



# DOWNTOWN LONG BEACH ALLIANCE

November 13, 2020

**Request for Proposal for Consultant Services for Strategic Planning and  
Renewal of Downtown Long Beach Property Based Improvement District (PBID)**

To Whom It May Concern:

The Downtown Long Beach Alliance (DLBA) invites your company to review the enclosed Request for Proposal (RFP) for consulting services to update the Strategic Planning and renew the Downtown's PBID, and submit your proposal for consideration.

Please note, this RFP is for consolidated Strategic Planning and District Renewal services only. Proposals for stand-alone Strategic Planning or District Renewal services are not being accepted.

Companies considering to respond to the RFP must complete and return the attached Intention to Respond form prior to the deadline to submit questions on Friday, November 20, 2020. All questions must be submitted in writing, and DLBA responses will be shared with all companies that have submitted an Intention to Respond. Final submissions for the RFP are due on Friday, December 4, 2020 before 5 PM PST.

Please direct any questions relative to the RFP to me at [kraigk@dlba.org](mailto:kraigk@dlba.org) or Austin Metoyer, DLBA Economic Development & Policy Manager at [austinm@dlba.org](mailto:austinm@dlba.org).

Thank you for your consideration and I look forward to your proposal.

Warm regards,

Kraig Kojian  
President & CEO



# DOWNTOWN LONG BEACH ALLIANCE

## Intention to Respond

Yes, our company plans to respond to the RFP for the Downtown Long Beach Strategic Plan and PBID Renewal. For this submittal, our contact information is listed below.

**Company Name:**

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**Contact Name:**

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**Email Address:**

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**Address:**

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**Address 2:**

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**Phone:**

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**Fax:**

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**Website:**

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Please return this mandatory Intention to Respond form by email to [Kraigk@dlba.org](mailto:Kraigk@dlba.org) and [Austinm@dlba.org](mailto:Austinm@dlba.org) no later than Friday, November 20, 2020 at 5 PM.



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**REQUEST FOR PROPOSAL  
FOR  
CONSULTANT SERVICES FOR STRATEGIC PLANNING  
&  
RENEWAL OF THE DOWNTOWN LONG BEACH  
PROPERTY BASED IMPROVEMENT DISTRICT (PBID)**

Attention:  
Kraig Kojian, President & CEO  
[Kraigk@dlba.org](mailto:Kraigk@dlba.org)

&

Austin Metoyer, Economic Development & Policy Manager  
[Austinm@dlba.org](mailto:Austinm@dlba.org)

100 W Broadway, Ste 120  
Long Beach, CA 90802

**PROPOSAL DUE DATE:**

**Friday, December 4, 2020  
Before 5 PM PST**

## **Downtown Long Beach Alliance Background:**

The Downtown Long Beach Alliance was founded in 1937, incorporated as a 501(c)6 non-profit organization in the mid-fifties, and provides leadership and full-service management services to the two Business Improvement Districts (BIDs) it has been empowered by the Long Beach City Council to manage. The Downtown Parking and Business Improvement Area (DPBIA) was established in the mid-seventies. The Property-Based Improvement District (PBID) was first created in 1998 for five years with two subsequent 10-year renewals in 2003 and 2013. The PBID is set to expire on December 31, 2022.

The DLBA is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of its two-assessment district in cooperation with the City of Long Beach, Downtown residents, business owners, and commercial property owners.

To align the vision, goals, and objectives of the District with its end users, the DLBA has sought to update its strategic plan to guide the organization for a three-to-five-year period. The most recent strategic plan, [DTLB: Vision 2020](#) was completed in 2016 and coincided with the organizational rebranding process. Both initiatives resulted in the rebranding and renaming of the Downtown Long Beach Associates to the Downtown Long Beach Alliance and the development of the DTLB: *Vision 2020*. Both efforts helped to codify the DLBA's realignment as a community-based organization.

Since March, our Downtown community, like many, has had contended with the ongoing public health and economic crisis caused by the COVID-19 pandemic. Leveraging its role as a clearinghouse for information and a community-driven organization, the DLBA committed to clarify information, mitigate fear, and help build a road to recovery. We have accomplished this by claiming the work we produce is an essential community service as we continue to provide our clean and safe services and serve as a facilitator of information and resources for the Downtown community.

While our community grappled with challenges posed by the pandemic, we were horrified to witness the brutal killing of George Floyd by Minneapolis (MN) law enforcement. The subsequent protest for racial justice and equity, seen across the country and locally, have not only brought attention to the disparities black and brown communities face but also the role place-management organizations like BIDs play in supporting such systems. The DLBA staff and its Board of Directors have begun the hard work of assessing our role in these systems and how we can address them to play a positive role in this fight for racial justice and equity.

While the district faces an unprecedented and historic convergence of events – the COVID-19 pandemic, protest for racial justice, and economic distress, the District is also presented with opportunities to refocus, realign and execute its priorities in the years to come.

***It is with an understanding of our past and present that the DLBA is issuing this Request for Proposal (RFP) in order to solicit proposals from qualified firms for the development of a five-year strategic plan and management of the PBID renewal process, with consultant services starting January 11, 2021. The renewed District would begin services on January 1, 2023.***

## Definitions (General):

- **City:** The City of Long Beach, a municipal corporation of the State of California.
- **Downtown Long Beach Alliance (DLBA):** A 501(c)6 non-profit organization founded in 1937 and later incorporated in 1957. DLBA represents business and property owners working to enhance the vitality and livability of Downtown Long Beach.
- **President & CEO:** Primary DLBA contact for the Contractor with respect to services provided to the District, per this RFP.
- **Contractor:** Company selected for the services described in this RFP and who will enter into an agreement described therein.
- **Districts:**
  - **DPBIA:** The current boundaries for the DPBIA is bounded by the waterfront to the south; Tenth Street to the north; the Long Beach Freeway (I-710) to the west; and Alamitos Blvd. to the east. See Exhibit 2 in RFP.
  - **PBID:** The boundaries for the PBID service area is about half the geographical size contained within the DPBIA footprint. See Exhibit 1 in RFP.
- **DPBIA Area and Services** include:
  - Five neighborhood and marketing areas: Pine Avenue/Promenade, Waterfront, West Gateway, East Village and North Pine
  - Decoration of the public space;
  - Promotion of public events which are to take place on or in public places;
  - Furnishing of music in any public place in the area;
  - General promotion of retail trade activities in the area.
  - Business Advocacy
- **PBID Benefit Zones:** Two benefit zones are proposed with two different levels of service. The deployment and frequency of clean and safe services in the Premium zone will be greater than the deployment and frequency of clean and safe services in the Standard zone. The benefit zones are delineated as follows:
  - **Premium Service Zone** includes most blocks in the central portion of the PBID bounded by Long Beach Boulevard to the east, 6th Street to the north, Pine and Pacific Avenues to the west, and Ocean Boulevard to the south.
  - **Standard Service Zone** includes much of the western portion of the PBID bounded roughly by Pacific Avenue, 3rd Street, Golden Shore, Shoreline Drive, and Ocean Boulevard. To the east, the Standard zone is roughly bounded by Elm Avenue, 4th Street, Alamitos Avenue, and Ocean Boulevard.
  - **PBID Management Plan:** The PBID provides funding for enhanced maintenance, public safety, beautification, marketing, and economic development programs, above and beyond those offered by the City of Long Beach. To review in full detail the financing structure, level of services, and support programs, click here to review the current [PBID Management Plan Summary](#).

## Proposal:

- DLBA will accept proposals based on the scope of services (Appendix A) included in this packet. Bids submitted must be for consulting services to manage the strategic plan and renewal process of the PBID. The DLBA is seeking strategic planning services to provide a data-driven approach for future programming, tools, technology, and protocols to coincide with the district's renewal.
- It is essential that the Proposal clearly define and demonstrate how the services to be provided will be accomplished. Please include as much detail as relevant and specific examples of how your firm has planned and executed processes related to strategic planning and district renewal, including but limited to expansion of boundaries, evaluation of existing service delivery and programs.
- Proposers must describe what processes and activities they intend to use while managing the strategic planning and renewal process with possible consideration of expansion of District boundaries. Proposals should include methodologies used to determine special benefits currently provided by the District and future benefits.
- The District reserves the right to make reasonable changes in the general scope of work of the contract. Any such changes will be directed by DLBA.

Please submit four (4) printed copies of the proposal, including one unbound copy and one electronic copy.

Proposals must be accompanied by a summary sheet addressing the following items in numerical order (please number responses).

1. Contractor's name and address.
2. Name of parent company (if any).
3. Number of years in business.
4. Total compensation for services.
5. Three business references.
6. Description of Contractor's experience (both in Long Beach and outside the region). Please include:
  - a. Name of contracting agency or business, duration of contract, scope of work and value of contract.
  - b. Profile of experience with District renewal.
  - c. Profile of experience with strategic planning for special benefit districts.
7. Brief resume of persons or sub-contractors proposed to be assigned to this project (primarily managerial or supervisory roles).
8. Implementation plan providing detail on timely and cost-effective roll out of contractor services beginning January 2021.
9. Overarching Contractor service philosophy and delivery approach and explanation of why Contractor is uniquely qualified over all other proposers to deliver the services requested in this RFP.

10. Description of additional innovative services or analysis that would benefit the District that are not explicitly stated in this RFP or currently being performed.

**Proposals should be sent to:**

**Downtown Long Beach Alliance  
Attention:  
Kraig Kojian, President & CEO  
and  
Austin Metoyer, Economic Development & Policy Manager  
100 W Broadway, Ste 120  
Long Beach, CA 90802**

**Proposals must be received at the office of the Downtown Long Beach Alliance at the above address no later than 5 PM PST on Friday, December 4, 2020.**

**Term:**

Upon selection, Contractor must execute a formal agreement with the resulting in an executed contract commencing January 18, 2021 and expiring September 30, 2022. The DLBA reserves the right to negotiate for upgrades to services at any point during the contract term upon mutual agreement with the Contractor. The DLBA may terminate the agreement between Contractor and the DLBA for District services at any time during the term of the agreement with 30-days written notice to Contractor.

**Evaluation Criteria / Process:**

Contractor must understand the District's mission and have a proposal that addresses the unique characteristics and challenges of the District at present and in the future.

Suggestions for changes and improvements to the District's services that would better achieve the District goals of being the cleanest, safest, friendliest, and most inviting Downtown are welcomed and expected.

The DLBA will create a Select Committee consisting of staff and members from its Board of Directors, committees and Downtown stakeholders including the City of Long Beach, and will evaluate each proposal pursuant to this RFP on the following criteria:

1. Demonstrated experience and capability of Contractor, its management, and employees leading district renewal and expansion efforts. Contractor should also detail their methods for strategic planning and communications with property owners and other Downtown stakeholders.
2. Demonstrated ability to comply with local and state standards central to district expansion and renewal.
3. Demonstrated ability of Contractor, through a detailed implementation and operations plan, to assume all contract responsibilities and to perform the scope of services outlined in this RFP, including being fully operational in January 2021.

4. Responsiveness to RFP in terms of proposing district innovations, improvements to existing services, and strategic planning efforts.
5. The overall cost for the provision of services and its individual sub-elements.
6. Respondents must include a completed cost sheet by category.
7. The response of business references and contractor track record in the industry.

Please be advised that the DLBA reserves the right to reject all proposals or portions thereof.

Up to three (3) finalists may be invited to interview with the Strategic Plan and PBID Renewal Contractor selection committee. These interviews will be conducted the week of December 14. Notification of the award of the contract is expected no later than December 31, 2020.

Should a proposer find a discrepancy in, or an omission from this RFP, or should be in doubt as to any meaning therein, the proposer shall at once notify DLBA in writing, who will send written instruction to all who received the RFP. Any such notice from a potential proposer must be received by DLBA by November 20, 2020. DLBA will not be respond to any oral instructions.

<b>Timeline:</b>	
<b>RFP approved by DLBA Executive Committee</b>	<b>November 5, 2020</b>
<b>RFP Released</b>	<b>November 6</b>
<b>Submit questions and mandatory Intention to Respond Form</b>	<b>November 20 at 5 pm</b>
<b>Proposal / Responses due</b>	<b>December 4 at 5 pm</b>
<b>Finalist(s) notified and invited for interview no later than</b>	<b>December 10</b>
<b>Selection committee interviews</b>	<b>Week of December 14</b>
<b>Notify all finalist no later than</b>	<b>December 23</b>
<b>Begin new contract</b>	<b>January 11, 2021</b>

## **APPENDIX A**

### **SCOPE OF SERVICES**

The scope of services for this RFP is broken into two sections, Appendix A.1 covering the requirements for strategic planning for the District including strategies for office and retail development, and Appendix A.2 covering requirements for the renewal of the District and evaluation of boundaries and services.

Proposers should include a project timeline for both the Strategic Planning process and District renewal process. This may include potential site visits, stakeholder/community interviews, surveying periods, presentations, document review periods, public posting, petition process, and critical state and local submission dates.

#### **A.1 Organizational Strategic Planning**

The District is facing significant potential change, both in a post-COVID-19 world and in a world where we are seeking to address systematic racism, racial inequality, and the roles of BIDs play in that system. Moreover, significant levels of proposed development within the District boundaries and adjacent to the District will continue to have a drastic impact on the District's residential makeup. The District is seeking strategic planning services that will strengthen its ability to provide services in a changing district. Respondents should detail their strategic planning approach prior to a district renewal, including mechanisms for staff and stakeholder involvement.

#### **A.1.2 Downtown Retail & Office Market Recruitment Strategy**

The COVID-19 pandemic has severely impacted many of our Downtown businesses forcing temporary and permanent closures. As vacancies begin to increase, the District must develop a long-term strategy to fill vacant storefronts and attract a strong professional working sector to support services. Proposers to this RFP are invited to make recommendations on a retail and office development strategy that maximizes the retail and office potential for Downtown Long Beach and provides business retention tools and an analytic portal to customize reports. The proposers should focus on retail and employer recruitment strategy that facilitates growth and retention in Downtown Long Beach and understands the landscape and identifiable gaps. Please provide examples from other districts and describe the implementation measures and best practices for ongoing management. This should be a component of the organizational strategic plan and help inform some of the economic development and marketing strategic objectives.

#### **A.2 Renewal of District and Evaluation of District Boundaries and Services**

The current PBID expires on December 31, 2022, and the Board of Directors is looking to renew and have services continue on January 1, 2023. Respondents should detail processes, work experience, methodologies, and techniques relevant to the establishment or renewal of PBIDs.

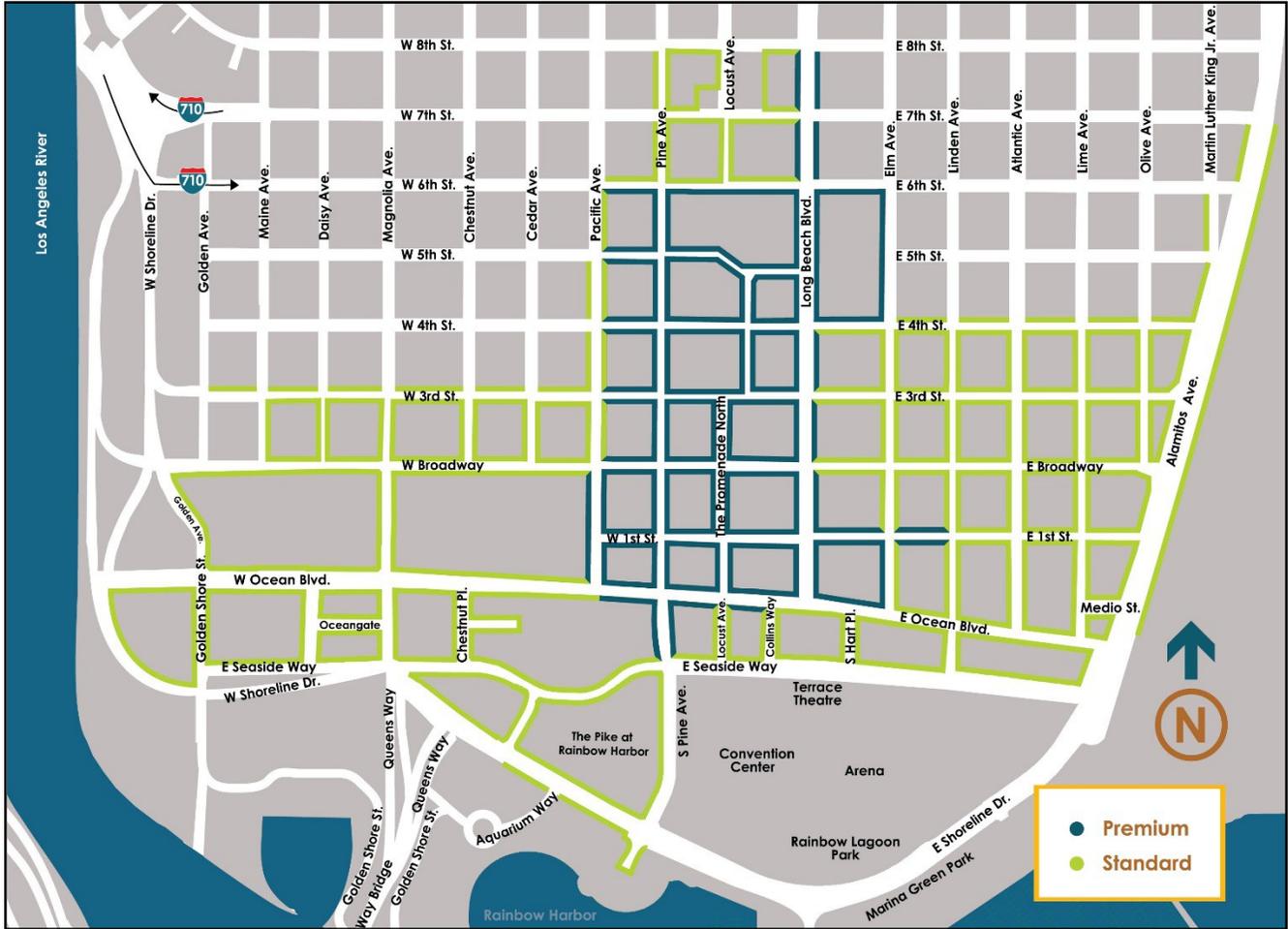
Areas adjacent to the District are poised for significant redevelopment. City staff, property owners, and civic stakeholders are laying the groundwork for these neighborhoods to connect into the downtown core. An analysis is needed to determine if the District can and should incorporate these developing neighborhoods and commercial corridors into the District's

boundaries. Thus, all respondents should detail their knowledge of state and local laws governing the renewal and/or expansion of the PBID.

As shown in Exhibit I, there are two border areas on the map, one separating the Premium and Standard Service Areas, and one separating the District itself from the surrounding area. In both cases, the sides of the streets that fall on the outer side of the borders are to be treated as either Standard or non-service areas. Examples: (1) The south side of 6<sup>th</sup> Street between Pacific Ave and Long Beach Blvd is in the Premium Service Area while the north side is in the Standard Service Area. (2) The west side of Long Beach Blvd between 6<sup>th</sup> Street and 8<sup>th</sup> Street is in the District while the east side is not.

# EXHIBIT I

## MAP OF PROPERTY BASED IMPROVEMENT DISTRICT (PBID)



## EXHIBIT 2

### MAP OF DOWNTOWN PARKING & BUSINESS IMPROVEMENT AREA (DPBIA)

