



DOWNTOWN LONG BEACH ALLIANCE

FY 2024-25 BUDGET Summary Document

REVENUES	Total
PBID Funds (net)	\$ 4,154,768
DPBIA	\$ 782,574
Parking Meters	\$ 250,000
Events	\$ 160,000
Small Business Grant Fundraising	\$ 5,000
Contracts	\$ 839,252
TOTAL REVENUE	\$ 6,191,594

EXPENSES	Total
Administration	\$ 870,532
Advocacy	\$ 247,332
Marketing	\$ 387,576
Events	\$ 474,160
Operations	\$ 3,203,425
Economic Development	\$ 544,474
Placemaking	\$ 402,181
Reserve (1%)	\$ 61,916
TOTAL EXPENSES	\$ 6,191,594

NET CHANGE	Total
TOTAL REVENUE	\$ 6,191,594
TOTAL EXPENSES	\$ 6,191,594
NET CHANGE	\$ 0



DOWNTOWN LONG BEACH ALLIANCE

FY 2024-25 BUDGET Revenue Allocation Detail

DESCRIPTION	PBID	DPBIA	PKG MTR	Grants	Events	Contracts	Total
REVENUES							
PBID Funds (gross)	\$ 4,329,879	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,329,879
Deferred Revenue Recognized	\$ 1,035,856	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,035,856
PBID Delinquency (3.0% per mg. plan)	\$ (128,498)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (128,498)
PBID Revenue Deferred to 24/25	\$ (1,082,470)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,082,470)
DPBIA	\$ -	\$ 782,574	\$ -	\$ -	\$ -	\$ -	\$ 782,574
Parking Meters	\$ -	\$ -	\$ 250,000	\$ -	\$ -	\$ -	\$ 250,000
Taste of Downtown - Sip	\$ -	\$ -	\$ -	\$ -	\$ 15,000	\$ -	\$ 15,000
Taste of Downtown - Pine	\$ -	\$ -	\$ -	\$ -	\$ 45,000	\$ -	\$ 45,000
Taste of Downtown - Beer & Wine	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ 20,000
Art Walk	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ 5,000
New Year's Eve	\$ -	\$ -	\$ -	\$ -	\$ 35,000	\$ -	\$ 35,000
Celebrate Downtown	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ 20,000
Activations	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ 20,000
Blu Condominiums	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,000	\$ 11,000
Hillcrest Monterey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,598	\$ 14,598
HUBB Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,500	\$ 4,500
LB Transist & Visitor Center	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 274,903	\$ 274,903
Midtown	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60,000	\$ 60,000
Misc. Revenue (rent reimbursement)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Mosaic Street Mural	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,251	\$ 27,251
Prop A	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 395,000	\$ 395,000
Zaferia	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 49,000	\$ 49,000
Grants	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ 5,000
TOTAL REVENUE	\$ 4,154,768	\$ 782,574	\$ 250,000	\$ 5,000	\$ 160,000	\$ 839,252	\$ 6,191,594



DOWNTOWN
LONG BEACH
ALLIANCE

FY 2024-25 BUDGET

Expense Allocation Detail

ADMINISTRATION	2025	2024	Change
Personnel	\$265,936	\$230,607	\$35,329
General Benefit	\$16,840	\$15,678	\$1,162
Reserve	\$8,225	\$0	\$8,225
Program	\$595,981	\$561,206	\$34,775
Administration Total	\$878,757	\$807,490	\$71,266

ADVOCACY	2025	2024	Change
Personnel	\$169,782	\$145,777	\$24,005
General Benefit	\$4,743	\$4,951	-\$208
Reserve	\$2,031	\$0	\$2,031
Program	\$74,838	\$74,018	\$820
Advocacy Total	\$249,363	\$224,746	\$24,617

MARKETING	2025	2024	Change
Personnel	\$224,555	\$225,656	-\$1,102
General Benefit	\$13,076	\$12,753	\$323
Reserve	\$4,326	\$0	\$4,326
Program	\$154,270	\$134,651	\$19,620
Marketing Total	\$391,901	\$373,060	\$18,841

SPECIAL EVENTS	2025	2024	Change
Personnel	\$229,856	\$204,507	\$25,349
General Benefit	\$13,076	\$12,753	\$323
Reserve	\$4,390	\$0	\$4,390
Program	\$235,617	\$226,500	\$9,117
Special Events Total	\$478,550	\$443,760	\$34,790

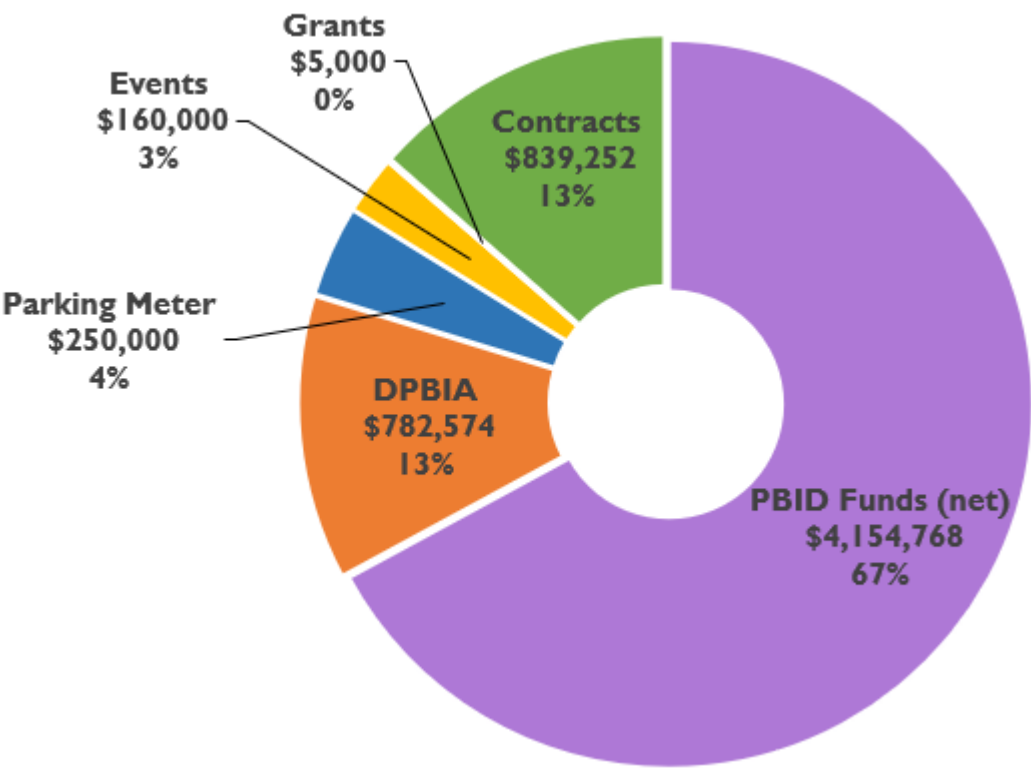
OPERATIONS	2025	2024	Change
Personnel	\$261,338	\$274,141	-\$12,802
General Benefit	\$115,154	\$116,317	-\$1,163
Reserve	\$32,713	\$0	\$32,713
Program	\$2,859,646	\$2,773,000	\$86,646
Operations Total	\$3,236,138	\$3,163,457	\$72,680

ECONOMIC DEVELOPMENT	2025	2024	Change
Personnel	\$286,824	\$274,561	\$12,262
General Benefit	\$23,923	\$22,678	\$1,246
Reserve	\$5,440	\$0	\$5,440
Program	\$239,167	\$228,526	\$10,641
Economic Development Total	\$549,914	\$525,765	\$24,149

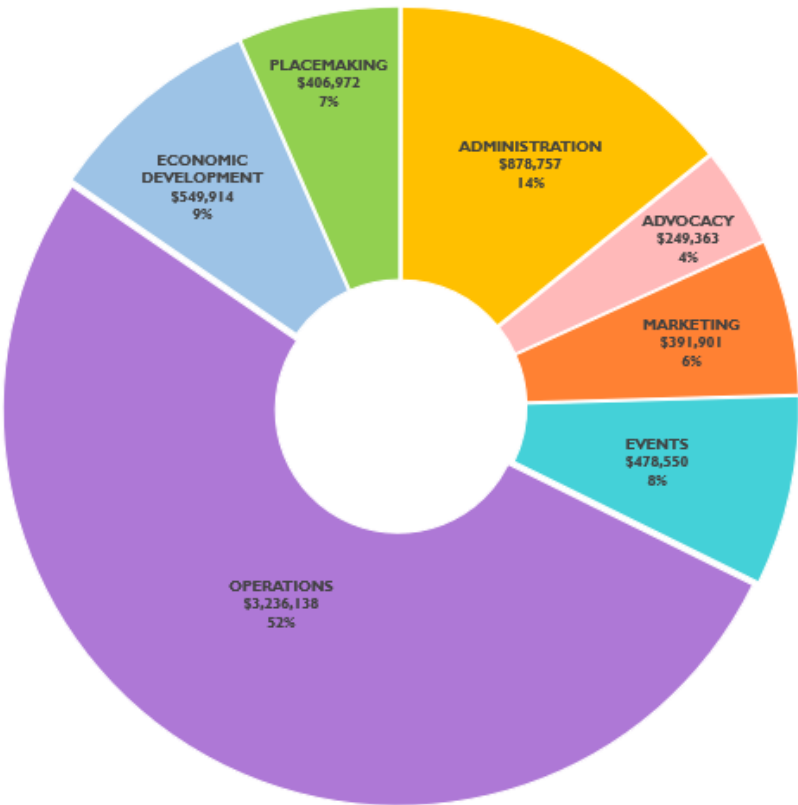
PLACEMAKING	2025	2024	Change
Personnel	\$192,954	\$203,343	-\$10,389
General Benefit	\$12,795	\$6,122	\$6,673
Reserve	\$4,791	\$0	\$4,791
Program	\$201,223	\$172,136	\$29,087
Placemaking Total	\$406,972	\$381,601	\$25,371

TOTAL EXPENSE BUDGET	\$6,191,594	\$5,919,880	\$271,715
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REVENUE CHART



EXPENSE CHART



2024-2025 Budget Narrative

REVENUE

1. Property-Based Improvement District (PBID) Fees:

The PBID is a self-assessment district whereby property owners within a specified geographical boundary contribute fees based on several factors, including parcel and building square footage, linear footage, and the level of services provided. These fees are collected by the County of Los Angeles, distributed to the DTLB Alliance, and are reinvested into the community through a variety of services such as cleaning, safety, placemaking, and economic development initiatives. The assessment methodology ensures that property owners who benefit most from these services contribute proportionately to maintain the district's infrastructure and aesthetic appeal. The PBID is crucial for sustaining essential services in Downtown Long Beach, including safety ambassadors and cleanliness programs.

Category	Actual Rates 2024/25	
	Standard Zone	Premium Zone
Frontage	\$18.0824	\$25.2455
Commercial	0.0649	0.0717
Parking Structure	0.0427	0.0496
Public/Non-Profit	0.0205	0.0274
Residential (<50 Units)	0.0205	0.0274
Residential (50+ Units)	0.0317	0.0384

Category	Maximum Rates 2024/25	
	Standard Zone	Premium Zone
Frontage	\$18.2559	\$25.4877
Commercial	0.0655	0.0724
Parking Structure	0.0431	0.0501
Public/Non-Profit	0.0207	0.0277
Residential (<50 Units)	0.0207	0.0277
Residential (50+ Units)	0.0320	0.0388

2. Downtown Parking Improvement Area (DPBIA) Fees:

DPBIA collects self-assessment fees directly through business licenses, providing a dedicated revenue stream from Downtown Long Beach businesses. For 2024-2025, the annual assessment per business is \$548.58, with an additional fee of \$8.68 per employee. Service-based independent contractors, who are an integral part of the business community, are assessed \$376.75 per business and \$6.27 per employee. Reflecting the ongoing operational needs and inflationary pressures, the DTLB Alliance Board approved a 4.5% fee increase from FY 2024.

3. **Parking Meter Revenue Sharing:**

Established in FY 2004-05, the parking meter revenue-sharing program is a long-standing partnership with the City of Long Beach. Under this agreement, DTLB Alliance receives 50% of net revenues from parking meters within the district, after deducting the costs of purchasing and maintaining smart meters. For FY 2024-2025, DTLB Alliance expects to receive approximately \$250,000 from this program. This funding supports key marketing, events and placemaking efforts, all of which contribute to a more welcoming and vibrant downtown environment.

4. **Grants and Fundraising:**

DTLB Alliance actively pursues private donations and sponsorships to support programming efforts. For FY 2024-2025, we anticipate securing \$5,000 in grant funding, including a sponsorship from F&M Bank, which will be specifically allocated toward Economic Development projects. The ability to leverage private funding ensures that DTLB Alliance can continue to implement innovative programs that enhance Downtown's economic vitality.

5. **Event Revenue:**

DTLB Alliance remains committed to fostering a sense of community through a robust events calendar. For FY 2024-2025, we project \$160,000 in revenue from event sales and sponsorships. We will continue our signature events including "New Year's Eve," "Taste of Downtown," and "Celebrate Downtown." In response to stakeholder feedback, we will be introducing a greater number of smaller-scale activations which are designed to increase foot traffic and bring renewed energy to various parts of Downtown. These events not only generate direct revenue but also contribute to the overall economic health of the district by attracting visitors, supporting local businesses, and enhancing the cultural vibrancy of Downtown Long Beach.

6. **Contract/Miscellaneous Revenue:**

The Clean Team, which provides vital services such as graffiti removal, sidewalk cleaning, and landscaping, also engages in contract services outside the PBID's mandated scope. These additional services, funded through compensatory revenue, are expected to generate \$839,252 for FY 2024-2025. This revenue allows DTLB Alliance to offer enhanced maintenance services, ensuring that the district remains a clean, safe, and attractive destination for residents, workers, and visitors alike. These contracts with public and private entities exemplify DTLB Alliance's commitment to maintaining high standards of cleanliness and safety across the district.

7. **PBID Reserve:**

DTLB Alliance maintains an allocated reserve consisting of a three-month carry-forward of PBID revenues. This reserve, which will be deferred to FY 2024-2025, serves as a crucial financial safeguard, allowing the organization to sustain operations during the time variance between the PBID year (January – December) and the DTLB Alliance's fiscal year (October – September).

8. **Agency Reserve:**

To ensure financial stability and provide a buffer against unforeseen circumstances, the DTLB Alliance shall maintain an agency reserve consisting of a 1% of the approved annual budget to be used in the event of unexpected revenue shortfalls or increased operational costs. Maintaining this reserve demonstrates prudent fiscal management and a commitment to long-term organizational stability.

EXPENSES

Overview

Downtown Long Beach Alliance is a 501(c)(6) non-profit organization empowered by the Long Beach City Council to manage two Business Improvement Districts (BIDs): PBID and DPBIA. Both districts are sustained through assessments (PBID on property owners and DPBIA on business owners), with the funds allocated to essential services such as community safety, cleaning, economic development, placemaking, events, and marketing. DTLB Alliance's operational and programmatic activities are designed to improve the quality of life in Downtown Long Beach, supporting a thriving business environment and fostering a vibrant, inclusive community.

Personnel

Personnel costs reflect the DTLB Alliance's commitment to employing skilled professionals who can effectively manage and execute its programs and services. The DTLB Alliance team is essential to the smooth functioning of the BIDs. , Salaries, wages, taxes, and benefits are proportionally shared across departments based on the time allocated to each.

1. **President & CEO (Austin Metoyer):**

As the leader of DTLB Alliance, the CEO is responsible for ensuring the organization achieves its mission and strategic objectives. The CEO works closely with the Board of Directors to provide vision and direction, while also overseeing daily operations, including the management of both the PBID and DPBIA. The CEO's leadership is critical to maintaining strong partnerships with stakeholders, including property owners, business leaders, and city officials.

2. **Senior Vice President & Deputy CEO (James Ahumada):**

The Senior Vice President & Deputy CEO manages the organization's external-facing programs, including Clean and Safe Operations, Marketing, and Placemaking. This role is pivotal in ensuring that DTLB Alliance's public services are delivered efficiently and in line with stakeholder expectations. In partnership with the President & CEO, the Senior Vice President & Deputy CEO also serves as the organization's spokesperson, liaising with city departments and community partners to advocate for policies that benefit Downtown Long Beach.

3. **Vice President of Finance & Administration (Jeremy Ancalade):**

Overseeing internal business operations and the financial health of DTLB Alliance, the Vice President of Finance & Administration manages budgeting, forecasting, and reporting functions, ensuring compliance with financial regulations and maintaining transparency in the organization's fiscal operations. This role is also responsible for human resources functions, ensuring that staff are adequately supported and adhere to organizational policies and procedures.

4. **General Manager (Kelsey Mader):**

The General Manager provides critical support to the DTLB Alliance team, ensuring the smooth coordination of office operations and organizational activities. This position interfaces regularly

with the Board of Directors and other stakeholders to facilitate effective communication and manage day-to-day administrative tasks, including accounting, scheduling, and facility concerns.

5. Administrative Assistant (Koda Strider):

The Administrative Assistant enhances the operational efficiency of DTLB Alliance, providing direct support to the General Manager and other staff members. This position is often the first point of contact for visitors to the DTLB Alliance office, making it critical to maintaining a professional and welcoming atmosphere.

6. Program Assistant (Stewart Stephens):

The Program Assistant supports the planning and execution of DTLB Alliance's various initiatives and programs, ensuring that administrative tasks are completed efficiently and effectively. This role is essential in helping the organization achieve its goals and objectives across different departments.

7. Community Outreach & Events Manager (Justine Nevarez):

The Community Outreach & Events Manager is responsible for engaging with residents and business owners, fostering strong community relationships and addressing concerns related to safety, cleanliness, and DTLB Alliance programming. This role also oversees the planning and execution of events, which are designed to attract visitors and enhance the overall vibrancy of Downtown Long Beach.

8. Communications & Marketing Manager (Asia Morris):

The Communications & Marketing Manager is responsible for developing and executing internal and external communication strategies. This position ensures that DTLB Alliance maintains a consistent brand presence across all marketing platforms while also managing media relations and community outreach efforts.

9. Digital Media Coordinator (Amanda Barrera):

The Digital Media Coordinator supports DTLB Alliance's marketing initiatives through the development and management of digital campaigns, including social media, email marketing, and website content. This role is crucial for engaging with the community and promoting Downtown Long Beach as a destination for business, tourism, and events.

10. Economic Development & Policy Manager (Stephanie El Tawil):

The Economic Development & Policy Manager leads DTLB Alliance's efforts to recruit and retain businesses in Downtown Long Beach. This position plays a key role in shaping public policy that supports the district's economic growth and collaborates with stakeholders to implement strategies that attract new investment and development opportunities.

11. Business Navigator (Ariel Meza):

As a direct point of contact for Downtown businesses, the Business Navigator works to build and manage relationships with entrepreneurs and business owners, providing support and resources to help businesses thrive in the district.

12. Operations Manager (Juan Carlos Torres):

The Operations Manager oversees the Clean and Safe programs, ensuring that the district

remains well-maintained and secure. This position is responsible for managing contracts, coordinating with property owners and city departments, and addressing any operational issues that arise.

13. Placemaking Manager (Stephanie Gonzalez):

The Placemaking Manager develops and implements programs designed to enhance public spaces within Downtown Long Beach. By focusing on beautification and placemaking efforts, this role helps create a welcoming environment that attracts residents, visitors, and investors to the district.

Administration

Administration costs encompass a wide range of shared expenses that impact both the overall business functions and specific programmatic departments. These include costs related to office space, utilities, office supplies, equipment leases, and professional services such as legal consulting and annual audits. Additionally, insurance costs (including general liability, directors and officers, and non-profit liability insurance) fall under the administration department's budget, as do human resource consulting fees, taxes, and employee recruitment expenses.

Proper management of administrative costs ensures that DTLB Alliance operates efficiently and effectively, allowing its teams to focus on delivering value to stakeholders through core programs. These expenses are distributed between the PBID and DPBIA based on the proportion of services each entity requires:

- **PBID:** \$350,821
- **DPBIA:** \$527,935

Administrative costs ensure the organization has the necessary infrastructure to maintain high standards of accountability, transparency, and professionalism.

Advocacy

DTLB Alliance plays a key role in advocating for policies and initiatives that positively impact Downtown Long Beach and its stakeholders. This involves building relationships with policymakers at the local, state, and federal levels to ensure that the needs of the district are considered in legislative and regulatory processes. Advocacy activities can include educational campaigns, coalition-building, writing op-eds and white papers, and direct conversations with elected officials.

Key focus areas include public safety, economic recovery, and public realm enhancements. The DTLB Alliance aims to influence policy decisions that align with its Strategic Plan: *Roadmap to Recovery, Resilience, and Inclusion*. Through research and data analysis, DTLB Alliance can present evidence-based recommendations to policymakers, ensuring that decisions made at all levels of government support the district's growth and sustainability.

As part of this effort, the organization allocates resources to surveys and data collection to better understand stakeholder needs and perceptions. This data enables DTLB Alliance to make informed decisions and advocate effectively on behalf of its constituents.

- **PBID:** \$98,717
- **DPBIA:** \$150,646

By investing in advocacy, DTLB Alliance strengthens its position as a leading voice for the Downtown community, ensuring that the district's interests are represented and that its challenges are addressed through thoughtful, data-driven policy solutions.

Economic Development

The Economic Development Department is a cornerstone of DTLB Alliance's mission, focusing on business recruitment, retention, and job creation. In a post-pandemic landscape, the department has pivoted to prioritize the recovery and long-term sustainability of Downtown businesses. The goal is to ensure that Downtown Long Beach remains an attractive destination for businesses, investors, and entrepreneurs, contributing to the district's economic vitality and overall growth.

Key responsibilities include providing support to existing businesses, offering site selection assistance, and developing recruitment strategies to fill vacancies in commercial properties. DTLB Alliance also works closely with property owners, brokers, and developers to attract businesses that align with the community's vision for Downtown's growth. By analyzing economic and demographic data, the department can identify opportunities for investment and expansion, as well as forecast future trends in the local economy.

The department also produces key reports such as the *Economic Profile* and *Snapshot Reports*, which provide valuable insights into the commercial market, workforce demographics, and other economic indicators. These publications are used to inform policy decisions and guide the organization's strategic planning efforts.

In addition to business recruitment, the Economic Development Department hosts educational workshops, networking events, and business development services to support local entrepreneurs. These programs help foster a thriving business ecosystem, driving job creation and economic growth in Downtown Long Beach.

- **PBID:** \$497,959
- **DPBIA:** \$46,954

Through its economic development initiatives, DTLB Alliance continues to play a pivotal role in shaping the future of Downtown Long Beach by ensuring that the district remains competitive, vibrant, and economically resilient.

Events & Sponsorships

Events are a critical component of DTLB Alliance's strategy to engage the community, attract visitors, and enhance the vibrancy of Downtown Long Beach. By organizing a diverse array of events, DTLB Alliance fosters a sense of community while promoting the district as a premier destination for both residents and visitors.

Signature events such as "New Year's Eve Fireworks," "Celebrate Downtown," and the "Taste of Downtown" series have become hallmark experiences that draw large crowds and generate significant foot traffic for local businesses. These events offer an exciting way to showcase Downtown Long Beach's unique offerings, from dining and entertainment to arts and culture. Moreover, they provide a platform for local businesses to increase their visibility and attract new customers.

In response to stakeholder feedback, DTLB Alliance is focusing on smaller, more frequent activations throughout the district. These activations—such as pop-up markets, street performances, and art walks—create opportunities for residents and visitors to engage with the community in a more intimate setting. By dispersing these events across different parts of Downtown, DTLB Alliance aims to bring renewed energy to areas that have been impacted by the pandemic and other economic challenges.

In addition to organizing its own events, DTLB Alliance sponsors outside organizations and individuals who produce events in Downtown. This support helps elevate the district's profile and ensures a steady stream of activities that keep the community engaged year-round.

- **PBID:** \$244,965
- **DPBIA:** \$41,085

Events not only generate direct revenue but also contribute to the broader economic ecosystem by driving foot traffic to local businesses and creating opportunities for collaboration and community building.

Marketing & Communications

The Marketing & Communications Department plays a fundamental role in shaping the public perception of Downtown Long Beach and promoting the district as a destination for business, tourism, and events. Through strategic communication efforts, the department works to increase awareness of the district's unique offerings, enhance its image, and keep stakeholders informed of DTLB Alliance's initiatives.

A core responsibility of the department is managing internal and external communications, ensuring consistency in messaging across all platforms. This includes overseeing brand management, coordinating with media outlets, and developing marketing collateral that highlights the district's unique strengths.

Digital advertising, social media, and email campaigns are key tools used to engage with diverse audiences, including residents, business owners, investors, and visitors. With a growing following across online platforms such as Instagram, Facebook, and X (formerly Twitter), DTLB Alliance leverages its digital presence to promote events, businesses, and public spaces, boosting visibility for both the district and the organization.

In addition to digital efforts, the department produces a range of publications, including the *Downtown Scene* and *Business Resource* newsletters, which keep stakeholders informed of important developments in the district. The department also maintains the DTLB Alliance website, a central hub for information on programs, events, and resources.

Key marketing initiatives for FY 2024-2025 include expanding digital advertising efforts, increasing the use of video content to engage audiences, and continuing to promote Downtown Long Beach through targeted social media campaigns. These efforts are designed to increase foot traffic, enhance public perception, and attract investment to the district.

- **PBID:** \$299,402
- **DPBIA:** \$0

The marketing department's efforts are integral to raising the profile of Downtown Long Beach, ensuring that the district is seen as a vibrant, welcoming, and thriving destination for all.

Operations

DTLB Alliance's Operations team is responsible for managing the district's well known Clean and Safe programs, which are essential to maintaining a high quality of life in Downtown Long Beach. These programs include services such as sidewalk cleaning, graffiti removal, landscaping, and public safety patrols—all of which contribute to creating a clean, safe, and inviting environment for residents, businesses, and visitors.

The Clean Team works seven days a week to ensure that Downtown remains visually appealing and well-maintained. This includes regular pressure washing of sidewalks, litter removal, and landscape maintenance. In addition, the team addresses special projects such as graffiti removal, tree trimming, and planter maintenance. These efforts are vital to keeping public spaces attractive and functional, enhancing the overall visitor experience in the district.

The Safety Ambassadors provide a reassuring presence in the district, offering services such as safety escorts, directions, and vehicle jumpstarts. The Ambassadors and Homeless Outreach teams are trained to de-escalate situations and provide support to individuals experiencing homelessness, helping to connect them with social services and housing opportunities.

DTLB Alliance also operates the *Alley Buster* program, which improves service corridors in partnership with Mental Health America of Los Angeles (MHALA) and the City's Department of Public Works. This program not only enhances the cleanliness of alleys but also provides valuable job training for MHALA members, contributing to broader community support initiatives.

- **PBID:** \$2,396,886
- **DPBIA:** \$0

These programs are fundamental to maintaining a safe and welcoming environment in Downtown Long Beach, ensuring that residents, visitors, and businesses can enjoy a clean, secure, and vibrant urban experience.

Placemaking

Placemaking is at the heart of DTLB Alliance's mission to create an inviting and attractive public realm that enhances the overall experience of Downtown Long Beach. The Placemaking Department is responsible for developing and supporting beautification and capital improvement projects that elevate the district's visual appeal and functionality.

Capital improvements, such as pedestrian wayfinding signs, decorative lighting, and streetscape enhancements, contribute to a more connected and aesthetically pleasing environment. These projects ensure that public spaces reflect the community's cultural and social history while remaining modern and accessible.

Beautification efforts include holiday decorations, street pole banners, traffic signal wraps, and dog waste bag dispensers, all of which help create a welcoming and visually engaging atmosphere for residents and visitors. These initiatives are designed to make Downtown a more attractive destination for business, shopping, dining, and leisure.

In addition to permanent enhancements, DTLB Alliance engages in temporary activations that transform public spaces into vibrant social hubs. These projects, such as pop-up seating areas, *Parking Day*, and creative crosswalks, encourage pedestrians to explore the district and engage with their surroundings in new and exciting ways.

Through placemaking, DTLB Alliance fosters a sense of pride and ownership among community members while attracting investment and driving economic growth.

- **PBID:** \$266,321
- **DPBIA:** \$15,651

These projects are instrumental in creating a dynamic and engaging public realm, ensuring that Downtown Long Beach remains a premier destination for residents, businesses, and visitors alike.