



**DOWNTOWN  
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ALLIANCE**

## The Entrepreneur and Small Business Education Series

A partnership between the Downtown Long Beach Alliance and California State University Long Beach

The series is focused on providing the tools and skills needed to start and run a successful business.

California State University Long Beach will provide a certificate of accomplishment to those who complete the entire program.

- **Week 1: The Value of a Business Plan, April 1**
  - **Module 1: Starting your business – overview (Mr. Bruce Sparks, CSULB)**
    - Assess your business idea – what makes a successful business idea
    - Research your business idea
    - Business plan development
    - Resources for small businesses
    - What will be covered in this workshop
  - **Module 2: What is a Business Plan**
    - Elements of a business plan
    - Organizational plan
    - Marketing plan
    - Financial Projections
    - Competitive Analysis
    - Putting it all together
- **Week 2: Your Marketing Plan, April 8**
  - **Module 1: Writing your Marketing Plan (Dr. Hieu Nguyen, CSULB)**
    - Competitive analysis – SWOT
    - Who are my target customers?
    - Customer Acquisition
    - What channels do I use to reach them?
    - How do I price my products/services?
    - Putting it all together
  - **Module 2: How to do digital marketing (Dr. Scott Flexo, CSULB)**
    - Design and construct your website
    - Types of social and digital media
    - Email marketing
    - Putting it all together
- **Week 3: Financial Aspects of Your Business, April 15**
  - **Module 1: Funding Opportunities (Mr. Frank McNulty, CSULB)**
    - Traditional types of funding opportunities
    - Non-traditional types of funding opportunities
    - Applying for funding
    - How to choose the right bank
    - Lender's panels
    - Putting it all together
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- **Module 2: Accounting Basics (Mr. Bruce Sparks, CSULB)**
  - Basic accounting principles
  - Types of accounting platforms
  - Financial statements
  - Putting it all together
- **Week 4: Legal and HR Questions, April 22**
  - **Module 1: Legal Structures (Ms. Allison Butler, CSULB)**
    - Business entities (sole proprietorships, partnerships, LLCs, Series LLCs, B-corps, corporations)
    - Formation, duration, taxation, and liabilities
    - Partnership agreements
    - Current business issues
    - Putting it all together
  - **Module 2: Human Resource Basics (Dr. Ruben Delgado, CSULB)**
    - Hiring employees (EEOC and discrimination questions)
    - W-2 vs. Independent contractors
    - Employee handbook
    - Payroll
    - Employee subsidies
    - Putting it all together
- **Week 5: Where to Locate Your Business, April 29**
  - **Module 1: Site selection (Mr. Adam Carrillo, DLBA)**
    - Appropriately zoned site for your business
    - Foot traffic and parking requirements
    - Office specific requirements/suggestions
    - Retail specific requirements/suggestions
    - Restaurant specific requirements/suggestions
    - Putting it all together
  - **Module 2: Negotiate a lease (Mr. Adam Carrillo, DLBA)**
    - Understand lease options
    - Do I need a broker?
    - Who pays for tenant improvements
    - What can I negotiate?
    - Research the area prior to lease negotiations
    - Putting it all together
- **Week 6: May 6, \*PitchFest**
- **Week 7: May 11, DLBA Economic Development Committee**



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**Presenting Sponsors Include:**

**Downtown Long Beach Alliance (DLBA)**

**California State University Long Beach**

**Program Partners include: Molina Healthcare, WeWork, and the City of Long Beach.**

- **Location: Studio 111, 245 E 3<sup>rd</sup> St. Long Beach, CA 90802**
- **Time: 8am-12noon each consecutive Saturday**
- **Target Audience: Existing and Potential Downtown Business Owners, Entrepreneurs, Start-Ups, and Small Business owners**
- **Potential Class Size: 45-90 per session**
- **Goal: Have the same group matriculate through all 6-weeks and create new businesses and high paying jobs in Downtown resulting in the leasing of available office space.**
- **Cost to Attend: Free to attend for Existing and Potential Downtown Business Owners and CSULB Students (Value of \$1,350)**
- **Timeline: April/May 2017**

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## **DLBA Small Business & Job Creation Grant Program**

The DLBA's Small Business & Job Creation Grant Program is designed to assist new businesses and support the expansion of existing businesses by providing grant funds in an effort to defray costs associated with the starting or expanding of a business therefore creating jobs in Downtown Long Beach. The program will provide six (6) grants totaling up to \$3,000 in awards per winning applicant composed of the following funding sources:

- Up to \$2,500 DLBA funded grant to the awarded business (requires matching funds)
- Up to \$500 1<sup>st</sup> Year DPIA BID assessment fee reimbursement (requires receipt)
- **BONUS:** One (1) woman or minority owned business award for a one (1) month hot desk membership at WeWork's Downtown Long Beach location, 100 W Broadway, Long Beach, CA 90802 (\$350 Value)

**Criteria for Participation;** Your business may qualify for the grant if it satisfies ALL of the following requirements:

1. **To Apply:** All applicants must submit a PowerPoint presentation by May 4 including:
  - a. Proposed business financial model
  - b. Business plan
2. The business is located within the boundaries of the [Downtown Parking Improvement Area \(DPIA\)](#) managed by the Downtown Long Beach Alliance (DLBA) business improvement district.
3. Applicant to participate in the program must enroll in **The Entrepreneur and Small Business Education Series** held in partnership with California State University, Long Beach and complete the following 10 sessions\* within the scheduled 6 week course:
  - Week 1: The Value of a Business Plan, April 1
    - Starting a Business
    - Business Planning
  - Week 2: Your Marketing Plan, April 8
    - Writing your Marketing Plan
    - How to do Digital Marketing
  - Week 3: Financial Aspects of Your Business, April 15
    - Funding Opportunities
    - Accounting Basics
  - Week 4: Legal and HR Questions, April 22
    - Legal Structure
    - Human Resource Basics
  - Week 5: Where to Locate Your Business, April 29
    - Site Selection
    - Negotiating a Lease
  - Week 6: May 6, \*PitchFest:
    - Your business plan – the final session is designed to have entrepreneurs pitch their business plans and get questions answered by the experts that taught the modules. Then a certificate ceremony – they walk out with a certificate and a business plan in hand.



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- NOTE: All instructors will be there and available to support the entrepreneurs 4-5 judges for the business plan competition
- CSULB will market this with their Innovation Challenge student teams
- All qualified potential award recipients present their business plan. All start-up or expansion costs are itemized and defined in the applicant's week 6 pitch. All items will be subject to removal, editing, and approval by the award committee composed of members of DLBA's Economic Development Committee.
- Week 7: May 11, DLBA Economic Development Committee:
  - 6 proposed award recipients' business plans are presented and financial awards are confirmed.

\*Applicant(s) eligibility will be confirmed by review of all original signatures of the original applicant on file as of April 8.

4. Applicant(s) must attend 10 of 10 offered workshops within the 6-week course schedule.
5. Applicant(s) must participate in the final pitch workshop during week 6.
6. If proposed or existing business operates out of an OFFICE space it must be located within one of the office buildings outlined in our [DTLB Snapshot Office Report](#).
7. If proposed or existing business operates out of a RETAIL space it must be located in a commercial storefront located on the ground floor of a building with an individual address and an entrance accessible to the public within one of the buildings outlined in our [DTLB Snapshot Retail Report](#).
8. Copy of identification (DUNS Number) is not required with your PitchFest application.
9. All City of Long Beach fees must be paid and business license is on file as "active" within 90 days of official award notification date and the business license is located within the [DPIA Boundaries](#) of the DLBA.
10. Applicant(s) business or proposed business, including its affiliates, has no more than 24 employees as reported by the City of Long Beach Financial Management department on date of application of program.
11. Is organized for profit, which operates primarily within the United States or which makes a significant contribution to the United States economy through payment of taxes or use of American products, materials or labor. The entrant and its business plan cannot be a 501(c)3 non-profit organization.
12. Is in the legal form of an individual proprietorship, partnership, limited liability company, corporation, joint venture, association, trust or cooperative, except that where the form is a joint venture, there must be less than 50 percent participation by foreign business entities in the joint venture.
13. Must have a dedicated business banking checking account open within 30 days of completion of the education workshops.
14. The entrant and its business plan cannot be a franchise or a home based business.
15. Other restrictions may apply.
16. The DLBA reserves the right to change or update the criteria for participation at any time.
17. Call Adam Carrillo, Economic Development Manager at (562) 480-2232 to verify business application eligibility.



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### Criteria to Receive Grant Funds

- Up to \$2,500 of DLBA grant funds will reimburse legitimate start-up costs associated with opening or expanding the business. Requirement(s) to perform will be outlined within business plan and submitted April 15 for official review and consideration of potential award.
  - Up to \$2,500 of the start-up costs that are itemized and defined in the applicant's week 6 pitch will be subject to removal, editing, and approval by the award committee composed of members of DLBA's Economic Development Committee.
- Up to \$500 1<sup>st</sup> Year DPIA BID assessment fee reimbursement. Provide receipt from City of Long Beach business license for DPIA BID assessment fee reimbursement.
- Up to \$2,500 seed monies dedicated to awarded business will be deposited within 7 business days of deposit into the Downtown Development Corporation 501(c)3 checking account with no requirement to perform.
- All of the below must be part of the same business entity and included on the business banking account:
  - Business name/DBA on file with the City of Long Beach Business License
  - DUNS number
- The awarded business plan and applicant are responsible to raise up to \$2,500 made payable to "Downtown Development Corporation", a 501(c)3 organization. The awarded business name the donation is dedicated to must be notated within the check's "Memo" line. Deadline to raise and deposit seed monies is 30 days after all criteria for participation is satisfied.
- The DDC 501(c)3 will deposit up to \$5,500 directly into the awarded business bank account within 60 days of all criteria for participation is satisfied.
- What is the process or guidelines if Business A doesn't meet the match requirements?
  - Each awarded business entry that satisfies all criteria for participation and is officially awarded by the DLBA's Economic Development Committee will receive a grant up to \$3,000 which must be matched with **up to** \$2,500 in matching seed money.
  - Example: If Business A provides \$100 in matching funds, the DLBA Grant will provide \$100 in grant award monies of the \$2,500 available. If Business A does not meet the match requirements we do not match any funds against the award.
- The DLBA reserves the right to change or update the criteria to receive grant funds at any time.

The DLBA intends to provide reasonable accommodations in accordance with the DLBA's Economic Development foci listed below as outlined in our DTLB Vision 2020: Strategic Plan:

- A1 Work with the City to streamline the business licensing, permitting and entitlement process
- A2 Track and evaluate economic and development trends Downtown
- A3 Promote Downtown housing developments and bring more residents Downtown



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- A4 Support existing businesses and attract new businesses to Downtown Long Beach

#### About the Downtown Long Beach Alliance 501(c)6:

Downtown Long Beach Alliance (DLBA) is a non-profit organization that operates on behalf of tenants and commercial and residential property owners in Long Beach's Downtown and surrounding areas. It is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of its two assessment districts in cooperation with the City of Long Beach and the private sector. The Downtown Parking Improvement Area (DPIA) stretches from the waterfront north to 10th Street, and from Golden Avenue east to Alamitos Avenue and is assessed on business owners. The Property Based Improvement District (PBID) is assessed on property owners and incorporates areas surrounding the Downtown core. DLBA is governed by its bylaws and the PBID Management Plan, which was developed in 2012 as part of DLBA's renewal with the City of Long Beach

#### About the Downtown Development Corporation 501(c)3:

The Downtown Development Corporation (DDC) is an independent 501(c)3 non-profit organization that is closely affiliated with and managed by the Downtown Long Beach Alliance. As an independent corporation, the DDC has its own articles of incorporation and by-laws. The characteristics of the DDC board of directors include:

- Representation of specific areas of expertise, including finance, real estate law and development
- Downtown stakeholders, with representation of various geographic areas
- Representative of different stakeholder types, including property owners, businesses and residents
- Designated DLBA board liaison(s)
- Advisor representation by key civic agencies, including the City of Long Beach

#### Relationship to DLBA:

The DDC is closely affiliated with the DLBA in order to take advantage of cost, operating and leadership efficiencies. The DDC is viewed as complementing DLBA's existing array of services by adding development and finance expertise to the organization's strengths in the maintenance, marketing and management of downtown. DLBA can provide the DDC with immediate credibility, connections and administrative support. Most importantly, it is envisioned that the DDC and DLBA would work hand-in-hand to advance a unified vision and voice for downtown stakeholders. Upon formation, the DDC can contract with the DLBA for staff and administrative support. This arrangement provides the initial building block leading to a more sophisticated downtown organizational model that can best serve Long Beach.

#### Program Partners:

##### About California State University Long Beach:

California State University Long Beach is a diverse, student-centered, globally-engaged public university committed to providing highly-valued undergraduate and graduate educational opportunities through superior teaching, research, creative activity and service for the people of California and the world.



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**About Molina Healthcare:**

Molina Healthcare, a FORTUNE 500, multi-state health care organization, arranges for the delivery of health care services and offers health information management solutions to nearly five million individuals and families who receive their care through Medicaid, Medicare and other government-funded programs in fifteen states.

**About WeWork:**

WeWork is a platform for creators, providing beautiful workspace, an inspiring community, and meaningful services to help you grow your businesses.

**About the City of Long Beach:**

Starting a business in the picturesque city of Long Beach is a snap. The city is a hotbed for startup activity, education and ingenuity. Every city department and employee understands that promoting economic development in the city is a primary concern. Long Beach also boasts a low-cost business license tax rate structure with streamlined and improved city services. Your next business should be in a place that can tout a friendly community, ease of hiring skilled workers, and available training and networking for business owners at a profit. The City of Long Beach can offer it all; it's where your business should be open.

**Award: (Overall Program Proposed Award Bucket \$18,000)**

- Up to \$2,500 of DLBA grant funds will reimburse legitimate start-up costs associated with opening or expanding the business. Requirement(s) to perform will be outlined within business plan and submitted April 15 for official review and consideration of potential award.
  - Up to \$2,500 of the start-up costs that are itemized and defined in the applicant's week 6 pitch will be subject to removal, editing, and approval by the award committee composed of members of DLBA's Economic Development Committee.
- Up to \$500 1<sup>st</sup> Year DPIA BID assessment fee reimbursement. Applicant to provide receipt from City of Long Beach for the 1<sup>st</sup> year reimbursement.
- All of the below must be part of the same business entity and included on the business banking account:
  - Business name/DBA on file with the City of Long Beach Business License
  - DUNS number
- The awarded business plan and applicant are responsible to raise up to \$2,500 made payable to "Downtown Development Corporation", a 501(c)3 organization. The awarded business name the donation is dedicated to must be notated within the check's "Memo" line. Deadline to raise and deposit seed monies is 30 days after all criteria for participation is satisfied.
- The DDC 501(c)3 will deposit up to \$5,500 directly into the awarded business bank account within 60 days of all criteria for participation is satisfied.
- What is the process or guidelines if Business A doesn't meet the match requirements?
  - Each awarded business entry that satisfies all criteria for participation and is officially awarded by the DLBA's Economic Development Committee will receive a grant up to \$3,000 which must be matched with **up to \$2,500** in matching seed money.





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- Example: If Business A provides \$100 in matching funds, the DLBA Grant will provide \$100 in grant award monies of the \$2,500 available. If Business A does not meet the match requirements we do not match any funds against the award.
- Applicants will present their finalized business plan in week 6 to a panel of community partners including (3) member sub-committee from the DLBA's Economic Development Committee, (1) Pasadena Angels member and (1) ArchAngels member for consideration of award notification and feedback.
  - DLBA ED Chair Responsibilities: Review all potential award notifications and identify the top 6 potential business plans to nominate for ED Committee review and approval at the next DLBA Economic Development Meeting where the committee will review and provide final approval of awards.
  - Adam Carrillo, ED Manager Responsibilities: Schedule time for top 6 business plans to meet at the next DLBA Committee meeting.
- Awards will be deposited from the Downtown Development Corp (501)(c)(3) in the awarded business checking account once the required criteria is satisfied within 30 days.
- All required criteria for participation must be met within 90 days of official award date. If the criteria for participation are not met within the 90 days of official award date the granted funds are repurposed into the Economic Development programming budget.
- Top 6 business plans will receive award notifications sent via email within 14 days of the final presentation to the DLBA ED Committee.
- Bonus Award: Only 1 award for a 1 month hot desk membership will be awarded to a woman or minority owned business at WeWork's Downtown Long Beach location located at 100 W Broadway, Long Beach, CA 90802 (Value of \$250). Should more than 1 minority or woman owned business be one of the 6 awarded, the business owner with the earlier application date will receive the award.
- The DLBA reserves the right to change or update the award at any time.

#### **Measuring Success:**

- DLBA Annual report:
  - Reporting total grant monies awarded in FY
  - Reporting total # of jobs created as measured by considering filed business license employment counts and (if applicable) comparing renewed business license employment data the following fiscal year.
  - Reporting the amount of square footage leased from graduating existing and potential businesses including both office and ground floor retail space within DPIA boundaries.
  - Reporting how much seed money was raised by DDC in FY
  - Reporting number of new businesses the program created in FY by measuring number of program attendees and attendees that filed business licenses within DPIA and Citywide.

**For More Information Contact:**  
**Adam Carrillo**  
**Economic Development Manager**  
**(562) 485-3130**  
Or visit [www.DTLBbusiness.com](http://www.DTLBbusiness.com)



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## The Entrepreneur and Small Business Education Series and DLBA Small Business & Job Creation Grant Program

### APPLICATION FORM

Date Submitted: \_\_\_\_\_ Business Opening Date: \_\_\_\_\_

Business Hours: \_\_\_\_\_

Business License No (if applicable): \_\_\_\_\_

Date Issued: \_\_\_\_\_ No. of Employees: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Owner(s): \_\_\_\_\_

Business Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Business Phone: ( ) \_\_\_\_\_

Alternate Phone: ( ) \_\_\_\_\_

Email Address: \_\_\_\_\_

#### Program Eligibility Guidelines (Please read above.)

#### Program Eligibility Questions: (circle answer)

1. Are you a new business owner or expanding your existing business? \_\_\_\_\_
2. Did you buy an existing business? **YES or NO**
  - Business Name & Address of other location(s): \_\_\_\_\_
3. Attach a copy of your (DUNS Number) which is required to be submitted with your application. Call 866-705-5711 to obtain your FREE DUNS number or go <http://www.dnb.com/duns-number.html> to learn more.
4. Do you acknowledge your business license is on file as showing pending or completed within 90 days of official award date and the business license is located within the DPIA Boundaries of the DLBA. **YES or NO**
5. Do you acknowledge all City of Long Beach fees must be paid and business license must be "active" prior receiving the grant? **Sign here** \_\_\_\_\_
6. Do you acknowledge applicants business or proposed business, including its affiliates, has no more than 24 employees as reported by the City of Long Beach Financial Management department? **Sign here** \_\_\_\_\_
7. Is your proposed or existing business a for profit organization? YES or NO



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8. Is your proposed or existing business in the legal form of an individual proprietorship, partnership, limited liability company, corporation, joint venture, association, trust or cooperative, except that where the form is a joint venture, there must be less than 50 percent participation by foreign business entities in the joint venture? YES or NO
9. Do you acknowledge the entrant and its business plan cannot be a franchise. **Sign here**\_\_\_\_\_
10. Other restrictions may apply.
11. Is your proposed or existing business now open to the public? **YES or NO**
12. The DLBA reserves the right to change or update the criteria for participation and/or award at any time.

**Applicant Certification:** I acknowledge and agree to the above eligibility requirements and certify that all information provided herein is true and complete to the best of my knowledge and belief. Verification will be provided, if requested.

Business Owner/Operator Name (Print or Type):\_\_\_\_\_

Business Owner/Operator Signature:\_\_\_\_\_

Signature Date\_\_\_\_\_

**For More Information Contact:  
Downtown Long Beach Alliance  
Adam Carrillo  
Economic Development Manager  
(562) 485-3130  
Or visit our website:  
[www.downtownlongbeach.org](http://www.downtownlongbeach.org)**

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