



**DOWNTOWN
LONG BEACH
ALLIANCE**

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DLBA HIRES NEW PLACEMAKING MANAGER *Mariah Hoffman Brings Construction and Project Management Skills to Public Realm*

LONG BEACH, Calif. (March 5, 2019) – The Downtown Long Beach Alliance (DLBA) welcomes Mariah Hoffman as its new Placemaking Manager, announced today by DLBA President and CEO Kraig Kojian.

“Mariah brings a fresh, insightful perspective of placemaking to DLBA, recognizing the enhanced opportunity to treat our public right-of-way as an extension of our living rooms as a means of activating the urban and communal experience for stakeholders and visitors alike,” said Kojian.

Hoffman offers experience in architectural in-fill and construction project management to a role that has become synonymous with successful projects such as Pine Avenue’s creative mid-block crosswalk art and The Loop at Pine + Ocean.

Before joining DLBA, Hoffman lived and worked in San Diego coordinating single and multi-family architectural projects for a small design-build firm and pursued a passion of building her own “tiny house” on a trailer. Arrangements are being made to move the tiny house to Long Beach, where Hoffman has been a regular visitor and admirer of Downtown before joining DLBA.

In addition to her project management experience, Hoffman will draw upon her training in landscape architecture, sustainable design and machine fabrication in guiding DLBA public realm projects to completion, including pedestrian wayfinding and sidewalk decals coming to Downtown in 2019.

“I’m excited to join the DLBA at such a pivotal time in Downtown Long Beach, when everything from its streets to skyline is undergoing change,” said Hoffman. “I look forward to working with our partners and stakeholders to achieve every opportunity available in the public space.”

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In her capacity as Placemaking Manager, Hoffman is responsible for leading the DLBA's efforts to enhance the public realm as outlined in the DTLB's Vision 2020, the organization's strategic plan. Areas of emphasis include improving connectivity between the waterfront and other Downtown neighborhoods, supporting the implementation of the Downtown Plan, and activating public spaces to enhance the overall environment.

Hoffman graduated from the University of Arizona with a Bachelor of Arts Degree in International Studies and a Minor in Spanish.

For more information about the DLBA or its Public Realm projects, please visit www.downtownlongbeach.org or call (562) 436-4259.

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