Broc Coward, COO

Broc Coward is the Chief Operating Officer and oversees DLBA's clean and safe programs, programming committees, and support for the overall day-to-day operations of each department. A self-proclaimed full-time "problem solver," he enjoys bike rides in DTLB, a good view from the patio at one of our waterfront restaurants, and making sure visitors get the most out of Downtown. Broc previously served as the Chief of Staff for Long Beach Councilmember and Vice Mayor Suja Lowenthal (2006-2016) and brings over 20 years of state and local legislative and community organizing experience to DLBA, including management of small business corridor visioning studies, special events, panel discussions and neighborhood improvement projects. An alumnus of UCSB (Go Gauchos!) and CSUF (Go Titans!), his interests include live music, soccer, breakfast burritos and most especially, spending time with his wife and two sons.