

# R-17

November 19, 2019

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Approve the Downtown Long Beach Parking and Business Improvement Area Annual Report continuing the annual business license assessment for the period of October 1, 2019 through September 30, 2020; and, authorize the City Manager, or designee, to extend the agreement with the Downtown Long Beach Alliance for a one-year term. (Districts 1, 2)

## DISCUSSION

The Downtown Long Beach Alliance (DLBA) has three established sources of revenue that are received by the City of Long Beach (City) and distributed to the organization. These include business license assessments, property owner assessments, and downtown parking meter revenue sharing. This recommended action relates to the business license assessment funds that are used to promote and market Downtown Long Beach on behalf of businesses located in the Downtown Long Beach Parking and Business Improvement Area (DLBPBIA).

The DLBPBIA was established by the City Council in 1973, allowing for the levy of an annual business license assessment to be paid by businesses located in the DLBPBIA. The City contracts with the DLBA to manage the DLBPBIA, and the DLBA Board of Directors serves as the Advisory Board to the City Council on matters related to the DLBPBIA. The DLBA promotes and markets the DLBPBIA using funds generated through the DLBPBIA business license assessment.

The City's agreement with the DLBA for DLBPBIA funding requires that an Annual Report be submitted to the City Council by the Advisory Board designated for this Assessment District. The DLBPBIA 2019-2020 Annual Report (Annual Report) describes boundaries, proposed activities, and budgetary information, as well as the method and basis for continuation of the assessment (Attachment). The Annual Report proposes no changes to the DLBPBIA boundaries or the method of levying the assessment and no significant change to proposed activities. The Annual Report, transmitting the recommendations of the Advisory Board, proposes the following assessment rates:

**Method of Assessment**

DLBPBIA assessments are collected through business licenses from businesses within the DLBPBIA. The annual assessment is approximately \$461.93 per business and \$7.76 per employee for businesses, and \$317.24 per business and \$5.37 per employee for service based independent contractors. The assessments were raised by 3.81 percent in July 2019 per the allowed Consumer Price Index (CPI) adjustment.

This matter was reviewed by Principal Deputy City Attorney Gary J. Anderson on October 29, 2019 and by Budget Management Officer Rhutu Amin Gharib on October 30, 2019.

TIMING CONSIDERATIONS

City Council action is requested on November 19, 2019, so that FY 20 assessment payments may be made as required by the Agreement for Funding with the DLBA. The new contract year began on October 1, 2019.

FISCAL IMPACT

It is estimated that the DLBPBIA assessment will generate \$669,828 in FY 20 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the DLBA through additional fees and passed directly through to the DLBA for implementation of annual programs. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,



JOHN KEISLER  
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:



THOMAS B. MODICA  
ACTING CITY MANAGER



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# **2019-2020 Annual Report Downtown Parking and Business Improvement Area**

SUBMITTED BY DOWNTOWN LONG BEACH ALLIANCE  
TO THE CITY OF LONG BEACH

NOVEMBER 19, 2019

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# DISTRICT OVERVIEW

## District Background

Originally founded in 1937 by a group of Pine Avenue merchants, Downtown Long Beach Alliance (DLBA) is a 501(c)(6) non-profit organization that operates on behalf of tenants and commercial and residential property owners in Long Beach’s Downtown and surrounding areas. It is dedicated to the **management, marketing, security, maintenance, advocacy, economic and community development** of its two assessment districts in cooperation with the City of Long Beach and the private sector. Established in 1973, the Downtown Parking and Business Improvement Area (DPBIA) assessment is levied on business owners. DLBA is governed by its bylaws and its Management Plan, which was developed in 2012 as part of DLBA’s renewal with the City of Long Beach.

## District Boundary



## Proposed Changes

There are no proposed changes to the boundaries of the DPBIA.

## District Advisory Board

<b>VOTING</b>		
Jeremy	Schott	DPBIA-East Village
Laurie	Gray	DPBIA-North Pine
Alan	Pullman	DPBIA Pine & Promenade
Debra	Fixen	DPBIA-Waterfront
Alan	Burks	DPBIA-West Gateway
Todd	Lemmis	PBID-Premium
Graham	Gill	PBID-Premium
Debra	Johnson	PBID-Premium
Sam	Pierzina	PBID-Premium
Ryan	Altoon	PBID-Standard
Johanna	Cunningham	PBID-Standard
Silvano	Merlo	PBID-Standard
Sheva	Hosseinzadeh	PBID-Standard
Bob	Kelton	PBID Residential Representative
Tony	Shooshani	Past Chair
Allison	Kripp	At-Large
Denise	Carter	At-Large
Loara	Cadavona	At-Large
John	Keisler	City Representative
Vacant		Residential Representative, 1st District
Pat	Welch	Residential Representative, 2 <sup>nd</sup> District
<b>NON-VOTING</b>		
Councilmember First District	Vacant	Advisor
Councilmember Second District	Jeannine Pearce	Advisor
Jeremy	Harris	Advisor
Griselda	Suarez	Advisor
Patty	Wirth	Advisor
Cameron	Andrews	Advisor
Alishia	Holmes-Watson	Advisor
Scott	Apel	Advisor
Vacant		Advisor
Diane	Arnold	Honorary
Don	Darnauer	Honorary
Nick	Edwards	Honorary

## District Personnel

**Kraig Kojian, President and Chief Executive Officer** is to lead, facilitate, and motivate personnel to accomplish all DLBA objectives as outlined in the mission statement and the PBID Management Plan. Subject to the direction of the Board of Directors, the President and CEO supervises and directs the day-to-day business and management of the organization and the BIDs.

**Broc Coward, Chief Operating Officer** plays an integral role in the day-to-day operations of each department and serves as spokesperson for DLBA. In addition, the COO manages the Clean and Safe Programs and is involved in community outreach programs to address quality of life.

**Steve Be Cotte Community Outreach Manager** communicates with residents, meets regularly with HOAs and neighborhood associations, represents residential perspectives, and trouble-shoots residential issues related to the PBID's environmental services that include cleaning, safety, and beautification.

**Vacant, Marketing & Communications Manager** is responsible for all internal and external communication and develops communications protocol and best practices for DLBA, coordinating with departments and community partners.

**Vacant, Events & Sponsorships Manager** primary objective is to increase awareness and enhance the image of DTLB by promoting existing infrastructure and developing new business and customer markets through special events and sponsorships.

**Nalysia Tea, Events Coordinator** is to support the Events & Sponsorships Manager in fulfilling the goals and objectives of the department.

**Lauren Mayne, Social Media & Digital Marketing Coordinator** assists with the development of marketing and editorial content for all DLBA social media platforms and websites, supporting organizational efforts for each of the departments that include but not limited to DLBA publications, notices and flyers, website updates, video development, advertisements, and more.

**Austin Metoyer, Economic Development & Policy Manager** establishes working relations with downtown business and property owners, financial institutions, commercial brokers, developers, and local economic development officials to advance Downtown interests. Additionally, the manager is responsible for business recruitment and retention efforts. Moreover, works with the President & CEO to push for policies that align with DLBA's Vision 2020: Strategic Plan.

**Mariah Hoffman, Placemaking Manager** is responsible for working with community partners to create an environment that attracts and retains investment in DTLB by developing and managing improvements that enhance the visual appearance and connectivity of Downtown.

**Morris Mills, Research & Public Policy Analyst** is responsible for gathering, analyzing, and cataloging Downtown real estate information to support business recruitment and for providing assistance to Economic Development & Policy Manager. Develops new

methodologies and research to assist in organizational advocacy.

**Cherisse Evans, Executive Assistant** manages all administrative functions, which maximize the operating efficiency of the organization. Also motivates staff to operate efficiently and achieve organizational objectives.

**Christine Haddeman, Finance and Human Resource Coordinator** manages the internal bookkeeping, budget and human resources, while supporting daily administrative and clerical duties.

**Monica Morrill, Administrative Assistant** is to support all administrative functions, which maximize the operating efficiency of the organization. This position will serve as the primary first contact representing the DLBA and members of the public.

**DLBA Street Team Members** temporary part-time employees are responsible for engaging with stakeholders in order to promote the organization's events and collecting survey responses at monthly events hosted by DLBA.

## METHOD OF ASSESSMENT

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**Downtown Parking and Business Improvement Area (DPBIA)** assessments are collected through business licenses from businesses within Downtown Long Beach (DTLB). The annual assessment is approximately \$461.93 per business and \$7.76 per employee and for service based independent contractors \$317.24 per business and \$5.37 per employee.

### Proposed Changes

There are no proposed changes to the method and basis of levying the assessment.

### Consumer Price Index Adjustments

The DLBA Executive Committee and Board of Directors annually review the City of Long Beach's CPI percentage change to its business license fees and determine any adjustments to the DPBIA assessments as part of the business license. The DPBIA rate adjustments has no cap or restrictions and its adjustments are applied annually on July 1.

Per Long Beach Municipal Code (LBMC) 3.80.451, the City of Long Beach business license fees under Title 3 of the Long Beach Municipal Code will be adjusted pending City's decision.

Based on the City of Long Beach action, the DLBA Board of Directors approved a DPBIA adjustment of 3.81%, consistent with annual adjustments on business licenses made by City of Long Beach effective July 1, 2019.

## BUDGET

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### Projected Budget

See the attached FY19-20 Revenue and Expenditures budget approved by DLBA's Board of Directors.



## Surplus or Deficit Carryover

The District will undergo an independent audit upon the conclusion of Fiscal Year 2018/19 on September 30, 2019. The audit should be completed by December 2019. Surplus or deficit carryover information will be available upon completion of the audit.

## Contributions from Other Sources

DPBIA budget is solely funded by assessments on business owners. The DLBA receives contributions from other sources all of which are listed on the attached FY19-20 Revenue and Expenditures budget approved by the DLBA's Board of Directors.

# DOWNTOWN PARKING AND BUSINESS IMPROVEMENT AREA

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## FY2019 – 2020 Program

(DLBA's fiscal year spans from October 1 – September 30)

### GENERAL ADMINISTRATION

General administration expenses include office rent, telephones, computers, office equipment lease, office supplies, postage, general insurance (general, liability, excess liability, fidelity bond, D&O, and not-for-profit liability), professional services (including legal, annual audit fees, payroll processing and monthly accounting services), utilities, depreciation, taxes, employee recruitment, and bank charges. Separately, all departments budgets also include professional dues and membership subscription, participation in industry-related seminars, and conferences or civic events.

### RESEARCH, DEVELOPMENT & ADVOCACY

DLBA is the leading voice for the Downtown community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. As a clearing house of information focused on Downtown, the DLBA will compile, analyze, and use data to communicate sound policy. The DLBA will play a pivotal role in the decision-making process for many of the city and county lead initiatives. DLBA committees meet regularly to better serve stakeholders and ensure the quality of life in the central business district. It also acts as a liaison between the residential and business community and many city departments and council offices.

**Advocacy Initiatives:** The DLBA will take an active role in engaging policymakers at all levels to ensure potential policies align with DLBA's Strategic Plan: Vision 2020 and provide a positive benefit to Downtown. Such activities may include educational campaigns, development of coalitions, op-ed and white papers, and conversations with policymakers.

### Research & Data Analytics

- **Surveys and Data Collection:** Programming in this area will focus on expanding the department's available set of data and information through automated pedestrian counts, surveys of Downtown users, residents, and office workers to understand and communicate existing and new economic opportunities.

- **Data Purchase and Subscriptions:** Working with data collection agencies, the department will seek to expand its access to Downtown-specific data in order to provide up-to-date real estate information while using brokerage tools such as CoStar and ESRI for expedited information on expiring leases.

## **PLACEMAKING**

Downtown Long Beach’s public realm, which consists of our streets, sidewalks, parks and plazas, is our front porch and sets the tone for the experience of visitors, investors, and tourists. The Placemaking Department, under the advisement of the Placemaking Committee, is responsible for developing and supporting beautification and capital improvement projects that enhance the visual appearance of Downtown. While Downtown has been, and will continue to be, an enjoyable place, the DLBA seeks to elevate this experience through placemaking, which draws on the social and cultural history of the community in order to create unique and memorable public spaces. Working with our stakeholders, the DLBA actively engages in placemaking projects both large and small, from wayfinding decals to pop-up social spaces.

**Capital Improvements** consist of permanent physical enhancements to streets, sidewalks, parks, and plazas with the purpose of creating an attractive, functional and safe environment for pedestrians, bicyclists and motorists. Projects of this type include design, installation, and maintenance of new pedestrian wayfinding signs, litter receptacles, and other streetscape improvements, often in partnership with the City of Long Beach or private entities.

**Beautification** projects consist of ongoing efforts to beautify and enhance the appearance of the streetscape for the purpose of increasing the visibility of Downtown as a premier destination for business, shopping, dining, and attractions. Projects of this type include:

- Holiday Decorations placed along Pine Avenue, The Promenade, Broadway, 1st Street and Linden Avenue.
- Streetpole Banners located along Long Beach Blvd., Broadway, 3rd St., 4th St., 7th St., and Alamitos Ave welcome visitors to Downtown and promote its unique offerings through the 1.38 Un-Square Miles branding campaign.
- Traffic Signal Wraps located on Pine Avenue further enhance the pedestrian environment using the 1.38 Un-Square Miles branding campaign and imagery promoting Downtown’s unique offerings. Also included are wraps that promote upcoming DLBA events.
- Dog Waste Bag Dispensers, commonly referred to as mutt mitt stations, help to reduce unsightly dog waste in Downtown by providing pet owners with dog waste bags. Currently DLBA maintains 18 dispensers located throughout Downtown.
- Streetscape Landscaping includes maintenance of bike lane planter pots and planting of new street trees.

**Public Space Activation** projects consist of temporary interventions that transform the public realm into attractive, comfortable, and social spaces enhancing Downtown’s walkability. These projects will typically include ongoing management and programming as part of the activation. Projects of this nature include:

- The Loop at Pine and Ocean transformed a vacant lot at one of Downtown’s busiest pedestrian intersections into a vibrant and engaging public space. The Loop is the hub for DLBA’s third Thursday event series, Live After 5.
- Explore DTLB! projects, such as creative crosswalks and sidewalk decals, promote pedestrian exploration through the use of experiential art to offer viewers the opportunity to engage with their physical surroundings in a more direct and authentic way.

**Community Engagement/Planning** projects consist of initiatives developed by DLBA’s Placemaking Committee in support of the goals of the DTLB Vision 2020 Strategic Plan. Efforts of this type include:

- Working with local and regional partners in building broad-based support for changes to policies and/or regulations that are obstacles to realizing a pedestrian-friendly DTLB.
- Stakeholder outreach to obtain input regarding public and private development projects proposed in Downtown such as the Civic Center redevelopment.
- Sponsorship or support of visioning exercises and transportation and land-use planning studies.
- Collateral such as infographics, maps, and how-to guides that inform and educate DTLB residents, business owners, and visitors about mobility and public spaces.

## **SPECIAL EVENTS & SPONSORSHIPS**

Events offer an exciting means of attracting and generating increased foot traffic to the central business district. Through creating and supporting opportunities for people to experience the urban energy and appeal of the Downtown area, the DLBA can demonstrate its initiative and commitment to enhancing the environment. The goal of the Special Events Department, under the direction and leadership of the Marketing and Communications Committee, is to manage and centralize all aspects involved with the DLBA’s special events programs, including planning and execution in addition to providing technical assistance to outside organizations and individuals that produce events in DTLB.

The Events & Sponsorships Manager is responsible for producing events that bring energy and positive attention to Downtown Long Beach as well as for increasing sponsorship opportunities and commitments, thus event revenue.

- **New Year’s Eve - Waterfront:** Over the past several years, the DLBA has produced this iconic event with a family-friendly component at the Waterfront, including free children’s entertainment and a firework show for an East Coast countdown.
- **Celebrate Downtown:** 14th annual signature event honors Downtown partners, as well as highlight the DLBA’s accomplishments and programs for the year. While previous event locations (all outdoors) were rotated to highlight improvements throughout Downtown Long Beach and has included The Promenade, Pine Avenue, Lincoln Park, The Streets, and The Pike Outlets, last year’s event was held indoors and co-sponsored by the venue owner and proved to an effective cross-saving measure.

- **Summer and Music (SAM) Series:** Annual Summer and Music (SAM) series have featured local and regional acts, while activating the major areas of the Downtown from June – September. A variety of events have included FKA 720, Punk Rock Prom, Buskerfest, Bicycle Drive-In, Twisted at the Pike, Funk Fest and more. This past year, DLBA was instrumental and created a partnership between SAM, POWWOW! Long Beach, the City of LB and Southern California’s leading public radio station’s KCRW (89.9 FM) Summer Night’s series – a first in the Long Beach market.
- **POW! WOW! Long Beach Closing Celebration:** A week-long, city-wide event that takes place in the summer throughout Long Beach and is part of the globally recognized POW! WOW!, Worldwide series of street art events that since 2010 has brought murals to public spaces in cities like Honolulu, Seoul, Washington DC, Taipei and Tokyo. Entering its sixth year in Long Beach, the opportunity to align the creative energies between the aforementioned partnership between DLBA, POW! POW! Long Beach, KCRW and DLBA to create an in Downtown Long Beach to celebrate the artistic, creative and diverse energies this convergence of people and place creates for our community.
- **Taste of Downtown Series:** The DLBA produces a series of three Taste of Downtown events, inviting visitors and residents to enjoy sample-sized portions of signature dishes from restaurants in the Waterfront, East Village Arts District, and Pine Avenue neighborhoods while listening to live music. The addition of a beer & wine garden and exciting new Downtown restaurants has led to an increase in attendance and revenue.
- **Live After 5:** Celebrates the arts and music culture of Downtown Long Beach. The scheduled monthly event activates traditional spaces like bars and restaurants as well as nontraditional locations like parks, empty storefronts, and street corners with live performers. The Loop at Pine & Ocean has served as the hub, hosting beer & wine, live music and is the starting point for patrons, where they can ride a free trolley that will transport them to that month’s highlighted neighborhood or circuit. The trolley stops will be within walking distance to activated businesses with live music, art, and strolling performances.

## MARKETING & COMMUNICATIONS

The Marketing & Communications Manager and Social Media & Digital Marketing Manager are responsible for internal and external communication and develop communications protocol and best practices for DLBA, coordinating with departments and community partners. This also extends to brand oversight for all DLBA collateral. Additionally, a primary objective is to increase awareness and enhance the image of DTLB by promoting existing infrastructure, programming, services, and events.

The DLBA Marketing & Communications Department, under the advisement of the Marketing & Communications Committee, is dedicated to increasing the awareness for and enhancing the image of DTLB. This is achieved through year-round promotions, publishing a monthly e-newsletter, implementing and sustaining media relations activities, maintaining an informative and user-friendly website, and implementing a wide variety of advertising activities and creation of collateral materials.

**Advertising & Promotions:** These activities and campaigns are essential to communicating all DTLB has to offer, as well as services and programs overseen by DLBA. In efforts to maintain top-of-mind awareness within the community, the DLBA advertising and promotions budget supports various opportunities throughout for Downtown businesses and DLBA collateral.

**Communications: Stakeholder Outreach and Public Relations:** On-going communication with the various audiences served by the DLBA including DTLB Stakeholders, residents, Downtown employees, visitors, and press/media is key to creating awareness, educating and influencing on issues, programs, events, and more. To this end, the DLBA will focus on social media and email marketing outreach efforts while also maintaining traditional forms of communication (including press releases, letters/postcards, posters, etc.).

**Annual Report:** The DLBA Annual Report serves to highlight the accomplishments and measurable results from each of the departments within the organization. The report contains brief descriptions of the DLBA programs initiated within the past fiscal year, features resulting data and statistics when applicable, and also provides financial summaries. The annual report is presented both in print and digital versions.

[www.downtownlongbeach.org](http://www.downtownlongbeach.org): The DLBA's website is a valuable tool for the dissemination of information spanning DLBA programming and services, reports/Snapshots and other published materials, resource for parties interested in Downtown businesses, mobility/transportation, as well as Downtown news and events. The website averages approximately 388,000 annual page views, serving an average of 170,000 users annually. The continual update of information and assessment of the website user experience is important to maintain a relevant site to serve the variety of site visitors and continue its relevancy as the voice of DTLB.

## **ECONOMIC DEVELOPMENT**

Under the advisement of its committee, the Economic Development (ED) Department fulfills the role of leading, managing, and collaborating on Downtown initiatives, issues, and programs related to business recruitment, retention, and job creation. The department is responsible for carrying out key strategies, including assisting and retaining existing businesses, recruiting specific business niches and other employment-generating establishments, researching and reporting on Downtown's economic and demographic trends, as well as broadening Downtown's local, regional, and national visibility.

### **Business Recruitment Retention, Development & Expansion**

One of the ED Department's core responsibilities is providing ongoing and targeted assistance to potential businesses including attraction, recruitment, and assistance for existing businesses. Business retention support includes consulting with existing businesses to recommend strategies for improving or enhancing business health and operations, as well as coordinating with local agencies and entities to assist with permitting and site selection as needed.

- **Strategic Business Recruitment:** ED staff will meet with prospective businesses and engage in recruitment efforts that involve business visits and downtown site selection/relocation tours.
- **ED Advertising:** Potential ED advertising campaigns will continue to utilize the most effective and popular real estate trade journals and other vehicles for driving ED

messaging. Expanding beyond traditional advertising, ED staff will use alternative forms of communication including but not limited to social media, pay-per-click advertising, and public relations to deliver messages.

- **Grand Opening Assistance:** ED will support new businesses by providing grand opening assistance including offering advice, marketing support, and new business banners.
- **Entrepreneurship & Business Education:** This series of seminars will focus on entrepreneurship, innovation, and education to recruit new businesses, support business retention, and ultimately create jobs in Downtown by examining business trends via presentations and discussions led by successful small business owners, panelists, and academic educators.
- **Entrepreneur & Small Business Grant:** The DLBA's Small Business & Job Creation Grant is designed to assist new businesses and support the expansion of existing businesses by providing grant funds in an effort to defray costs associated with starting or expanding a business, therefore creating jobs in Downtown Long Beach.

### **Community Engagement & Business Outreach**

ED will increase the visibility of the DLBA and DTLB through sponsorships of and participation in numerous local, regional, and national events, as well as activities targeting the local commercial real estate and business communities.

- **Real Estate Owner and Investor Events:** ED may also convene an annual gathering of major DTLB office building owners to foster greater understanding of respective roles and ambitions for DTLB.

### **Special Projects and Publications**

- **Reports and Studies:** The DLBA will continue to produce its quality reports that focus on the Downtown commercial market, workforce, demographics, mobility, and livability. This will include DLBA's annual Economic Profile and quarterly *Snapshot Reports*. Moreover, utilizing pedestrian count and bikeshare data, the DLBA will also produce a Pedestrian Mobility Report. Lastly, this will include the production of reports and studies by independent third parties.
- **Recruitment Collateral:** Recruitment collateral such as tenancy maps, leasing brochures, and district and industry profiles will be produced on an ongoing basis to ensure an up-to-date suite of materials and information.
- **New Business Kit:** Information will be hosted on ED's website pages providing real time access for new and prospective businesses with user-friendly information related to business licensing, permitting, and additional resources and incentives.

## OPERATIONS

Under the advisement of the Public Safety Committee and management of Operations staff, the Clean and Safe programs are dedicated to the security and maintenance of the 85-block PBID in Downtown.

### Downtown Clean Team Program

The Clean Team ensures the PBID area remains attractive, clean, and appealing for visitors, employees, and residents. In order to consistently address upkeep and beautification issues, a multi-dimensional approach was developed consisting of sidewalk and gutter sweeping, graffiti removal, sidewalk pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and reporting of maintenance problems requiring third party intervention. The Clean Team provides service as mandated by the PBID Management Plan, as well as contracted services outside of the PBID scope which are funded through compensatory revenue and not PBID revenue. An example of contract service is the agreement between the DLBA and the Long Beach Transit Information Center to provide restroom host service.

- **Sidewalk & Landscape Maintenance:** Uniformed personnel sweep litter and debris from sidewalks and gutters within the District seven days a week, while pressure washers service 16 to 20 blocks per day, five days a week. All sidewalks in the Standard area are pressure washed every six weeks, with Premium areas washed weekly. Tree wells and planters are kept free of litter and weeds.
- **Graffiti Removal:** The Clean Team removes graffiti and stickers by using mechanical methods and pressure washing. The District maintains a zero-tolerance graffiti policy. All tags will be removed within 24 hours of notification. For those tags that the Clean Team is unable to remove, the Go Long Beach app is used to report and track the removal of the tag.
- **Special Projects:** A Clean Team member maintains elements of the public space to ensure pedestrian and bicycle rider safety, as well as the aesthetics of Downtown by planting trees, trimming low hanging branches, clearing storm drain screens, repairing street signs, and painting over graffiti.
- **Maintenance Problems Requiring Third-Party:** Problems that are outside the jurisdiction of DLBA personnel to address or repair are monitored in order to minimize blight or unsafe conditions in the District. Requests are made to the responsible party for repair. Types of problems include blocked or damaged sewers or drains, damaged sidewalks, streets and/or alleys, non-operating streetlights, damaged or missing street signs, etc.
- **Alley Busters** Knowing that alleys often need cleaning, but are not part of the management plan, DLBA created the Alley Buster program in partnership with Mental Health America (MHA) and the City's Department of Public Works to improve these service corridors in the Downtown, while offering valuable job training for MHA members. Revenue from contracted services outside of the PBID scope pay for the Alley Busters program supplies, MHA covers crew and supervision costs and Public Works accepts bulk items.

## **Downtown Safety Ambassador Program**

The Downtown Safety Ambassadors support the Long Beach Police Department (LBPD), property owners, and tenants in overall crime prevention efforts and reduction in disorderly conduct, while offering ambassador services to Downtown visitors, businesses, and residents. Those services include Friendly Safety Escorts and jumpstarts for vehicles. They provide a highly visible deterrence in neighborhoods as an attentive set of eyes and ears and are intended to supplement, not replace individual building security and the LBPD. Ambassadors also assist with quality of life issues, participate in outreach programs, and are radio-equipped to efficiently communicate.

- **Bicycle Patrol:** Discourages undesirable street behavior in the Property Based Improvement District. They also deter and report illegal street vending, illegal dumping and street code violations, while performing goodwill gestures such as helping lost persons and giving directions.
- **Foot Patrol:** Concentrates on the highest pedestrian-use corridors such as Ocean Blvd., Pine Ave., the Promenade, The Streets and the perimeter of The Pike at Rainbow Harbor to discourage aggressive panhandling in high traffic areas. The Foot Patrol has the same mission and receives the same training as the Bike Patrol with a greater presence in the Premium areas.
- **Bicycle and Segway Patrol:** All Downtown Safety Ambassadors are trained to use a bicycle and Segway during their daily patrols. The Segway gives Safety Ambassadors an elevated perspective that allows greater visibility and better views of activity on the streets. As a result, the ease of mobility between the Downtown neighborhoods is greatly improved, allowing for quicker response time and more efficient travel between stops.
- **Homeless Outreach Specialist:** Provides street outreach to individuals experiencing homelessness seven days a week with the goal of linking them to local social service agencies. Outreach Specialist is funded by contract services revenue.
- **DLBA Information Kiosk** is staffed by a Safety Ambassador and serves as a clearinghouse to Downtown visitors and Stakeholders alike, providing information and materials such as maps, event fliers, and local news. Solar powered with a smart phone charging station, video screen, and speakers, the Information Kiosk makes appearances at DLBA special events and in the public right of way during periods of high pedestrian traffic.

## **Community Outreach**

The DLBA Community Outreach Manager acts as a bridge between the organization and residents, the City of Long Beach, and the business community. The Community Outreach Manager participates in neighborhood association meetings and activities, problem solves issues with the City Council offices and City services and serves as a liaison between the DLBA and Downtown community.



## **Public Safety Survey**

Downtown Long Beach Alliance released the results of its 3<sup>rd</sup> Annual Public Safety Survey. The survey gauges downtown stakeholders' perceptions on cleanliness, downtown improvement, public safety, available resources, and other factors impacting the overall health of downtown. Survey findings help to identify the public perception of DLBA's largest areas of impact and areas for improvement. The survey is a valuable tool, not only for informing DLBA programming policy and programming but also to inform our government agency and community partners of public perceptions around of their efforts. Overall, stakeholders, visitors and tourists participating in the survey expressed a high degree of awareness and confidence in Clean and Safe Team services.





FY 2019-20 BUDGET (APPROVED) 08.21.19

**APPROVED**

	DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total
	<b>RESEARCH, DEVELOPMENT &amp; ADVOCACY</b>								-
48	Research & Data Analytics		52,000						\$52,000
49	Conferences, Travel, and Education		20,836						\$20,836
50	Civic Events & Engagement	17,979							\$17,979
51	Strategic Plan & PBID Renewal Planning	18,429	7,000				15,821		\$41,250
52	PBID General Benefit 1%		248						\$248
53	PBID Engineer's Adjustment		136						\$136
54	<b>TOTAL ADVOCACY</b>	<b>\$36,408</b>	<b>\$80,220</b>					<b>\$15,821</b>	<b>\$132,449</b>
	<b>PUBLIC REALM</b>								
55	Capital Improvements			6,185					\$6,185
56	Beautification			64,000					\$64,000
57	Public Space Activation			33,000					\$33,000
58	Community Engagement/Planning			5,616					\$5,616
59	Professional Development			2,500					\$2,500
60	Community Grants				10,000				\$10,000
61	PBID General Benefit 1%			1,420					\$1,420
62	PBID Engineer's Adjustment			49					\$49
63	PR Personnel	13,523	40,190	124,730					\$178,443
64	<b>TOTAL PUBLIC REALM</b>	<b>\$13,523</b>	<b>\$40,190</b>	<b>\$237,500</b>	<b>\$10,000</b>				<b>\$301,213</b>
	<b>ECONOMIC DEVELOPMENT</b>								
65	Community Engagement and Business Outreach	20,000							\$20,000
66	Business Recruitment, Retention, Expansion	45,505	3,169						\$48,674
67	Small Business Grants				30,000				\$30,000
68	Economic Profile & Snapshot Reports	13,500							\$13,500
69	Professional Development	2,500							\$2,500
70	PBID General Benefit 1%		2,916						\$2,916
71	PBID Engineer's Adjustment		665						\$665
72	ED Personnel	203,935							\$203,935
73	<b>TOTAL ECONOMIC DEVELOPMENT</b>	<b>\$285,440</b>	<b>\$6,750</b>	<b>\$0</b>	<b>\$30,000</b>				<b>\$322,190</b>
	<b>MARKETING</b>								
74	Advertising/Promotions		34,255						\$34,255
75	Stakeholder Outreach/Public Relations			30,000					\$30,000
76	Annual Report / Publications			10,900					\$10,900
77	Website Development		6,219	1,320					\$7,539
78	Professional Development		2,500						\$2,500
79	PBID General Benefit 1%		1,000						\$1,000
80	PBID Engineer's Adjustment		632						\$632
81	Marketing Personnel	185,411	5,778						\$191,189
82	<b>TOTAL MARKETING</b>	<b>\$185,411</b>	<b>\$50,384</b>	<b>\$42,220</b>					<b>\$278,015</b>



FY 2019-20 BUDGET (APPROVED) 08.21.19

**APPROVED**

	DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total
<b>SPECIAL EVENTS</b>									
83	Live After 5 (a)			44,000		1,000	-		\$45,000
84	Celebrate Downtown			15,000		-	2,000		\$17,000
85	Pow Wow 2020 - Closing Party (b)			-		7,500	25,000		\$32,500
86	Taste of Downtown Series (c)			34,114		67,000	5,000		\$106,114
87	Summer & Music Series (d)			48,000		12,000	10,000		\$70,000
88	New Event TBD								
89	New Year's Eve Waterfront			38,000		3,000	15,000		\$56,000
90	Shop Small Saturday		6,500	1,000		472	4,000		\$11,972
91	Event Supplies & Misc.		603	2,000					\$2,603
92	PBID General Benefit 1%		2,303						\$2,303
93	PBID Engineer's Adjustment		632						\$632
94	Professional Development	2,500							\$2,500
95	Special Events Personnel	172,911	43,350	13,166					\$229,427
96	<b>TOTAL SPECIAL EVENTS</b>	<b>\$175,411</b>	<b>\$53,388</b>	<b>\$195,280</b>		<b>\$90,972</b>	<b>\$61,000</b>		<b>\$576,051</b>
<b>OPERATIONS</b>									
97	Contract Clean Team Personnel	365,532							\$365,532
98	Clean Team Supplies	18,000						1,605	\$19,605
99	Equipment Insurance	13,688							\$13,688
100	Clean Team Fuel	1,826	7,944					2,230	\$12,000
101	Clean Team Equip Leases/Maintenance	15,000							\$15,000
102	Pressure Washing	312,000							\$312,000
103	Contract Work							380,000	\$380,000
104	<b>Clean Team Subtotal</b>	<b>726,046</b>	<b>7,944</b>					<b>383,835</b>	<b>\$1,117,825</b>
105	Contract Downtown Guides Personnel	782,154							\$782,154
106	Downtown Guides Equipment Lease							5,000	\$5,000
107	Downtown Guide Supplies							12,000	\$12,000
108	Community Outreach Material & Supplies	3,000							\$3,000
109	Homeless Outreach Materials & Supplies							2,150	\$2,150
110	<b>Downtown Guides Subtotal</b>	<b>785,154</b>	<b>-</b>					<b>19,150</b>	<b>\$804,304</b>
111	Special Project							42,115	\$42,115
112	Professional Development		2,500						\$2,500
113	PBID General Benefit 1%							14,464	\$14,464
114	PBID Engineer's Adjustment							6,042	\$6,042
115	Operations Personnel	165,697						-	\$165,697
116	<b>TOTAL OPERATIONS</b>	<b>\$1,676,897</b>	<b>\$10,444</b>	<b>\$0</b>				<b>\$465,606</b>	<b>\$2,152,947</b>
117	<b>TOTAL EXPENSE</b>	<b>\$2,637,162</b>	<b>\$669,828</b>	<b>\$475,000</b>	<b>\$40,000</b>	<b>\$90,972</b>	<b>\$61,000</b>	<b>\$481,427</b>	<b>\$4,455,389</b>

(a) - 7 months

(b) - \$15,000 from Public Realm

(c) - 3 events x 2 nights each

(d) - 2 events (LA5 and Buskerfest)