

PUBLIC SAFETY

DLBA's Public Safety Department works with Downtown stakeholders and community partners who make up the Public Safety Committee to steer progress in areas of clean, safe and homeless outreach. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

FEBRUARY HIGHLIGHTS

(AS OF 02/28/21)



- The DLBA Community Outreach Manager has been working with staff at Mental Health America (MHALA) of Los Angeles to create health and safety procedures that would enable the return of the Alleybusters Program.
- DLBA officially terminated its third-party contractual relationship with Midtown Business Improvement District on February 1 as the business district ended its five-year term.
- The next Public Safety Committee meeting is scheduled for March 24, 2021.



FINANCE (AS OF 12/31/20)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21

\$1,990,230



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 WORK WITH RESIDENTS AND BUSINESSES TO DEVELOP AND IMPLEMENT A COMMUNITY-BASED CAMPAIGN TO COLLECT BATH TOWELS AND PERSONAL HYGIENE KITS FOR HOMELESS OUTREACH SERVICE PROVIDERS (STRATEGIC PLAN ACTIONS: C1.1)

- NOVEMBER - DECEMBER**
 - Outreach to homeless outreach service providers and commercial partners.
- JANUARY - MARCH**
 - Marketing and Stakeholder Outreach.
- APRIL - MAY**
 - Collection!
- AUGUST - SEPTEMBER**
 - Distribution to service providers.

2

GOAL 2 WORK WITH COMMITTEE MEMBERS TO SCHEDULE GOLONGBEACH CANYASSING IN THE DPIA. DEVELOP AND MANAGE A BUSINESS GOLONGBEACH OUTREACH PROGRAM EXTOLLING THE VIRTUES OF BUSINESS OWNERS/STAFF USING THE APP TO KEEP THE COMMUNITY CLEAN AND SAFE. (STRATEGIC PLAN ACTIONS: C2.7, C3.1, C3.3.)

- NOVEMBER - DECEMBER**
 - Identify message and campaign collateral.
- JANUARY - MARCH**
 - Perform social media, phone and physical outreach.
- APRIL - MAY**
 - Follow up with businesses and stakeholders on usage.
- JUNE - JULY**
 - Perform second round of social media, phone and physical outreach.
- AUGUST - SEPTEMBER**
 - Evaluation and feedback to City staff.

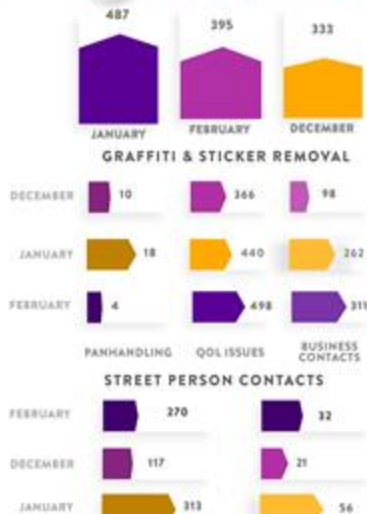
3

GOAL 3 COMMITTEE MEMBERS WORK WITH NEIGHBORHOOD ASSOCIATION LEADERS IN EVALUATING DLBA CLEAN AND SAFE PROGRAMS VIA MYSTERY SHOPPER ACTIVITIES (STRATEGIC PLAN ACTIONS: C1.4, C3.1)

- NOVEMBER - JANUARY**
 - Develop evaluation checklist and training.
- JANUARY**
 - Recruit Neighborhood Leaders
- JUNE**
 - Perform second round of recruiting Neighborhood Leaders.
- FEBRUARY - AUGUST**
 - Train and perform Mystery Shopping
 - Evaluate and provide feedback to DLBA Clean and Safe.

METRICS

(AS OF 02/28/21)



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MARKETING & COMMUNICATIONS

FEBRUARY HIGHLIGHTS

(AS OF 02/28/21)



- * The February Downtown Discussions was a success, with over 1,400 total views across DLBA and LB Post streaming platforms.
- * DLBA reinstated its daily Instagram DTLB Gift Card Giveaway, which will run until July 31.
- * The next Marketing and Communications meeting is Monday, April 5th at 4:30 PM.



FINANCE (AS OF 01/31/21)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 DEVELOP A SERIES OF PROMOTIONAL ACTIVITIES/PUBLIC-FACING ELEMENTS TO ENCOURAGE BROADER EXPLORATION OF DOWNTOWN BY TOURISTS AND RESIDENTS
(STRATEGIC PLAN ACTIONS: D1.1)

1 MARCH - APRIL

- Create and launch Spring concepts

2 APRIL - MAY

- Create 1-2 summer oriented concepts

3 JUNE - JULY

- Launch Summer Activity

4 AUGUST - SEPTEMBER

- Create holiday themed concepts
- Analyze metrics from previous activities

2

GOAL 2 IDENTIFY FACES OF DOWNTOWN WITH UNIQUE STORIES, INTERESTING ROLES, OR RELEVANT PERSPECTIVES TO PEN GUEST COLUMNS IN THE DOWNTOWN SCENE NEWSLETTER WITH THE OBJECTIVE OF INCREASING READERSHIP AND ENGAGEMENT
(STRATEGIC PLAN ACTIONS: E3.)

1 DECEMBER - SEPTEMBER (MONTHLY)

- Select and confirm an individual whose perspective is likely to boost interest in the newsletter/will diversify newsletter content for a guest column, or a Q&A or video chat with a Committee Member.

The Marketing and Communications Department works with Downtown stakeholders and community partners who make up the Marketing and Communications Committee to guide progress in areas of advertising, outreach and media communications. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/



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METRICS (AS OF 02/28/21)

FY 2020/2021



15 DLBA PRESS RELEASES



1,792,740 IMPRESSIONS
ACROSS ALL SOCIAL MEDIA PLATFORMS

FEBRUARY SOCIAL MEDIA STATS (as of 2/24/21)

ENGAGEMENTS

695

IMPRESSIONS

28,193

FOLLOWERS

17,079

1,671

104,853

32,660

4,374

174,169

52,251

TWITTER

INSTAGRAM

FACEBOOK



DOWNTOWN
LONG BEACH
ALLIANCE

ECONOMIC DEVELOPMENT

The Economic Development Committee is comprised of Downtown stakeholders and community members who help to steer the working goals of the accompanying DLBA Department. Each dashboard is intended to track and report departmental progress of the DLBA Strategic Plan. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

FEBRUARY HIGHLIGHTS

(AS OF 02/28/21)



- The 4th Quarter (Q4) Snapshot Report on Downtown's residential market was published to DLBA's website. The report revealed a stable market for multifamily housing in Downtown Long Beach despite the pandemic.
- Planning for the 2021 Winter Small Business Workshop Series continues with the first workshop slated for Saturday, February 7.
- The ED committee reviewed their goals in developing entrepreneurs of color grant program and pop-up retail grant program. The next committee meeting will be Wednesday, February 10, at 9 AM.



FINANCE (AS OF 12/31/20)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21

\$218,408

\$26,938

YTD ACTUAL

\$48,227

YTD BUDGET

ANNUAL BUDGET



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 DEVELOP A PROGRAM THAT SUPPORTS ENTREPRENEURS AND SMALL BUSINESS OWNERS OF COLOR WITH EDUCATIONAL OPPORTUNITIES AND ACCESS TO CAPITAL (STRATEGIC PLAN ACTION A4)

1 FEBRUARY - MARCH

- Review City Everyone-In Report and speak with City Digital Inclusion Officer

3 JULY - SEPTEMBER

- Launch Program

2 MARCH - JULY

- Review and finalize the program elements
- Review and finalize sponsorship agreement package

2

GOAL 2 WORK WITH THE CITY OF LONG BEACH TO ENCOURAGE AND PROMOTE POP-UPS IN UNDERUTILIZED RETAIL SPACES THROUGHOUT DOWNTOWN. (STRATEGIC PLAN ACTION A4)

1 JANUARY - MARCH

- Formalize program parameters with City of Long Beach

3 JULY - SEPTEMBER

- Launch Program

2 APRIL - JUNE

- Identify potential spaces with coordination from property owners and brokers

3

GOAL 3 ATTRACT GROUND FLOOR RETAIL OPTIONS THAT ALIGN WITH THE CHANGING RESIDENTIAL DEMOGRAPHIC

1 MARCH - APRIL

- Conduct Downtown Resident Survey

3 JULY - AUGUST

- Develop one-pager to provide to brokerage community.

2 MAY - JUNE

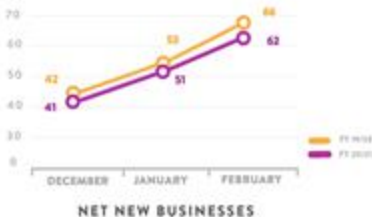
- Review and discuss resident survey results



METRICS (AS OF 02/28/21)

100%

0%



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SPECIAL EVENTS

The Special Events Department works with Downtown stakeholders and community partners who make up the Special Events and Sponsorships Committee to guide progress in areas of event planning, sponsorships and working group goals. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

FEBRUARY HIGHLIGHTS (AS OF 02/28/21)



- The Virtual Taste of Downtown is on Friday, February 26, 6-9 PM. The event is designed to give Downtown businesses a chance to promote Valentine's day ideas and offerings in advance of the holiday, and to provide audiences with some at-home fun.
- The next Special Events Committee meeting will be held Tuesday, March 9, 2021.



FINANCE (AS OF 12/31/20)

SPENDING YTD
FISCAL YEAR: 10/01/20 - 9/30/21

\$99,407

\$40,109

\$4,407

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET



COMMITTEE GOALS (FY 20/21)

1

VIRTUAL EVENTS & BEST PRACTICES Research, identify and share various types of virtual events and best practices for hosting that will increase customer support for Downtown businesses. (Strategic Plan Actions: D2.2)

1 NOVEMBER - JANUARY

- Identify and research virtual events and best practices in downtowns and nationwide Business Improvement Districts (BIDs) nationwide.

2 FEBRUARY - MARCH

- Develop virtual event recommendations for DLBA and commercial stakeholders.

2

SPECIAL EVENTS GUEST SPEAKER SERIES

Invite guest speakers from organizations, agencies and businesses to share their efforts to safely host in-person and virtual events in FY20/21 (Strategic Plan Actions: D2.2)

✓ NOVEMBER - DECEMBER

- Identify and recruit guest speakers.

2 JANUARY - AUGUST

- Host guest speakers.

3 APRIL - SEPTEMBER

- Monitor and report on the status DTLB virtual events.

3 JUNE - SEPTEMBER

- Monitor and report on the status of in-person events.

FY 2019/2020



TOTAL ATTENDANCE

2,120



LIVES IN DTLB

45%



VISITING DTLB

44%



AVERAGE AGE

34



AVERAGE SPEND

\$30



OVERALL RATING

9.4/10

TOTAL ECONOMIC RETURN

\$61,470

FY 2020/2021



TOTAL ATTENDANCE

-



LIVES IN DTLB

-



VISITING DTLB

-



AVERAGE AGE

-



AVERAGE SPEND

-

OVERALL RATING

N/A

TOTAL ECONOMIC RETURN

N/A

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