

2015 ANNUAL REPORT



DOWNTOWN
LONG BEACH
ASSOCIATES

WELCOME

We at the Downtown Long Beach Associates (DLBA) continually strive to improve each year—and we speak with pride when we say that the 2014-15 year was a definitive one in which our goals were tangibly achieved.

From restaurant and retail growth to major new developments breaking ground, from organizational improvements to record-breaking events, it isn't just Downtown Long Beach (DTLB) that is experiencing great progress but the DLBA as well. The DLBA has amped up its efforts to provide more personalized services to stakeholders, helping them address their challenges while assuring growth. DLBA's signature events continue to alter the perception of DTLB as a destination, with over 50,000 people attending our productions. Our image and message has never been more in sight, as our social media numbers and media value have skyrocketed through the roof.

The spirit of the DLBA (and DTLB) is one that has never soared higher. With that confidence and measurable results mixed together, success comes naturally rather than having to strive for it. With plenty of opportunities to seize that success, we continually look forward to creating yet another year that brings us to new heights.

Are you ready to join us? **We are DTLB.**

Sincerely,



KRAIG KOJIAN
President & CEO

HILDA SANCHEZ
Board Chair, 2014-15



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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 BIDs

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.

DPIA
BOUNDARY

PBID
BOUNDARY



DOWNTOWN LONG BEACH NEIGHBORHOODS

Generally speaking, DTLB—and Long Beach in general—is viewed by outsiders from one of two angles: as the offspring of Los Angeles to the north or Orange County in the south. The reality for those that live here is that it is neither. DTLB has a eclectic gathering of multiple neighborhoods where the waterfront meets urban living.



East Village Arts District

Roughly located toward the southeastern 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 and 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.

WE

ARE DTLB

Our organization houses multiple departments with specific foci: Operations, Administrative, Special Events & Marketing, Economic Development, Placemaking, and Communications. Given the breadth of our work, it is not only inefficient to work in silos but impossible; we are an inherently interconnected group of people that coordinate with one another to assure that the DLBA is always moving forward and always thinking of the next step.

We cherish this synergy because the only way to build a healthy community—one made up of businesses, City government, artist, and local leaders—is by assuring that we are working together.





Bike Fest

SIGNATURE EVENTS

The DLBA's goal with its lineup of annual events is simple: to develop events that create communal, unique experiences that attract locals and outsiders alike. Each of our events has its own flavor while still harboring our overall style. 2014-15 marked our most successful year yet, with thousands of people attending everything from free concerts to celebrating bikes, from honoring the leaders of Downtown to gatherings delving into all things culinary.

- 50,000 Estimated Attendees
- 8 out of 10 Average Event Rating
- \$2,058,235 Total Economic Return



SAM: 720° Pine

DOGS OF DOWNTOWN

Dogs are more than just pets—they're family members. And with that philosophy, we launched our first ever event dedicated to dogs, Dogs of Downtown. Thousands of four-legged friends and their owners took over the Promenade in an opportunity to connect dog owners in a unique way but also celebrated the many dog-friendly businesses and patios that make DTLB one of the most pet-friendly places in Southern California.



Dogs of Downtown

RECORD BREAKING NEW YEAR'S EVE

Last year's New Year's Eve celebration in DTLB proved groundbreaking for obvious reasons: with Fitz and the Tantrums as the event's headlining act, the event brought a staggering 13,500 people to the city's urban core.

For our organization, it was a turning point. Not only had it marked our largest event ever—both in production and in attendance—it also solidified Long Beach's place as a destination for high-quality music and as an alternative venue for one of the biggest nights of the year throughout the nation, providing locals the ease and safety of keeping it at home base.



New Year's Eve

HAPPY HOUR PROMOTION:

The culture of craft cocktails, a leading trend amongst restaurateurs, is one that is alive and well in DTLB. The surge of treating libations as a form of the culinary arts has lifted DTLB's food scene into new heights. Even more, DTLB is home to craft beer legends like Beachwood BBQ & Brewing, Congregation and Rock Bottom. This is precisely why we launched a webpage dedicated entirely to over 40 Happy Hours occurring throughout the Downtown. Simply visit <http://HappyHour.DowntownLongBeach.org> and you'll quickly discover that going local never tasted so delicious.

Happy Hour:
The Blind Donkey

ENSURE SAFETY

CLEAN AND SAFE TEAMS

They're hard to miss around DTLB: men and women clad in bright red polos, some on bikes, others on foot, a few on Segways... They are the DLBA's Clean and Safe Team—and the work they do is indispensable.

This Clean Team consists of day and night workers—from sweepers to pressure washers to restroom hosts—dedicated to keeping DTLB accessible and clean seven days a week, 365 days a year. These men and women often differ from those who fill similar positions because they work outdoors, providing a face to welcome those into the Downtown. They're trustworthy, friendly representatives who aren't afraid to converse or engage—all in the name of making DTLB a better place to call home, work or visit.

The Downtown Safety Guides, described as goodwill ambassadors, are the men and women who patrol the central business district in DTLB on bike and on foot 12 to 18 hours a day. Working with the Long Beach Police Department, property owners and tenants, these Guides help reduce crime and street disorders.



Homeless Service Card

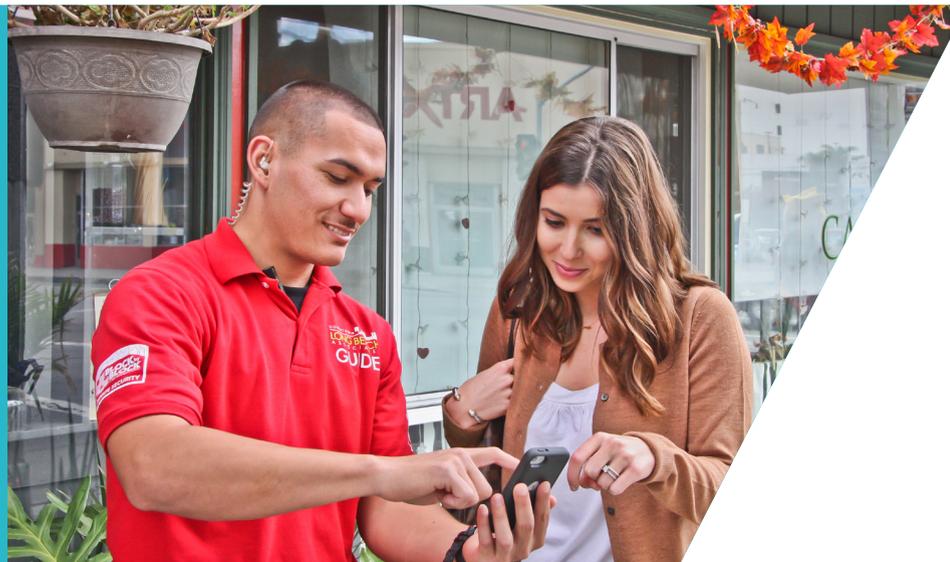
Homeless Service Card

Assuring homeless populations receive up-to-date information is a difficult task—which is precisely why our Public Safety Committee has designed a less convoluted, more reliable solution: the Homeless Services Card. This sturdy pocket guide provides easy-to-read information as to where they need to go in order to access mental health services, find a place to sleep, or get food.



BY THE NUMBERS:

Clean & Safe Teams removed **439 TONS** of Trash & Weeds



HOMELESS OUTREACH WORKER

When it comes to addressing homelessness, we are an organization that believes services need to be done directly and with dignity—which is precisely why we added a full-time Homeless Outreach Specialist to our staff roster. The position was created to build relationships with our homeless population and assist them in accessing local resources, social service agencies and onto a pathway that leads to permanent housing.



238 Referrals to Service Centers

PEDESTRIANS COUNT

Pedestrians are one of the largest contributors to our urban vibrancy and dynamism. The DLBA has supported and led pro-pedestrian initiatives because the fact that with more people are on the street, increased safety and economic benefits soon follow. These aspects of urban living are what largely drove the DLBA conduct its first biannual pedestrian count study.

January marked the first of two studies funded by the DLBA that examined how pedestrian and bicycle traffic flow within the Downtown. The data can then be used as a guide for prospective retailers and developers to make key decisions, determine priority areas for streetscape improvement and public space activation projects, and track pedestrian traffic volumes over time.

**SMALL BUSINESS SEMINAR SERIES**

Opening up a small business is filled with the kind of challenges that benefit us most—but many small business owners need additional assistance to ensure that their success continues well beyond their doors opening. This is precisely why we partnered with the Long Beach City College Small Business Development Center to create a special five-week seminar series designed to present concepts and best practices of owning, opening and operating a business.

30 budding entrepreneurs or existing small business owners attended the series, exploring topics ranging from licenses and permits to marketing and social media.

**ADAPTIVE REUSE**

Long Beach as a city has long been a supporter of preservation, hence the City's Adaptive Reuse Program & Ordinance that streamlines the planning process for projects considering the adaptive reuse of an historical building, providing greater flexibility to both the community and developer. DTLB is rife with buildings that are rich in architectural history—and we encourage developers and investors to look at preserving these historic structures just as the City does. From the Varden Hotel to the Press-Telegram/Meeker-Baker Buildings that house Molina Healthcare to the Psychic Temple that is home to interTrend, DTLB has renovated buildings that contribute to a culture of both progress and preservation.

**NEW DEVELOPMENT PROJECTS**

This past year marked a definitive year in the name of development, with DTLB becoming the city's developmental focal point. New investments, including the soon-to-be-complete 17-story Current Tower, two residential developments led by Ensemble Investments, have reinvigorated faith that DTLB development can start from the ground-up. Meanwhile, reinvestment in existing properties—from the purchase of the 158-unit Pine@Sixth Apartments complex by Irvine-based Sares-Regis to the now-leasing Edison Lofts at 1st and Long Beach Blvd.—have proved that housing and mixed-use spaces are viable and needed.

These developments align with the vision outlined in both the City's Downtown Plan and DLBA's 2013 Strategic Plan Update, both of which support more housing and development. Even more, these projects act as further testimony to Downtown's reputation as a value-add 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.

Psychic Temple

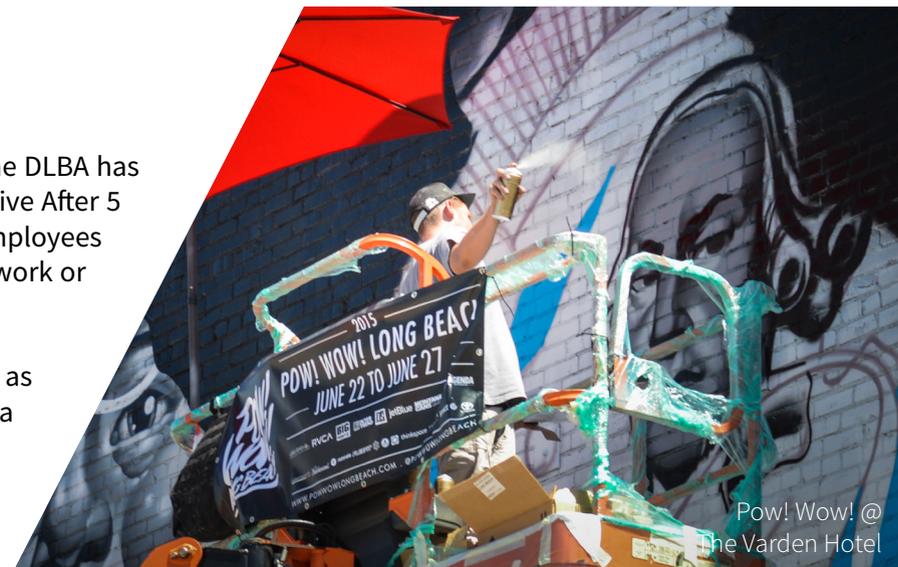
Press-Telegram /
Meeker-Baker Building

ENCOURAGE URBANISM

LIVE AFTER 5

After many years of producing our Summer and Music (SAM) concert series, the DLBA has witnessed the talent and appetite for live music grow in DTLB. In that spirit, Live After 5 was created, elevating the local music scene by providing DTLB residents and employees alike with a great reason to vacate their apartments or stay a little later after work or come home early: free live music every second Thursday of the month.

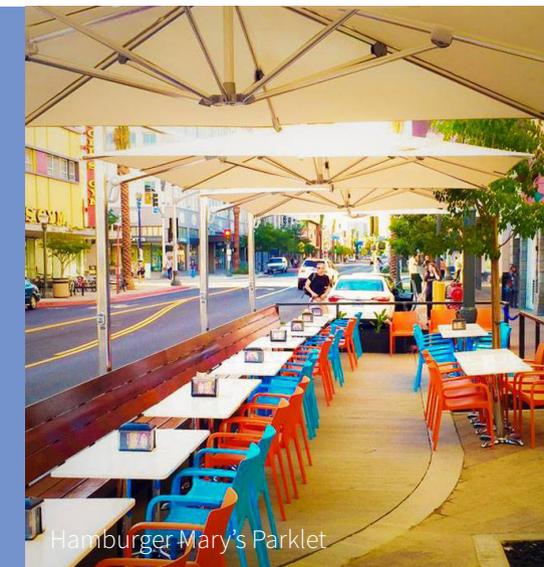
Activating known entertainment venues and non-traditional locations such as vacant storefronts, parks and street corners, Live After 5 has brought a plethora of performers each month to celebrate our city's local art and music culture.



POW! WOW! LONG BEACH

2015 welcomed Hawaii-based Pow! Wow!'s first presence in Long Beach, where mural after mural throughout DTLB appeared over the span of a week. From James Jean to Tristan Eaton, Cryptik to Jeff Soto, over ten Downtown walls were covered with the paint from internationally-recognized artists.

Co-sponsored by DLBA and DTLB-based firm interTrend, Pow! Wow! Long Beach successfully created what many cities can only dream of: a free outdoor museum featuring contemporary art's leading figures.



BY THE NUMBERS:

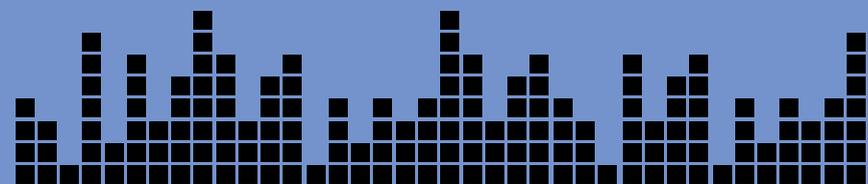
Live After 5 produced

11 @ **34** w/ **69**

EVENTS

LOCATIONS

PERFORMANCES



DOWNTOWN PARKLETS

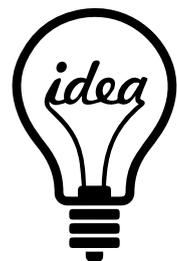
Parklets arose out a particular need: the desire of pedestrians and urbanites to activate the public space that had largely been handed over to the vehicle. As the need for more ped-friendly space continued to grow in DTLB, the DLBA has assisted in leading the effort in supporting parklets.

From the Hamburger Mary's parklet which opened this year to just-opened parklet at District Wine, the DLBA helps facilitate the work between city officials and restaurants to make parklets a reality. What does this add up to? Safer sidewalks, more interaction, more social living.

INSPIRE OTHERS

PLACEMAKING GRANT PROGRAM: #BEINSPIRED

We continually encourage those working and living within DTLB to look around and see how their neighborhood can change for the better—to the extent that we want to provide funding to enact those changes through our Placemaking Grant Program. Over 50 applicants were submitted and five projects were ultimately funded, from urban furniture to landscaping, playgrounds to wayfinding signage.



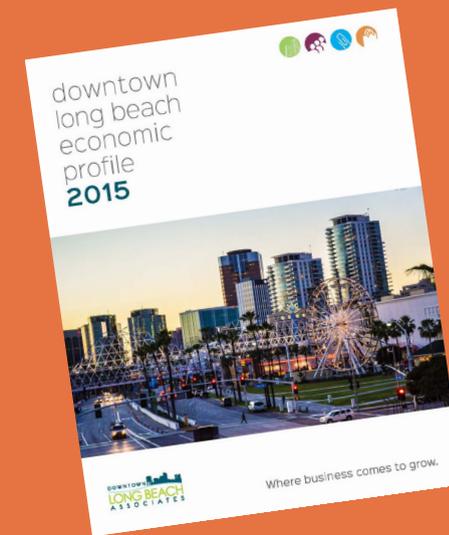
90%

increase in placemaking grant applications



ECONOMIC PROFILE

Each year, the DLBA publishes its *Downtown Economic Profile* with one goal in mind: providing a data-driven resource to help attract investment toward DTLB. The belief that progress, development, and innovation will continue to push DTLB toward realizing further potential is an essential aspect of our approach to doing business.



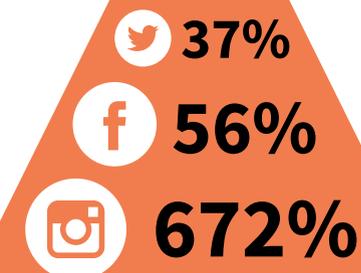
MAKERS MART

For the first time, the DLBA supported the Makers Mart along 1st Street between Linden and Elm Avenues in Downtown's East Village. Working in conjunction with Small Business Saturday throughout the entire Downtown, the Makers Mart provided local artisan vendors open space for shoppers to explore. The event offered specials on gift items from more than 30 makers and shakers.



SOCIAL MEDIA

This year marked a definitive one in terms of the DLBA's social media as our interaction with those on computers and mobile devices skyrocketed. Our Facebook posts reached 2.05M people and were shared over 4,000 times, bringing the total number of likes to our page to over 26,000. Meanwhile, our Twitter account had nearly 300,000 impressions while surpassing 10,000 followers. And our Instagram? Beginning in October of 2014 with just a few hundred followers and limited engagement, it now has over 5,000 followers and received almost 40,000 likes on various pictures we shared throughout the year.



Percent Increase in Followers/Likes

CHAMPION IDEAS



SHAPING THE VISION FOR THE LONG BEACH CIVIC CENTER

Outreach is an essential part of community functioning thereby making it an essential part of our operation. As the City of Long Beach looks to build a new Civic Center in the heart of DTLB, we continued our outreach to community stakeholders and residents by hosting multiple interactive workshops. This provided an opportunity for community input through preference surveys and brainstorming questions.



Celebrate Downtown at Lincoln Park

SMART PARKING METERS

The DLBA, partnering with the City of Long Beach, led the effort to make parking in Downtown simpler. The new, innovative meters allow residents and visitors alike to easily pay via debit and credit card, or the traditional coin method, while also indicating the number of available spots through a mobile app.



New Smart Parking Meters



#LBPWRON

When DTLB experienced an historic summer power outage that left tens of thousands of people in the dark, we felt obligated to not just cheer when the lights came back on but also help businesses. Inverting the hashtag that ran rampant on Twitter with a positive spin, #LBPWRON became a weekend-long campaign that encouraged those within the city and region to visit DTLB businesses after they experienced the loss of not just power, but income and customers.

PINE AND OCEAN DEVELOPMENT

The intersection of Pine & Ocean, once a bustling point of interest in DTLB, is returning to its former glory. Our partnership with City of Long Beach has resulted in design submissions for the construction of a temporary outdoor public space at the southeast corner of the intersection. The goal? To take the linchpin between upper and lower Pine Avenue that has become a psychological barrier to conventioners, tourists, and workers and turn it into what it once was: a place for the denizens of DTLB to enjoy.



FY14-15 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 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.



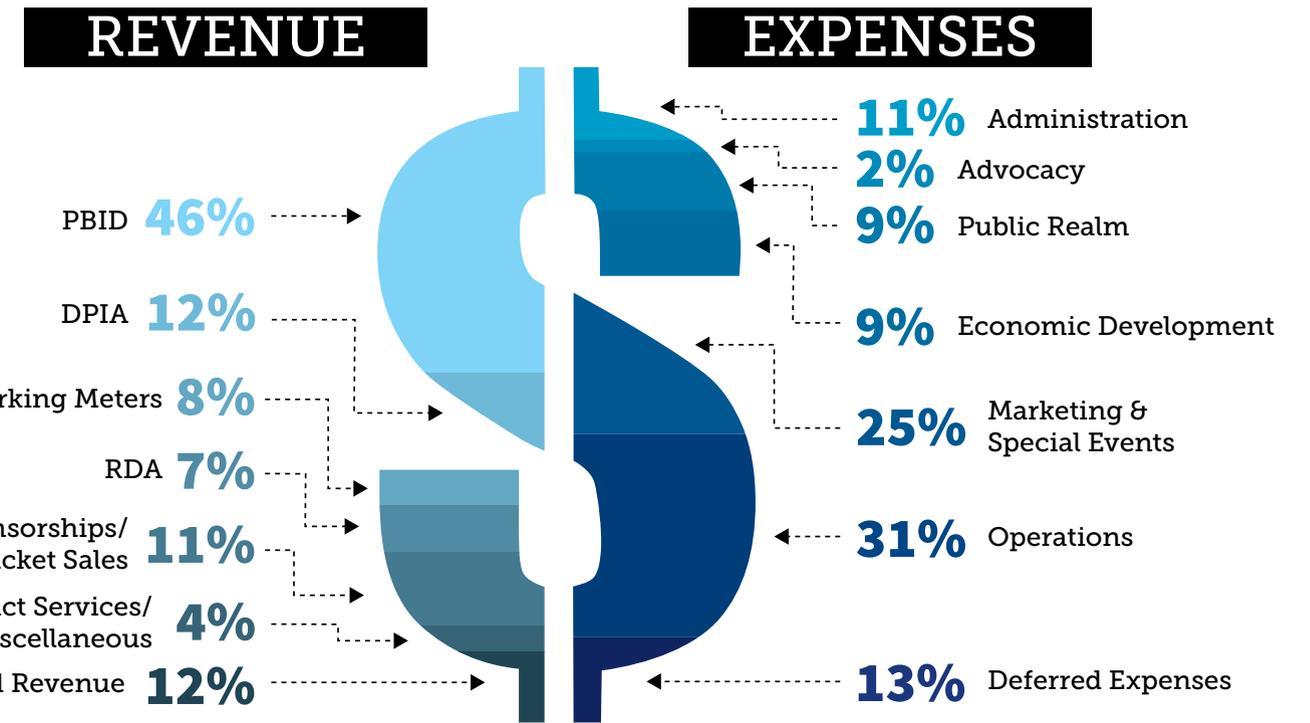
Contract Services / Miscellaneous

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 unexpended budgeted expenses. Does not include operational reserves.



To read complete audited financials, visit www.downtownlongbeach.org/annual-reports-studies

SELF-ASSESSMENT FEES:

DPIA

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

	Per Business	Per Employee
Businesses	\$415.46	\$6.99
Independent Contractors	\$285.33	\$4.84

PBID

Collected 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 foot	\$10.03	\$16.21
<i>Plus: Lot + Building Square Footage</i>		
Commercial & Government Properties	0.0438	0.0481
Parking Structures	0.0286	0.0329
Residential & Non-Profits	0.0135	0.0178

DLBA STAFF**KRAIG KOJIAN** - President/CEO**GINA DARTT** - Marketing & Special Events Manager**SEAN WARNER** - Placemaking Manager**STEVE BECOTTE** - Community Outreach Manager**BRIAN ADDISON** - Communications Manager**ADAM CARRILLO** - Economic Development Manager**RYAN SUBURU** - Graphic Designer / Marketing Coordinator**TYLER KIM** - Economic Development Coordinator**AMY LUKE** - Executive Assistant**ANGELA JOHNSON** - Administrative Assistant**EXECUTIVE COMMITTEE****HILDA SANCHEZ** / Minuteman Press - Chair**MICHELLE MOLINA** / Millworks - Chair Elect**RICHARD LEWIS** / JR van Dijns, Inc. - Past Chair**DAVID CANNON** / Downtown Resident - Treasurer**CAMERON ANDREWS** / Pier Communications - Secretary**TOLIVER MORRIS** / WM Commerical**JUAN LOPEZ-RIOS** / City of Long Beach**DIRECTORS****CINDY ALLEN** / ETA Advertising**RYAN ALTOON** / Anderson Pacific LLC**ROSE BARRANTES** / Developers Diversified Realty**DEREK BURNHAM** / Burnham Development**JOEN GARNICA** / Garnica Interiors**LINDA GUTHMANN KRIEGER** / Krieger and Krieger Law**LAUREN HAVERLOCK** / Resident, 2nd Council District**JUSTIN HECTUS** / Keesal, Young & Logan**JULIA HUANG** / interTrend**KENNETH MCDONALD** / Long Beach Transit**SILVANO MERLO** / Courtyard Marriott**JAMES STEPHENSON** / Cohn Restaurant Group**ADVISORS****LOU ANNE BYNUM** / Long Beach City College**LENA GONZALEZ** / 1st Council District**DR. SUJA LOWENTHAL** / Vice Mayor, 2nd Council District**JERRY SCHUBEL** / Aquarium of the Pacific**STEVE SHELDON** / Queen Mary**MARY STEPHENS** / CSULB**BRIAN ULASZEWSKI** / City Fabrick**HONORARY MEMBERS****DIANE ARNOLD** / Long Beach Resident**DON DARNAUER** / Downtown Resident**NICK EDWARDS** / Queen Beach Printing



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