



FOR IMMEDIATE RELEASE

CONTACTS:

Steve Sheldon
steves@dlba.org
562.436.4259

PUBLIC INVITED TO HELP CREATE DOWNTOWN RETAIL VISION

**DLBA SHEPHERDS A COMMUNITY-LED
PLAN TO DRIVE DOWNTOWN RETAIL RECRUITMENT**

Long Beach, CA — (December 2, 2009) – The Downtown Long Beach Associates (DLBA), in partnership with the Long Beach Redevelopment Agency, will kick-off a series of community workshops on December 9 to formulate an attainable retail vision and strategic plan for Downtown Long Beach. Called 'Retail Visioning,' the project is also designed to align the work programs for the industries and organizations involved in retail recruitment, strengthen Downtown's retail environment, and clarify the process of retail recruitment for the community.

A collaborative venture, the project will provide insight about the realities of retail recruitment and share success stories from comparable cities. According to DLBA President and Chief Executive Officer, Kraig Kojian, "Retail Visioning will encourage participants to work collaboratively and develop a shared vision for the Downtown Long Beach retail environment. By early 2010, we'll have a community-driven strategy that includes a series of objectives to measure the plan's progress."

The public is invited to participate in shaping the plan at three public meetings held on December 9, January 6, and March 4. Attendees are encouraged to bring their thinking caps and listening skills, as the first Community Workshop will begin with a presentation entitled "The Realities of Retail Recruitment," followed by a hands-on visioning exercise to capture insight and feedback from workshop participants. At the second community meeting in January, the public will review the draft vision statement created from their initial comments and participate in roundtable discussions about issues and strategies affecting the community's ability to achieve that vision. The DLBA will then present the vision and plan to the public on March 4 before putting it into action.

All three of the community workshops (December 9, January 6, and March 4) will be held at First Congregational Church (241 Cedar Avenue) from 6:00 PM to 8:00 PM. To register for the workshops, contact Vanessa McCollum by calling 562.436.4259 or emailing VanessaM@DLBA.org.

To learn more about the Retail Visioning Project, log on to <http://www.downtownlbbusiness.com/learn/news>. For more information about the DLBA, please visit www.downtownlongbeach.org.

###

About DLBA:

The Downtown Long Beach Associates 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.