



**DOWNTOWN
LONG BEACH
ALLIANCE**

Honorable Mayor Garcia and Members of the Long Beach City Council
Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: City of Long Beach Economic Recovery Strategy

Dear Mayor and Members of 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 March 8th, 2021, continued support for the City's Economic Recovery Strategy.

Since Spring of 2020, DLBA has collaborated alongside of the City of Long Beach to deliver services and financial assistance to Downtown businesses. This includes \$30,000 in emergency microgrants, personalized business management and consulting, and continued advocacy support for increased business assistance. As part of the Downtown-specific economic recovery process, DLBA's Economic Development & Finance Committee hosted a community roundtable that included the DLBA Board of Directors and Committee members, plus an additional session held for the Long Beach Economic Partnership and Council of Business Associations. These roundtables mirrored themes presented by the City Economic Development Department, focusing on need-based decision making and easier access to City procurement, grant, loan, and technical assistance programs.

As the City transitions into the Recovery portion of its Economic Recovery Strategy, DLBA looks forward to providing our input on each applicable aspect of the process. In particular, we are hope to see a robust financial assistance and regulatory reform process on behalf of the City, which will support a resilient Downtown economy that is able to prosper post-COVID-19. In addition, we believe that direct Relief to businesses, non-profits, and culture organizations will mutually benefit the Downtown community as well as Long Beach as a whole.

We appreciate the opportunity to provide feedback on the ongoing recovery process, and our organization is adamant to continue refining the City's economic recovery process.

Sincerely,

Kraig Kojian

President & CEO

Cc: DLBA Board of Directors
City Manager Tom Modica
Mayor Garcia