



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

June 10, 2019

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

**Re: Support for City Council Agenda Item #32; 2019 Everyone In Economic Inclusion Implementation Plan**

Dear Mayor Garcia and members of the Long Beach 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 for June 11, 2019, support for the approval and implementation of the 2019 Everyone-In Economic Inclusion Implementation Plan.

The DLBA is a non-profit organization that represents more than 1,600 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community and a partner in the Everyone In Initiative, we want to express our support for the policy recommendations outlined in the 2019 Everyone In Economic Inclusion Implementation Plan. The proposed policy solutions will help deliver economic opportunity and help to ensure equal access to the City's economic opportunities, while promoting a more economically equitable city; a priority item for the DLBA, the City of Long Beach, and its residents.

Today, seven in 10 Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threatens not only our Downtown but our entire city. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. As a committed partner throughout the Everyone In Phase I Listening Tour and Phase II Implementation Committee, the DLBA believes that when we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach.

That is why we are in full support of the following strategies in the core areas below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.

- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

Furthermore, we believe in the strategies outlined in the 2019 Everyone In Economic Inclusion Implementation Plan because as witnessed firsthand how programs dedicated to providing greater access to capital and technical assistance training for women and minority owned businesses can have a positive and lasting impact on a communities.

The DLBA has initiated several programs that align with the spirit of Everyone In's Small Business, Diverse Entrepreneurship recommendation including Kiva Micro-Loan, Woman-Owned Business Accelerator, and Entrepreneur Education Series. Our technical assistance and seed capital programs have supported 75% minority-owned businesses and 70% women-owned businesses, and for this reason we know the success such programs can have.

We appreciate the opportunity to share our support for the Everyone In Economic Inclusion Implementation Plan, and we encourage the City Council to approve the proposed policy recommendations under the Everyone In Economic Inclusion Implementation Plan.

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