



**MEDIA ALERT
FOR IMMEDIATE RELEASE**

**Downtown Long Beach Alliance Extends the P.A.C.E.
Program for Entrepreneurs**

Successful pilot program will continue to support Downtown businesses for 2019-2020 fiscal year.

LONG BEACH, CA (November 26, 2019) – As a result of the overwhelming positive feedback and success of the initial pilot program launched earlier this year, the Downtown Long Beach Alliance (DLBA) in partnership with Fuller Management Corporation is pleased to announce the extension of the Downtown P.A.C.E (Planning, Action, Coaching, and Entrepreneurship) Program for small businesses and entrepreneurs through September 2020,

“The DLBA is proud to continue to offer the Downtown P.A.C.E. program as a service to our existing Downtown businesses,” says Austin Metoyer, DLBA Economic Development and Policy Manager. “The Downtown P.A.C.E. program has become another tool in the toolkit to support business retention and resiliency heading into 2020.”

P.A.C.E will continue to offer hands-on, comprehensive support to existing Downtown Long Beach small business owners and aspiring entrepreneurs through free face-to-face business development consulting with Fuller Management Corporation Founder/Executive Director Kena Fuller.

“We are very excited to continue our coaching and development support of Downtown Long Beach businesses through The P.A.C.E. Program,” says Kena Fuller, Fuller Management Corporation Founder/Executive Director. “In a short matter of months, we have been able to serve many businesses within our Downtown footprint. Through our extended partnership with the DLBA, participants will now have access to the program through 2020.”

The P.A.C.E. Program is designed to support entrepreneurs during every stage of business ownership. Whether pre-launch or several years in operation, every participating business in the program receives comprehensive coaching and advisement throughout the program. Business owners and aspiring entrepreneurs are encouraged to participate by signing up for a 30-minute business consultation.

“Through P.A.C.E., we've been able to assist participants with strategic planning, project management, and implementation, sales and marketing strategy, as well as revenue stabilization, and so much more,” says Fuller. “With coaching and advisement, several P.A.C.E. participants have been able to meet their 2019 goals and objectives and are now fully prepared for the year ahead with a complete 2020 strategic plan in motion.”

In support of small business, those participants within the downtown footprint also receive free P.A.C.E. Perks, which includes exclusive promotional discounts, free offers, and memberships to local downtown businesses such as Movita Juice Bar, BMORE Protein Pub, Long Beach Taco Company, CommonGrounds Workplace, The Salt Lounge and Crunch Fitness.

Downtown businesses interested in [signing up](#) for the P.A.C.E. program can visit the [DLBA website](#).

P.A.C.E. Participant Testimonials:

"Working with Kena in the P.A.C.E. Program has been a total game-changer for me and my business. During my first couple of sessions, I came to the table a little unsure of myself as a business owner and overwhelmed with the next steps I needed to take to reach my goals. Kena continually reminds me that my goals are not only attainable but that I'm already capable of reaching them. She has helped keep me on track while creating a super actionable plan for 2020 and she consistently checks in on me throughout every step of the process. I would recommend the P.A.C.E. Program to any business owner at any stage of their business. If you stay true and

stay consistent, you're not only going to grow your business with the help of the program, you're going to thrive." -Jessica Bramlett, Jessica Design Co

"You know what makes the City of Long Beach stick out? A program like P.A.C.E.. Kena Fuller was absolutely wonderful to work with and I look forward to continuing our relationship. She has helped me see between the lines during my strategy planning and helped guide me in the right direction. She's such a breath of fresh air and every time I've met with her I felt more clear in my planning. I hope more business owners take advantage of the P.A.C.E program, it's a valuable tool" -Aleks Lason, Chrilleks

"The P.A.C.E Program has provided invaluable knowledge and expertise at the hands of Kena Fuller. Kena and staff have been very professional and helpful as I continue my path in entrepreneurship. She has given me tools to help in developing a strategic plan that will ultimately lay the foundation of my overall business objectives and goals. When this plan is complete, it will further help me stay organized with precise structure. I am grateful for P.A.C.E and look forward to continuing our wonderful business development alliance and support". -Tanisha Pitts, Dreamy Vegan

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ABOUT DLBA: The Downtown Long Beach Alliance 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.

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