



CITY OF LONG BEACH

R-22

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

October 6, 2009

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file Annual Report of the Downtown Long Beach Parking and Business Improvement Area, approve the proposed budget for Fiscal Year 2010 (FY 10) and authorize the City Manager to execute a contract with the Downtown Long Beach Associates for the period of October 1, 2009 through September 30, 2010. (Districts 1 and 2)

DISCUSSION

Downtown Long Beach Associates (DLBA) has three established sources of revenue that pass through the City to the organization. They are: business operator assessments, property owner assessments and downtown parking meter revenue sharing. This recommended action relates to business operator assessment funds 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 City Council approves the property owner assessment separately.

The proposed contract with DLBA requires the City to transmit all DLBPBIA assessment funds collected from downtown businesses to the DLBA every other month. This City Council action estimates DLBPBIA assessment revenue of \$585,000 for the contract period of October 1, 2009 through September 30, 2010. The DLBA's 2010 Annual Budget and Management Report is attached. The DLBA will provide quarterly reports to the City on expenditures and submit an annual report summarizing FY 10 activities.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on September 16, 2009 and Budget and Performance Management Bureau Manager David Wodynski on September 21, 2009.

TIMING CONSIDERATIONS

The DLBA contract year begins on October 1, 2009. City Council action is requested on October 6, 2009 to allow FY 10 assessment transfers to be made in accordance with the City's contract with DLBA.

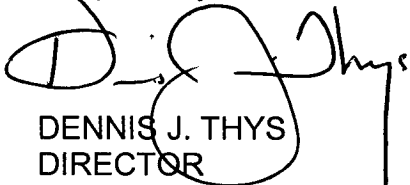
FISCAL IMPACT

Sufficient funds are included in the FY 10 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD) to support these pass-through payments. The FY 10 assessment revenue will fully offset the proposed allocation in SR 132. There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,




DENNIS J. THYS
DIRECTOR
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT:lb
10-6-09 DLBA PBIA Annual Approval v3

Attachment: Downtown Long Beach Parking and Business Improvement Area 2010 Annual Budget and Management Plan.

APPROVED:



PATRICK H. WEST
CITY MANAGER



**Fiscal Year 2009-10
Management Plan
And Budget**

**Approved by the DLBA Board of Directors
July 15, 2009**

**REVENUE
FY 2009-2010**

DPIA: Downtown Parking Improvement Area self-assessment fees collected through business licenses from Downtown businesses within a geographical boundary in Downtown Long Beach. The current annual assessment is approximately \$367.83 per business and \$6.19 per employee and for Service Based Independent Contractors, \$224.38 per business and \$4.25 per employee. **\$585,000**

PBID: Property Based Improvement District self-assessment fees collected through County of Los Angeles property tax from commercial real estate owners within a geographical boundary in Downtown Long Beach. The assessment methodology is based on the parcel and building square footage and linear footage of the property and the level of services rendered to the three benefit areas. **\$1,803,000**

PBID Assessment Methodology	2009-10
Maximum Assessment per Linear Foot of Frontage	
Zone 3: Premium	\$14.7133
Zone 2: Standard	\$8.5361
Maximum Assessment per Square Foot of Lot plus Building	
Zones 3 & 2: Premium and Standard	\$0.0402
Zone 1: Basic	\$0.0248

CITY/RDA: Funds contracted with the RDA for Personnel, Marketing, Special Events, and Economic Development programs. **\$270,000**

PARKING METERS: Revenue from parking meter revenue-sharing program approved by City Council in FY 2004-05. **\$450,000**

SPONSORSHIP: Funds collected through sponsorships to help offset costs incurred by the DLBA. **\$175,000**

CONTRACT AND MISC.: Revenue from the Segway advertising and Guide transportation program, income from Clean Team Contract Services funded and provided above and beyond the levels mandated in the PBID Management Plan (e.g., Restroom Host at Long Beach Transit Information Center), and revenue collected from various programs including co-operative advertising campaigns, mailing labels, and interest on accounts. **\$153,000**

ADMINISTRATION & ADVOCACY FY 2009-10

GENERAL ADMINISTRATION

\$788,000

The DLBA is the non-profit management organization empowered by the Long Beach City Council to manage two Downtown Business Improvement Districts (BIDs). The Downtown Parking Improvement Area (DPIA) is supported through a special assessment established by business owners, while the Property Based Improvement District (PBID) is sustained with the contribution of the commercial property owners within the District.

Personnel

To support the programs and services provided by the BIDs, the DLBA administrative team consists of the following with a brief description of their positions:

- 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 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 Business Improvement Districts.
- Vice President is responsible for serving as an advocate for the business community and assisting the President and CEO. Also implements Economic Development programs to retain and attract business to Downtown Long Beach through retail, development and adaptive re-use, and business recruitment and retention strategies.
- Operations Manager is responsible for managing the Clean and Safe Programs and is involved in community outreach programs to address the quality of life.
- Marketing and Special Events Manager's primary objective is to increase awareness and enhance the image of Downtown Long Beach by promoting existing infrastructure and developing new business and customer markets. Responsible for the supervision of all DLBA special events, including sponsorship. Also provides technical assistance to outside organizations and individuals that produce events within the District.
- Assistant Marketing and Special Events Manager is responsible for assisting the Marketing Manager on all DLBA marketing efforts including special events and sponsorship.
- Executive Assistant coordinates all administrative functions, which maximize the operating efficiency of the organization, and motivates staff to operate efficiently and to achieve organizational objectives.
- Administrative Assistant supports all departments in the daily administrative and clerical duties.

All salary, taxes and benefits are shared by the DPIA and the PBID, except for the Operations Manager (100% PBID) and the Vice President (in partnership with the City of Long Beach).

Office

Other general administration expenses include office rent, telephones, computers, office equipment lease, office supplies, postage, general insurance, professional services (including legal and annual audit fees), utilities, depreciation, taxes, accounting services (contract with a private firm), employee recruitment, bank charges, and outside support (temporary staffing as needed).

ADVOCACY

\$86,000

The DLBA is the leading voice for the Downtown business community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. The DLBA manages Task Forces, has established committees, and conducts regular meetings to serve the stakeholders better and ensure the quality of life in the central business district. It also acts as a liaison between the business community and many city departments and council offices.

Advocacy expenditures may include conducting workshops and orientations, costs for professional dues and subscriptions, participating in industry-related seminars and conferences or civic events, Board contingency, and the Visitor Information Center.

DELIQUENCY

\$68,515

Budget includes approximately 4% of the projected PBID annual revenue to compensate for delinquent stakeholders.

CAPITAL IMPROVEMENT PROJECTS

\$327,773

Under the direction of its Capital Improvement Projects Task Force, the DLBA assumes responsibility for working with community partners to create an environment that attracts and retains investment in the Downtown. Developing and supporting capital improvement projects is in accordance with the PBID Management Plan, which stipulates that the Special Project funds generated from assessments within the Standard and Premium service areas should support improvements that enhance the visual appearance of Downtown and may include:

- Seasonal banners and decorations
- Lighting
- Public art
- Street furniture and amenities
- Feasibility analyses and plans for design and physical improvements
- Other activities and improvements that visibly enhance the Downtown environment

ECONOMIC DEVELOPMENT WORK PLAN

FY 2009-10

INTRODUCTION

The Downtown Long Beach Associates (DLBA) Economic Development Department fulfills the role of leading, managing, or collaborating on Downtown initiatives, issues, and programs related to economic development (ED), governmental relations, marketing, public relations, and stakeholder outreach.

RESEARCH \$5,000

- **Resource Audit**
Develop and facilitate the mutual understanding of various agencies' roles and responsibilities related to ED. Possible methods include: Facilitating regular communication via an ED Task Force, reviewing agencies' collateral and web presences for consistent messaging, developing an inventory of the incentives available from programs and various agencies, consolidating the data and information regarding the Downtown real estate market, interfacing with the development community, and collecting proprietary market research. Deliverables from economic analysis currently underway by Strategic Economics along with other empirical data will be reviewed and augmented if needed.
- **Database review, update, and expansion**
Review the existing databases and associated systems for recording and compiling Downtown property and stakeholder information. Revise systems and collection methodology as needed to expand its capacity to be utilized for targeted communications, marketing, and outreach. Ideally, the DLBA will have full working knowledge of both the buildings in Downtown and the people who occupy them. This information is invaluable in informing targeted business recruitment efforts, developing a residential mailing list for business □ resident communications, facilitating communication between the City of Long Beach and Downtown stakeholders, etc. Multiple gold-standard ED databases will be reviewed to determine the appropriate management tool.
- **Available Space Inventory**
Develop a system/management structure used to oversee the collection of primary data regarding the inventory of available ground floor space appropriate for retail/commercial use in Downtown Long Beach. Once the information is collected, determine the appropriate period for follow-up research to ensure an accurate inventory. Utilize Downtown Guides program as initial agents of discovery, DLBA staff to follow-up and retrieve the specs for available spaces. The information collected will populate portion of the ED Website.

OUTREACH

\$30,000

- **Marketing Campaign**
Identify the most effective vehicles for driving economic development messaging. Expand beyond traditional advertising and use PR approach to deliver certain messages. Approach periodicals such as *Western Real Estate Business* and *longbeach* to determine their willingness to run DLBA-staff developed copy / content. Consider crossover with Marketing and Special Events to develop ED messaging campaign for the Downtown.
- **Quarterly Brokerage Briefings**
Quarterly meetings of the commercial office and retail brokerage communities, convened by the DLBA, will provide an atmosphere of collaboration appropriate for improving the Downtown submarket's commercial real estate health. All brokers that do business in Downtown Long Beach are welcome to attend; DLBA may develop program material, agendas, and arrange speakers as needed to facilitate the cooperative dialog and information sharing.
- **Downtown Development Map**
Using the information gathered in the Resource Audit, DLBA will work collaboratively with the RDA to update the Downtown development map and redesign it as needed using the intelligence collected by the ED Task Force and other Downtown stakeholders. This map should be updated semiannually to ensure an accurate portrayal of Downtown investment. Alternate versions of the map will be considered for multiple audiences.
- **Downtown Economic Profile**
Re-introduce the Downtown Profile, previously published in DLBA Annual Reports, as a stand-alone ED publication. The Profile will highlight various data, trends, and forecasts related to economic investment, growth, and potential in Downtown Long Beach. Modeled after the reports published by the most successful Downtown organizations from across the U.S., the Profile will chart office space occupancy, retail leasing, residential sales, new business openings, development announcements and progress, concurrent ED initiatives, infrastructure investments, information on arts, culture, and tourism demand generators, trends and analyses of the aforementioned, and a compilation of the accolades received during the preceding quarter. Budget permitting, the Downtown Profile will be distributed to all local officials, partner ED agencies, regional partners, tenant representatives, and key stakeholders, and will be available for download or mail order via the DLBA website.

BUSINESS RETENTION AND EXPANSION

\$70,000

- **Business Retention and Expansion Programs**
While attracting new businesses to Downtown Long Beach may garner significant media attention, an equally important ED strategy is the retention and expansion of the existing businesses. A viable and effective business retention and expansion (BRE) program ensures that the needs of local businesses are not only heard, but also addressed. Some examples of BRE programs other Downtowns have used include:

workforce development programs, business expansion loan guaranty programs, and specialized business education seminars that address issues such as effective storefront merchandising, trade area expansion, and variable cost reduction strategies. After developing an understanding of the challenges faced by the Downtown business community and receiving the economic and demographic research from Task 1: Resource Audit, a BRE program will be developed which targets stakeholders' specific needs. Ideally, this program will be applicable to a high percentage of Downtown businesses, and participation will be encouraged but voluntary. The ED Task Force will be utilized as a collaborative entity that oversees and shapes program decisions.

- **Business / Merchandising Seminars**

As a complement to the indirect outreach of the BRE, the DLBA will produce two annual seminars directed at improving the retail business climate in Downtown Long Beach. These seminars could include both a workshop and a direct outreach component. Current concepts under consideration include retail merchandizing, small business marketing techniques, and inventory management strategies.

BUSINESS RECRUITMENT

\$95,000

- **Retail Visioning / Planning**

This facilitated process is intended to develop a cohesive, collaborative, and market-based retail recruitment vision and strategy for Downtown Long Beach. As a collaborative venture, the consultant team would educate key stakeholders and officials about the realities of retail recruitment and share success stories from comparable cities. After developing a collective understanding of the market and the dynamics of retail recruitment, the facilitators will help the group develop a shared vision for the Downtown Long Beach retail environment and assist in creating a strategy that includes a series of steps / metrics to be used to measure the results achieved while working towards the goal. The process is designed to help align the expectations of the stakeholders with a realistic and attainable strategy that provides a description of the various roles and responsibilities of the various actors involved. Following the completion of the strategy, the facilitators will assist the community in developing the collateral and other tools needed to recruit the targeted retailers.

- **Strategic Recruitment Activities**

Following the completion of the Retail Visioning / Planning, the DLBA will embark on targeted retail recruitment activities designed to implement the strategy. The budget allotment for this task is related to any travel, tradeshow, or collateral development needed to carry out the strategy.

SPECIAL PROJECTS

\$20,000

- **Storefront Activation**

As a method directed at affecting the perception of vitality in Downtown Long Beach, the DLBA will identify several vacant retail storefronts that offer the potential for creative activation strategies such as pop-up stores, compelling signage, showcasing new technologies, information dissemination, non-traditional uses, or artistic endeavors with local artists.

- **Other**

To ensure that the DLBA remains nimble and responsive to the needs of the stakeholders or other opportunities unbudgeted, the ED department will reserve a modest amount of funds to cover the costs associated with those opportunities.

TOTAL ECONOMIC DEVELOPMENT

\$220,000

MARKETING WORK PLAN

FY 2009-2010

INTRODUCTION

A major component of managing the Business Improvement District is to build and maintain strong advocacy and marketing programs. The DLBA Marketing Department, under the direction and leadership of the Marketing and Special Events Task Force, is dedicated to increasing the awareness for and enhancing the image of Downtown Long Beach. This is achieved through year-round promotions, publishing a monthly newsletter, implementing and sustaining public relations activities, maintaining an informative and user-friendly website, and a wide variety of advertising programs and collateral materials.

ADVERTISING/PROMOTIONS/COMMUNICATIONS \$80,000

- **Advertising**
Advertising is essential to communicating about Downtown Long Beach and all it has to offer. In efforts to maintain top-of-mind awareness within the community, the DLBA needs to maintain an advertising budget in support of different advertising opportunities that present themselves throughout the year. This includes cooperative advertising where the DLBA works with various publication and media outlets to buy advertising and then work with Stakeholders to participate in the program by buying those spaces at a reduced rate.
- **Stakeholder Outreach**
The on-going communication with Downtown Stakeholders is of extreme importance. To that end, the DLBA will communicate consistently with postcards, flyers, mailings and other outreach methods.

PUBLICATIONS/COLLATERAL/PHOTOS \$31,500

- **Annual Report**
The DLBA annual report serves to highlight the accomplishments and measurable results from each of the departments with the DLBA organization. Produced on an annual basis, the report contains brief descriptions of the DLBA programs initiated within the past Fiscal Year and also provides financial summaries. Quantity: 3,500.
- **DLBA Collateral and Photo Stock**
There are many opportunities for the DLBA to display/distribute collateral pieces that provide information on the Downtown and the organization. While maintaining interest in being as environmentally responsible as possible, the DLBA does need several updated pieces of collateral. (One such example is the Downtown Deals, a piece that is printed between two cardstock business cards and folds out into a map on one side with special discounts listed on the other side). The DLBA also produces a public right-of-way booklet to educate Stakeholders regarding City ordinances. It is included in New Member Packets as well distributed to the City for their use.

WEBSITE

\$15,000

- **www.DowntownLongBeach.org**

DLBA's website is a valuable tool for the dissemination of both consumer and business information to interested parties. The website averages approximately 32,000 hits per month, serving 6,000 users. The continual update and progress of the site is integral to its success. Page to include the catalog of programs, services, and incentives offered by various agencies; the design should complement messages from other sites and/or a consensus direction from the ED Task Force on amended ED messaging. The page should also include Downtown demographic information and an updated inventory of new developments, accolades, etc. Over time, an inventory of available ground-floor commercial space and its associated data will be compiled and presented on the webpage and updated regularly per Available Space Inventory. The page should serve as a one-stop-shop for individuals interested in investing in the Downtown and will position the DLBA as the go-to source for market-related data about and analysis of the Downtown submarket.

TOTAL

\$126,500

DLBA Seed (\$126,500)

**SPECIAL EVENTS WORK PLAN
FY 2009-2010**

INTRODUCTION

Special Events offer an exciting way to attract and generate increased foot traffic into 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 towards enhancing the environment. The goal of the Special Events Department, under the direction and leadership of the Marketing and Special Events Task Force, is to manage and centralize all aspects involved with the DLBA's special events programs, including sponsorships, planning and execution in addition to providing technical assistance to outside organizations and individuals that produce events in the Downtown.

EVENT PARTICIPATION	\$72,000
▪ New Year's Eve on Pine, December 31, 2009 DLBA = \$10,000 DLBA will act as the major sponsor for the iconic event.	\$10,000
▪ Waterfront Events, TBD DLBA = \$42,000 To heighten exposure to the Waterfront, the DLBA has committed unallocated funds that can be used either to produce or sponsor events at the Waterfront throughout the year.	\$42,000
▪ Unallocated Events, TBD DLBA = \$20,000 Throughout the year, the DLBA is frequently presented with quality events that need additional funding. This unallocated line item will give Marketing and Special Events Task Force a funding source to support events that are currently not budgeted for.	\$20,000
EVENT PRODUCTION	\$520,947
▪ State of the Downtown - October 2009 DLBA = \$20,000; Sponsorship/Ticket Sales= \$5,000 The 6th annual lunch will be open to all stakeholders as an opportunity to honor downtown partners and Board Members, as well as highlight the DLBA's accomplishments and programs for the year. The lunch will be held at a Downtown hotel in October 2009. Attendees will be given the option to purchase individual tickets or to buy sponsored tables.	\$25,000
▪ Holiday Decorations - December 2009 DLBA = \$20,000; Sponsorship = \$10,000 This line item will cover installation of previously purchased decorations and the 2 nd Annual Festival of Lights Holiday Decorating Competition.	\$30,000

- **Long Beach Bicycle Festival - April 2010** **\$100,000**
DLBA = \$20,000; Sponsorship = \$80,000
 The DLBA will co-produce the 2nd Annual Long Beach Bike Festival and Grand Prix. Beginning in the East Village with a bike expo, vendor fair, live music and bicycle tricks, the momentum will carry over to Pine Avenue with a Saturday professional race, vendor fair, kids' activity area and a live concert in the evening.
- **Tecate Thunder Thursday on Pine - April 2010** **\$40,000**
DLBA = \$35,000; Sponsorship = \$5,000
 The DLBA will produce the 12th Annual Tecate Thunder Thursday on Pine, the official kick-off party to the Toyota Grand Prix of Long Beach. Held along Pine Avenue, between 1st Street and 4th Street, this free event will feature a motocross demonstration, motorcycle stunts, live music, and a static car display.
- **Downtown Long Beach Music Series and Festival - Summer 2010** **\$99,322**
DLBA = \$79,322; Sponsorship = \$20,000
 This will include the traditional music series, beginning Memorial Day weekend and concluding Labor Day weekend, as well as a culminating festival spanning two days and three stage areas.
- **KABC Clean Air Car Showcase - June 2010** **\$7,500**
DLBA = \$2,500; Sponsorship = \$5,000
 The DLBA will once again partner with KABC radio to produce a Clean Air Car Showcase at the Pike in Downtown Long Beach. With manufacturers' booths, test drives, live music and an on-site radio broadcast, this event provides great exposure for Downtown while at the same time promoting environmentally friendly practices.
- **Powerfest on Pine - July 2010** **\$40,000**
DLBA = \$35,000; Sponsorship = \$5,000
 The DLBA will produce for the third time a kick-off event to the SeaFest Power Boat weekend competitions. Held along Pine Avenue, between Broadway and 4th Street, this free Thursday night event will feature interactive water sport demonstrations, live music and static power boat displays.
- **Promenade Entertainment - Summertime 2010** **\$30,000**
DLBA = \$25,000; Sponsorship = \$5,000
 Taking advantage of the newly completed Promenade amphitheatre, the DLBA will program the open space with a variety of activities, including but not limited to Summer Movies in the Park, concerts, and lunch-time events.
- **Pink Party on Pine -May 2010** **\$30,000**
DLBA = \$20,000; Sponsorship = \$10,000
 This annual kick-off party celebrates the Pride Festival and Parade weekend, which is the second highest attended event in the city. The DLBA will take advantage of the critical mass this weekend generates and promote the Downtown to event attendees celebrating the diversity the city has to offer.

- **Restaurant Week** **\$25,000**
DLBA = \$15,000; Sponsorship = \$10,000
 The Downtown Long Beach Restaurant Week program is aimed at promoting Downtown restaurants to residents, visitors, and office workers alike during the 11am - 1pm lunch hour and the 5pm - 9pm dinner hour. The DLBA anticipates again participating in LA's restaurant week for the second year in a row while organizing and promoting a similar week that is specific to just Downtown. Through this program, diners will have the opportunity to experience the wide variety of restaurants offered throughout the Downtown.

- **2ND Saturday** **\$94,125**
DLBA = \$74,125; Sponsorship = \$20,000
 The DLBA will co-produce/support monthly events in the East Village, highlighting the many restaurants and art venues including directly connecting with anchor destinations such as the Museum of Latin American Art and Farmers Market. It will be encouraged to tie-in signature annual events such as SoundWalk, Tour de Artists, Exposure, Latin American Festival with community organizations, the Arts Council and educational institutions to create a continuum of activities in the burgeoning arts district.

- TOTAL** **\$592,947**
DLBA SEED = \$417,947; SPONSORSHIP = \$175,000

OPERATIONS WORK PLAN

FY 2009-2010

INTRODUCTION

The Downtown Long Beach Associates (DLBA) Operations Department is dedicated to the security and maintenance of the 85-block assessment district in the Downtown via the Downtown Clean Team and Downtown Guides.

DOWNTOWN CLEAN TEAM

\$696,792

The Clean Team ensures the central business district remains attractive, clean and appealing for the visitor seven days a week. In order to consistently deal with maintenance issues, a multi-dimensional approach was developed consisting of: sidewalk maintenance, alley maintenance, graffiti removal, sidewalk scrubbing and pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and maintenance problems requiring third party intervention. The Clean Team provides service as mandated by the Property-Based Improvement District 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 Maintenance**
Uniformed, radio-equipped personnel sweep litter, debris and refuse from sidewalks and gutters within the District.
- **Alley Maintenance**
The Downtown Clean Team and Downtown Guides each have responsibility in this area. The Downtown Guides address owner and tenant compliance with City code issues on cleanliness of sidewalks, alleys and illegal dumping. The Downtown Clean Team works with Environmental Services Bureau to remove debris from the alley when a responsible party can not be found for illegal dumping or other violations.
- **Graffiti Removal**
The Downtown Clean Team removes graffiti by using solvents and pressure washing. The District maintains a zero tolerance graffiti policy. All tags will be removed within 24 hours. For those tags that the Downtown Clean Team is unable to remove, a list is sent via fax to the Graffiti Abatement Team with the City of Long Beach, which sends a graffiti removal team out.
- **Sidewalk Pressure Washing**
Pressure washers service 12 - 15 blocks per day, seven days a week. The District standard is to have all sidewalks cleaned every six weeks, with Premium areas cleaned weekly.

- **Trash Collection**
The District truck collects the bags of trash left in pre-arranged locations by the Sweepers each morning and afternoon. The bags are deposited in a large trash bin assigned to the DLBA.
- **Landscape Maintenance**
Public landscape areas, tree wells and planters are maintained and kept free of litter and weeds.
- **Paper Sign and Handbill Removal**
Paper signs and handbills that have been scotch-taped or glued on public property, utility boxes, poles and telephones are removed by hand or when necessary, by high pressure hose.
- **Maintenance Problems Requiring Third Party Intervention**
Problems are monitored that create blighted or unsafe conditions in the District, but are outside of the jurisdiction of the DLBA personnel to repair. 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 street lights, damaged or missing street signs, etc.

DOWNTOWN SAFETY GUIDES

\$559,473

The District mission for the Downtown Safety Guides is to support the police department, property owners and tenants in overall crime prevention efforts and reduction in neighborhood street disorder, while offering customer service orientation to pedestrians. They provide highly visible neighborhood security and are intended to supplement, not supplant individual building security and the Long Beach Police Department (LBPB). They assist with quality of life issues, and participate in outreach programs.

- **Integration with the Long Beach Police Department (LBPB)**
The Downtown Safety Guides work closely with the LBPB and integrate the District security program with that of the LBPB, whose officers are active in the development and training of the Downtown Safety Guides. The lead Downtown Safety Guide on each shift carries and monitors a LBPB radio to ensure good communication.
- **Bicycle Patrol**
The Bike Patrol deters aggressive panhandling and other unsuitable street behavior. Their presence is a deterrent to theft and burglary from motor vehicles; however the service does not completely prevent these crimes. They also deter and report illegal street vending, illegal dumping and street code violations. They handle a myriad of quality of life problems including: drinking in public, urinating in public, indecent exposure, trespassing, scavenging and shopping cart confiscation. They perform goodwill gestures such as escorting employees, helping lost persons and

giving directions. Bike Patrols also assist with traffic control in case of accidents, fires or unusual occurrences.

Bike patrols are assigned routes evenly, covering all property equally on any route in the District. They are professional, assertive, friendly, courteous, people oriented individuals in excellent physical condition. The Bike Patrol officers complete 32 hours of customized classroom district training and 16 hours of field training.

- **Foot Patrol**

The Foot Patrol concentrates on the highest pedestrian-use corridors such as Pine Avenue, the Promenade, City Place and The Pike at Rainbow Lagoon. The Foot Patrol has the same mission and receives the same training as the Bike Patrol.

- **Segway Patrol**

All Downtown Safety Guides are trained to use a Segway during their daily patrols. With a platform situated approximately one foot off the ground, the Downtown Safety Guides have the benefit of an elevated perspective that allows greater visibility and better views of activity on the streets. The ease of mobility between the Downtown districts is greatly improved, allowing for quicker response time and more efficient travel between stops. The projected annual expense of \$28,000 for lease and maintenance is funded through an advertising agreement between DLBA and Bubba Gump Shrimp Company.

- **Personal Data Assistants (PDAs)**

Downtown Long Beach Associates will continue to contract with Eponic, Inc. to provide on-line user management and report tools as well as support and service of the PDAs for the Downtown Safety Guide Program.

- **Integration with Homeless Service Providers**

The Downtown Safety Guides are accompanied on bike patrol by an Outreach Worker from the Multi-Service Center on pre-arranged days. The Guides have learned from the Outreach Workers and have become more empathetic and understanding of the needs of the homeless person as well as more confident in referring these individuals to local service providers.

COMMUNITY OUTREACH

- **Downtown Security Alliance**

The DLBA Operations Manager facilitates the Downtown Security Alliance, whose purpose is to enhance communication and cooperation between the various security entities within the City of Long Beach and the Long Beach Police Department.

- **Downtown Operations Coordinating Committee**

The DLBA Operations Manager facilitates the Downtown Operations Coordinating Committee whose purpose is to share information, coordinate schedules and work together to address safety and cleanliness in the Downtown.

- **Homeless Dialogue Collaborative**

DLBA will continue to work with the Homeless Dialogue Collaborative to produce community forums designed to educate the public on issues surrounding homelessness.

- **Long Beach Area Coalition for the Homelessness**

DLBA will continue to be an active member of the Homeless Coalition and support their efforts to create the systemic and attitudinal changes necessary to prevent and end homelessness.

- **10-Year Plan to End Homelessness**

DLBA will continue to support the efforts of the City of Long Beach as the 10-Year Plan to End Homelessness moves into the implementation phase.

TOTAL OPERATIONS

\$1,256,265

**Approved FY2009-10 Budget
OVERVIEW**

	APPROVED BUDGET FY 2008-09	APPROVED BUDGET FY2009-10	VARIANCE
DESCRIPTION			
REVENUES			
DPIA Funds	620,000	585,000	-35,000
PBID Funds	1,803,042	1,803,000	-42
Parking Meters	375,000	450,000	75,000
RDA	300,000	270,000	-30,000
Sponsorships	140,000	205,000	65,000
Interest/Contract/Misc Income	32,000	153,000	121,000
Deferred	47,000	0	-47,000
TOTAL REVENUE	3,317,042	3,466,000	148,958
EXPENSES			
Administration	835,199	788,000	-47,199
Advocacy/Delinquency	154,805	154,515	-290
Capital Improvements	282,773	327,773	45,000
Economic Development	300,000	220,000	-80,000
Marketing	154,000	126,500	-27,500
Special Events	485,000	592,947	107,947
Operations	1,105,265	1,256,265	151,000
TOTAL EXPENSES	3,317,042	3,466,000	148,958

**Approved FY2009-10 Budget
Line Items**

	APPROVED BUDGET FY 2008-09		APPROVED BUDGET FY 2009-10	VARIANCE
DESCRIPTION	TOTAL			
REVENUES				
DPIA Funds	620,000		585,000	-35,000
PBID Funds	1,803,042		1,803,000	-42
Parking Meters	375,000		450,000	75,000
RDA	300,000		270,000	-30,000
Sponsorships			0	
State of the Downtown	95,000		5,000	-90,000
Tecate Thunder Thursday	10,000		5,000	-5,000
PowerFest Thursday	10,000		5,000	-5,000
Music Series	10,000		20,000	10,000
KABC Clean Air Car Show	5,000		5,000	0
Promenade Entertainment	5,000		5,000	0
Restaurant Week	5,000		10,000	5,000
Pink Party	0		10,000	10,000
Long Beach Bicycle Festival	0		80,000	80,000
Holiday Decorations	0		10,000	10,000
2nd Saturday	0		20,000	20,000
Segway Advertising	0		30,000	30,000
Interest Income	20,000		20,000	0
Contract Services/Misc Income	12,000		133,000	121,000
Deferred	47,000		0	-47,000
				0
TOTAL REVENUE	3,317,042		3,466,000	148,958

**Approved FY2009-10 Budget
Line Items**

	APPROVED BUDGET FY 2008-09	APPROVED BUDGET FY 2009-10	VARIANCE
EXPENSES			
Administration			
Rent	66,000	68,000	2,000
Telephone	16,000	18,000	2,000
Computers	15,000	15,000	0
Office Equip Lease	10,000	12,000	2,000
Office Supplies	20,000	22,000	2,000
Postage	17,000	17,000	0
General Insurance	8,000	4,000	-4,000
Professional Services	38,000	43,000	5,000
Utilities	3,500	4,000	500
Depreciation	20,389	17,000	-3,389
Taxes	1,000	1,000	0
Employee Recruitment	2,000	2,000	0
Outside Support	7,000	5,000	-2,000
Total Administration	223,889	228,000	4,111
Personnel, Benefit and Taxes	611,310	560,000	-51,310
Total Personnel & Administration	835,199	788,000	-47,199
ADVOCACY			
Workshop/Orientations	5,290	0	-5,290
Dues & Subscriptions	4,000	4,000	0
Visitor Information Ctr	27,000	27,000	0
Travel and Education	20,000	22,500	2,500
Civic Events	20,000	22,500	2,500
Board Contingency	10,000	10,000	0
Total Advocacy	86,290	86,000	-290
Delinquency/Reserve	68,515	68,515	0
CAPITAL IMPROVEMENT			
CIP, Street & Landscape	282,773	327,773	45,000

**Approved FY2009-10 Budget
Line Items**

	APPROVED BUDGET FY 2008-09	APPROVED BUDGET FY 2009-10	VARIANCE
ECONOMIC DEVELOPMENT			
Research		5,000	
Outreach		30,000	
Business Retention and Expansion		70,000	
Business Recruitment		95,000	
Special Projects		20,000	
TOTAL ECONOMIC DEVELOPMENT	300,000	220,000	-80,000
MARKETING			
Advertising/Promos/Communication	75,000	80,000	5,000
Neighborhood Fun Bus	10,000	0	-10,000
Publications/Collateral/Photos	35,000	31,500	-3,500
Public Relations	12,000	0	-12,000
Press Trip	7,000	0	-7,000
Website Development	15,000	15,000	0
TOTAL MARKETING	154,000	126,500	-27,500
SPECIAL EVENTS			
Event Sponsorship			
New Year's Eve 2009	0	10,000	10,000
Waterfront Events	0	42,000	42,000
Unallocated Events	0	20,000	20,000
Event Sponsorship Subtotal	0	72,000	72,000

**Approved FY2009-10 Budget
Line Items**

	APPROVED BUDGET FY 2008-09	APPROVED BUDGET FY 2009-10	VARIANCE
Event Productions			
State of Downtown	120,000	25,000	-95,000
Holiday Decorations 2009	0	30,000	30,000
Long Beach Bicycle Festival	0	100,000	100,000
Thunder Thursday	40,000	40,000	0
Music Series	80,000	99,322	19,322
KABC Clean Air Car Show	7,500	7,500	0
PowerFest Thursday	40,000	40,000	0
Promenade Entertainment	25,000	30,000	5,000
Pink Party	0	30,000	30,000
Restaurant Week	25,000	25,000	0
2nd Saturdays	0	94,125	94,125
Booth Purchases	12,500	0	-12,500
East Village Art Festival	45,000	0	-45,000
Ice Rink 2009 (seed)	80,000	0	-80,000
University By The Sea	10,000	0	-10,000
Event Productions Subtotal	485,000	520,947	35,947
TOTAL SPECIAL EVENTS	485,000	592,947	107,947
OPERATIONS			
Clean Team Personnel	525,192	638,192	113,000
Clean Team Supplies	5,000	5,000	0
Equipment Insurance	3,600	3,600	0
Clean Team Fuel	35,000	31,000	-4,000
Clean Team Equip Leases/Maintenance	19,000	19,000	0
Clean Team Subtotal	587,792	696,792	109,000
Downtown Guides Personnel	514,623	514,623	0
Downtown Guides Equipment Lease	2,850	44,850	42,000
Downtown Guides Subtotal	517,473	559,473	42,000
TOTAL OPERATIONS	1,105,265	1,256,265	151,000
GRAND TOTAL	3,317,042	3,466,000	148,958