



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 15, 2022

Long Beach City Council
Civic Center Plaza
411 West Ocean Blvd.
Long Beach, CA 90802

RE: Agenda Item #15: Authorize City Manager to sign the petition, and subsequent ballot, relating to City-owned properties located within the boundaries of the Downtown Long Beach Property and Business Improvement District.

Dear Mayor Garcia and Honorable Members of City Council,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (“DLBA”) Board of Directors and enter into the public record for the City Council meeting scheduled on Tuesday, March 15, 2022, our support of the authorization of the City Manager signing the petition and subsequent ballot related to City-owned properties in the Downtown Property-Based Improvement District (PBID).

Beginning in 1998, Downtown property owners voted to form the Downtown PBID, which greatly expanded opportunities for DLBA, a 501(c)6 non-profit organization, to provide enhanced services to the community. The PBID has been renewed twice since that time, providing a consistent level of service in the Downtown for 25-years. Services include economic development for small businesses, place management projects to activate spaces, and special events programming to market Downtown. Moreover, nearly 64% of PBID funding is devoted to clean, safe and beautification:

- Weekly sidewalk pressure washing
- Weekly light landscaping and weed removal
- Daily removal of trash, debris, and graffiti removal
- Daily patrols of Safety Ambassadors and nuisance calls
- Outreach and assistance to unhoused individuals in Downtown

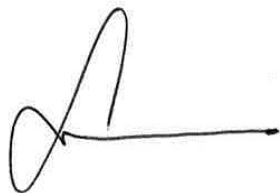
The PBID yearly results speaks for itself. Most recently, DLBA’s Clean and Safe team hauled away 85,500 pounds of trash, removed nearly 10,000 stickers and instances of graffiti, and logged 5,900 calls for business assistance. Our Economic Development programming has put into action more than \$400,000 in available grants and funds to assist local business owners and independent contractors, including working closely with the City’s Economic Development Department. DLBA’s Community Grants and Capital Improvement Challenge has awarded \$136,000 in funding for projects, including the Cesar Chavez Amphitheatre and Promenade Square Park children’s playground.

With the proposed PBID renewal, DLBA has focused on outreach to the Downtown community to form guiding principles for the next ten years. DLBA Staff and Board incorporated community feedback into an updated [Strategic Plan](#), which set the foundation for the next decade of PBID services. The renewal of the PBID will focus resources to do the following:

- Improve outcomes and services for people experiencing homelessness in Downtown by hiring a Homeless Outreach Manager with casework and social work experience.
- Improve both the perception and reality of safety in Downtown and increasing safety ambassador patrols
- Encourage daytime office population to return through coordinated outreach, events, and engagement programs
- Help to fill vacant storefronts throughout Downtown with the use of a new Business Navigator position.
- Help to re-activate Downtown by bringing people back for events and other in-person programming
- Place enhancements to make Downtown fun and exciting, such as more public art installations
- Improve connectivity between different activity centers to create better synergy between neighborhoods
- Improve cleanliness and maintenance of public spaces through increased frequency of pressure washing and the addition of planter maintenance and tree trimming

We encourage City Council and the Downtown community to review the [Downtown Long Beach PBID Management Plan](#). We look forward to engaging our community as we proceed with the renewal of the PBID.

Sincerely,



Loara Cadavona, Chair
Board of Directors
Downtown Long Beach Alliance



Debra Fixen, Chair-Elect
Board of Directors
Downtown Long Beach Alliance