

# **DTLB Alliance Executive Committee Meeting**

**May 6, 2026**

**DTLB Alliance Conference Room**

*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all.*

# **1. Call to Order and Roll Call**

**Mike Gold**



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **2. Approve Minutes: April 2, 2026 Meeting**

**ACTION: Approve minutes from the April 2, 2026 meeting**

## **3. TREASURER'S REPORT**

**Amy Chambers, Treasurer**

**Jeremy Ancalade, VP of Administration**

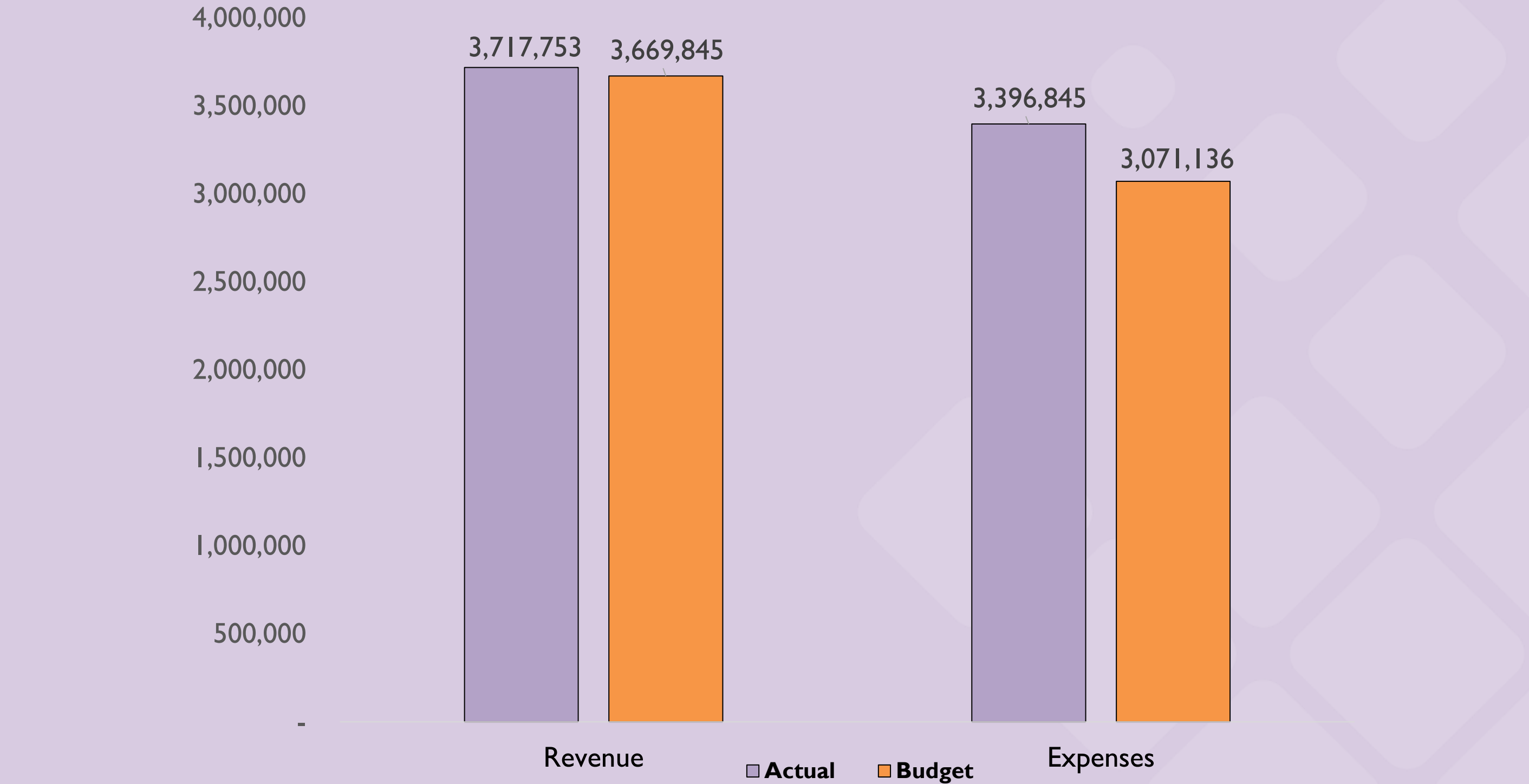
# 3. TREASURER’S REPORT – Chambers

## Remarks

# **3. TREASURER'S REPORT – Ancalade Financials through March, 2026**

Financial Summary  
As of March 31, 2026

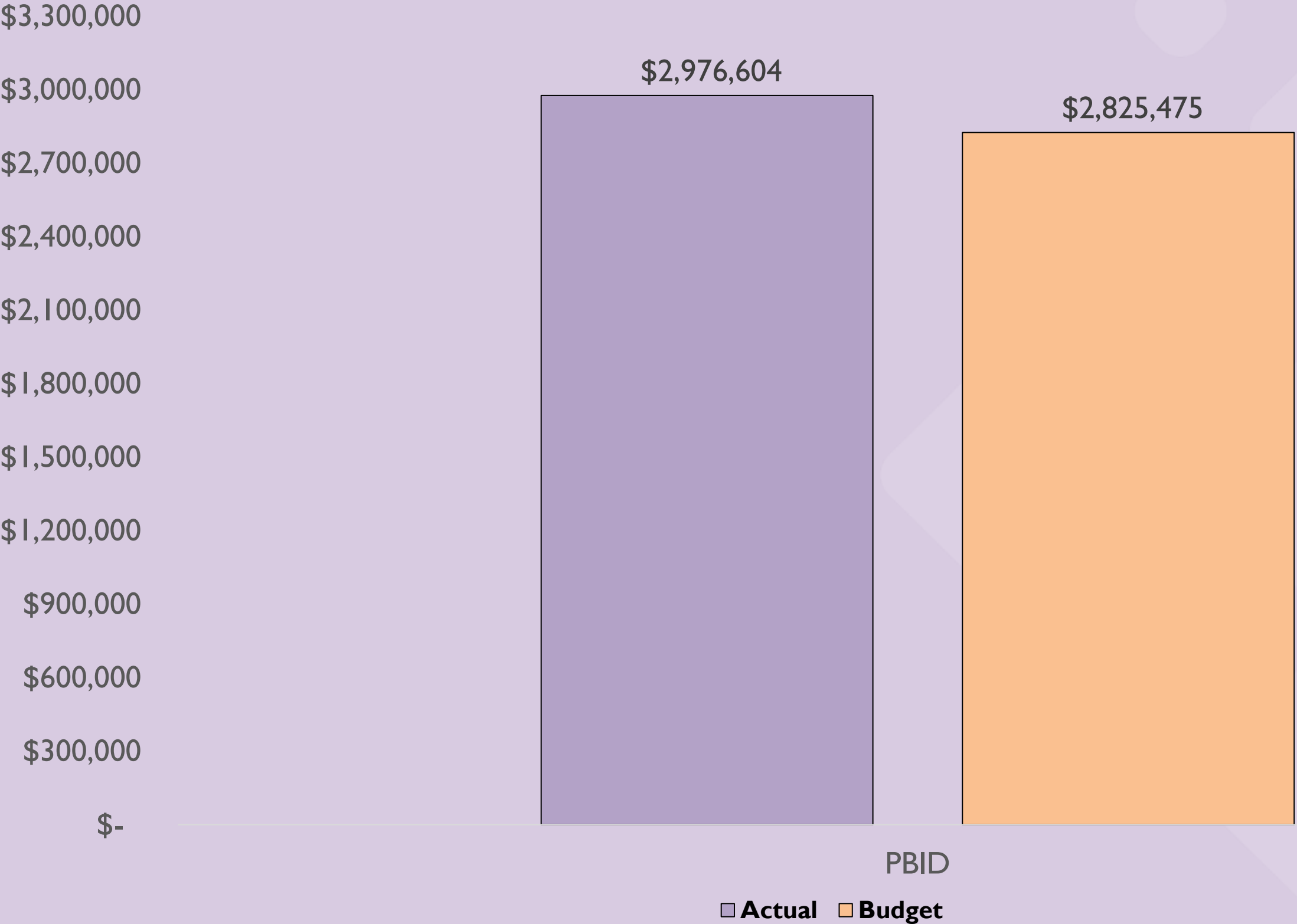
DTLB Alliance Executive Committee  
May 6, 2026



| Year-to-Date | Actual    | Budget    | Variance  |
|--------------|-----------|-----------|-----------|
| Revenue      | 3,717,753 | 3,669,845 | 47,908    |
| Expenses     | 3,396,845 | 3,071,136 | 325,709   |
| Net          | 320,908   | 598,709   | (277,801) |

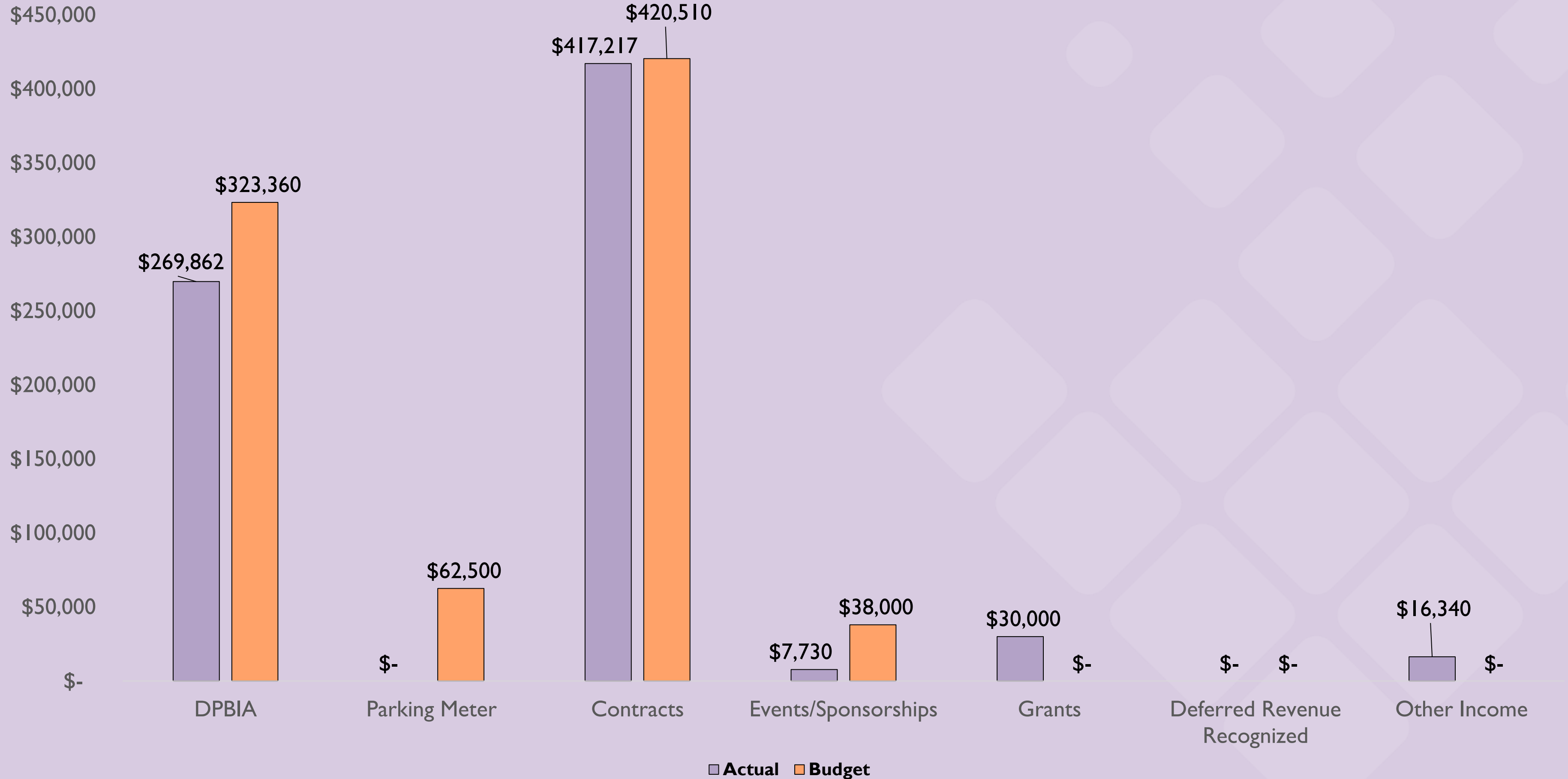
**Revenue Summary**  
**As of March 31, 2026**

**DTLB Alliance Executive Committee**  
**May 6, 2026**



# Revenue Summary As of March 31, 2026

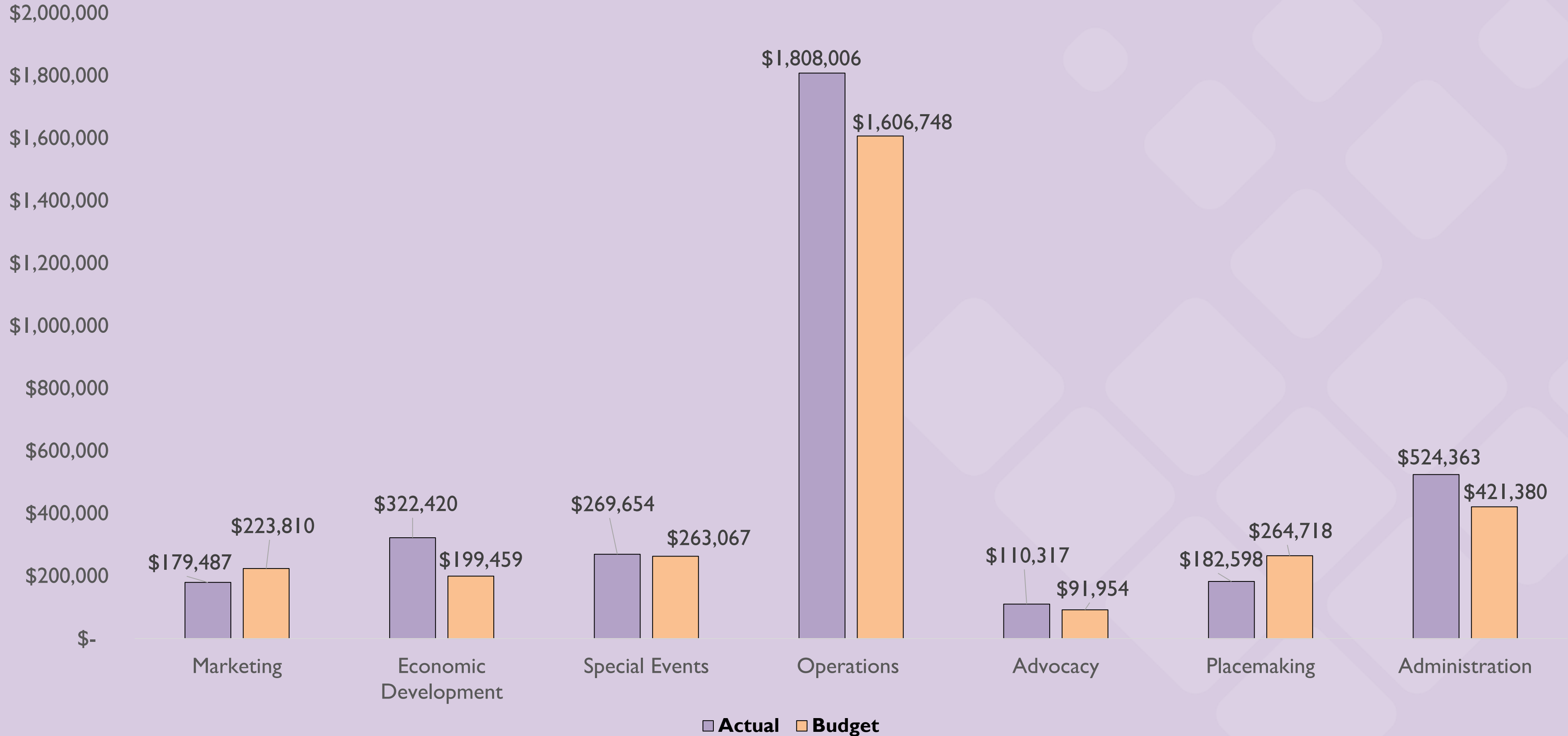
**DTLB Alliance Executive Committee**  
**May 6, 2026**

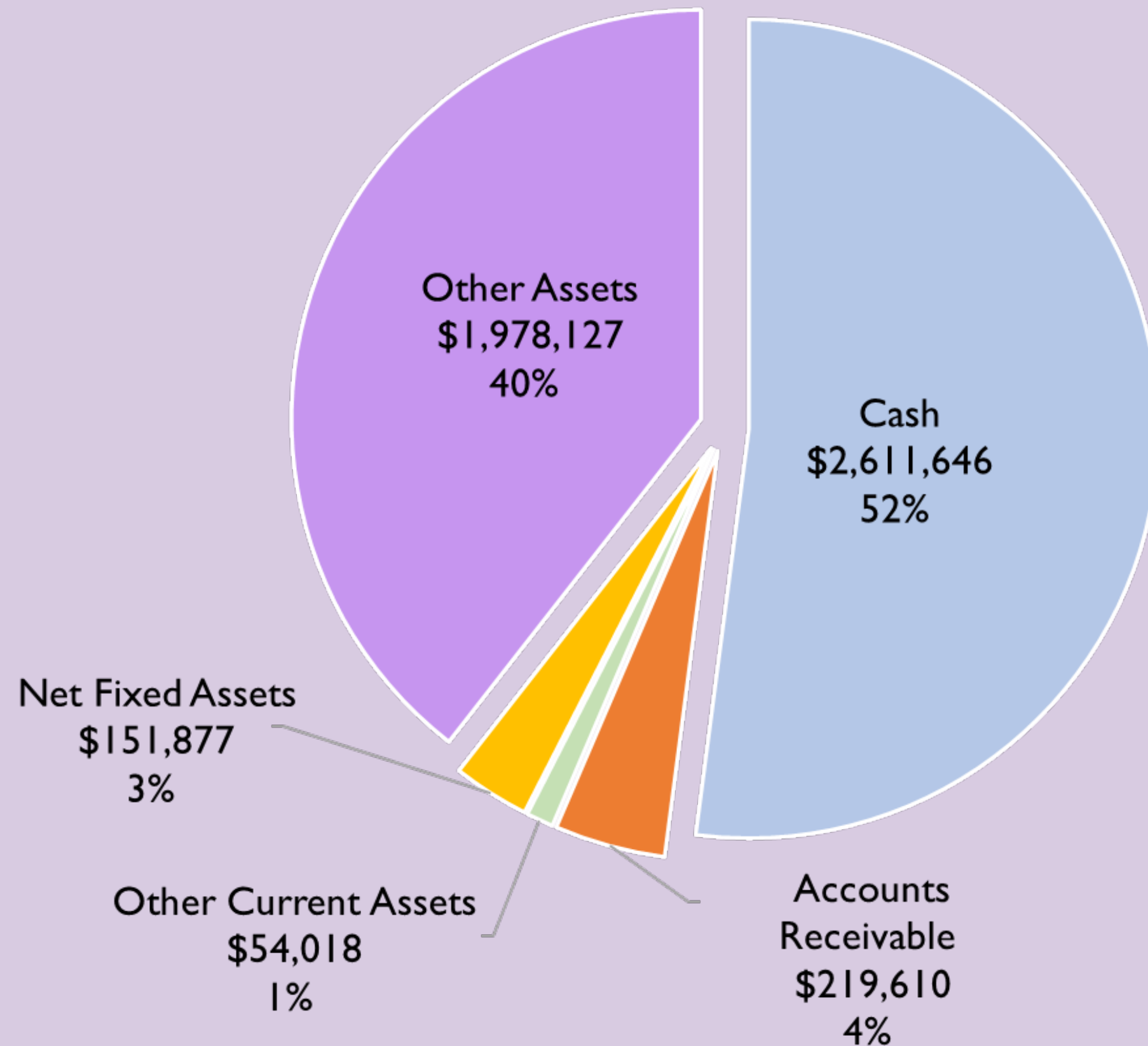


# Expense Summary

## As of March 31, 2026

**DTLB Alliance Executive Committee**  
**May 6, 2026**





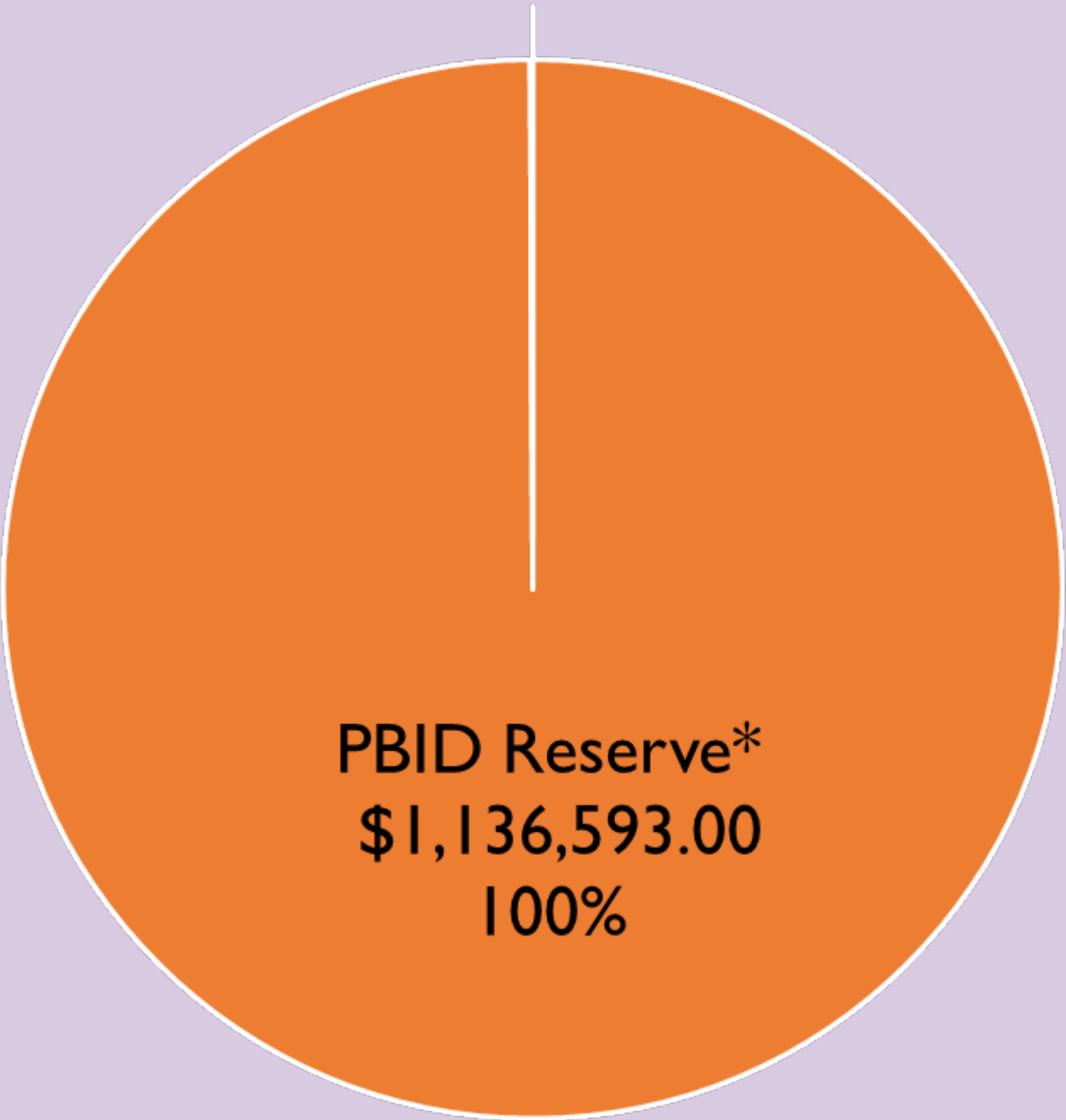
## DTLB Alliance Assets

|                      |    |              |
|----------------------|----|--------------|
| Cash                 | \$ | 2,611,646    |
| Accounts Receivable  | \$ | 219,610      |
| Other Current Assets | \$ | 54,018       |
| Net Fixed Assets     | \$ | 151,877      |
| Other Assets         | \$ | 1,978,127    |
|                      |    | <hr/>        |
|                      |    | \$ 5,015,277 |

Balance Sheet Highlights

As of March 31, 2026

| Asset                 | Mar 2026     | Feb 2025     | Month Change | Mar 2025     | Year Change  |
|-----------------------|--------------|--------------|--------------|--------------|--------------|
| Cash                  | \$ 2,611,646 | \$ 2,359,890 | \$ 251,756   | \$ 696,123   | \$ 1,915,523 |
| Receivable            | \$ 219,610   | \$ 77,555    | \$ 142,055   | \$ 615,657   | \$ (396,047) |
| Other Current Assets  | \$ 54,018    | \$ 53,900    | \$ 118       | \$ 220,657   | \$ (166,639) |
| Fixed Assets          | \$ 151,877   | \$ 153,848   | \$ (1,971)   | \$ 163,981   | \$ (12,104)  |
| Other Assets          | \$ 1,978,127 | \$ 1,978,127 | \$ -         | \$ 2,207,824 | \$ (229,697) |
| Total                 | \$ 5,015,277 | \$ 4,623,320 | \$ 391,958   | \$ 3,904,242 | \$ 1,111,036 |
|                       |              |              |              |              |              |
| Liabilities + Equity  | Mar 2026     | Feb 2025     | Month Change | Mar 2025     | Year Change  |
| Accounts Payable      | \$ 1,656,802 | \$ 1,451,955 | \$ 204,847   | \$ 721,064   | \$ 935,737   |
| Current Liabilities   | \$ 896,125   | \$ 895,063   | \$ 1,062     | \$ 530,950   | \$ 365,175   |
| Long Term Liabilities | \$ 2,142,170 | \$ 2,142,170 | \$ -         | \$ 2,179,754 | \$ (37,584)  |
| Equity                | \$ 320,181   | \$ 134,132   | \$ 186,049   | \$ 472,474   | \$ (152,293) |
| Total                 | \$ 5,015,277 | \$ 4,623,320 | \$ 391,958   | \$ 3,904,242 | \$ 1,111,036 |



Deferred Revenue

|                           |    |               |
|---------------------------|----|---------------|
| Parking Meter             | \$ | -             |
| PBID Reserve*             | \$ | 1,136,593.00  |
| DPBIA                     | \$ | 838.88        |
| Economic Development      | \$ | -             |
| Balance less PBID Reserve | \$ | <u>838.88</u> |

| A/R Aging Summary Report              |                   |                 |                |                |                 |                  |  |
|---------------------------------------|-------------------|-----------------|----------------|----------------|-----------------|------------------|--|
| As of Mar 31, 2026                    |                   |                 |                |                |                 |                  |  |
|                                       | CURRENT           | 1 - 30          | 31 - 60        | 61 - 90        | 91+             | Total            |  |
| CITY OF LONG BEACH                    | \$ 108,821        | \$ -            | \$ -           | \$ -           | \$ -            | \$108,821        |  |
| Long Beach Transit (Customer)         | \$ 24,098         | \$21,766        | \$ -           | \$ -           | \$ -            | \$ 45,864        |  |
| Midtown Business Improvement District | \$ -              | \$ 9,978        | \$5,625        | \$ -           | \$ 5,625        | \$ 21,227        |  |
| Long Beach Center Loan, LLC (Mosaic)  | \$ -              | \$ 4,667        | \$ -           | \$ -           | \$ 9,175        | \$ 13,841        |  |
| Zaferia Business Association          | \$ 6,418          | \$ 4,501        | \$ -           | \$ -           | \$ -            | \$ 10,919        |  |
| HILLCREST MONTEREY ASSOCIATES         | \$ 1,297          | \$ 2,594        | \$ -           | \$1,247        | \$ 1,247        | \$ 6,384         |  |
| Port of Long Beach                    | \$ -              | \$ -            | \$ -           | \$ -           | \$ 3,000        | \$ 3,000         |  |
| Partake Collective.                   | \$ -              | \$ 450          | \$ -           | \$ -           | \$ 2,264        | \$ 2,714         |  |
| HUBB                                  | \$ -              | \$ -            | \$ -           | \$ -           | \$ 2,700        | \$ 2,700         |  |
| Andrew Carroll                        | \$ -              | \$ 700          | \$ 700         | \$ -           | \$ -            | \$ 1,400         |  |
| Blu Community                         | \$ 1,172          | \$ -            | \$ -           | \$ -           | \$ -            | \$ 1,172         |  |
| Vanessa Floyd                         | \$ -              | \$ -            | \$ -           | \$ -           | \$ 500          | \$ 500           |  |
| Insomniac Holdings, LLC               | \$ -              | \$ 300          | \$ -           | \$ -           | \$ -            | \$ 300           |  |
| Creative Class Collective             | \$ -              | \$ -            | \$ -           | \$ -           | \$ 267          | \$ 267           |  |
| BLOCK-BY-BLOCK                        | \$ -              | \$ 250          | \$ -           | \$ -           | \$ -            | \$ 250           |  |
| Hamburger Mary's (Customer)           | \$ -              | \$ -            | \$ -           | \$ -           | \$ 250          | \$ 250           |  |
| <b>TOTAL</b>                          | <b>\$ 141,805</b> | <b>\$45,206</b> | <b>\$6,325</b> | <b>\$1,247</b> | <b>\$25,028</b> | <b>\$219,610</b> |  |

| <div>A/R Aging Summary Report</div> <div>As of Apr 30, 2026</div> <div> <div>CURRENT</div> <div>I - 30</div> <div>31 - 60</div> <div>61 - 90</div> <div>91+</div> <div>Total</div> </div> |                   |                 |                 |                 |                 |                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------|-----------------|-----------------|-----------------|------------------|
| CITY OF LONG BEACH                                                                                                                                                                        | \$ 111,821        | \$ -            | \$ -            | \$ -            | \$ -            | \$111,821        |
| Long Beach Transit (Customer)                                                                                                                                                             | \$ -              | \$24,098        | \$21,766        | \$ -            | \$ -            | \$ 45,864        |
| Midtown Business Improvement District                                                                                                                                                     | \$ -              | \$ -            | \$ -            | \$ 5,625        | \$ 5,625        | \$ 11,249        |
| Zaferia Business Association                                                                                                                                                              | \$ 6,418          | \$ -            | \$ 4,501        | \$ -            | \$ -            | \$ 10,919        |
| Long Beach Center Loan, LLC (Mosaic)                                                                                                                                                      | \$ -              | \$ -            | \$ -            | \$ -            | \$ 9,175        | \$ 9,175         |
| Port of Long Beach                                                                                                                                                                        | \$ -              | \$ -            | \$ -            | \$ -            | \$ 3,000        | \$ 3,000         |
| Partake Collective.                                                                                                                                                                       | \$ -              | \$ -            | \$ 450          | \$ -            | \$ 2,264        | \$ 2,714         |
| HUBB                                                                                                                                                                                      | \$ -              | \$ -            | \$ -            | \$ -            | \$ 2,700        | \$ 2,700         |
| Andrew Carroll                                                                                                                                                                            | \$ -              | \$ -            | \$ 700          | \$ 700          | \$ -            | \$ 1,400         |
| HILLCREST MONTEREY ASSOCIATES                                                                                                                                                             | \$ -              | \$ 1,297        | \$ -            | \$ -            | \$ -            | \$ 1,297         |
| Blu Community                                                                                                                                                                             | \$ 1,172          | \$ -            | \$ -            | \$ -            | \$ -            | \$ 1,172         |
| Vanessa Floyd                                                                                                                                                                             | \$ -              | \$ -            | \$ -            | \$ -            | \$ 500          | \$ 500           |
| Insomniac Holdings, LLC                                                                                                                                                                   | \$ -              | \$ -            | \$ 300          | \$ -            | \$ -            | \$ 300           |
| Creative Class Collective                                                                                                                                                                 | \$ -              | \$ -            | \$ -            | \$ -            | \$ 267          | \$ 267           |
| BLOCK-BY-BLOCK                                                                                                                                                                            | \$ 250            | \$ -            | \$ -            | \$ -            | \$ -            | \$ 250           |
| Hamburger Mary's (Customer)                                                                                                                                                               | \$ -              | \$ -            | \$ -            | \$ -            | \$ 250          | \$ 250           |
| <b>TOTAL</b>                                                                                                                                                                              | <b>\$ 119,660</b> | <b>\$25,395</b> | <b>\$27,717</b> | <b>\$ 6,325</b> | <b>\$23,781</b> | <b>\$202,878</b> |

Financial Summary

As of March 31, 2026

| Year-to-Date | Actual    | Budget    | Variance  |
|--------------|-----------|-----------|-----------|
| Revenue      | 3,717,753 | 3,669,845 | 47,908    |
| Expenses     | 3,396,845 | 3,071,136 | 325,709   |
| Net          | 320,908   | 598,709   | (277,801) |

# **4. CHAIRPERSON’S REPORT**

**Mike Gold**

**4. CHAIRPERSON’S REPORT – Gold**  
**A. Remarks**

## **4. CHAIRPERSON'S REPORT**

### **B. Governance Committee Report – Uriarte Smith**

#### **i. Board Vacancies**

#### **ii. Committee Vacancies**

**ACTION: Approve Christy Caldwell to serve on the DTLB Alliance Governance Committee.**

## **4. CHAIRPERSON'S REPORT**

### **B. Governance Committee Report – Uriarte Smith**

#### **iii. Officers of the Board**

**ACTION: Approve Isidro Panuco to serve as Secretary of the Board of Directors.**

**5. PRESIDENT/CEO REPORT**

**Austin Metoyer**

## **5. PRESIDENT/CEO REPORT - Metoyer**

### **A. Entertainment Zone (EZ Sip) Update**

# **DTLB ENTERTAINMENT**

## **ZONE RECAP**

## **PRESNTATION**

# **EZ SIP BY THE NUMBERS – LESSONS LEARNED**

## **Goal Objective**

DTLB Alliance events, when feasible, should be revenue-generating or revenue-neutral, while still advancing our mission of activating Downtown, supporting businesses, and enhancing the public realm.

## **Current Practice**

- Participating businesses are charged a fee to take part in EZ Sip events.
- DTLB Alliance often absorbs a portion of event production costs to ensure accessibility and participation.
- Revenue generation is not yet consistently aligned across all event types.

**The Entertainment Zone a.k.a. ‘EZ Sip Zone’ is a pilot program in DTLB which allows open containers in an established outdoor perimeter **ONLY** during signature events partnered with the DTLB Alliance.**

### **FAQ’s:**

- No alcohol is permitted in the public outside of perimeter or signature event hours.
- Participants must wear wristbands indicating 21+ years old if drinking, however, event space is open to all ages.
- Event perimeter must be clearly marked & have security at each point of entry.
  - Event perimeter is NOT in a defined area, however, constrained by security checkpoints.
- Businesses must sign liability waivers, provide additional security, and pay small fee to participate.
- All open container drinks must be labeled with EZ Sip sticker.

# EZ SIP BY THE NUMBERS - PILOT PERIMETERS

Pine Ave & Promenade



# EZ SIP BY THE NUMBERS – TIMELINE OF ACTIVITY

|                     |                                                                                            |
|---------------------|--------------------------------------------------------------------------------------------|
| JUNE 2025           | CoLB APPROVES PILOT PROGRAM FOR DTLB ENTERTAINMENT ZONE                                    |
| JULY TO AUGUST 2025 | DTLB ALLIANCE PREPARES MOU’S, SIGNAGE, MARKETING, SECURITY, ETC, FOR ‘EZ SIP ZONE’         |
| AUGUST 2025         | DTLB ALLIANCE HOSTS EZ SIP LAUNCH PARTY (PROMENADE ONLY)                                   |
| OCTOBER 2025        | DTLB ALLIANCE HOSTS FRIGHTFEST IN PARTNERSHIP WITH BABY BROS (PINE & PROMENADE)            |
| DECEMBER 2025       | ISM 2ND ANNIVERSARY PARTY                                                                  |
| JANUARY 2026        | LAUNCH DTLB LIVE! - MONTHLY EZ SIP EVENT FEATURING LIVE MUSIC & VENDORS (4 EVENTS TO DATE) |
| FEBRUARY 2026       | VANS WARPED TOUR - EZ SIP BLOCK PARTY EVENT                                                |
| MAY 2026            | UPDATE EC ON EZ SIP ACTIVITY, BUDGET, & SENTIMENT                                          |

Enterntainment Zone

✔ DO's and ✖ DON'ts





Scan for more details

✔ DO:

• Purchase your drink from a participating business in an official EZ Sip cup.

• Stay within the posted event boundaries.

• Finish and toss your drink in the proper trash/recycle bins before going into another business.

• Come prepared to present a valid form of government approved identification.

✖ DON'T:

• Bring your drink into another bar or restaurant.

• Leave the event area with your beverage.

• Litter or leave your cup on sidewalks or streets.

• Assume every business in the area is part of the EZ Sip program — look for signage.

DOWNTOWN  
LONG BEACH  
ALLIANCE

  DTLBAlliance

 DowntownLongBeach

 dtlb.org

OPPOSITE OF  
ORDINARY

# EZ SIP BY THE NUMBERS – TIMELINE OF ACTIVITY

THE DOWNTOWN LONG BEACH ALLIANCE PRESENTS

Entertainment Zone  
**LAUNCH PARTY**

**DTLB ENTERTAINMENT ZONE**  
EZ SIP EVENT  
LONG BEACH CERTIFIED

LIVE MUSIC

**Saturday August 2**  
2 - 6 PM

BEER GARDEN

The Promenade N  
between Broadway  
& 3rd Street

DOWNTOWN LONG BEACH ALLIANCE

OPPOSITE OF ORDINARY

FAMILY-FRIENDLY

DOWNTOWN DIFFERENCE

**ISM**  
Brewing & Kitchen  
2nd Anniversary Celebration

**DTLB ENTERTAINMENT ZONE**  
EZ SIP EVENT  
LONG BEACH CERTIFIED

LIVE MUSIC

**Saturday Dec. 13**  
3 - 9 PM

The Promenade N  
between Broadway  
& 3rd Street

EZ SIP PARTICIPANTS  
Dog Haus  
ISM Brewing  
Ordinarie  
El Viejon

DOWNTOWN LONG BEACH ALLIANCE

OPPOSITE OF ORDINARY

ISM BREWING

FAMILY-FRIENDLY

DOWNTOWN DIFFERENCE

**DTLB ENTERTAINMENT ZONE**  
EZ SIP EVENT  
LONG BEACH CERTIFIED

DOWNTOWN'S  
**FRIGHT FEST**  
ON PINE & PROMENADE  
2 TO 10PM, SATURDAY, OCT. 25

Free spooky fun for all ages during the day, with special paid activations available throughout the evening.

In collaboration with

**Baby Bros**  
PIZZA & WINGS

**HORRORVILLE**  
WHERE NIGHTMARES COME TO LIFE!

**HD**  
HALLOWEEN DEPOT

DOWNTOWN LONG BEACH ALLIANCE

OPPOSITE OF ORDINARY

**DTLB**

**LIVE!**

**SATURDAY, MAR 21, 4-8PM**  
**THE PROMENADE N.**  
BETWEEN BROADWAY AND 3RD STREET

A night of Irish music featuring The Bell Boys and McNulty School of Irish Dance

A NEW RECURRING MONTHLY EVENT SERIES BRINGING LIVE MUSIC, CRAFT VENDORS, AND FAMILY-FRIENDLY ACTIVITIES EVERY THIRD SATURDAY.

DOWNTOWN LONG BEACH ALLIANCE

OPPOSITE OF ORDINARY

DOWNTOWN DIFFERENCE

SPONSORED BY:  
Port of Long Beach  
Punch CREATIONS

**VANS**  
**WARPED TOUR**  
LONG BEACH PRESENTS

**EZ-SIP DOWNTOWN LONG BEACH BLOCK PARTY**

**SUNDAY FEBRUARY 1ST**

**1-6 PM**  
**THE PROMENADE**  
BETWEEN 1ST & 3RD ST.

THE ORDINARIE TAVERN | ISM BREWING & KITCHEN | EL VIEJON | MARISCOS & SUSHI | THE STAVE BAR

DOWNTOWN LONG BEACH ALLIANCE

CITY OF LONG BEACH

**DTLB ENTERTAINMENT ZONE**  
EZ SIP EVENT  
LONG BEACH CERTIFIED

**DTLB**

**LIVE!**

**SATURDAY, APR 18, 4-8PM**  
**THE PROMENADE N.**  
BETWEEN BROADWAY & 3RD STREET

Jazz tunes by Bread & Butter Band and race car-inspired activities.

A new recurring monthly event series bringing live music, craft vendors, and family-friendly activities every third Saturday.

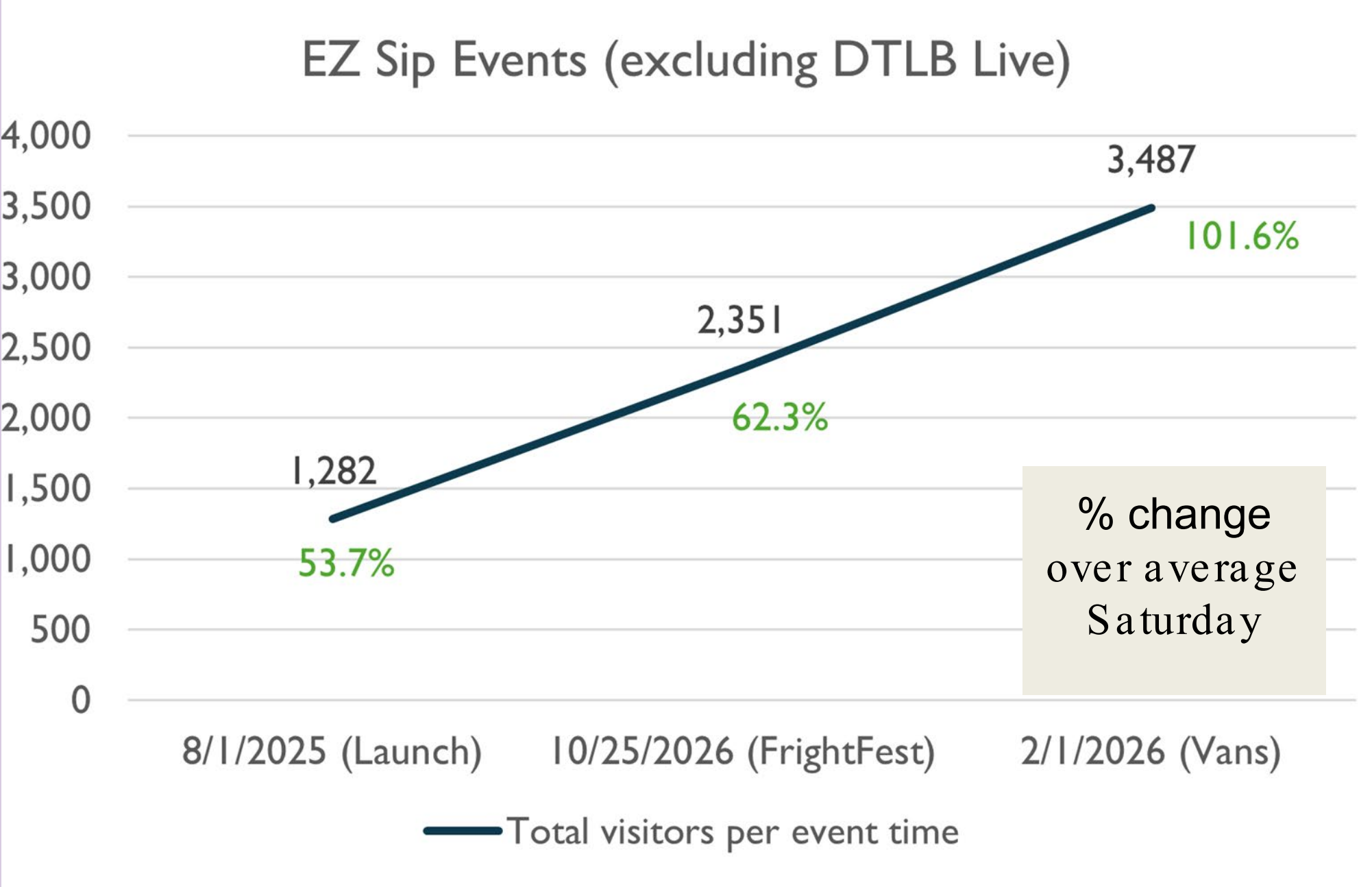
DOWNTOWN LONG BEACH ALLIANCE

OPPOSITE OF ORDINARY

DOWNTOWN DIFFERENCE

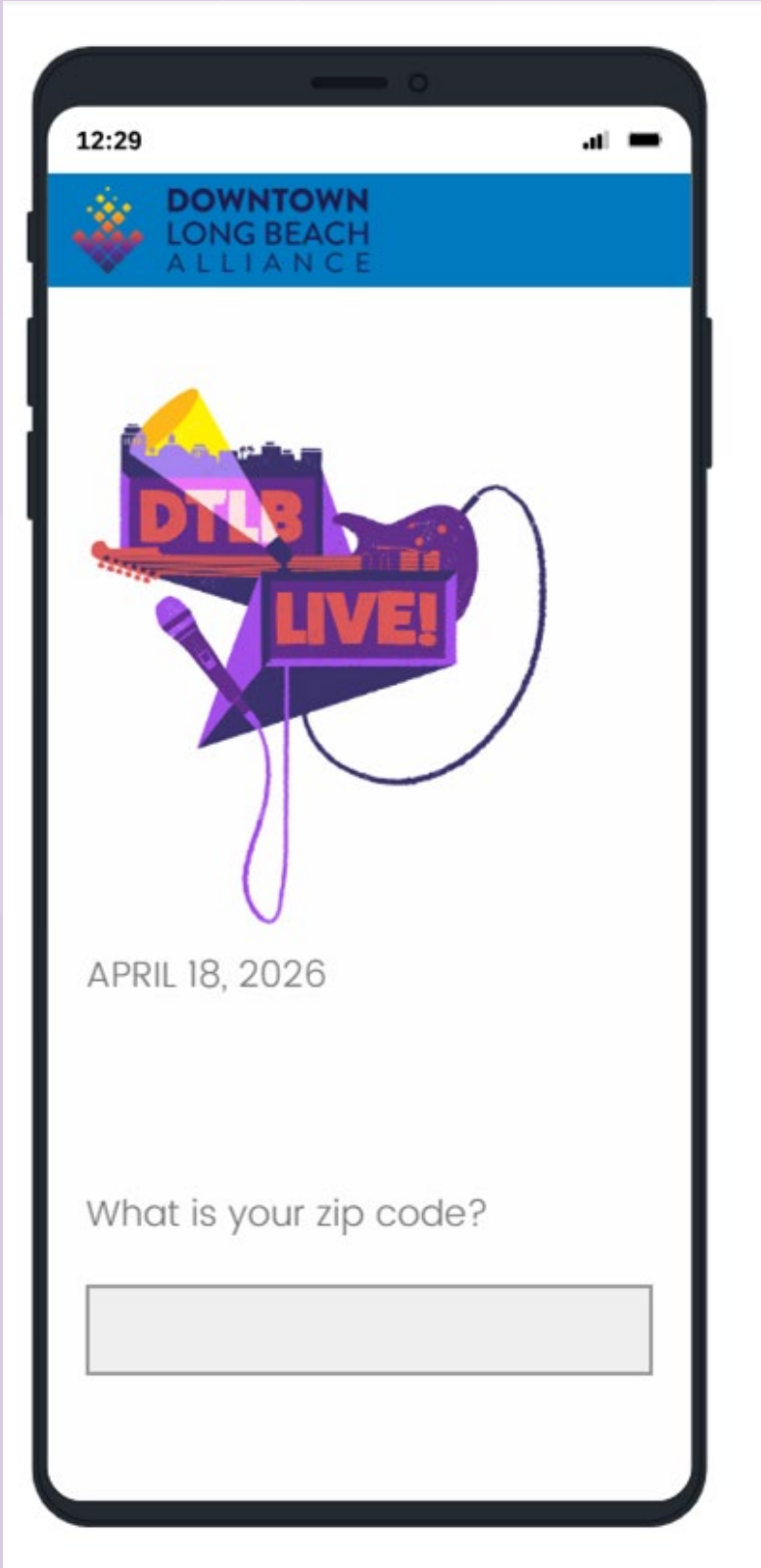
SPONSORED BY:  
Port of Long Beach  
Punch CREATIONS

# EZ SIP BY THE NUMBERS – FOOT TRAFFIC COUNTS

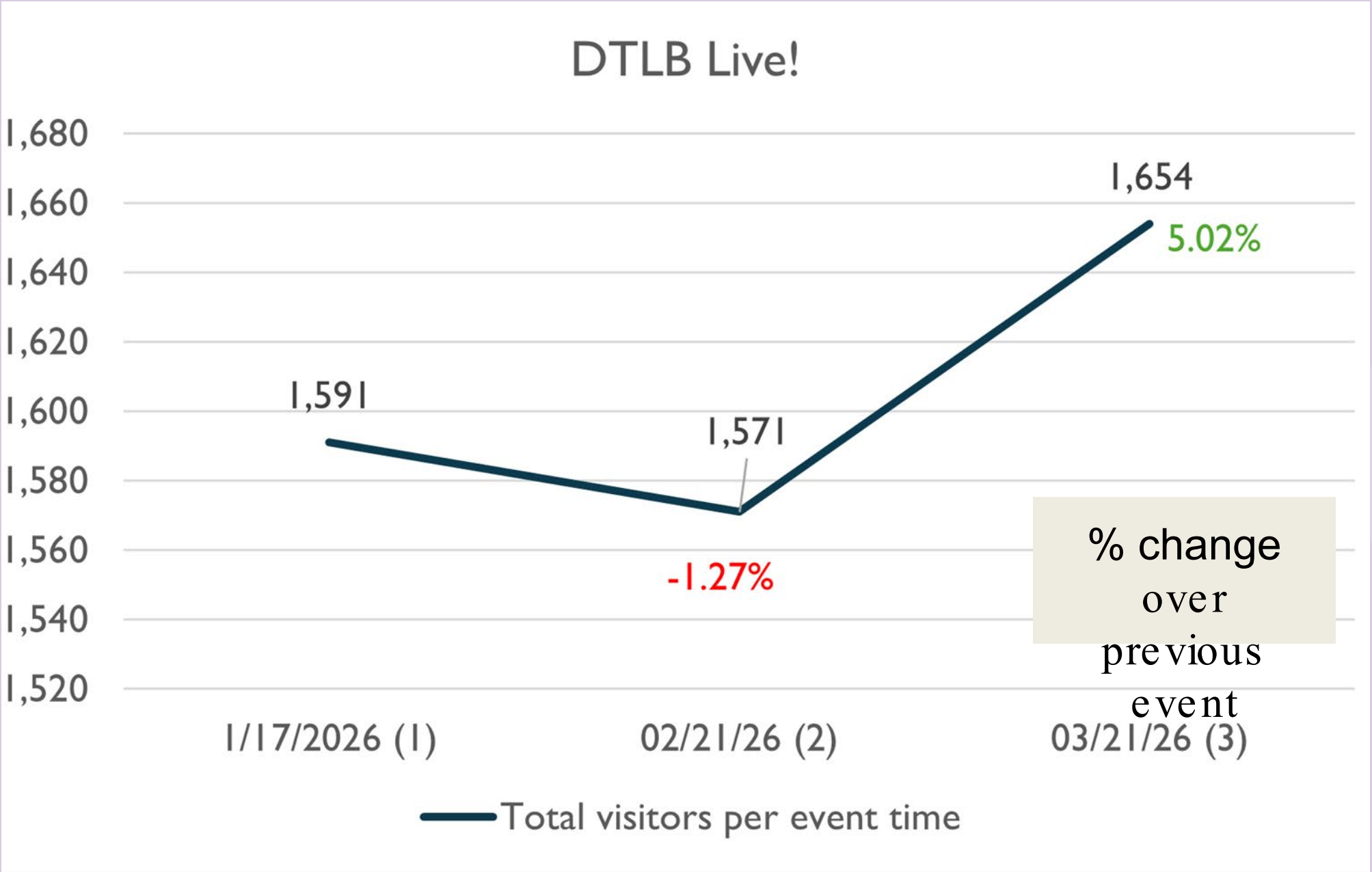


*\*6 businesses surveyed in total (Promenade Broadway to 3rd)*

According to 100% of businesses (on Promenade), Sales increased by more than 10% & Foot Traffic Improved overall.



# EZ SIP BY THE NUMBERS – FOOT TRAFFIC COUNTS



*\*39 businesses surveyed in total (Pine to LBB, 3rd to Broadway)*

|     |                                    |
|-----|------------------------------------|
| 41% | Sales increased by more than 10%   |
| 45% | Sales increased between 0% and 10% |
| 14% | No change in sales                 |

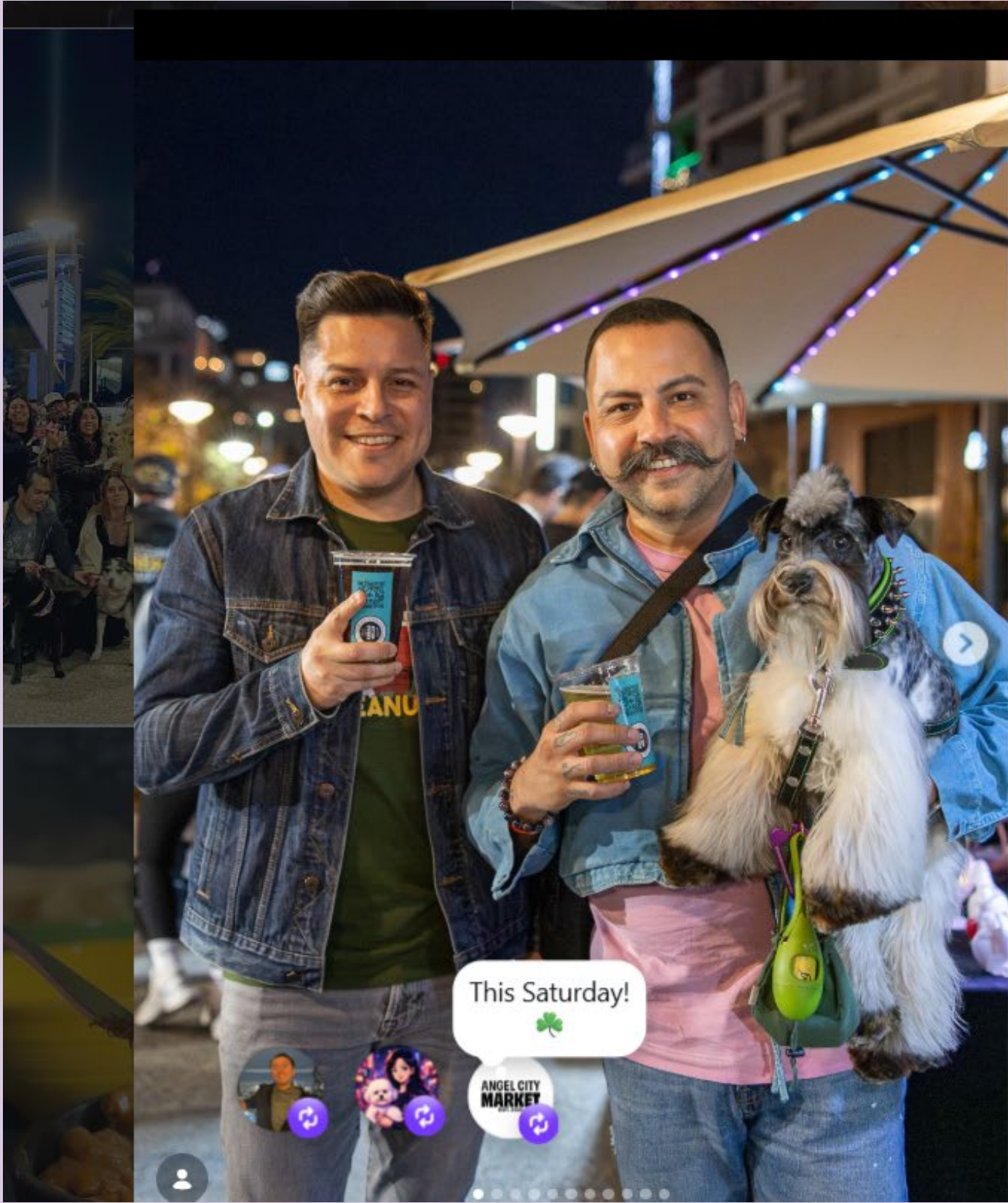
|     |                           |
|-----|---------------------------|
| 76% | Improved Foot Traffic     |
| 21% | No change in foot traffic |
| 3%  | Decreased foot traffic    |

# EZ SIP BY THE NUMBERS –SURVEY

## FEEDBACK

| PARTICIPANT FEEDBACK                                                                        | BUSINESS FEEDBACK                                                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| No need to prioritize the open drink container portion.<br>Just call it a popup festival    | Weekend are always busy, saw no difference in foot traffic from other weekends.They would like to see the <b>EZ area expand to where they are closer at.</b>                                                           |
| Super fun, more variety of vendors.Too much jewelry                                         | More marketing or signage.They generally get busy in the afternoon.<br><b>Like folks come in to eat before the EZ event.</b> Quick foods and low prices help. <b>Cleanessness is seen and safety is great as well.</b> |
| Make it longer keep it going                                                                | Everything went well and would love to be include in the next and future events. <b>Would love to expand the area</b> so stave can be part of the footprint.                                                           |
| It would be nice to <b>expand the space</b> and it felt like there was too much PD presence | They <b>noticed a lot more security presence</b> which they appreciated                                                                                                                                                |
| Business have food outside, <b>extend both sides</b>                                        | They have been having really slow Saturdays this month so the <b>event has bought foot traffic</b> for this month.                                                                                                     |
| <b>More activity</b> , less retail, less cornhole                                           | They had a busy Saturday but is hard too determine if it was due to Grand Prix crowd or EZ.They projected sales numbers from last Grand Prix and did about the same in sales as last year.                             |
| More family friendly stuff, <b>loved the music, and vibe</b>                                | A budget that doesn't require businesses to pay to play                                                                                                                                                                |

# EZ SIP BY THE NUMBERS – MARKETING



This Saturday!

ANGEL CITY MARKET

 dtlballiance and 2 others

 dtlballiance

DTLB Live! is going green this Saturday on The Promenade

We're bringing the energy to Downtown Long Beach with live music, local vendors, festive drinks, and more. Grab your crew and come celebrate with us! 🍀 Swipe through to explore the full lineup, from live entertainment to local pop-ups, hands-on activities, and can't-miss food and drink specials

🎧 DJ [@djbrokk](#) | 4 – 6 PM

🎵 Live music by [@bellboyslb](#) | 6 – 8 PM

🍷 Irish Dancing & instruction by [@mcnultyirishdancersla](#)

🎨 Free rock painting for kids!

🍹 Drink & food specials from EZ Sip participating businesses [@el\\_viejon\\_mariscos\\_and\\_sushi](#), [@theordinarie](#), and [@ismbrewing](#)

🐾 Pet portraits by [@sl0wlines](#)

🛍️ Makers Market by [@angelcitymarketla](#)

🌟 Event Details 🌟

📅 Saturday, March 21

📍 The Promenade (EZ Sin Event)

[View insights](#)[Boost post](#)

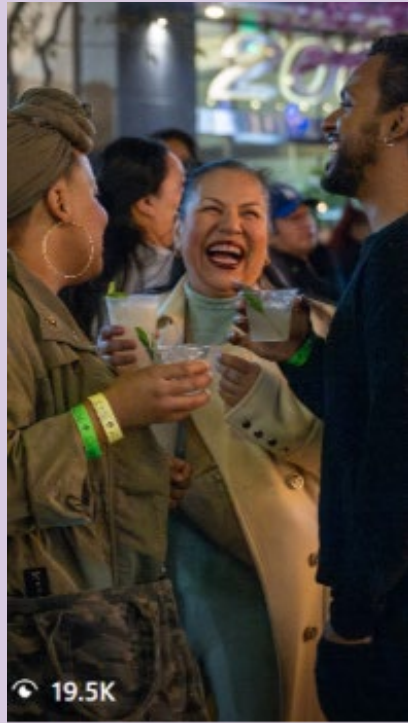


Liked by [jamesahumada](#) and 161 others

March 19

# EZ SIP BY THE NUMBERS – MARKETING

| Event               | Date       | Reach   | Likes | Shares |
|---------------------|------------|---------|-------|--------|
| Launch Event        | 8/2/2025   | 31,309  | 1,709 | 1,002  |
| FrightFest          | 10/25/2025 | 203,578 | 8,987 | 5,518  |
| ISM 2nd Anniversary | 12/13/2025 | 2,761   | 106   | 22     |
| Vans Warped Tour    | 2/1/2026   | 471,360 | 8,506 | 3,536  |



 theaquadolls  best day ever!! can't wait for the summer 🌞  
12w 1 like Reply

 constantkilljoy This was soooo fun and the vibes were UP at the Promenade 🔥  
12w 5 likes Reply

 sadnspooky93 🥳🔥 this is gona be too good  
31w 2 likes Reply



TOP COMMENTS

 caliinlbc 🤩 Yes!!!! 🎧 Love all the Promenade activities ❤️  
40w 4 likes Reply

 im\_mikezilla This is HUGE! Can't wait for the next event!  
40w 2 likes Reply

 onymico As a long time longbeachian, I wish I hadn't been sleeping 🤩 keep it up y'all!  
12w 1 like Reply

# EZ SIP BY THE NUMBERS – MARKETING

| Event      | Date      | Reach  | Likes | Shares |
|------------|-----------|--------|-------|--------|
| DTLB Live! | 1/17/2026 | 66,216 | 4,316 | 2,097  |
| DTLB Live! | 2/21/2026 | 44,606 | 1,717 | 1,035  |
| DTLB Live! | 3/21/2026 | 44,354 | 1,073 | 356    |
| DTLB Live! | 4/18/2026 | 26,481 | 473   | 133    |



 **hunnybunnyyy** Will you be my date? @alexlopez3  
12w Reply

 **azucarlosangeles** Ahí nos vemos Long Beach  
12w 1 like Reply See translation ...

 **angelcitymarketla** Can't wait to be back! 🍷  
12w 1 like Reply

 **theordinarie** 🍷🔥 always a great time  
7w 2 likes Reply

 **aceventurbruh** 15w  
DTLB Alliance is killing it! Thank for making our city such a fun place to live.  
4 likes Reply ...

 **creolekerr** 15w  
Yes!!! This is what we need in DTLB!  
11 likes Reply

 **elitemotionchiro** 16w  
Ohhhhh looks fun!! 🥳  
1 like Reply

 **longbeachcitymayor** 16w  
Looks like a great monthly event ❤️  
1 like Reply ...

 **rickyycontreras** 15w  
Love the programming !  
3 likes Reply

TOP COMMENTS

# EZ SIP BY THE NUMBERS – OPERATIONAL COSTS

| Expense Type                                                     | EZ Sip Launch -<br>08/02/2025 | FrightFest -<br>10/25/2025 | ISM 2nd Anniversary -<br>12/13/2025 | Van Block<br>Party -<br>02/01/2026 |
|------------------------------------------------------------------|-------------------------------|----------------------------|-------------------------------------|------------------------------------|
| Permit Fees (flat)                                               | \$1,096                       | \$1,205                    | \$1,294                             | \$1,464                            |
| Program (activations, fencing,<br>marketing,<br>event insurance) | \$14,974                      | \$65,442                   | \$1,065                             | \$6,104                            |
| Private Security (Black Knight)                                  | \$1,345                       | \$6,450                    | \$1,330                             | \$2,280                            |
| LBPD                                                             | \$1,391                       | \$2,821                    | \$1,178                             | \$8,099                            |
| Time & Space Production Fees                                     |                               | \$14,800                   |                                     |                                    |
| Total Expense                                                    | \$18,807                      | \$75,920                   | \$4,868                             | \$17,948                           |
| Revenue Generated                                                | -                             | -                          | -                                   | \$12,389                           |

# EZ SIP BY THE NUMBERS – OPERATIONAL COSTS

| Expense Type                                                     | DTLB Live!<br>w/ EZ Sip | DTLB Live!<br>w/o EZ Sip |
|------------------------------------------------------------------|-------------------------|--------------------------|
| Permit Fees (flat)                                               | \$1,296                 | \$1,296                  |
| Program (activations, fencing,<br>marketing,<br>event insurance) | \$3,403                 | \$3,403                  |
| Private Security (Black Knight)                                  | \$1,140                 | \$1,140                  |
| LBPD                                                             | \$1,509                 | -                        |
| Total Expenses                                                   | \$7,350                 | \$5,839                  |
| Revenue Generated                                                | \$2,100                 | -                        |

\*LBPD Total (11 months) \$16,604.34



# EZ SIP BY THE NUMBERS – OPERATIONAL COSTS

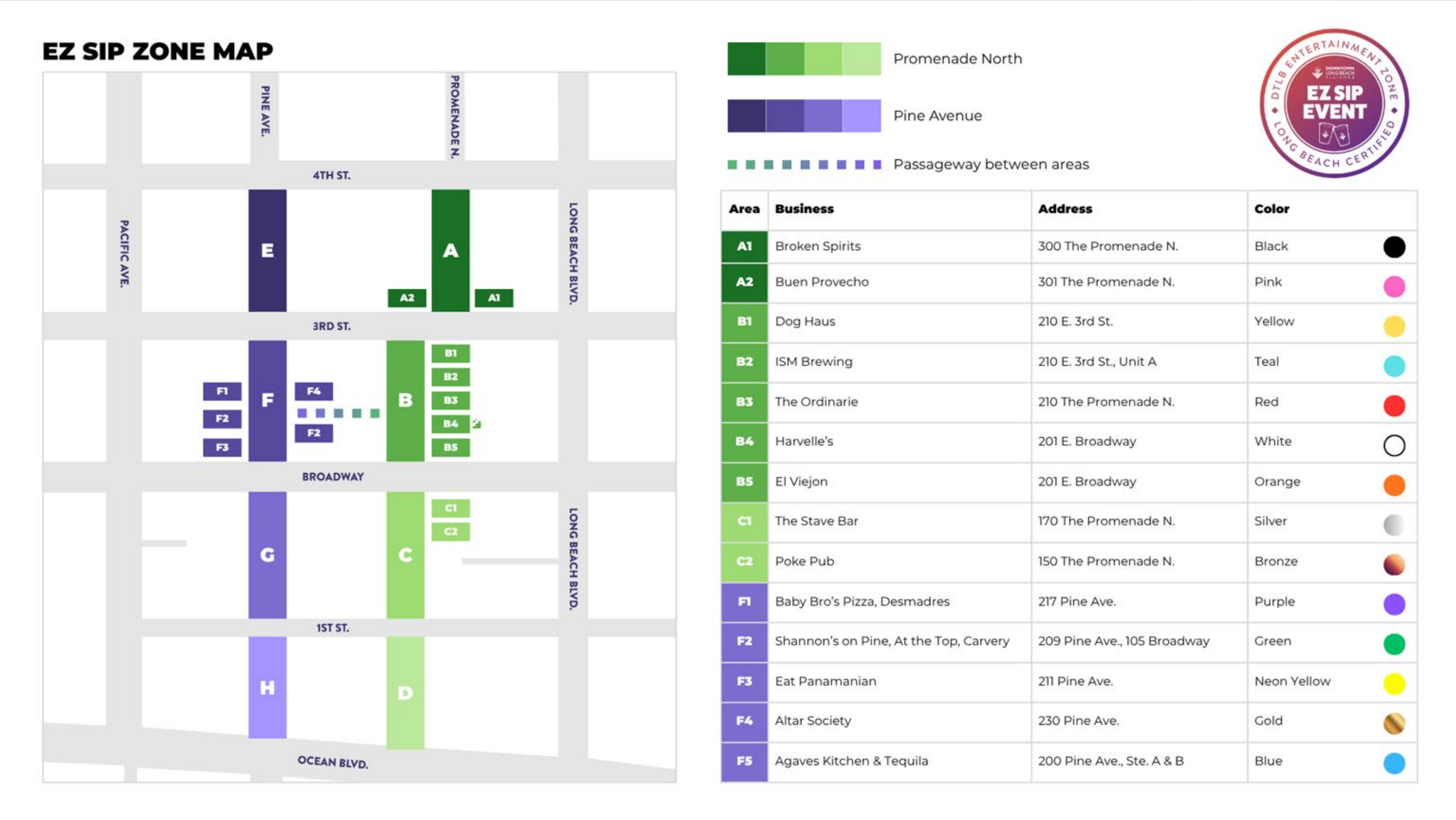
| Expense Type                                               | Taste of Downtown Pine & Prom - June 2025 | Gateway to Pride - May 2025 | KCRW Summer Nights - August 2025 |
|------------------------------------------------------------|-------------------------------------------|-----------------------------|----------------------------------|
| Vendor Reimbursement (TOD)                                 | \$15,385                                  | -                           | \$15,048                         |
| Program (signage, marketing)                               | \$5,707                                   | \$1,075                     | \$8,250                          |
| Time & Space Permit, Production, Security, & Staffing Fees | \$58,826                                  | -                           | \$40,832                         |
| Total Expenses                                             | \$79,718                                  | \$1,075                     | \$64,163                         |
| Revenue Generated                                          | \$45,524                                  | \$2,508                     | \$29,349                         |
| Drink/Ticket sales                                         | \$41,023                                  | \$2,508                     | \$22,359                         |
| Donations                                                  | \$2,500                                   | -                           | \$6,990                          |

Note: Average beer garden generates \$1,500 - \$3,000 in revenue for events with similar scale as DTLB Live

# EZ SIP BY THE NUMBERS – PEER FEEDBACK

|                            |                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DTSM (Third St. Promenade) | We see more foot traffic and sales when we have <b>big events</b> during Entertainment Zone times (for us Friday-Sunday, 11AM-10PM)                                                                                                                                                                                                                                                        |
| DTSM (Third St. Promenade) | We may <b>expand the boundary beyond the Promenade, but it will only be for a specific event.</b> It is at our discretion (DTSM, Inc.) to decide when the boundary will be expanded.We have to consider the cost in staff time, private security, signage, ect.                                                                                                                            |
| DTSM (Third St. Promenade) | Some <b>businesses</b> are engaged more than others, and the ones <b>that are engaged benefit the most.</b> Businesses like Barney's Beanery and Cabo Cantina tell us their sales have increased because of the EZ.                                                                                                                                                                        |
| DTSF (Front St.)           | We continue to promote the EZ as an <b>economic driver.</b> We're planning to add two more in the district but completely different methods.                                                                                                                                                                                                                                               |
| DTSF (Front St.)           | For surrounding businesses, the impact has been tangible: <b>increased foot traffic, more customers lingering after events, and renewed visibility</b> in a part of the city that is once again buzzing with energy. For the broader district, it demonstrates how thoughtful policy, strong partnerships, and creative programming can transform the way people use and imagine downtown. |
| DTSF (Front St.)           | Looking ahead, <b>additional upgrades are planned,</b> including: <b>String lights</b> to bring energy and visibility to nighttime events; <b>new seating</b> through parklets to invite people to linger and enjoy food and drink.                                                                                                                                                        |

# EZ SIP BY THE NUMBERS – LESSONS LEARNED



# EZ SIP BY THE NUMBERS – LESSONS LEARNED

## Goal Objective

DTLB Alliance events, when feasible, should be revenue-generating or revenue-neutral, while still advancing our mission of activating Downtown, supporting businesses, and enhancing the public realm.

## Why This Matters

- Rising event production costs (security, permits, staffing)
- Increased demand for activations and EZ Sip expansion
- Need to balance mission delivery with financial sustainability

## Strategic Direction

- Shift toward **cost recovery and revenue generation models**
- Leverage EZ Sip as a **scalable economic driver**
- Prioritize **high-impact, well-funded events over frequency**

## Key Opportunities

- Expand **sponsorship and corporate partnerships**
- Introduce **attendee-based revenue (selectively)**
- Refine **business participation models (flat fee, % of sales, hybrid)**
- Integrate EZ Sip into **larger, existing events** to reduce costs

# EZ SIP BY THE NUMBERS – LESSONS LEARNED

## REVENUE GENERATION OPPORTUNITIES

### Sponsorships

- Tiered packages (Presenting, Supporting, Community Partner)
- Naming rights and branded materials (cups, wristbands)

### Attendee Revenue

- Ticketing for premium or high-demand events
- VIP experiences and added-value offerings

### Business Contributions

- Flat participation fees
- Percentage of sales during EZ Sip
- Hybrid model to align incentives

## EXPENSE REDUCTION STRATEGIES

- Reduce frequency of standalone EZ Sip events
- Bundle EZ Sip with **larger signature events**
- Negotiate multi-event vendor contracts
- Expand cost-sharing with partners and districts

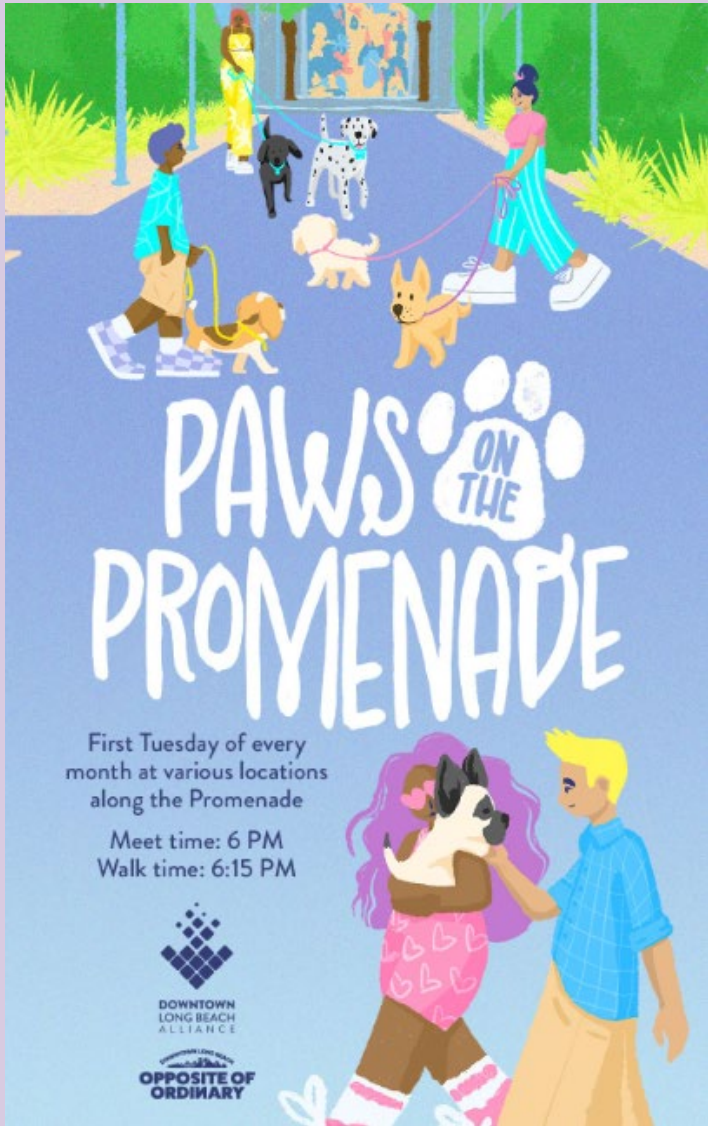
# **5. PRESIDENT/CEO REPORT - Metoyer**

## **B. Advocacy Update**

**5. PRESIDENT/CEO REPORT - Metoyer**  
**C. Misc.**

# Upcoming/Recurring Happenings

**Paws on the Promenade**  
**1<sup>st</sup> Tues. of every month**



**Gateway to Pride**  
**May 17**



**Mug-to-Mug**  
**3<sup>rd</sup> Tues. of every other month**

**DTLB Live!**  
**May 16**

# FIFA World Cup 2026



**6. OLD BUSINESS**

**7. NEW BUSINESS**

**9. PUBLIC COMMENTS (three minutes on all non-agenda items)**

**10. ADJOURNMENT**

# **DTLB Alliance Executive Committee Meeting**

**May 6, 2026**

**DTLB Alliance Conference Room**

*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all.*