



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

April 14, 2020

Honorable Mayor Garcia and members of the Long Beach City Council  
Civic Center Plaza  
411 West Ocean Blvd  
Long Beach, CA 90802

**RE: Economic Relief Package Update**

Dear Mayor Garcia and members of the Long Beach City Council,

Please accept this correspondence on behalf of the Downtown Long Beach (DLBA) Board of Directors and enter into the public record for the City Council meeting scheduled for April 14<sup>th</sup>, 2020, support for the continued discussion of the COVID-19 Economic Relief Package proposed by the Economic Development Department and City Attorney's Office.

Since Governor Newsom's emergency declaration on March 4<sup>th</sup>, 2020, the Long Beach economy has experienced an almost immediate economic downturn. In light of such rapidly unfolding events, the DLBA applauds the efforts of the Economic Resiliency and Recovery Task Force in their rapid response to City Council's original March 17<sup>th</sup> request. The City of Long Beach has taken a proactive approach on the road to economic recovery, as opposed to waiting for anticipated State and Federal stimulus or relying on a historically strong market.

The DLBA recognizes that the nature of the COVID-19 crisis requires immediate emergency action. However, any emergency action adopted by City Council should only be applicable to the timeframe of the COVID-19 crisis. Emergency ordinances should require a sunset date to reduce unintended negative economic impacts outside of the COVID-19 crisis, and should be periodically reviewed or augmented, where appropriate.

The DLBA recognizes that the Economic Relief Package proposal in its current form represents only an initial policy response to the unfolding public health crisis. Further discretion is needed not only from the City Council, but also from partners such as the DLBA in order to ensure that best practices are being incorporated into the issue areas addressed. Moreover, the DLBA supports funding of these City partners in order to conduct outreach programs and maximize local usage of existing Federal programs.

As the realities of COVID-19 change in real-time, so too should any City response to the crisis. Further resources and policies should be directed by real-time data, such as the ongoing Economic Impact Survey created by the DLBA, Long Beach Area Chamber of Commerce, and Council of Business Associations (COBA). By leveraging real-time data and regular input from standing public-private partnerships, the DLBA believes Long Beach has the ability to maximize the impact of its Economic Relief Package, setting the tone for local action at both the State and National levels.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kraig Kojian', with a stylized flourish at the end.

Kraig Kojian  
President & CEO

Cc: DLBA Board of Directors