



DOWNTOWN
LONG BEACH
ALLIANCE

1.38 Un-Square Miles

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Long Beach, CA 90802
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December 8, 2020

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

RE: Agenda Item #48 COVID-19 Data Dashboard & Request for Federal Relief

Dear Mayor and Members of 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 December 8, 2020, DLBA's support for the proposed recommendation seeking greater transparency and consistency in the management of Long Beach's COVID-19 Data Dashboard to reflect the data considered or utilized by the Health Officer. Furthermore, find our support for the recommendation to direct City leadership to report back on efforts to advocate for a robust federal relief package to support our small business community and workers. As outlined by DLBA's Vision 2020: Strategic Plan, DLBA favors the City's effort to support our existing businesses by providing financial relief during this time.

The ongoing COVID-19 pandemic has fundamentally changed the nature of business activity within our city and state. Public health orders designed to lessen the spread of the disease and protect the most vulnerable among us have also changed how many businesses operate. Many small Downtown businesses have experienced a drastic decrease in overall revenue in large part due to mandatory closures or limits on operating capacity. Therefore, any data used to determine existing and future health orders must be made available and updated consistently. Data that provides a clear and consistent message is important in maintaining our communities' trust and clarifying how health policy decisions are made.

DLBA has partnered with organizations such as the Main Street Alliance to advocate for federal relief for our small businesses, community, and workers. We encourage city leadership in its study of needed community-focused federal relief to take into consideration the following items:

- Expanded and immediate cash flow to small businesses, specifically grants or forgivable loans;
- Improved unemployment insurance, income support, and safety protections for workers;

- Health care for all to enable the necessary medical and public health response to the pandemic;
- Investment in our care infrastructure to protect health and safety in workplaces and beyond.

Our communities desperately need COVID relief urgently —indeed, this need has existed for several months. The City of Long Beach should ensure that it is prioritizing any lobbying efforts with state and federal representatives to address the ever-growing need for relief.

We appreciate the opportunity to share our support, and we encourage the City Council to take action and continue to search for ways to provide relief to our small business community.

Thank you for your consideration.

Sincerely,



Kraig Kojian
President & CEO

Cc: Tom Modica, City Manager, City of Long Beach
DLBA Board of Directors