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## **DLBA Releases Microgrant Application for Community Events in Downtown**

*The grants are for individuals, groups, businesses, neighborhood associations, and nonprofits who wish to hold events in Downtown.*

**(LONG BEACH, CA – April 18, 2023)** The Downtown Long Beach Alliance (DLBA) is pleased to announce that the application process for its Community Events Microgrant Program is now open.

In an effort to attract and support the creation of more live events in Downtown Long Beach, DLBA has implemented an easier and more transparent application process for its Community Events Microgrant Program. Ranging from \$250 to \$1,000, these grants are for individuals, groups, businesses, neighborhood associations, and nonprofits who want to hold events in Downtown.

“DLBA is excited to introduce this project. It is primarily motivated by the principles of Diversity, Equity, Inclusion, and Accessibility (DEIA), which align with our mission to cultivate, preserve and promote a healthy, safe and prosperous Downtown for all,” said Justine Nevarez, DLBA’s Community Outreach & Events Manager.

Nevarez and DLBA’s Special Events and Sponsorships Committee made the grant application changes after meeting with the Arts Council for Long Beach to gain some insights into their grant methods. They also studied the sponsorship process at the Port of Long Beach, which has been very successful with community-based events.

“The Community Events Microgrant application process had not been updated since it was first implemented in 2012,” said Nevarez. “We’re hoping the revamping of the program will serve as an opportunity to build more interest for the future, and potentially increase available funding. We want to share this updated process to one, let the public know this is a service we provide, and two, support the diverse community of Downtown Long Beach.”

“I appreciate that the process is standardized and has become more transparent and accessible to level the field for all potential event planners,” said Special Events and Sponsorships Committee Member Clay Wood, who owns the East Village pottery studio Clay on First. “Incentivizing planners to create more events in neighborhoods filled with small businesses like mine benefits not only the community, but the business owners as well.”

The application process is now open for **events taking place between June 6 and Sept. 30, 2023.**

Community Events Microgrant applicants are encouraged to review DLBA's [service area boundaries](#) to make sure their proposed event will take place within them. For complete application guidelines and to apply, please click [here](#). **The deadline to submit is Sunday, May 14, 2023.**

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**About the Downtown Long Beach Alliance:** DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown for all. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit [www.downtownlongbeach.org](http://www.downtownlongbeach.org), or follow on Facebook [@downtownlongbeach](#), and on Twitter [@DLBA](#) and Instagram [@DLBA](#).