



ANNUAL REPORT



DOWNTOWN
LONG BEACH
ALLIANCE

- 2016 -

WELCOME TO DTLB

The streets of DTLB are buzzing with the excitement of new places, new ideas, and new opportunities. The list of businesses coming in and buildings going up continues to multiply. And with this growth, the DLBA has evolved into a community-driven organization with a vast network of involvement.

The high energy and enthusiasm in Downtown is unprecedented, and we can be proud of what we've accomplished from our ever-expanding signature event lineup to embarking on our mission to become a clearinghouse for information on DTLB. And, of course, we have been beaming with pride since revealing our rebranding and name change.

The rebranding of the DLBA—from the new name and logo to our upcoming new website—revolves around the idea that there is only one Downtown. We know great cities don't happen by accident; they thrive as a result of collaboration, connectivity and strategy. This report is where we showcase our progress and look toward a vibrant future.

This is the Downtown Long Beach Alliance.

Sincerely,

Kraig Kojian
DLBA President &
Chief Executive Officer



MICHELLE MOLINA
Board Chair, 2015-16



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MISSION STATEMENT

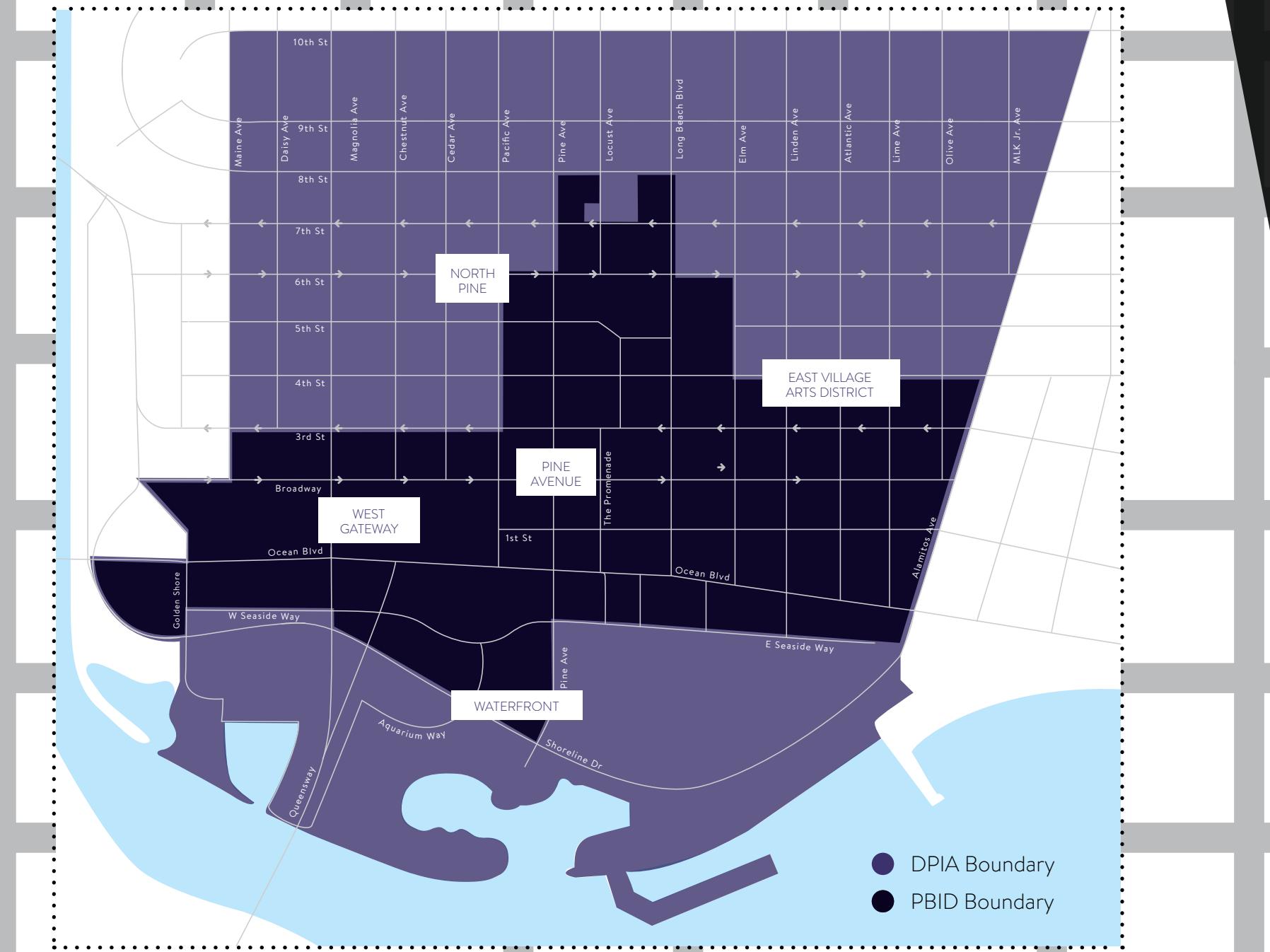
The DLBA is a non-profit organization that serves the needs of greater Downtown stakeholders and is funded by tenants and commercial and residential property owners of the Business Improvement Districts. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.

ABOUT BUSINESS IMPROVEMENT DISTRICTS

Recognizing that a municipality can't do it all is where a Business Improvement District (BID) plays a role above what a City provides: from coordinating events to simply picking up litter. DTLB's first BID was the Downtown Parking Improvement Area (DPIA), established in 1973 by business owners, while the second BID, the Property-Based Improvement District (PBID), was established in 1998 by commercial property owners and expanded to residential property owners in 2013. The DLBA manages both of these BIDs and has created a more connected, safer and vibrant Downtown.

DOWNTOWN NEIGHBORHOODS

Downtown is an ever-evolving, dynamic and eclectic urban core. DTLB is comprised of five unique neighborhoods, each with their own style. A Downtowner can pick up a rare vinyl release at an East Village record store while walking on their way to the office in the West Gateway. These neighborhoods all come together to become the only urban waterfront between San Diego and San Francisco.



EAST VILLAGE ARTS DISTRICT

Located toward the eastern edge of our boundary, the East Village is home to high-rise condos, artist lofts and small craftsman cottages mixed in with independent stores selling everything from designer denim and specialty sneakers to used books and mid-century furniture.

NORTH PINE

At the northern end of Pine Avenue, this rich neighborhood offers historic condos, apartments and single family homes, with its population increase leading to a revival of some of the oldest businesses and buildings in Long Beach.

PINE AVENUE & THE PROMENADE

The bustling heart of DTLB, Pine Avenue and the Promenade neighborhoods are DTLB's go-to places to grub, be entertained, and drink some of the finest craft beers and cocktails in the region. From one of the nation's most lauded gastropubs to the nation's first park named after Harvey Milk, this area is the pulse-center of DTLB.

WATERFRONT

From owning your slip in a marina to million-dollar views, DTLB's Waterfront is home to both the Shoreline Village and Pike Outlets while offering guests nationally known restaurants and hangouts. And if you're feeling like exploring the ocean in a new way, head to the Aquarium of the Pacific for some fish'n'ocean experiences unlike any other.

WEST GATEWAY

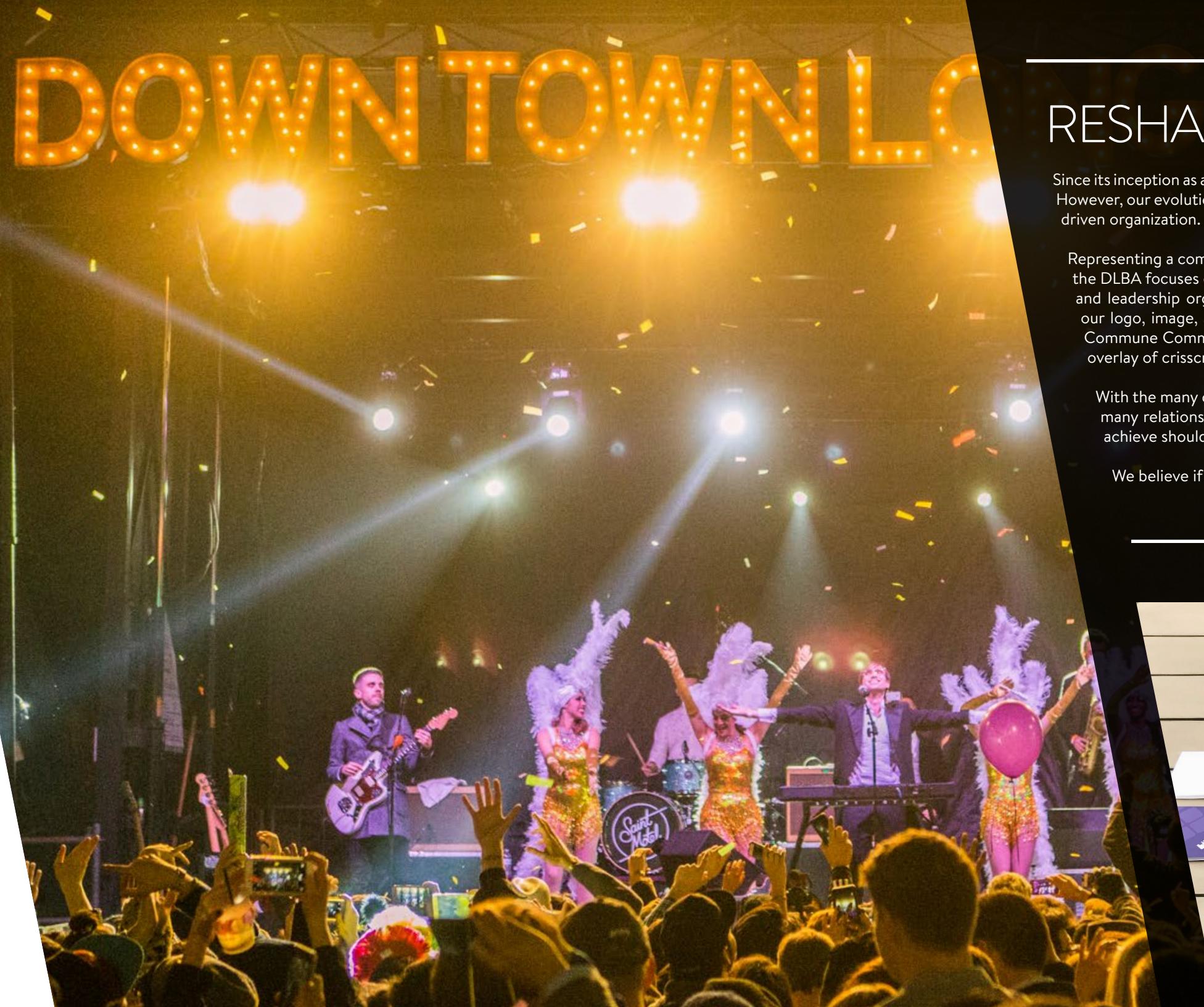
Known as the financial and governmental center of DTLB, the West Gateway is home to the Long Beach Civic Center, World Trade Center, the Deukmejian Courthouse, and many of the city's office high-rises. With its array of housing options, one can feel the energy of the business hub of the city while enjoying pedestrian access to all of DTLB's offerings.

MARKETING & SPECIAL EVENTS

A vibrant and activated Downtown is a foundation of our strong and economically thriving urban core. The DLBA's goal with its lineup of annual events is simple: to develop events that create communal, unique experiences that attract locals and visitors alike. Each of our events has its own flavor while still harboring our overall style. Monthly free concerts from our Live After 5 series, Taste of Downtown events, and a massive New Year's Eve celebration are just some of the results of our around-the-clock efforts to keep DTLB front of mind for residents across Southern California.

It doesn't stop with events, the DLBA's marketing and special events team wears many hats from cheerleader and champion to storyteller, and organizer. In the last year, we delved deep into repositioning our brand and produced a diverse lineup of campaigns to promote our ever-evolving Downtown.

As you'll learn in this section, we spent time thinking about who we are as an organization, our place in the community and how we're presented to the public, which led us to a modern, vibrant logo and a name change: Downtown Long Beach Alliance. Within the coming year we'll be launching our completely redesigned website to complement our mission to become the ultimate urban success story.



RESHAPING THE DLBA BRAND

Since its inception as a volunteer organization in 1937, our organization had been known as a business group of "associates." However, our evolution and growth has made that name almost incongruent that we are first and foremost a community-driven organization. Which led us to our organization's first name change: The Downtown Long Beach Alliance.

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—but most importantly, we are a full-service Downtown management and leadership organization made up of a team of community members that foster partnerships. And we wanted our logo, image, and branding to reflect just that. A product of our successful partnership with local design firm, Commune Communications, our new logo is a vibrantly colored nod to destination markers in digital maps, with an overlay of crisscrossing "roads" that are a tip of the hat to DTLB's street grid.

With the many changes and progress occurring in our Downtown, our rebrand represents a proud reflection of the many relationships we have developed in our community. 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.



SUMMER AND MUSIC: A DOCUMENTARY

Our Annual concert series, Summer and Music (SAM), is the stuff of Long Beach legend with its musical legacy – and why we felt obligated to assure that its mark on Long Beach's music scene was carefully documented.

The documentary was fully realized when Long Beach filmmaker and musician Graham Lovelis joined to guide the project. Lovelis captured the history and full essence of last year's festivities, all while showing the behind-the-scenes dedication and love of music that has made SAM such a success.

For more information, visit: www.summerandmusic.com



"Now is the time when we should set our sights on turning Long Beach into a year-round, cradle-to-grave, music city of national importance."

- Justin Hectus

DLBA Board Member

Co-founder of Summer And Music (SAM)
Keesal, Young & Logan

by the numbers

25
SIGNATURE
EVENTS



47K
ATTENDEES



\$1.84M
ECONOMIC
RETURN

BEACH STREETS

2016 marked the first year that the City of Long Beach presented Beach Streets, where streets were closed off to vehicular traffic in favor of pedestrians. Bringing in an estimated 50,000 people city-wide on bike, on skateboards, on rollerblades, and on their own two feet, the event echoed the love that has made Long Beach one of the nation's most bike-friendly cities.

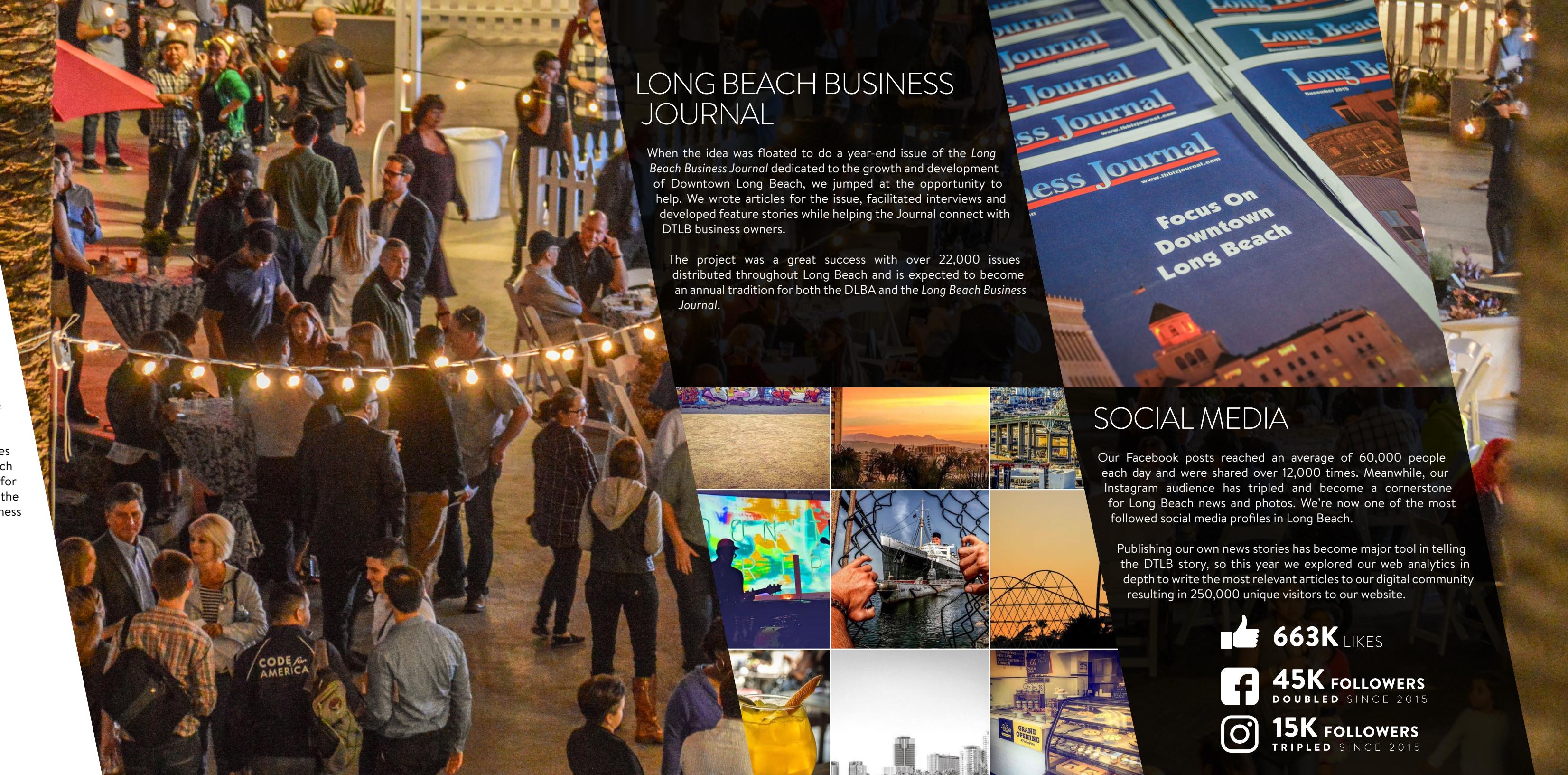
The DLBA lead programming throughout the entirety of the route's stretch in DTLB. We activated locations throughout Downtown with scaled-down versions of existing DLBA signature events including, Buskerfest, Dogs of Downtown, and a special edition of Live After 5, which became a post-event finale accompanied by bands and a beer garden.

COMMUNICATIONS

Our communications efforts aim to tell the stories that shape our Downtown and contribute to its increased vibrancy. Whether it's through press outreach or a conversation on social media – we are always telling the DTLB story.

The DLBA's online communities—now amongst the largest in the city—continue to be an incredible asset. Through Facebook, Twitter, Instagram and our monthly e-newsletter, we share blog stories produced in-house and spread the word about everything happening in our Downtown.

Appearing in the news is part and parcel of what we do from local pieces by the Press Telegram to nationwide recognition as "SoCal's Coolest Beach Town" in Sunset magazine, but this year we've become a go-to source for Downtown news ourselves. We've published more than 200 articles in the past year on our website with stories ranging from homelessness awareness to features on hidden menu items at local restaurants.



LONG BEACH BUSINESS JOURNAL

When the idea was floated to do a year-end issue of the *Long Beach Business Journal* dedicated to the growth and development of Downtown Long Beach, we jumped at the opportunity to help. We wrote articles for the issue, facilitated interviews and developed feature stories while helping the Journal connect with DTLB business owners.

The project was a great success with over 22,000 issues distributed throughout Long Beach and is expected to become an annual tradition for both the DLBA and the *Long Beach Business Journal*.

SOCIAL MEDIA

Our Facebook posts reached an average of 60,000 people each day and were shared over 12,000 times. Meanwhile, our Instagram audience has tripled and become a cornerstone for Long Beach news and photos. We're now one of the most followed social media profiles in Long Beach.

Publishing our own news stories has become major tool in telling the DTLB story, so this year we explored our web analytics in depth to write the most relevant articles to our digital community resulting in 250,000 unique visitors to our website.



663K LIKES



45K FOLLOWERS

DOUBLED SINCE 2015



15K FOLLOWERS

TRIPLED SINCE 2015

PUBLIC REALM

First impressions are important, and the public right-of-way is often the initial influence a new visitor notices. Making the Downtown easier to navigate and more attractive helps ensure visitors enjoy their experience and return.

Walk any block in DTLB and you'll see the impact of our work to build a pedestrian and bike-friendly urban oasis. From activating the corner of Pine Avenue and Ocean Boulevard with the award-winning, The Loop, to establishing a task force to better connect the Long Beach Waterfront, the DLBA has an unwavering commitment to the long-term future of our parks and public spaces.

Our Public Realm team also advocates for effective policies to drive our urban core forward. We are a steadfast advocate for policies that improve the pedestrian environment Downtown and create better connections between our neighborhoods and transit.



THE LOOP AT PINE + OCEAN

For thirty years, the southeast corner of Ocean Boulevard and Pine Avenue sat empty and unused, no longer reflecting the bustling epicenter of pedestrian activity it once was.

Under the leadership of former Vice Mayor Suja Lowenthal and with the support of the City of Long Beach, we gathered up our partners to oversee the development of what has become a new icon for the Downtown: The Loop, a temporary outdoor public space.

Part art installation, part event space, The Loop is entirely devoted to the public sphere, bringing much-needed activation to the 7,700 sq. ft. space since its opening in early 2016. Residents, visitors, and workers have used the space to have lunch, exercise, listen to music, read books, play games, or just hang out.

Design firm Stereo.Bot, known for its fabric-covered geometric installations at massive events such as Coachella, led the overall construction and design of The Loop. Following the end of The Loop's term at this location, the moveable structure will be relocated, becoming a part of another neighborhood in need of activation.

Our efforts didn't go unrecognized. The International Downtown Association awarded The Loop with its Pinnacle Award in Public Space, marking the highest level of recognition that IDA provides. The Pinnacle Award includes only projects that the Awards Committee identifies as exceeding expectations in the areas of innovation, representation, and sustainability.

PLACEMAKING GRANTS

This year we enhanced the application process as we called upon creative thinkers of Long Beach to put forth their best ideas in the name of placemaking. Applicants submitted proposals that described how their project would capitalize on the uniqueness of Downtown and improve the aesthetic quality and community experience of public spaces.

Four projects were awarded \$10,000 a piece, including murals in the East Village, tree plantings along Broadway, an entry gateway at 3rd and Elm, and an augmented reality experience at Harvey Milk Park. These projects were chosen based on their ability to have a lasting impact on the neighborhood in the areas of public safety, beautification, and space activation.



WAYFINDING

This year the DLBA cemented a partnership with the City of Long Beach to fund the design of pedestrian directional signs, a wayfinding map, directory kiosks, as well as historical and storytelling signage.

We strive to make the experience of finding a destination in Downtown both simple and memorable. Our broader goal is to help people discover all of DTLB's assets from green spaces to art galleries. Different wayfinding elements are necessary to create a street environment where information seamlessly fills navigational gaps, heightens the sense of place, and helps people interpret their surroundings.



"It's these tangible and intangible elements that attract further investment, whether it be a new business owner opening their first restaurant, or a young couple buying their first home."

- Brian Ulaszewski
DLBA Advisor
City Fabrick

by the numbers

7,700

SQUARE FEET OF
ADDED GREEN SPACE



\$40K

AWARDED TO FUTURE
PLACEMAKING PROJECTS



\$118K

INVESTED IN PUBLIC
SPACE BEAUTIFICATION
PROJECTS

ECONOMIC DEVELOPMENT

DTLB has become the city's developmental focal point. The DLBA continues to serve as the liaison between the business community and the City by building relationships with commercial brokers, promoting the business-friendly environment through events, targeted advertising, and serving as an ombudsman for the Downtown business community.

With 154 businesses making the decision to call DTLB home over the past twelve months, it's safe to say Downtown's business environment is thriving. Bridging the gap between the private and public sectors is a vital function of our economic development efforts, this year we partnered with California State University, Long Beach's Office of Economic Research to provide a more in-depth view of our Downtown businesses and coordinated with the City of Long Beach to conduct surveys to help with the development of BizPort, a digital portal to help entrepreneurs easily navigate the steps to start, manage, and grow a business.

These projects act as further testimony to Downtown's reputation as a value-added location within the region, and are signs that opportunities will only continue to improve for existing and future residents who enjoy the unique lifestyle that only DTLB can offer.



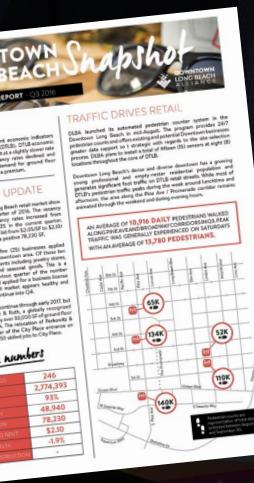
DTLB SNAPSHOT REPORTS

Each year, we publish our annual *Downtown Economic Profile* with one goal in mind: analyzing data to reflect on what has been achieved and what is in existence to plan future development with confidence. This year we introduced a significant shift in the way the DLBA approaches data collection. We now offer summaries based around specific subjects. Dubbed *DTLB Snapshot*, this quarterly report features individual foci on office, retail, and residential development, culminating with the annual *Downtown Economic Profile*.

As DTLB experiences vast growth in both its population and lease signings, it has become essential to better understand how the population is changing, what types of businesses are investing and how the two work hand-in-hand. Knowing the dynamics of the population and identifying trends will help businesses grow and succeed.

This is where *DTLB Snapshot* comes in.

Our inaugural edition, *DTLB Snapshot: Office Space*, was digitally released in July, while our second edition, focusing on retail space, was released in October. The third edition, *DTLB Snapshot: Residential Space*, will be released in January of 2017.



INVESTOR, DEVELOPER, & BROKER EVENTS

The tradition of inviting developers into DTLB shortly before our Taste of Downtown along the Waterfront continued this year and was our most successful to date. Our inaugural Developers Mixer was held at the then-in-construction Pike Outlets and then moved into the modern outdoor space at the Hyatt Centric.

Attendees at our mixers range from big-time developers and small business owners to Mayor Robert Garcia and city Councilmembers. The energy at these events is palpable with the eclectic crowd buzzing about the future of DTLB's skyline.



PROMOTING ENTREPRENEURSHIP

Our Economic Development team works day in and day out to assure that the vitality of our small business community thrives.

This year we partnered with Molina Healthcare to produce a free Entrepreneurship Series with guest speakers and networking opportunities to educate new and aspiring business owners, alike. These events, along with our Small Business Seminar Series, are invaluable in keeping the economic backbone of DTLB strong.



**"Downtown is back.
The renaissance is here."**

**- Mayor Robert Garcia
City of Long Beach**

by the numbers

1,500

BUSINESSES OPERATING
IN DTLB



154

NET NEW BUSINESSES



71%

PLAN TO EXPAND WITHIN
THE NEXT YEAR

PUBLIC SAFETY

The bedrock of any community, public safety is paramount to DTLB's success. By increasing and improving communication between local security agencies and activating neighbors through community engagement, the DLBA is diligent in its pursuit of a safe and secure Downtown.

The influence of the men and women who comprise our clean and safe teams is immeasurable. Every morning our clean team begins emptying trash and recycling receptacles, removing graffiti, and cleaning sidewalks. Meanwhile our safety ambassadors work closely with the Long Beach Police Department to keep crime rates down and provide enhanced security services. Downtowners can find them on duty 15 hours a day to offer helpful advice and directions to residents and visitors alike - they are DLBA's public ambassadors.

In an increased effort to provide resources to the homeless, our Community Outreach Manager accepted a board position on the Long Beach Area Coalition for the Homeless and the Continuum of Care to ensure DTLB stakeholders are represented. Additionally, we added a Weekend Homeless Outreach Specialist and collaborated with Mental Health America on a series of events promoting Mental Health Awareness Month.

Maintaining a clean, safe and secure Downtown is integral to the DLBA's mission and to the quality of life in our urban core.



DLBA KIOSK

Having a visual for Downtown residents and visitors to recognize as a "home base" for our Safety Ambassadors is of utmost importance, which is why we invested in a mobile Information Kiosk designed for this express purpose.

It's been present for special events, neighborhood events, outside of large conventions, and simply during peak hours on the streets of DTLB. The kiosk acts as a go-to guide for people seeking information they might not otherwise be able to find and is an ever-present reminder that DLBA's Safety Ambassadors are in action.

With a bright flat screen TV, coordinated with images specific to where it is parked, music, and LED colored lighting, this solar-powered kiosk is easily recognizable and affords Safety Ambassadors the chance to interact with residents and visitors in a distinctly new way. By promoting Downtown businesses and activities with visuals that go beyond a poster, passersby have the chance to learn about DTLB through the people that know it best.



CLEAN TEAM & SAFETY AMBASSADORS

The Clean Team consists of day and night workers—from sweepers to pressure washers—dedicated to keeping DTLB accessible and clean seven days a week, 365 days a year.

The Downtown Safety Ambassadors are the men and women who patrol the central business district in DTLB on bike and on foot 13 to 19 hours a day. Assisting the Long Beach Police Department, property owners and tenants, they help reduce crime and street disorders. They're trustworthy, friendly representatives who aren't afraid to converse or engage.



SPECIAL PROJECTS

On top of expanding our Homeless Outreach, we understood that it was essential to have someone examine specific parts of how DTLB could become more picturesque, accessible, and safer. This is precisely why we created the Special Projects position: to improve safety and aesthetics for pedestrians and bicyclists in Downtown through tree and weed trimming, painting, repairing street furniture, and removing green waste along bike paths and other heavily traveled pedestrian areas.

HOMELESS OUTREACH

When it comes to addressing homelessness, we are an organization that believes it needs to be done directly and with dignity—which is precisely why we added a full-time Homeless Outreach Specialist last year. However, over the course of this year, we recognized that building relationships with our homeless population and assisting them in accessing local resources and social service agencies was a seven-days-a-week job. So, we added an additional Homeless Outreach Specialist specifically for the weekends. Our outreach is designed to link the homeless population with resources from the City and its service providers.



"When the sidewalks are clean and ambassadors are out helping keep the streets safe it's good for both business and residents alike."

**- Lori Scott
4th and Elm Boutique, Owner**

by the numbers

500 TONS
TONS OF TRASH & DEBRIS



16K
BUSINESS CONTACTS



466
HOMELESS REFERRALS & SERVICES PROVIDED

FY15-16 FINANCIALS

The DLBA is funded through a variety of sources. The DPIA and the PBID fees are collected from business owners as well as commercial and residential property owners, respectively. Other sources of revenue include the following: parking meter monies, sponsorship/ticket sales from events, contract services and deferred revenue accrued from previous years.

CITY'S SUCCESSOR AGENCY (FORMER RDA)

Funds provided by the City of Long Beach, as part of an existing contract through its former Redevelopment Agency, for economic development, public realm and select special events and marketing programs.

DOWNTOWN PARKING METERS

50% of the net revenues collected from Downtown parking meters in accordance with the ordinance approved by City Council in FY 2004-2005 supports capital improvements and marketing projects.

SPONSORSHIPS / TICKET SALES

Funds collected through sponsorships and event ticket sales help offset costs for DLBA programs.

CONTRACT SERVICES / MISCELLANEOUS

Contractual agreements that call for additional services above and beyond BID programs to stakeholders and agencies within the Downtown.

DEFERRED REVENUE

Funds from previous years accrued as a result of unanticipated revenues or unexpected budgeted expenses.



SELF-ASSESSMENT FEES:

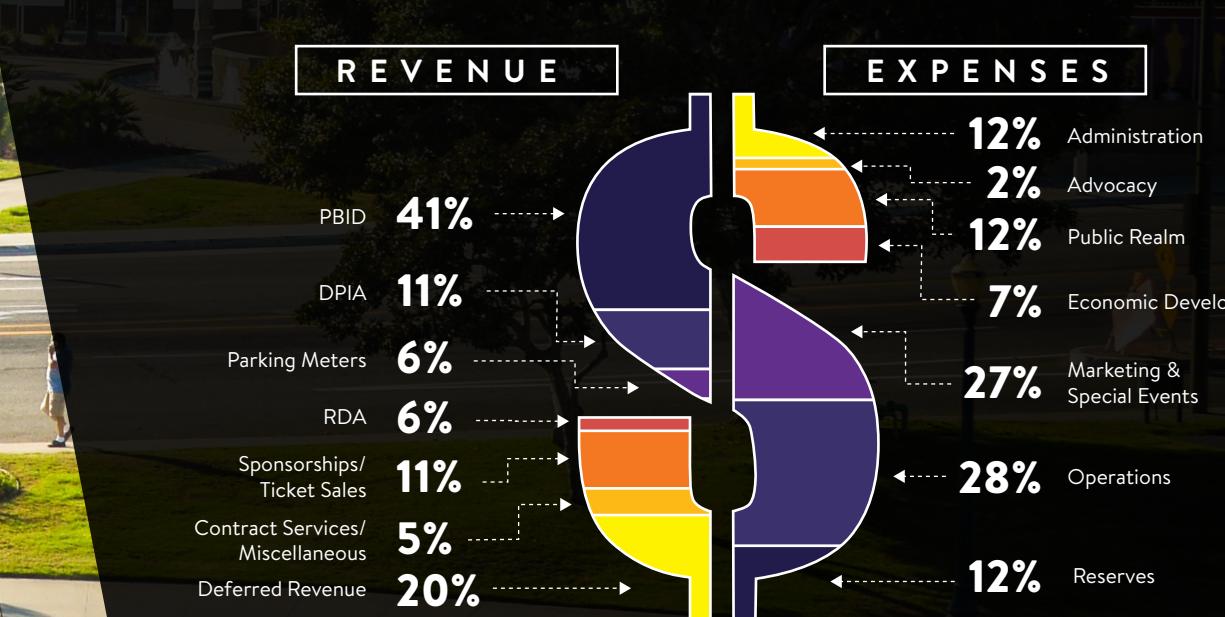
PBID - Collected annually through Los Angeles County's Assessor's Office, property tax from approximately 3,000 commercial and residential property owners of 3,778 parcels within an 85-square block area. Assessment methodology based on the parcel and building footage, linear footage of the property, and level of services rendered to the two benefit areas.

	STANDARD	PREMIUM
Annual Assessment for Lot Frontage (all properties) per linear foot	\$10.34	\$16.69
PLUS: LOT+BUILDING SQUARE FOOTAGE		
Commercial & Government Properties	0.0451	0.0496
Parking Structures	0.0295	0.0339
Residential & Non-Profits	0.0139	0.0183

DPIA - Collected annually from approximately 1,600 businesses located within a 150-square block area.

	PER BUSINESS	PER EMPLOYEE
Businesses	\$421.07	\$7.09
Independent Contractors	\$289.18	\$4.91

REVENUES & EXPENSES:



Complete audited financials, visit www.downtownlongbeach.org/annual-reports-studies

DLBA STAFF



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President &
Chief Executive Officer



BROC COWARD
Chief Operating
Officer



SEAN WARNER
Placemaking
Manager



ADAM CARRILLO
Economic Development
Manager



GINA DARTT
Marketing & Special
Events Manager



AUSTIN METOYER
Research and Policy
Manager



RYAN SUBURU
Graphic Designer /
Marketing Coordinator



STEVE BE COTTE
Community Outreach
Manager



MADISON SILVA
Special Events
Assistant



MELISSA WILSON
Executive
Assistant



JESSICA BIERS
Administrative
Coordinator



HAZEL QUIMPO
Communications
Manager



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DOWNTOWN
LONG BEACH
ALLIANCE

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