

## FOR IMMEDIATE RELEASE

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**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## DLBA LAUNCHES 'DINE OUT DTLB' TO MARKET DOWNTOWN RESTAURANTS

*New campaign centers around an interactive map of Downtown dining locations*

**(July 23, 2020 – Long Beach, CA)** Today, the Downtown Long Beach Alliance (DLBA) is launching Dine Out DTLB, a campaign informing residents and visitors about the many Downtown Long Beach restaurants that have opened for outdoor dining, takeout, or delivery. To kickstart this effort, DLBA created an interactive online map allowing users to find their preferred dining experience, scroll through photos of outdoor accommodations, view hours of operation, and access online menus. The map is located at [downtownlongbeach.org/dine](http://downtownlongbeach.org/dine).

The Dine Out DTLB map also enables users to learn about various safety measures in place at each location, such as contactless payment or digital menus. The mobile-friendly map will be continuously updated as DLBA learns of new restaurant openings or service changes.

Dine Out DTLB will feature a cohesive marketing and advertising component, with branded materials provided to Downtown restaurants for display on parklets, menus, social media, and other assets. A QR code shared at restaurant locations will allow viewers to instantly access the Dine Out DTLB map, providing them with a simple tool to bookmark for their dining needs.

“DLBA’s objective for this campaign is to connect Downtown restaurants with customers, and to provide residents and visitors with easy access to information about dining Downtown,” said DLBA Communications Manager Samantha Mehlinger.

Since California health orders closed indoor dining and the City of Long Beach launched its Open Streets Initiative, 17 new Downtown restaurant parklets have been installed and many restaurants have expanded their existing patios and sidewalk dining. Due to fluctuating regulations caused by the health crisis, some dining establishments still prefer to offer only takeout or delivery. Dine Out DTLB is meant to support them all and is designed to flexibly adapt to changes in government guidelines issued to protect businesses, employees, and customers from COVID-19.

To be included on the Dine Out DTLB interactive map, restaurant operators are encouraged to [fill out this form](#) and provide their information. Those seeking to apply for expanded outdoor service through the [Long Beach Open Streets Initiative](#) should contact DLBA Placemaking Manager Mariah Hoffman at [MariahH@dlba.org](mailto:MariahH@dlba.org), who will connect them with City resources and provide a parklet design resource guide with associated cost estimates.

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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. 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), follow on Facebook @ downtownlongbeach, and follow on Twitter and Instagram @DLBA.

