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**DOWNTOWN
LONG BEACH
ALLIANCE**

DLBA REBRANDS ITSELF TO BETTER REFLECT COMMUNITY TIES

Campaign includes renaming organization to Downtown Long Beach Alliance.

LONG BEACH, Calif. (September 14, 2016) – Since its inception as a volunteer organization in 1937, the Downtown Long Beach Associates (DLBA) has been known as a business group of “associates.” Most recently, as with most organizations, its evolution and growth has made that name almost incongruent with the fact that it has become a community-driven organization with a vast network of involvement.

Representing a community of nearly 5,000 stakeholders that spans from residents to businesses and property owners, the DLBA focuses on a variety of core functions: advocacy, marketing and special events; business recruitment, retention and job creation; activating the public realm to emphasizing cleanliness and safety that ensures a quality of life for thousands. The DLBA is a full-service Downtown management and leadership organization made up of a team of community members that foster partnerships.

This is the Downtown Long Beach Alliance (DLBA).

“With the many changes and progress occurring in our Downtown, we believe there’s no better time to engage in a rebranding campaign than now,” said Kraig Kojian, President and CEO of the DLBA. “The Alliance =is a proud reflection of the many relationships we have developed in our community, collaborated with partners, aligned with causes and connected various resources. The results we have accomplished and will continue to achieve should better reflect our name. We believe if you’re an ally of Downtown, we’re an ally of yours.”

The rebranding of the DLBA—from its new name and logo to its upcoming website—revolves around the idea that there is only one Downtown, hence the abstract nods to digital map location points and the shape of an urban grid developed in its design.

“We realize that we are the central connection to what’s happening in Downtown and our new website will reflect that,” said Gina Dartt, Special Events & Marketing Manager at the DLBA. “Our new landing page will offer something for everyone, whether you’re a visitor, a resident, a business owner or investor.”

The new logo, designed by Commune, will be formally used by the organization come October 1. Meanwhile, the DLBA’s new website, currently under construction and created by Departure, will debut before the end of the year.



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About the DLBA: The Downtown Long Beach Alliance is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector. For additional information, please see www.downtownlongbeach.org.