

Loara Cadavona
395 E. 4th Street, Unit 1
Long Beach, CA 90802

May 23, 2022

Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: May 24 City Council Agenda Item #26 the Downtown Long Beach Property and Business Improvement District

Dear Members of the Long Beach City Council:

As the volunteer Board Chair of the Downtown Long Beach Alliance (DLBA) and 15-year resident of Downtown, I am writing to express my support for the Downtown Long Beach Property and Business Improvement District (PBID) renewal and respectfully encourage the Long Beach City Council to adopt the Resolution of Intention reaffirming the renewal of the Downtown PBID.

I would like to see the PBID renewed to expand and enhance the clean and safe services the district has been provided over the last 25 years. The Clean and Safe team fill a need that would not otherwise be met. The team is often the first to respond to situations and serve as a bridge to City departments such as Police and Public Works. With the renewal, more frequent pressure washing will occur in key areas as well as the addition of a key homeless outreach role dedicated to the area to help triage and supplement outreach services provided by the City of Long Beach and area service providers.

The PBID renewal will also expand other vital programs such economic development and special events that the PBID provides to create an active and vibrant Downtown environment and community.

The investments residents make in the Downtown are different than others who invest in the district. We are buying homes, raising families, and retiring in Downtown. I cannot imagine our neighborhood over the next 10 years continue to revitalize and grow without the services and program provided by the DLBA

I appreciate the City's support over the last several months and respectfully ask and support the Long Beach City Council adopting the Resolution of Intention, the next step in the Downtown PBID renewal. This action will allow the DLBA to continue to expand and provide its great programs and services for the community for the next 10 years to come.

Sincerely,



Loara Cadavona
Chair, Board of Directors, Downtown Long Beach Alliance
Downtown Long Beach Resident