, Miller Children's & Women's will open the Chereese Mari Lauthere Children's Village – an 80,000 sq. ft., four story building on the hospital campus. Currently, Miller Children's & Women's provides care for patients in a variety of medical offices throughout Long Beach.

The Children's Village will bring those offices and more than 30 types of specialty physicians under one roof. Children will be seen at the Children's Village for a variety of reasons – from a one-time consultation to follow-up care.

The Children's Village will house a variety of exam rooms, consultation rooms and procedure rooms, as well as three unique rehabilitation gyms, a pharmacy, laboratory, imaging services and more.

The Children's Village was specifically designed to improve the outpatient care experience for patients and families. It also will allow Miller Children's & Women's to care for the growing number of children who require the specialized care of a children's hospital and support new services that address the evolving needs of children in the region.

Advancing Children's Health Care

Children's hospitals do more than just provide health care, they also advance care through partnerships and research initiatives on the international and national level.

Miller Children's & Women's is one of the primary institutions that make up the Children's Oncology Group (COG), an international cooperative childhood cancer research network that focuses on identifying cancer causes and pioneering new treatments and cures at children's hospitals.

Miller Children's & Women's is one of only 92 accredited cystic fibrosis care centers that make up The Cystic Fibrosis Therapeutics Development Network, which is the largest cystic fibrosis clinical trials network in the world. There are only eight California hospitals with this distinction.

Additionally, Miller Children's & Women's is part of the ImproveCareNow network, an international, multi-center collaborative network that is transforming care and improving outcomes for children, adolescents and young adults with inflammatory bowel disease.

