



Possible P3 Opportunity Long Beach City College

Johnson Consulting is working with Long Beach City College, assessing replacement of Veterans Stadium. We are conducting exploratory analysis to see if the land surrounding the stadium has economic development potential. There may be a possible solicitation for the project in the near future, but at this point we are simply seeking insights from the development community to determine if there is a mutually beneficial project to help the College fund the construction of a new stadium and provide other developments that could serve the community. It is up to this and other analyses to provide guidance. Attached is information on the site. The stadium and track are priorities on site, and are expected to generally be positioned where they are, but they can be moved if essential to the opportunity.

The College's mandate is enhancing student life with a new stadium to hold college sporting events, student life events, and serve as a venue for community gatherings and outdoor entertainment. The college would also like to incorporate solar panels at this site as part of their energy master plan. The balance of the site can be developed. Affordable Student Housing is currently being planned on an adjacent site to provide approximately 420 beds; however, additional student housing could be planned for this site by a private developer if they can show that there is a need that would make strategic or economic sense for LBCC.

Please let us know if this opportunity is of interest. It is anticipated that an "Industry Day" will be conducted **in the afternoon of December 21, 2022 and the morning of December 22, 2022**. Interested parties are to schedule a meeting with members of the District team and discuss ideas you may have for the venue / land and provide a brief financial projection for those opportunities and how it would benefit the District and the community.

An in-person meeting at the District office is preferred; however, accommodations can be made for a zoom online meeting. If you would like to participate in this non-mandatory process, you will certainly be able to participate in the RFP process if it ensues.

To schedule an appointment or ask questions, please contact [Charlie Johnson at cjohnson@chjc.com](mailto:cjohnson@chjc.com) and copy [John Duong at jduong@lbcc.edu](mailto:jduong@lbcc.edu).

ALL QUESTIONS ARE DUE BY: 12/7/22
APPOINTMENT REQUEST ARE DUE BY: 12/14/22

Stadium Programming

Veterans Memorial Stadium Use Analysis							
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6:00 Cross Country	11 Cross Country	11 Cross Country	11 Cross Country	11 Cross Country	11 Cross Country		
7:00							
8:00 KINA 2 - Soccer	KINFF 54 - FB	KINA 1 - Adapted	KINA 2 - Track	KINFF 54 - FB			
9:00 KINA 1 - Adapted	KINFF 54 - FB	KINA 2 - Track	KINFF 17 - Track				
10:00 KINA 2 - Track	KINFF 22 - FB	KINFF 17 - Track	KINFF 22 - FB				
11:00 KINFF 17 - Track	KINFF 15 - Official	KINFF 15 - Official	KINFF 15 - Official				
12:00 KINFF 15 - Official							
1:00							
2:00							
3:00							
4:00 KINA 1 - Football	KINA 1 - Football	KINA 1 - Football	KINA 1 - Football	KINA 1 - Football	Football Games		
5:00							
6:00							
7:00							

*Football has 5-6 games per year

*Track has 1-2 meets per year.

Weekly Hours	Fall Term	Spring Term	Winter Term	Summer Term	Annual Total
	54	864	864	72	270
					2070



Stadium Programming

Primary College Function

1. Football
 - a. Practice and competition
 2. Track & Field
 - a. Throws (currently no hammer throw facility- this is needed)
 - b. Practice and competition
 3. Cross-Country
 - a. No adjacent course or course on site (this is desired and also good for the community)
 4. Kinesiology
 - a. Weight room classes
 - b. Lecture classes
 - c. Stadium fitness and sport classes
 5. Adapted Kinesiology
 - a. Weight room classes
- Large Facilities and Maintenance Space

Secondary

1. Soccer

Basic Needs

1. 5000-6000 square foot weight room
2. 2000-3000 square foot athletic training room
3. Kinesiology Classroom
4. Large equipment room
5. Storage rooms
6. Locker rooms for M/W track and field, football, baseball
7. Team rooms
8. Film Rooms
9. Coaching offices for M/W track and field, football, baseball
10. Shared Conference Room
11. Concessions space
12. Ticketing/entrance
13. Large press box
 - a. Media/Sports Information room
 - b. Broadcast room
 - c. Scoreboard room
 - d. Home Team Coaching Box
 - e. Visiting Team Coaching Box
 - f. Video Room (Coach Related)
 - g. "Want" VIP Suite
 - h. "Want" Recruiting Suite

Market Highlights

Median Household Income - Long Beach, CA (2022-2027)

	2022	2027	CAGR*
United States	\$72,414	\$84,445	3.1%
California	\$88,930	\$106,150	3.6%
Los Angeles MSA	\$86,850	\$105,096	3.9%
Los Angeles County	\$81,426	\$100,425	4.3%
City of Long Beach	\$76,100	\$90,751	3.6%

* Compounded Annual Growth Rate (2022-2027)
Source: Esri BAO, Johnson Consulting

Historic and Current Population - Long Beach, CA (2010-2022)

	2010	2022	CAGR*
United States	308,745,538,414	335,707,897	0.7%
California	37,253,956	39,770,476	0.5%
Los Angeles MSA	12,828,837	13,196,147	0.2%
Los Angeles County	9,818,605	9,992,643	0.1%
City of Long Beach	462,284	464,125	0.0%







* Compounded Annual Growth Rate (2010-2022)
Source: Esri BAO, Johnson Consulting

Employment Location Quotient by Industry Sector - Los Angeles MSA (2022)







Sector	Los Angeles MSA	United States	Location Quotient
Retail	705,434	18,824,406	0.9
Health Care and Social Assistance	696,012	22,723,245	0.7
Professional, Scientific, & Technical	549,812	10,995,995	1.2
Accommodation and Food Services	546,172	13,733,955	1.0
Education	487,845	12,885,571	0.9
Management of Companies & Enterprises	470,042	11,672,816	1.0
Other Services	354,574	8,972,136	1.0
Finance & Insurance	265,494	6,102,071	1.1
Public Administration	262,181	9,694,470	0.7
Arts, Entertainment, & Recreation	237,286	3,925,987	1.5
Information	223,312	3,987,279	1.4
Construction	220,241	6,819,355	0.8
Real Estate, Rental, & Leasing	219,476	4,236,695	1.3
Administrative, Support, Waste Management	186,994	3,880,497	1.2
Transportation & Warehousing	178,324	3,878,815	1.1
Utilities	43,076	1,037,859	1.0
Manufacturing	20,992	376,360	1.4
Wholesale	10,302	589,200	0.4
Agriculture, Forestry, Fishing, and Hunting	7,999	681,792	0.3
Mining	3,844	385,963	0.2
Total Employees	244,225	5,959,440	

Source: Esri BAO, Johnson Consulting

Retail Analysis

-  Steady growth in supply
-  Positive annual absorption of 76,700 SF over last five years
-  Vacancy recovering to pre COVID-19 numbers
-  Increases in rent since 2020 – shows increasing demand but can affect industry attraction
-  Supportable space analysis indicates limited room for growth
-  Health/Personal Care and Lawn/Garden Industries

Hotel Analysis

-  1.8 % annual growth in supply
-  0.1% annual growth in demand
-  All time highs in ADR and RevPAR for 2022 YTD
-  Occupancy has not fully recovered post COVID-19(75.4% in 2019 vs 70.0% in 2022 YTD)
-  3,203 rooms within 5-mile radius of stadium
-  Predominantly economy-class hotels within 5 mile raadius of stadium

Multifamily Analysis

-  Steady growth in supply year over year
-  23 new buildings, including 1,264 new units for 2022 YTD
-  1 new student housing development in 2022 (79 unit complex owned by University of Southern California)
-  Positive absorption every year since 2017 (Averaging 2,881 units per year)
-  Decreasing Vacancy post COVID-19 (3.8% in 2020 vs 2.6% in 2022 YTD)
-  Rents have increased every year since 2017 (Average annual increase of 4.2%) – can be sign of continuing demand but can price out certain demographics