



**DOWNTOWN
LONG BEACH
ALLIANCE**

December 15, 2020

Honorable Mayor Garcia and members of the Long Beach City Council
Civic Center Plaza
411 West Ocean Blvd
Long Beach, CA 90802

RE: Agenda Item #33 Economic Recovery Strategy

Dear Mayor Robert Garcia and members of the Long Beach City Council,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the December 15 City Council meeting DLBA's support for the proposed Economic Recovery Strategy as proposed by the Long Beach Economic Development Department. Looking ahead, it is imperative that the City of Long Beach develop a robust, forward-thinking recovery strategy that assists our small businesses, workers, and residents.

Now more than nine months into the COVID-19 pandemic, our communities experience dual crises: a health crisis and an economic crisis. To ensure equity and inclusion, a sound recovery strategy should consider the recommendations and objectives outlined in the Framework for Racial Reconciliation report. The City should also confirm that all recommended initiatives are data-driven to affect a strategic and holistic recovery. It is also strongly recommended the City leverage the five proposed economic studies, as discussed with the Economic Development & Finance Committee, to determine the appropriate resources for each community and industry. Furthermore, the City should continue to make every effort to advocate for necessary resources proactively and aggressively from federal and state officials to support the seamless implementation of recovery strategy objectives.

DLBA will continue to be an active partner with the City's Economic Development Department and has developed a Transition & Recovery Plan that is complementary to the Department's efforts. Key features of DLBA's Transition & Recovery Plan include the following:

- **Advocacy:** working with local officials to bring much-needed state and federal resources to the City of Long Beach
- **Placemaking:** developing policies and procedures to assist in the efficient use of public space to support small businesses and residents
- **Marketing/Communication:** continuing to be a conduit of information for the Downtown community and provide necessary marketing of small businesses and neighborhoods
- **Economic Development:** provide funding and programs that support the sustainability of small businesses.

We appreciate the opportunity to share our position with you and encourage the City Council to approve agenda item #33. The proposed agenda item directly aligns with the goals outlined in DLBA's Vision 2020: Strategic Plan, specifically developing an economic development

strategy that can help drive the greatest amount of economic return. A robust economic recovery strategy will provide Long Beach with the necessary direction to uplift all communities out of this economic crisis.

Thank you for your consideration

Sincerely,

A handwritten signature in black ink, appearing to read "Kraig Kojian". The signature is fluid and cursive, with a large loop at the end.

Kraig Kojian
President & CEO

Cc: DLBA Board of Directors
Tom Modica, City Manager, City of Long Beach
John Keisler, Director of Economic Development, City of Long Beach