

## FOR IMMEDIATE RELEASE

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## Juan Carlos Torres Joins DLBA as New Operations Manager to Support Downtown PBID, Third-Party Contract Services

**(LONG BEACH, CA – January 12, 2023)** The Downtown Long Beach Alliance (DLBA) today is pleased to announce Juan C. Torres, MPA, as the organization’s new Operation Manager reporting to Broc Coward, DLBA COO.

Torres has an extensive background managing a range of operations in the non-profit sector. He will oversee DLBA’s activities associated with cleaning, maintenance and enhancement of the public space in coordination with property owners, merchants, restaurateurs, and various City of Long Beach department officials. His primary focus is on the 70-square block assessment area of Downtown known as the Property Based Improvement District (PBID). Property owners and Long Beach City Council formally renewed the PBID last July for another 10-year term that began on January 1, 2023.

“We are excited to have Juan join our team and serve in a key position to provide oversight of our Clean and Safe programs,” said Austin Metoyer, DLBA President and CEO. “Juan’s 20 years of experience in nonprofit management, public agency engagement and street beautification make him well suited for the role.”

In addition, Torres will also manage DLBA’s third-party contract services delivered by Clean and Safe team personnel and oversee all phases of vendor contracts for programs within the PBID.

According to Coward, “Juan brings a high degree of knowledge about public space maintenance and contract oversight to DLBA, so I’m looking forward to his insights and contributions to our team.”

Previously, Torres spent 20 years working in a variety of roles for the Harbor Area Gang Alternatives Program, a Wilmington-based agency dedicated to youth gang prevention services. For six years, Torres served as the organization’s Executive Director which included overseeing a range of key community-based initiatives: clean ups, graffiti abatement, as well as job training for youths and adults. He received a dual baccalaureate degree in Sociology and Criminal Justice and a Master’s in Public Administration from California State University Long Beach (CSULB). Torres enjoys spending time with his wife, Nancy, and their three children, and he volunteers as a youth sports coach in his community.

“I am ecstatic to be part of a great team dedicated to Downtown Long Beach,” Torres said. “My love for the community began while attending CSULB in 1996. I have always enjoyed spending time in Downtown with its great scenery and easy access to the shoreline. I look forward to working with DLBA and property owners to implement our PBID management plan, address needs, and help the area thrive.”

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**About 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 for all. 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), or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.