

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/

APRIL HIGHLIGHTS



(AS OF 04/30/20)

- As COVID-19 continues to effect the Downtown economy, the ED department is closely monitoring resources available to business and property owners.
 - In the process of curating content and potential speakers for a webinar series planned to launch in May
 - Department staff continued to monitor and collect responses for the citywide economic impact survey, which closes May 1st.
- The Next Economic Development committee meeting is May 13, 2020, via teleconference

COMMITTEE GOALS & TIMELINE

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

1 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

2 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

3 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

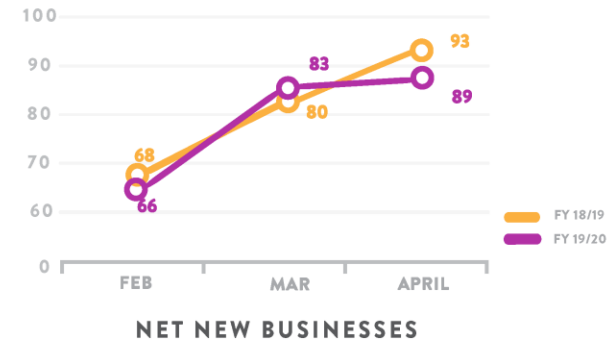
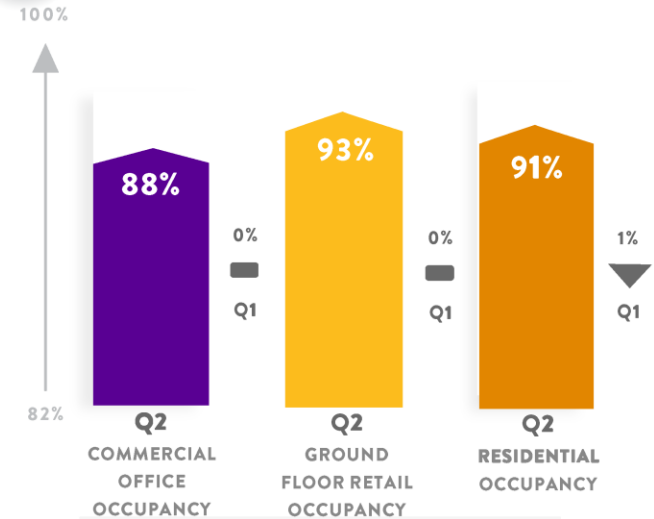
2 MAY - JULY

- 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 04/30/20)



FINANCE (AS OF 03/31/20)

SPENDING YTD

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

\$200,674

\$82,660

\$117,334

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET

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**DOWNTOWN
LONG BEACH
ALLIANCE**

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/

APRIL HIGHLIGHTS

(AS OF 04/31/20)



- In light of COVID-19's effect on Downtown, the Public Realm department has worked to re-imagine the concept of public space through virtual events, workshops, and shared neighborhood resources.
- The Loop is programmed to play a unique light show from 8-8:03 p.m. nightly. This coincides with the nightly East Village 8 p.m. celebration to honor frontline workers
- The next Public Realm committee meeting is Thursday, May 21st at 10 AM.



FINANCE AS OF 03/31/20

SPENDING YTD

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

\$147,781

\$79,110

\$87,140

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)

- 1 OCTOBER ~ NOVEMBER**
 - Identify Potential Locations
 - Develop Design Schematic
 - Collect Business Interest
- 2 JANUARY ~ MARCH**
 - Begin developing business/community partnerships
 - Finalize Locations
 - Finalize Install Concepts
- 3 APRIL ~ JUNE**
 - Coordinate marketing/social media
 - Place orders/prepare materials
 - Draft event/post event survey
- 4 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)

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

3

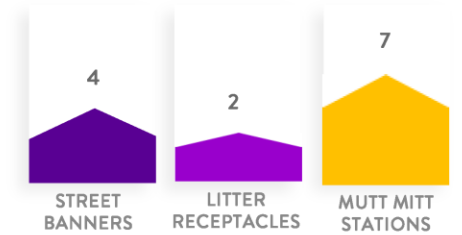
GOAL 3 DEVELOP MOBILE WAYFINDING TO IMPROVE PEDESTRIAN CIRCULATION FOR DOWNTOWN EVENTS (STRATEGIC PLAN ACTION: B2.7)

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

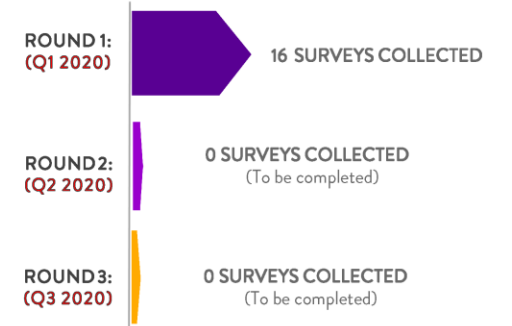


METRICS (AS OF 04/30/20)

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/

APRIL HIGHLIGHTS

(AS OF 04/30/20)



- DLBA's Clean and Safe Team continues to provide services in the PBID, focusing on sanitizing parking meters, crosswalk buttons and other street furniture.
- The Public Safety Committee's Education Series featured guest speaker Joel Davis, firefighter and program co-founder of the City's Homelessness Education And Response Team (HEART).
- Clean and Safe Team staff delivered advice for staying safe during the COVID-19 in a series of Public Safety Announcements on DLBA's YouTube channel: Downtown Long Beach Alliance
- The next Public Safety Committee meeting is scheduled for June 17th.

FINANCE (AS OF 03/31/20)

SPENDING YTD

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

\$1,967,549

\$758,391

\$940,912

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)

- 1** **OCTOBER / NOVEMBER**
 - Identify Dates for 4 walks (every other month)
- 2** **DECEMBER - MARCH**
 - Complete 50% of Audit Walks
- 3** **APRIL - JULY**
 - Complete 100% of Audit Walks
- 4** **AUGUST - SEPTEMBER**
 - Compile data and provide recommendations regarding lighting conditions

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)

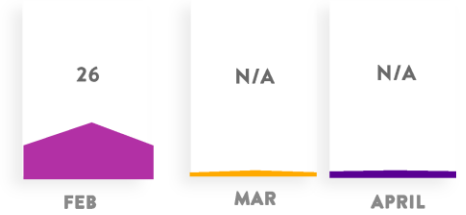
- 1** **OCTOBER**
 - Develop Series Syllabus
- 2** **DECEMBER - JULY**
 - Conduct "mobile classroom" visits
- 3** **JULY - AUGUST**
 - Conduct a culminating workshop in coordination with the Long Beach Homeless Ally program

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

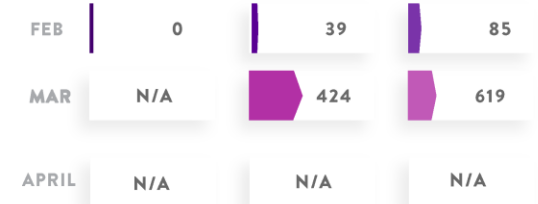
- 1** **OCTOBER - NOVEMBER**
 - Develop a campaign, unified message and branding
- 2** **NOVEMBER - DECEMBER**
 - Outreach to partners & sponsors
- 3** **JANUARY - SEPTEMBER**
 - Marketing and residential outreach
 - Collection
 - Distribution and Day of Service with Partners

METRICS

(AS OF 04/30/20)

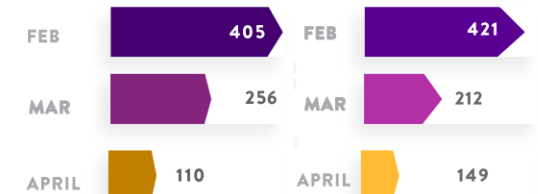


GRAFFITI & STICKER REMOVAL



PANHANDLING QOL ISSUES BUSINESS CONTACTS

STREET PERSON CONTACTS



DIRECTIONS PUBLICATIONS DISTRIBUTED

SAFETY AMBASSADOR ASSISTANCE

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MARKETING & COMMUNICATIONS

APRIL HIGHLIGHTS (AS OF 04 /30/20)



- In response to the developing COVID-19 pandemic, the DLBA has updated its communications plan to provide up to date information and resources for Downtown.
- The team planned and developed the framework for new content as part of DLBA's recent PSA Video Series.
- DLBA's online Events Calendar has transitioned into a Virtual Events Calendar to engage the community where they are and encourage social interaction online during this time of physical distancing
- The next Marketing Committee Meeting is Monday, May 4th.

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

- 1 OCT ~ NOV**
 - Establish 4-6 topics for video segments
- 2 DEC ~ JAN**
 - Create and Distribute video topic #1
- 3 FEB ~ MAR**
 - Create and Distribute video topic #2
- 4 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.

- 1 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/

METRICS (AS OF 03/31/20)

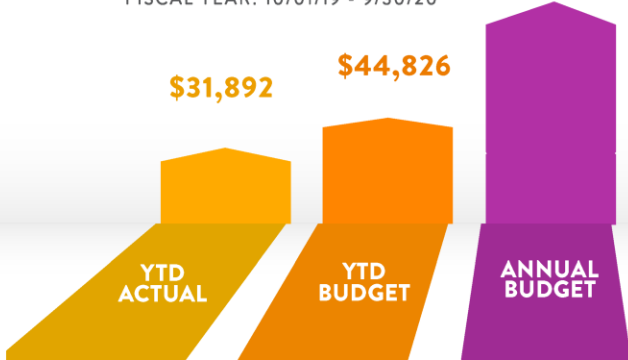
FY 2019/2020

54 DLBA PRESS APPEARANCES

1.1M SOCIAL MEDIA VIEWS ACROSS ALL PLATFORMS

FINANCE (AS OF 02/29/20)

SPENDING YTD
FISCAL YEAR: 10/01/19 - 9/30/20 **\$85,194**



MARCH SOCIAL MEDIA STATS

ENGAGEMENTS	IMPRESSIONS	FOLLOWERS
986	184,616	16,336
5,483	211,928	30,022
18,081	415,945	52,425

TWITTER INSTAGRAM FACEBOOK

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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/

APRIL HIGHLIGHTS (AS OF 04/30/20)

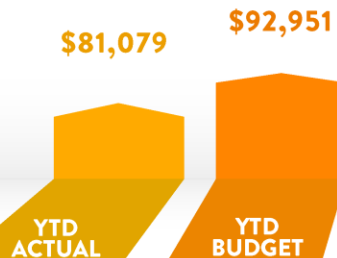


- Due to the COVID19 Pandemic, DLBA has chosen to postpone its signature events scheduled to begin in April 2020.
- The next Special Events Committee meeting will be held Tuesday, May 12th.

FINANCE (AS OF 03/31/20)

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

\$343,689



GOALS

1

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

2

SPONSORSHIPS

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

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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