

ECONOMIC DEVELOPMENT

The Economic Development Committee is comprised of Downtown stakeholders and community members who help to steer the working goals of the accompanying DLBA Department. Each dashboard is intended to track and report departmental progress of the DLBA Strategic Plan. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

AUGUST HIGHLIGHTS

(AS OF 08/31/20)



- DLBA partnered with the Long Beach Economic Partnership and CSULB's Department of Economics to present the Long Beach Quarterly Economic Forum. The DLBA provided an overview of the economic outlook for Downtown.
- DLBA finalized an agreement with AreaProbe to provide pedestrian count services, including placing sensors in new areas of Downtown.
- The DLBA, Long Beach Chamber, and LA County hosted a webinar on Thursday to inform Long Beach area businesses about funding available through the County's COVID Fund.
- The Next Economic Development committee meeting is September 9, 2020, via teleconference



FINANCE (AS OF 07/30/20)

SPENDING YTD

FISCAL YEAR: 10/01/19 - 9/30/20

\$148,983

\$115,934

\$98,545

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET

COMMITTEE GOALS & TIMELINE

Note: In light of the COVID-19 pandemic, the current Economic Development Committee goals have been postponed until further notice

GOAL 1 ASSIST DEVELOPERS AND ENTREPRENEURS NAVIGATE THE CITY PERMITTING PROCESS BY HELPING TO STREAMLINE REGULATORY PROCESS. (STRATEGIC PLAN ACTIONS: A1.1, A1.3, A4.1, A4.9)

1 FEBRUARY - MARCH

- Create informational "Welcome Kit" pamphlet for distribution
- Permitting Process update from CoLB

2 MARCH - JULY

- Plan Small Business Mixer
- Attend Local Business Organization Meetings

3 JULY - SEPTEMBER

- Host Small Business Mixer
- Attend Local Business Organization Meetings (cont.)



14 DAYS

MEDIAN LICENSE APPROVAL

GOAL 2 ATTRACT GROUND FLOOR RETAIL OPTIONS THAT ALIGN WITH THE DESIRES OF THE CHANGING RESIDENTIAL DEMOGRAPHIC. (STRATEGIC PLAN ACTIONS: A2.1, A3.5)

1 APRIL - MAY

- Conduct Residential Survey

2 MAY - JULY

- Discuss Residential Survey Results
- Complete Retail One-Pager

3 JULY - DECEMBER

- Distribute Retail One Pager to Business & Brokerage Community

GOAL 3 WORK WITH THE COLB TO ENCOURAGE AND PROMOTE POP-UPS IN UNDERUTILIZED RETAIL SPACES THROUGHOUT DOWNTOWN (STRAT PLAN ACTION: A3.3, A4.8, A4.12)

1 MARCH - MAY

- Formalize program parameters with CoLB

2 MAY - JULY

- Contact Property Owners & Brokers to identify potential spaces
- Contact Businesses & Brokers to find potential tenants

3 JULY - SEPTEMBER

- Owner/Tenant matchmaking & logistics

METRICS (AS OF 08/31/20)

100%

82%

84%

Q3
COMMERCIAL
OFFICE
OCCUPANCY

94%

Q3
GROUND
FLOOR RETAIL
OCCUPANCY

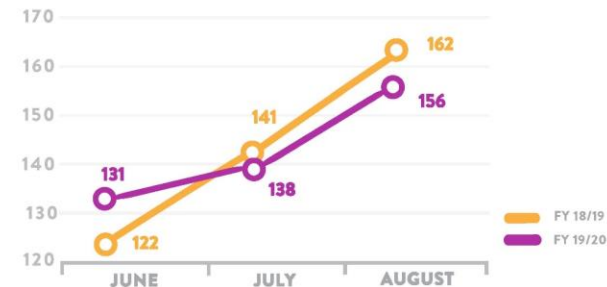
91%

Q2
RESIDENTIAL
OCCUPANCY

0%
Q2

2%
Q2

1%
Q2



NET NEW BUSINESSES



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MARKETING & COMMUNICATIONS

AUGUST HIGHLIGHTS

(AS OF 08/31/20)



- In response to COVID-19, the DLBA continues to update its communications plan to provide up to date information and resources for Downtown.
- The Marketing & Communications team worked with the Placemaking Department to design signage for the Pine Avenue Open Streets area.
- The next iteration of DLBA's Downtown Discussions Webinar Series will begin in October. Examples of topics include Building Your Business's Web Presence and Creative Strategies to Adapt Public Space to the Pandemic
- The next Marketing Committee Meeting is Monday, September 14th.

FINANCE (AS OF 07/31/20)

SPENDING YTD

FISCAL YEAR: 10/01/19 - 9/30/20

\$89,331

\$54,498

\$72,902

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET

COMMITTEE GOALS & TIMELINE

Note: In light of the COVID-19 pandemic, the current Special Events Committee goals have been postponed until further notice

1

GOAL 1 DEVELOP SUBJECT MATTER AND CONTENT FOR VIDEO SERIES ARTICULATING DTLB'S VALUES AND AMENITIES. (STRATEGIC PLAN ACTIONS: D1.1)

✓ OCT - NOV

- Establish 4-6 topics for video segments

✓ DEC - JAN

- Create and Distribute video topic #1

✓ FEB - MAR

- Create and Distribute video topic #2

✓ APRIL - MAY

- Create and Distribute video topic #3

5 JUNE - JULY

- Create and Distribute video topic #4

6 AUG - SEPT

- Create and Distribute video topic #5

2

GOAL 2 WORK TO ESTABLISH A NEW GENERATION OF ADVOCATES FOR DOWNTOWN AND URBAN VITALITY. (STRATEGIC PLAN ACTIONS: E3.)

✓ DEC - FEB

- Determine Networking Guidelines and Logistics

2 FEB - MARCH

- Establish Outreach Plan and Resources

3 APRIL

- Outreach and formation of networking group

4 MAY - SEPT

- Schedule of Networking Events

The Marketing and Communications Department works with Downtown stakeholders and community partners who make up the Marketing and Communications Committee to guide progress in areas of advertising, outreach and media communications. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

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METRICS (AS OF 08/31/20)

FY 2019/2020



16 DLBA PRESS RELEASES



8.3 M IMPRESSIONS ACROSS ALL SOCIAL MEDIA PLATFORMS

AUGUST SOCIAL MEDIA STATS

ENGAGEMENTS

1,062

4,635

9,048

IMPRESSIONS

40,893

153,824

279,196

FOLLOWERS

17,211

32,495

52,462



TWITTER



INSTAGRAM



FACEBOOK



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PUBLIC REALM

The Public Realm Committee is comprised of Downtown stakeholders and community members who help to steer the working goals of the accompanying DLBA Department. Each dashboard is intended to track and report departmental progress of the DLBA Strategic Plan. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

AUGUST HIGHLIGHTS

(AS OF 08/31/20)

- Through the City's Open Streets Initiative, nine restaurants have been approved for sidewalk dining and 19 parklets installed in Downtown
- Pine Avenue between First through Third Streets remains closed to vehicle traffic for an expanded outdoor dining footprint, and 10 businesses in the area have applied for expanded outdoor operations.
- The next Public Realm committee meeting is Thursday, September 17th at 10 AM.



FINANCE (AS OF 07/31/20)

SPENDING YTD

FISCAL YEAR: 10/01/19 - 9/30/20

\$86,859 \$103,942 \$110,567

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET

COMMITTEE GOALS & TIMELINE

Note: In light of the COVID-19 pandemic, the current Public Realm Committee goals have been *postponed until further notice*

1

GOAL 1 DEVELOP AND SUPPORT ACTIVATIONS FOR INTERNATIONAL PAR(KING) DAY (SEP 2020) (STRATEGIC PLAN ACTIONS: B2.6, B2.7, B3.7)

- OCTOBER - NOVEMBER**
 - Identify Potential Locations
 - Develop Design Schematic
 - Collect Business Interest
- JANUARY - MARCH**
 - Begin developing business/community partnerships
 - Finalize Locations
 - Finalize Install Concepts
- APRIL - JUNE**
 - Coordinate marketing/social media
 - Place orders/prep materials
 - Draft event/post event survey
- JULY - SEPTEMBER**
 - Schedule vendors/program logistics
 - Promote Event
 - Complete Installation

2

GOAL 2 CONDUCT PLACE AUDITS TO ACCESS OPPORTUNITIES FOR FUTURE PLACEMAKING INITIATIVES. (STRATEGIC PLAN ACTION: B2.6)

- OCTOBER - DECEMBER**
 - Walk the District
 - Identify locations to access
 - Draft Schedule for Assessment
- JANUARY - MARCH**
 - Coordinate volunteers/schedule audit
 - Place Assessment Round #1
 - Compile Data from Round #1
- APRIL - JUNE**
 - Coordinate volunteers/schedule audit
 - Place Assessment Round #2
 - Draft event/post event survey
- JULY - SEPTEMBER**
 - Place Assessment Round #3
 - Compile Data from Place Assessments
 - Provide Recommendations to DLBA regarding locations for future projects

3

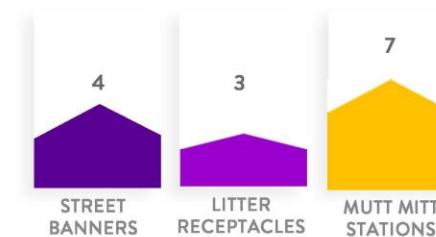
GOAL 3 DEVELOP MOBILE WAYFINDING TO IMPROVE PEDESTRIAN CIRCULATION FOR DOWNTOWN EVENTS (STRATEGIC PLAN ACTION: B2.7)

- OCTOBER - DECEMBER**
 - Review challenges and obstacles
 - Identify branding and design criteria
 - Review precedence
- JANUARY - MARCH**
 - Identify locations for placement
 - Draft Conceptual Design
 - Review Conceptual Design
- APRIL - JUNE**
 - Begin fabrication
 - Finalize fabrication
 - Draft impact survey
- JULY - SEPTEMBER**
 - Implement during event
 - Document Implementation
 - Survey businesses on impact

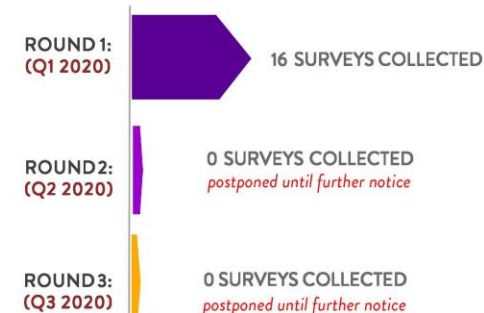


METRICS (AS OF 08/31/20)

PUBLIC REALM MAINTENANCE/REPAIRS



PLACE AUDIT: SURVEY COLLECTION



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PUBLIC SAFETY

DLBA's Public Safety Department works with Downtown stakeholders and community partners who make up the Public Safety Committee to steer progress in areas of clean, safe and homeless outreach. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

AUGUST HIGHLIGHTS

(AS OF 08/31/20)



- DLBA's Public Safety Committee received a briefing on Downtown homeless issues and activities from LYPD Quality of Life officer, Chris Silva, and were introduced to the City of Long Beach's new Homeless Services Officer, Paul Duncan.
- The Clean & Safe Team assisted with maintenance at The Loop at Pine and Ocean, including pressure washing the sculpture's fabric and filling in landscaping. A new vendor was brought on to address recent site issues related to lighting and electrical work.
- The next Public Safety Committee meeting is scheduled for October 28th.



FINANCE (AS OF 07/31/20)

SPENDING YTD

FISCAL YEAR: 10/01/19 - 9/30/20

\$1,837,209

\$1,343,833

\$1,543,861

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET

COMMITTEE GOALS & TIMELINE

Note: In light of the COVID-19 pandemic, the current Public Safety Committee goals have been postponed until further notice

GOAL 1 PERFORM A WALK AUDIT OF THE DOWNTOWN PARKING IMPROVEMENT AREA (DPIA) TO ASSESS LIGHTING CONDITIONS IN THE PUBLIC RIGHT-OF-WAY. (STRATEGIC PLAN ACTIONS: C4.1)



OCTOBER / NOVEMBER

- Identify Dates for 4 walks (every other month)



DECEMBER - MARCH

- Complete 50% of Audit Walks



APRIL - JULY

- Complete 100% of Audit Walks



AUGUST - SEPTEMBER

- Compile data and provide recommendations regarding lighting conditions

2

GOAL 2 CONDUCT A QUALITY OF LIFE EDUCATION SERIES TO BETTER INFORM COMMITTEE MEMBERS/STAKEHOLDERS ON THE SERVICES OFFERED TO THOSE EXPERIENCING HOMELESSNESS (STRATEGIC PLAN ACTIONS: C3.1)



OCTOBER

- Develop Series Syllabus



DECEMBER - JULY

- Conduct "mobile classroom" visits



JULY - AUGUST

- Conduct a culminating workshop in coordination with the Long Beach Homeless Ally program

3

GOAL 3 CREATE THE HELPING HANDS AND PARTNERSHIPS CAMPAIGN FOR PERSONS EXPERIENCING HOMELESSNESS. (STRATEGIC PLAN ACTIONS: C1.1)



OCTOBER - NOVEMBER

- Develop a campaign, unified message and branding



NOVEMBER - DECEMBER

- Outreach to partners & sponsors



JANUARY - SEPTEMBER

- Marketing and residential outreach
- Collection
- Distribution and Day of Service with Partners



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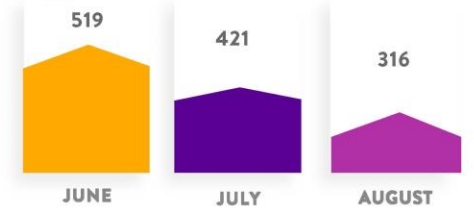


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METRICS

(AS OF 08/31/20)



GRAFFITI & STICKER REMOVAL



PANHANDLING QOL ISSUES BUSINESS CONTACTS

STREET PERSON CONTACTS



DIRECTIONS

PUBLICATIONS DISTRIBUTED

SAFETY AMBASSADOR ASSISTANCE



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SPECIAL EVENTS

The Special Events Department works with Downtown stakeholders and community partners who make up the Special Events and Sponsorships Committee to guide progress in areas of event planning, sponsorships and working group goals. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

AUGUST HIGHLIGHTS (AS OF 08/31/20)



- Due to the COVID19 Pandemic, DLBA has chosen to postpone its signature events scheduled to begin in April 2020.
- The next Special Events Committee meeting will be held Tuesday, October 18th.



FINANCE (AS OF 07/31/20)

SPENDING YTD

FISCAL YEAR: 10/01/19 - 9/30/20

\$88,184 \$139,063 \$160,402

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



GOALS

Note: In light of the COVID-19 pandemic, the current Special Events Committee goals have been postponed until further notice

1

SPONSORSHIPS

Reduce reliance on DLBA funding of special events by generating greater revenue through sponsorships and ticket sales. (Strategic Plan Actions: D3.1)

2

EVENT EVALUATIONS

Expand and grow signature events to encourage patronage of local businesses and activation of the public/private space while exposing a new audience to Downtown Long Beach. (Strategic Plan Actions: D2.1)



METRICS (AS OF 02/29/19)

PERCENTAGE OF EVENTS BUDGET FROM DLBA SEED MONEY: 0%

TRACKING ROI: \$46.58
(per DLBA dollar spent)

SPONSORSHIPS

	GOAL	ACTUAL
NYE:	\$2,000	\$12,000
SHOP SMALL SATURDAY:	\$1,000	\$4,472
TASTE OF DOWNTOWN:	\$3,700	\$6,000
LIVE AFTER 5:	\$5,000	N/A
POWWOW CLOSING EVENT:	\$5,000	N/A

FY 2018/2019



TOTAL ATTENDANCE

29,250



LIVES IN DTLB

46%



VISITING DTLB

29%



AVERAGE AGE

34



AVERAGE SPEND

\$26



OVERALL RATING

8.6/10

TOTAL ECONOMIC RETURN

\$575,619

FY 2019/2020



TOTAL ATTENDANCE

2,120



LIVES IN DTLB

45%



VISITING DTLB

44%



AVERAGE AGE

34



AVERAGE SPEND

\$30



OVERALL RATING

9.4/10

TOTAL ECONOMIC RETURN

\$61,470

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