



Date: September 3, 2024

To: Members of the City Council

From: Mayor Rex Richardson

Subject: Recognizing September 8th as "908 Day," a Day to Celebrate Pride in the City of Long Beach.

RECOMMENDATION:

Recommendation to request the City Attorney to draft a resolution officially recognizing every 8th of September as "908 Day," a citywide day of celebration of pride in the City of Long Beach.

DISCUSSION:

The History of "908"

In 2011, 19-year-old Long Beach native John Grossi founded Long Beach 908 Magazine (LB908), a positive community publication created to uplift small businesses and highlight local heroes of the Long Beach community. In the magazine, John began to refer to Long Beach as "the 908" and created the slogan "Life is Great in the 908."

As John began to root his magazine in the community, reach out to people and organizations with interesting stories, and take photos of the community, people would ask what "908" meant.

As he would explain, every zip code in Long Beach starts with "908." Unlike the more common area code moniker "562" that includes Long Beach and many other nearby cities, only Long Beach zip codes begin with "908." Even Signal Hill, a city encircled by the City of Long Beach, starts with "907" like other surrounding cities. "908" is truly unique to Long Beach.

The History of "908 Day"

It didn't take long for readers of LB908 to begin referring to their hometown as "the 908" just as John did in each one of his quarterly issues. By 2014, in an effort to raise awareness of what "908" meant, John began promoting September 8th as "908 Day."

This day, above all others, was a day to celebrate everything that makes "Life Great in the 908." Every year since 2014, LB908 Magazine has made a big occasion out of 908 Day by releasing videos, giving away free merchandise to "908 fans," and encouraging social media followers, email list subscribers, and magazine readers to take a moment on this day to reflect back on why "Life is Great in the 908" for them.



MAYOR REXRICHARDSON

Recognizing 908 Day as a Citywide Day of Celebration

13 years after LB908 Magazine first referred to Long Beach as “the 908,” and ten years after the institution began celebrating “908 Day,” many more residents now refer to Long Beach as “the 908.” Today, businesses and organizations outside of Long Beach 908 Magazine use the denotation, and for many people it represents everything positive and unique about the city they live in and love. However, many people still do not know about “the 908” and everything it represents.

Referring to Long Beach as “the 908” serves as an important reminder that although we are a large city with many diverse and vibrant communities, we are still ultimately one unified city. LB908 Magazine has asked thousands of residents since 2011 why they believe “Life is Great in the 908”. The two most common answers by far are: 1) the city’s diversity, and 2) that Long Beach is a big city with a small-town feel.

“908 Day” represents all of that. Few cities in America are large enough to share the first three digits of a zip code. We all share “908” in this large and internationally known city. Yet, it’s the distinct character, the small-town feeling, and the diversity of each individual zip code that truly makes this city great.

908 Day is a chance to celebrate those undeniable truths for every resident in the city. By recognizing 908 Day as an official citywide day of celebration, every year on September 8th, Long Beach residents and businesses will have a collective opportunity to:

- Show their pride in living, learning, and working in the City of Long Beach
- Shop and dine at their favorite local Long Beach businesses and restaurants to support our thriving local small business community
- Wear Long Beach themed attire to school and work (e.g. CSULB attire, Long Beach City College attire, the city’s iconic Joe Jost shirts, and other local Long Beach based clothing brands) as a symbol of their Long Beach spirit
- Encourage local shops to offer discounts to customers wearing Long Beach themed gear
- Encourage friends, co-workers, and neighbors to plan and participate in creative community events and activities to help showcase their Long Beach pride

Celebrating 908 Day together every September 8th will help promote a sense of shared identity and pride in the City of Long Beach, and foster civic engagement among local residents. This citywide day of celebration will also help catalyze our local economy by drawing in visitors from around the region and the state to join us in celebrating everything that makes Long Beach an incredible place to live, work, and play.



MAYOR
REX RICHARDSON

FISCAL IMPACT

Fiscal Impact pending.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,

Mayor Rex Richardson