

**ECONOMIC DEVELOPMENT  
COMMITTEE  
APRIL 10, 2024**



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# I. CALL TO ORDER & INTRODUCTIONS



## 2. APPROVE MINUTES – February 7, 2023

**Action:** Approve Minutes February 7, 2023

**Roll Call:** John Tully, Shane Young, Ashleigh Stone, Courtney Chatterson, Jade Sche, Aaron Palmer, Holly Boutelle, Josh Rockwell, Dr. Karen Semien-McBride

## 3. STAFF REPORT

3A. Moving to Reminder email - sent Monday prior to meeting  
[Staff Report](#)

### HIGHLIGHTS:



**Grand Openings**

**Foot Work Records**

**Saffria Sages Soaps**  
*(2nd location)*

**Dark Arts Emporium**  
*(relocation)*

# The Education Series: For Small Business & Entrepreneurs



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## HIGHLIGHTS: Market Reports: Retail, Residential 2024 Economic Profile

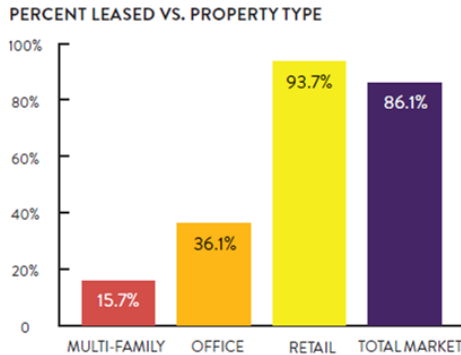
### RETAIL MARKET UPDATE

NUMBER OF PROPERTIES	223
Total Inventory (SF)	2,122,709
Total Occupancy (%)	86.1%
Direct Avg Asking Rent	\$2.89
(\$/SF) 12-Month Rent Delta (%)	0.99%
Under Construction	73,660
Planned	41,811

Source: CoStar 2023 & DTLB Alliance Internal Records

### REGIONAL BENCHMARKS

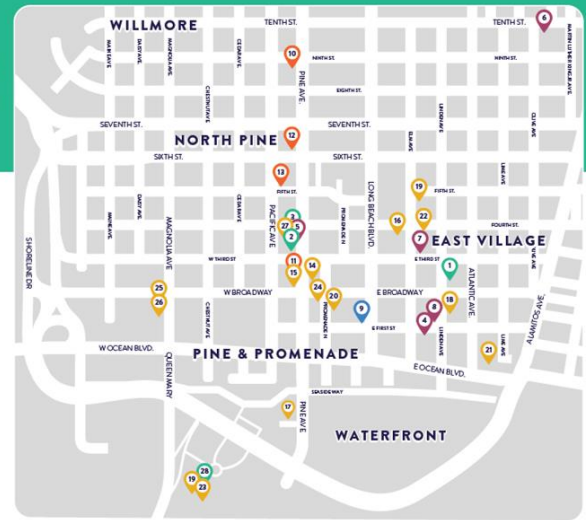
Source: CoStar  
 2023 & DTLB Alliance Internal Records



## WELCOME TO THE NEIGHBORHOOD

DTLB Alliance is excited to welcome new businesses and entrepreneurs to Downtown in 2022-2023. Be on the lookout for these new establishments in the area!

- HEALTH & WELLNESS**
- 1. Amber M Aesthetics  
501- 507 E. Broadway
- 2. Hardcore Fitness  
Long Beach  
301 Pine Ave.
- 3. Planet Fitness  
345 Pine Ave.
- RETAIL**
- 4. Bosque Astro LLC  
408 E. 1st St.
- 5. E.S.W., Inc  
309 Pine Ave.
- 6. Loda Tobacco Market  
818 E. 10th St.
- 7. The Elemental Shop  
312 Elm Ave.
- 8. The Hellbent  
Silvernith  
101-121 Linden Ave.
- HOTELS**
- 9. Hotel Mai  
107 Long Beach Blvd.
- PROFESSIONAL SERVICES**
- 10. Curl Up And Dye  
851-855 Pine Ave.
- 11. Gentle-Care  
Laser Aesthetics  
245 Pine Ave.
- 12. Lona Nails and Spa  
619 Pine Ave.
- 13. Touch'd Hair Studio



- RESTAURANTS & CAFES**
- 14. Altar Society & Brewing Co.  
230 Pine Ave.
- 15. DeadMads  
209 Pine Ave.
- 16. Higher Taste  
340-356 E. 4th St.
- 17. Kalaveras  
91 S. Pine Ave.
- 18. Moonrise
- 19. Partake Collective  
456 Elm Ave.
- 20. Poke Pub  
160 The Promenade N.
- 21. Qargo Coffee  
707 E. Ocean Blvd.
- 22. Rightmealz  
412 E. 4th St.
- 23. Sabor  
100 Aquarium Way
- 24. Stinkin Crawfish of Long Beach  
150 E. Broadway
- 25. Sugar Taco  
500 W. Broadway
- 26. The Plant Butchers  
500 W. Broadway
- RECREATION & ENTERTAINMENT**
- 27. PanIQ Room  
327 Pine Ave.
- 28. Social Diver  
100 Aquarium Way

## 4. CHAIRPERSON'S REPORT

### 4B. Gift Card Report Out -

Last meeting:

- Dr. Karen connected with Louisiana Charlie's, reached out and shared FLAG solutions (staffing company);
- John connected with Zuzu Petals, followed up and have been helping complete the VIP grant for damage to front door

**Holly Boutelle**

*Aroma di Roma*  
*444 W. Ocean Blvd.*

[REPORT OUT NOTES](#)

# 4. CHAIRPERSON'S REPORT

## 4C. Review homework:

- Pop up discussion recap
- Goals for this meeting





# 4. CHAIRPERSON'S REPORT

## 4D. Group Work

<b>Group</b>	<b>Goal</b>	<b>Members</b>
Property Prep	What's a good property for pop-ups? Develop priority list of properties by type, size, costs, and location	Shane Holly Aaron
Business Pipeline	What's a good business for pop-ups? Develop application (process) to build pipeline of business applicants	Josh Ashleigh Johnny
Business Development	How do we best support them? Develop education and resource needs for business to be successful	Dr. Karen Courtney Jade

## 4. CHAIRPERSON'S REPORT

### 4F. DTLB Link & Learn

*Altar Society Brewery & Coffee Co.  
230 Pine Ave.*

*Courtney Chatterson, LBC  
Brad Pollack, SBDC  
Rosemary Danon, SCORE*

*ED Committee Member: Ashleigh Stone*



# ECONOMIC DEVELOPMENT COMMITTEE

## 6. OLD BUSINESS

## 7. NEW BUSINESS

Discussion for recommendation for future agenda items, speakers, and presentations

## 8. PUBLIC COMMENTS

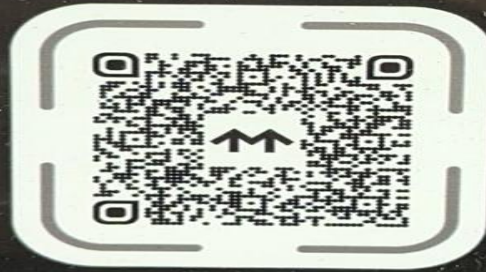
(three minutes on all non-agenda items)

## 9. ADJOURNMENT

**Next Meeting: June 12 (In-Person)**

**Downtown LB Alliance**

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