

## FOR IMMEDIATE RELEASE

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## DOWNTOWN LONG BEACH ALLIANCE EXTENDS FREE BUSINESS COACHING PROGRAM

**(LONG BEACH, CA – October 13, 2020)** The [Downtown Long Beach Alliance](#) (DLBA) is extending its free small business coaching initiative, the Downtown P.A.C.E. Program, through September 2021. Through a partnership with Long Beach-based [Fuller Management Corporation](#) (FMC), the Downtown P.A.C.E. (Planning, Action, Coaching, and Entrepreneurship) Program offers one-on-one consulting services to Downtown small business owners. The program has assisted more than 70 businesses since it launched in 2019.

“After a successful year of assisting Downtown entrepreneurs with this free service, DLBA was compelled to extend the program for another year,” said DLBA Economic Development & Policy Manager Austin Metoyer. “Many businesses are facing tough times, so it’s all the more important to provide them with the tools they need to succeed.”

The P.A.C.E. Program is open to any Downtown small business owner or aspiring entrepreneur, whether they operate an established business or are seeking to start up. Business advising is offered for strategic planning, sales, staff training, performance management, marketing, and other skills and goals related to running a successful enterprise. Kena Fuller, Founder and Executive Director of business consulting firm FMC, advises each P.A.C.E. participant individually.

“With the continuance of P.A.C.E. through 2021, we will continue to work alongside our Downtown Long Beach small businesses supporting every aspect of what it means to be an entrepreneur during every stage of business ownership. I am so happy to be a part of the journey,” Fuller said. “Together in partnership with DLBA, we plan to set the bar and pave the way, helping to keep our small businesses on the right track toward continued and future success.”

As an added benefit, all P.A.C.E participants will have access to P.A.C.E Perks, exclusive benefits and offers to Downtown retailers. This year’s P.A.C.E Perks include:

- Long Beach Taco Co.: 15% off entire bill
- Burke Mercantile: 15% off all purchases
- Premier Workspaces: 25% off all offerings
- BYO Long Beach: 10% off all purchases
- Romeo's Chocolates: 10% off all purchases
- The Salt Lounge: 20% off Salt Room sessions
- Fleur de Femme: 20% off all products

Business owners and aspiring entrepreneurs are encouraged to participate by signing up for a 30-minute business consultation at this web address: <https://downtownlongbeach.org/invest/entrepreneurship-and-investor-resources/pace/>. Consultations are being held virtually for the time being.

Below are testimonials from past P.A.C.E. program participants.

“The P.A.C.E. Program has helped me feel more confident as a business owner,” said Julie Darrell, owner of sustainable goods business BYO Long Beach. “As someone with very little experience in owning and running a small business, I was overwhelmed by the many different aspects and was unsure I was doing anything right. . . . Helping identify how best to shift our business during these uncertain times has been invaluable.”

Maggie Stoll, owner of Downtown clothing store Burke Mercantile, reflected: “As a small business owner, the P.A.C.E. program and Kena Fuller’s support has been such an incredible tool to help me gain knowledge, feel empowered, and help me grow both personally and professionally where I otherwise lacked the resources to help me do so.”

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**About the Downtown Long Beach Alliance:** The Downtown Long Beach Alliance is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit [www.downtownlongbeach.org](http://www.downtownlongbeach.org), follow on Facebook @downtownlongbeach, and follow on Twitter and Instagram @DLBA.

**About Fuller Management Corporation:** Fuller Management Corporation (FMC) is a privately held business development, coaching, and advisement firm based in Long Beach, California. Specializing in small business development, FMC proudly serves organizations ranging from single person operations to 100+ personnel. With emphasis in targeted niche markets, FMC provides customized business development services designed to support client growth and sustainability in an array of professional industries, tailored to the needs of each organization. Visit [www.fullerpros.com](http://www.fullerpros.com) for more information.

