



February 21, 2023

LONG BEACH

# BUSINESS JOURNAL

An edition of the Long Beach Post

Brandon Richardson / Business Journal

Developers have broken ground on the long-stalled Silversands project at Cherry Avenue and Ocean Boulevard—the last vacant oceanfront property in the city.

## Long Beach housing outlook for 2023 likely a mixed bag, city officials say

By Alicia Robinson

Long Beach officials have promised a focused effort to address a housing shortage that's exacerbated the homeless crisis, but forces beyond the city's control—such as higher interest rates that could chill development—make 2023 likely to be what Development Services Director Christopher Koontz called “a year of contrasts.”

A number of high-profile projects will get started or come online this

year in Long Beach, such as the former Broadway Block (now called Onni East Village), opening this summer with 432 apartments, plus space for businesses such as a grocery store and coffee shop on the lower floors, and the 756-unit West Gateway, which will turn the World Trade Center parking lot into a construction site in the coming months.

Four developments of apartments for lower-income families, with a total of more than 300 units, are slated to open this year, and the city just awarded \$6.1 million in funding

for two new affordable projects.

And the city Planning Commission recently approved a landmark development that will create 900 new apartments. Planning Bureau Manager Alison Spindler-Ruiz said Mosaic, as the project is called, is “the largest housing project, certainly, that I've seen in my tenure,” and would add almost as many units as there were housing starts citywide last year.

That's all good news, but it won't make up for the housing shortage Long Beach and California as a whole have been experiencing for years.

According to city data, 2019 was a record-breaking year with more than 1,200 building permits issued, and the next two years also hovered around the 1,000 mark—but those came after several rather anemic years, with 300 or fewer permits issued in 2014, 2015 and 2018. (Complete 2022 data is not yet available, city officials said.)

And now, as part of a state-mandated housing planning process, the city is also expected to figure out where to put

a total of 26,500 new homes by 2029.

In the state's last eight-year cycle, Long Beach had to plan for about 7,000 new units, Spindler-Ruiz said—and the city only saw about 60% of that total get built.

Koontz said despite the demand for new homes, interest rates that are “wildly different” from a few years ago and other factors outside the city's control, such as a shortage of construction workers, could slow the production of new homes this year.

Gary Painter, a professor at USC's Sol Price School of Public Policy, agreed that at least for the immediate future, developers will likely be cautiously waiting to see which potential projects will pencil out.

“I think on net, whenever there is a shock in the economy—in this case interest rates—builders, sellers, buyers all tend to pause, and we know pausing is not good for our housing market,” Painter said.

However, he said, “I think by the second half of the year, things will start moving again.”

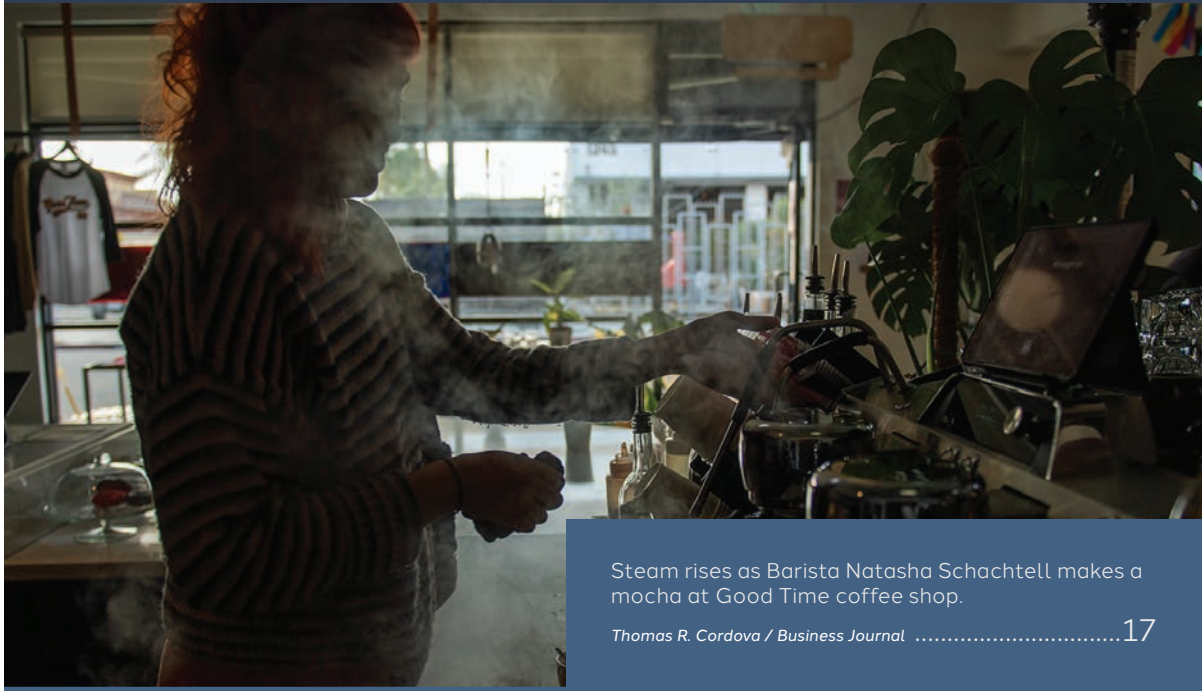
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# Residents push for more commercial uses, safety along Santa Fe corridor on Westside

By Brandon Richardson

As the city continues its work toward rezoning Santa Fe Avenue on Long Beach’s Westside, residents are urging staff to consider changes that will bring more commercial uses than the city’s current proposal.

During a virtual community meeting Feb. 9, city staff outlined the current zoning proposal that is slated to go before the Planning Commission in March or April, which will be followed by City Council consideration in April or May. Part of the plan includes a new zoning designation, MU1-B, which would require all new developments to include commercial components.

Many of the parcels near the intersections of Hill Street, Spring Street, Wardlow Road and Willow Street would have this new zoning designation, according to city planner Alejandro Sanchez-Lopez, who led the meeting. Most of the remainder of the Santa Fe corridor would fall under the MU1-A zoning, which allows for any combination of residential or commercial use.

Following the presentation, staff fielded questions from community members. Tony Bell, an outspoken advocate for the city’s Westside, asked if the new MU1-B designation could be expanded to areas farther away from the intersection along the stretch of road.

“The Westside is disproportionately residential and suffers from commercial inequities,” Bell, who is part of several advocacy groups

including Westside Elevate and the Westside Long Beach Alliance, and who also leads the Greater Westside Long Beach Business Association, said during the meeting.

One of the purposes of the rezoning is to encourage community-serving commercial uses, including grocery stores, pharmacies, banks and more. The MU1-A zoning would allow for 100% residential projects.

“If there is not a mandatory commercial component to more of the designated zoning, it could further perpetuate the commercial inequities that the Westside currently experiences,” Bell said in a message to the Business Journal Feb. 10.

If the vision is realized and more commercial activity comes to the Westside, though, residents also voiced concerns over crime and safety in the area. Susan Lopez noted the surge in property crimes across the city since the onset of the coronavirus pandemic, which includes a recent string of break-ins into more than half a dozen restaurants.

Another resident who identified themselves only as Ryan, a 3rd District resident, noted that increased commercial uses for the surrounding community should go hand-in-hand with making the area safer and more walkable for pedestrians.

“Traffic speeds and pedestrian walkability are at odds,” Ryan said. “The higher the speed of traffic, the less likely it is that somebody’s going to feel safe walking. And the safety of walking is paramount when



Thomas R. Cordova / Business Journal

Motorists make their way through the Santa Fe St. and Hill St intersection in Long Beach.

you’re looking for foot traffic.”

While some residents pushed for more commercial space, the purpose of the rezoning is also to help the city meet its state-mandated housing production goals. According to the most recent Regional Housing Needs Assessment, Long Beach must approve the construction of over 26,500 residential units between 2021 and 2029.

The zoning proposal identifies 36 parcels along Santa Fe and Willow, totaling 10 acres for residential redevelopment that could provide 338 units, 205 of which are designated as affordable, according to the staff presentation. Those units account for 1.3% of the city’s RHNA requirement.

The MU1-A zoning, which will make up much of the area, meanwhile, allows for developments that are 100% commercial, which Sanchez-Lopez said is necessary, as some parcels are simply too small to pencil out for residential developers.

While more commercial tenants would be a win for people like Bell, Sanchez-Lopez said the city does not anticipate many proposals for 100% commercial projects as there has been a shift over the last several years in commercial development. Mixed-use developments that include both residential and retail are more likely.

“The number of 100% commercial projects that (the city has approved) over the last few years is less than a dozen. So even if we allow for it in theory, in practice we don’t necessarily expect that to be the case,” Sanchez-Lopez said.

“That being said, ... if we start to see only commercial projects coming in, or we start to see a lot of our sites not developing as residential to the units that we had projected, then we have to proactively identify new sites and maybe adopt new policies to make sure that we’re meeting our RHNA requirement,” he added. “So it’s kind of a moving target.” ■

## Housing Outlook

Continued from cover

While the need for more housing is widely acknowledged, some in Long Beach will be keeping a close eye on the details—especially where it’s proposed.

The city’s “inclusionary” requirement—which mandates that developers make up to 11% of units they build affordable for lower-income families or pay into a city fund—will help, but the city needs more homes at lower price points and higher-density projects should be spread around the city, Downtown Long Beach Alliance CEO Austin Metoyer said.

“I think that has been the philosophy of the city historically, that everything can go Downtown—and I don’t think that can continue to be the philosophy,” he said.

Metoyer said he’d like to see the

city speed up the approval process for converting vacant commercial and office space to other uses, including residential use.

More housing is vital, but city leaders need to consider whether projects will displace residents who won’t be able to afford the higher rents in new developments, said Elsa Tung, land use program manager for Long Beach Forward. (The nonprofit is one of several consultants working with Long Beach on rezoning the city core.)

In a city where more than 61% of residents are renters, any measures the city approves to encourage more development should be paired with tenant protections—such as rent control—to help reduce displacement, Tung said.

“We cannot build our way out of the housing crisis—we’re not building enough, we’re not building fast enough,” she said.

Here are some of the housing highlights of the coming year:

### Opening in 2023

- Onni East Village: A two-building complex (one high-rise, one mid-rise) will add 432 apartments, including a small number of furnished units for shorter-term stays.
- Anaheim and Walnut: This 4-story development will include 88 affordable units above office space and a health clinic.
- Seventh and Dawson: About 23 for-sale townhomes with two-car garages, rooftop decks and balconies should be available by year’s end.

### Making progress

- SilverSands: A hotel and condos at Ocean Boulevard and Cherry Avenue is finally moving forward on a site that’s been vacant since about 2014.
- Third + Pacific: After the project was stalled for changes, a multi-building complex will begin rising out of ground this year, bringing 271 apartments and nearly 13,000 square feet of retail space.

- RTHM: A project with 84 for-sale townhomes is also slated to include retail space with a sit-down restaurant.
- 26 Point 2: This project consists of 76 units of housing with supportive services for people experiencing or at risk of homelessness.

### Also of note

- Armory Arts Collective: A 64-unit affordable complex is planned next to a former armory on Seventh Street that will be converted to an arts-focused facility with performance space.
- Mosaic: A 900-unit development that won Planning Commission approval in January will be built at the northwest corner of Fourth Street and Long Beach Boulevard.
- ADUs: Second units (or granny flats) made up more than 50% of the city’s housing starts last year, and with preapproved plans coming that will speed up the process, the city could log as many as 600 ADUs this year. ■



# Mayor kicks off series of forums to hear concerns from business owners citywide

*Mayor Rex Richardson held the first in a series of forums with business owners across the city on Wednesday to hear their concerns as part of his “100 Businesses in 100 Days Tour.”*

By Brandon Richardson

Dozens of Bixby Knolls business owners gathered inside Lola’s Mexican Cuisine on the morning of Feb. 15 for a question-and-answer session with Long Beach Mayor Rex Richardson regarding the state of business in the city.

The event is the first of seven or eight similar meetings the mayor has planned over the next few months as part of his “100 Businesses in 100 Days Tour.” Future events will include businesses from other areas of the city as an opportunity for owners to share their concerns directly with Richardson.

“Making sure that we have a mayor’s office that is able to engage ensures that there’s a flow of communication that goes from the public, the community, ... to the (City Council) and the city management,” Richardson told the Business Journal after the event.

The main focus for business owners overall was safety, including pedestrian safety on the street and business safety from break-ins.

Dutch’s Brewhouse owner Jason Van Fleet noted that cars frequently speed down Atlantic Avenue, which has caused numerous serious accidents.

“During the pandemic, it just



Brandon Richardson / Business Journal

Long Beach Mayor Rex Richardson fields questions from Bixby Knolls business owners inside Lola’s Mexican Cuisine restaurant.

became even more of a speedway,” Van Fleet said to the mayor. He noted that the temporary road diet, which saw one lane on each side of the street closed, helped while it was in place.

In response, Richardson recounted his years-long effort as the 9th District councilmember to get a major overhaul of Artesia Boulevard approved and funded—a \$36 million project that broke ground last week. He said the whole of Bixby Knolls must come together, be on the same page and engage with the city’s Public Works Department, especially Director Eric Lopez.

Van Fleet said he is in favor of bringing back the road diet permanently, including introducing bike lanes. Some residents and business owners, though, complained about a decrease in parking amid the road diet, Van Fleet said.

“Parking isn’t an issue. It should be about saving lives,” he said. “And getting people back out walking to support the restaurants and the stores. We could get more retail

shops up here if we had more walking business, if we slow the damn street down.”

An increase in the city’s unhoused population was another focus of conversation, with Wylie Strout, a Laserfiche employee, saying it has caused safety concerns in the area due to random, violent behavior by those who have mental health or addiction issues.

Richardson noted his administration’s dedication to putting homelessness on the forefront of its agenda, but he also said that when it comes to mental health services, the city is almost entirely at the will of the county.

“We have to work through the providers that LA County selects to operate within our city, and there’s not a lot of requirements for them to coordinate directly with our city,” Richardson said, adding that city staff is actively engaged with county and state officials for better solutions.

The difficulty of working with various city departments was another

shared concern in terms of attracting new businesses anywhere in the city. Van Fleet and The Merchant owner Mike Gillespie noted that it took them years to open their businesses in Long Beach due to various delays within the Development Services Department as well as with the Health and Fire departments.

“People talk to each other,” Kelly Bray, an independent contractor with the Bixby Knolls Business Improvement Association, said during the forum. “I know one person who told a friend if he wants to open a business here, it’s not going to be easy. I wonder how many (businesses) we’re losing even before they start.”

Richardson said his time working in the private sector taught him the value of “ease, speed and predictability” for businesses entering a new market. He said his office is dedicated to improving city processes in various departments to attract more businesses away from other cities.

Following the event, Cohn said it’s important for business owners to feel like someone at city hall is listening to them, which is why he pushed for Bixby Knolls to host the kickoff of the “100 Businesses tour.” But answering some questions is not enough, according to Cohn.

“We’ll stay on top of it,” Cohn said after the event. “It’s part of the (business improvement district’s) responsibility to hold (officials) accountable.”

Van Fleet, for his part, said he appreciates the face time with the mayor, but he echoed Cohn’s sentiment that words without action mean nothing.

“The city has been known to ‘listen to us’ but then forget all about (us),” he told the Business Journal after the event. “But I’m very excited to work with someone new, who possibly has some fresh ideas.” ■



Brandon Richardson / Business Journal

Long Beach Mayor Rex Richardson introduces himself Bixby Knolls business owners during a forum.

# Sunstone signs 5-year extension to foster Long Beach startups

By Brandon Richardson

Private capital investment company Sunstone Management and its nonprofit arm have announced an extension of the partnership behind Long Beach Accelerator, a program that aims to foster new tech startups in the city.

The partnership first began in 2020, which ultimately saw the Sunstone Community Fund investing millions of dollars in startup businesses that participated in the accelerator program, which provides education and coaching to the new companies.

“The incredible team behind the Long Beach Accelerator have been crucial partners to Sunstone Management,” Sunstone CEO and managing partner John Keisler said in a statement. “Over the next few years, we look forward to continuing to work together to accomplish our

mutual mission of bringing diverse startups to Long Beach to create a thriving economic ecosystem.”

The original agreement ran through 2022, and the extension will now allow it to continue through 2027. The renewed agreement was signed on Feb. 2, less than two weeks after both groups joined the city and several other organizations in pledging to grow 100 startups in the city over the next five years. Dubbed “Launch Beach,” the initiative includes city departments and will see \$25 million pumped into local startups.

The accelerator program hosts two cohorts per year, with startup founders receiving educational, networking and mentorship opportunities. Upon acceptance into the accelerator, each startup will now receive a \$150,000 investment from Sunstone, up from \$100,000 for previous cohorts.

Since the start of the partnership,



Courtesy of Sunstone Management

Sunstone Management CEO and managing partner John Keisler looks on as Long Beach Accelerator Board Chair Wade Martin signs a memorandum of understanding, extending a partnership between the two organizations for five years.

Sunstone has invested about \$4 million and \$5 million into Long Beach Accelerator cohort companies.

Each company has the opportunity to participate in “Demo Day” to pitch its concept to investors. Since 2021, the program has graduated 29 companies that have earned over \$4 million in revenue, according to Sunstone.

“The past two years have been

an excellent collaboration, showing us what’s possible in building a next-generation, highly valuable P3 tech accelerator in the city of Long Beach,” Andrea White-Kjoss, managing director of the accelerator, said in a statement. “The extension of this relationship creates the environment to build on those early successes and make Long Beach a global tech startup hub by 2030.” ■

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## Local real estate brokerage, CART Group, sells commercial building in Naples

Commercial real estate has brought together a group of Long Beach locals & lifelong friends. Johnathon Cardwell & Zach Marsh work together as a real estate team at CART Group, Inc. Their friend, Joshua Sanchez, a high-end business manager also out of Long Beach, has teamed up with a partner to bring a new restaurant concept to Naples.

The building, located at 5716 E 2nd St Long Beach, boasts 2,460 square feet of prime restaurant space, full bar, kitchen, and parking spaces, making it the perfect location for a new concept looking to establish a foothold in this bustling coastal city.

The building’s central location on 2nd Steet, with easy access to PCH, Naples, Belmont Shore, and a variety of local amenities, makes it a desirable destination for everyone.

The completed sale is a prime example of the real estate team’s capabilities. With technical knowledge

on SBA financing, transaction management, commercial contracts, negotiation, liquor license transfers and overall resourcefulness to complete a transaction of this size.

“We are thrilled to have sold this incredible building in Long Beach,” says Johnathon Cardwell, the real estate broker on the transaction.

“Our team is dedicated to providing the best possible experience for our clients, and this sale is a testament to our commitment to their success.” – Zach Marsh, real estate team lead.

With their impressive track record of successful transactions, CART GROUP is making a name for themselves in the Long Beach real estate market. Whether you’re a first-time buyer or a seasoned investor, they have the expertise and experience to get the job done. If you’re looking for a dedicated and professional real estate team, look no further than CART GROUP.



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Long Beach Mayor Rex Richardson, right, walks Atlantic Avenue in Bixby Knolls with 5th District Councilmember Megan Kerr and Bixby Knolls Business Improvement Association Executive Director Blair Cohn.





A crew works on street improvements at the intersection of Fourth Street and Alamitos Avenue.

Brandon Richardson / Business Journal

# Construction underway on Downtown section of 4th Street expected to last through March

By Brandon Richardson

Sidewalks and gutters have become open trenches on the north side of Fourth Street between Alamitos Avenue and Elm Avenue as construction crews work to revamp the stretch of road.

In addition to sidewalk replacement and new curbs and gutters, the project includes driveway replacements, ADA compliant curb ramps, traffic improvements and resurfacing.

The work will add two more parking spaces to that section of the

street, according to Public Works spokesperson Joy Contreras.

Due to the scope of the work being done, Public Works Director Eric Lopez acknowledged that businesses and residents in the area would be inconvenienced by some street closures.

“While there are short-term impacts, the long-term benefits way outweigh the month or so of inconvenience,” Lopez said. “Adequate water drainage, ADA-compliant sidewalks and having a roadway that is smooth to drive on, I think all those benefits have huge

long-term payoffs.”

The work on the sidewalks, curbs and gutters will continue on the north side of the street up to Elm Avenue, allowing eastbound traffic down Fourth Street, Contreras said. Then work on the south side of the street will commence from Elm to Alamitos, allowing for westbound traffic.

Once both sides of the street have been improved, the full stretch will be resurfaced.

The work began last week and is expected to continue at least through March, Lopez said. The construction, however, could last through April if

the city continues to experience high levels of rainfall, he added.

The project budget is \$1.4 million, with \$93,000 coming from the city’s Measure A funds and the remainder being paid for via a Measure M grant from the Los Angeles County Metropolitan Transportation Authority, Contreras said.

Residents passed Long Beach’s Measure A sales tax increase in 2016 after it was marketed as a way to fund infrastructure improvements and public safety. From 2017, the first fiscal year the sales tax was active, through July of last year, Measure A generated over \$357 million. Of those funds, \$52 million has gone toward street repairs. The police and fire departments have received over \$210 million. The remaining funds have been used for improving city parks, buildings and other infrastructure projects.

The city’s streets, meanwhile, continue to deteriorate faster than they can be repaired at the current spending levels. Each street across the city has a condition score out of 100 and, according to a July 2022 city memo, the average score was 58.

At the time, Lopez said the city would need to spend \$81 million annually for five years to bring the average score up to 60. To bring the city average up to 80, a designation only 13% of city streets had seven months ago, it would cost \$1.77 billion.

The Public Works department has a five-year plan outlining 98 pending Measure A projects through 2027, including 61 park improvement projects, 23 public facility projects, nine right-of-way, water quality and climate action projects, and 17 mobility projects, which include street improvements.

When asked this week about the allocation of Measure A funding between public safety and infrastructure, Lopez said his department is “getting more infrastructure dollars than we ever have out of Measure A.”

“It’s a tug-of-war, but I really do feel that we’re having a meaningful impact on our city’s infrastructure,” Lopez said. “We’re balancing all the different city needs.” ■

# Ramser sells North Long Beach property leased to Dollar Tree

By Tess Kazenoff

A 1.25-acre retail property in North Long Beach leased to a Dollar Tree was sold by Ramser Development Company, the company announced on Feb. 8.

The sale of the property, located at 5117 Atlantic Ave., represents a strategic move for Ramser Development, as the company plans to reallocate the proceeds into one or more facilities in its core business of

RV and boat storage, self-storage and industrial outdoor storage, according to a statement.

“Ramser Development Company is focused on growing its portfolio of core assets in 2023,” said Scott Ramser, founder and chief executive officer of Ramser Development Company in a statement. “While we are pleased with the performance of the Long Beach retail investment, our firm is looking to redeploy the capital from this sale into our primary investment strategy.”

Ramser Development acquired 5117 Atlantic Ave. in 2019 as part of a 1031 exchange, which is when an investment property is sold in order to purchase another.

The infill property was built in 1955 and renovated in 2016 and consists of two free-standing buildings totaling 21,779 rentable square feet, along with 51 parking spaces.

Phil Ramming of Faris Lee represented Ramser Development in the sale transaction, while the buyer, a private investor, was represented

by Mark Repstad of Southland Commercial Real Estate.

“2022 was a fascinating and chaotic year for commercial real estate, and a pivotal time for Ramser Development where we took several measures to sharpen our business approach and improve overall operations,” added Ramser. “As market conditions shift and opportunities arise in 2023, the company is well-positioned to execute on new potential investments.” ■

# LGB passenger volumes in December plummet amid cancellations

*While several factors contributed to the low volume, airport officials said Southwest canceling 166 flights over 10 days in December was the biggest.*

By Brandon Richardson

Far fewer travelers passed through Long Beach Airport in December than during the same month in 2019, according to city data. The final month of last year even failed to outperform December 2021—by nearly 17,000 passengers.

Usually bustling with holiday travelers, airports experienced a different kind of chaos to close out 2022 when Southwest canceled nearly 20,000 flights nationwide. In Long Beach, the cancellations cost the facility an estimated \$500,000.

“There are so many factors that go into these monthly passenger numbers, but the cancellation of 166 outbound flights over a 10-day period was the biggest factor in the dip for December,” LGB spokesperson Kate Kuykendall said in an email to the Business Journal on Feb. 7.

A total of 247,285 passengers traveled through the local airport, down a staggering 23% from the 321,686 passengers in December 2019. The 2022 figure was down 5.1% from December 2021, when travel was quelled slightly by a surge in coronavirus cases.

December passenger volumes nationwide, meanwhile, were 7.2% below pre-pandemic levels, according to U.S. Transportation Security Administration data. About 65.7 million passengers traveled through U.S. airports, compared to nearly 70.4 million during the same month in 2019. Compared to 2021, U.S. air travel was down 10% in December.

Back in Long Beach, the airport’s total passenger numbers for 2022 as a whole were much higher than the year prior, though they were still below 2019 levels. A total of 3,242,831 passengers traveled through the airport last year, up 54.1% from 2021, data shows. The yearly total, however, remained 9.5% below 2019 levels.

“Although passenger travel was unexpectedly impacted in December, we are on track for a stronger performance in the months ahead,” Airport Director Cynthia Guidry said in an emailed statement. ■

# Salvation Army center offers rehabilitation, addiction support

By Tess Kazenoff

When participants walk through the doors of the Long Beach Salvation Army Adult Rehabilitation Center, they begin a six-month journey toward rehabilitation.

Throughout the six months, participants of the program, which seeks to help men recovering from drug or alcohol addiction, spend eight hours a day working through the steps of Alcoholics Anonymous, attending Bible classes, therapy and counseling, explained Captain Dan Garrett.

“My ultimate hope for the people that go through this program is that every man that comes through my door can succeed and get his life right,” Garrett said. “I know we offer and give what it takes to help a person, but it takes more on the individual themselves to come through the doors, that they gotta want this as much as I want to give it.”

After completing the first six months, participants can apply for a second phase, or an additional six months, where they can work toward finding employment.



Captain Dan Garrett sits in his office in the Salvation Army facility.

Tess Kazenoff / Business Journal

Six men are currently in the third phase, meaning they have found employment and are paying a small fee to stay at the facility, while they work toward finding permanent housing.

Unlike many other rehabilitation programs, everything from shelter, clothing, and daily meals are entirely free to the men, apart from

additional items such as snacks that can be purchased at the Salvation Army canteen, Garrett said.

Funding for the program is primarily through Salvation Army thrift stores, which sells donated goods including clothing, shoes and houseware. The Long Beach store is successful, consistently meeting its

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	service(s) provided: Eyelash Extensions			name(s): Georgette Hubbard	website: lashbrowandbeyond.com
	company name: CA Driving Detective Gloria Bradley	street address: Long Beach, CA 90807	year founded: 2020	title(s): Owner	phone number: 626-818-8920
	service(s) provided: Driver Education Courses			name(s): Gloria Bradley	website: drivingdetective.com
	company name: Crystal Clear Learning Foundation Inc.	street address: 909 Pine Ave. Long Beach, CA 90813	year founded: 2020	title(s): Philanthropist/ECE Specialist/consultant	phone number: 562-200-4848
	service(s) provided: Nonprofit			name(s): Crystal Cherie Jones	website: crystalclearlearningcenters.com
	company name: Crystal Clear Learning Center	street address: 909 Pine Ave. Long Beach, CA 90813	year founded: 2019	title(s): CEO/Founder/ECE Specialist	phone number: 562-479-5201
	service(s) provided: Day Care			name(s): Crystal Cherie Jones	website: crystalclearlearningcenters.com
	company name: Village Treasures	street address: 247 E. Broadway Long Beach, CA 90802	year founded: 1997	title(s): Owner	phone number: 562-787-0899
	service(s) provided: Gift Boutique			name(s): H. Maxie-Viltz	website: villagetreasuresart.com
	company name: Beachrunners,Â Inn Bed & Breakfast	street address: 231 Kennebec Ave. Long Beach, CA 90803	year founded: 2003	title(s): Owners, Innkeepers	phone number: 562-774-5140
	service(s) provided: Lodging			name(s): Patricia Reed & Courtney Day Claverie	website: beachrunnersinn.com
	company name: GangTales Publications	street address: Long Beach, CA 90805	year founded: 2020	title(s): CEO	phone number: 562-579-7022
	service(s) provided: Book Publishing Services			name(s): Stanley James II	website: gangtales.com
	company name: Extraordinary Banana Pudding	street address: 1208 Long Beach Blvd. Long Beach, CA 90813	year founded: 2019	title(s): Owner	phone number: 562-209-0107
	service(s) provided: Restaurant/Pudding Shop			name(s): Toran Grays	website: extraordinarybananapudding.com
	company name: Axiom Kitchen Smoked Meats & BBQ	street address: 4137 Norse Way Long Beach, CA 90808	year founded: 2022	title(s): Owner	phone number: 562-966-9292
	service(s) provided: Barbecue/Smoked Meats			name(s): Qiana Williams-Mafnas	website: axiomkitchenbbq.com
	company name: Tanjee Bakes	street address: Long Beach, CA 90805	year founded: 2019	title(s): CEO	phone number: 310-756-8056
	service(s) provided: Desserts			name(s): Tanjanique Esters	website: tanjeebakes.com
	company name: Native Sol	street address: 2018 E. 4th St. Long Beach, CA 90814	year founded: 2005	title(s): Co-Owner, Creative Director, Event Curator	phone number: 562-987-0080
	service(s) provided: Retail Shop			name(s): Tyrone Ward	website: instagram.com/nativesol
	company name: Royal Gourmet Cookies	street address: 4445 Atlantic Ave. Long Beach, CA 90808	year founded: 2018	title(s): Owner & Head Baker	phone number: 562-208-5802
	service(s) provided: Gourmet Cookies			name(s): Emerald Austin	website: royalgourmetcookies.com
	company name: Alliance for Young Women and Girls	street address: 3711 Long Beach Blvd. Suite 500 Long Beach, CA 90807	year founded: 2014	title(s): Founder & Executive Director	phone number: 323-795-5936
	service(s) provided: Career and Leadership Training			name(s): Ja'net Young	website: alliance4ywg.org
	company name: LTN Services, Inc.	street address: 111 W. Ocean Blvd. 4th Floor Long Beach, CA 90802	year founded: 2010	title(s): Owner-CEO	phone number: 877-855-8678
	service(s) provided: Professional Business Services			name(s): Chartae Richardson	website: itnservicesinc.com
	company name: Sal's Gumbo Shack	street address: 6148 Long Beach Blvd. Long Beach, CA 90805	year founded: 2012	title(s): Owner/Operator	phone number: 562-422-8100
	service(s) provided: Restaurant			name(s): Acelda Bevans	website: salsgumboshack.com
	company name: The Spurling Group Realtors	street address: 6621 Pacific Coast Highway #150 Long Beach, CA 90803	year founded: 2017	title(s): Team Leader	phone number: 562-208-5662
	service(s) provided: Real Estate Agent/Consultant			name(s): Richard Spurling	website: bestjourneyhome.com
	company name: Long Beach Black News, Inc.	street address: Long Beach, CA 90802	year founded: 2022	title(s): Editor-In-Chief	phone number: 562-822-0965
	service(s) provided: Media			name(s): Sharifah Hardie	website: longbeachblacknews.com

LONG BEACH BUSINESS LIST  
BLACK OWNED BUSINESSES

LOGO	COMPANY + SERVICES	WEBSITE + STREET ADDRESS	YEAR+ EMPLOYEES	LEADERSHIP	PHONE + EMAIL
	company name: Ask Sharifah Consulting Services	street address: Long Beach, CA 90802	year founded: 1994	title(s): Business Consultant	phone number: 562-822-0965
	service(s) provided: Marketing, PR & Consulting			name(s): Sharifah Hardie	website: asksharifah.com
	company name: Southern California Black Chamber of Commerce	street address: 111 W. Ocean Blvd. #441 Long Beach, CA 90802	year founded: 1993	title(s): President of Long Beach Area Chapter	phone number: 562-822-0965
	service(s) provided: Business Networking Group			name(s): Sharifah Hardie	website: blackchamberofcommerce.org
	company name: AmaraREPS, LLC	street address: 115 Pine Ave. #330 Long Beach, CA 9080	year founded: 2008	title(s): CEO	phone number: 562-263-7090
	service(s) provided: Marketing Agency			name(s): Amara Omoregie	website: amarareps.com
	company name: The SEO Queen	street address: 235 E. Broadway Suite 800 Long Beach, CA 90802	year founded: 2017	title(s): President and CEO	phone number: 617-475-0964
	service(s) provided: SEO and Digital Marketing Company			name(s): Zhe Scott	website: seoqueen.com
	company name: Islands Beauty Supply	street address: 1735 E. Anaheim St. Long Beach, CA90813	year founded: 2020	title(s): CEO	phone number: 310-408-5031
	service(s) provided: Beauty Supply Retail Store			name(s): Micah Kirtton	website: islandsbeautysupply.com
	company name: Fuller Management Corporation	street address: 200 Pine Ave. Suite 503 Long Beach, CA 90802	year founded: 2010	title(s): Owner, Executive Director	phone number: 562-269-8691
	service(s) provided: Small Business Development/ Coaching/Consulting			name(s): Kena Fuller	website: fullerpros.com
	company name: Ubuntu Institute of Learning	street address: 235 E. Broadway #800 Long Beach, CA 90802	year founded: 2018	title(s): Executive Director	phone number: 562-471-3404
	service(s) provided: Social Justice Training Nonprofit			name(s): Leigh Lester	website: ubuntulearn.org
	company name: Bonnie Loves Travel	street address: 400 W. Ocean Blvd. Long Beach, CA 90802	year founded: 2017	title(s): Owner	phone number: 951-388-7731
	service(s) provided: Full Service Travel Business			name(s): Bonita Arlene Stewart	website: bonnielovestravel.com
	company name: Will Estate Group	street address: 111 W. Ocean Blvd. Suite 400 Long Beach, CA 90802	year founded: 2002	title(s): Real Estate & Mortgage Broker	phone number: 310-678-4808
	service(s) provided: Real Estate & Mortgage			name(s): Will Hayworth	website: willestategroup.com
	company name: Craft+Light Creative Arts Studio	street address: 5614 E. 2nd St. Long Beach, CA 90803	year founded: 2019	title(s): Owner	phone number: 562-588-9407
	service(s) provided: Team Building Art Workshops			name(s): Shelley Williams	website: craftandlight.org
	company name: Haus of Mean-ager	street address: 2201 N. Lakewood Blvd. Suite D656 Long Beach, CA 90815	year founded: 2021	title(s): Owner	phone number: 562-250-7777
	service(s) provided: Candle Retailer			name(s): Maraya Quary	website: hausofmeanager.com
	company name: Dr. Karen Semien-McBride	street address: Long Beach, CA 90802	year founded: 2017	title(s): CEO	phone number: 562-900-3175
	service(s) provided: Executive Coaching, Personal Life Counseling and Business Strategy Coaching			name(s): Dr Karen Semien-McBride	website: mkcircle.com
	company name: Skinny Cookies Catering	street address: 111 W. Ocean Blvd. Long Beach, CA 90802	year founded: 2012	title(s): Owner	phone number: 424-526-0728
	service(s) provided: Catering			name(s): Yvette Write	website: instagram.com/skinnycookies
	company name: Tranquility Hair Studio	street address: 735 W. Pacific Coast Highway Long Beach, CA 90806	year founded: 2016	title(s): Owner	phone number: 562-480-7264
	service(s) provided: Salon/Beauty Retailer			name(s): Keyonia Paramore	website: tranquilityhaircare.com
	company name: BubblyMat Laundry	street address: 1176 E. 10th St. Long Beach, CA 90813	year founded: 2019	title(s): Owner	phone number: 562-231-7262
	service(s) provided: Laundromat			name(s): Stacey Drake & John Drake	website: bubblymat.com
	company name: Master Barbering Academy	street address: 408 E. 3rd St. Long Beach, CA 90802	year founded: 2017	title(s): Owner, Director of Education	phone number: 562-676-6454
	service(s) provided: Vocational Barber College			name(s): Teves Lee	website: masterbarberingacademy.com
	company name: Your Hair N More	street address: 408 E. 3rd St. Long Beach, CA 90802	year founded: 2015	title(s): Head Master Barber	phone number: 562-326-6308
	service(s) provided: Full-Service Salon & LASER Tattoo Removal/LASER Lipo			name(s): Teves Lee	website: your-hair-n-more.business.site



LONG BEACH BUSINESS LIST BLACK OWNED BUSINESSES					
LOGO	COMPANY + SERVICES	WEBSITE + STREET ADDRESS	YEAR+ EMPLOYEES	LEADERSHIP	PHONE + EMAIL
	company name: Dotted Lines Tax Prep	street address: 408 E. 3rd St. Long Beach, CA 90802	year founded: 2016	title(s): Licensed Bonded & Certified Notary /Tax & Loan Signing Agent	phone number: 310-897-4952
	service(s) provided: Business & Personal Tax Prep/Notary/ Loan Signing Agent on Duty			name(s): Vonetta Mobley	website: dottedlinetaxprep.com
	company name: Stewart Insurance Services	street address: 111 W. Ocean Blvd. Suite 400 Long Beach, CA 90802	year founded: 2020	title(s): CEO/Owner	phone number: 877-922-0111
	service(s) provided: Life Insurance, Asset Protection			name(s): Shawnda Stewart	website: stewartinsuranceservices.com
	company name: Your Income Tax Preparer	street address: 3643 Atlantic Ave. Suite 12 Long Beach, CA 90807	year founded: 1982	title(s): Enrolled Agent	phone number: 562-612-1102
	service(s) provided: Tax Preparation and Resolution Advocate			name(s): Jacquelyn Nordorf	website: yourincometaxpreparer.com
	company name: Stewicks Consulting Services, LLC	street address: 111 W. Ocean Blvd. Suite 400 Long Beach, CA 90802	year founded: 2022	title(s): CEO/Owner	phone number: 310-625-4615
	service(s) provided: Startups, Funding, Training, Strategic Planning			name(s): Shawnda Stewart	website: stewicksconsultingservicesllc.com
	company name: Minuteman Press Long Beach	street address: 540 E. Broadway Long Beach, CA 90802	year founded: 2002	title(s): Owner	phone number: 562-436-8500
	service(s) provided: Design, Printing & Marketing			name(s): Amlin Kotei	website: longbeach.minuteman.com
	company name: Dana Nickerson Speaks	street address: 1111 W. Ocean Ave. Suite 441 Long Beach, CA 90802	year founded: 2017	title(s): President	phone number: 424-393-8446
	service(s) provided: Inspirational Speaker/ Educational Consultant			name(s): Dana Monique Nickerson	website: dananickersonspeaks.com
	company name: BE University Global	street address: 1111 W. Ocean Ave. Suite 441 Long Beach, CA 90802	year founded: 2020	title(s): President	phone number: 424-393-8446
	service(s) provided: Personal Growth and Development Training			name(s): Dana Monique Nickerson	website: beuniversityglobal.com
	company name: Bouemai	street address: Long Beach, CA 90805	year founded: 2019	title(s): Owner	phone number: 562-347-7216
	service(s) provided: Clothing Retail			name(s): Charles R. Stevens	website: bouemai.com
	company name: Fitness Identity Training	street address: 256 Elm Ave. Long Beach, CA 90802	year founded: 2020	title(s): Owner	phone number: 562-548-1102
	service(s) provided: Personal Training Studio			name(s): Dwight Thurman	website: myfitnessidentity.com
	company name: Divine & Twined	street address: 2501 E. Anaheim St Long Beach, CA 90804	year founded: 2018	title(s): Owner	phone number: 562-754-5452
	service(s) provided: Spiritual Goods & Maternal Wellness			name(s): Tamara & Tracey Robertson	website: divineandtwined.com
	company name: Fresh Off The Yacht Catering & Events	street address: 5224 Harvey Way Long Beach, CA 90808	year founded: 2018	title(s): Chef Owner	phone number: 818-605-2895
	service(s) provided: Caterer, Pop Ups, Private Chef Services			name(s): Melissa Ramsay	website: experiencesaudade.com
	company name: Divine Notary Services	street address: 3243 E. 10th St. Long Beach, CA 90804	year founded: 2017	title(s): Notary Public	phone number: 562-257-8778
	service(s) provided: Notary Services			name(s): Demetria Jones	website: N/A
	company name: Carter & Carter, Inc.	street address: 4000 Long Beach Blvd. Suite 223 Long Beach, CA 90807	year founded: 2017	title(s): Real Estate & Mortgage Broker	phone number: 310-981-6032
	service(s) provided: Real Estate Brokerage			name(s): Nekaya Carter	website: carterandcarterInc.com
	company name: Mr. Fries Man	street address: 1009 E. Artesia Blvd. Long Beach, CA 90805	year founded: 2016	title(s): President, COO and Co-COO	phone number: 562-269-0839
	service(s) provided: Restaurant			name(s): Jo'Ron Green, Deven Green, and Lamecia Brown	website: mrfriesman.com
	company name: At Their Side	street address: Long Beach, CA 90808	year founded: 2014	title(s): CEO	phone number: 562-212-3715
	service(s) provided: Healthcare Status Platform			name(s): Emily Woodman-Nance	website: attheirsides.com
		It's a new year, and the Long Beach Business Journal is busy bringing you all-new features like <b>The List</b> to keep you informed and connected with your business community. Subscribe today to get 26 issues a year delivered to your home or office, plus unlimited digital access to the local business news you can't find anywhere else.			
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# Southwest announces 3 new destinations

By Brandon Richardson

Southwest Airlines continues its dominance at Long Beach Airport, as it’s been awarded five more daily flight slots, city officials announced Feb. 9. The carrier announced it will use the slots for new, returning and expanded services.

The carrier will begin daily, nonstop service to Colorado Springs and El Paso beginning July 11 and Albuquerque beginning Sept. 5. Southwest’s seasonal daily, nonstop service to Maui, meanwhile, returns March 9, and flights to Dallas will increase to twice per day starting June 4.

“On top of offering one of the easiest and most convenient travel experiences in the country, we now offer more destinations for our travelers than ever before,” Airport Director Cynthia Guidry said in a statement.

Carriers at Long Beach now offer nonstop service to 22 cities across the country—more destinations than at any time in the airport’s 99-year history, according to city officials. The previous record was 19 nonstop destinations in 2011.



Brandon Richardson / Business Journal

A Southwest Airlines plane makes its final approach into Long Beach Airport.

Thursday’s announcement is the latest in a string of service additions by Southwest. Over the past eight months, the company has announced service to Nashville, New Orleans, Salt Lake City, Orlando and Kansas City.

Under its strict noise ordinance, Long Beach Airport previously allowed 53 daily flights. Staff’s most recent noise audit, however,

found daily service could be added while remaining under the outlined threshold. City staff ultimately added five flights.

Of the now 58 daily allowable flights, Southwest holds 45, or 78%. The Texas-based air carrier first arrived in Long Beach in 2016 with four daily flights and has continued to pick up as many slots as possible as they become available. The

departure of JetBlue, the airport’s previous top carrier, netted Southwest dozens of slots.

American Airlines recently announced its departure from Long Beach and relinquished three daily flights, which have not yet been allocated to another carrier. Available slots are awarded based on a waitlist.

The current waitlist, in order, is Canadian airline Swoop, Utah-based startup Breeze Airways, Hawaiian Airlines and Southwest. Companies at the top of the list have the right of first refusal.

Swoop already has been offered flights at Long Beach numerous times and declined. Breeze, meanwhile, has previously accepted one daily slot, which was forfeited months later for nonuse. The two companies, along with Hawaiian, passed on the five slots awarded to Southwest.

It is likely Southwest will pick up one or more of the available slots. “Southwest Airlines continues to connect Long Beach to more places, demonstrating our airport’s economic value for tourism and business,” Mayor Rex Richardson said in a statement. ■

## The Bungalow Kitchen will close temporarily and reopen as an immersive lounge

*Now that COVID-era restrictions have faded away, Brent Bolthouse is finally able to recast his Long Beach restaurant as the airy cocktail hangout it was intended to be.*

By Kat Schuster

Brent Bolthouse knows how to throw a good house party, having garnered plenty of experience with Golden Globe parties and other soirees in the Hollywood Hills. Eventually, he was able to take this talent and transform it into an immersive cocktail lounge: The Bungalow.

On March 12, The Bungalow Kitchen within Long Beach’s 2ND & PCH will temporarily close to, for the most part, nix the dining element. When it reopens this spring, he says it will finally reflect

his original lounge-y, houseparty concept, complete with DJs and multiple spaces to enjoy, he told the Post on Feb. 9.

“We want to be an extension of your living room,” Bolthouse said. “We want you to say, ‘Hey I’m having a house party for 10 people—oh my god it grew to 25—let’s go to The Bungalow instead of destroying the house.’”

The Long Beach location, he says, will be the best version of The Bungalow yet.

“It all is an evolution and we learned a lot in Santa Monica. We learned a lot in Huntington Beach. They say, third time’s the charm,” Bolthouse said.

After opening the first two locations, Bolthouse decided to bring his vision to Long Beach.

Unfortunately, that decision happened in 2020. When the pandemic hit, the global crisis slammed the brakes on plans to open anything, really, let alone a place to imbibe.

So, in March 2021, Bolthouse and his business partner chef Michael Mina created The Bungalow

CITY OF  
**LONG BEACH**

Bid Opportunities

Title	Bid Number	Due Date
R-7196 Annual Contract for Arterial Street Rehabilitation	PW-23-177	02/22/2023
Library Discovery Layer	LS-22-111	02/22/2023
Integrated Library System	LS-22-109	02/22/2023
Sports Court Resurfaces/Restripe	PR-22-100	02/23/2023
One (1) Crane Truck	WD-22-016	02/24/2023
Federal Legislative Representation Services	CM-23-236	02/28/2023
Sanitary Sewer Rehabilitation & Replacement Program Project 10 (SSRRP-10) (WD-06-22)	WD-23-054	03/02/2023
Energy Master Plan	WD-23-056	03/06/2023
Sanitary Sewer Rehabilitation & Replacement Program Project 9 (SSRRP-9) (WD-05-22)	WD-23-053	03/06/2023
Sales, Use, & District Tax Auditing, Projection, Recovery, & Consultant Services	FM-23-225	03/28/2023

Bidder Registration

To receive notifications of bid opportunities, register with the city, and download additional bid details, visit [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing).



**Auto Lien Sale Auction**

3111 E. Willow Street  
Long Beach, CA 90806  
(562) 570-2828

Feb 28 & Mar 14, 2023  
Registration & Viewing:  
8:00 A.M. - 9:50 A.M  
<http://www.longbeach.gov/autoauction>



Continued on page 21



# El Dorado Shopping Center in East Long Beach sold for \$21.25M by DPI Retail

By Kat Schuster

El Dorado Shopping Center, located in the East Long Beach area, was sold for \$21.25 million, a regional investment group announced Feb. 6.

The 74,500-square-foot shopping center currently rents spaces to Grocery Outlet, Goodwill Store & Donation Center, Los Alamitos Kids Resale clothing store, Twice Baked Gluten Free Baking Company, Benley Vietnamese Kitchen, AJ Appliance 4 Less and the Kick It Up Dance school.

Hanley Investment Group Real Estate Advisors, based in Orange County, facilitated the sale for DPI Retail of El Segundo to Milan Capital Management of Orange, according to a release sent to the Long Beach Business Journal.

Milan Capital Management is a real estate investment company that develops and manages both commercial and residential properties throughout Southern California.

“The property offered a rare

value-add opportunity to lease up a 5,040-square-foot former restaurant located on the hard corner at Norwalk Boulevard and Wardlow Road, which has 40,000 cars per day,” Hanley Investment Group Executive Vice President Kevin Fryman said in a statement. “The buyer could re-tenant the existing building or execute a ground lease.”

The center holds a 10-year lease with 10% increases every five years, which demonstrates its “commitment to the site,” Fryman said.

“Investors see a flight to safety and security in the grocery sector, especially with value grocery retailers like Grocery Outlet,” he added.

More than 513,000 residents with an average household income of \$120,000 live within a 5-mile radius of the shopping center, according to the news release.

El Dorado Shopping Center, built in 1965 and renovated in 2003, sits on 7 acres at the intersection of Norwalk Boulevard and Wardlow Road in Long Beach. ■

## Salvation Army

Continued from page 7

monthly goals, Garrett noted.

Men are connected to the Salvation Army through a variety of sources, including referrals from family members or churches, as well as the court and prison systems.

For Garrett, the mission of the Salvation Army is personal.

“I’m one of them,” Garrett said. “Years and years and years of going into prison, selling drugs, doing what I shouldn’t have been doing, and God pulled me out of that. And here today, he placed me in a position where I can help those that were just like me.”

The last time Garrett stepped foot on a prison yard was 1997, he said. In 2017, Garrett and his wife, Taneya Garrett, graduated from the Salvation Army college for officer training.

When Garrett was appointed to the Long Beach location in 2018, the building was in need of a wide range of repairs, he said.

“It was really, really disturbing to me,” Garrett said.

The building, originally a hotel, was constructed in 1922, and the Salvation Army moved into the facility in 1988.

In 2020, Garrett embarked on a lengthy effort to remodel the 101-bed facility, including relocating a second-floor kitchen to the first floor, transforming the second floor entirely into living quarters, plus numerous repairs. Its new facility also includes a game room and two movie rooms for recreation.

While remnants of its former life as a hotel are still visible, the facility has been vastly improved, Garrett said.

“The mission of what we do is a beautiful thing, but what (the remodel) does for the men is give them a whole different outlook and aspect on life,” Garrett said. “When we first moved in, one of my questions was, ‘Have you ever had anything new?’ And the majority of (the men said) ‘No.’ Well I said, ‘You’ve got a whole brand new facility to help get your life right.’”

While renovations were technically completed in September

2021, Garrett still has a number of ideas to keep improving the facility, which at some point, could include adding a transitional living space.

“It was just amazing to watch the men take ownership,” Garrett said. “You know, we treat this as if we’re a family. But we also understand and know that we can’t do this without them.”

While the Salvation Army initially began in England in 1865, it has since spread its mission across the world, and the Long Beach Salvation Army facility is one of 19 rehabilitation programs throughout the Western territory.

The need for a program like this has only grown over time; in recent years, Garrett has seen men entering into the program at younger ages and with more severe needs, particularly as the opioid and fentanyl epidemic has worsened across the country, he said.

“People are just coming in worse than they were back before,” Garrett said. “Now, they’re dealing with dual diagnosis, more than just addicted to drugs and alcohol, they’re now dealing with emotional aspects or mental illness.”

While the Salvation Army facility is not a mental illness treatment facility and is unable to assist with more severe needs, it does offer the opportunity for rehabilitation, with a spiritual focus, Garrett said.

“They come in broken, not knowing who they are, and walking side by side with them, and watching them get to know themselves—then you can see the life coming back into them,” Garrett said. “Then, to see them graduate, and then seeing them standing there blossoming like a beautiful flower, and then just seeing them taking hold of what they learned and going off into the next chapter in their life is just like, wow.”

“It’s a beautiful thing to see a man get his life right,” Garrett added. “Not just for himself, but for his loved ones, his sons, his daughters, his wife, to where now he can live life at a whole different level with them. That’s just beautiful.”

The Long Beach Salvation Army Thrift Store and rehabilitation center is located at 1370 Alamitos Ave. ■



Tess Kazenoff / Business Journal

The interior of the Salvation Army facility underwent about 18 months of construction and renovation to better support its mission of providing rehabilitation.

# Carnival announces rare cruise to Tokyo



Brandon Richardson / Business Journal

The Carnival Panorama is headed to Japan for dry-dock maintenance that could include receiving an updated paint job like the Radiance, which is pictured at the Long Beach Cruise Terminal.

By Brandon Richardson

Carnival Cruise Line has announced an 18-day trek from Long Beach to Tokyo, a rare transpacific crossing that will reposition the company’s vessel for dry-dock maintenance.

The Carnival Panorama is slated to depart Long Beach on Aug. 22, 2024, with stops in several Alaskan ports, including Ketchikan, Cruise Endicott Arm Fjord, Sitka, and Icy Strait Point, before traversing the Pacific Ocean to the East Asian island country. The ship will then make stops in Kushiro and Aomori before passengers disembark in Tokyo.

Interior cabins start at \$1,979 per

person, according to the company.

Most cruises end where they began, but that is not the case for repositioning sailings. With the ship set to be dry-docked, passengers must make other travel arrangements to return to Long Beach or other final destinations.

After spending weeks in dry-dock, the Panorama is scheduled for a 25-day journey from Singapore back to Long Beach, with stops in Ho Chi Minh, Vietnam; Kota Kinabalu, Malaysia; Manila, Philippines; Guam; Honolulu and Maui. Tickets for the one-way return trip start at \$1,359.

“These are not the first Transpacific routes for us, but they are truly unique itineraries,” spokesperson

Matt Lupoli said in an email Tuesday.

In a phone interview on Feb. 6, Lupoli noted that the company has routes from California and Washington to Australia, but “it’s the first time we’re going from Long Beach to that part of the world,” he said.

Ship maintenance is part of the itinerary scheduling across the Carnival fleet, which is planned years in advance, according to Lupoli.

Rather than wasting a trip across the Pacific, the company opted to offer a “truly unique” cruise, he said.

Carnival declined to comment on why one of its newest ships is slated for maintenance. One possible reason is that Carnival’s entire fleets’ hulls are being updated with a new red, white and blue livery, or paint scheme.

Coming online in December 2019 with an almost all-white hull, the Panorama was the last ship delivered to the company before the fresh design was unveiled a month later with the new Carnival Mardi Gras.

Another reason for the impending dry-dock could be that the ship already has developed a history of mechanical troubles. In August 2021, days after returning to service after 17 cruiseless months due to the pandemic, the Panorama experienced an issue that reduced the ship’s maximum speed and forced an itinerary change.

Several months later in December, the ship experienced a similar issue, which resulted in another itinerary

change during a seven-day voyage to the Mexican Riviera, according to a cruisehive.com report.

The world’s largest cruise line in the world, Carnival has operated out of Long Beach for two decades after moving across the bay from San Pedro in 2003. The company currently operates three ships out of the city: the Panorama, the Radiance and the Miracle.

Between the three ships, Carnival offers three-, four-, five-, six- and seven-day cruises to a variety of locations, including Ensenada, the Mexican Riviera, Alaska and Hawaii.

The company is set to add a fourth ship to the Long Beach fleet in spring of next year with the Costa Firenze. The ship is part of a new concept called Carnival Fun Italian Style—a partnership with Italy-based Costa Cruises.

Last year, nearly 572,000 travelers embarked and disembarked in Long Beach aboard a Carnival ship, according to city spokesperson Jennifer De Prez. This year, the company expects between 650,000 and 700,000 vacationers, Lupoli said.

The city of Long Beach, meanwhile, collects \$4.30 per Carnival passenger. In 2022, the company paid a total of \$2,459,000 in passenger fees, which goes directly toward supporting the Queen Mary and related debt as well as the city-owned dome that serves as the cruise terminal, according to De Prez. ■

## Here’s why the city’s COVID-era parklets have disappeared

*A Jan. 31 deadline meant all temporary parklets had to be removed. Some businesses, though, are applying to resurrect theirs, this time through a much more stringent and costly process.*

By Kat Schuster

In early February, residents may have noticed an abrupt disappearance of the many parklets that cropped up across Long Beach during the pandemic.

All COVID-era outdoor dining areas had to be removed by Jan. 31, as the city directs business owners to an entirely different application process for permitting and constructing permanent parklets.

As of Feb. 6, at least 21 businesses

had applied, according to Joy Contreras, a spokesperson for Public Works. Twelve of those applicants are in the Belmont Shore area, she said.

The permanent process starkly contrasts 2020’s Open Streets Program, under which businesses could build parklets and expand outdoor dining with no fee attached.

It now comes with a price tag, a long bureaucratic to-do list and a set of stringent construction guidelines. To approve a permanent parklet, the city will consider a laundry list of factors such as local speed limits, pedestrian safety and proximity to public utilities or storm drains, as detailed by the city’s original parklet law adopted in 2018.

Applicants will be required to post a public notice for 30 days, much like those posted when applying for an alcohol license. Any opposition received would trigger a hearing before the City Council, but the council will have final say on whether a parklet will be approved.

Beginning March 1, applicants will be able to post these notices, and the wait will officially begin.

“It will be a really long time I



Jake Gotta / Business Journal

All temporary parklets across the city have been removed, including the massive dining area in front of Legends in Belmont Shore.

think,” Heather Kern, executive director of the Belmont Shore Business Association, told the Post. “I don’t even think we could get one by summer.”

Parklet applications can cost restaurants anywhere from \$2,000 to \$4,000 depending on a number of factors such as square footage

and design. For businesses in areas like Belmont Shore, owners will first be required to obtain a Coastal Zone development permit for parklets, which will cost an extra \$6,200.

City permits are nonrefundable, but businesses are advised before they submit whether their application

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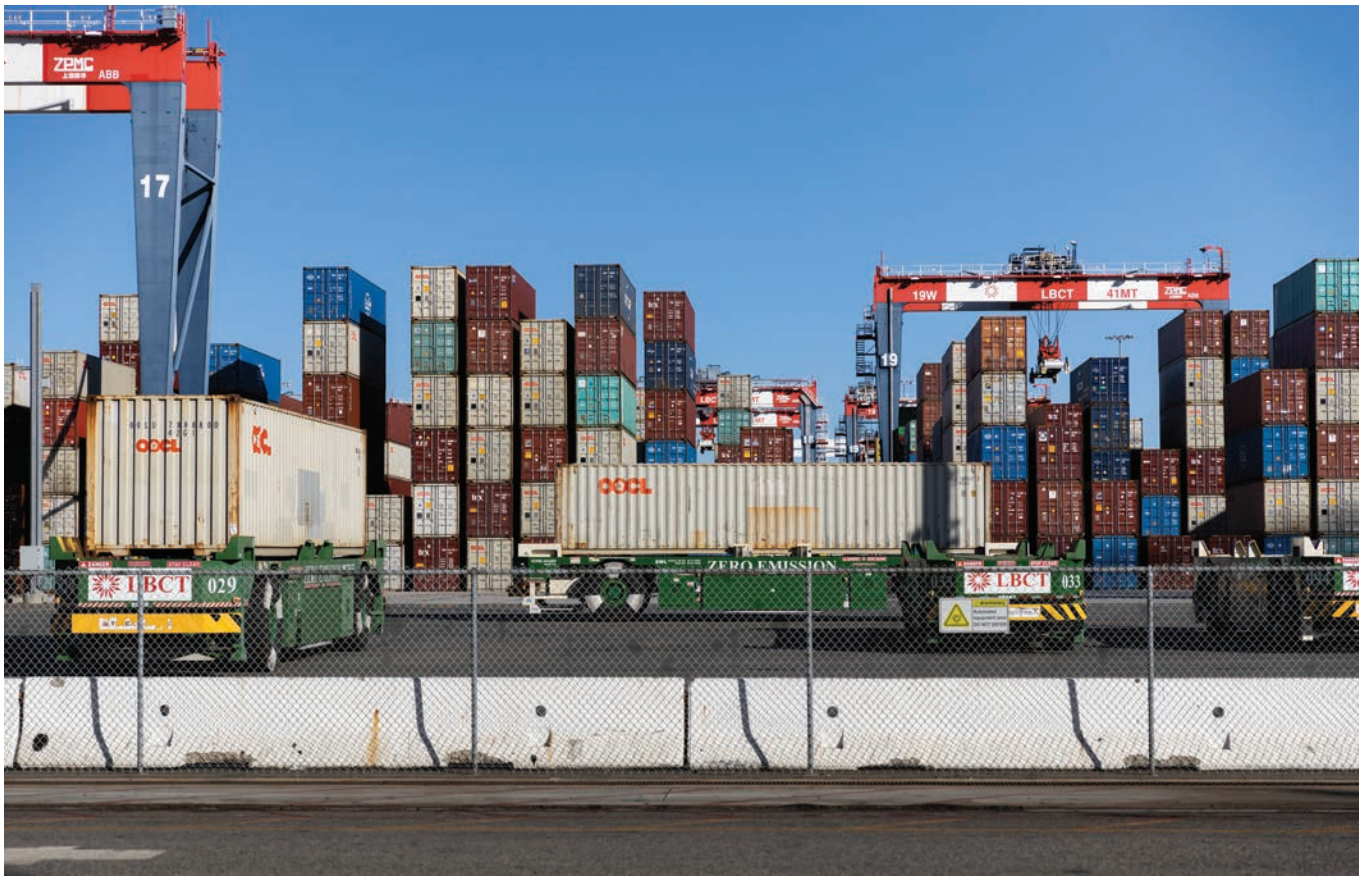


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Autonomous electric vehicles shuttle shipping containers around the Long Beach Container Terminal, one of the greenest terminals in the world.

# Long Beach Container Terminal will reach ‘net zero’ emissions by 2030, officials say

After investing \$2.5 billion in clean technology and equipment over the last 12 years, Long Beach Container Terminal officials say another \$200 million will get the cargo handling facility across the finish line.

By Alicia Robinson

After investing \$2.5 billion in clean technology and equipment over the last 12 years, Long Beach Container Terminal officials say another \$200 million will get the cargo handling facility across the finish line to “net zero” — which means terminal operations will produce no environmentally harmful emissions — by 2030.

The earlier three-phase improvement project at the 304-acre terminal has already dramatically increased how many 20-foot equivalent containers (a standard measure) can be loaded and unloaded daily, while also significantly shrinking emissions since the first phase of upgrades opened in 2016, Long Beach Container Terminal ESG and Sustainability Director Bonnie

Nixon said Thursday in explaining the net zero plan.

New automated, electric-powered cranes, self-driving chassis that move cargo containers and on-shore power that ships connect to so they don’t have to burn dirty fuel while loading or unloading have helped get the terminal 90% of the way to the net zero goal, Long Beach Container Terminal CEO Anthony Otto said.

The largest on-dock rail facility in the nation is able to load about 35% of the cargo coming into the terminal directly onto trains, reducing the number of trucks on the road, and terminal officials aim to get to 40%. And for the trucks that are still needed, the automated cranes get them in and out faster, with an average of just 4 minutes of idling time, according to terminal officials.

“This facility is the most efficient, technologically advanced container terminal in the world. It is also the cleanest container terminal on the planet,” Otto said.

Reaching net zero, he said, will be “good for our community, that’s good for this region, it’s good for the maritime industry as a whole.”

The improvements have made terminal operations into a technological marvel, with cranes lifting, shifting and lowering containers, chassis weaving in and out to receive containers or driving themselves into a building where their spent batteries are traded for charged ones, and everything happening simultaneously like a whirring, beeping, clanging symphony.

The additional \$200 million to be

spent in pursuit of the 2030 goal will cover replacing about 270 gas-powered vehicles and other equipment, adding to the terminal’s three existing solar panel arrays, and finding other ways to make the energy that powers the facility cleaner.

Ships using the terminal must plug into shore power or potentially face state fines, with enforcement expected to begin April 1. And while the terminal can’t dictate when and how shipping and trucking companies clean up their emissions, “by 2030, everything we control here will be renewable, will be electrified, will not produce emissions,” Nixon said.

While automation has eliminated many of the hands-on, outdoor jobs once done by people, terminal officials said they’ve spent more than \$9 million on training workers for higher tech, higher paying jobs as mechanics for the new systems or monitoring operations and working cranes and other equipment remotely. One building at the terminal houses a nerve center where workers sit in front of joysticks that control cranes and screens that show them what’s happening on the ground.

Overall, the reduction in pollution could help improve the terrible air quality in nearby communities like Long Beach’s Westside, sometimes called “asthma alley” for the health impacts its residents face. And as major retailers strive to meet federal environmental goals, some are expected to partner with the Long Beach Container Terminal to find ways to reduce their emissions. ■

# How one man left gang life and started his own publishing company

By Tess Kazenoff

Stanley James II says that the first thing he ever wanted to be was a gangster. But secondly, he wanted to help people.

James, who is now an author and founder of the publishing company, Gang Tales, grew up in North Long Beach in the area along Artesia and Long Beach boulevards.

As a kid, he had both a good and a bad upbringing, James, now 33, said. “The first thing I see really going outside is Crips and Bloods and hustlers selling dope and everything,” said James. “But I had the other life too. I grew up in a house with Black Panthers, Martin Luther King—so I had the best of both worlds.”

While James had always loved to write, he had not grown up seeing himself as an author or a publisher, he said. He had dreams of rapping, of acting and of modeling—up until the eighth grade, he even wanted to be a basketball player, James said.

But by the time James was 12 or 13, he had begun selling drugs. When he was 17, he officially became a member of the Northside Four Corner Blocc Crips, a gang initially established in the early 1960s, known then as the Squarehood Crips before changing its name in the 1980s.

The next year, at the age of 18 and while a student at Wilson High School, James was arrested for the first time.

While James spent the next few years in and out of prison due to drug charges, it was during this time that he began writing poetry and short stories, which he passed around to other inmates, including what would become the basis of his first published work, “The Bust: Live By the Gun, Die by the Gun.”

At the age of 26, James was released from county jail for the last time.

“That’s the time when I really started taking life seriously,” James said. “I was going through a lot at that time when I wrote that book, ‘The Bust.’ I lost three best friends to a murder ... I was going through it. And I just really felt at that time, I gotta leave it all behind. I just had a son. I was growing up, you know.”

James began selling his stories and poems in “chap books,” or pieces of paper stapled together, on the streets of LA, soon getting the attention of LA-based publishing company, No Brakes.

“If I could really hustle the illegal way, what if I just tried doing it the right way?” James said. “I just never looked back.”

Continued on page 22

# Port of Long Beach continues to see diminished cargo volumes in January

By Brandon Richardson

Continuing a trend that saw the Port of Long Beach lose its ranking as the second-busiest container port in the U.S., the port saw a sharp decline in cargo last month, marking its slowest January in six years.

Dockworkers and terminal operators last month moved 573,772 20-foot equivalent units, the standard measure of shipping containers. The figure represents a 28.4% decrease from January 2021, which was a record month, with the port moving 800,943 TEUs.

January cargo volumes have grown steadily over the past three years, but last month was the slowest since the port moved 536,188 TEUs in 2016.

One cause for the decline, according to port officials, is a decrease in consumer spending due to prices being driven up by inflation. The result is a decrease in cargo nationwide.

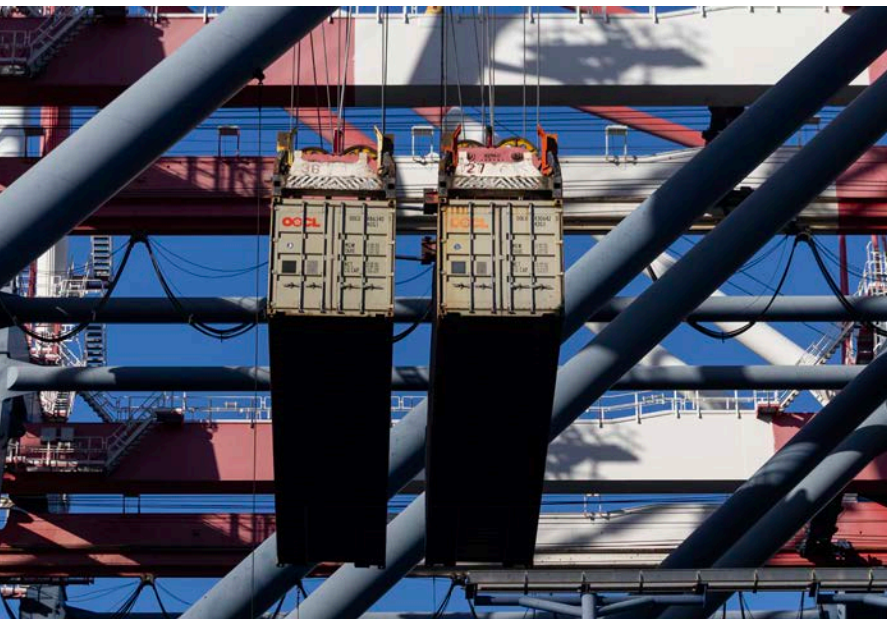
Another factor, however, is the loss of West Coast ports’ market

share to Gulf Coast and East Coast facilities. After decades as the second-busiest container port in the country, Long Beach was bumped to third by the Port of New York and New Jersey, which had a record year in 2022, moving over 900,000 TEUs for the first time in the facility’s 101-year history.

“We are taking aggressive steps to meet a new set of challenges for the new year,” Port of Long Beach Executive Director Mario Cordero said in a statement. “I remain optimistic that we will recapture market share and develop projects that will enhance our long-term growth, sustainable operations and the reliable movement of goods through the Port of Long Beach.”

The Port of Los Angeles retained the top spot for the year, but the East Coast agency was the busiest port for four months last year.

During his annual State of the Port address last month, Cordero congratulated New York-New Jersey on its efforts. Cordero’s remarks were centered around advancing the port’s environmental initiatives—



Automated cranes move four 20-foot-equivalent units at the Long Beach Container Terminal.

efforts that could attract more companies to the Long Beach port, officials say.

“We’re confident we will grow cargo volume by working with our industry stakeholders,”

Long Beach Harbor Commission President Sharon Weissman said in a statement. “We are focused on investing in infrastructure projects that will improve air quality and make us more competitive.” ■



Alan Dummett, right, Joey Villalobos, center, and Natasha Schachtell, right, just outside of Good Time coffee shop.

# Have a Good Time at new Zaferia district coffee shop

By Kat Schuster

Joey Villalobos was not expecting to become a business owner when he did. This time last year he was managing Commodity, a small coffee shop within Long Beach’s Zaferia district. Now, he’s running his own coffee shop within the same space with a new name: Good Time.

Within six months, Villalobos has transformed the cafe from what he characterized as a somewhat stodgy and unwelcoming environment into an inclusive community hub.

“We’re kind of just flipping the script. Now you can stay as long as you want—just chill and have a good time,” he said.

The shop is now also open to all who want to use the space after hours

Continued on page 22

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Thomas R. Cordova / Business Journal  
A veggie platter at the RightMealz restaurant in Long Beach.



Thomas R. Cordova / Business Journal  
Chris Sweeney, owner of RightMealz, inside his new restaurant.

# New health-conscious restaurant, with meals to-go, opens at former Berlin Bistro location

By Magnolia Lafluer

When Chris Sweeney was driving to work over 50 miles a day in a run-down car, with a negative bank account and a non-working phone, he never imagined that the “simple habit of packing a healthy lunch” would change his life forever.

As a former Division I athlete, Sweeney had honed the discipline of taking care of his body and eating consistently nourishing meals like brown rice, chicken and broccoli while running track and field as a walk-on at Cal State Long Beach.

That high-performance background is now the basis for Sweeney’s meal delivery service RightMealz, which recently opened a dine-in storefront on Fourth Street, but it would take a serendipitous

twist of fate and Sweeney’s persistent drive to get him where he is today.

“I keep wanting someone to pinch me,” Sweeney said. “In 2015 I had no idea that the path I was on was going to lead to all this.”

The seed for his new business came in 2015 as he was struggling to make it as a realtor. Sweeney’s bank account was withdrawn \$56 when a coworker asked him to make a week’s worth of the same healthy meals Sweeney brought to the office. The coworker said he would pay \$120 for the service, which Sweeney gladly accepted. He bought, cooked and packaged the meals, and delivered them the next day.

When he got home later that day, Sweeney was shocked when he turned on his computer and was buried in Facebook notifications from people requesting weekly meal plans

after they’d seen a picture of what his co-worker had posted online.

After a few weeks of cooking over 50 meals in his home for other customers, Sweeney was able to quit his job, get his car out of the impound and start his company, RightMealz.

Between 2016 and 2019, Sweeney said he “was a one-man-show,” cooking, packaging, and delivering sometimes up to 200 meals a week, all while working as a bartender at Boathouse on the Bay.

Sweeney said that during the 2020 pandemic, when all the restaurants shut down, he experienced a significant surge in people ordering his meal plans.

As word of mouth began to spread about RightMealz, so did his client list, which now includes professional athletes from Olympians to NFL players. In February he opened his first brick-and-mortar restaurant on

Fourth Street, the former location of Berlin Bistro. RightMealz offers breakfast and lunch menu items based upon the dietary principles of professional athletes.

“I look at our bodies as exotic vehicles, per se,” Sweeney said. “They need the proper fuel and nutrition to perform, and you can’t put regular fuel in an exotic car.”

Sweeney hired Chef Victor Barboza—once a sous-chef at Boathouse on the Bay—to take the lead in creating a gourmet style health-focused menu.

Barboza said he is able to “marry health and taste” in dishes like the grilled veggies and hummus (\$14.95), by focusing on enhancing the flavor through the use of natural oils and fresh herbs—all crafted in-house.

Some of the dishes include a breakfast burger made with a chorizo

Continued on page 20

# DLBA’s COO to step down amid restructure

By Hayley Munguia

The Downtown Long Beach Alliance’s chief operating officer was set to leave the nonprofit effective Friday, Feb. 17, amid a restructuring of the organization.

Broc Coward has served as the COO for the nonprofit, which advocates and provides services for Downtown’s businesses and residents, for the past seven years. He announced his departure in an email to his professional network last week.

It’s unclear what other changes the DLBA’s restructuring will entail. Coward did not respond to requests for comment.

Michael Berman, a spokesperson for the DLBA, said in an email Feb.

13 that he did not have further information to share.

“This is a natural transition point for the organization and Broc is leaving,” Berman wrote. “Details of any reorganizing will be shared with the DLBA Board in the coming weeks.”

The news comes as Downtown faces several challenges in the wake of the pandemic. Homelessness, construction and public safety concerns have all contributed to the recent closures of several businesses, according to owners.

“As a business owner, it’s my job to adapt to both internal and external challenges,” Beachwood Brewing co-owner Gabriel Gordon said last month, as he announced the temporary closure of the restaurant’s kitchen.

“Unfortunately, the challenges that are going on in Downtown Long Beach—I

can’t solve those.”

Over the last year, the DLBA has both acknowledged the difficulties and made several changes. Last month, the organization hired a new operations manager focused on the cleaning and maintenance of public space in the neighborhood. In December, the nonprofit also hired a new economic development and policy manager to fill the role that was left open by Austin Metoyer when he was promoted to CEO in September.

The organization also expanded its service boundaries and announced a plan to hire a homeless outreach manager when the City Council approved the business district’s 10-year renewal in July.

Coward, for his part, said in his Feb. 10 email that he was grateful

for his experience over the last seven years.

“They say you never really know who your friends (and valued colleagues) are until times get tough, so I’m particularly thankful for your support and cooperation over these last two years of pandemic requirements, organizational renewal, leadership changes, and societal pressures confronting our community and DLBA,” he wrote. “I am grateful for the opportunity to have done what I love the most – solve problems big and small.”

“That urge to leave my corner of the world better than when I found it will always be a part of me,” Coward added, “so I’m looking forward to whatever this next chapter brings in the way of improving the lives of those around me.” ■

# Lawsuit shows 2nd finance director left convention center over spending concerns

By Jeremiah Dobruck

Two top-level financial employees at the Long Beach Convention Center complained in recent years about the potential for public funds to be misused, but they were ignored by their supervisor, according to new accusations in an ongoing employment lawsuit.

Former Finance Director Paul Falzon is suing the convention center’s private operator, ASM Global, alleging he was fired in 2021 for blowing the whistle on over a million dollars in public money he believes was spent without proper oversight, opening the door for potential fraud.

This month, Falzon alleged in court documents that his replacement at the Long Beach Convention & Entertainment Convention Center, Mary Ellen Mitchell, made similar complaints after discovering Falzon’s accusations “had merit.”

According to the lawsuit, Mitchell brought those concerns to the convention center’s general manager Charlie Beirne, “who ignored her” as he had with Falzon. Soon after, the lawsuit says, Mitchell resigned.

When contacted by the Long Beach Post this week, Mitchell said she quit after less than a year on the job because neither her employer nor city officials were acting on her complaints.

“It was very frustrating,” Mitchell said but declined to go into specifics about her concerns, which she said had to do with trying to find proper purchasing records and making sure policies were being followed.

Beirne, who is now general manager of a different ASM property in Florida, did not respond to a message Feb. 9.

Falzon’s lawsuit is using Mitchell to bolster his core accusation that the city’s top tourism official, Convention & Visitors Bureau CEO and President Steve Goodling, orchestrated his firing as payback for blowing the whistle on unchecked spending at the facility.

Falzon alleges he was targeted after complaining about Goodling improperly tapping into public money to buy extravagant furniture, unnecessary decorations and other trappings the convention center didn’t want or need.

The city of Long Beach owns the convention center but contracts with venue-management company ASM to run operations. As part of the agreement, ASM is granted access to certain pools of public money. Falzon’s accusations center around one such account called the “\$5 Parking Fund,” which is fed by a portion of parking revenue at the convention center.

Over the span of five years, at least \$604,008 flowed out of the fund to Goodling’s organization and tens of thousands more were spent at a

consignment shop in Newport Beach near Goodling’s home, according to public records.

Falzon alleges that’s just a portion of the \$1.3 million in public funds he calculated Goodling spent on furniture, lighting fixtures and art including items like giant stuffed animals, crystal chandeliers and a set of Italian leather chairs worth \$3,800.

Despite the convention center and city officials agreeing to reimburse Goodling’s organization for such purchases, many of the items were broken, unaccounted for or sitting unused and crammed into storage, according to Falzon.

Falzon alleges ASM had been looking the other way on Goodling’s behavior because of his clout at City Hall, which could help the company secure a new contract to operate the convention center. (ASM signed a new no-bid contract with the city in October.)

Falzon alleges that after he refused to sign off on reimbursements for missing items, Goodling got him fired in October of 2021. He sued ASM and Goodling last year, seeking unspecified damages.

Goodling’s attorneys have argued he was not Falzon’s employer and had no formal role at ASM, so he should not be included in a wrongful termination lawsuit that relied on “meaningless aspersions, grandiosely likening Mr. Goodling to ‘a mafia godfather.’”

A judge agreed to dismiss Goodling from the action last month but allowed Falzon to amend his complaint and include Goodling once again.

A new version of the lawsuit filed this month included the revelations about Mitchell and alleged Goodling had an undue amount of influence over convention center operations.

“Goodling abused his position of power in the workplace,” the lawsuit says. “In one instance, Steve Goodling told a group of ASM employees that he could ‘get everyone in this room fired’ if they did not support Steve Goodling’s management style.”

Goodling has denied wrongdoing. He did not respond to messages from the Long Beach Post on Feb. 10. An attorney for ASM previously declined to comment on the litigation and did not respond to messages Friday.

Falzon says that after his complaints were ignored at ASM, he took them to city officials who hired an outside accounting firm to audit the parking fund. As part of that process, the firm interviewed Falzon, Mitchell and other convention center employees, but the process stalled soon after, according to records reviewed by the Long Beach Post.

The firm found that accounting



Brandon Richardson / Business Journal  
A woman walks her dog past the Long Beach Convention Center.

practices for the parking fund were so inadequate that performing a reliable audit would be more costly than originally thought.

City officials decided that the extra cost wasn’t justified, according to Deputy Economic Development Director Johnny Vallejo, who was overseeing the process. Instead, the city tightened controls on future

spending and relied on its own review of ASM’s records to conclude there wasn’t any prior misspending.

City officials have also defended the purchases, saying they were part of a marketing strategy to position the convention center as a boutique destination with unique event spaces that have made Long Beach a leader in the industry. ■

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# Historic San Pedro Fish Market location to close when lease expires next month

*The fourth-generation family operated business can trace its roots in San Pedro back to 1956, when Mackey Ungaro first opened Vista Seafood down the street from where the current fish market is today.*

By Fernando Haro Garcia

San Pedro Fish Market, the state's largest seafood restaurant, will be closing its historic waterfront location after its lease ends next month, the company announced on social media. The announcement comes as the Ports O' Call Village waterfront attraction, where the fish market is



Fernando Haro Garcia / Business Journal

The popular San Pedro Fish Market, which has a long history dating back to 1956, is set to shutter its original location at the end of March.

located, undergoes construction for a new long-awaited entertainment complex called West Harbor that is expected to open in 2024. The fourth-generation family operated business can trace its roots in San Pedro back to 1956,

when Mackey Ungaro first opened Vista Seafood down the street from where the current fish market is today. The business eventually grew, and in 1982, the Ungaro family opened the famous San Pedro Fish Market

location, which today is known as one of the best places in the region to get seafood. The company also has a location in Wilmington, which first opened its kitchen in 1990 before rebranding to San Pedro Fish Market Grille in 2018, and another that opened in 2020 along the marina in East Long Beach. Those locations will not be affected by the closure, said Carl LoGiudice, the fish market's chief marketing officer. After six decades on the pier, the owners announced Feb. 7 that the lease ends March 3. After that, they'll be moving to a temporary location soon that will operate as a pop-up shop while they explore longer-term opportunities on the San Pedro waterfront. "We will continue to offer our amazing fresh seafood dishes that we are known for, served family style on the waterfront," LoGiudice said. The new pop-up location will be just a short walk north, the company said. An opening date has not been announced. ■

## Bungalow Kitchen

Continued from page 11

Kitchen—a savvy pivot that satisfied pandemic requirements and simultaneously became a hit within the Long Beach dining scene. That concept will live on across the state, in Marin County's Tiburon, while Mina exits the Long Beach location. While the kitchen concept was well received, Bolthouse said he wanted to get back to his original plan of bringing something entirely new to Long Beach. Aside from the now-shuttered Federal Bar, the city has always lacked something quite as immersive as The Bungalow. Now that COVID-era restrictions have completely dissolved, Bolthouse will be able to bring his "airy rock 'n' roll oasis" to 2ND & PCH, where guests will be able to meander through different themed rooms and outdoor areas, drink in hand. When the 10,000 square-foot space reopens, it will offer four full-service bars, multiple rooms and brand new lounge furnishings—all available for guests to enjoy until 2 a.m. Tables will largely be cleared of spaces like the Sun Room, which wasn't intended to be a dining space. "It wasn't really designed for dining...I think once we pivot to a bar, it will really get activated as this great lounge space," he said. The location will still serve small bites and appetizers.

Bolthouse said he will bring back Bungalow's beloved pizzas, as well as brunch breakfast burritos on Saturdays and Sundays. Bolthouse designed The Bungalow as a multi-generational space that would attract and make everyone feel welcome, from Cal

State Long Beach students to parents in need of a brief retreat. "If anything, we're going to have a good time and we're going to bring something really fun and really beautiful—and really a great place to celebrate life," Bolthouse said. The Bungalow Kitchen, within

2ND & PCH at 6400 E. Pacific Coast Highway, will remain open until March 12 on Wednesdays through Fridays from 5 p.m. to 11 p.m., Saturdays from 10 a.m. to 11 p.m. and Sundays from 2 p.m. to 10 p.m. The Bungalow will reopen in the spring and shift to later hours. ■



Brandon Richardson / Business Journal

The Bungalow Kitchen at 2ND & PCH, which has no signage on the street or at the front of the restaurant.



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## RightMealz

Continued from page 18

turkey patty and egg (\$19) and a breakfast salad with arugula, quinoa, egg and garbanzo beans (\$16); lunch options include grilled chicken lettuce wraps (\$15.95) and a kale chop salad (\$15). RightMealz also offers a monthly plan (\$260) that includes a range of packaged to-go meals.

RightMealz has a coffee, juice and smoothie bar, made fresh to order, ranging from \$3 to \$11, as well as a wine and beer menu. "RightMealz changed my life for the better," Sweeney said. "It brought a new light to my life, essentially saving me, and I can share that with others by just simply offering them a great product that's healthy and nutritious." RightMealz is located at 420 E. Fourth St. ■



Thomas R. Cordova / Business Journal

Chef Victor Barboza holds a turkey chorizo burger at RightMealz.

## Parklets

Continued from page 13

is feasible, Contreras said. Permit costs are used to cover staff time for review and processing of applications, she added. As for the coastal permit, the fee can be partially refunded if the application is withdrawn. "It's really cost intensive, this whole process," Contreras said. Matt Peterson, co-owner of Legends in Belmont Shore, agreed that it is a tedious process, but that was anticipated, he said. "I don't have a PhD in civics, but we're gonna make our way through it," he told the Post. When it's all approved and built, it will likely cost Legends somewhere between \$60,000 to \$70,000, Peterson said. In fact, he says it's a good thing that the Shore's sea of makeshift parklets had an expiration date. "It was cute while it lasted and it achieved the purpose, but what we learned through that process is, wow, a lot of people really enjoy parklets," he said. But some resident groups and business owners are at odds as to whether parklet dining should carry into the post-pandemic era.

"They were ugly, they were sort of falling apart, they had graffiti all over them," said Melinda Cotton, who's lived in Belmont Shore for 40 years and is a member of the Residents Association and Parking, Not Parklets. "Fortunately, they're gone this week." To Peterson, the most onerous part of the process will be facing groups who vehemently oppose parklets. "Anybody who owns a restaurant or bar or food service is allowed to apply. So there's no limit on the ones that might possibly be allowed," Cotton said. Peterson says, however, the cost, among other requirements, will serve as a natural filter. Within the 3rd City Council district, the Second Street corridor holds the largest number of restaurants than any other street in the city, Kern previously told the Post. The area has been at the center of the parklet debate. Cotton says parklets gobble up parking spaces and pose safety risks for both pedestrians and restaurant patrons sitting so close to heavily trafficked corridors like Second Street. Previously, neighborhood groups could block a permit from being issued, but the City Council nixed that when it limited their role last

month. On Jan. 17, the council voted to amend its municipal code to make community input just one part of the application process. But Peterson said he isn't confident that opponents won't prolong or derail the application process for businesses altogether. "If you think they're limiting input, just wait until the next City Council meeting," he said, adding that "it seems like this very few number of people are shaping the narrative for thousands and thousands of people that really, really enjoy this aspect." Peterson said parklets triggered a "renewed vigor for coming down to the Shore." "Lots of people that hadn't come in a long time were saying, 'Let's walk down there with the dog and get a sandwich, let's sit in the sunshine,'" Peterson said. "It's not a novel concept, yet, for a few people—and I'll speak to this neighborhood—they just want to oppose, to oppose." Cotton argues that parklets made it difficult or in some cases impossible for those with physical disabilities to make it down the sidewalk. One of those residents, Cotton says, is Julie Dean, who travels in a motorized wheelchair. Last month, Dean, president

of the Belmont Shore Residents Association, said that the parklets presented safety issues for those who have to contend with waitstaff crossing the sidewalk to deliver food and drinks to people dining in the parklets. "The sidewalks do not belong to the businesses, but they're acting like it, in addition to taking over the parking spaces," Dean previously said. "If these restaurants, bars and gyms want more outdoor dining space, they should have leased a piece of land with more outdoor dining space. Instead, they're just being greedy and using the free land of our city." Colossus owner Kristin Colazas Rodriguez is among Second Street applicants working to get her parklet back, and told the Post earlier in February that her parklet was beloved by her customers and also added popular seating to her small cafe. Rodriguez said the absence of her parklet makes the area in front of her cafe feel less safe. "We have a lot of kids around, babies, dogs—so it just felt a lot safer to have this space where you could have your kids sitting down and not worry about them getting hit by a car that's pulling in really fast," she said. ■



Gang Tales

Continued from page 16

Loosely based on James' life, "The Bust" was published in 2017 by No Brakes.

James has since published several poetry and fiction books, and work on his 10th book is currently underway.

Realizing that authors may not always understand what rights they are signing away when working with publishing companies, James decided he wanted to create opportunities for other authors like himself.

"You can make a million just off the audio books alone, and you just signed off for all that," James said. "So it's my thing just to independently teach the people that work with me."

Officially founded in 2020, James' publishing company, Gang Tales, has taken on seven other authors so far, including fellow former gang member Travon Edwards, who belonged to the Eastside Rollin 20s Crips, a rival gang to James'.

Gang Tales authors retain 100% of rights to their work.

"I felt like I always wanted to give back once I get to a certain level, always wanted to pull the ladder down and bring out the voices that really get overlooked," James said.



Brandon Richardson / Business Journal

Stanley James II, owner of publishing company Gang Tales, lays in his North Long Beach home with the various titles—including his own—that he helped produce.

"It really starts with: I just bring in people from the streets," James said. "We're just trying to get people out of the street life," he added.

In the roughly 10 years that James has pursued writing professionally, he has doubled what he earned in the streets, he said.

But for James, uplifting and creating opportunities for others who have been in similar situations has been far more rewarding, he said.

"Just seeing that I could do something positive and bring other people up that walked in the same shoes, like pretty much I walked in, like just that's more rewarding," James said.

And as for the future of Gang Tales? "To be around for the next 100 years," James said. "I'm really loving the journey." ■

Good Time

Continued from page 17

to teach a class, host a show, hold club meetings—you name it, he says.

"If you have an idea, come through and I have the space for it," he said, adding that use of the space is free of charge. "So many people have ideas, but they don't have a place to execute them. I have a space now. I'm not going to be selfish with it."

On the evening of Feb. 15, the idea was queer speed dating; on Mondays, the shop draws around 30 people for its smut book club, and every second Saturday, there's a makers market.

Villalobos started working at Commodity as a barista in December



Thomas R. Cordova / Business Journal  
Natasha Schachtell creates coffee art within a mocha at Good Time coffee shop.

of 2019, the same month he moved to Long Beach. And while he had no plans to become a business owner, an unexpected series of events led him to where he is now, with Good Time.

The staff has all stayed the same—but the name, concept and even the square footage is all new.

Last year, Villalobos said he and the rest of the staff were planning to walk out on the job because of concerns with the owner at the time. But then, the folks behind the plant shop next door approached him with a proposition: to co-own a new cafe in the same space.

"I'm down," Villalobos said then.

"It was always kind of a dream, like, 'Oh, I'd love to own and have my own shop.' And then all of a sudden, all this chaos happened, and it just kind of landed in my lap."

Ben Lau and Bill Uechi—the owners of a brand agency and also the next-door plant shop, All Time—decided to offer up their own space to expand the coffee shop. (Remember how we mentioned that the square footage changed?)

Now, Lau and Uechi are also owners of Good Time, but Villalobos is really the face.

"We saved (the previous owner) from bankruptcy, we kept the landlord happy by keeping the business going forward, and we kept a really young and great staff happy that could grow with the business," Lau told the Business Journal. "We saw it as an opportunity to keep it going by doing the right things."

One thing about Commodity that was beloved was its coffee, which carried over, Villalobos said. The baristas of Good Time still serve Onyx coffee, which he says is a highly sought after Arkansas roaster of specialty coffee.

Another big draw of Commodity was the Long Beach-based pop-up Hamburgers Nice, which still serves its popular breakfast burgers, potato tots, dinner burgers and beyond at Good Time on Thursdays and Fridays.

While Villalobos is proud of the coffee, the cafe's food menu and the continued pop-up with Hamburgers Nice, he says he is mostly excited about bringing people together. And he's especially smitten with being able to offer more events—like queer speed dating.

"I'm really excited to dip into my own community," he said. "For a long time I was very, like, not closeted, but kind of closeted because I'm trans. So I never really embraced that up until probably two or so years ago."

"So now all of a sudden I have this space, and I should do more of these things for my own community," he said.

Good Time, located at 1322 Coronado Ave., serves beer, natural wines, coffee and plants from 7 a.m. to 5 p.m. every day except Friday, when it stays open until 9 p.m. The kitchen is open from 7 a.m. to 2 p.m. Monday through Friday and 7 a.m. to 3 p.m. on weekends. Hamburgers Nice pops up from 8 a.m. to 2 p.m. on Thursdays and 5 p.m. to 9 p.m. on Fridays. ■



Thomas R. Cordova / Business Journal

Barista Natasha Schachtell makes a mocha at Good Time coffee shop in Long Beach.

# AFROLATINX FESTIVAL 2023

**date:** Sunday, February 26, 2023  
**time:** 11 AM - 5 PM  
**place:** Museum of Latin American Art  
628 Alamitos Drive, Long Beach, CA 90802

- 11:00 AM Opening Remarks & DJ Irving Keys
- 11:15 AM Contra Mestre Corpo Fechado with CDFC Capoeira
- 12:00 PM Nadia Calmet Afro Peruvian Experience Dance Co.
- 1:30 PM N/FLUX Living Canvas Performance with Artist Jose Angel Castro and Principal Dancer Sean Simon
- 2:30 PM GAHFU: Garifuna American Heritage Foundation United
- 3:30 PM Journey through Cuba with Kati Hernandez

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