



Building A Better Long Beach

June 1, 2009

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to execute a contract with Downtown Long Beach Associates for \$160,000 in Fiscal Year 2009 and \$270,000 in Fiscal Year 2010, for a total contract amount of \$430,000. (Downtown and Central – Districts 1, 2)

DISCUSSION

The Redevelopment Agency (Agency) and the Downtown Long Beach Associates (DLBA) have a long-standing relationship in which both entities share resources and collaborate on the enhancement and revitalization of greater Downtown Long Beach. These strategic efforts occur in various forms, including economic development, marketing, special events/sponsorships, capital improvements, and special projects. Separate and apart from these efforts, the Agency contributes as a landowner to the DLBA's Property Based Improvement District through annual assessments.

Earlier this year, DLBA hired additional staff to specifically focus on business attraction, retention and expansion efforts in the Downtown. This provides an opportunity for the DLBA to take an active role in economic development and retail recruitment activities in the downtown, something Agency staff strongly supports.

Agency and DLBA staff recently negotiated a scope of work for the additional staff support and special events/sponsorship in Fiscal Year 2009 (FY 09), and for a complete scope of work for the upcoming Fiscal Year 2010 (FY10). This contract will formalize the activities within which the Agency would provide financial support to the DLBA for undertaking the following strategic initiatives: economic development, marketing, special events/sponsorship and special projects (including capital improvement projects). Funding is proposed in the following categories:

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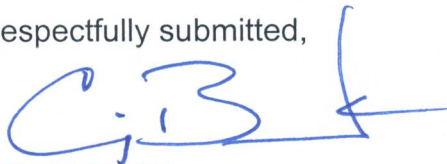
	FY09	FY10
Staff	\$ 30,000	\$ 65,000
Economic Development	20,000	85,000
Marketing	10,000	20,000
Special Events/Sponsorships	100,000	100,000
	<u>\$160,000</u>	<u>\$270,000</u>

Staff recommends that the Agency Board authorize the Executive Director to enter into a contract with the DLBA for economic development activities in an amount not to exceed \$160,000 in FY 09 and \$270,000 in FY 10 for a total contract amount of \$430,000.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



CRAIG BECK
EXECUTIVE DIRECTOR

CB:AJB:CSM