



Economic Development Task Force
Friday, September 19, 2008—8:30 a.m.
DLBA Executive Conference Room
100 West Broadway, Suite 120
Long Beach, CA 90802

Present: Becky Blair, Amy Bodek, Steve Goodling, John Thomas
Staff: Kraig Kojian, Erin Murphy

Background

Kraig Kojian initiated the meeting by discussing the City of Long Beach Downtown Community Plan meetings and Economic Development subcommittee as well as the DLBA's strategic plan *DLBA 2010*, which suggested the formation of an Economic Development Task Force. Kojian then recommended the conflation of the Downtown Plan subcommittee and DLBA Task Force, noting their similarities. However, Kojian did clarify that the subcommittee focused more on proposed development plans and land use issues, whereas the Task Force was charged with retail recruitment and retention.

Purpose and Goals of the Task Force

The following recommendations and issues were discussed:

- Adding hotel guests to demographic data
- Targeting local independent retailers rather than national credit retailers to provide unique retail experience
- Creating and marketing a standardized “tool box” of incentive packages that can be tailored to individual tenants or areas and includes parking
- Expanding the growth of Downtown's density beyond current borders
- Activating the street with “pop-ups” during interim vacancies
- The system of accountability for contracted consultants
- Working with property owners to know their terms before soliciting tenants
- Including brokers in the developing and marketing the strategy
- The need for impactful collateral
- Focusing on creating boutique retail destination on the Promenade
- Arranging effective site tours for prospective tenants

DLBA and City Roles and Responsibilities

- DLBA responsible for serving as liaison to City, brokers, property owners, and tenants, conducting some research, and assisting with marketing efforts
- City responsible for providing incentive packages and background information



Next Steps

- City—demand analysis focused on marketing areas (East Village, North Pine, Pine, Waterfront, West Gateway)
- City—conduct best practice comparisons of incentive packages
- City—create Promenade brochure
- DLBA—convene informal lunch for selected brokers and City and DLBA staff to get feedback on what tenants are seeking
- Eventually organize an Open House to launch the new packages