



**DOWNTOWN
LONG BEACH
ALLIANCE**



2020 ANNUAL REPORT



To overstate the obvious, 2020 was a year unlike any other, and despite its challenges, the strength, resiliency, and compassion of the Downtown Long Beach community has carried us through. We could not be prouder of how our residents, workers, businesses, and property owners came together to support one another through the COVID-19 pandemic. True character is never clearer than when it is tested – and the character of Downtown Long Beach is shining bright.

The public health and economic crisis coupled with the politics surrounding the pandemic were the defining aspects of 2020 across the globe and made a profound impact on our Downtown. With businesses under tight operating restrictions and physical distancing protocols in place, local businesses, government, and community-serving organizations like the Downtown Long Beach Alliance (DLBA) became creative, nimble, and fiscally assertive.

At the outset of these events, when everyone was essentially drinking information from a firehose, DLBA set its sights to manage the crisis on three major tenets and deliver assistance to its stakeholders by providing accurate information on a consistent basis, alleviating fear, and helping build a road to recovery.

These objectives quickly took shape with the creation of such programs that included, but were not limited to, a higher touch of communication and outreach to stakeholders, creation of landing pages such as the COVID-19 Resource Page to manage the amount of information that was being produced, launching a gift card promotion to continue to keep businesses front of mind and help instill some funds back into the local economy, and the Open Streets Program.

Most notably, the DLBA Clean & Safe Team was deemed an essential service provider during the pandemic. The Team stepped up to provide enhanced sanitation of the public sphere in Downtown, including frequent cleaning of high-touch surfaces and street furniture, increased refuse collection efforts, and expanded pressure washing to complement the Open Streets Program.

Never more apparent than in 2020 was the incredible value and flexibility of our public realm. Through the Long Beach Open Streets Initiative, streets, sidewalks, and parking spaces were converted to facilitate safe outdoor dining. In addition to acting as a lifeline for restaurants, the parklets and “streateries” created over the past months have emphasized the importance of public space by establishing a sense of community and illustrated what heights can be achieved when the public, private, and nonprofit sectors partner for the greater good.

The past year was also defined by a renewed and invigorated social justice and racial equity cause. The local center of the Black Lives Matter movement was in Downtown Long Beach, where over the summer months many demonstrations took place drawing people of all backgrounds and ages. On May 31, when the largest of these events occurred, thousands of people took to the streets of DTLB to voice their desire for change. Unfortunately, that message was taken advantage of by illicit elements who stayed hours after the protest dispersed, causing extensive losses and damage to many businesses. The evening had lasting impacts on many in our community, but none more lasting and reflective than our community’s capacity to move forward together, demonstrated during the clean-up held the next day when hundreds of people returned to Downtown to help sweep up broken glass, remove graffiti, and take inventory of damages. As our community continues to navigate conversations addressing social equity and justice, DLBA is committed to take part and support these discussions and our community’s right to free speech in the public sphere.

The DLBA remains resolute in its mission to cultivate, preserve, and promote a healthy, safe, and prosperous Downtown. While the immediate future continues to hold a level of uncertainty, we will continue to help lead our community through these last months of the health crisis and build Downtown’s recovery by realigning the strong trajectory of investment, growth, and progress it has experienced for several years.

Through a suite of economic development and marketing programs, ongoing advocacy on behalf of the community, creation of beautiful and active public spaces, and maintenance of the safety and cleanliness of our streets, DLBA continues to promote and solidify Downtown as a destination. Community development is a never-ending process, and we are unrelentingly committed to our work as a leader and guardian of progress for Downtown Long Beach.

This annual report is offered as an in-depth look at this past year — its challenges, opportunities, and the successes it produced — and captures the resilient spirit of our community.



Kraig Kojian
DLBA President & CEO



Silvano Merlo
Board Chair, 2019-20

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“ TO CULTIVATE, PRESERVE
AND PROMOTE A HEALTHY, SAFE
AND PROSPEROUS DOWNTOWN. ”

OUR STRATEGIC PLAN

In 2016, DLBA identified a bold vision for Downtown Long Beach (DTLB) as a regional economic powerhouse with a strong local character through the adoption of the DTLB: Vision 2020 Strategic Plan, an innovative and tactical directive providing a clear path forward for the organization and the community. DTLB: Vision 2020 provided an assessment of assets, needs, and opportunities in Downtown Long Beach and established a strategic framework to guide actions for DLBA over the next five years. It articulated the organization's mission and core values, and presented a series of goals and supportive strategies to accomplish those goals. The programs and accomplishments detailed in this Annual Report directly reflect the strategic framework of DTLB: Vision 2020. To view a copy of DTLB: Vision 2020, go to DowntownLongBeach.org and select Resources and Publications.

During the past year, DLBA set the wheels in motion to update its Strategic Plan, which is nearing the end of its intended lifecycle. The revised Plan, which will be finalized in 2021, will take into account the growth and changes Downtown has experienced over the past four years, the evolving needs of the community, and key opportunities in order to chart a path to a successful, vibrant future for DTLB.

VIEW A COPY OF DTLB: VISION 2020 @

[DOWNTOWNLONGBEACH.ORG](https://DowntownLongBeach.org)

SELECT RESOURCES AND PUBLICATIONS



UNDERSTANDING BIDS

Business Improvement Districts (BIDs) promote and market a geographically defined area within a city. A BID is created to support or address needs above what a municipality can provide, such as coordinating events, picking up litter, providing small business workshops, and creating marketing campaigns.

Downtown Long Beach's first BID was the Downtown Parking Improvement Area (DPIA) established in 1973 by business owners.

The second BID, the Property Based Improvement District (PBID), was established in 1998 by commercial property owners and was expanded in 2013 to include residential property owners.

The Downtown Long Beach Alliance manages both these BIDS and continues to hone its efforts in pursuit of a connected, safer, and vibrant Downtown.

DOWNTOWN NEIGHBORHOODS

EAST VILLAGE ARTS DISTRICT

Located on the east side of Downtown, the East Village is home to high-rise condos, artist lofts, and small craftsman cottages mixed in with independent stores offering everything from designer denim and handmade jewelry, to classic vinyl records and mid-century furniture. This neighborhood is known for live music, art galleries, international cuisine, craft cocktail and wine bars, and eclectic shopping.

PINE AVENUE AND THE PROMENADE

The bustling heart of DTLB, Pine Avenue and The Promenade receive heavy foot traffic due to the variety of restaurants, entertainment offerings, and access to some of the finest award-winning craft beers and cocktails in the region. Home to Long Beach's first distillery, Harvey Milk Promenade Park, and some of the city's oldest buildings, Pine Avenue and the Promenade mix the best of contemporary life with a taste of Long Beach's historic past.

NORTH PINE

The northern end of Pine Avenue in DTLB features an array of high-density residences in beautiful historic buildings from industrial lofts to apartments, condos, and single-family homes. Home to a variety of sweet shops and bakeries, a punk-heavy record store, a massive vintage indoor mall, and more, North Pine is full of character with many gems to explore and discover.

THE WATERFRONT

The hub of DTLB's hospitality and tourism sector, the Waterfront is home to the state-of-the-art Aquarium of the Pacific, the Long Beach Convention & Entertainment Center and its performing arts venues, several Class A hotels, and a diversity of shopping and dining. Shoreline Village offers several waterfront restaurants with patios, rentals to enjoy on the beach, water taxis, gift shops, and more. Just across Shoreline Drive, The Pike Outlets features a mix of top national shopping and dining brands and a Cinemark movie theater.

WEST GATEWAY

Known as the financial and governmental center of DTLB, West Gateway is home to the newly constructed Long Beach Civic Center, the Gov. George Deukmejian L.A. County Superior Courthouse, and many of the city's office high rises, including the World Trade Center. The Long Beach Civic Center includes a new City Hall, Civic Chambers, Port Administration Building, and the Billie Jean King Main Library. The neighborhood also provides an array of housing options, including new luxury residences adjacent to the Library, with the bonus of easy pedestrian access to all DTLB's offerings.



PLACEMAKING

Our placemaking efforts draw on the social and cultural assets of the DTLB community to create unique and memorable public spaces. The streets, parks, and plazas of Downtown set the tone for the experience of residents, visitors, investors, and tourists; DLBA Placemaking Department’s focus is to maintain a positive experience and visual impression of Downtown through beautification and capital improvement projects. Working with our stakeholders, DLBA actively engages in placemaking projects both large and small, from wayfinding signage and decals to pop-up social spaces.

In addition to beautification, in 2020 placemaking efforts were largely focused on helping the Downtown community and its businesses adjust to physical distancing and health protocols in the public realm.


Through the Long Beach Open Streets Initiative approved by the City Council, local businesses were able to expand their operations onto sidewalks, streets, and temporary parklets. Working in tandem with the City, DLBA walked Downtown businesses owners through these processes, assisting more than two dozen in applying for outdoor operations.



27 NEW PARKLETS



DOG WASTE BAGS DISPENSED
236,000



3 BLOCKS OF “OPEN STREETS”



11 NEW SIDEWALK DINING PERMITS

OPEN STREETS POP-UP

In April, DLBA took part in a demonstration with Downtown-based architecture firm Studio One Eleven to illustrate how businesses could creatively implement physical distancing protocols to safely reopen. The event was widely covered by regional media, used in a presentation on the proposed Open Streets Initiative considered by the Long Beach City Council, and served as a visual example for small businesses interested in maximizing adjacent outdoor space.

MURAL COLLECTION PROJECT

Like many cities across America, Long Beach became a hub for public expression as the country contended with issues of social justice and equity in 2020. In the days following the civil unrest that occurred in our Downtown on May 31, artists took to the streets to paint messages of hope and solidarity on boarded storefronts. In partnership with the Arts Council for Long Beach, DLBA collected these murals as they were taken down to preserve them for a future free public art exhibition.



PEDESTRIAN WAYFINDING SIGNAGE

DLBA completed the designs for pedestrian wayfinding signage to be installed in the Downtown Core in early 2021. The new wayfinding signage is part of DLBA’s strategic plan to improve the Downtown pedestrian experience in an area frequented by Civic Center and Courthouse attendees, conventioners, and tourists.



HOLIDAY DECOR

DLBA continued its festive tradition of decorating the streets of Downtown with holiday décor from November through year-end, creating a nostalgic and welcoming backdrop for holiday shoppers.

MARKETING & COMMUNICATIONS

DLBA's Marketing & Communications team is dedicated to increasing awareness of DTLB and enhancing its image by promoting businesses, public spaces, events, and DLBA services. The department is also focused on keeping stakeholders informed of DLBA initiatives, government policies, and other matters that affect the District, as well as tracking and managing public perception of the DLBA and its programs.

DLBA maintains a diverse assemblage of communications and marketing strategies to promote Downtown and inform stakeholders, including the monthly Downtown Scene community e-newsletter, far-reaching social media platforms, an informative and user-friendly website, strategic advertising and promotional campaigns, and strong relationships with regional media. During the 2019-2020 Fiscal Year, DLBA issued 30 press releases about its initiatives and programs to the media and community at large.



INFORMING, ASSISTING, AND UPLIFTING DURING COVID-19

In 2020, DLBA ramped up communications to Downtown's residents, businesses, and property owners to keep them informed of how the COVID-19 health crisis was affecting Downtown and the broader Long Beach community, government health protocols, and economic and technical assistance resources. The organization launched a COVID-19 Resource Page on its website to consolidate this information, developed a Business Resource Newsletter to keep DTLB businesses in the loop about new regulations and opportunities for assistance, and launched a new webinar series, Downtown Discussions, to promote community dialogue about matters of importance to DTLB.

GIFT CARD GIVEAWAY

To directly assist and promote DTLB businesses, DLBA launched a daily Gift Card Giveaway on its Instagram account in April. DLBA directly purchased and gave away gift cards to Downtown businesses to provide them with direct financial support and excellent regional marketing exposure to the more than 32,000 followers of DLBA's Instagram.



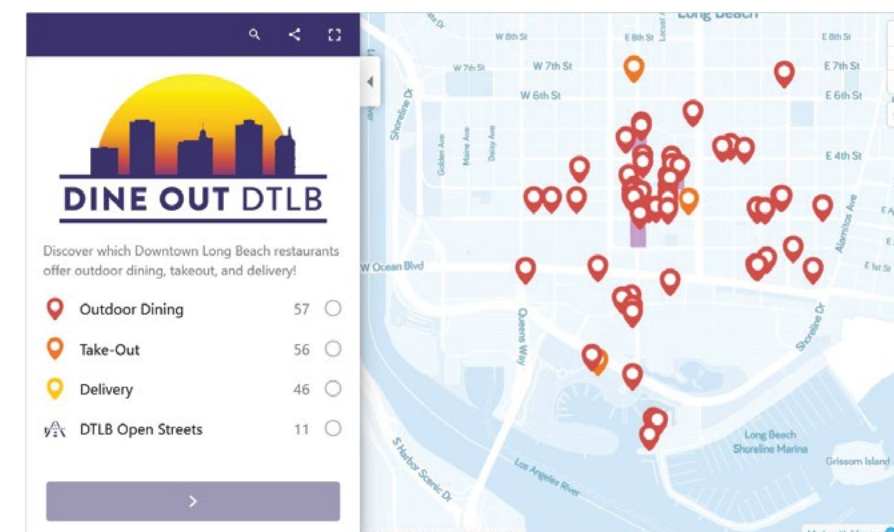
\$9,282 IN GIFT CARDS
PURCHASED



119 BUSINESSES
HELPED

DINE OUT DTLB AND SHOP DTLB

Dining establishments and shops were among the first businesses allowed to reopen with modified operations this summer, and DLBA launched a multi-platform marketing initiative to promote those businesses to residents and visitors. The Dine Out DTLB interactive map (DTLB.org/Dine) of Downtown restaurants illustrates which eateries are open and displays their services, hours of operation, menus, and more. The Shop DTLB directory (DTLB.org/Shop) of Downtown shops lists and links to retailers, allows users to search by category, and is color coded by Downtown neighborhoods. Each of these web pages were marketed heavily via social media and through advertising agreements with the Long Beach Post, Press-Telegram, and the Grunion Gazette.



MARKETING & COMMUNICATIONS



SOCIAL MEDIA



FOLLOWERS
52,452



FOLLOWERS
32,497



FOLLOWERS
17,265

DOWNTOWNLONGBEACH.ORG

PAGE VIEWS

150,102

USERS

67,038

#WEAREDTLB

To uplift spirits during the Safer at Home Order, DLBA launched #WeAreDTLB, a social media campaign promoting positive stories of community togetherness. The posts were highly shared, with several breaking DLBA's records for social media reach. A video of East Village residents flashing their lights and clanging pans from high-rise apartments and condos to recognize and in appreciation of front-line workers went locally viral, with nearly 35,000 impressions. In the photo at right, DLBA helped connect Downtown restaurant Thai District with St. Mary Medical Center to provide front-line workers with delicious meals and a respite from their hard work.



ECONOMIC DEVELOPMENT

Serving as a liaison between the public and private sectors, DLBA's Economic Development team focuses on building and fostering relationships. Economic development efforts are concentrated on business recruitment and retention, including guiding entrepreneurs through the start-up process so they can grow strong roots in Downtown, and providing business ombudsman support to the diverse small businesses and industries that make up our economy. The research and policy arm of the department is dedicated to producing reports and analysis that ensure policymakers have ground-level context when making decisions that impact Downtown stakeholders.

The health crisis coupled with social unrest in late May dictated a catered set of economic development priorities in 2020. With much of the economy closed due to the Safer at Home Order for several months, DLBA led a citywide survey assessing COVID-19's impact on businesses, partnered with Farmers & Merchants Bank to launch a grant program providing COVID-19 relief for small businesses, and transitioned education series and workshops online. With the partnership of Downtown-based firms Zwiift, Waterford Property Company, and Panattoni Development Company, DLBA was able to offer nearly \$40,000 in storefront recovery grants to businesses impacted by theft and vandalism on May 31.

The snapshot of economic development services and milestones below paints a broader picture of economic development-related accomplishments, initiatives, and successful ongoing programs in 2019-2020 fiscal year.

GRANTS



62 TOTAL BUSINESSES HELPED, \$77,525 TOTAL AWARDED

EMERGENCY ASSISTANCE

30 BUSINESSES
\$30,000

STOREFRONT RECOVERY

29 BUSINESSES
\$37,525

WOMEN-OWNED
BUSINESS ACCELERATOR

3 BUSINESSES
\$10,000



BUSINESS EDUCATION



P.A.C.E. 75 SESSIONS

30 BUSINESSES
HELPED



1 MILLION CUPS

12 EVENTS
48 PRESENTERS
120 ATTENDEES

WINTER SMALL BUSINESS
WORKSHOP SERIES

50 ATTENDEES



RESEARCH & PUBLICATIONS

The Economic Development team publishes timely and useful research for the benefit of the community as well as potential investors in Downtown.

QUARTERLY SNAPSHOT REPORTS & ANNUAL ECONOMIC PROFILE

DLBA's Quarterly Snapshot Reports focus on a different sector of the Downtown real estate market (residential, office, retail) each quarter. The final report of the year is a full Economic Profile of DTLB. The 2020 Economic Profile was cancelled due to uncertainty surrounding the COVID-19 public health crisis and will be accounted for in the 2021 Economic Profile.

INCLUSIONARY HOUSING REPORT

In November 2019, Beacon Economics prepared for DLBA a study of inclusionary housing policies under consideration by the City of Long Beach. The intention was to utilize peer review to inform policymakers and ground the ultimate policy in real market conditions.

COVID-19 ECONOMIC IMPACT SURVEY

This survey was a joint effort of DLBA, the City of Long Beach Economic Development Department, Long Beach Area Chamber of Commerce, and Council of Business Associations to gather data measuring businesses' response to the COVID-19 pandemic.

ECONOMIC DEVELOPMENT



ADVOCACY

The DLBA takes an active role in engaging policymakers at all levels to ensure potential policies align with DLBA’s Strategic Plan: Vision 2020 and provide a positive benefit to Downtown. A key component of advocacy efforts included authoring letters of support for initiatives that benefit Downtown and its stakeholders. In 2020, letters of support were sent to policymakers regarding Downtown residential developments, expanding CARES Act funding to nonprofits and business improvement districts, and the Long Beach Open Streets Initiative.



GRAND OPENINGS

The Downtown Long Beach Alliance offers free grand opening event coordination and assistance to new DTLB businesses.

LAST YEAR WE WELCOMED

Feline Good Social Club, Waters Edge Winery, Salon Row, Shine Your Heart, B’More Protein Pub, Churrino Gourmet Desserts, Hi-Lo Liquor, Burger Daddy, Ficklewood Cidery, Atomic Basement Comics, Long Beach Public Radio, and FloatSpace.



SPECIAL EVENTS

Each year, the streets of Downtown Long Beach come alive with free signature events hosted by DLBA: the Taste of Downtown food festival series, monthly Live After 5 music performances, Celebrate Downtown (featuring the annual Spirit of Downtown Awards), Summer and Music, and New Year's Eve at the Waterfront. Hosted throughout Downtown – from the picturesque waterfront to the hip Downtown Core – these events appeal to an array of audiences, bringing residents, businesses, and visitors together.

EFFECTS OF COVID-19

During the first few months of its 2019-2020 fiscal year, DLBA continued featuring musicians through Live After 5, and held its annual family-friendly New Year's Eve. But COVID-19 had a profound effect on the public sphere beginning in March, when residents were asked to stay home and physically distance to slow the spread. Although the remaining lineup of signature events was canceled, DLBA decided to bring some fun into local homes by recreating one of its most popular series in an online format.

VIRTUAL TASTE OF DOWNTOWN SERIES

The first Virtual Taste of Downtown took place in late May, featuring restaurants and performers from across Downtown, and showcasing Downtown businesses to DLBA's broad audience of more than 32,000 Facebook subscribers. The event has been held every month since, reaching nearly 79,000 people, featuring 31 Downtown businesses, and highlighting seven artists and performers.



CLEAN & SAFE

Maintaining a clean, safe, and attractive public sphere is crucial to the success of Downtown Long Beach, the quality of life in the urban core, and DLBA's mission.

By connecting neighbors through community engagement and increasing communication between local security agencies, DLBA works diligently to create a welcoming environment for visitors, residents, and workers. Key contributors to this effort are individuals who comprise our clean and safe teams. Every morning, DLBA's Clean Team fans out across Downtown, removing graffiti and cleaning sidewalks. The Clean Team activities not only protect public health, they contribute to the preservation of our marine environment by preventing harmful litter and green waste from entering storm drains and eventually washing up on our beach.

At the forefront of DLBA's public safety efforts are our Safety Ambassadors, who are present throughout Downtown ready to offer a helping hand to pedestrians and address street disorders before they become larger concerns. Affectionately called the "redshirts," it is easy to spot Ambassadors throughout the day on bike, Segway and on foot offering directions, safety escorts, and vehicle jump starts to residents and visitors alike.

SANITATION & PRESSURE WASHING

During COVID-19 and its health regulations, DLBA's Clean & Safe team was considered an essential service in the Downtown. Consequently, sanitation procedures were boosted above and beyond regular operations, with team members taking extra care to clean street furniture such as crosswalk buttons, parking meters and benches on an hourly basis. In addition to DLBA's regular schedule of pressure washing Downtown sidewalks, the organization offered pressure washing services to restaurants with parklets.

HOMELESS OUTREACH

DLBA addresses homelessness with dignity, which is precisely why we continue to have a Quality of Life Ambassador serve the community. The Ambassador builds relationships with persons experiencing homelessness and assists them in accessing local resources and social service agencies, who in turn can assist them in getting off the streets. As a result, our Quality of Life Ambassador has become an indispensable fixture in DTLB working alongside our service provider partners such as Mental Health America, Long Beach Rescue Mission, and the City's Multi-Service Center.



PUBLIC SAFETY EDUCATION SERIES

The virtual Public Safety Education Series featured tours of the Long Beach Rescue Mission, Long Beach Health & Human Services Department, and Long Emergency Communications and Operations Center.



SCOOTERS ON SIDEWALKS

An awareness campaign was undertaken to prevent e-scooters from being used on DTLB sidewalks.



DOWNTOWN LIGHTING WALK AUDIT

DLBA's Public Safety Committee completed a walk through of Downtown to assess needed lighting replacements and improvements.



EMPOWER PEOPLE

DLBA launched a program designed to raise awareness of local organizations that help people experiencing homelessness and/or mental illness and present constructive alternatives to panhandling.



CLEAN & SAFE



44,857

TOTAL ASSISTANCE
REQUESTS ADDRESSED



304,998

POUNDS OF TRASH
REMOVED
(EQUIVALENT TO 41 HONDA CIVICS)



9,008

DIRECTIONS GIVEN



8,749

GRAFFITI / STICKERS
REMOVED



2,320

POUNDS OF WEEDS
REMOVED



1,287

BUSINESS INFO
SHARED



1,163

QUALITY OF LIFE
CONTACTS



370

SAFETY ESCORTS



32

CARS
JUMPSTARTED

WE ARE DTLB

DOWNTOWN COMMUNITY CLEAN UP

Across the nation, protestors took to the streets throughout the summer to protest social injustice and police violence. In Long Beach, the central gathering place for these demonstrations was Downtown. The largest of these demonstrations took place on May 31, with thousands of people marching and protesting peacefully throughout the streets of DTLB.

Unfortunately, after the march concluded and night fell, criminal activity hijacked the peaceful movement of the day, and dozens of businesses were looted and vandalized. The damage was great. Late in the night, DLBA mobilized with community partners, residents, and various officials to coordinate cleanup efforts in DTLB for the following morning. On June 1, Downtown was again overwhelmed with people; this time, the streets were flooded with more than 1,500 volunteers, City staff, DLBA staff, and Clean Team members who gathered in community spirit and solidarity to support DTLB. The show of support was so vast that broken glass, derogatory graffiti, and other damage was cleaned up in just a few hours. As volunteers continued to arrive, DLBA was able to partner with Long Beach Transit to shuttle them to other parts of the city that were also in need.

Our heartfelt thanks to the Long Beach community, the many caring individuals who came from outside the area who dropped everything to help their neighbors.

Time to
**BUILD &
REBUILD**



FY 19-20 FINANCIALS

The Downtown Long Beach Alliance is funded through a variety of sources, including Downtown parking meter revenue, contracts for services, assessment fees paid by property and business owners, sponsorships, and events. This diverse portfolio of revenue streams is the backbone of the organization's financial solvency and stability, ensuring its ability to provide undisrupted services to stakeholders and adapt in times of economic uncertainty.

ASSESSMENT FEES

PBID: Collected annually through Los Angeles County’s Assessor’s Office, property tax from approximately 3,056 commercial and residential property owners of 3,855 parcels within an 85 square block area. Assessment methodology is based on the parcel and building footage, linear footage of the property, and level of services rendered to the two benefit areas.

DPIA: Collected annually from approximately 1,600 businesses located within a 150-square block area.

SPONSORSHIP | TICKET SALES

Funds collected through sponsorships and event ticket sales help offset costs for DLBA programs.

CONTRACT SERVICES | MISCELLANEOUS

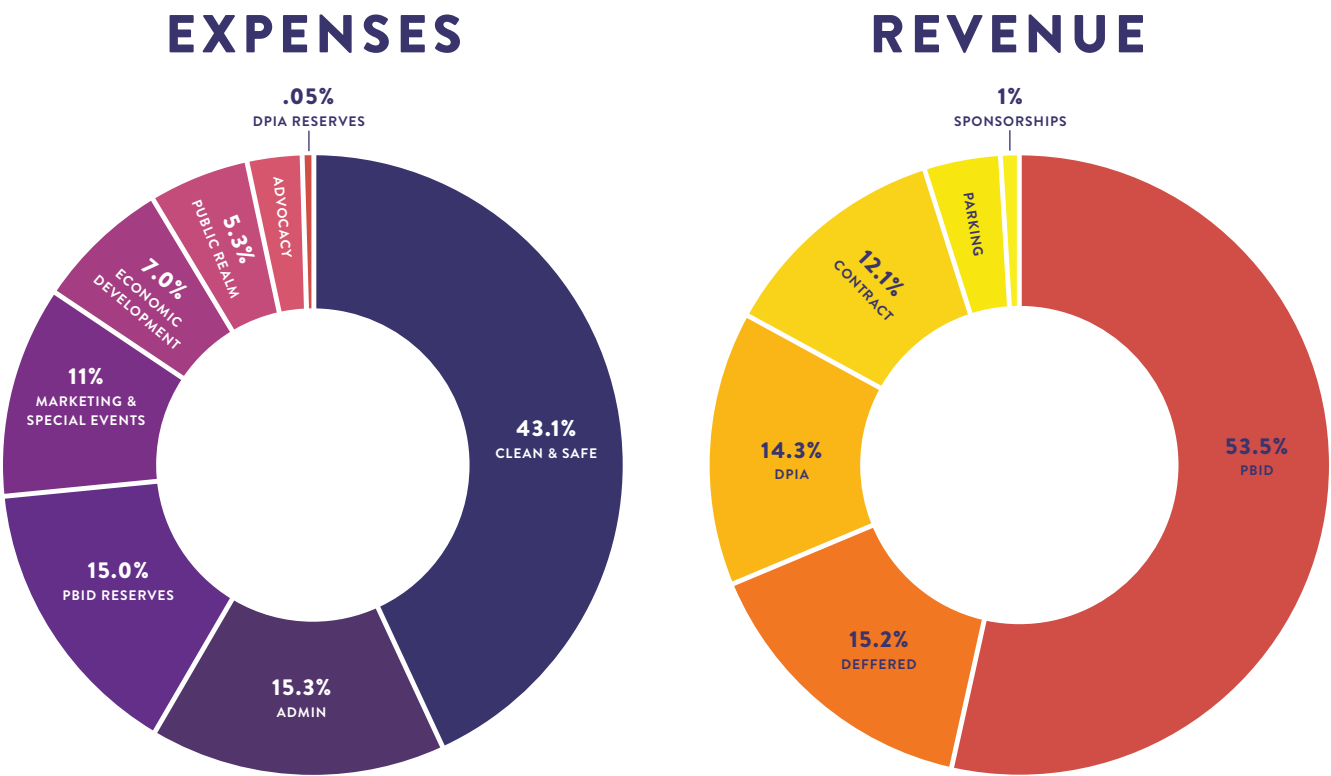
Contractual agreements that call for additional services above and beyond BID programs to stakeholders and agencies.

DEFERRED REVENUE

Funds from previous years accrued as a result of unanticipated revenues or unexpanded budgeted expenses.

DOWNTOWN PARKING METERS

Fifty percent of the net revenues collected from Downtown parking meters in accordance with the ordinance approved by the City Council FY 2004-2005 supports capital improvements and marketing projects.



2019-2020

PBID ANNUAL	Standard	Premium
Assessment for Linear Feet of Property Frontage	\$11.78	\$19.03
Plus: Lot + Building Square Footage		
Commercial & Government Properties	\$0.05	\$0.06
Parking Structures	\$0.03	\$0.04
Residential and Non-Profits	\$0.02	\$0.02

DPIA ANNUAL	Per Business	Per Employee
Business	\$476.07	\$8.00
Independent Contractors	\$326.96	\$5.53



BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIR: Silvano Merlo, Courtyard Marriott
CHAIR-ELECT: Alan Pullman, Studio One Eleven
PAST CHAIR: Tony Shooshani, The Streets
TREASURER: Debra Fixen, Shoreline Village
SECRETARY: Allison Kripp, The Den Salon
CITY REPRESENTATIVE: John Keisler
EC MEMBER: Ryan Altoon, Anderson Pacific LLB
EC MEMBER: Loara Cadavona, Resident
EC MEMBER: Debra Johnson, Long Beach Transit

DOWNTOWN PARKING IMPROVEMENT AREA (DPIA)

EAST VILLAGE: Vacant
NORTH PINE: Laurie Gray, The Pie Bar
PINE AVENUE: Alan Pullman, Studio One Eleven
WATERFRONT: Debra Fixen, Shoreline Village
WEST GATEWAY: Alan Burks, Environ Architecture

PROPERTY BASED IMPROVEMENT (PBID)

PREMIUM: Graham Gill, Lee & Associates
PREMIUM: Debra Johnson, Long Beach Transit
PREMIUM: Todd Lemmis, Pacific6 Enterprises, LLC
PREMIUM: Sam Pierzina, Ensemble Investments
STANDARD: Ryan Altoon, Anderson Pacific
STANDARD: Silvano Merlo, Courtyard Marriott
STANDARD: Johanna Cunningham, National Short-Term Rental
STANDARD: Sheva Hosseinzadeh, Coldwell Banker Commercial BLAIR WESTMAC
RESIDENTIAL: Bob Kelton, Downtown Resident

APPOINTED DIRECTORS AT LARGE

Loara Cadavona, Resident
Denise Carter, Resident
Allison Kripp, The Den Salon
Tony Shooshani, The Streets

DOWNTOWN RESIDENTIAL REPRESENTATIVE

FIRST COUNCIL DISTRICT: Liz Simmons, Resident
SECOND COUNCIL DISTRICT: Pat Welch, Resident

ADVISORS (NON-VOTING)

Cameron Andrews, Pier Communications
Scott Apel, California State University Long Beach
Jeremy Harris, Long Beach Area Chamber of Commerce
Mohammad Hassanpour, Resident
Griselda Suarez, Arts Council for Long Beach

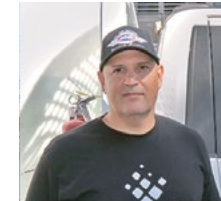
CITY COUNCIL REPRESENTATIVES

FIRST DISTRICT COUNCILMEMBER: Mary Zendejas
SECOND DISTRICT COUNCILMEMBER: Jeannine Pearce

HONORARY (NON-VOTING)

Diane Arnold, Resident
Don Darnauer, Resident

DLBA TEAM



STEVE BE COTTE
Community Outreach Manager
SteveB@dlba.org



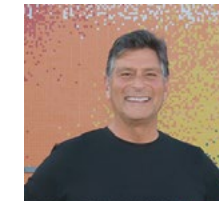
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