



WE'RE ALL IN THIS TOGETHER.

RESOURCES TO ASSIST, CONNECT & UPLIFT
#DTLB BUSINESSES & RESIDENTS



**DOWNTOWN
LONG BEACH
ALLIANCE**

theinstitute
CSULB
FOR INNOVATION
+ ENTREPRENEURSHIP



REQUEST FOR SPONSORSHIP

THE DLBA & IIE

The Downtown Long Beach Alliance (“DLBA”) and CSULB Institute from Innovation and Entrepreneurship (“IIE”) have joined forces to foster an inclusive ecosystem for all downtown stakeholders. Our programs are designed to mentor promising entrepreneurs through business development, growth strategies, venture capitalization and beyond. We are the only collaborative partnership with civic connections, educational capacity and a wide-range of industry expertise to deliver a full suite of tools and resources to Long Beach entrepreneurs. We endeavor to build upon our successes to date to nurture greater equity and opportunity in one of the most culturally vibrant, creative and entrepreneurial cities in the nation.



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The Downtown Long Beach Alliance is a 501 (c) (6) non-profit organization operating on behalf of the tenants and commercial and residential property owners in Long Beach’s Downtown and surrounding areas. The DLBA is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of its two assessment districts in cooperation with the City of Long Beach and the private sector.

The Institute for Innovation & Entrepreneurship at CSULB provides programming and mentoring designed to unlock the creative energy of students, faculty, staff, and the community to engage campus and community stakeholders focused on the common goal of innovation and entrepreneurship. The primary objective of the IIE is to leverage all this energy and entrepreneurial capital into a driving economic force for the Long Beach community.

ENTREPRENEURS OF COLOR BUSINESS DEVELOPMENT & GRANT PROGRAM

The Downtown Long Beach Alliance in partnership with The CSULB Institute for Innovation & Entrepreneurship is seeking financial sponsorship for the Entrepreneurs of Color Business Development & Grant Program. This is a new program designed to foster a prosperous and equitable economy in Downtown Long Beach by combatting the unique challenges often faced by Minority Business Enterprises (“MBE”). We strongly believe that reversing historical trends of inequity and shifting to a more inclusive city requires dismantling barriers and enacting proactive policies that expand opportunity. Cities are equitable when all residents – regardless of race/ethnicity, nationality, neighborhood, age, gender, sexual orientation – can fully participate in the city’s economic vitality, contribute to its readiness for the future and connect to its assets and resources.

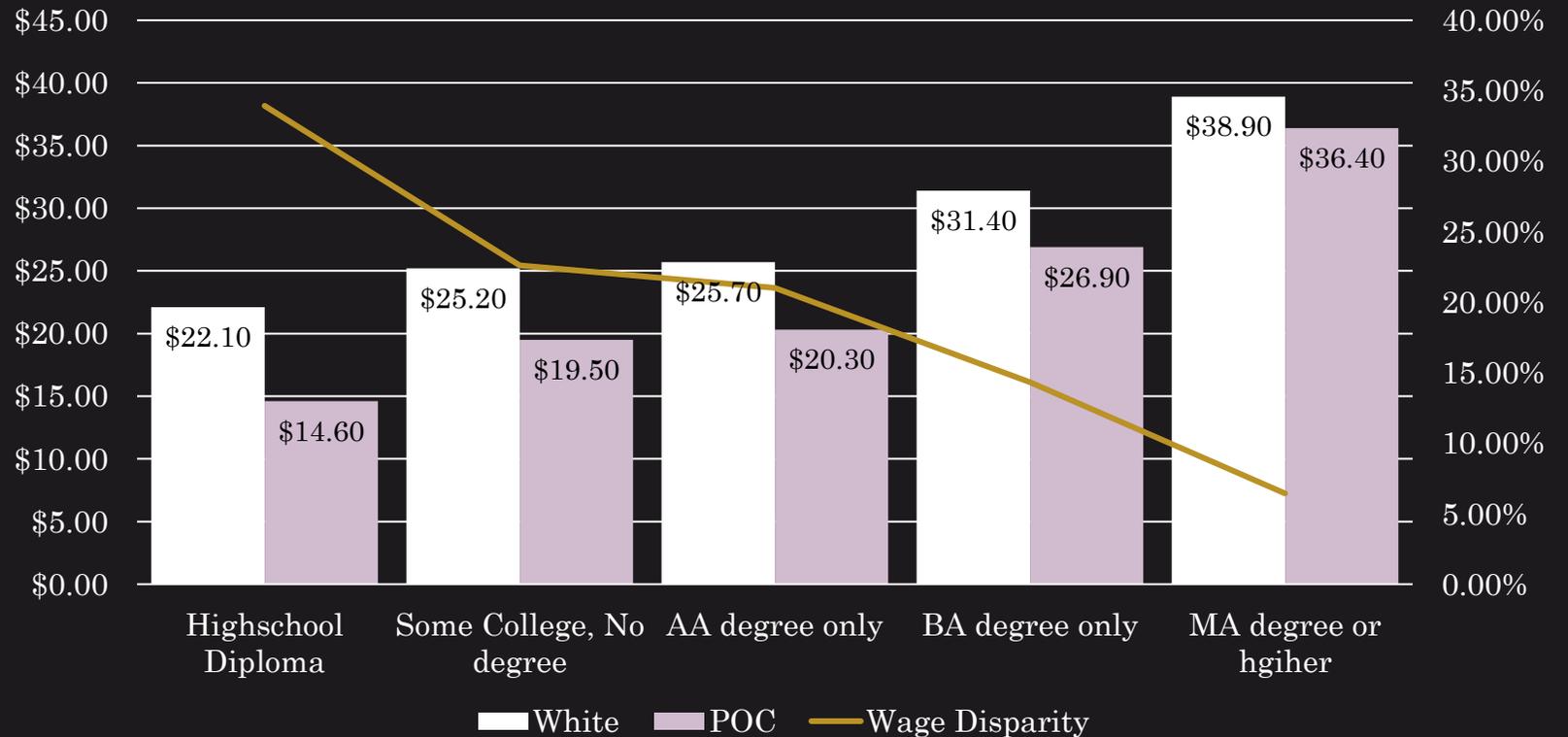
THE CITY OF LONG BEACH IS DIVERSE, WITH NEARLY 3 QUARTERS OF THE CITY’S RESIDENTS PEOPLE OF COLOR

Equity is an economic imperative as well as a moral one. Research shows that inclusion and diversity are win-win propositions for nations, regions, communities and firms

- More equitable regions experience stronger, more sustained growth
- Regions with less segregation (by race and income) and lower income inequality have stronger upward mobility
- The elimination of health disparities would lead to significant economic benefits from reductions in healthcare spending and increased productivity
- Companies with a diverse workforce achieve a better bottom line
- A diverse population more easily connects to global markets
- Less economic inequality leads to better health outcomes for everyone.

Source: Equitable Growth Profile of the City of Long Beach

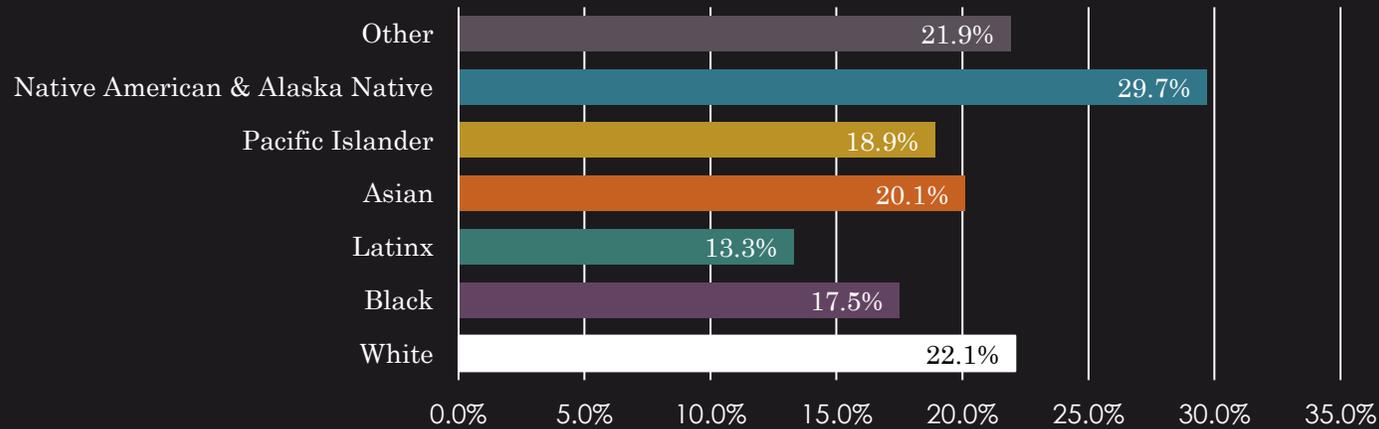
Long Beach Median Hourly Wage by Educational Attainment and Race/ Ethnicity



DO ALL RESIDENTS HAVE EQUAL ACCESS TO BUSINESS OPPORTUNITIES?

Although Long Beach is situated in the dynamic Los Angeles metropolitan region, growth in jobs and economic output is not translating into improved living standards for many Long Beach workers. Since 2000, wages for the bottom half of Long Beach workers declined. The city's black and mixed-race workers continue to face higher levels of unemployment at all levels of education attainment – signaling persistent discrimination in the job market.

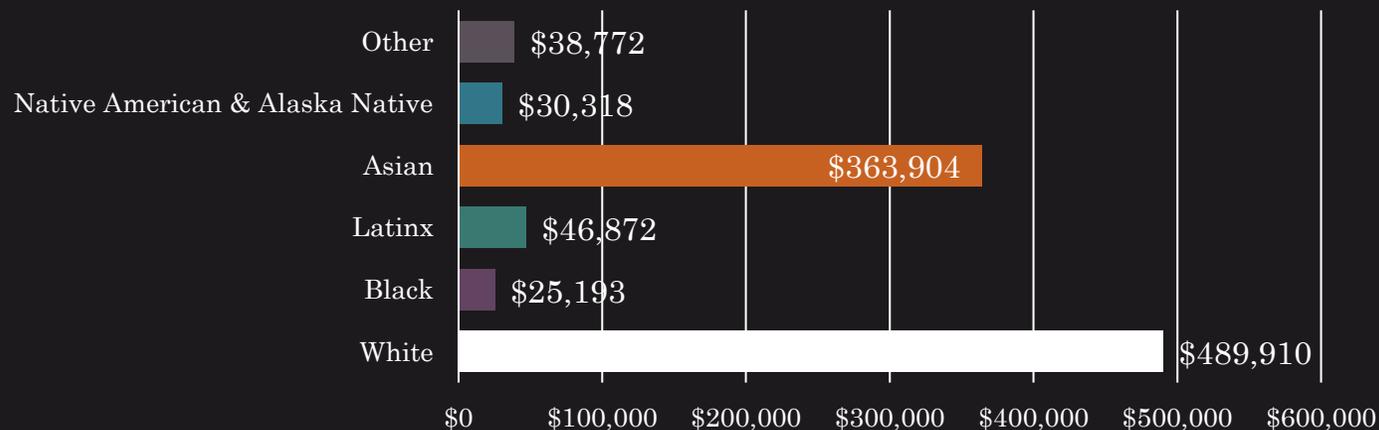
Number of Firms per 100 Adults in the Labor Force, 2012



“The Latinx population has the lowest levels of entrepreneurship (13.3 firms per 100 workers in the labor force).”

Source: Equitable Growth Profile of the City of Long Beach

Average Annual Receipts per Firm, 2012



“Large racial disparities are present in average annual receipts per firm for Long Beach entrepreneurs. Average annual receipts for White and Asian entrepreneurs were over \$360,000 in 2012, but below \$50,000 for all other groups”

Source: Equitable Growth Profile of the City of Long Beach

ECONOMIC BENEFITS OF RACIAL EQUITY

Eliminating racial inequities in income and wealth would benefit families, communities, and both the local and regional economy. Today, average incomes for white workers in the City of Long Beach are double those of Latinx workers and at least one and a half times those of Black, Asian and Mixed-Race workers. Closing those gaps would boost the entire Los Angeles regional economy (of which Long Beach is a critical part). If the racial gap in income was closed by raising incomes to the same levels of White workers, the metro economy could have been \$502 million stronger in 2015.

Source: Equitable Growth Profile of the City of Long Beach

WHAT ARE THE BENEFITS OF RACIAL ECONOMIC INCLUSION TO THE BROADER ECONOMY?

\$502 Billion

Potential gain in GDP with racial equity in the Los Angeles Region

\$27,922

Boost to annual income for Latinx workers with racial equity

67%

Income gains for POCs with racial equity in increased wages

ENTREPRENEURSHIP IS THE SOLUTION...

2/3 of all private sector job creation

Closes racial income disparity

Increases neighborhood quality of life

ENTREPRENEURS OF COLOR BUSINESS DEVELOPMENT & GRANT PROGRAM

CONCEPTUAL PROGRAM SUMMARY

PROGRAM ELIGIBILITY

- The Business must be located in or willing to locate in the DLBA Service Area
- While certification is not required, Applicants must be eligible to attain certification as a Minority Business Enterprise (MBE) – a company that is at least 51% owned, managed and operated by at least one of the following groups:
 - African American
 - Hispanic American
 - Asian American
 - Native American
- Applicants must identify a specific use for grant dollars and be able to demonstrate a quantifiable return on the investment

APPLICATION PROCESS

- Tentative Timing: Q2-Q3
- 2-4 week application period
- 2-4 weeks Business Education/ Training Workshop Series
- 2-4 week Selection Committee Interviews & Coaching to determine program finalists
- Finalists will be required to present before the DLBA Economic Development Committee to determine finalist approval and allocation of grant dollars among award recipients

PRIZE PACKAGE

- \$15,000-\$20,000 Annual Grant Funding: split between 3 to 5 grant recipients.
- Business education workshop series open to all applicants. Program finalists will receive additional one-on-one training and mentorship opportunities.
- If applicable, the program will cover the cost of certain business license fees, DPBIA assessments and the cost of MBE certification* (*not a requirement).

ON-GOING COMPLIANCE

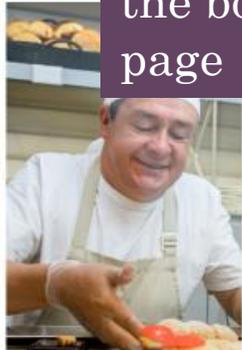
- In order to track the success of the program, grant recipients will be required to report the following on a quarterly basis for a period of 2 years:
 - T-12 Gross Revenues
 - Total Employees
 - Physical operations in DTLB

The above conceptual program summary is tentative. Upon identifying a sponsor, the DLBA, CSULB IIE and Sponsor will work collectively to determine the final program guidelines and requirements.

JOIN THE MISSION

The Entrepreneurs of Color Business Development & Grant Program is in need of financial support. To support the program, the DLBA and CSULB IIE are seeking a minimum of a 3-year sponsorship commitment of \$15,000-\$20,000 annually. The sponsor's financial commitment will be used exclusively to fund the grant rewards to program finalists. In exchange for your support, the Sponsor will have the option to a seat on the Program Selection Committee, the branding/naming rights to the program, and a branded mentorship series as a part of the education program. Additionally, if the Sponsor is a financial institution, the program grant dollars may be established in a checking account at a local branch for each recipient, as we believe access to banking relationships and new forms of capital are a critical component to business development and entrepreneurship.

Bullet Point out
all sponsor
benefits within
the body of the
page



IN GOOD COMPANY

WOMAN-OWNED BUSINESS ACCELERATOR

The DLBA's Woman-Owned Business Accelerator Program, in partnership with the CSULB IIE and powered by Farmers & Merchants Bank, is designed to assist existing woman-owned businesses by providing targeted business assistance and grant funds in an effort to support costs associated with recruiting, retaining, or expanding an existing Downtown woman-owned business. Those who submit for the grants are reviewed by the selection committee and finalists from the selection committee's review are submitted to the DLBA Economic Development Committee for grant recipient determination. Previous Grant recipients include: Cuppa Cuppa, PlantBerri, Yellow 108!, 3 Women Co, Burke Mercantile and Modica's (Include all other grant recipients).

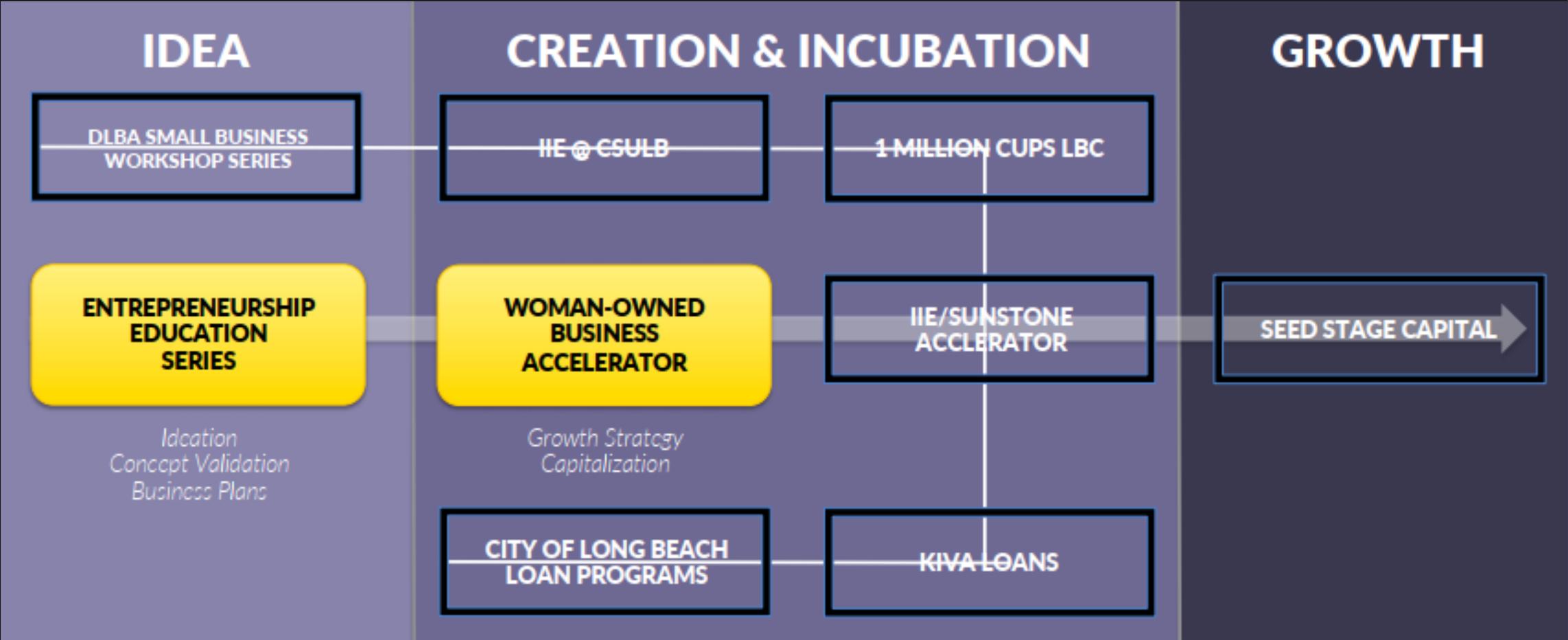
ENTREPRENEUR AND SMALL BUSINESS EDUCATION SERIES

The DLBA's Entrepreneur and Small Business Education Series, in partnership with the CSULB IIE and powered by Farmers & Merchants Bank, is a multi-week program focused on providing the tools and skills needed to start and run a successful business. The program is open to existing and potential downtown business owners, entrepreneurs, and start-ups. The six-week program culminates in a final "Pitch Fest," during which qualified participants have the opportunity to present their business plans to an award committee composed of members from DLBA's Economic Development Committee and Long Beach business leaders. A select number of participants are chosen to receive grant funding up to \$20,000. Previous grant recipients include: List all past recipients



DOWNTOWN LONG BEACH BUSINESS ECOSYSTEM

*Add in Entrepreneurs of Color Business Development & Grant Program



THANK YOU