



**DT | 2023**  
**LB | 2024**  
MIDYEAR UPDATE

MIDYEAR UPDATE, OCT. 2023 – MARCH 2024

# LETTER FROM AUSTIN & DENISE

Welcome to our 2023-2024 Midyear Update. On behalf of the Downtown Long Beach Alliance (DTLB Alliance), the Board of Directors and our entire team, join us as we reflect on our progress during an especially exciting fiscal year, and as we look forward to what's to come!

With events attendance levels showing a return to pre-pandemic norms, this signals a promising resurgence in our Downtown. Three new residential buildings have also come online this year—adding 730 units to the district—with all of Downtown's residential occupancy averaging 92%. Though small businesses are still bouncing back, there's a palpable sense of optimism as long as we continue to actively support each other.

The DTLB Alliance has remained steadfast in its commitment to providing support and resources to our stakeholders: From creating new programs adapted to the needs of new and incoming business, such as the DTLB Food Series and Mug to Mug, to fortifying economic initiatives with continued success, such as The Education Series, we've worked tirelessly to rebuild our Downtown community while navigating the complexities of a recovering economy.

We are also proud to have played a significant role in re-energizing Downtown through our dedicated sponsorships and grants, such as our Community Events Microgrant, to foster continual activation within the community. We've also continued to shine a light on both established businesses that are integral to the Downtown landscape and those upcoming enterprises that will further enrich our vibrant district.

Looking ahead, the DTLB Alliance remains dedicated to fostering a healthy, safe, and prosperous Downtown environment for all. Through continued economic development efforts, advocacy, and the enhancement of public spaces, we're committed to solidifying Downtown Long Beach as a thriving destination. Together, we are shaping a dynamic future for Downtown, where innovation and tradition intersect to create a prospering hub for all.

As we present this Midyear Update, we extend our deepest gratitude to all who have contributed to our community's resilience and success. Together, we've weathered the storm, and together, we will continue to thrive!



Sincerely,

A handwritten signature in cursive script, reading "Austin Metoyer".

Austin Metoyer

President and CEO,  
Downtown Long Beach Alliance

A handwritten signature in cursive script, reading "Denise Carter".

Denise Carter

Board Chair,  
Downtown Long Beach Alliance



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DOWNTOWN  
LONG BEACH  
ALLIANCE



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# MISSION STATEMENT + STRATEGIC PLAN

*To cultivate, preserve and promote a healthy, safe, and prosperous Downtown for all.*

In 2020, the DTLB Alliance initiated the process of updating its strategic plan as the DTLB: Vision 2020 Strategic Plan had reached its designated lifespan. The updated plan, completed in 2021, considered the growth and transformations experienced by Downtown Long Beach from 2016 to 2020, as well as the changing needs of the community and significant opportunities to pave the way for a dynamic future for DTLB.

Released in December 2021 as a “Roadmap to Recovery, Resilience, and Inclusion,” amidst the later stages of the COVID-19 pandemic, the DTLB Alliance’s Strategic Plan offers guidance for both short-term economic recovery and long-term enhancements spanning a five-year planning horizon. This included the implementation of a new management program for the recently renewed Property Based Improvement District.

Three years after implementing the “Roadmap to Recovery, Resilience, and Inclusion,” there’s a new energy at 100 W. Broadway. Since the 2023-2024 fiscal year began, the

DTLB Alliance has hired a Homeless Outreach Coordinator, created new events while supporting more community-created events that are reflective of Downtown’s diversity, refocused our marketing efforts to promote not just DTLB as a whole; but each of its unique neighborhoods through impactful multimedia storytelling, and started the planning process for a new Downtown campaign, “Opposite of Ordinary,” to be announced soon!

Visit [dtlb.org/about-organization](https://dtlb.org/about-organization) to view a copy of DTLB Alliance’s

- *Roadmap to Recovery, Resilience, and Inclusion*
- *Organizational Equity Commitment Statement*





# Understanding BIDs + Downtown Neighborhoods

## UNDERSTANDING BUSINESS IMPROVEMENT DISTRICTS

Business Improvement Districts (BIDs) promote and market a geographically defined area within a city. A BID is created to support or address needs above what a municipality can provide, such as coordinating events, picking up litter, providing small business workshops, and creating marketing campaigns.

Downtown Long Beach's first BID was the Downtown Parking & Business Improvement Area (DPBIA) established in 1973 by business owners, while the second BID, the Property-Based Improvement District (PBID) was established in 1998 by commercial property owners and then expanded to residential property owners in 2013.

The DTLB Alliance manages both these BIDs and continues to hone its efforts in pursuit of a connected, safer, and vibrant Downtown for all.

## DOWNTOWN NEIGHBORHOODS

### EAST VILLAGE ARTS DISTRICT

Located on the east side of Downtown, the East Village is home to high-rise condos, artist lofts, and small craftsman cottages mixed in with independent stores offering everything from designer denim and handmade jewelry to classic vinyl records. This neighborhood is known for live music, art galleries, international cuisine, craft cocktail and wine bars, and eclectic shopping.

### PINE & PROMENADE

The bustling heart of DTLB, Pine Avenue and The Promenade receive heavy foot traffic due to the variety of restaurants, entertainment offerings, and access to some of the finest award-winning craft beers and cocktails in the region. Home to Harvey Milk Promenade Park, and some of the city's oldest buildings, Pine Avenue and the Promenade mix the best of contemporary life with a taste of Long Beach's historic past.

### NORTH PINE

The northern end of Pine Avenue features an array of high-density residences in beautiful historic buildings from industrial lofts to apartments, condos, and single-family homes. Home to a variety of sweet shops and bakeries, a punk-heavy record store, a vintage indoor mall, and more, North Pine is full of character with many gems to explore and discover.

### WATERFRONT

The hub of DTLB's hospitality and tourism sector, the Waterfront is home to the state-of-the-art Aquarium of the Pacific, the Long Beach Convention & Entertainment Center and its performing arts venues, several Class A hotels, and a



Property Based Improvement District (PBID) & Downtown core boundary



Downtown Parking Business Improvement Area (DPBIA)

diversity of shopping and dining. Shoreline Village offers several waterfront restaurants with patios, rentals to enjoy on the beach, water taxis, gift shops, and more. Just across Shoreline Drive, The Pike Outlets features a Cinemark movie theater as well as a mix of top national shopping and dining brands.

# Understanding BIDs + Downtown Neighborhoods

## **WEST GATEWAY**

Known as the financial and governmental center of DTLB, West Gateway is home to the Long Beach Civic Center, the Gov. George Deukmejian L.A. County Superior Courthouse, and many office high rises, including the World Trade Center. The Long Beach Civic Center includes City Hall, Civic Chambers, Port Administration Building, and the Billie Jean King Main Library. The neighborhood also provides an array of housing options, including new luxury residences adjacent to the Library, with the bonus of easy pedestrian access to Lincoln Park and all of DTLB's offerings.

## **HISTORIC WILLMORE CITY**

A neighborhood steeped in Long Beach's rich history, the Willmore City Drake Park historic district (Willmore) was the first historic district declared by the City. Willmore is named for William Willmore, the developer of the American Colony "Willmore City" which was renamed Long Beach, and was part of the city's original 1881 plan. It contains the highest concentration of late nineteenth and early twentieth-century homes in Long Beach. Victorian, Craftsman, Mission, Prairie,

Italian Renaissance, and Spanish Colonial Revival styles are all represented. It is also home to a very caring community and two parks, Drake and Cesar Chavez Park.

## **NORTH EAST VILLAGE**

The North East Village (NEV) neighborhood is an emerging community identity located in the northeast corner of Downtown Long Beach. Its borders are Long Beach Blvd. and Alamitos Avenue, and 10th Street and 4th Street. It's a densely populated community, marked by many historical churches and buildings throughout the area including Saint Anthony Parish, considered Long Beach's "Mother Church," established in 1902. Historically, the NEV area was a part of the Historic East Village Arts District, but as the needs of the community have evolved, so has the identity of this area. Visitors will find schools, families, grocery stores, and maintenance shops. North East Village is also home to a diverse array of cuisine, from Japanese fried chicken and heartwarming Korean tofu soup to delectable Venezuelan potato balls. It is the intersection of cultural delights.





# ECONOMIC DEVELOPMENT

*Dedicated to supporting businesses, crafting insightful reports & analysis, and strengthening the DTLB economy.*

*The DTLB Alliance's Economic Development team is a dedicated force that bridges the gap between the public and private sectors. Their mission: To build and cultivate dynamic relationships. Their focus: to champion business recruitment and retention and serve as a guiding light for passionate entrepreneurs seeking to plant their roots in Downtown Long Beach.*

## ADVOCACY

The DTLB Alliance takes an active role in engaging policymakers at all levels to ensure potential policies align with the "Roadmap to Recovery, Resilience, and Inclusion" and provide a positive benefit to Downtown. A key component of advocacy efforts included authoring letters of support for initiatives that benefit DTLB and its stakeholders. Letters of support were sent to policymakers regarding Downtown residential developments, the updated North Pine Avenue Community Vision Action Plan, the Shoemaker Bridge Replacement Project, the Smart & Connected Communities Program, and more.

## GRAND OPENINGS

The DTLB Alliance offers free grand opening event coordination and assistance to new DTLB businesses. The DTLB Alliance was proud to celebrate Planet Fitness, Abar Law, Coffee Station, PanIQ Room, ISM Brewing, Be Here Now Insurance & Financial Services and I.C.E. Media Services to DTLB. In total, 30 new businesses opened between October 2023 and March 2024.

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8

Letters  
of Support  
Authored

5

Grand  
Openings  
Celebrated

231

Downtown  
Businesses  
Assisted

160

Participants in  
The Education  
Series: For Small  
Businesses &  
Entrepreneurs

123

Investors  
Connected  
to DTLB

405

B2B  
Connections  
Made







*The Entrepreneur and Small Business Education Series is a partnership between the DTLB Alliance and Long Beach State University's Institute of Innovation & Entrepreneurship. The education series is focused on providing the tools and skills needed to start and run a successful business.*



## NEW NETWORKING PROGRAMS

Economic Development introduced Mug to Mug and Link & Learn, two networking programs for DTLB's business owners and entrepreneurs. The monthly meetups aim to foster DTLB's thriving business ecosystem by facilitating collaboration, idea exchange, and resource sharing. By providing dedicated spaces for Downtown businesses to connect, these gatherings not only enhance individual ventures but also strengthen the collective resilience and innovation of the community as a whole, connecting attendees to vital business resources.

## BROKERS BY THE BEACH

The new Brokers by the Beach event series marks a pivotal moment for Downtown Long Beach's investment landscape. Boasting a unique skyline, diverse asset inventory, and a passionate community, the area draws attention from investors both domestically and internationally. The Brokers by the Beach event serves as a vital platform for facilitating connections, sharing insights, and catalyzing investment

in this thriving urban center, unlocking its full potential for growth and prosperity, and plays a pivotal role in driving forward DTLB's economic revitalization.

## DTLB FOOD SERIES

In a Downtown where food culture is not just a facet but a defining characteristic, the introduction of the DTLB Food Series emerges as a critical initiative for fostering entrepreneurship and nourishing Long Beach's vibrant culinary scene. This series serves as a beacon of support and guidance for those food entrepreneurs, both existing and aspiring, providing navigation through the intricacies of running or opening a food business in Long Beach. Offering a comprehensive curriculum comprising five educational courses alongside five networking opportunities throughout the year, the DTLB Food Series provides a holistic platform for individuals to delve into the essentials of business setup, operation, and growth within Long Beach's culinary scene.



# CLEAN & SAFE

*The DTLB Alliance prioritizes Downtown's cleanliness, safety, and charm, critical to the area's quality of life. Our "red shirts," or the Clean & Safe Team, maintain public health by removing graffiti and pressure washing sidewalks daily. Our Safety Ambassadors provide help, safety escorts, jump starts, and address street issues proactively. Through community engagement and collaboration with local groups, we ensure DTLB remains welcoming for all.*

## HOMELESS OUTREACH COORDINATOR

The DTLB Alliance announced the expansion of its Clean & Safe Team by adding a critical position: Homeless Outreach Coordinator, fulfilled by Veronica Giron who started in December 2023. This important role, outlined in the Strategic Plan, underscores the organization's commitment to fostering a compassionate and effective approach to homelessness. The coordinator's role involves actively engaging with our unhoused neighbors, offering vital assistance, and forging connections to essential resources.

## ALLEY BUSTERS PROGRAM

In DTLB, Alley Busters is a program in collaboration between Mental Health America of Los Angeles (MHALA) and the



DTLB Alliance Homeless Outreach Coordinator, Veronica Giron

DTLB Alliance. It assists those who've faced mental illness and homelessness in gaining full-time employment. Weekly, up to four MHALA members clean DTLB's alleys, removing trash, weeds, and bulk items in partnership with DTLB's Clean Team and the City of Long Beach's Public Works. This not only improves the alleys but also provides MHALA participants with employment and a sense of contribution. Successful graduates of the program secure full-time roles with DTLB's Clean Team.

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*"Over the past six months, we've doubled down on the areas of service most important to our stakeholders: safety, cleanliness work and connecting the unhoused with support services. We're a team committed to solutions." – Austin Metoyer, President & CEO*

## KEEPING DOWNTOWN CLEAN & FUN!

**5,423**

Weeds Removed

**393**

Safety Escorts

**5,852**

Quality of Life Contacts

**1,588**

Directions Given

**33**

Motor Assists

**33,841**

Bags of Trash Removed

**91,743**

Total Assistance  
Requests Addressed

**7,288**

Business Contacts

**6,282**

Graffiti/Stickers  
Removed





### C.S.I. PATROL SERVICES

To enhance downtown safety and address concerns, DTLB Alliance initiated a contract with C.S.I. Patrol Services Inc. in December 2023. Focusing on key areas like Pine, Promenade, and East Village, C.S.I.'s visible patrols and quick responses

aim to improve security through June 2024. This move has been well-received by business owners and residents, boosting their sense of safety, community confidence, and economic well-being.

## PLACEMAKING

*Collaborating closely with stakeholders, the Placemaking Department actively pursues placemaking projects of varying scales, encompassing everything from way-finding signage and decals to creative pop-up social spaces utilizing public art. Downtown's streets, parks and plazas significantly shape the experience of residents, visitors and investors; DTLB Alliance remains dedicated to enhancing DTLB's appeal through the beautification and activation of these spaces.*

### LINCOLN PARK COLLABORATIVE

In collaboration with several local organizations and with the generous support of The Knight Foundation Donor Advised Fund, DTLB Alliance, in collaboration with several local organizations, continues to activate Lincoln Park by offering a range of free activities, including Picnic Blanket Loteria, weekly yoga, dog training, and Bollywood dance classes, as well as monthly park clean ups with Friends of Lincoln Park, fostering a community of local park enthusiasts. The Collaborative also supported the Tricks-for-Treats Halloween Pup Parade, Winterfest, several family movie nights and game nights put on by the City's Parks, Recreation and Marine Department, as well as Walk to Play Day, put on by the City's Health and Human Services Department.

### HOLIDAY DECOR

Installing the annual holiday street decorations not only added festive charm to Downtown's public spaces but also played an important role in fostering a sense of community in our shared urban environment. Staff continued the expansion of

the program by adding banners to 3rd Street. Pride banners will go up on both 3rd Street and Broadway in late April 2024. The banners were designed to diversify holiday decorations and acknowledge celebrations beyond the traditional Christmas-focused decorations of the past.

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7

Mutt Mitt Stations  
Installed (43 total)

11

Signal Pole Sign  
Wraps Installed

91

Free Lincoln Park Classes  
& Events Held

124

Holiday Wreaths  
Displayed

82

Lights Installed on  
36 Trees



### NEW TREE LIGHTS

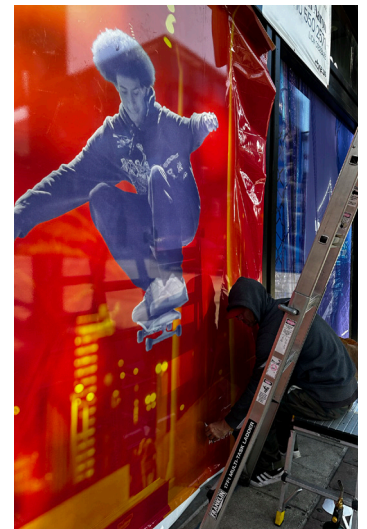
Staff added decorative lights to two areas in the East Village Arts District to increase safety and create a warm and inviting atmosphere that encourages more foot traffic. This beautification effort can lead to increased economic activity, as well-lit areas are more appealing to visitors and locals alike. The Placemaking department is looking to expand this lighting program throughout more areas of Downtown.



The Tree Lights shine purple during Long Beach Ube Fest along 1st Street in the East Village Arts District.

### STOREFRONT WINDOW WRAPS

Staff worked with property managers throughout Downtown to install window wraps on vacant storefronts, significantly enhancing the visual appeal and vibrancy of the street and transforming an otherwise empty and possibly unattractive space into a captivating and engaging display. In an effort to find a cost-effective solution to leverage unused space for marketing, contribute to the aesthetic appeal of the Downtown, and support a safer and more inviting urban environment, Phase 2 is in progress with an additional storefront being added to the program.





**32,060**

Total Event Attendance Across  
5 DTLB Alliance Events

**\$5K**

Community Events  
Microgrants Awarded

**20**

Downtown Events  
Supported

**\$5.5K**

In Events Supported

# COMMUNITY OUTREACH & EVENTS

*Dedicated to fostering connections and enriching the Downtown, DTLB Alliance's Community Outreach & Events Department orchestrates a diverse array of activities and initiatives tailored to engage residents, businesses, and visitors alike. From organizing major holiday celebrations such as New Year's Eve to neighborhood-focused gatherings like Date Night on Pine, this department strives to create meaningful experiences that bring people together to not only showcase the unique character of DTLB, but also to bolster economic vitality, driving foot traffic to local businesses and promoting community pride.*

## OPEN STREET EVENTS

Closing streets to vehicular traffic to transform them into vibrant, pedestrian-friendly spaces is a powerful testament to the importance of prioritizing people over cars. By collaborating with partners including the City of Long Beach and Mosaic, events such as Date Night on Pine and Roller Disco not only inject energy and vitality into these spaces but also provide opportunities for residents and visitors to come together, socialize, and enjoy DTLB in new and exciting ways. Furthermore, promoting alternative modes of transportation such as walking, cycling, and roller skating contributes to a more sustainable and environmentally friendly cityscape.



NYE Fireworks at the Waterfront (January 2024)



Date Night on Pine



Roller Disco



## DTLB ART WALK

Introduced in October 2023 and inspired by the energy of the monthly 2nd Saturday Art Walk in the East Village Arts District, this initiative expands its reach with a larger quarterly event that seamlessly connects and unifies even more of the Downtown. Spearheaded by a coalition of esteemed partners including The Arts Council for Long Beach, LBMA Downtown, Grey LB, Dreamcreator Studios, and Studio One Eleven, the Art Walk embodies the spirit of synergy and collective vision. With a rich tapestry of artistic expression, live performances, and interactive installations, this event not only celebrates the thriving arts scene but also serves as a catalyst for community engagement and urban revitalization.



## COMMUNITY EVENTS MICROGRANT

The DTLB Alliance's Community Events Microgrant plays a vital role in sustaining a vibrant and inclusive Downtown. Supporting community-created events is crucial for fostering community cohesion, economic vitality, and cultural celebration by bringing residents together, creating a sense of belonging and pride while stimulating local businesses through increased foot traffic. Additionally, they showcase the area's diversity, encouraging cross-cultural understanding and appreciation. By activating public spaces and attracting investment, supporting the creation of events in DTLB with the Community Events Microgrant contributes to urban revitalization and enhances the overall quality of life for residents and visitors.





# MARKETING & COMMUNICATIONS

*The Marketing & Communications Department plays a pivotal role in shaping the narrative and perception of DTLB, managing an array of strategic initiatives to elevate its visibility and appeal. Through targeted marketing campaigns, compelling communications strategies, and innovative promotional activities, the department not only raises awareness of the diverse offerings and attractions within the area but also stimulates consumer spending, driving economic vitality and supporting local businesses. Moreover, by curating a cohesive and positive image of Downtown Long Beach, the department fosters a sense of pride and community engagement among residents and visitors alike, ultimately contributing to the sustained growth and prosperity of the downtown district.*

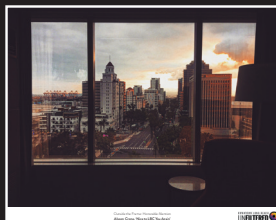
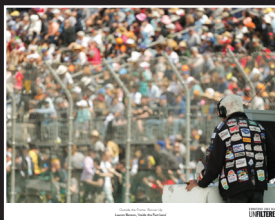


KMX34 Univision reporter, Claudia Carrera, conducts a Spanish interview with DTLB Alliance Business Navigator Ariel Meza about the upcoming DTLB Food Series at Partake Collective and Studio One Eleven.



Ani Gabrielson, owner of Hellbent Silversmith at 433 E. 1st St., leads a jewelry making class, as featured in Downtown Scene's "Unleash Your Inner Silversmith for Valentine's: Join Ani Gabrielson's Jewelry-Making Workshop."

## DTLB UNFILTERED



DTLB Unfiltered, held annually by DTLB Alliance during October Arts Month in partnership with the Arts Council for Long Beach (ACLB), encouraged community engagement by calling on participants to explore and photograph the beauty of Downtown. In 2023, staff brought on even more community collaborators, with Long Beach Night Walks host Travis Stock-

Tucker leading two different Unfiltered-themed photography walks through DTLB's unique neighborhoods, and Long Beach Transit, which showcased finalists' photos (selected by the ACLB from more than 250 submissions) in an impressive display along the 1st Street Transit Gallery.

# +6,188

New Followers

# 113,972

Total Followers (Across Instagram, Twitter/X, Threads, Facebook, LinkedIn)

# 63

Newsletters Published

# 149K

Website Page Views

# 272

Downtown Stories Told

# 101

Videos Posted

# 3,796,467

Video Views

# 154

Collaboration Posts



Long Beach Walking Club Members line the Downtown Waterfront, as featured in Downtown Scene's "Footsteps to Friendship: The Spirited Story of Long Beach's Walking Club Sisterhood."

## DOWNTOWN SCENE NEWSLETTER

In an effort to better tell the unfolding story of Downtown as a whole, from the macro to the micro, from each of its unique neighborhoods to the business owner with a fascinating history to discover, staff transformed the monthly dispatch into a more frequent, engaging chronicle capturing the essence of Downtown's spirit on a biweekly basis. By bringing in new voices, writers, photographers and videographers, Downtown Scene is now an ongoing treasure trove of stories, where each street corner has a tale, and every edition is a new chapter waiting to be explored. The biweekly newsletter also connects the community with upcoming DTLB events, department programming highlights, and more.

## OPPOSITE OF ORDINARY

Staff has been working diligently with local agency, Commune, to create a new and exciting Downtown campaign, one that gives a voice to a post-pandemic Downtown that stands on its own, a campaign that speaks to more than just recovery, but the strength of the heart of Long Beach. A campaign that Downtown stakeholders, residents, visitors, and tourists alike can enjoy and take ownership of. That's the Opposite of Ordinary, which we're so excited to introduce this spring/summer!



## ILLUMINATE DOWNTOWN & SHOP SMALL

DTLB Alliance launched a holiday decor and lighting competition, Illuminate Downtown, inviting DTLB businesses to light up and decorate their storefronts or buildings in the spirit of the season. This competition didn't just illuminate the town, it shined a bright spotlight on the power of giving and highlighted local small businesses during Shop Small. Working closely with DTLB Alliance's Placemaking department, staff coordinated and promoted the contest and participating businesses, encouraging businesses to showcase their creativity and choose a Long Beach nonprofit to donate half of their winnings.

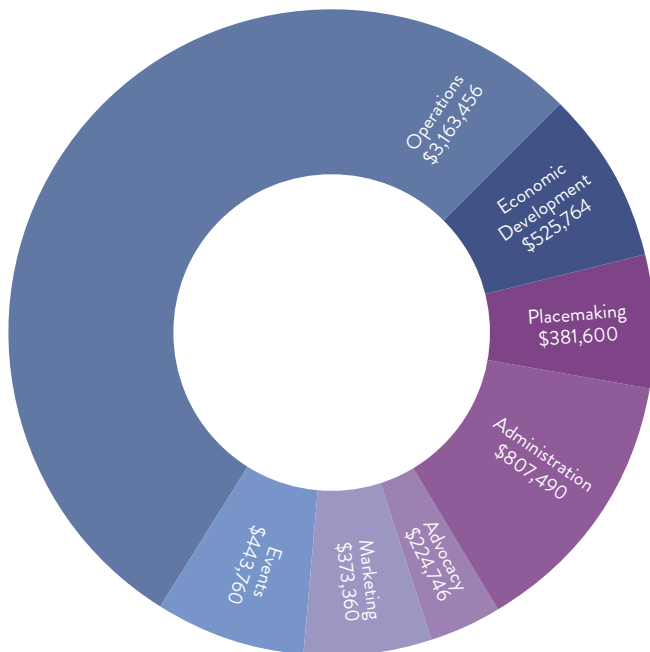




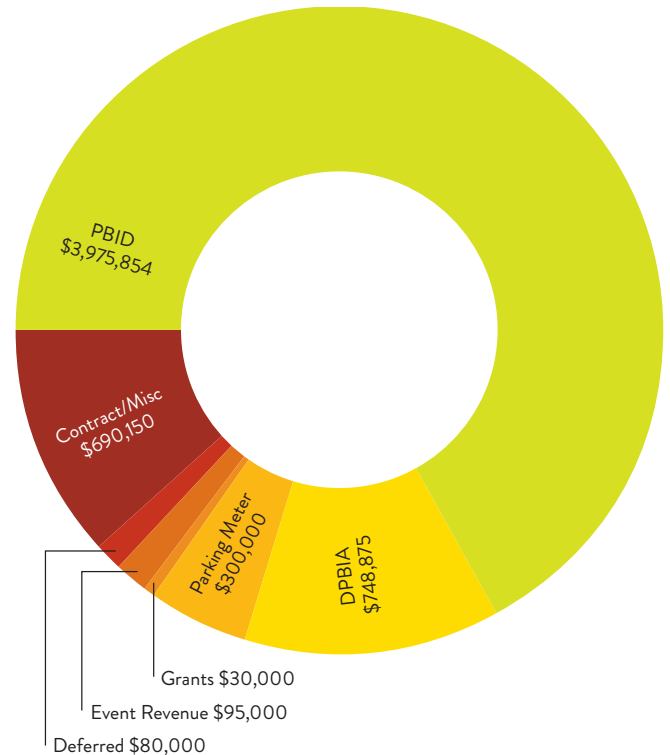
# FY 23-24 FINANCIALS

The Downtown Long Beach Alliance is funded through a variety of sources, including Downtown parking meter revenue, contracts for services, assessment fees paid by property and business owners, sponsorships, and events. This diverse portfolio of revenue streams is the backbone of the organization's financial solvency and stability, ensuring its ability to provide uninterrupted services to stakeholders and adapt in times of economic uncertainty.

**2024 EXPENSE BUDGET**



**2024 REVENUE BUDGET**



## ASSESSMENT FEES

**PBID:** Collected annually through Los Angeles County's Assessor's Office, property tax from approximately 3,056 commercial and residential property owners of 3,855 parcels within an 85 square block area. Assessment methodology is based on the parcel and building footage, linear footage of the property, and level of services rendered to the two benefit areas.

**DPBIA:** Collected annually from approximately 1,600 businesses located within a 150-square block area.

## SPONSORSHIP TICKET SALES

Funds collected through sponsorships and event ticket sales help offset costs for DTLB Alliance programs.

## CONTRACT SERVICES MISCELLANEOUS

Contractual agreements that call for additional services above and beyond BID programs to stakeholders and agencies.

## DEFERRED REVENUE

Funds from previous years accrued as a result of unanticipated revenues or unexpanded budgeted expenses.

## DOWNTOWN PARKING METERS

Fifty percent of the net revenues collected from Downtown parking meters in accordance with the ordinance approved by the City Council FY 2004-2005 supports capital improvements and marketing projects.





# BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

**CHAIR:** Denise Carter

**CHAIR-ELECT:** Sam Pierzina

**PAST CHAIR:** Debra Fixen

**TREASURER:** Mike Gold

**SECRETARY:** Alan Burks

**CITY REPRESENTATIVE:** Bo Martinez

**EC MEMBER:** Loara Cadavona

**EC MEMBER:** Rhonda Love

**EC MEMBER:** Sheva Hosseinzadeh

## DOWNTOWN PARKING AND BUSINESS IMPROVEMENT AREA (DPBIA)

**NORTH PINE:** Silissa Uriarte Smith, Purpose Centered Coaching & Consulting

**PINE AVENUE:** Robert Marquez, Grey LB

**EAST VILLAGE:** Rhonda Love, Dreamcreator Studio

**WATERFRONT:** Debra Fixen, Shoreline Village

**WEST GATEWAY:** Alan Burks, Environ Architecture, Inc.

## PROPERTY BASED IMPROVEMENT (PBID)

**PREMIUM:** Graham Gill, Lee & Associates

**PREMIUM:** Sean Rawson, Waterford Property Company

**PREMIUM:** Michael Vitug, Intertrend

**PREMIUM:** Michael Gold, Long Beach Transit

**STANDARD:** Cheryl Roberts, SITE Centers (Pike Outlets)

**STANDARD:** Shane Young, Young Lewin Advisors

**STANDARD:** Sam Pierzina, Ensemble Investments

**STANDARD:** Sheva Hosseinzadeh, Coldwell Banker Commercial

## PBID RESIDENTIAL REPRESENTATIVE

Amy Chambers, Resident

## APPOINTED DIRECTORS AT LARGE

Denise Carter, Resident

Isidro Panuco, Resident

John Tully, Pedal Movement

Whitney Neal, Courtyard by Marriott

## DOWNTOWN RESIDENTIAL REPRESENTATIVE BY POPULATION AREA

**AREA A:** Loara Cadavona, Resident

**AREA B:** Ashley Chiddick, Resident

## ADVISORS (NON-VOTING)

Cameron Andrews, Pier Communications

Jeremy Harris, Long Beach Area Chamber of Commerce

Antonio Gallardo, St. Luke's / San Lucas Episcopal Church

**CAL STATE LONG BEACH SEAT:** Milton Ordonez, California State University Long Beach

**ARTS & CULTURE SEAT:** Jennifer Rivera, Music Center Los Angeles

**TOURISM & HOSPITALITY SEAT:** Samantha Mehlinger, Visit Long Beach

## CITY COUNCIL REPRESENTATIVES

**FIRST DISTRICT COUNCILMEMBER:** Mary Zendejas

**SECOND DISTRICT COUNCILMEMBER:** Cindy Allen

## HONORARY (NON-VOTING)

Don Darnauer, Downtown Resident

Diane Arnold, Arnold Barber & Beauty Supply



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# DTLB ALLIANCE TEAM



**Austin Metoyer**  
President &  
Chief Executive Officer



**James Ahumada**  
Sr. Vice President  
& Deputy CEO



**Jeremy Ancalade**  
Vice President of  
Administration & Finance



**Kelsey Mader**  
General Manager



**Stew Stephens**  
Programming Assistant



**Koda Strider**  
Administrative Assistant



**Asia Morris**  
Communications & Marketing Manager



**Amanda Barrera**  
Digital Media Coordinator



**Stephanie El Tawil**  
Economic Development & Policy Manager





**Ariel Meza**  
Business Navigator



**Justine Nevarez**  
Community Outreach & Events Manager



**Stephanie Gonzalez**  
Placemaking Manager



**Juan Torres**  
Operations Manager



**Veronica Giron**  
Homeless Outreach Coordinator



**Cesar Garay**  
BBB Operations Manager



**Peter Anagnos**  
BBB Assistant Operations Manager



**Mike McCrossin**  
BBB Assistant Program Manager



**Mar Jackson**  
BBB Team Captain





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100 W. BROADWAY, STE. 235  
LONG BEACH, CA 90802