

FOR IMMEDIATE RELEASE

CONTACT

Michael Berman
DLBA Communications Manager
Michaelb@dlba.org
562-708-6295



Downtown PBID Renewed for 10 Years ***City Council Approves, Certifies Property Owners' Ballot Vote***

(LONG BEACH, CA – July 19, 2022) In a unanimous vote, Long Beach City Council tonight approved a resolution to renew the Downtown Property-Based Improvement District (PBID) for the next 10 years. The new district is set to begin on January 1, 2023 and will continue to be managed by the Downtown Long Beach Alliance (DLBA).

Councilmembers voted 8-0 during its regular session (Councilwoman Allen recused) to certify the Downtown PBID after a public hearing that featured the official tabulation and certification of mail-in ballot votes from commercial and residential property owners. Based on property owners who voted, 78.8 percent of the weighted votes were in favor of renewal which extends services through December of 2032.

"The renewal of the PBID is a huge win for the entire Downtown Long Beach community. Tonight's action to continue the PBID for the next decade will provide much needed and expanded services at a critical time in our community's history," said Loara Cadavona, DLBA Board Chair.

"We deeply appreciate Downtown property owners and City Council for the votes of confidence in DLBA to continue management of the district, leveraging the organization's long history of responding to community needs and working together to fulfill our mission: cultivate, preserve, and promote a healthy, safe, and prosperous Downtown for all."

The Downtown PBID is a special benefit assessment district formed by property owners in 1998 and previously renewed twice: 2003 and again in 2012, making this the third ten-year term. The PBID pools the assessment resources to implement clean and safe, economic development, placemaking, marketing, and special events programs for Downtown. In April, Downtown property owners approved a petition, certified by City Council, to put the PBID renewal to a property owner ballot vote, per state guidelines.

"The Business Improvement District is a valuable tool to help Downtown grow and prosper," said Councilmember Mary Zendejas, who was recently elected by primary voters to serve the City's 1st District for the next four years. "I look forward to continuing this vital partnership with the DLBA as part of our overall efforts to support a safe and clean Downtown and help address key needs such as homelessness and economic recovery, which are more important than ever."

The PBID, managed by DLBA for 25 years, has oversight from DLBA's volunteer board which includes elected commercial and residential property owners who also serve on programming committees.

"We view the Downtown PBID as an investment in the community. As a Downtown property owner, we appreciate the opportunity to leverage these cost-effective resources to further reinforce the safety and cleanliness of the area and attract more people from across the region to discover and enjoy our community," said Sean Rawson, Co-Founder, Waterford Property Company.

--More--

PBID Program Reflects Community Needs

The newly approved PBID Management Plan provides additional services to an expanded boundary in Downtown.

“The PBID plan features several new important initiatives around economic recovery and quality of life, including supplemental resources for addressing Downtown’s unhoused population. We also plan to continue communicating broadly to our stakeholders about their PBID funds at work,” said Austin Metoyer, DLBA Economic Development Manager and PBID renewal project leader.

The plan included input and oversight by a PBID Steering Committee, comprised of stakeholders from the Downtown community and DLBA Board. The committee oversaw development of the comprehensive management plan which leveraged the timing of DLBA’s Strategic Plan update that included input from interviews, roundtable discussions, leadership meetings and an online survey of more than 500 Downtown stakeholders. The feedback provided insight into how the PBID could help Downtown Long Beach recover from the COVID-19 pandemic in the near term and respond to anticipated trends that will shape Downtown longer term.

This included several priorities which are aligned with DLBA’s [Strategic Plan](#): supporting a more robust clean and safe program with increased frequency and expanded zones for pressure washing services; a new experienced caseworker to help address Downtown’s unhoused population to supplement the services provided by the City; and a new Business Navigator role to support a range of needs such as filling vacant storefronts and assisting with city permitting processes.

The expanded district encompasses the core of Downtown Long Beach, including about 70 blocks that are bounded approximately by Shoreline Drive to the south, Golden Shore to the west, and Alamitos Avenue to the east. The district was expanded to the north along the Pacific Avenue corridor to 8th Street, and it includes the Convention Center building and major promenade providing continuity from the Downtown core to the Waterfront.

PBID Measurable Results

DLBA tracks several key indicators of its PBID related programs annually to measure effectiveness of funding. In the past year, the team has accomplished the following:

- 44 million sq. ft. of pressure washing
- 9,400 graffiti/stickers removed
- 85,500 pounds of trash collected
- 52,600 visitors and residents assisted
- 5,900 businesses assisted
- \$210,000 business community grants provided

The new [PBID Management Plan](#) is among several resources that can be found on the DLBA website.

#

About DLBA: DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown for all. By balancing the interests of 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, or follow-on Facebook [@downtownlongbeach](#), and on Twitter and Instagram [@DLBA](#).