



2018 ANNUAL REPORT





WE ARE DOWNTOWN **LONG BEACH**

1.38 UN-SQUARE MILES

WELCOME

In 2018, Downtown Long Beach Alliance's (DLBA) established mission to cultivate, preserve and promote a healthy, safe and prosperous Downtown continued to serve as the foundation of its activities throughout the year. Never underestimating the importance of its role, maintained its commitment to serve as the voice of this vibrant 1.38 un-square miles of diverse and progressive Downtown community.

The components of our Downtown community are varied and many. The businesses, residents, and property owners all contribute to the makeup of what makes DTLB a highly desirable location to work, live, and visit. DLBA continues to ensure that the community has support through information, representation and contribution in keeping Downtown on its trajectory of expansion and economic growth.

A community-driven organization, DLBA values collaboration and working for and with Downtown's stakeholders. A dedicated staff operates to identify and address on-going needs and issues of our ever-changing Downtown neighborhoods. Through direct and consistent leadership from its Board of Directors and working with programming committees, DLBA maintains close tabs on the pulse of the community.

Whether providing grants for small business owners or public realm projects, developing networking events like 1 Million Cups Long Beach, or producing quarterly *Snapshot* reports, DLBA seeks to equip the community with resources and tools to succeed. This

encompasses attention to core areas including advocacy; marketing and events; business recruitment, retention and job creation; public realm attention to beautification, cleanliness and safety with focus on quality of life.

It's important to reiterate that the success of our Downtown is based upon partnership. A partnership between DLBA and both the private and public sectors, but also with those who have personal and/or professional vested best interests for DTLB. The collaborative spirit of our Board of Directors, programming committees, community leaders and stakeholders all contribute to the shared success of our thriving Downtown.

With 2018 coming to a close, we look to 2019 as an opportunity for continued advocacy on behalf of Downtown with ongoing attention to further progression in achieving the Vision 2020 strategic plan established in 2016. We invite you to review this annual report for an in-depth review of the past year's achievements.

Thank you for your interest in our waterfront Downtown and a bow of gratitude to those who continue to support, invest and believe in this flourishing heart of the City.



Kraig Kojian,
DLBA President & CEO



Ryan Altoon,
Board Chair, 2017-18



TABLE OF CONTENTS

06	MISSION STATEMENT + STRATEGIC PLAN
08	BUSINESS IMPROVEMENT DISTRICTS (BIDS)
10	MARKETING + COMMUNICATIONS
14	SIGNATURE EVENTS
16	PUBLIC REALM
18	ECONOMIC DEVELOPMENT
20	CLEAN & SAFE
22	FINANCIALS
24	BOARD OF DIRECTORS
25	DLBA TEAM



DOWNTOWN
LONG BEACH
ALLIANCE



To cultivate, preserve and
promote a healthy, safe and
prosperous downtown.

STRATEGIC PLAN

In December 2016, the Downtown Long Beach Alliance (DLBA) adopted DTLB: Vision 2020 Strategic Plan that provides a clear path forward for the organization and the community. DLBA 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 provides the supportive strategies to accomplish those goals.



3 PRIMARY OBJECTIVES OF DTLB: VISION 2020



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



LEVERAGE DLBA RESOURCES TO ACHIEVE THE GREATEST IMPACT POSSIBLE



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

To read the Vision 2020 Strategic Plan, visit <https://downtownlongbeach.org/about-dlba/resources/>

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 particular needs above what a municipality can do or provide, such as coordinating events; picking up litter on sidewalks; 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.

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.

EAST VILLAGE | ARTS DISTRICT: 1,520 NEW UNITS

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.

NORTH PINE: 1,119 NEW UNITS

PINE AVENUE & THE PROMENADE

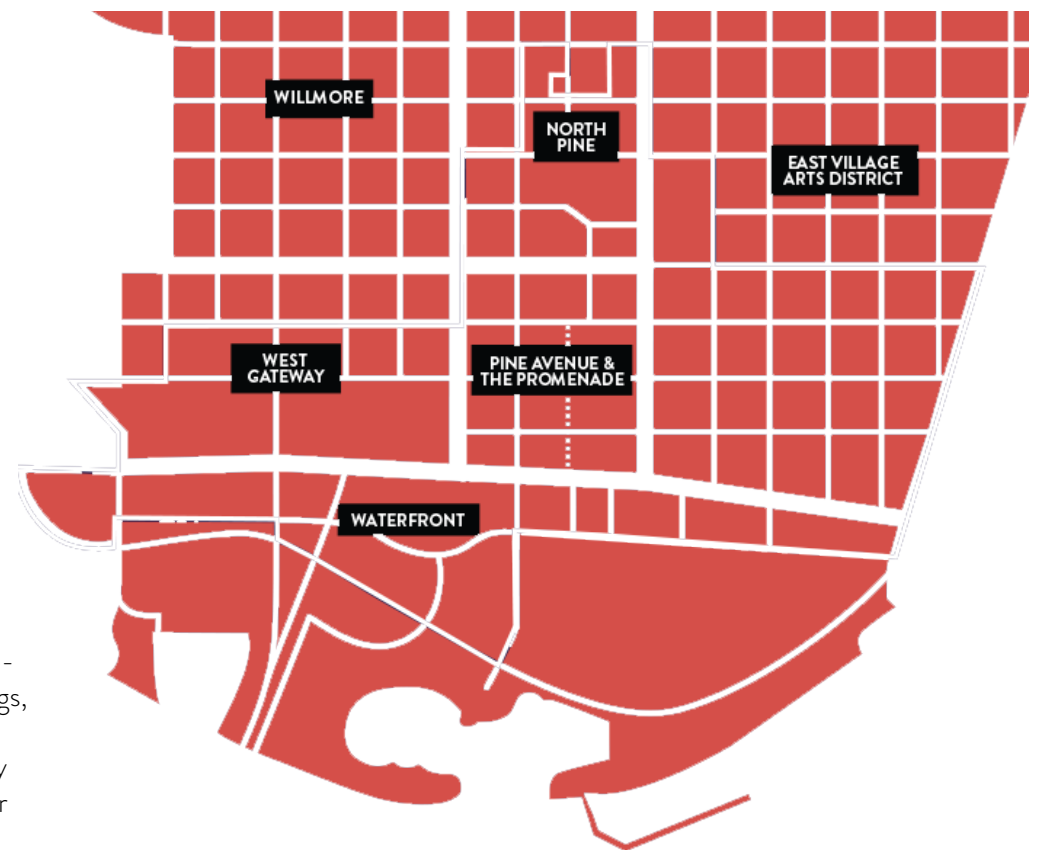
The bustling heart of DTLB, Pine Avenue and The Promenade neighborhood receive heavy foot traffic due to the variety of restaurants, entertainment offerings, and access to some of the finest award-winning craft beers and cocktails in the region. They are also home to one of the most lauded gastropubs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

PINE AVENUE & THE PROMENADE: 594 NEW UNITS

WATERFRONT

DTLB's Waterfront is home to the Long Beach Convention Center, Terrace Theatre, Beverly O'Neill Theatre, 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's expansion project, the Pacific Visions wing, which is a 29,000 square foot two-story structure with a state-of-the-art interactive theater, an exhibit gallery with live animals, and an art gallery is in its final stages of construction.

WATERFRONT: 608 NEW UNITS



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.

WEST GATEWAY: 2,390 NEW UNITS

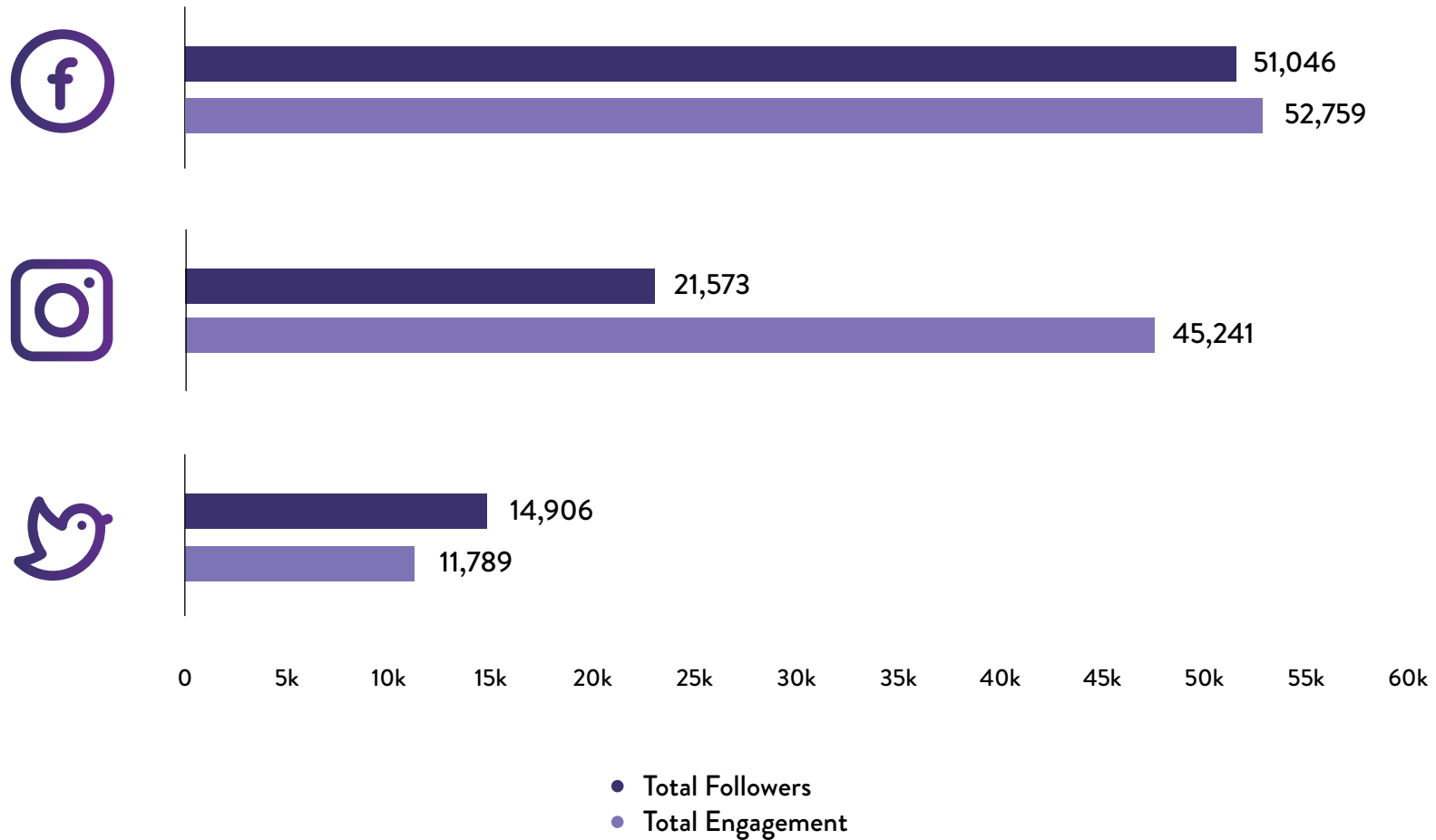
MARKETING & COMMUNICATIONS

DLBA serves as the voice of Downtown and as a resource and advocate for DTLB's 5,000 stakeholders. Having gone live in September, a complete refresh of www.downtownlongbeach.org now offers better access to information, annual reports, programming, and more. Some new features include an interactive map with search filters, as well as an event calendar to which the community can contribute through submission.

Averaging 10K newsletter subscribers, the monthly *Downtown Scene* connects the community with stories on businesses, upcoming events, DLBA department programming highlights and more.

The DLBA's social media channels allow it to leverage its reach in the community and to interested DTLB parties for generating awareness for all things Downtown. Earlier this year, we surpassed 20K followers on Instagram, and we continue to grow. Our business community actively seeks our assistance in spreading the word for their events, promotions and other business-related needs. Additionally, we utilize a text message subscriber list to provide updates on construction/street closures and events.

Social Media Data





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 resources, 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.



DLBA continues to work with the *Long Beach Business Journal* to produce a dedicated Downtown issue scheduled for December 18. The collaboration results in a strong vehicle to tell DTLB's story for business opportunities, as well as highlight the character of Downtown.

SIGNATURE EVENTS

DLBA was pleased to present its 2017-18 signature events, which are always free and open to the public. We strive to create special events that appeal to a wide array of audiences and trust that residents, businesses, and visitors alike enjoy them! With the backdrop of the Pacific Ocean and the outline of the skyline, Downtown Long Beach is the perfect venue for events. Whether one enjoys music, dining, or supporting local businesses, Downtown Long Beach has something for everyone.

This past year, DLBA hosted six evenings of Taste of Downtown, four evenings of Summer and Music, and the relaunch of Live After 5 occurring on the third Thursday of each month. Additionally, New Year's Eve at the Waterfront and Celebrate Downtown featuring the Spirit of Downtown Awards also serve as annual events that thousands of people attend.

THIRD-PARTY EVENTS

DLBA also participates in third-party events through sponsorship funding, resource allocation, and marketing support efforts. DLBA sponsored Under the Toque, which provides funding to Mental Health America of Los Angeles who operates several Long Beach service locations. In addition to the aforementioned efforts, DLBA also secured free metered parking for Downtown to benefit all local businesses for Shop Small Saturday. Supporting the community through partnerships and sponsorships is an important function of DLBA.

For the second consecutive year, DLBA partnered with Arts Council for Long Beach to produce DTLB UNFILTERED. This annual photography contest archives the constantly changing landscape of our Downtown. Dozens of winners are chosen thru a jury selection and by fan favorites. The photos from a variety of categories are displayed in a gallery exhibit during December.



41%
ATTENDANCE
LIVING IN DTLB

35%
ATTENDANCE LIVING
IN LB BUT NOT
DOWNTOWN

23%
ATTENDANCE LIVING
OUTSIDE OF LB

8/10
OVERALL RATING
OF DLBA EVENTS

\$575,619
TOTAL ECONOMIC
RETURN

22,142
TOTAL
ATTENDANCE

PUBLIC REALM

DLBA also supports organizations through sponsorships, such as POW! WOW!, a network of artists that engages the community in the process and creation of mural art. POW! WOW! has been embraced by DTLB and celebrated its fourth year in Long Beach.

In addition to making the public space attractive and inviting, our public realm team focused on improving wayfinding within our Downtown. DLBA has partnered with the City of Long Beach on a comprehensive wayfinding program to create a world-class, coherent and coordinated wayfinding sign program for city gateways, pedestrians, parking, and coastal access. A request for proposal (RFP) went out this summer to move forward on the fabrication and installation of 12 new pedestrian wayfinding signs for the Downtown. The RFP was awarded in October and the projected installation set for late winter/early spring.

A new Downtown by Bike map was developed with local design studio, City Fabrick, which was then shared with local bike shops, hotels, and is handed out by DLBA's Safety Ambassadors.

A call for artists went out earlier this year to develop a sidewalk decal campaign to help encourage pedestrian exploration and guide people to desired amenities such as coffee shops, food and more. Local Jahns Designs was the selected designer for the creation of more than 40 decals. The decal designs are complete, and installation is scheduled to roll out this winter.

Traffic signal wraps were installed this past year, furthering the DLBA's 1.38 Un-Square Miles campaign as represented by the street pole banners. The wraps have also allowed us the opportunity to build awareness for DLBA's signature events and informing on services provided by the Clean & Safe Teams.

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. DLBA supports appropriate policies that improve the Downtown pedestrian environment and that promote better connections between our neighborhoods and transit.

DLBA also supports
organizations, such as
POW! WOW!

- > 6 NEW SIDEWALK DINING PERMITS
- > 3 NEW PARKLETS
- > 5.7 MILLION TOTAL PEDESTRIAN
- > 250K DOG WASTE BAGS DISPENSED
- > 9 NEW MURALS

95

ENTREPRENEURS
PARTICIPATED IN 2018
SMALL BUSINESS &
ENTREPRENEURIAL
SERIES

G

92

GOOGLE ADWORDS
PARTICIPANTS



\$35,500

AWARDED IN
SMALL-BUSINESS
GRANTS

185

NET NEW BUSINESSES
ADDED IN DTLB

6%

NET NEW BUSINESSES
OVER THE PREVIOUS
YEAR

ECONOMIC DEVELOPMENT

Downtown Long Beach continues on a growth trajectory with new businesses opening, residential and commercial properties being built, and more to come. DLBA and committed stakeholders strive to make DTLB accessible and business-friendly. The economic vibrancy of Downtown is the key to our success.

Serving as a liaison between the business community and the City, our economic development team focuses on building and fostering relationships. Proving successful in their initial launch, the following projects are continuing and being expanded upon: Woman-Owned Business Accelerator, Entrepreneur & Small Business Education Series, Development Opportunity Sites, and Small Business & Job Creation Grant. New programs/offerings launched this past year were 1 Million Cups Long Beach, a program affiliated with the Ewing Marion Kauffman Foundation. One Million Cups serves as a network-

ing opportunity and support system for fostering entrepreneurship in Long Beach. Additionally, a series of workshops rolled out educating small business owners on digital marketing with Google AdWords. Workshops will continue to be a part of the upcoming year's programming.

The Economic Development team also conducted the annual business survey providing further direction on areas of need, overall thoughts and sentiment by our businesses to inform the team on programming and other support efforts.

DLBA continues to provide economic information on DTLB, by producing its quarterly publication, *Snapshot*, a data-driven market report highlighting commercial real estate, residential and the retail sectors. DLBA's annual *Downtown Economic Profile* continues to serve as the platinum standard in the industry.

BUSINESS SURVEY

The Downtown Long Beach Alliance teamed up with The Office of Economic Research at California State University, Long Beach for a second year to perform an annual survey of Downtown businesses. The purpose of the survey was to collect current data about the climate in which Downtown businesses operate in, which would then provide investors, stakeholders and DLBA key insights into the state of the business environment. The results of this survey were compiled and used to inform the organization's *Downtown Economic Profile*. Having timely and relevant data allows us to best understand the progress and areas of challenge to plan for future development.

Complete Business Survey Results, visit <https://downtownlongbeach.org/wp-content/uploads/2017-18-Business-Survey-Results.pdf>

CLEAN & SAFE

Public safety is paramount to DTLB's success, and DLBA continues its diligent pursuit of a safe and secure Downtown. By increasing and improving communication between local security agencies and activating neighbors through community engagement, Downtown improves year to year with providing an attractive and safe environment for visitors, residents and workers. Key contributors to this achievement are the men and women who comprise our clean and safe teams. 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 DLBA's ambassadors, affectionately called the "red shirts," throughout the day offering helpful directions and information to residents and visitors alike. Maintaining a clean, safe and secure Downtown is integral to 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 13 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 addressing street disorders.



5,875 DTLB MAPS DISTRIBUTED



3,160 GRAFFITI AND/OR STICKERS REMOVED



980 BUSINESS INFORMATION SHARED

ALLEY BUSTERS PROGRAM

In partnership with Mental Health America of Los Angeles (MHALA), 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 MHALA members work to improve DTLB's alleys by cleaning up garbage, weeds, and removing obstructions. Together with 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 improved, the hard-working MHALA members on the Alley Busters team have the rewarding experience of bringing home a paycheck and can proudly see themselves as productive workers contributing to the beautification of our Downtown. Graduates of the MHALA job training program have been hired on a full-time basis by DLBA's Clean Team.



35 MATTRESSES CLEARED



75 SOFAS & LOVE SEATS



32 CHAIRS

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 requires a greater degree of confidence 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. For a friendly escort, call (562) 244-1365.

CLEAN & 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, to stay on top of the changing trends and needs, we developed a survey and asked more than 10,000 DTLB businesses, residents and visitors to provide their perspective and offer feedback on several aspects of the Clean and Safe Team services.

To see results of the survey, please visit www.downtownlongbeach.org/cleanandsafesurvey2018.

HOMELESS OUTREACH

DLBA addresses homelessness with directness and dignity—which is precisely why we continue to have a Homeless Outreach Specialist (HOS) serve the community five days per week. The HOS 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 HOS has become an indispensable fixture in DTLB working alongside our service provider partners.

4,490
DIRECTIONS
GIVEN

1,095
PUBLIC SAFETY
SURVEY
RESPONDENTS

1,680
HOMELESS
OUTREACH
CONTACTS

FY17-18 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 meters, sponsorship/ticket sales from events and contracts for services.

DOWNTOWN PARKING METERS

Fifty percent 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.

SPONSORSHIP | 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.

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.

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

2017-2018

PBID Assessment Methodology

	STANDARD	PREMIUM
Annual Assessment for Lot Frontage All Properties - per linear foot	\$10.9643720162	\$17.7106399477
Commercial & Government Properties Per square foot	\$0.0478548062	\$0.0525696531
Parking Structures Per square foot	\$0.0312904814	\$0.0360053283
Residential & Non-Profits Per square foot	\$0.0147261565	\$0.0194410034

DPIA Assessment Methodology

	PER BUSINESS	PER EMPLOYEE
Businesses	\$432.88	\$7.28
Independent Contractors	\$297.29	\$5.03

Revenue (2018 Unaudited)

PBID	\$2,549,668	48%
DPIA	\$677,760	13%
Parking	\$644,897	12%
Sponsorship	\$152,928	3%
Contract	\$295,515	6%
Deferred	\$978,512	18%
Total	\$5,299,282	100%

Expenses (2018 Unaudited)

Admin	\$633,881	12%
Advocacy	\$177,551	3%
Public Realm	\$476,979	9%
Economic Developmet	\$338,021	6%
Marketing & Signature Events	\$765,139	15%
Operations	\$1,871,618	35%
DPIA Reserves	\$50,100	1%
PBID Reserves	\$713,996	14%
Parking Meters Reserves	\$271,997	5%
Total	\$5,299,282	100%

BOARD OF DIRECTORS



EXECUTIVE COMMITTEE

Ryan Altoon Anderson Pacific LLC	Chair
Tony Shooshani The Streets	Chair-Elect
Toliver Morris WM Commercial	Past Chair
Derek Burnham Gilroy LLC	Treasurer
Allison Kripp The Den Salon	Secretary
Silvano Merlo Courtyard by Marriott	
Linda Tatum City of Long Beach	



DIRECTORS

Kristi Allen	Ensemble Real Estate
Debra Fixen	Shoreline Village
Laurie Gray	Pie Bar
Justin Hectus	Keesal, Young and Logan
Sara Hickman	Residential
Sheva Hosseinzadeh	Coldwell Banker Commercial
Melissa Infusino	Residential
Kenneth McDonald	Long Beach Transit
Michelle Molina	MADE by Millworks
Alan Pullman	Studio One Eleven
Daniel Tapia	4th & Olive Bistro & Wine Bar



ADVISORS

Scott Apel	CSULB
Johanna Cunningham	Apartment Association, California Southern Cities
Lena Gonzalez	1st District City Council
Stephen Groner	SGI
Jeremy Harris	Long Beach Chamber of Commerce
James Kuhne	Sedgwick Law
Jeannine Pearce	2nd District City Council
Griselda Suarez	Arts Council for Long Beach

HONORARY MEMBERS

Diane Arnold	Resident	Don Darnauer	Resident	Nick Edwards	Queen Beach Printers
---------------------	-----------------	---------------------	-----------------	---------------------	-----------------------------

DLBA TEAM



KRAIG KOJIAN
President & CEO
kraigk@dlba.org



STEVE BE COTTE
Community Outreach Mgr.
steveb@dlba.org



BROC COWARD
COO
brocc@dlba.org



JESSICA BIERD
Administrative Coordinator
jessicab@dlba.org



CRYSTAL ANGULO
Events & Development Mgr.
crystala@dlba.org



CHERISSE EVANS
Administrative Assistant
cherissee@dlba.org



JENNIFER ARENAS
Social Media & Digital
Marketing Mgr.
jennifera@dlba.org



AUSTIN METOYER
Research & Policy Mgr.
austinm@dlba.org



**DOWNTOWN
LONG BEACH
ALLIANCE**

100 W. Broadway, Ste.120
Long Beach, CA 90802
(562)436-4259

www.DowntownLongBeach.org