

December 15, 2020

**C-7**

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, 2020 through September 30, 2021; 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 pass through the City of Long Beach (City) 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 business located in the Downtown Long Beach Parking and Business Improvement Area (DLBPBIA). The City Council approves the property owner assessment separately.

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 DLBA. The DLBPBIA 2020-2021 Annual Report (Annual Report) describes boundaries, proposed activities, and budgetary information, as well as the method and basis for continuation of the assessment (Attachments A and B). The Annual Report proposes no change 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 DLBA, 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 \$476.07 per business and \$8.00 per employee, and \$326.96 per business and \$5.53 per employee for service-based independent contractors. The assessments were raised by 3 percent in July 2020 per the allowed Consumer Price Index (CPI) adjustment.

This matter was reviewed by Deputy City Attorney Amy R. Webber on November 19, 2020 and by Budget Management Officer Rhutu Amin Gharib on November 23, 2020.

TIMING CONSIDERATIONS

City Council action is requested on December 15, 2020, so that Fiscal Year 21 (FY 21) assessment payments may be made as required by the Agreement for Funding with the DLBA. The new contract year began on October 1, 2020.

FISCAL IMPACT

It is estimated that the DLBPBIA assessment will generate \$690,392 in FY 21 through the proposed continuation of the assessment, including the 3 percent CPI adjustment. 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

ATTACHMENTS: A - DLBPBIA 2020-2021 ANNUAL REPORT  
B - DLBA 2020-2021 BUDGET

APPROVED:



THOMAS B. MODICA  
CITY MANAGER



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# **2020-2021 Downtown Parking Improvement Area**

SUBMITTED BY DOWNTOWN LONG BEACH ALLIANCE  
TO THE CITY OF LONG BEACH  
DECEMBER 15, 2020

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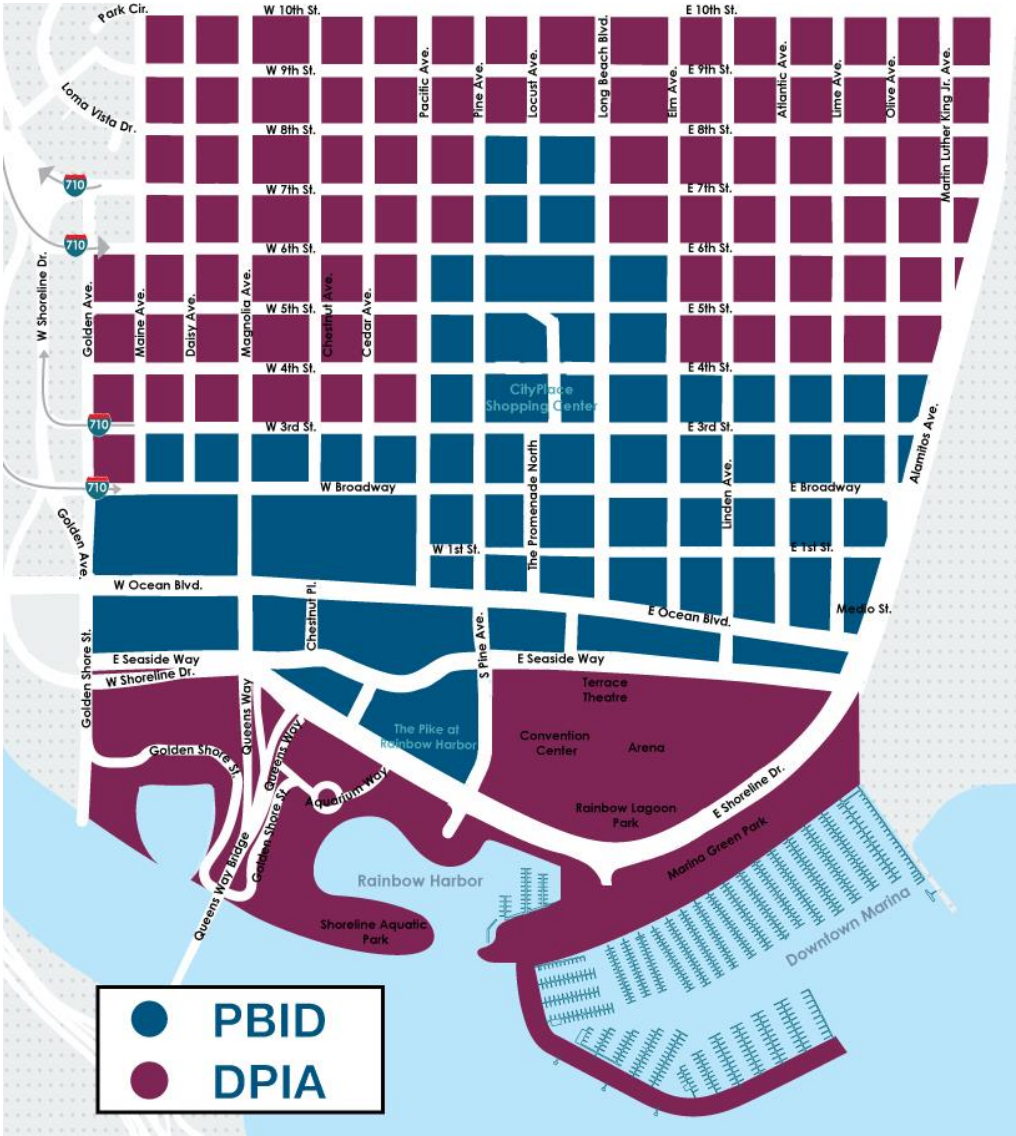
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# DISTRICT OVERVIEW

## 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 Improvement Area (DPIA) is assessed 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 DPIA.

## District Advisory Board

<b>VOTING</b>		
Vacant		DPIA-East Village
Laurie	Gray	DPIA-North Pine
Alan	Pullman	DPIA Pine & Promenade
Debra	Fixen	DPIA-Waterfront
Alan	Burks	DPIA-West Gateway
Todd	Lemmis	PBID-Premium
Graham	Gill	PBID-Premium
Vacant		PBID-Premium
Sam	Pierzina	PBID-Premium
Ryan	Altoon	PBID-Standard
Johanna	Cunningham	PBID-Standard
Silvano	Merlo	Past Chair
Sheva	Hosseinzadeh	PBID-Standard
Bob	Kelton	PBID Residential Representative
Tony	Shooshani	At-Large
Allison	Kripp	At-Large
Denise	Carter	At-Large
Loara	Cadavona	At-Large
John	Keisler	City Representative
Liz	Simmons	Residential Representative, 1st District
Pat	Welch	Residential Representative, 2 <sup>nd</sup> District
<b>NON-VOTING</b>		
Councilmember First District	Mary Zendejas	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
Mohammad	Hassanpour	Advisor
Diane	Arnold	Honorary
Don	Darnauer	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.

**Sam Mehlinger, 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. Position remains vacant due to COVID-19 Health Code requirements.

**Vacant, Events Coordinator** is to support the Events & Sponsorships Manager in fulfilling the goals and objectives of the department. Position remains vacant due to COVID-19 Health Code requirements.

**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 digital publications, notices and flyers, website updates, 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.

**Stephanie Gonzalez, 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.

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

**David Hughes, Finance Manager** manages the internal bookkeeping, accounting, payroll

and organizational budget.

**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.

**Vacant, 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.

## ASSESSMENT

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### Methodology

**Downtown Parking Improvement Area (DPIA)** self-assessment fees collected through business licenses from Downtown Long Beach businesses within Downtown Long Beach (DTLB). The annual assessment is approximately \$476.07 per business and \$8.00 per employee and for service based independent contractors \$326.96 per business and \$5.53 per employee.

### Proposed Changes

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

### CPI 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 DPIA assessments as part of the business license. The DPIA 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 Downtown Parking and Improvement Area (DPIA) adjustment of 3.0%, consistent with annual adjustments on business licenses made by City of Long Beach effective July 1, 2020.

## BUDGET

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### Projected Budget

See the attached FY20-21 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 2019/20 on September 30, 2020. The audit should be completed by December 2020. Surplus or deficit carryover information will be available upon completion of the audit.



## Contributions from Other Sources

DPIA budget is solely funded by assessments on business owners.

## DLBA Downtown Parking Improvement Area

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### FY2020 – 2021 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 Shop & Dine DTLB branding campaign during COVID-19.
- Traffic Signal Wraps located on Pine Avenue further enhance the pedestrian environment using Shop & Dine DTLB branding campaign and imagery promoting Downtown's unique offerings. Also included are wraps that promote health and safety guidelines during COVID-19.
- 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 21 dispensers located throughout Downtown.
- Streetscape Landscaping includes 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.
- 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.
- Supporting DTLB businesses and the City of Long Beach with the Open Streets Initiative which allows for the temporary occupancy of sidewalks and parking lanes to safely re-open businesses during the COVID-19 crisis.

**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 PD-6 visioning process.
- 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. However, due to ongoing COVID-19 pandemic and government issued health orders restricting the gathering of large groups, the DLBA does not intend to host in-person special events. Given the success of Virtual Taste of Downtown, the DLBA will examine the possibility of similar virtual events.

## **MARKETING & COMMUNICATIONS**

The Communications Manager and Social Media & Digital Marketing Coordinator are responsible for internal and external communications, including developing communications protocol and best practices for DLBA related to internal departments and external community relations. The Department provides brand oversight for all DLBA collateral, ensuring consistency across the organization’s communications. The primary objectives of the Department are: increasing awareness and enhancing the image of DTLB by promoting existing infrastructure (businesses and public spaces), programming, services, and events; keeping stakeholders informed of DLBA initiatives as well as events, government policies, and other matters that affect the District; and tracking and managing public perception of the DLBA and its programs.

The DLBA Marketing & Communications Department, under the advisement of the Marketing & Communications Committee, is dedicated to increasing the awareness of DTLB and enhancing its image. This is achieved through year-round promotions, including publishing a monthly e-newsletter, cultivating and sustaining media relations, maintaining an informative and user-friendly website, consistently communicating with DTLB stakeholders and the broader community about DLBA activities, creating collateral materials, implementing strategic advertising and promotional campaigns, and leveraging DLBA social media accounts to boost visibility of DTLB and DLBA programs.

**Advertising & Promotions:** Advertising and promotional campaigns are essential to communicating all DTLB has to offer, as well as services and programs overseen by DLBA. Budgeted funds for advertising and promotions support a variety of projects and campaigns, including paid advertising and the creation of materials and collateral such as videos, signal wraps, and other crucial assets. Methods of paid advertising include digital advertising (social media promoted posts and placed digital publication advertisements), print advertising (local and regional publications), and outdoor advertising (banners, signal wraps, posters, etc.). Organic (unpaid) promotional campaigns primarily occur through DLBA's social media channels, and include video series, gift card giveaways, and other creative campaigns designed to highlight DTLB.

**2020-21 Priority Projects:**

- DTLB Advertising Campaign: A marketing campaign designed to promote Downtown Long Beach through the COVID-19 recovery phase, and to highlight DLBA efforts to aid in that recovery.
- Initiative-Specific Campaigns: Advertising/promotional campaigns for DLBA events, programs, and initiatives.
- Collaborative Community Campaigns: Collaboration with DTLB community-based organizations on promotional campaigns to boost visibility of Downtown and strengthen community relations.

**Communications: Stakeholder Outreach and Public Relations:** The Department is responsible for ensuring strategic and ongoing communications with Downtown stakeholders served by DLBA, including residents, visitors, businesses, property owners, community groups, and DLBA Board and Committee Members. Ongoing informational updates and resources are provided to DTLB stakeholders through audience-specific e-newsletters, mailers, social media accounts, and direct e-mail and phone communications. In addition to stakeholder outreach, public relations efforts focus on maintaining strong and consistent communications with the media, community organizations, elected officials, and government staff. In addition to personal outreach to these individuals, emphasis is placed on press releases, media alerts, and email updates.

**2020-21 Priority Projects:**

- Downtown Discussions DLBA Webinar Series: A flexible virtual platform that enables DLBA to facilitate dialogue around important community matters and connect Downtown stakeholders with key resources and experts.

- **Community Relations and Reconciliation:** Facilitate and engage in community conversations regarding social injustice, racism, economic inclusivity.
- **Unfiltered:** A signature public art program, the annual photography contest challenges novice and professional photographers alike to capture images portraying Downtown Long Beach, culminating in a public exhibition.
- **DLBA Newsletters:** Continuation of the monthly Downtown Scene Newsletter, weekly Business Resource Newsletter, and internal Weekly Round-up.
- **Metrics:** Continue to leverage various tracking technology to gauge the reach of DLBA's marketing and communications, as well as public perception of DTLB and DLBA.

**Social Media:** The DLBA actively posts across multiple social media channels to promote Downtown Long Beach and DLBA initiatives. Social media enables DLBA to directly engage with Downtown businesses and residents alike. Although social media channels serve multiple audiences with diverse interests, DLBA maintains a consistent voice by strategically scheduling content and carefully tailoring its messages. DLBA has approximately 16.6K followers on Twitter, 31.8K followers on Instagram, and 52.5 followers on Facebook.

#### **2020-21 Priority Projects:**

- **Gift Card Giveaway:** Support and promote Downtown businesses by purchasing their gift cards to give away in contests hosted on DLBA's Instagram account. This campaign boosts community relations by creating an ongoing opportunity to actively engage the Instagram audience.
- **Promotional posts:** Paid/promoted social media posts are a cost-effective method to boost visibility of DLBA marketing campaigns.

**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.

**DLBA website, [www.downtownlongbeach.org](http://www.downtownlongbeach.org):** DLBA's website is a hub of information and resources both for DTLB stakeholder use and for those interested in visiting or investing in Downtown. The website is a valuable tool for disseminating information about DLBA programs and publications, DTLB news and events, and resources for residents, visitors, investors, businesses, property owners, and entrepreneurs. The website is a living digital platform updated with key information on a near- continuous basis to ensure accuracy and a positive, productive user experience. In 2019, the website received over 185,000-page views, serving 83,590 users.

#### **2020-21 Priority Project:**

- **Website Refresh:** Continue ongoing efforts to update and streamline DLBA's website for ease of use and up-to-date information to continue to effectively serve as a clearing house of information for and about the Downtown community.

## **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. Moreover, given the compounding effects of the ongoing COVID-19 pandemic, the department will direct its efforts to the recruitment and retention of businesses in Downtown.

### **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. Furthermore, ED staff will work with property owners and brokers to develop an overarching business recruitment strategy to help fill vacancies caused by the COVID-19 pandemic.
- **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.

### **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. Considered an essential service, DLBA's Clean and Safe programs continue to operate during the COVID-19 pandemic assisting with sanitation of street furniture, parking meters and crosswalk signal buttons.

### **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, and painting over graffiti. Special Projects is partly funded by contract services revenue.
- **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.
- **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.
- **Quality of Life Ambassador:** 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's Public Safety 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.



# **DOWNTOWN LONG BEACH ALLIANCE**

## **FY2020-21 BUDGET**

**Presented to  
DLBA Board of Directors  
August 19, 2020**

*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown*

## 2019-20 BUDGET NARRATIVE

<b>REVENUE</b>
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**Downtown Parking Improvement Area (DPIA)** self-assessment fees collected through business licenses from Downtown Long Beach businesses within Downtown Long Beach (DTLB). The annual assessment is approximately \$476.07 per business and \$8.00 per employee and for service based independent contractors \$326.96 per business and \$5.53 per employee.

**Property Based Improvement District (PBID)** self-assessment fees collected through the County of Los Angeles from property owners within a geographical boundary in DTLB. The assessment methodology is based on the parcel and building square footage, the linear footage of the property, and the level of services rendered to the benefit areas.

Category	2020-21 Rates	
	Standard	Premium
Frontage	12.1327344	19.59788397
Lot + Building (Com/Gov)	0.05295421	0.05817147
Lot + Building (Parking)	0.034624792	0.039842052
Lot + Building (Non-Profit/Residential)	0.016295375	0.021512635

**PARKING METER** revenue-sharing program (50% net) was approved through the City Council in FY 2004-05. DLBA Parking Meter revenue is projected to be \$450,000 in 2020-21, with DLBA having paid its share of costs for the purchase and maintenance of Smart Meters.

**SPONSORSHIP/TICKET/VENDOR** funds are anticipated to be \$0 in 2020-21 due to the ongoing COVID-19 pandemic and the restrictions on large gatherings.

**FUNDRAISING FOR GRANTS:** funds secured through private donations such as Farmers & Merchants Bank are to be used for grant distributions for the Public Realm and Economic Development departments.

**CONTRACT/ MISC** revenue from Clean Team contract services funded and provided above and beyond the levels mandated in the PBID Management Plan.

**ALLOCATED RESERVE** consists of a three-month PBID carry-forward deferred revenues to 2020-21.

<b>EXPENSES</b>
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DLBA is a 501(c)6 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 from the commercial and residential 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 salary/wages, taxes and benefits being proportionally shared with all departments based on allocated time by the DPIA and the PBID:

**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.

**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.

**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.

**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.

**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.

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

**Social Media & Digital Marketing Coordinator** is responsible to develop 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.

**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.

**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.

**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.

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

**Finance Manager** manages the internal bookkeeping, payroll, and budget, while supporting daily administrative and clerical duties.

**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.

## **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 and Human Resources consulting), 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, 1<sup>st</sup> Street and Linden Avenue. (Strategic Plan: B2.10)
- Streetpole Banners located along Long Beach Blvd., Broadway, 3<sup>rd</sup> St., 4<sup>th</sup> St., 7<sup>th</sup> St., and Alamitos Ave welcome visitors to Downtown and promote its unique offerings through the 1.38 Un-Square Miles branding campaign. (Strategic Plan: B2.1, B2.5, D4.2, E3.2)
- 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 and COVID-19 related health and business resource information. (Strategic: B2.1, B2.5, D4.2, E3.2)
- 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. (Strategic Plan: B2.5)
- Streetscape Landscaping includes coordinating plantings of street trees (Strategic Plan: B2.5)

**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. (Strategic Plan: B2.2, B2.3)
- 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. (Strategic Plan: B1.7, B2.7)
- Supporting DTLB businesses and the City of Long Beach with the Open Streets Initiative which allows for the temporary occupancy of sidewalks and parking lanes to safely re-open businesses during the COVID-19 crisis. (Strategic Plan: B1.6, B3.3)

**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. (Strategic Plan: B3.2)

- Stakeholder outreach to obtain input regarding public and private development projects proposed in Downtown such as the PD-6 visioning process. (Strategic Plan: B3.6, A1.4)
- Sponsorship or support of visioning exercises and transportation and land-use planning studies. (Strategic Plan: B3.2, B3.4)
- Collateral such as infographics, maps, and how-to guides that inform and educate DTLB residents, business owners, and visitors about mobility and public spaces. (Strategic Plan: B3.5)

## **SPECIAL EVENTS & SPONSORSHIPS**

Events offer an exciting means of attracting and generating increased foot traffic to the central business district. However, due to ongoing COVID-19 pandemic and government issued health orders restricting the gathering of large groups, the DLBA does not intend to host in-person special events. Given the success of Virtual Taste of Downtown, the DLBA will examine the possibility of similar virtual events.

## **MARKETING & COMMUNICATIONS**

The Communications Manager and Social Media & Digital Marketing Coordinator are responsible for internal and external communications, including developing communications protocol and best practices for DLBA related to internal departments and external community relations. The Department provides brand oversight for all DLBA collateral, ensuring consistency across the organization’s communications. The primary objectives of the Department are: increasing awareness and enhancing the image of DTLB by promoting existing infrastructure (businesses and public spaces), programming, services, and events; keeping stakeholders informed of DLBA initiatives as well as events, government policies, and other matters that affect the District; and tracking and managing public perception of the DLBA and its programs.

The DLBA Marketing & Communications Department, under the advisement of the Marketing & Communications Committee, is dedicated to increasing the awareness of DTLB and enhancing its image. This is achieved through year-round promotions, including publishing a monthly e-newsletter, cultivating and sustaining media relations, maintaining an informative and user-friendly website, consistently communicating with DTLB stakeholders and the broader community about DLBA activities, creating collateral materials, implementing strategic advertising and promotional campaigns, and leveraging DLBA social media accounts to boost visibility of DTLB and DLBA programs.

**Advertising & Promotions:** Advertising and promotional campaigns are essential to communicating all DTLB has to offer, as well as services and programs overseen by DLBA. Budgeted funds for advertising and promotions support a variety of projects and campaigns, including paid advertising and the creation of materials and collateral such as videos, signal wraps, and other crucial assets. Methods of paid advertising include digital advertising (social media promoted posts and placed digital publication advertisements), print advertising (local and regional publications), and outdoor advertising (banners, signal wraps, posters, etc.). Organic (unpaid) promotional campaigns primarily occur through DLBA’s social media channels, and include video series, gift card giveaways, and other creative campaigns designed to highlight DTLB.

### **20-21 Priority Projects:**

- DTLB Advertising Campaign: A marketing campaign designed to promote Downtown Long Beach through the COVID-19 recovery phase, and to highlight DLBA efforts to aid in that recovery. (Strategic Plan Tasks: D1.1, D1.2, D1.4, E2.4, E3.1)
- Initiative-Specific Campaigns: Advertising/promotional campaigns for DLBA events, programs, and initiatives. (Strategic Plan Tasks: D1.1, E2.1, E2.2, E2.4)



- Collaborative Community Campaigns: Collaboration with DTLB community-based organizations on promotional campaigns to boost visibility of Downtown and strengthen community relations. (Strategic Plan Tasks: D1.1, E1.1, E1.2, E1.3, E2.2, E3.1)

**Stakeholder Outreach and Public Relations:** The Department is responsible for ensuring strategic and ongoing communications with Downtown stakeholders served by DLBA, including residents, visitors, businesses, property owners, community groups, and DLBA Board and Committee Members. Ongoing informational updates and resources are provided to DTLB stakeholders through audience-specific e-newsletters, mailers, social media accounts, and direct e-mail and phone communications. In addition to stakeholder outreach, public relations efforts focus on maintaining strong and consistent communications with the media, community organizations, elected officials, and government staff. In addition to personal outreach to these individuals, emphasis is placed on press releases, media alerts, and email updates.

**20-21 Priority Projects:**

- Downtown Discussions DLBA Webinar Series: A flexible virtual platform that enables DLBA to facilitate dialogue around important community matters and connect Downtown stakeholders with key resources and experts. (Strategic Plan Tasks: E1.1, E2.1, E3.2)
- Community Relations and Reconciliation: Facilitate and engage in community conversations regarding social injustice, racism, economic inclusivity. (Strategic Plan Tasks: E1.1, E1.3, #2.5, E3.2, E3.3)
- Unfiltered: A signature public art program, the annual photography contest challenges novice and professional photographers alike to capture images portraying Downtown Long Beach, culminating in a public exhibition. (Strategic Plan Tasks: D1.1, D2.1)
- DLBA Newsletters: Continuation of the monthly Downtown Scene Newsletter, weekly Business Resource Newsletter, and internal Weekly Round-up.
- Metrics: Continue to leverage various tracking technology to gauge the reach of DLBA's marketing and communications, as well as public perception of DTLB and DLBA.

**Social Media:** The DLBA actively posts across multiple social media channels to promote Downtown Long Beach and DLBA initiatives. Social media enables DLBA to directly engage with Downtown businesses and residents alike. Although social media channels serve multiple audiences with diverse interests, DLBA maintains a consistent voice by strategically scheduling content and carefully tailoring its messages. DLBA has approximately 16.6K followers on Twitter, 31.8K followers on Instagram, and 52.5 followers on Facebook.

**20-21 Priority Projects:**

- Gift Card Giveaway: Support and promote Downtown businesses by purchasing their gift cards to give away in contests hosted on DLBA's Instagram account. This campaign boosts community relations by creating an ongoing opportunity to actively engage the Instagram audience. (Strategic Plan Tasks: D1.1, D2.1, E2.1, E3.1)
- Promotional posts: Paid/promoted social media posts are a cost-effective method to boost visibility of DLBA marketing campaigns. Strategic Plan Tasks: D1.4, E2.2, E3.1)

**Annual Report:** The DLBA Annual Report highlights accomplishments and measurable results from each of the departments within the organization. The report contains descriptions of DLBA programs initiated within the past fiscal year, related data and statistics, and financial summaries. The annual report is presented both in print and digital versions. (Strategic Plan Tasks: D1.1, D1.4, E1.1, E1.2, E2.1)

**DLBA website, [www.downtownlongbeach.org](http://www.downtownlongbeach.org):** DLBA’s website is a hub of information and resources both for DTLB stakeholder use and for those interested in visiting or investing in Downtown. The website is a valuable tool for disseminating information about DLBA programs and publications, DTLB news and events, and resources for residents, visitors, investors, businesses, property owners, and entrepreneurs. The website is a living digital platform updated with key information on a near- continuous basis to ensure accuracy and a positive, productive user experience. In 2019, the website received over 185,000-page views, serving 83,590 users.

**20-21 Priority Project:**

- **Website Refresh:** Continue ongoing efforts to update and streamline DLBA’s website for ease of use and up-to-date information to continue to effectively serve as a clearinghouse of information for and about the Downtown community. (Strategic Plan Tasks: D1.3, D1.4, D2.2)

## **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. Moreover, given the compounding effects of the ongoing COVID-19 pandemic, the department will direct its efforts to the recruitment and retention of businesses in Downtown.

### **Business Recruitment & Retention**

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. Furthermore, ED staff will work with property owners and brokers to develop an overarching business recruitment strategy to help fill vacancies caused by the COVID-19 pandemic (Strategic Plan Tasks A1.1, A1.3, A2.1, A2.3, A4.1 – A4.13)
- **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. (Strategic Plan Tasks A3.5, A4.4, A4.5, A4.9, A4.11)
- **Grand Opening Assistance:** ED will support new businesses by providing grand opening assistance including offering advice, marketing support, and new business banners (Strategic Plan Tasks A3.3, A4.3, A4.6, A4.9)

- **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. (Strategic Plan Tasks A4.2, A4.5., A4.8, A4.12)
- **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. (Strategic Plan Tasks A1.1, A1.3, A4.3)

### **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.

### **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. (Strategic Plan Tasks A2.1, A4.1, A4.4, A4.5, A4.7, A4.9)

**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, and additional resources and incentives. (Strategic Plan Tasks A1.3, A4.7, A4.9)

## **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. Considered an essential service, DLBA's Clean and Safe programs continue to operate during the COVID-19 pandemic assisting with sanitation of street furniture, parking meters and crosswalk signal buttons.

### **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 Cleanliness & Pressure Washing:** Uniformed personnel sweep litter and debris from sidewalks and gutters within the District seven days a week, while pressure washers service

16 to 18 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 also kept free of litter and weeds. (Strategic Plan Tasks: C4.1, C4.2, C4.3)

- **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. (Strategic Plan Tasks: C4.3)
- **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, and painting over graffiti. Special Projects is partly funded by contract services revenue. (Strategic Plan Tasks: C4.2, C4.3)
- **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. (Strategic Plan Tasks: C4.1, C4.2)
- **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. (Strategic Plan Tasks: C1.1, C4.3)

### **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 report illegal street vending, illegal dumping and street code violations, while performing goodwill gestures such as helping lost persons and giving directions. (Strategic Plan Tasks: C2.1, C2.7)
- **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 Outlets 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. (Strategic Plan Tasks: C2.1, C2.7, C3.2)
- **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. (Strategic Plan Tasks: C2.1, C2.7, C2.9)

- **Homeless Outreach Ambassador:** Provides street outreach to individuals experiencing homelessness seven days a week with the goal of linking them to local social service agencies. The Homeless Outreach Ambassador is partly funded by contract services revenue. (Strategic Plan Tasks: C1.1, C2.1)
- **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. (Strategic Plan Tasks: C1.3, C2.5, C3.1)

### **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. (Strategic Plan Tasks: C1.1, C1.2, C2.1, C3.1)

### **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. (Strategic Plan Tasks: C3.1)





	DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/ Vendor Revenue	Event Sponsorships	Contract Services	Total
	<b>RESEARCH, DEV. &amp; ADVOCACY</b>								-
55	Research & Data Analytics			55,000					\$55,000
56	Conferences, Travel, and Education			37,000					\$37,000
57	Civic Events & Engagement			20,112					\$20,112
58	Strategic Plan & PBID Renewal Planning		73,947						\$73,947
59	PBID General Benefit 1%		404						\$404
60	PBID Engineer's Adjustment		140						\$140
61	Advocacy Personnel	38,920	111,512						\$150,432
62	<b>TOTAL ADVOCACY</b>	<b>\$38,920</b>	<b>\$186,003</b>	<b>\$112,112</b>	-	-	-	-	<b>\$337,035</b>
	<b>PUBLIC REALM</b>								
63	Capital Improvements	14,300		10,175					\$24,475
64	Beautification			44,400					\$44,400
65	Public Space Activation		12,637	20,064					\$32,701
66	Community Engagement/Planning			3,281					\$3,281
67	Professional Development		2,500						\$2,500
68	Community Grants								\$0
69	PBID General Benefit 1%		145						\$145
70	PBID Engineer's Adjustment		50						\$50
71	PR Personnel	13,946		147,080					\$161,026
72	<b>TOTAL PUBLIC REALM</b>	<b>\$28,246</b>	<b>\$15,332</b>	<b>\$225,000</b>	-				<b>\$268,578</b>
	<b>ECON.DEVELOPMENT</b>								
73	Community Engagement and Business Outreach	3,174	5,833						\$9,007
74	Business Recruitment, Retention, Expansion	103,915							\$103,915
75	Small Business Grants				30,000				\$30,000
76	Economic Profile & Snapshot Reports	16,000							\$16,000
77	Professional Development								\$0
78	PBID General Benefit 1%		3,332						\$3,332
79	PBID Engineer's Adjustment		1,155						\$1,155
80	ED Personnel	197,729	26,860						\$324,589
81	<b>TOTAL ECONOMIC DEVELOPMENT</b>	<b>\$320,818</b>	<b>\$37,179</b>	-	<b>\$30,000</b>				<b>\$387,997</b>
	<b>MARKETING</b>								
82	Advertising/Promotions	7,024	5,976						\$13,000
83	Stakeholder Outreach/Public Relations	14,971							\$14,971
84	DTLB Recovery Campaign	2,360	17,415	27,785					\$47,560
85	Graphic Design	1,000							\$1,000
86	Marketing Development Assistance	1,956							\$1,956
87	Annual Report / Publications	4,500							\$4,500
88	Website Development	5,000							\$5,000
89	Professional Development		2,500						\$2,500
90	PBID General Benefit 1%		1,878						\$1,878
91	PBID Engineer's Adjustment		651						\$651
92	Marketing Personnel	144,076							\$144,076
93	<b>TOTAL MARKETING</b>	<b>\$180,887</b>	<b>\$28,420</b>	<b>\$27,785</b>					<b>\$237,092</b>



	DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/ Vendor Revenue	Event Sponsorships	Contract Services	Total
		0	-	-		-	-	-	
	<b>SPECIAL EVENTS</b>								
94	Live After 5								\$0
95	Celebrate Downtown								\$0
96	Pow Wow 2020 - Closing Party								\$0
97	Taste of Downtown Series								\$0
98	Summer & Music Series								\$0
99	New Year's Eve Waterfront								\$0
100	Shop Small Saturday								\$0
	Contingency Funds for Special Events	9,915		85,103					\$95,018
101	Event Supplies & Misc.								\$0
102	PBID General Benefit 1%	1,878							\$1,878
103	PBID Engineer's Adjustment	651							\$651
104	Professional Development								\$0
105	Special Events Personnel	168,442							\$168,442
106	<b>TOTAL SPECIAL EVENTS</b>	<b>\$180,886</b>	<b>-</b>	<b>\$85,103</b>		<b>-</b>	<b>-</b>		<b>\$265,989</b>
	<b>OPERATIONS</b>								
107	Contract Clean Team Personnel	369,509							\$369,509
108	Clean Team Management	87,669							\$87,669
109	Clean Team Supplies	14,000							\$14,000
110	Equipment Insurance	9,000							\$9,000
111	Clean Team Fuel	13,000							\$13,000
112	Clean Team Equip Leases/Maintenance	35,000							\$35,000
113	Pressure Washing Personnel	175,542							\$175,542
114	PACES APM	30,815							\$30,815
115	Pressure Washing Equip	72,000							\$72,000
116	Pressure Washing Truck Payment	27,722							\$27,722
117	Contract Work							384,203	\$384,203
118	<b>Clean Team Subtotal</b>	<b>834,257</b>	<b>-</b>					<b>384,203</b>	<b>\$1,218,460</b>
119	Contract Downtown Guides Personnel	641,979							\$641,979
120	Safe Team Management	87,669							\$87,669
121	Safe Team Equipment Insurance	6,000							\$6,000
122	Safe Team Equipment	3,500							\$3,500
123	Safe Team Supplies	2,439							\$2,439
124	Community Outreach Material & Supplies	1,500							\$1,500
125	Homeless Outreach Materials & Supplies	2,000							\$2,000
126	<b>Downtown Guides Subtotal</b>	<b>745,088</b>	<b>-</b>					<b>-</b>	<b>\$745,088</b>
127	Special Project								\$0
128	Professional Development		2,500						\$2,500
129	PBID General Benefit 1%		2,762					15,196	\$17,958
130	PBID Engineer's Adjustment		6,224						\$6,224
131	Operations Personnel	135,601							\$135,601
132	<b>TOTAL OPERATIONS</b>	<b>\$1,714,946</b>	<b>\$11,486</b>	<b>\$0</b>				<b>\$399,399</b>	<b>\$2,125,831</b>
133	<b>TOTAL EXPENSE</b>	<b>\$2,719,489</b>	<b>\$690,391</b>	<b>\$450,000</b>	<b>\$30,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$399,399</b>	<b>\$4,289,279</b>