

**FOR IMMEDIATE RELEASE**

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## **DLBA Releases Proposed Management Plan For Property Based Improvement District (PBID)**

*PBID renewal to provide key enhancements to Clean & Safe, improve overall experience for stakeholders*

**(LONG BEACH, CA – February 7, 2022)** Based on a strategic planning and stakeholder input process over the past year, the Downtown Long Beach Alliance (DLBA) today released the management plan for the proposed Property Based Improvement District that would serve Downtown for the next decade.

The PBID is a special benefit assessment district formed in 1998 and renewed by property owners twice: in 2003 and again in 2012. The current PBID ends on December 31, 2022. It conveys special benefits to each individually assessed parcel located within the district boundaries. Downtown Long Beach property owners are now seeking to continue the PBID for an additional ten-year term. The PBID, which has been managed by DLBA for 25 years, provides funding for enhanced maintenance, public safety, beautification, marketing and economic development programs, above and beyond services from the City of Long Beach.

To develop the management plan, DLBA's staff and Board worked through an extensive strategic planning process to identify and address the needs of the PBID. This included gaining input from interviews, roundtable discussions, leadership meetings and an online survey from more than 500 Downtown stakeholders – commercial property, residential property and business owners. The process was developed under the guidance of a 35-member Strategic Plan Committee and a PBID Steering Committee.

The feedback provided direction 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 in the longer term. This included several priorities which are aligned with the DLBA 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 and a new Business Navigator role to support a range of needs such as filing vacant storefronts and assisting with City permitting processes.

During a special meeting (January 27), the DLBA Board, comprised of individuals that represent Downtown property and business owners, residents and community partners – many of whom currently contribute to the PBID – approved the final draft of the management plan. DLBA also began outreach to property owners and plans to hold several meetings over the next several months to review details of the management plan.

Starting today through April 15, property owners will have the opportunity to sign a petition in support of the plan. After garnering the legal requirement of support through the petition process, all Downtown property owners will have the opportunity to vote yes or no when ballots are mailed to them directly. Following the ballot process, a mandatory action is required by Long Beach City Council. DLBA will post the latest PBID renewal information on its website at [www.dlba.org/pbid](http://www.dlba.org/pbid) to help property owners and stakeholders stay up to date on the renewal process, including submitting any questions.

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**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 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.