



**DOWNTOWN
LONG BEACH
ALLIANCE**

February 26, 2021

Armando Gonzalez,
ABC Division Chief, Southern Division
12750 Center Court Drive, Suite 700
Cerritos, CA 90703

RE: Revocation of License 392847, DBA Taco Beach at 211 Pine Avenue, Long Beach, CA

Dear Mr. Gonzalez,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors to support the reinstatement of on-site alcohol consumption at 211 Pine Avenue in Long Beach, CA, pending the transfer of the type-47 ABC License to a responsible and dedicated licensee.

As a place management, non-profit organization which manages two Downtown improvement districts representing 1,700 businesses and 4,000 commercial and residential property owners, DLBA's primary focus is to advocate and help produce a clean, safe, and vibrant community, and accepts ABC's decision to revoke the type-47 license of Taco Beach, the former licensee doing business at 211 Pine Avenue following multiple citations and complaints. The grounds for revocation were necessary, but the stipulation that the said location could not operate an ABC license for 12 months is detrimental to the economic vitality and recovery of a Downtown entertainment district hard hit by the effects of the ongoing COVID-19 pandemic.

Restaurants and bars in Downtown Long Beach have already struggled to stay open amidst decreased capacity and the temporary health restrictions on any in-person occupancy. Fortunately, the City of Long Beach's Open Streets program has allowed businesses to operate in-person dining, including on-site alcohol consumption, safely. On-site alcohol sales provide a large profit margin for licensed operators, and beverage sales continue to be a vital economic lifeline for Downtown.

Over the past year, DLBA and the City of Long Beach have worked with property owners and business operators to create a comprehensive economic resiliency plan post-COVID. A Downtown with active street-level businesses and invested tenant-owner relationships is key to the recovery plan's success. DLBA believes the ABC should reconsider its earlier decision and allow the transfer of the type-47 ABC license for 211 Pine Avenue to a proven operator with a strong business reputation with a commitment to the community. In such a time of recovery, Downtown needs all available tools at our disposal to attract and recruit good operators.

DLBA is committed to continue the conversation regarding the best possible economic resiliency for our stakeholders and we look forward to your response.

Sincerely,

Kraig Kojian
President & CEO

cc: DLBA Board of Directors
Ron Hodges, Broadway & Pine, LLC
Brad Beach, ABC, Lakewood Office
Commander Gerado Prieto, Long Beach Police Department, South Division