

# 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/](http://downtownlongbeach.org/about-dlba/)

## MAY HIGHLIGHTS

(AS OF 05/31/21)



- This month the Economic Development Department released the electronic copy of the 2021 Economic Profile, giving a comprehensive look at the Downtown economic and cultural landscape. Print version coming soon!
- The fifth annual DLBA Public Safety Survey is now open to the Downtown community. Results of the survey, which closes on May 31, are used to gauge year-over-year perceptions of health and safety in Downtown Long Beach. We encourage you to participate as well as share the survey to increase the opportunity for feedback using this link: [DLBA Public Safety Survey](#).
- The next committee meeting will be Wednesday, June 9, at 9 AM.

## 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)**

- |  |   |
|--|---|
| <p><b>1 FEBRUARY - MARCH</b></p> <ul style="list-style-type: none"> <li>Review City Everyone-In Report and speak with City Digital Inclusion Officer</li> </ul>                    | <p><b>3 JULY - SEPTEMBER</b></p> <ul style="list-style-type: none"> <li>Launch Program</li> </ul> |
| <p><b>2 MARCH - JULY</b></p> <ul style="list-style-type: none"> <li>Review and finalize the program elements</li> <li>Review and finalize sponsorship agreement package</li> </ul> |   |

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)**

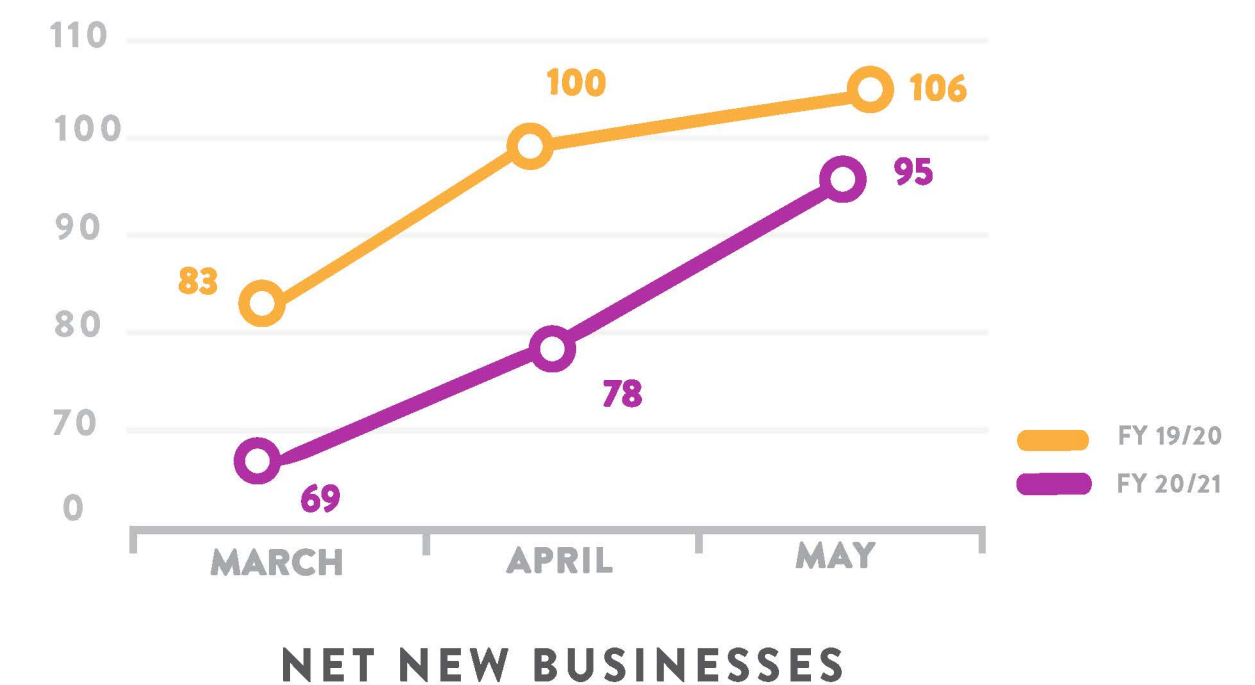
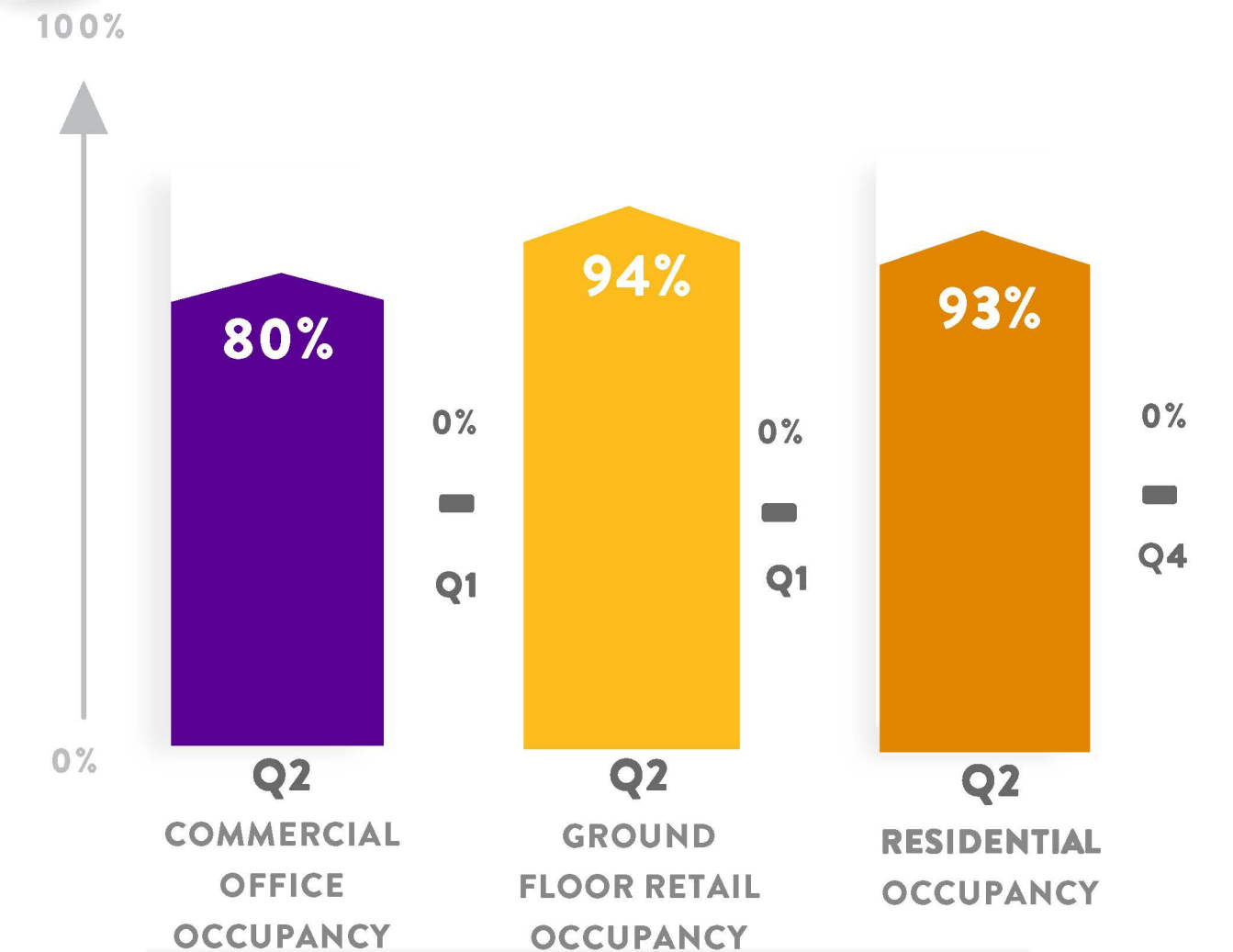
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|---|---|
| <p><b>1 JANUARY - MARCH</b></p> <ul style="list-style-type: none"> <li>Formalize program parameters with City of Long Beach</li> </ul>                      | <p><b>3 JULY - SEPTEMBER</b></p> <ul style="list-style-type: none"> <li>Launch Program</li> </ul> |
| <p><b>2 APRIL - JUNE</b></p> <ul style="list-style-type: none"> <li>Identify potential spaces with coordination from property owners and brokers</li> </ul> |   |

3

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

- |   |  |
|---|--|
| <p><b>1 MARCH - APRIL</b></p> <ul style="list-style-type: none"> <li>Conduct Downtown Resident Survey</li> </ul>        | <p><b>3 JULY - AUGUST</b></p> <ul style="list-style-type: none"> <li>Develop one-pager to provide to brokerage community.</li> </ul> |
| <p><b>2 MAY - JUNE</b></p> <ul style="list-style-type: none"> <li>Review and discuss resident survey results</li> </ul> |  |

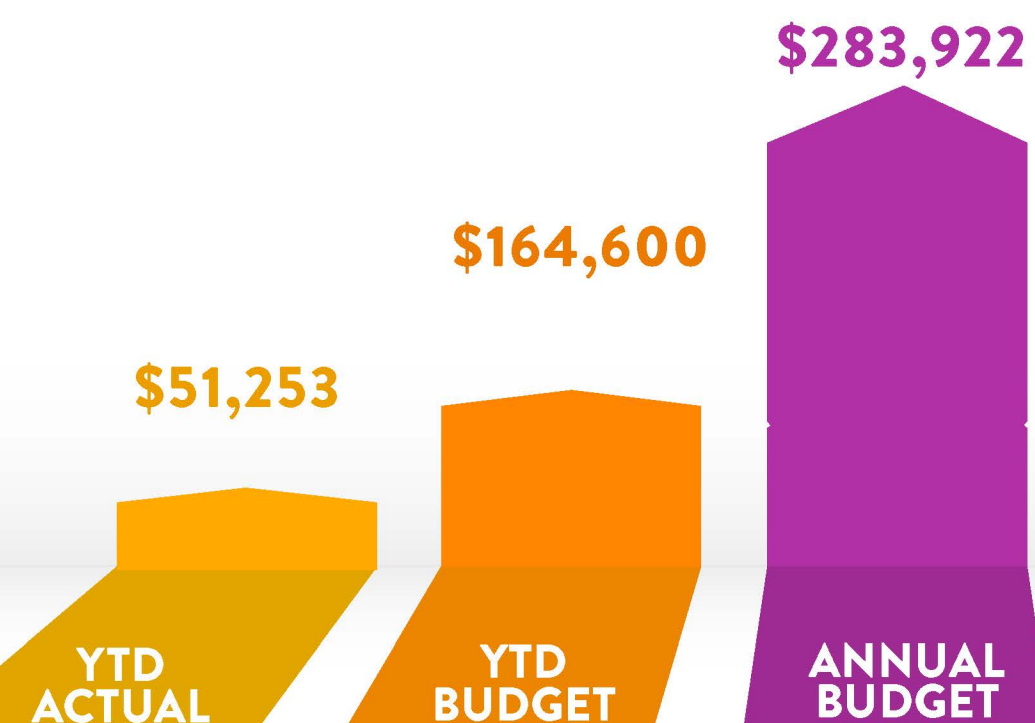
## METRICS (AS OF 05/31/21)



## FINANCE (AS OF 04/30/21)

### SPENDING YTD

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



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# MARKETING & COMMUNICATIONS

## MAY HIGHLIGHTS

(AS OF 05/31/21)



- DLBA welcomes Michael Berman as the new communications manager! Michael brings a wealth of knowledge to our organization and we are excited to have him join the team.
- DLBA continues to work alongside StudioLBP to create a powerful local media partnership. This includes enhanced promotions for DLBA events.
- The next Marketing and Communications meeting is Monday, June 7th at 4:30 PM.



## COMMITTEE GOALS & TIMELINE (FY 20/21)



**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



**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.



## METRICS (AS OF 04/30/21)

FY 2020/2021



20

DLBA PRESS RELEASES



2,317,380

IMPRESSIONS ACROSS ALL SOCIAL MEDIA PLATFORMS

## SOCIAL MEDIA STATS

ENGAGEMENTS



IMPRESSIONS



FOLLOWERS



TWITTER



INSTAGRAM



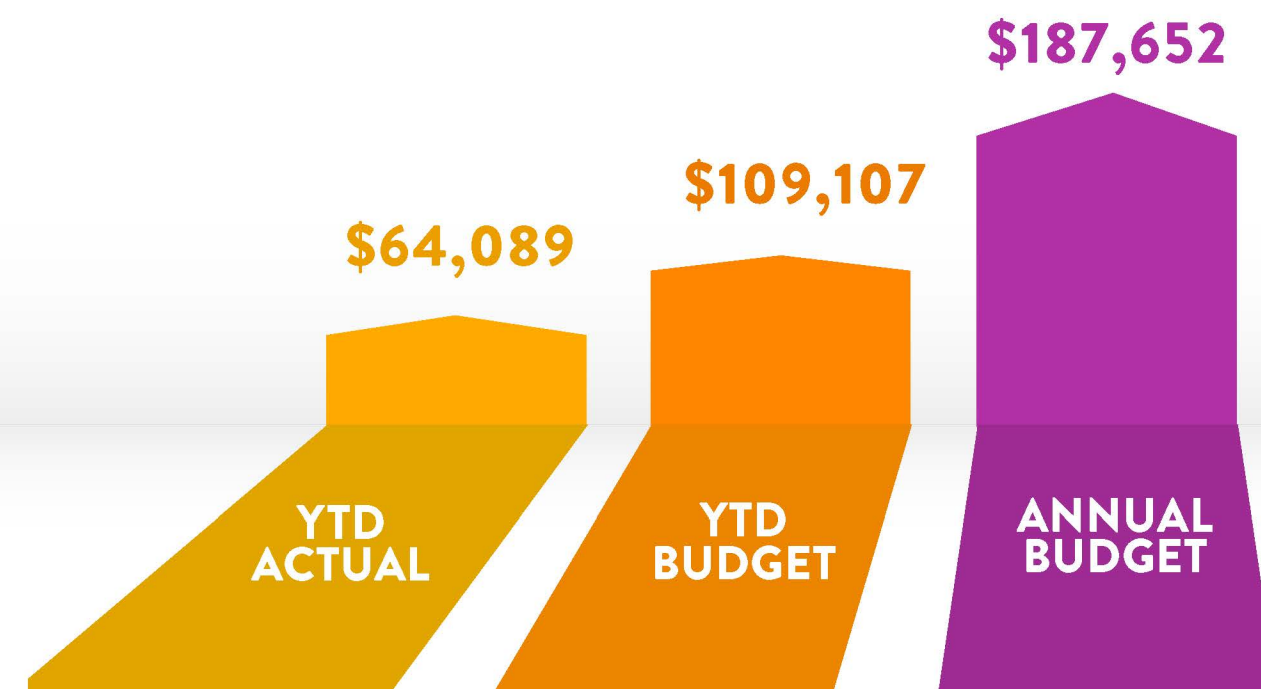
FACEBOOK



## FINANCE (AS OF 04/30/21)

SPENDING YTD

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



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/](http://downtownlongbeach.org/about-dlba/)

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# PLACEMAKING

The Placemaking 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/](http://downtownlongbeach.org/about-dlba/)

## MAY HIGHLIGHTS

(AS OF 05/31/21)



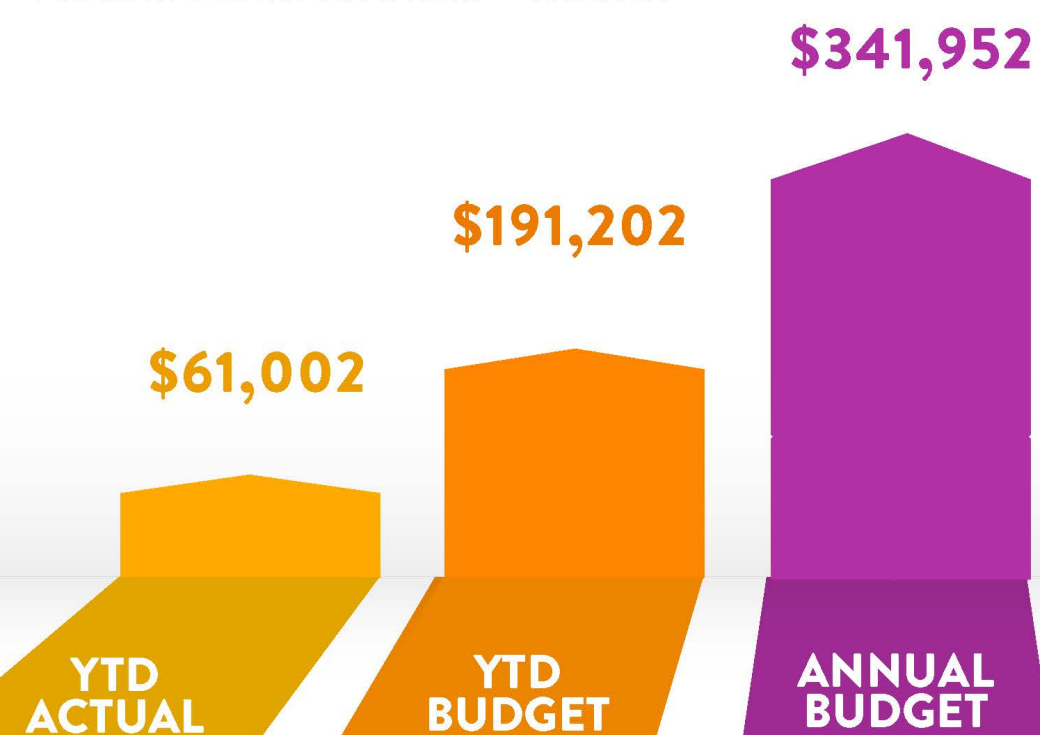
- DLBA continues to promote its Outdoor Dining Reimbursement Program, which is designed to provide funding to businesses who invested in outdoor infrastructure during the Open Streets Program.
- The next Placemaking committee meeting is Thursday, June 17, 2021.



## FINANCE (AS OF 04/30/21)

### SPENDING YTD

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



## COMMITTEE GOALS & TIMELINE (FY 20/21)



### GOAL 1 WORK TO PROMOTE AND IMPROVE PARKLET, SIDEWALK, AND STREET USAGE THROUGHOUT DOWNTOWN (STRATEGIC PLAN ACTIONS: B1.6, B3.3)

- OCTOBER - JANUARY**
  - Identify streets and locations to assess
  - Divide into groups and complete assessments
  - Narrow down locations for further focus
- JUNE - AUGUST**
  - Implement identified projects
- FEBRUARY - MAY**
  - Divide into groups
  - Research chosen location
  - Conduct additional place assessment
  - Develop recommendations for improvements, activations and programming
- SEPTEMBER**
  - Assess identified projects



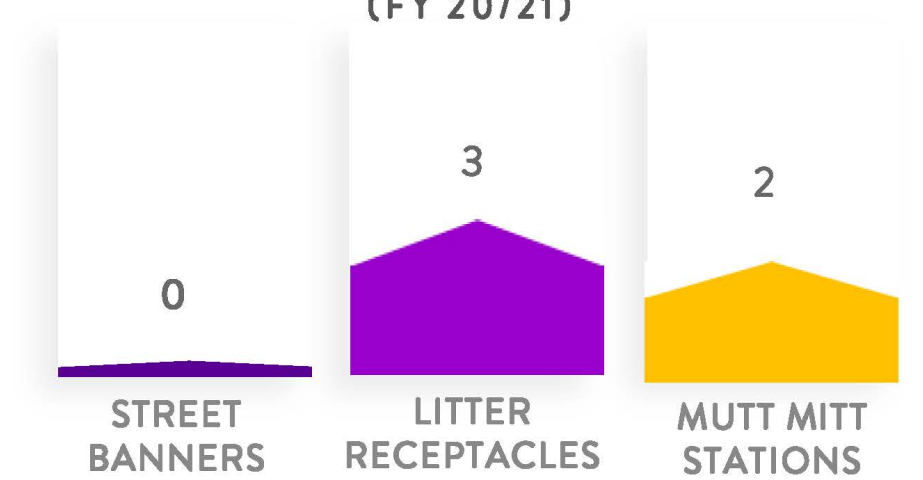
### GOAL 2 DEVELOP CREATIVE ACTIVATION OF PUBLIC SPACES THAT PROMOTE SAFELY BEING OUTDOORS. (STRATEGIC PLAN ACTIONS: B2.6, B2.7, B3.8)

- OCTOBER - JANUARY**
  - Identify streets and locations to assess
  - Divide into groups and complete assessments
  - Narrow down locations for further focus
- JUNE - SEPTEMBER**
  - Create toolkit and recommendations for future placemaking activities
- FEBRUARY - MAY**
  - Divide into groups
  - Research project location
  - Conduct additional place assessment

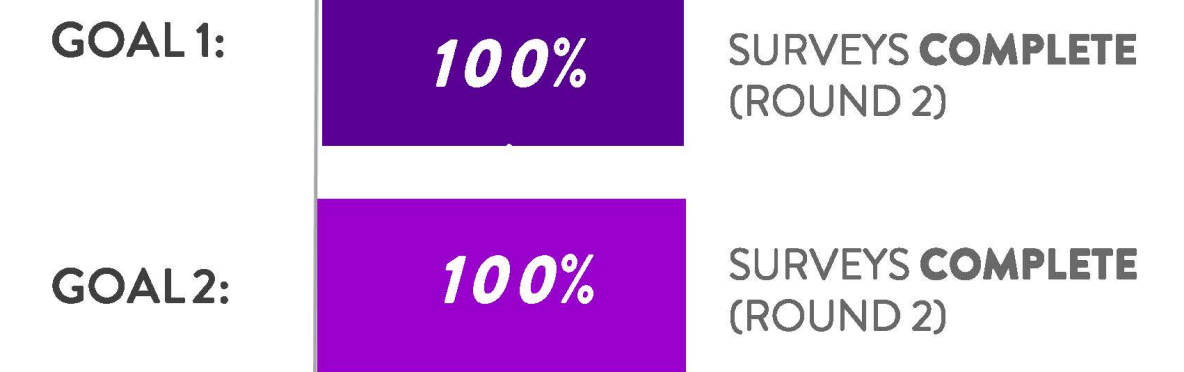


## METRICS (AS OF 05/31/21)

### MAY PLACEMAKING MAINTENANCE/REPAIRS (FY 20/21)



### PLACE ASSESSMENT SURVEY PROGRESS



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# 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/](http://downtownlongbeach.org/about-dlba/)

## MAY HIGHLIGHTS

(AS OF 05/31/21)



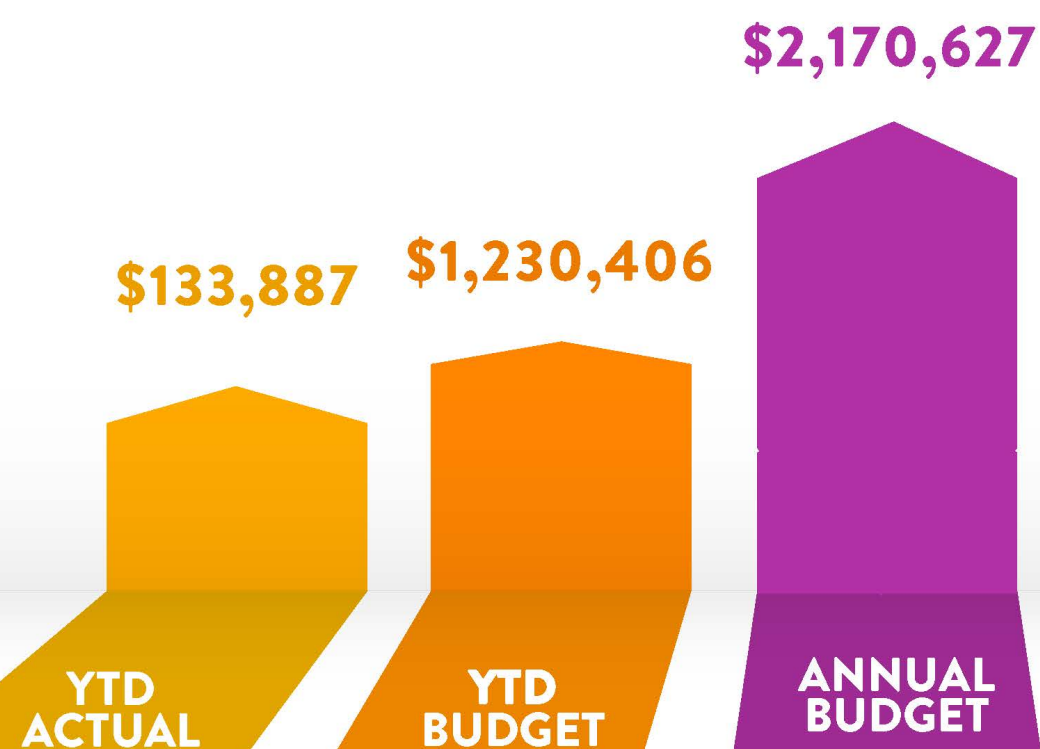
- Public Safety and Economic Development joined Kraig Kojjan for a meeting with the new owners of City Place retail center. Staff shared information and resources from each of the programming departments including the types of Clean and Safe services delivered to property owners.
- Public Safety staff held a follow-up meeting with Block by Block leadership, DLBA's Clean and Safe vendor, who are conducting a comparative analysis of longevity, pay rates, and length of time to fill open positions
- The next Public Safety Committee meeting is Wednesday, May 26th at 4:30 PM.



## FINANCE (AS OF 04/30/21)

### SPENDING YTD

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



## 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)

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

2

### GOAL 2 WORK WITH COMMITTEE MEMBERS TO SCHEDULE GOLONGBEACH CANVASSING 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.)

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

3

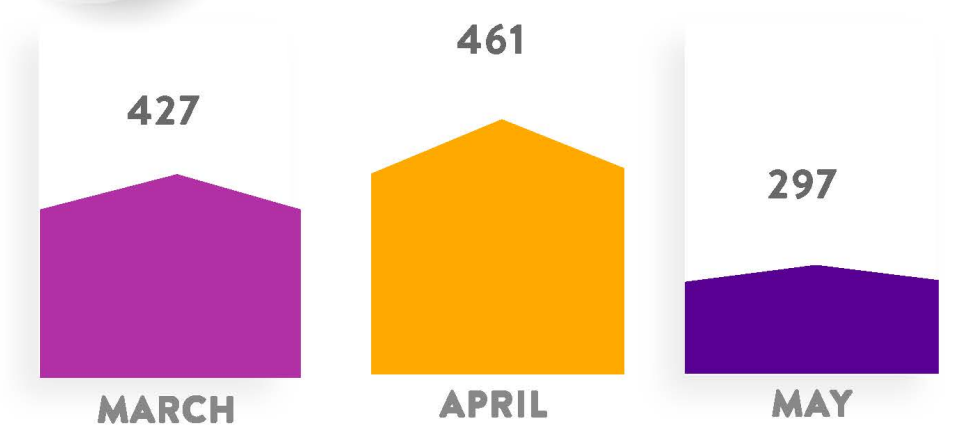
### GOAL 3 COMMITTEE MEMEBERS WORK WITH NEIGHBORHOOD ASSOCIATION LEADERS IN EVALUATING DLBA CLEAN AND SAFE PROGRAMS VIA MYSTERY SHOPPER ACTIVITIES (STRATEGIC PLAN ACTIONS: C1.4, C3.1)

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

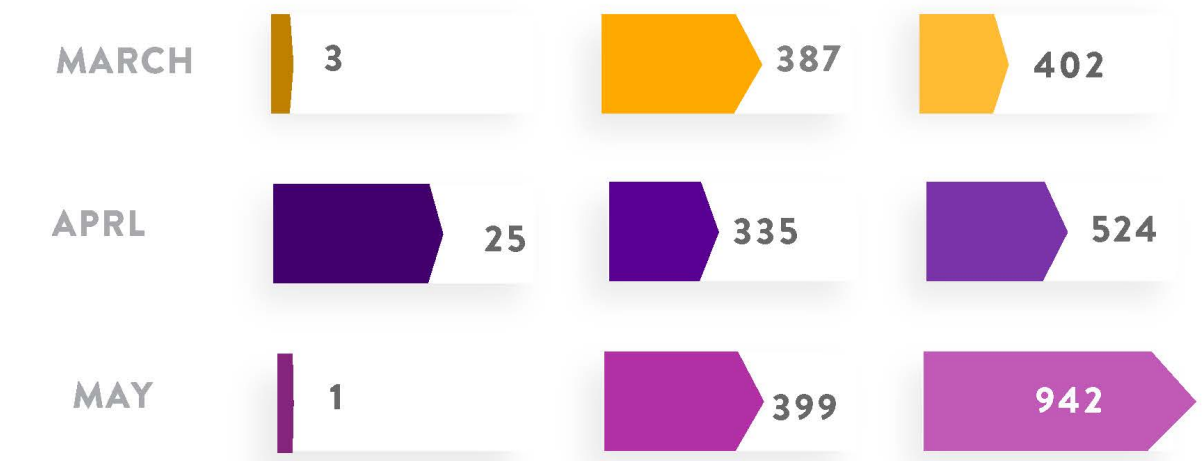
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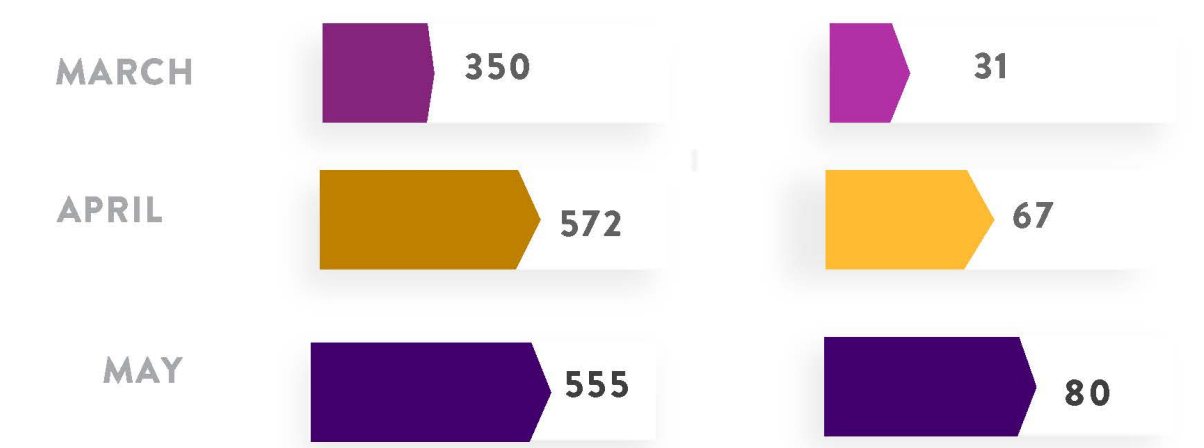
## METRICS (AS OF 05/31/21)



### GRAFFITI & STICKER REMOVAL



### STREET PERSON CONTACTS



### DIRECTIONS PUBLICATIONS DISTRIBUTED

### SAFETY AMBASSADOR ASSISTANCE



# 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/](http://downtownlongbeach.org/about-dlba/)

## MAY HIGHLIGHTS (AS OF 05/31/21)

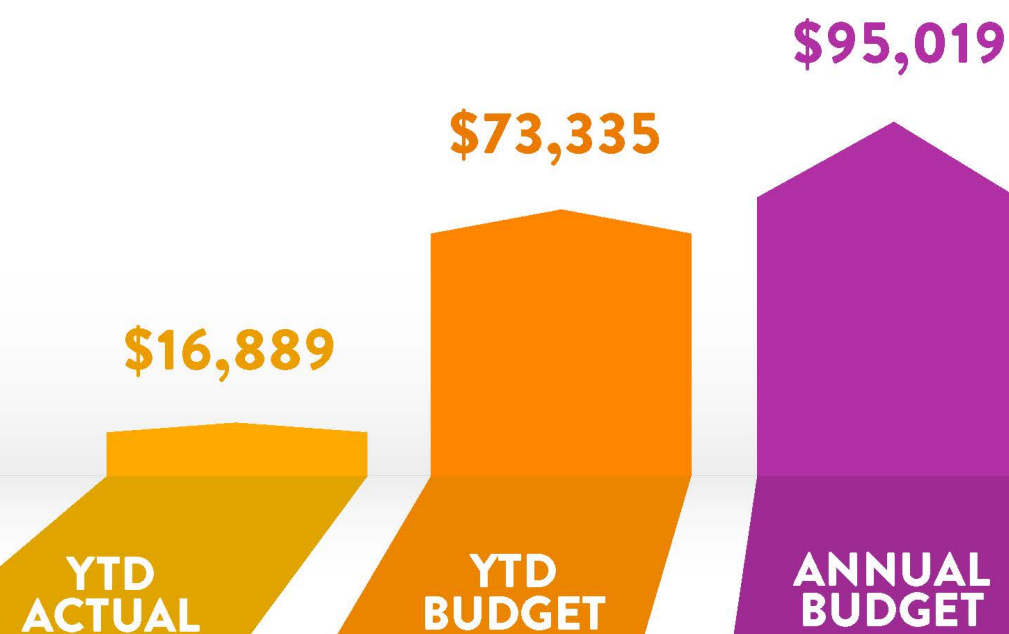


- In May, DLBA hosted another round of the Virtual Taste of Downtown, in addition to hosting a Downtown Discussions Webinar covering Bikes in Downtown Long Beach. In-person events are being considered as LA County COVID case counts plummet.
- The next Special Events Committee meeting will be held Tuesday, June 8th at 1:00 PM.



## FINANCE (AS OF 04/30/21)

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



## 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)



### 3 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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LONG BEACH  
ALLIANCE**