



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

County of Los Angeles  
500 W. Temple Street  
Los Angeles, CA 90012

November 10, 2020

RE: BID Eligibility for LA Regional COVID-19 Recovery Fund.

To the County of Los Angeles and City of Los Angeles:

On behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and our 1,600+ member businesses, I urge you to support the inclusion of 501(c)6 Business Improvement Districts (BIDs) as eligible recipients under the LA Regional COVID-19 Recovery Fund. BIDs serve an essential function supporting local businesses in their communities, especially during the COVID-19 pandemic, and expanded access to funding is necessary to continue offering our services.

As the COVID-19 pandemic continues to cause economic instability for Downtown Long Beach businesses of all types, DLBA has been able to offer support in the form of marketing, advising, and financial funding. This business support has been integral to the initial stabilization of many area businesses, as well as ongoing recovery and adaptation to the economic realities of the pandemic.

Small businesses have had to considerably change their operations and marketing since the beginning of the pandemic, including a shift to the virtual space and a more risk-averse customer base. DLBA has provided the necessary marketing support to businesses as they augment their operations strategy. Such support includes supplying businesses with appropriate COVID-specific messaging as it relates to public health and business advertising, in addition to promoting local retailers via our Shop and Dine Out DTLB campaigns.

DLBA also serves as an important liaison between Downtown small businesses and the City of Long Beach, Los Angeles County, and similar municipal bodies. As an ombudsman to City departments, DLBA gives personalized assistance through each step of the licensing and permitting process, including route compliance updates to any COVID-related health policies. DLBA also acts as an efficient service navigator for Downtown businesses, including referrals to the City Emergency Microloan Program and Small Business Development Center.

Lastly, access to immediate and long-term financial support is arguably the most important aspect of DLBA support to the Downtown community. By relying on relationships with the City and local partners, DLBA is able to offer underserved businesses access to a variety of funding programs. This includes the DLBA Storefront Recovery Program, which has awarded nearly \$29,000 in grants to vandalized small businesses in Downtown, and the Women Owned Business Accelerator Grant. Going forward, DLBA is looking to expand its funding support to underserved businesses, including grants and advising for local entrepreneurs of color.

The Regional Recovery Fund is intended to help local micro-entrepreneurs, small businesses, and non-profits adapt and grow from the pandemic. Since March 2020, DLBA has prioritized its work on addressing the health crisis in the Downtown Long Beach community. We hope you consider our organization and similar BIDs as eligible for funding to better support our community.

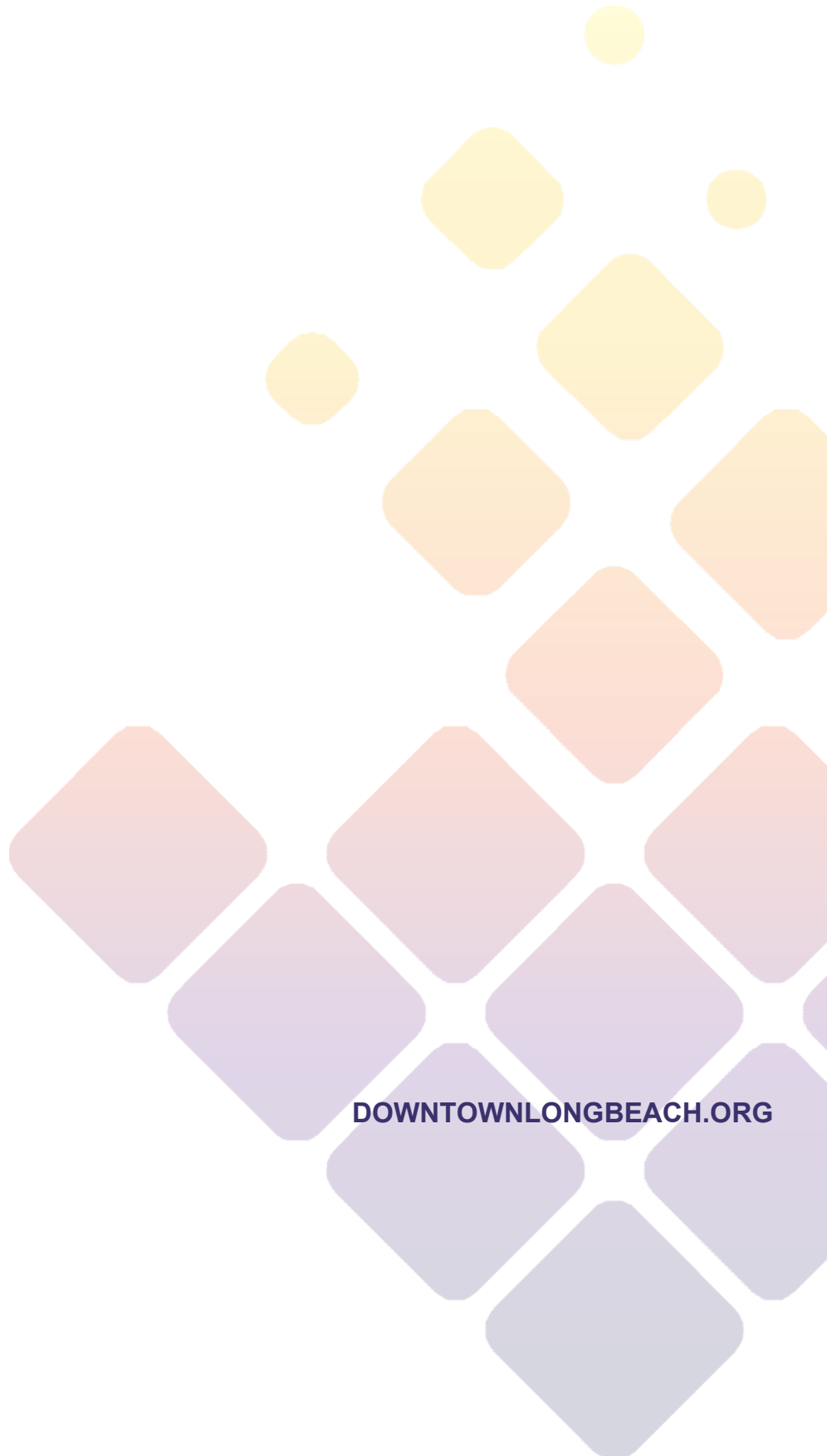
Sincerely,

Kraig Kojian, President & CEO



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100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259



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