

DLBA Committees Overview

The Downtown Long Beach Alliance Board of Directors approved its strategic planning document DTLB: Vision 2020 in December 2016, which builds on past strategic planning efforts of the DLBA – including the successful 2007, 2010 and 2013 strategic plans. To accomplish the goals of the plan, DLBA formed committees comprised of Board members, stakeholders, and other community members to serve in an advisory capacity across all areas of concentration that the Board and Committees have committed to.

PROGRAMING COMMITTEES

MARKETING AND COMMUNICATION:

How can the DLBA “tell the story” of Downtown happenings accurately and positively to promote the public image of Downtown?

- Provide input on DLBA Marketing and Special Events programs
- Review proposals for sponsorship funding

ECONOMIC DEVELOPMENT:

How can the DLBA support and retain existing businesses, attract new businesses, and foster a strong economic base in the Downtown area?

- Assist in developing retail recruitment plan
- Storefront Activation
- Provide input on ED marketing—both online and print

PLACEMAKING:

How can the DLBA support and facilitate better pedestrian environments, stronger connectivity between key destinations, new mixed-use development, and other design features that will contribute to a more vital Downtown?

- Streetscape improvement projects such as tree planting, lighting, public art
- Assist with community planning and design efforts

PUBLIC SAFETY:

How can the DLBA create a vibrant, safe Downtown with active public spaces to draw new and support existing visitors and businesses?

- Develop communications campaign to address misperceptions of Public Safety
- Share information among safety agencies operating in the Downtown

EVENTS AND SPONSORSHIP:

How can the DLBA encourage community involvement while both supporting local businesses and cultivating a vibrant Downtown experience for residents and visitors alike.

- Produce events that bring energy and positive attention to Downtown
- Increase sponsorship revenue to develop new or enhanced events