

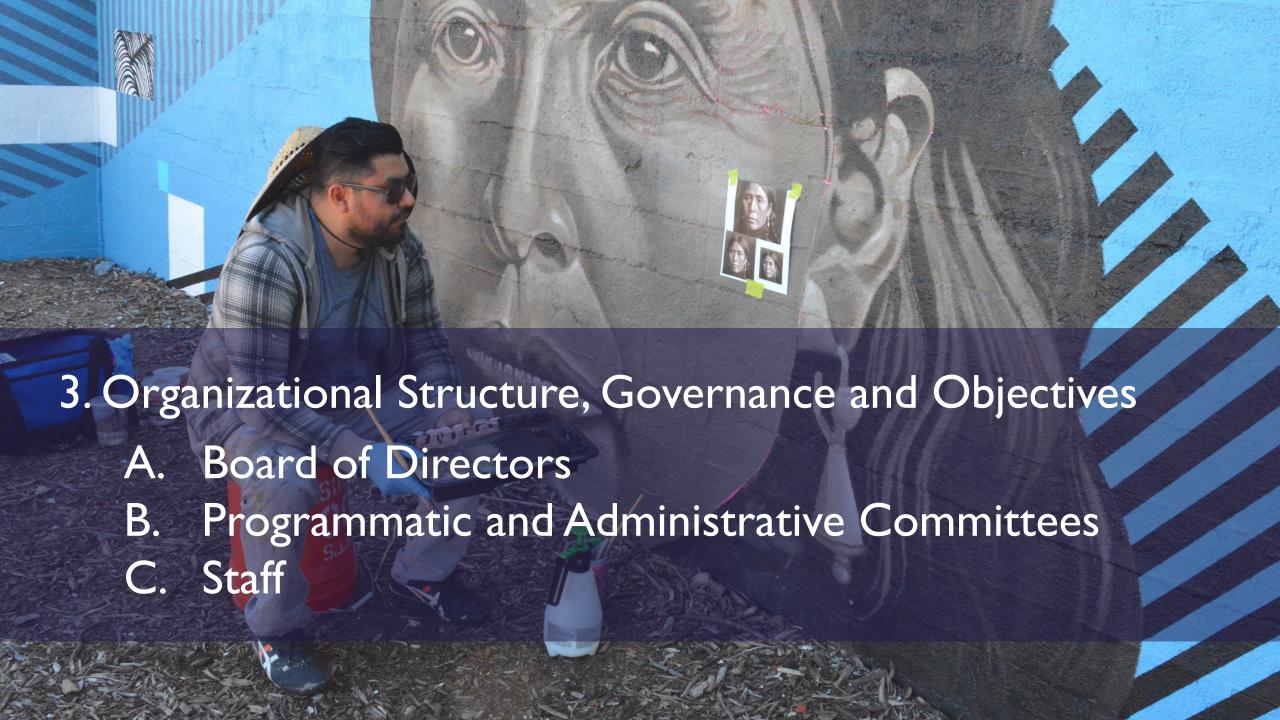


# Downtown Parking Improvement Area (DPIA)



# Property Based Improvement District (PBID)





## Board Roster 2021-22

Downtown Long Beach Alliance Board of Directors 2021-22

DPIA **East Village** Rhonda Love DPIA North Pine Laurie Gray

DPIA **Pine Avenue** Alan Pullman DPIA **Waterfront** Debra Fixen

DPIA **West Gateway** Alan Burks

**PBID** PBID PBID **PBID** PBID **PBID PBID PBID** PBID Standard Resident Standard Standard Standard Premium Premium Premium Premium Sam VACANT VACANT VACANT Graham Gill Michael **Bob Kelton** Sheva Michael Pierzina Hosseinzadeh Gold Vitug Resident CD 1 City of Long Beach Resident CD 2 At-Larae At-Large At-Larae At-Large

Loara Cadavona Appointment Resident CD 2 Pat Welch Appointment City of Long Beach John Keisler Appointment

At-Large Sean Rawson Appointment At-Large Allison Kripp Appointment At-Large Isidro Panuco Appointment

At-Large
Denise Carter
Appointment

Honorary Diane Arnold Non-votina Honorary Don Darnauer Non-voting

Advisor 1st Council

Mary Zendejas Non-voting Advisor 2nd Council Cindy Allen

Non-voting

Advisor CSULB Scot Apel Non-votina

Amy Chambers

Advisor

Non-voting

Advisor Jeremy Harris Non-voting Advisor Griselda Suarez Non-voting Advisor Cameron Andrews Non-voting Advisor Monica Garrett Non-voting Advisor VACANT

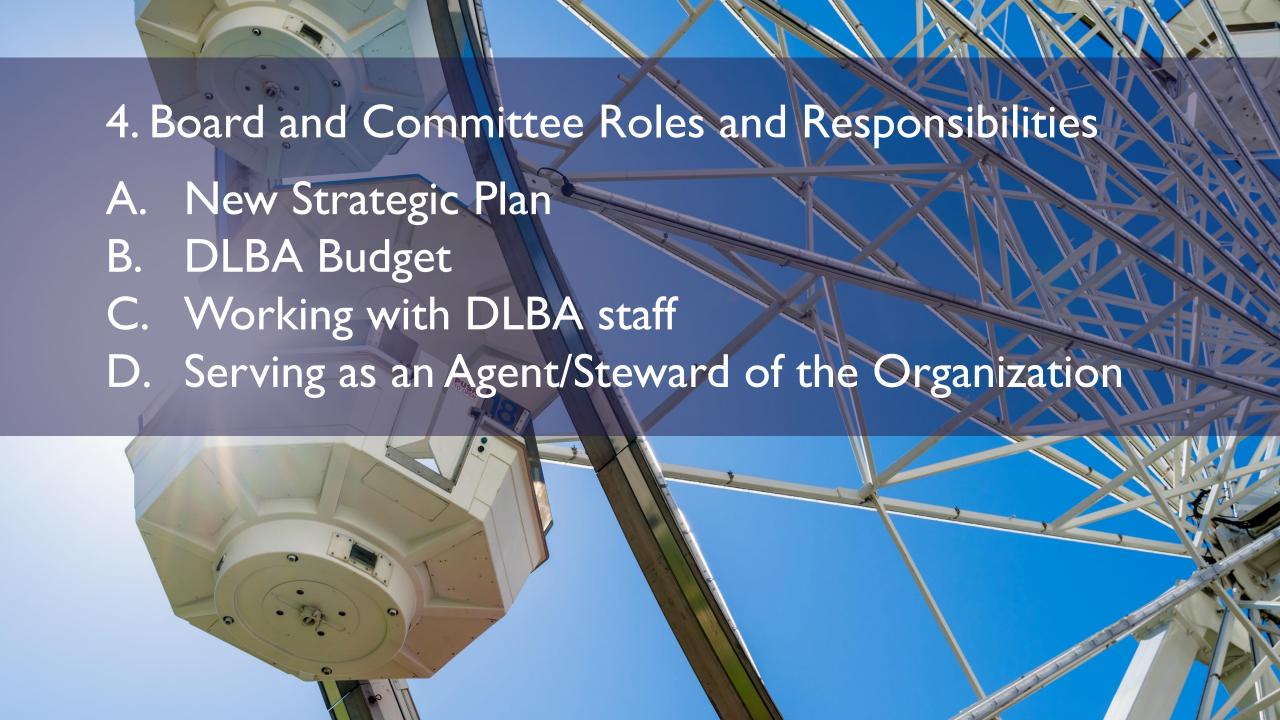
Non-voting





# 3C. DLBA Staff

President & CEO	Kraig Kojian
COO	Broc Coward
CFO	Jeremy Ancalade
Executive Assistant	Kelsey Mader
Administrative Assistant	Eileen Valencia
Community Outreach Manager	Steve Be Cotte
Marketing and Communications Manager	Michael Berman
Placemaking Manager	Stephanie Gonzalez
Social Media & Digital Marketing Coordinator.	Lauren Mayne
Economic Development & Policy Manager	. Austin Metoyer
Research and Policy Analyst	Morris Mills
Special Projects Coordinator	Justine Nevarez
Events and Sponsorships Manager	. Vacant
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Five mission-driven goals areas provide overall structure, support and direction for DLBA.

Goal 1: Master the fundamentals to ensure that Downtown Long Beach is consistently clean and safe

Goal 2: Strengthen existing businesses and encourage entrepreneurship and innovation in Downtown

Goal 3: Market and promote Downtown as a whole and as a collection of unique neighborhoods

Goal 4: Showcase the beauty, creativity, and unique sense of place in Downtown for all to enjoy

Goal 5: Be a leading voice in planning for the future of Downtown



## APPROVED FISCAL YEAR FY 2021-22

#### **REVENUES**

	PBID	DPIA	PKG METER		FUNDRAISING FO		TICKET/VENDORS & SPONSORS		CONTRACT/MISC			TOTAL	
2021 - 2022	\$ 2,814,275.17	\$ 690,392.00	\$	400,000.00	\$	55,000.00	\$	158,000.00	\$	561,250.00	\$	4,678,917.17	
2020 - 2021	\$ 2,719,487.00	\$ 690,392.00	\$	450,000.00	\$	30,000.00	\$	-	\$	399,399.00	\$	4,289,278.00	
Delta (\$)	\$ 94,788.17	\$ -	\$	(50,000.00)	\$	25,000.00	\$	158,000.00	\$	161,851.00	\$	389,639.17	
Delta (%)	3%	0%		-13%		45%		100%		29%		8%	

#### **EXPENSES**

	ADM	IIN	RE	SEARCH & ADVOC.	PLACEMAKING		ECONOMIC DEVELOPMENT		MARKETING			PECIAL EVENTS	Ol	PERATIONS	TOTAL		
2021 - 2022	\$ 670	,445.85	\$	221,186.19	\$	236,348.12	\$	440,608.96	\$	320,288.17	\$	461,601.19	\$	2,328,438.22	\$	4,678,916.70	
2020 - 2021	\$ 666	,756.00	\$	337,035.00	\$	268,578.00	\$	387,997.00	\$	237,092.00	\$	265,989.00	\$	2,125,831.00	\$	4,289,278.00	
Delta (\$)	\$ 3	,689.85	\$	(115,848.81)	\$	(32,229.88)	\$	52,611.96	\$	83,196.17	\$	195,612.19	\$	202,607.22	\$	389,638.70	
Delta (%)	1%	•		-52%		-14%		12%		26%		42%		9%		8%	



### 2021-22 SOURCES & USES

SOURCES	PBID	DPIA	PKG METER	TICKETS / VENDORS & SPONSORS	CONTRACT/MISC	3-MO. PBID RESERVES	TOTAL
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#### **RESTRICTED REVENUE:**

PBID: The Environment portion accounts for 64.1% of the PBID revenue and includes Clean and Safe Programs as well as Beautification efforts. The Economy activities aimed at improving Downtown's overall image accounts for 25.1%, and Advocacy and Administrative costs of 10.8% have been included.

PARKING METER: The Ordinance relating to Downtown Parking Meter Revenues dictates it be spent with one-half used for Capital Improvements and one-half used for Marketing purposes to promote the Downtown.

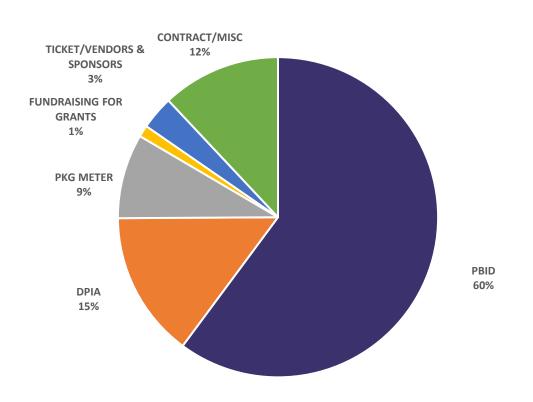
Ticket/Vendors & Sponsors: Funding received from DLBA signature events is reinvested back into Special Events & Marketing

Contracted Services: Revenue from Clean Team contract services provided above and beyond levels mandated in the PBID management plan is reinvested back into Operations

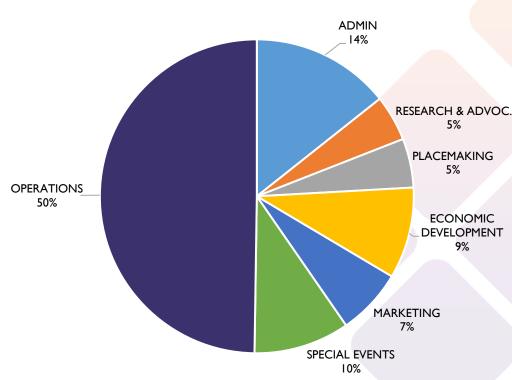


# **2021-22 SOURCES & USES**







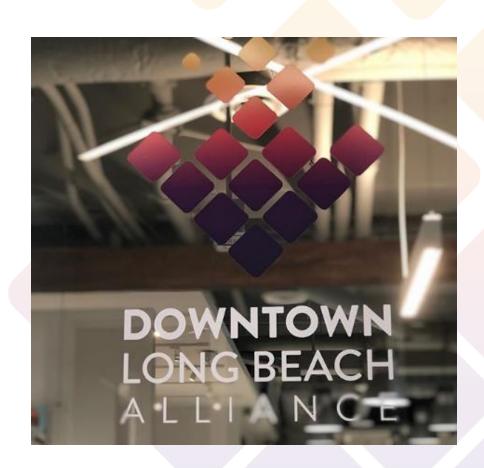




#### Administration – FY 21-22 Budget

- Rent
- Telephone
- Computers
- Office Equip Lease
- Office Supplies
- Postage
- General Insurance
- Professional Services
- Utilities
- Taxes
- Employee Recruitment

#### **Total Administration Budgeted Amount:**



\$670,446\*



#### Research, Development & Advocacy - FY 21-22 Budget

- Research & Data Analytics
- Strategic Plan and PBID Renewal Continuation
- Conferences, Travel, and Education
- Civic Events



Total Research, Development & Advocacy Budgeted Amount:

\$221,186\*



#### **Economic Development – FY 21-22 Budget**

- Business attraction and recruitment
- Business retention and development
- Community Engagement & Business Outreach
- Small Business Grants
- Economic Profile & Snapshot Reports
- Professional Development



**Total Economic Development Budgeted Amount:** 

\$440,609\*



#### **Special Events – FY 21-22 Budget**

- Events for FY 2022 include:
  - Celebrate Downtown
  - Taste of Downtown
  - Buskerfest/PowWowLB
- Sponsorship events include:
  - New Year's Eve
  - Juneteenth
  - Art Walk

#### **Total Special Events Budgeted Amount:**



\$461,601\*



#### Marketing & Communications – FY 21-22 Budget

- Advertising/Promotions
  - Priority Project: DTLB Recovery Campaign
- Stakeholder Outreach/Public Relations
  - Priority Projects: DLBA Webinar Series & Newsletters
- Social Media
  - Priority Project: Gift Card Giveaway & Paid Promotions
- Annual Report
- Professional Development



**Total Marketing & Communications Budgeted Amount:** 

\$320,288\*



#### **Operations – FY 21-22 Budget**

- Clean Team Personnel
- Clean Team Supplies and Equipment
- Pressure Washing
- Safe Team Personnel
- Safe Team Supplies and Equipment
- Community Outreach
- Homeless Outreach
- Information Kiosk
- Third-Party Contract Work
  - Alley Busters
  - Downtown Neighborhood Prosecutor



**Total Operations Budgeted Amount:** 

\$2,328,438\*



#### Placemaking – FY 21-22 Budget

- Capital Improvement Projects
- Beautification
- Public Space Activation
- Community Engagement/Planning
- Professional Development
- Addressing the Loop
- Activating Ocean and Pine



**Total Placemaking Budgeted Amount:** 

\$236,348\*





