

# TWENTY SEVENTEEN ANNUAL REPORT

Photo by Heather Lemmon, Unfiltered



**04** Strategic Plan + Mission Statement

**06** Business Improvement Districts (BIDS)

**08** Marketing & Communications

**10** Signature Events

**12** Public Realm

**14** Economic Development

**16** Public Safety

**18** Financials

**20** Board of Directors

**22** DLBA Team

**DOWNTOWN**

# Welcome to DTLB

Throughout 2017, the Downtown Long Beach Alliance (DLBA) continued its unwavering mission to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. After all, there is only one Downtown Long Beach, and DLBA proudly serves this unique and ultimate 1.38 Un-Square Miles!

With Downtown's continued growth and many evolving opportunities, the DLBA understands and embraces the importance of preserving and promoting what makes Downtown special. The businesses, residents and property owners all play an integral role in creating the eclectic character we know and love. It's this community that enriches the Downtown experience and draws people from near and far to visit, live and work.

At the heart of DLBA is a community-driven organization staffed with a dedicated team determined to grow, evolve and address the on-going needs of our ever-changing Downtown neighborhoods.

While the DLBA focuses its energies and resources on a variety of core functions including advocacy, marketing and events; business recruitment, retention and job creation; activating the public realm to emphasize cleanliness and safety that ensures a quality of life for thousands, it also serves as a key link to connect the private and public sectors that successfully creates a true P3 (public-private partnership).

Additionally, the DLBA management and leadership team can't do it alone as it takes the collaborative spirit of our Board of Directors, committees, community leaders and our stakeholders to generate such shared success.

As we close 2017, we look forward with zealous advocacy for what 2018 brings, and invite you to explore this annual report for a more in-depth review of the past year's findings, our Vision 2020 strategic plan progress, and other achievements.

Thank you to all those in our community who have expressed interest in our Downtown and invested, endured, believed in and supported what we feel is truly the Heart of the City.

Sincerely,



Kraig Kojian,  
DLBA President & CEO



Toliver Morris,  
Board Chair, 2016-17

# LONG BEACH

## Our Vision 2020 Strategic Plan

In December 2016, DLBA adopted the DTLB: Vision 2020 Strategic Plan that provides a clear path forward for Downtown Long Beach Alliance (DLBA). The organization's leaders and stakeholders identified a bold vision for Downtown Long Beach as a regional economic powerhouse with a strong local character. To work towards that future, DLBA created this innovative, strategic and tactical plan - DTLB: Vision 2020.

DTLB: Vision 2020 provides an assessment of current assets, needs and opportunities in Downtown Long Beach and establishes a strategic framework to guide actions for DLBA over the next three to five years. It articulates the organization's mission and core values, and it presents a series of goals and the strategies for accomplishing those goals.

### OUR MISSION STATEMENT

TO CULTIVATE, PRESERVE AND  
PROMOTE A HEALTHY, SAFE AND  
PROSPEROUS DOWNTOWN.

1

BUILD ON THE SUCCESSFUL  
PLANNING EFFORTS  
IN THE 2013 DLBA  
STRATEGIC PLAN  
UPDATE

3

ALIGN DLBA'S  
LEADERSHIP AND  
GOVERNANCE STRUCTURE  
TO ENSURE EFFICIENT  
IMPLEMENTATION  
OF THE PLAN

3

PRIMARY OBJECTIVES  
OF DTLB:  
VISION 2020

2

LEVERAGE DLBA  
RESOURCES TO ACHIEVE  
THE GREATEST IMPACT  
POSSIBLE





## Understanding Business Improvement Districts (BIDs)

A Business Improvement District (BID) promotes and markets a geographically defined area within a city. A BID steps in to support or address needs above what a municipality can do or provide, such as coordinating events; picking up litter on sidewalks; to providing small business entrepreneur workshops.

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 later expanded to residential property owners in 2013. DLBA manages both of these BIDS and continues to pursue a connected, safer and vibrant Downtown.

## Downtown Neighborhoods

Though Downtown continues to evolve, it maintains its dynamic and eclectic urban core. With five distinct neighborhoods, DTLB offers a style to suit everyone. Positioned as the only urban waterfront between San Diego and San Francisco, DTLB is uniquely qualified for spectacular views, easy access beaches, all wrapped up in a pedestrian and bicycle-friendly package.



## 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. The neighborhood also provides an array of housing options with the bonus of easy pedestrian access to all of DTLB's offerings.

## Pine Avenue & The Promenade

The bustling heart of DTLB, Pine Avenue and The Promenade neighborhood receive heavy foot traffic due to the variety of restaurants, entertainment offerings, and access to some of the finest award-winning craft beers and cocktails in the region. They are also home to one of the most lauded gastropubs in the country and home to the nation's first park named after Harvey Milk, an American politician and the first openly gay elected official in the history of California.

## East Village Arts District

Located toward the eastern edge of our BID 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 handmade jewelry, to used books and mid-century furniture.

## North Pine

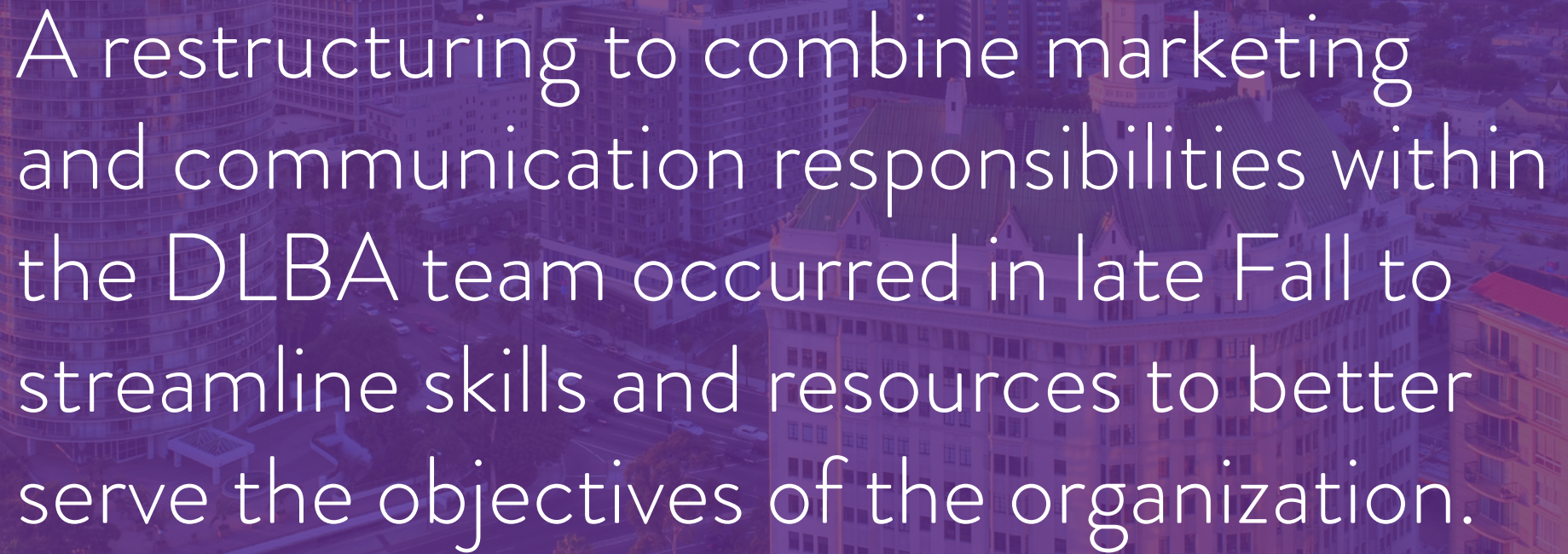
At the northern end of Pine Avenue, this neighborhood of rich history offers apartments, condos and single-family homes. As a result of its population increase, a revival of some of the oldest businesses and buildings in Long Beach has been set in motion.



Figure 1.1 - Downtown DPJA/PBID Map

## Waterfront

Access to a marina for your weekend getaway by boat, to priceless ocean views, DTLB's Waterfront is home to both the Shoreline Village and Pike Outlets. Multiple options of nationally known restaurants and hangouts are available to locals and visitors. And for those seeking an ocean adventure from land, the Aquarium of the Pacific is within a short walk. The Aquarium is undergoing its first major expansion project, The Pacific Visions wing, which will be a 29,000 square foot two-story structure that will include a state-of-the-art interactive theater, an exhibit gallery with live animals, and an art gallery.

An aerial photograph of a city skyline, likely downtown Los Angeles, with a prominent purple overlay. The image shows various high-rise buildings and a church with a tall spire. The text is overlaid in white, sans-serif font.

A restructuring to combine marketing and communication responsibilities within the DLBA team occurred in late Fall to streamline skills and resources to better serve the objectives of the organization.

Staying the course of a new brand launch that started in late 2016, DLBA further developed its identity as a resource and advocate for DTLB's 5,000 stakeholders through a new website that offers better access to information, annual reports, programming, and more. Always seeking to provide the best experience for our community, we look forward to rolling out some additional site improvements in early 2018.

Our social media channels allow us to leverage our reach in the community and to interested DTLB parties for generating awareness for all things Downtown. Our business community actively seeks our assistance in spreading the word for their events, special offers and other business-related items, which allows us to further support their needs.



Embracing the importance of relationship-building, DLBA fosters press relations through active sharing of information. Whether it's a quarterly *Snapshot*, survey results or other resource, DLBA seeks to provide information to all parties. Developing pitches for press and crafting articles to be featured on our website, communications plays an important role in positioning DLBA as a clearinghouse for information to our stakeholders and the public at large.

Due to its success last year, DLBA is working with the *Long Beach Business Journal* once again to produce a dedicated Downtown issue for the month of December. The collaboration results in a strong vehicle to tell DTLB's story for business opportunities.



**50K**  
FACEBOOK  
LIKES



**49K**  
FACEBOOK  
FOLLOWERS

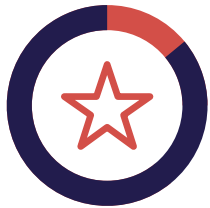


**14K**  
TWITTER  
FOLLOWERS



**19K**  
INSTAGRAM  
FOLLOWERS



**29,250**TOTAL ATTENDANCE  
AT EVENTS**50%**OF ATTENDEES  
LIVE IN DTLB**8/10**OVERALL RATING  
AT DLBA EVENTS

DLBA's signature events, such as Summer and Music (SAM), Buskerfest, Taste of Downtown and others, remain a keystone for community engagement with a strategic approach to event sponsorship and execution.

What better way to galvanize a community than by bringing them together to be entertained in a shared experience.



**\$509,714**

IN SPONSORSHIP DOLLARS RAISED

DLBA also participates in third-party events through sponsorship funding, resource allocation, and marketing support efforts. For example, we sponsored Makers Mart for Small Business Saturday in the East Village Arts District. In addition to the aforementioned efforts, DLBA also secured free metered parking for Downtown to benefit all local businesses for the holiday shopping day.



**\$1,106,945**

IN TOTAL ECONOMIC RETURN

This year we launched our inaugural Downtown Long Beach UNFILTERED Photography Contest in partnership with the Arts Council for Long Beach. This is an annual event that will archive the changing landscape of our Downtown year to year. For our first contest, we received close to 300 submissions, from which 25 finalists were selected and 5 Viewfinder Award Recipients were chosen from the finalists. Following two gallery showings, the 25 photos will be displayed at DLBA's offices through 2018.



Artistic endeavors have proven to greatly benefit the public space, as displayed through creative crosswalks on Pine Ave. and dozens of outdoor building murals. DTLB is home to over 40 murals! Activations such as The Loop at Pine + Ocean provide an opportunity to beautify an unused area. Increasing foot traffic to the area, Lunch at the Loop on Fridays was launched this summer featuring local musicians paired with Downtown businesses offering food items for purchase. Also in the works - a full renovation of The Loop in 2018.

Through offering placemaking grants, the team empowers the community to take action on self-generated ideas for enhancing our Downtown. Projects are chosen based on their potential to have a lasting impact in the areas of public safety,

beautification, and space activation.

DLBA supports organizations through sponsorships, such as POW! WOW!, a network of artists that engages the community in the process and creation of art. POW! WOW! celebrated its third year anniversary in Long Beach and hosted an exciting week filled with live mural paintings, art exhibitions, talks and more.

In addition to making the public space attractive and inviting, our public realm team is also focused on improving wayfinding within our Downtown. Signage, maps, directory kiosks are some of the tools to be implemented in 2018. A fun project that recently rolled out involves placement of three outdoor viewfinders that each feature a historical

photo of a building or area as it once was when looking through the viewfinder.

Our public realm team isn't just busy with beautifying the public right-of-way, it also advocates for effective policies to drive our urban core forward. As an organization, DLBA supports appropriate policies that improve the Downtown pedestrian environment and that promote better connections between our neighborhoods and transit. Public Realm established the Waterfront Task Force as a result of the Urban Land Institute (ULI) Technical Assistance Panel (TAP). The task force's focus is on tackling the issue of separation between the Waterfront neighborhood and the rest of Downtown.

**\$112K**

INVESTED IN PUBLIC SPACE PROJECTS

**249K**

DOG WASTE BAGS  
DISPENSED

**5**

NEW CREATIVE  
CROSSWALKS

**15**

NEW MURALS



Downtown Long Beach is made up of 1.38 un-square miles filled with new places, new ideas, and new opportunities to explore. We, along with dedicated stakeholders, work diligently to make DTLB more accessible, beautiful, and business friendly.

Serving as a liaison between the business community and the City, our economic development team focuses on building and fostering relationships. This year several projects were launched to cultivate relationships: website launch of DTLBbusiness.com, Woman Owned Business Accelerator, Entrepreneur & Small Business Education Series, Development Opportunity Sites, Small Business & Job Creation Grant, and several data-driven reports: *Snapshot Commercial Market Reports*, *Downtown Economic Profile*, *Downtown Long Beach Employment Report*, and *Ground Floor Retail Audit* to name a few.



**85**

ENTREPRENEURS PARTICIPATED IN 2017 SMALL BUSINESS & ENTREPRENEURIAL SERIES



**388**

PARTICIPATED IN THE GROUNDBREAKING OF FOUR DTLB RESIDENTIAL PROJECTS THAT WILL RESULT IN 388 UNITS



**\$12,500**

AWARDED IN SMALL BUSINESS GRANTS; RESULTING IN 5 NEW BUSINESSES OPENING



**174**

NET NEW BUSINESSES ADDED IN DTLB



**584**

NEW RESIDENTIAL UNITS ADVOCATED FOR AND APPROVED



**+11%**

NET NEW BUSINESSES OVER THE PREVIOUS YEAR

Long Beach continues to focus on providing a safer and more enjoyable pedestrian-friendly Downtown, which has a positive economic effect for Downtown businesses. Each day in Q3, roughly 17,815 pedestrians walked through the Downtown core with peak traffic averaging 22,734 on Saturday's between 5PM – 11PM; a sure sign of a lively weekend dinner and bar scene.

During Q3, the Downtown core welcomed 1.6 million pedestrians, a 33% increase from Q2, with the highest visitor count occurring during July with 617,852 total visitors. Peak pedestrian traffic occurs during the summer months in large part due to industry conferences held at the Long Beach Convention Center, summer vacationers, and consistent summer attractions.



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 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 the "red shirts," as they're affectionately called, throughout the day offering helpful advice and directions to residents and visitors alike - they are DLBA's public ambassadors. Maintaining a clean, safe and secure Downtown is integral to the DLBA's mission and to the quality of life in our urban core.



### Clean & Safe Team

The Clean Team is made up of sweepers, special project staff and pressure washers—all dedicated to keeping DTLB accessible and clean seven days a week, 365 days a year. DLBA's Clean Team is also making a positive impact on our environment by preventing harmful litter and green waste from entering our storm drains and eventually washing up on our namesake beach. The Downtown Safety Ambassadors are the men and women who patrol the central business district in DTLB on bike, Segway and on foot as much as 19 hours per day. They're a trustworthy, friendly representative offering directions, dining recommendations and basic roadside assistance. As the "eyes and ears" of DTLB, they've proven helpful to the Long Beach Police Department, property owners and tenants in reducing crime and street disorders.

 **3,160** DIRECTIONS  
GIVEN



### Alley Busters Program

In partnership with Mental Health America/The Village, Alley Busters is a program designed to help those who have experienced mental illness get on the path to full-time employment. Each week, three or four MHA members work to improve DTLB’s alleys by cleaning up garbage, weeds, and removing obstructions. Together with the DLBA’s Clean Team and City of Long Beach’s Public Works department, Alley Busters properly dispose of numerous bulk items each week. While the alleys of DTLB are being brightened, the hard-working MHA members on the Alley Busters team have the rewarding experience of bringing home a paycheck and can proudly see themselves as productive workers instead of patients.

 **528** BIKE MAPS DISTRIBUTED

### Safety Ambassadors Friendly Escort Program

DLBA Safety Ambassadors are available to escort any member of the public from one point to another in the central business district – whether it’s a hotel, residence, business or parking structure. Safety Ambassadors offer a level of confidence and security to someone who may be unfamiliar or uncomfortable walking alone to their destination. DLBA’s Friendly Escort Program is proving very popular with restaurants, concierges, residents and small businesses that may be open later in the evening or working the late shift along with our Safety Ambassadors. For a friendly escort, call (562) 244-1365.

 **3,277** GRAFFITI AND/OR STICKER REMOVALS

### Clean And Safe Online Survey Results

The DLBA’s Clean & Safe teams facilitate cleanliness, maintenance, public safety, and ambassadorial services that enhance both physical and experiential aspects of the public realm in Downtown Long Beach. However, we aren’t one to rest on our laurels, so we developed a survey and asked more than 10,000 businesses, residents and visitors to DTLB to provide their perspective and offer feedback on several aspects of the Clean and Safe Team services.

 **930** RESPONDENTS TOOK THE PUBLIC SAFETY SURVEY

### 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 position 5 days per week. Their purpose is to build relationships with our homeless population and assist them in accessing local resources and social service agencies, who in turn can assist them in getting off the streets. As a result, our Homeless Outreach Specialist has become an indispensable fixture in DTLB.

 **1,035** HOMELESS OUTREACH CONTACTS  
Up 14% from previous year



## FY16-17 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 unexpended 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.

### PBID Assessment Methodology 2016 - 2017

	Standard	Premium
Annual Assessment for Lot Frontage (all properties) per linear foot	\$10.6450213750	\$17.1947960657
Commercial & Government Properties (per square foot)	\$0.0464609767	\$0.0510384982
Parking Structures (per square foot)	\$0.0303791081	\$0.0349566294
Residential & Non-Profits (per square foot)	\$0.0142972394	\$0.0188747606

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

### DPIA Assessment Methodology 2016 - 2017

	Per Business	Per Employee
Businesses	\$425.28	\$7.16
Independent Contractors	\$292.07	\$4.95

### Revenue (2017 unaudited)

PBID	\$2,390,406	43%
DPIA	\$679,598	12%
Parking	\$368,115	7%
RDA	\$349,999	6%
Sponsorship	\$509,715	9%
Contract	\$276,771	5%
Deferred	\$1,011,504	18%
	\$5,586,108	100%

### Expenses (2017 unaudited)

Admin	\$654,679	12%
Advocacy	\$91,674	2%
Public Realm	\$416,063	7%
Economic Development	\$439,104	8%
Marketing & Signature Events	\$1,207,493	22%
Operations	\$1,836,065	33%
DPIA Reserves	\$24,342	0%
PBID Reserves	\$916,689	16%
	\$5,586,109	100%

Complete audited financials, visit [www.downtownlongbeach.org/annual-reports-studies](http://www.downtownlongbeach.org/annual-reports-studies)





## Executive Committee

Toliver Morris / Wm Commercial	Chair
Ryan Altoon / Anderson Pacific LLC	Chair Elect
Michelle Molina / Millworks	Past Chair
Derek Burnham / Gilroy LLC	Treasurer
Justin Hectus / Keesal, Young & Logan	Secretary
Tony Shooshani / City Place	
Linda Tatum / City of Long Beach	

## Directors

Xavier Canale	Raindance
David Cannon	Residential
Gabe Estrada	Residential
Gio Ferraro	Groundwork Fitness
Rand Foster	Fingerprints
Melissa Infusino	Residential
DJ Jones	Premier Business Centers
Chris Krajacic	Pier 76
Allison Kripp	The Den Salon
Kenneth McDonald	Long Beach Transit
Silvano Merlo	Courtyard Marriott
Alan Pullman	Studio One Eleven
Michael Wylie	FAMCO

## Advisors

Lou Anne Bynum	Long Beach City College
Joshua Cool	IDA Experience
Debra Fixen	Shoreline Village
Lena Gonzalez	1st District City Council
James Kuhne	Sedgwick Law
Jeannine Pearce	2nd District City Council
Mary Stephens	CSULB
Griselda Suarez	Arts Council for Long Beach

## Honorary Members

Diane Arnold	Long Beach Resident
Don Darnauer	Downtown Resident
Nick Edwards	Queen Beach Printers



**Kraig Kojian**

President & Chief Executive Officer  
kraigk@dlba.org

**Broc Coward**

Chief Operating Officer  
brocc@dlba.org

**Steve Be Cotte**

Community Outreach Manager  
steveb@dlba.org

**Jessica Bierd**

Administrative Coordinator  
jessicab@dlba.org

**Adam Carrillo**

Economic Development Manager  
adamc@dlba.org

**Christina Mancebo**

Marketing & Communications Manager  
christinam@dlba.org

**Austin Metoyer**

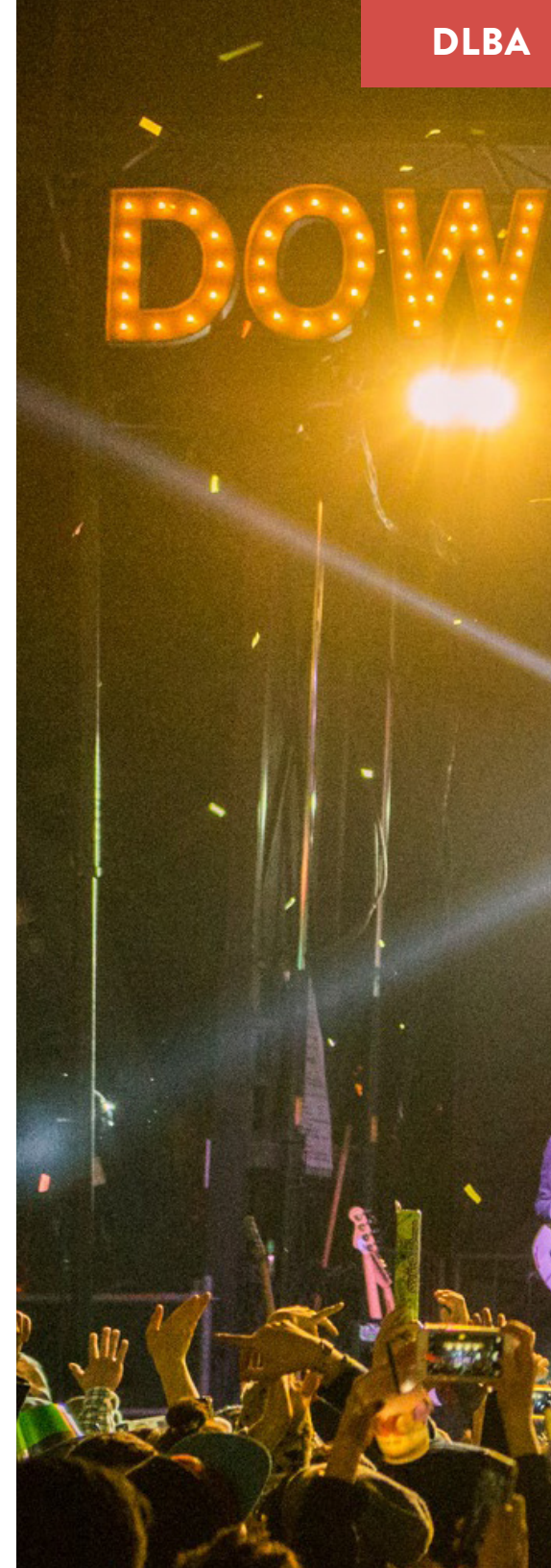
Research & Policy Manager  
austinm@dlba.org

**Sean Warner**

Placemaking Manager  
seanw@dlba.org

**Melissa Wilson**

Executive Assistant  
melissaw@dlba.org



# N TOWN LONG BEACH





**DOWNTOWN  
LONG BEACH  
ALLIANCE**

[DOWNTOWNLONGBEACH.ORG](http://DOWNTOWNLONGBEACH.ORG)