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DLBA Rolls Out “One Downtown” Initiative to Support Economic Recovery Efforts in DTLB

A New Roadmap for Economic Recovery Aims to Leave No Stakeholder Behind

(LONG BEACH, CA – December 8, 2021) The Downtown Long Beach Alliance (DLBA) today launched a comprehensive initiative designed to support economic recovery efforts that benefit property owners, businesses and residents in the Downtown community.

The new One Downtown campaign features a broad range of programs and marketing efforts to be rolled out over the next 12-18 months. The overall goal is to build awareness of the unique assets in Downtown Long Beach and further support economic recovery to help the community surpass pre-pandemic levels.

“As a leading advocate and services provider for our Downtown, DLBA is well positioned to help the community recover from one of the most challenging periods in our history,” said Broc Coward, DLBA COO. “After more than a year of uncertainty, loss and isolation unlike any other period, One Downtown is an ambitious effort that highlights our community and represents inclusivity and culture. It signifies a pledge to each person, business and organization in our community that DLBA will seek to understand their needs and work safely toward an economic recovery that includes them.”

A new One Downtown marketing campaign builds on DLBA’s efforts to support the local business community since the start of the pandemic. DLBA developed and implemented 15 initiatives totaling more than \$400,000 in available grants, funds and programs to assist local business owners and independent contractors. In collaboration with community partners, the much-needed economic lifelines helped many small businesses survive in the Property Based Improvement District (PBID) and Downtown Parking Improvement Area (DPIA).

One Downtown, Phase I

One Downtown leverages the strength of Downtown – more than 33,000 people, 150 blocks and six unique neighborhoods. The initial phase of the marketing campaign spreads the One Downtown messaging throughout the streets of DTLB as well as online. The clean and bright visuals of the campaign communicate a new set of initiatives, goals and suite of services. More than 100 street pole banners were recently installed in Downtown with a series of key messages: My Downtown, Your Downtown and Our Downtown. It reflects the idea that Downtown means different things to different people but there is a shared connection.

In the coming months, DLBA plans to feature the diverse businesses in the area through signal wraps and a second phase of street pole banners. The campaign includes promotions and messaging through outdoor media, web and print materials. DLBA also will leverage the following programs through its social media platforms:

- **Economic Development** – funds for grant programs to assist entrepreneurs of color, women-owned businesses, retail pop ups, and other opportunities to support businesses like restaurants requesting permanent parklets.
- **Sponsorship of events** – In addition to DLBA-driven events, DLBA will collaborate with organizations to support key events, festivals and other activations including Winter in Wilmore and New Year’s Eve fireworks.

- **Beautification efforts** – Several programs designed to enhance the streetscape including tree plantings and repainting of Pine Avenue crosswalks to make it easier and safer to navigate Downtown, to further add a sense of delight and discovery to the experience.
- **New DLBA Shop and Dine Guides** - including for the holiday shopping season.
- **Meet Your Neighbor** – A new business network for the Downtown community featuring businesses in the personal services sector. The video series is designed to further connect owners with the community.
- **My Downtown** – A new social media video series to showcase daily routines of various stakeholders enjoying Downtown destinations and businesses.
- **One Kind Act** – A program that enables DLBA to highlight the deep giving spirit that is prevalent throughout Downtown. The series will build awareness of stakeholders who make a difference in our community. DLBA Safety Ambassadors will also distribute gift cards on the streets at random to encourage even more kind acts while bringing awareness of local merchants.

Alignment with Updated Strategic Plan

The new initiative aligns with DLBA’s recently updated Strategic Plan that sets the organization’s direction for the next five years. One Downtown supports DLBA’s goals to strengthen existing businesses and encourage entrepreneurship as well as marketing and promoting Downtown.

Coward added: “The updated DLBA Strategic Plan is foundational. It was a result of a comprehensive process driven by our consultants at Progressive Urban Management Associates with extensive input from a broad range of community stakeholders including the DLBA Board,” added Coward. “The Strategic Plan serves as a guide for One Downtown, and it sets the stage for the upcoming renewal of the PBID in 2022.”

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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, or follow on Facebook [@downtownlongbeach](https://www.facebook.com/downtownlongbeach), and on Twitter and Instagram [@DLBA](https://www.instagram.com/dlba).