

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/

MARCH HIGHLIGHTS

(AS OF 03/31/21)



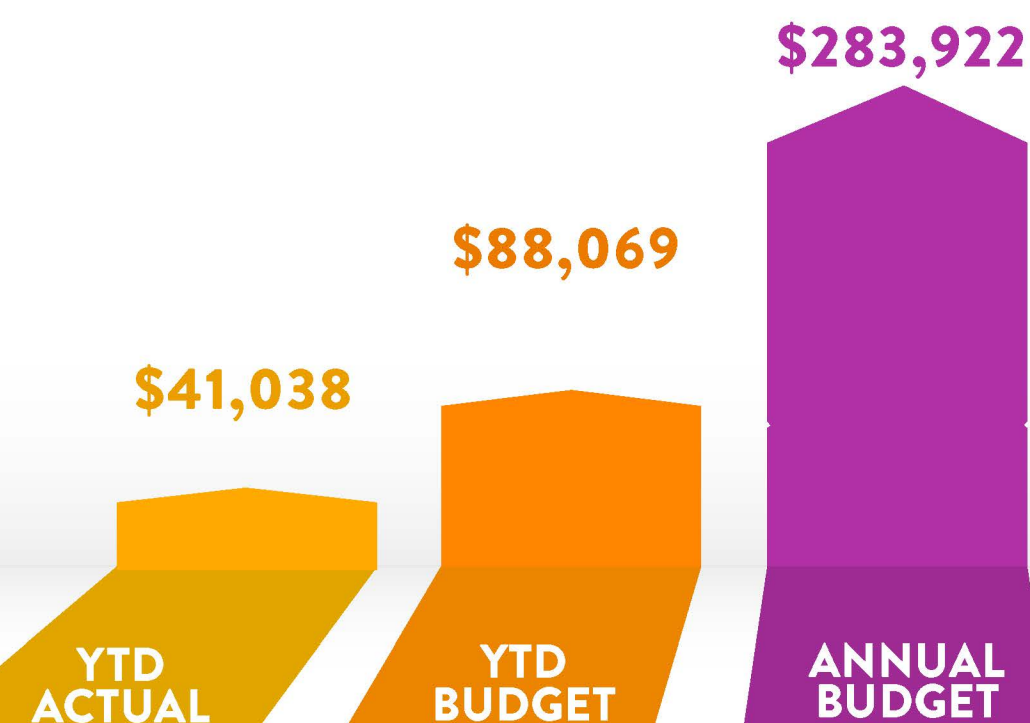
- This week the DLBA participated in Accelerate Long Beach, formerly known as the Long Beach Quarterly Economic Forum. DLBA's President & CEO, Kraig Kojian, moderated a panel discussion on the recently approved Long Beach Recovery Plan.
- DLBA has successfully hosted the 2021 Winter Small Business Workshop Series, with the final workshop occurring on March 27th.
- The next committee meeting will be Wednesday, April 14, at 9 AM.



FINANCE (AS OF 02/28/21)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21



COMMITTEE GOALS & TIMELINE (FY 20/21)

GOAL 1 DEVELOP A PROGRAM THAT SUPPORTS ENTREPRENEURS AND SMALL BUSINESS OWNERS OF COLOR WITH EDUCATIONAL OPPORTUNITIES AND ACCESS TO CAPITAL (STRATEGIC PLAN ACTION A4)

1 FEBRUARY - MARCH

- Review City Everyone-In Report and speak with City Digital Inclusion Officer

3 JULY - SEPTEMBER

- Launch Program

2 MARCH - JULY

- Review and finalize the program elements
- Review and finalize sponsorship agreement package

GOAL 2 WORK WITH THE CITY OF LONG BEACH TO ENCOURAGE AND PROMOTE POP-UPS IN UNDERUTILIZED RETAIL SPACES THROUGHOUT DOWNTOWN. (STRATEGIC PLAN ACTION A4)

1 JANUARY - MARCH

- Formalize program parameters with City of Long Beach

3 JULY - SEPTEMBER

- Launch Program

2 APRIL - JUNE

- Identify potential spaces with coordination from property owners and brokers

GOAL 3 ATTRACT GROUND FLOOR RETAIL OPTIONS THAT ALIGN WITH THE CHANGING RESIDENTIAL DEMOGRAPHIC

1 MARCH - APRIL

- Conduct Downtown Resident Survey

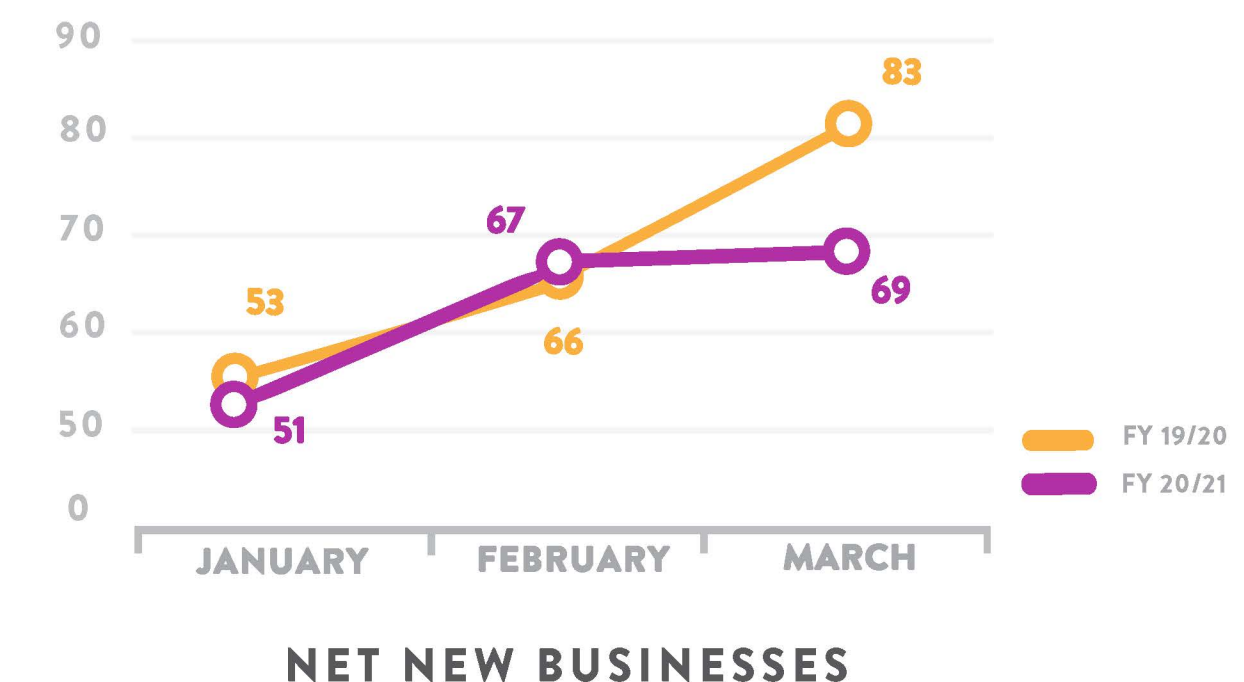
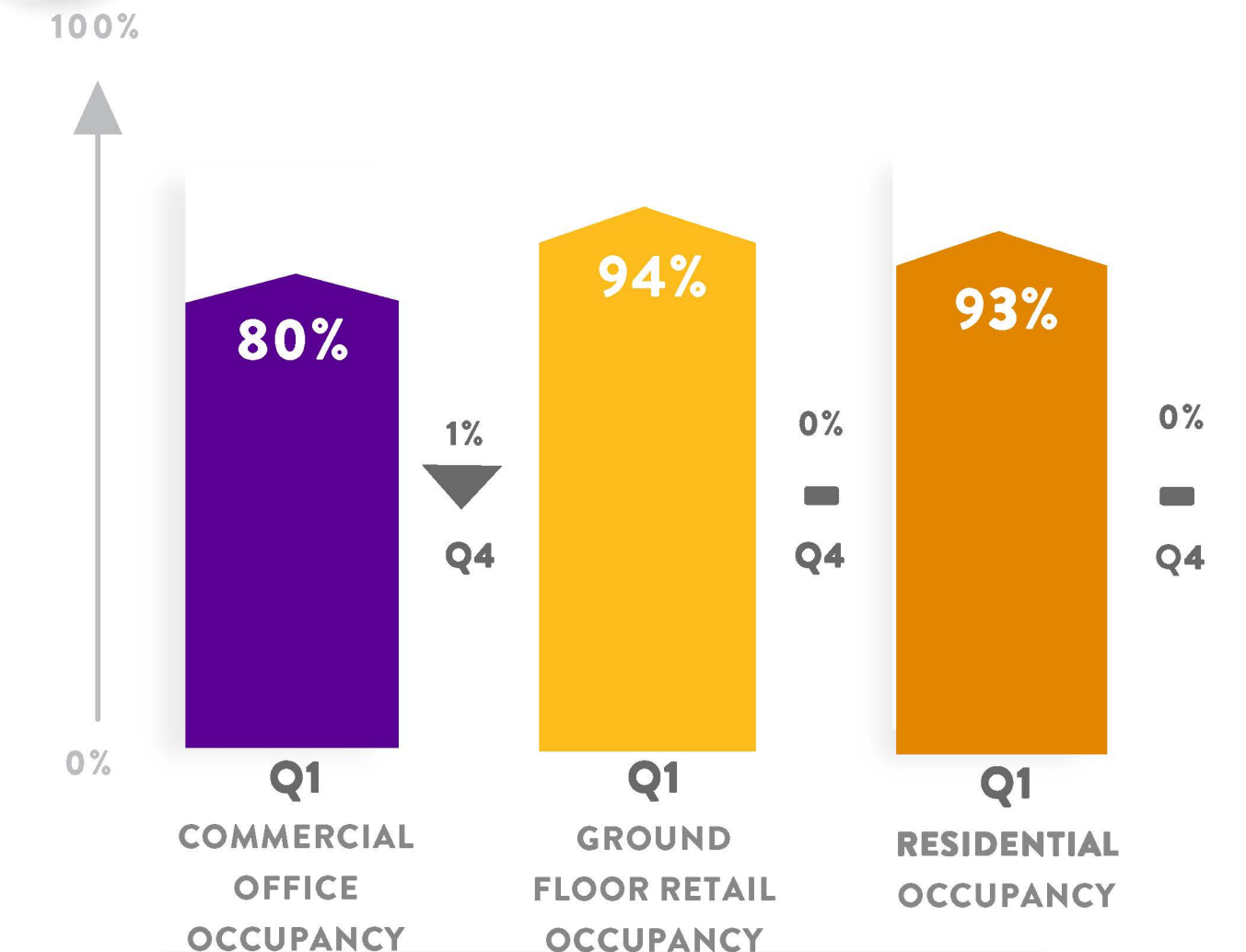
3 JULY - AUGUST

- Develop one-pager to provide to brokerage community.

2 MAY - JUNE

- Review and discuss resident survey results

METRICS (AS OF 03/31/21)



MARKETING & COMMUNICATIONS

MARCH HIGHLIGHTS

(AS OF 03/31/21)



- DLBA Instagram posts of the Gift Card Giveaway are currently averaging 84 likes, 43 entries, and 3,514 impressions per giveaway.
- Virtual Taste of Downtown was Friday, March 26 with tennis great and Long Beach native, Billie Jean, kicking off the festivities with welcoming remarks.
- The next Marketing and Communications meeting is Monday, April 5th at 4:30 PM.



FINANCE (AS OF 02/28/21)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21

\$60,455

\$77,329

\$187,652

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 DEVELOP A SERIES OF PROMOTIONAL ACTIVITIES/PUBLIC-FACING ELEMENTS TO ENCOURAGE BROADER EXPLORATION OF DOWNTOWN BY TOURISTS AND RESIDENTS (STRATEGIC PLAN ACTIONS: D1.1)

1 MARCH - APRIL

- Create and launch Spring concepts

2 APRIL - MAY

- Create 1-2 summer oriented concepts

3 JUNE - JULY

- Launch Summer Activity

4 AUGUST - SEPTEMBER

- Create holiday themed concepts
- Analyze metrics from previous activities

2

GOAL 2 IDENTIFY FACES OF DOWNTOWN WITH UNIQUE STORIES, INTERESTING ROLES, OR RELEVANT PERSPECTIVES TO PEN GUEST COLUMNS IN THE DOWNTOWN SCENE NEWSLETTER WITH THE OBJECTIVE OF INCREASING READERSHIP AND ENGAGEMENT (STRATEGIC PLAN ACTIONS: E3.)

1 DECEMBER - SEPTEMBER (MONTHLY)

- Select and confirm an individual whose perspective is likely to boost interest in the newsletter/will diversify newsletter content for a guest column, or a Q&A or video chat with a Committee Member.

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 02/28/21)

FY 2020/2021



17

DLBA PRESS RELEASES



1,894,805

IMPRESSIONS
ACROSS ALL SOCIAL MEDIA
PLATFORMS

MARCH SOCIAL MEDIA STATS

ENGAGEMENTS

685

2,732

4,708

IMPRESSIONS

34,394

152,363

209,493

FOLLOWERS

17,125

32,692

52,248



TWITTER



INSTAGRAM



FACEBOOK



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PLACEMAKING

The Placemaking 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/

MARCH HIGHLIGHTS (AS OF 03/31/21)



- The Placemaking Committee divided into two groups. One group will create recommendations to promote and improve public space on Elm Avenue between 1st and 3rd Streets. The second group will look at Marina Green Park as a template to create a framework and toolkit for safe and creative outdoor space activations.
- The next Placemaking committee meeting is Thursday, April 15, 2021.



FINANCE (AS OF 02/28/21)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21

\$341,952

\$124,477

\$55,337

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 WORK TO PROMOTE AND IMPROVE PARKLET , SIDEWALK, AND STREET USAGE THROUGHOUT DOWNTOWN (STRATEGIC PLAN ACTIONS: B1.6, B3.3)

- 1 **OCTOBER - JANUARY**

 - Identify streets and locations to assess
 - Divide into groups and complete assessments
 - Narrow down locations for further focus
- 2 **FEBRUARY - MAY**

 - Divide into groups
 - Research chosen location
 - Conduct additional place assessment
 - Develop recommendations for improvements, activations and programming
- 3 **JUNE - AUGUST**

 - Implement identified projects
- 4 **SEPTEMBER**

 - Assess identified projects

2

GOAL 2 DEVELOP CREATIVE ACTIVATION OF PUBLIC SPACES THAT PROMOTE SAFELY BEING OUTDOORS. (STRATEGIC PLAN ACTIONS: B2.6, B2.7, B3.8)

- ✓ **OCTOBER - JANUARY**

 - Identify streets and locations to assess
 - Divide into groups and complete assessments
 - Narrow down locations for further focus
- 2 **FEBRUARY - MAY**

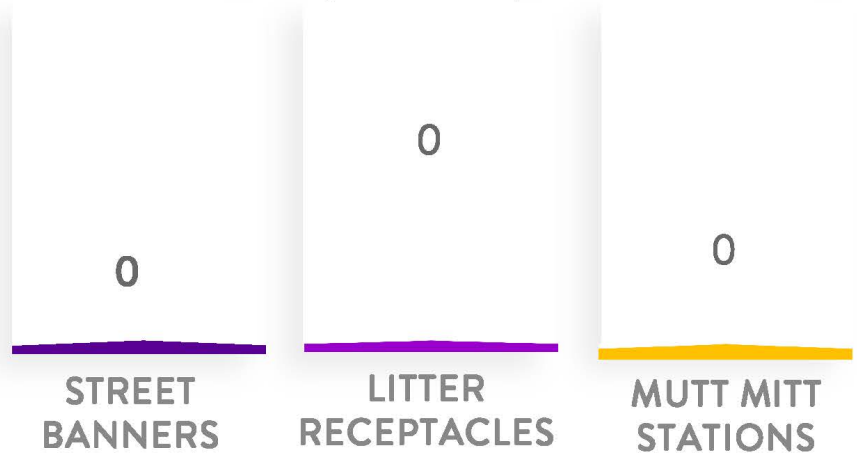
 - Divide into groups
 - Research project location
 - Conduct additional place assessment
- 3 **JUNE - SEPTEMBER**

 - Create toolkit and recommendations for future placemaking activities

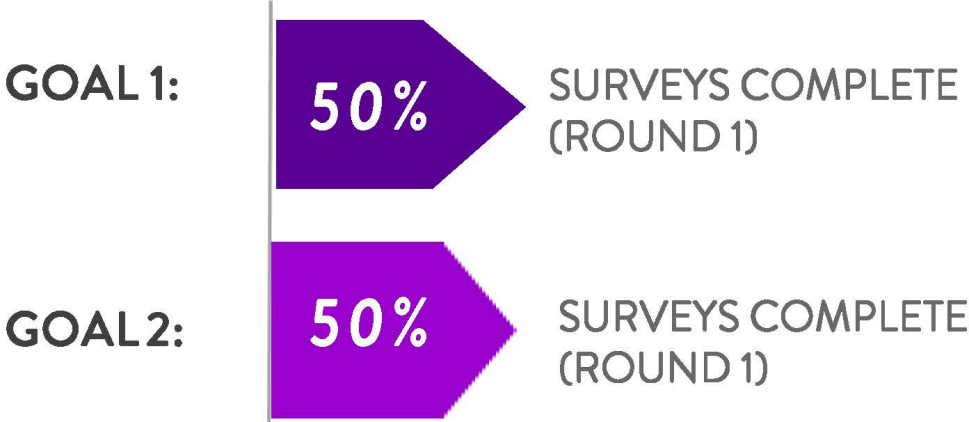


METRICS (AS OF 03/31/21)

MARCH PLACEMAKING MAINTENANCE/REPAIRS (FY 20/21)



PLACE ASSESSMENT SURVEY PROGRESS



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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/

MARCH HIGHLIGHTS

(AS OF 03/31/21)

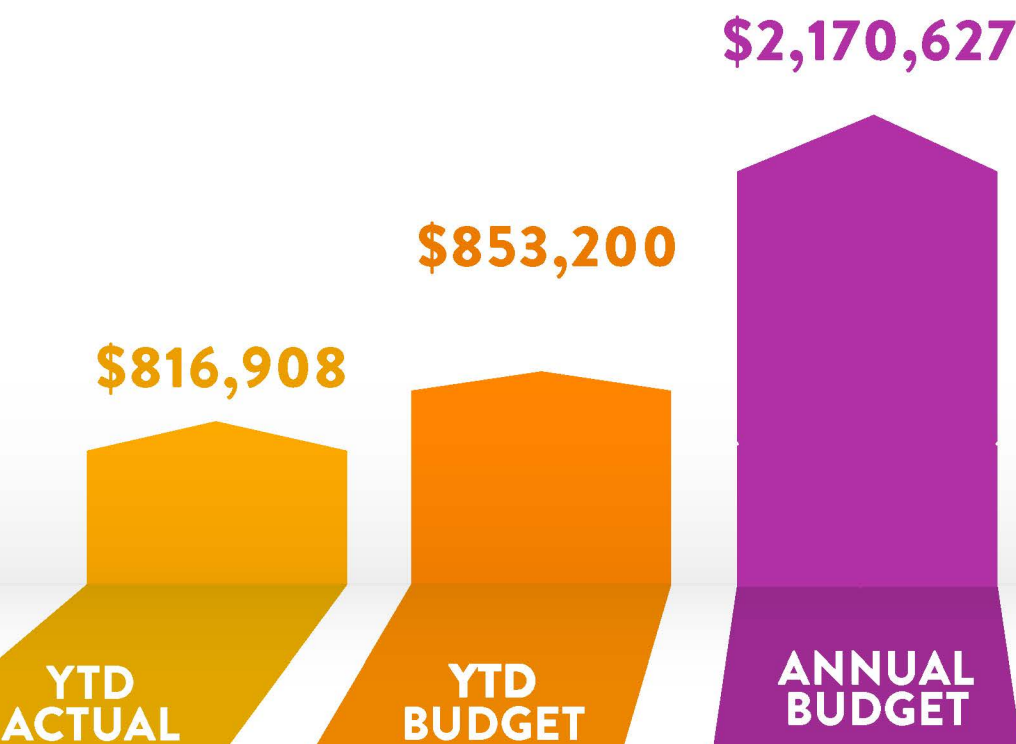
- DLBA's COO, Broc Coward, participated in a vendor review and selection panel for the City's landscaping services along the Promenade from Ocean Boulevard to Third Street conducted by the City's Development Services Department.
- The DLBA Community Outreach Manager attended the 1st District Check-in with Councilmember Zendejas and her staff. The virtual meeting allows for persons to connect with fellow district residents and voice issues/concerns directly to the Councilmember
- The next Public Safety Committee meeting is scheduled for April 28, 2021.



FINANCE (AS OF 02/28/21)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 WORK WITH RESIDENTS AND BUSINESSES TO DEVELOP AND IMPLEMENT A COMMUNITY-BASED CAMPAIGN TO COLLECT BATH TOWELS AND PERSONAL HYGIENE KITS FOR HOMELESS OUTREACH SERVICE PROVIDERS (STRATEGIC PLAN ACTIONS: C1.1)

- 1 NOVEMBER - DECEMBER**
 - Outreach to homeless outreach service providers and commercial partners.
- 2 JANUARY - MARCH**
 - Marketing and Stakeholder Outreach.
- 3 APRIL - MAY**
 - Collection!
- 4 AUGUST - SEPTEMBER**
 - Distribution to service providers.

2

GOAL 2 WORK WITH COMMITTEE MEMBERS TO SCHEDULE GOLONGBEACH CANVASSING IN THE DPIA. DEVELOP AND MANAGE A BUSINESS GOLONGBEACH OUTREACH PROGRAM EXTOLLING THE VIRTUES OF BUSINESS OWNERS/STAFF USING THE APP TO KEEP THE COMMUNITY CLEAN AND SAFE. (STRATEGIC PLAN ACTIONS: C2.7, C3.1, C3.3.)

- 1 NOVEMBER - DECEMBER**
 - Identify message and campaign collateral.
- 2 JANUARY - MARCH**
 - Perform social media, phone and physical outreach
- 3 APRIL - MAY**
 - Follow up with businesses and stakeholders on usage
- 4 JUNE - JULY**
 - Perform second round of social media, phone and physical outreach.
- 5 AUGUST - SEPTEMBER**
 - Evaluation and feedback to City staff.

3

GOAL 3 COMMITTEE MEMEBERS WORK WITH NEIGHBORHOOD ASSOCIATION LEADERS IN EVALUATING DLBA CLEAN AND SAFE PROGRAMS VIA MYSTERY SHOPPER ACTIVITIES (STRATEGIC PLAN ACTIONS: C1.4, C3.1)

- 1 NOVEMBER - JANUARY**
 - Develop evaluation checklist and training.
- 2 JANUARY**
 - Recruit Neighborhood Leaders
- 3 FEBRUARY - AUGUST**
 - Train and perform Mystery Shopping
 - Evaluate and provide feedback to DLBA Clean and Safe.
- 4 JUNE**
 - Perform second round of recruiting Neighborhood Leaders

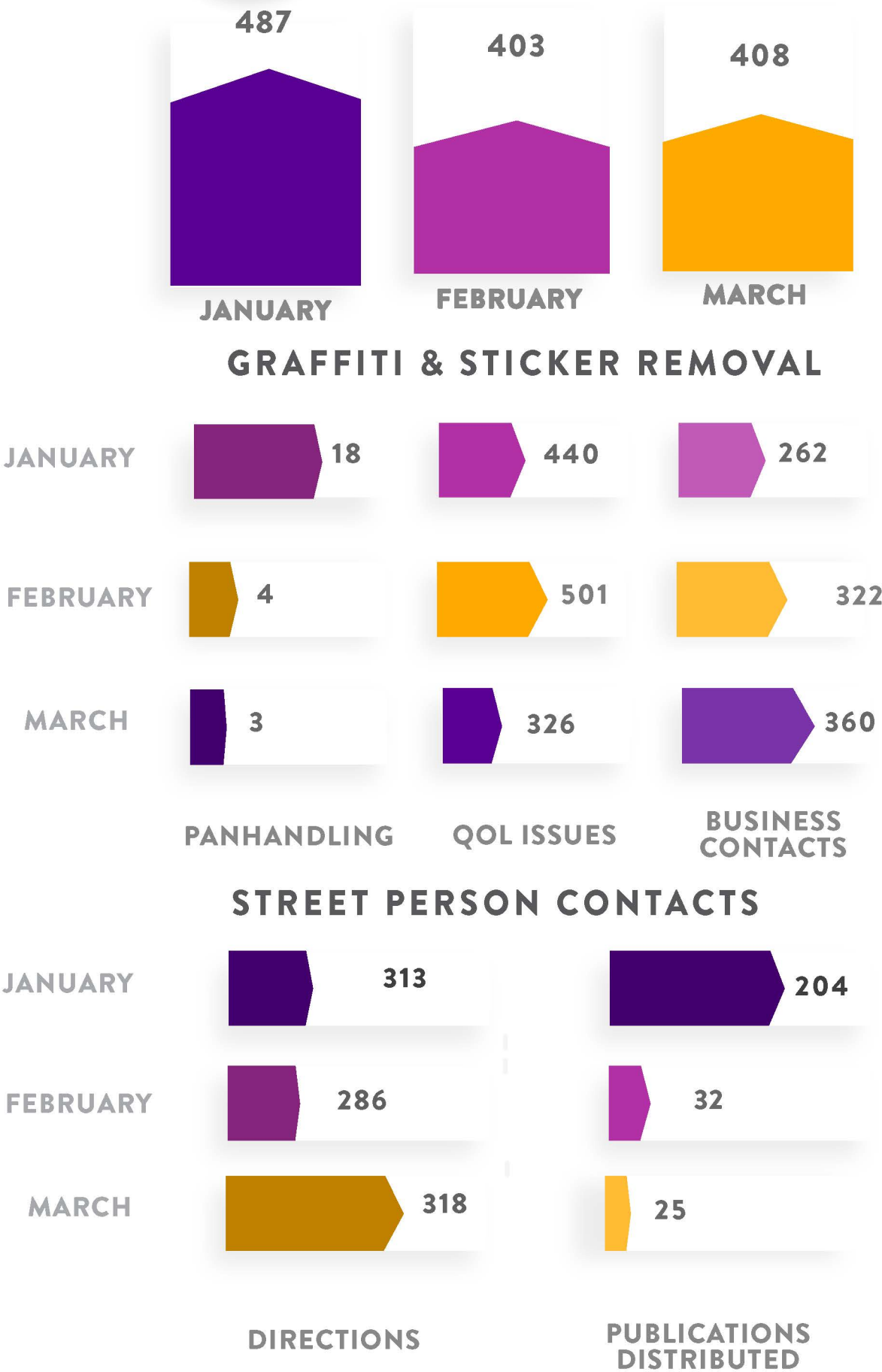
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METRICS

(AS OF 03/31/21)



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/

FEBRUARY HIGHLIGHTS (AS OF 02/28/21)



- The Virtual Taste of Downtown is on Friday, March 26, 6-9 PM. The event is designed to promote women-owned businesses in Downtown.

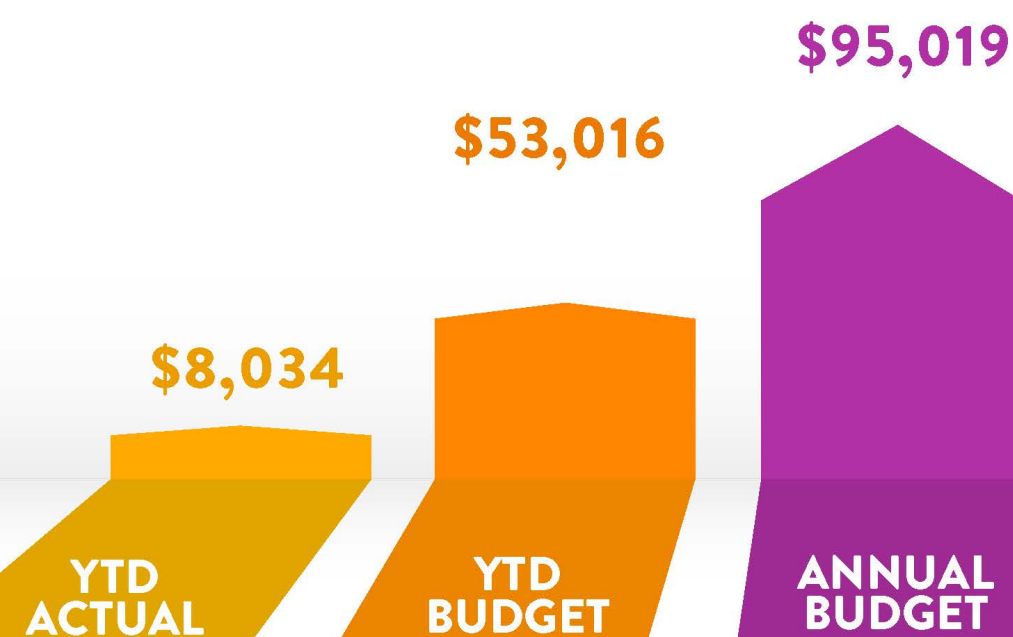
The next Special Events Committee meeting will be held Tuesday, April 13 2021.



FINANCE (AS OF 02/28/20)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21



COMMITTEE GOALS (FY 20/21)



VIRTUAL EVENTS & BEST PRACTICES Research, identify and share various types of virtual events and best practices for hosting that will increase customer support for Downtown businesses. (Strategic Plan Actions: D2.2)

1 NOVEMBER - JANUARY

- Identify and research virtual events and best practices in downtowns and nationwide Business Improvement Districts (BIDs) nationwide.

2 FEBRUARY - MARCH

- Develop virtual event recommendations for DLBA and commercial stakeholders.



SPECIAL EVENTS GUEST SPEAKER SERIES

Invite guest speakers from organizations, agencies and businesses to share their efforts to safely host in-person and virtual events in FY20/21 (Strategic Plan Actions: D2.2)

✓ NOVEMBER - DECEMBER

- Identify and recruit guest speakers.

2 JANUARY - AUGUST

- Host guest speakers.

3 APRIL - SEPTEMBER

- Monitor and report on the status DTLB virtual events.

3 JUNE - SEPTEMBER

- Monitor and report on the status of in-person events.

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

FY 2020/2021



TOTAL ATTENDANCE

-



LIVES IN DTLB

-



VISITING DTLB

-



AVERAGE AGE

-



AVERAGE SPEND

-

OVERALL RATING

N/A

TOTAL ECONOMIC RETURN

N/A

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