



DOWNTOWN LONG BEACH ALLIANCE

FY2020-21 SUPPLEMENTAL BUDGET

**Presented to
DLBA Executive Committee
January 7, 2020**

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown

2020-21 SUPPLEMENTAL BUDGET NARRATIVE

The following is a summary exclusive of the revenue and expenses being added to the existing FY 20-21 budget, which was passed by the DLBA Board of Directors in August. The accompanying spreadsheet includes the original budget and populates it with the following sources and uses for a combined revised budget.

REVENUE

DOWNTOWN PARKING IMPROVEMENT AREA (DPIA) self-assessment fees collected through business licenses from Downtown Long Beach businesses within Downtown Long Beach (DTLB). The annual assessment is approximately \$476.07 per business and \$8.00 per employee and for service based independent contractors \$326.96 per business and \$5.53 per employee.

PROPERTY BASED IMPROVEMENT DISTRICT (PBID) self-assessment fees collected through the County of Los Angeles from property owners within a geographical boundary in DTLB. The assessment methodology is based on the parcel and building square footage, the linear footage of the property, and the level of services rendered to the benefit areas. Allocated PBID Reserve consists of a three-month PBID revenues that are allocated to PBID services covering October-December of each year.

GRANT funds secured through various sources including Farmers & Merchants Bank, CARES ACT and Long Beach Community Foundation.

CONTRACT/ MISC Third-party contract for services through various agencies located within and outside the District. Revenues generated from these funds are reinvested in the District.

EXPENSES

DLBA is a 501(c)6 non-profit management organization empowered by the Long Beach City Council to manage two Downtown Business Improvement Districts (BIDs). The Downtown Parking Improvement Area (DPIA) is supported through a special assessment established by business owners, while the Property Based Improvement District (PBID) is sustained with the contribution from the commercial and residential property owners within the district.

RESEARCH, DEVELOPMENT & ADVOCACY

DLBA is the leading voice for the Downtown community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. As a clearing house of information focused on Downtown, the DLBA will compile, analyze, and use data to communicate sound policy. The DLBA will play a pivotal role in the decision-making process for many of the city and county lead initiatives. DLBA committees meet regularly to better serve stakeholders and ensure the quality of life in the central business district. It also acts as a liaison between the residential and business community and many city departments and council offices.

Advocacy Initiatives: The DLBA will take an active role in engaging policymakers at all levels to ensure potential policies align with DLBA's Strategic Plan: Vision 2020 and provide a positive benefit to Downtown. Such activities may include educational campaigns, development of coalitions, op-ed and white papers, and conversations with policymakers.

Strategic Plan Update & PBID District Renewal: Starting in January, DLBA will begin the process of updating its strategic plan. DLBA's strategic plan is anticipated to convey the goals and objectives of the organization over the next three to five years and feed into the development of the new district management plan. The development of the new district management plan and PBID renewal is anticipated to begin late 2021 and continue on until late 2022. This process will encourage staff, board and committee Downtown Long Beach's public realm, which consists of our streets, sidewalks, parks and plazas, is our front porch and sets the tone for the experience of visitors, investors, and tourists.

PLACEMAKING

The Placemaking Department, under the advisement of the Placemaking Committee, is responsible for developing and supporting beautification and capital improvement projects that enhance the visual appearance of Downtown. While Downtown has been, and will continue to be, an enjoyable place, the DLBA seeks to elevate this experience through placemaking, which draws on the social and cultural history of the community in order to create unique and memorable public spaces. Working with our stakeholders, the DLBA actively engages in placemaking projects both large and small, from wayfinding decals to pop-up social spaces.

Pedestrian Wayfinding: The Pedestrian Wayfinding signs will guide residents and visitors throughout downtown, highlighting and connecting neighborhoods and places of interest. These signs will encourage people to explore downtown by foot or bicycle and to create a sense of a more unified downtown. The 12 signs will be fabricated and installed in early 2021. (Strategic Plan B1.7, B3.7)

Holiday Decorations placed along Pine Avenue, The Promenade, Broadway, 1st Street and Linden Avenue. (Strategic Plan: B2.10)

Open Streets - Community Grants: Downtown Long Beach's public spaces will play a vital role in the recovery of our Downtown. This funding will be used to support businesses participating in the Open Streets Initiative. The evolving requirements for parklets and outdoor dining can be costly, and these grants would support businesses in creating high-quality, safe, and compliant parklets and outdoor spaces. As the health orders change and as we move closer to our new normal, additional businesses may also be able to use public spaces to create safer ways for people to shop and dine. (Strategic Plan B1.6, B1.9, B3.3)

SPECIAL EVENTS & SPONSORSHIPS

Events offer an exciting means of attracting and generating increased foot traffic to the central business district. However, due to ongoing COVID-19 pandemic and government issued health orders restricting the gathering of large groups, the DLBA does not intend to host in-person special events at this time but will continue to monitor health orders and public sentiment heading into late Summer 2021. In the interim, DLBA will continue to explore opportunities and partnerships in support of Virtual Taste of Downtown and similar virtual events to promote businesses and DTLB as an attractive destination.

Spirit of Downtown Awards Video: Normally part of DLBA's annual Celebrate Downtown event, Spirit of Downtown Awards are intended to recognize individuals who contribute passion, dedication and inspirational leadership to the vitality of Downtown. In the absence of an event, DLBA will introduce honorees via short bio segments in a Spirit of Downtown Award video. (Strategic Plan Tasks: D2.3)

MARKETING & COMMUNICATIONS

The Communications Manager and Social Media & Digital Marketing Coordinator are responsible for internal and external communications, including developing communications protocol and best practices for DLBA related to internal departments and external community relations. The Department provides brand oversight for all DLBA collateral, ensuring consistency across the organization's communications. The primary objectives is to increase awareness and enhance the image of DTLB by promoting existing infrastructure (businesses and public spaces), programming, services, and events; keeping stakeholders informed of DLBA initiatives as well as events, government policies, and other matters that affect the District; and tracking and managing public perception of the DLBA and its programs. This is achieved through year-round promotions, including publishing a monthly e-newsletter, cultivating and sustaining media relations, maintaining an informative and user-friendly website, consistently communicating with DTLB stakeholders and the broader community about DLBA activities, creating collateral materials, implementing strategic advertising and promotional campaigns, and leveraging DLBA social media accounts to boost visibility of DTLB and DLBA programs.

Staff has prepared a supplemental budget for fiscal year 2020-21 to aid in its efforts to support the economic recovery of the Downtown community and its businesses. The programs will leverage a multi-pronged approach to provide direct financial, marketing, and communications support to the Downtown community. The goal is to increase awareness of Downtown businesses and all they have to offer in order to drive traffic to their webpages and online shops/ordering platforms. The suite of programs outlined in this budget will address various phases of economic recovery, including the current shutdown phase, the return of the Open Streets Initiative, and ultimately, a return to normalcy following mass vaccinations. Our campaigns funded by the Supplemental Budget include:

1. Gift Card Giveaway
2. Support DTLB Marketing Campaign
3. Downtown Scene Giveaway
4. Street Pole Banners

Gift Card Giveaway

Our Gift Card Giveaway Campaign is a continuation of a successful COVID-19 recovery program providing direct financial relief to Downtown businesses in addition to free social media marketing on DLBA's Instagram account, which currently has 32,500 followers. This campaign has proven to be a successful tool in increasing awareness of and engagements with local businesses, while also providing an instantaneous economic boost through the purchase of gift cards. (Strategic Plan Tasks: D1.1, D1.3)

Support DTLB

The Support DTLB Campaign is broken down into 5 industry-specific initiatives: Dine Out DTLB, Shop DTLB, Workout DTLB (expected to launch January 2021), Indulge DTLB (expected to launch March 2021), and Stay DTLB (expected to launch May 2021). The various campaigns within Support DTLB will be promoted via Facebook, Instagram, Twitter, Google Search, Google Display, and in a handful of local and regional ad placements. (Strategic Plan Tasks: D1.1, D1.3, D4.2, E1.1)

- Dine Out DTLB & Shop DTLB

Dine Out DTLB is an interactive map of Downtown restaurants and Shop DTLB is an online directory of retailers. When the Stay-at-Home Order ends, Dine Out DTLB and Shop DTLB will benefit from an existing marketing campaign with *Los Angeles Magazine*, in addition to ongoing social media promotions. The supplemental programs also accounts for digital advertising from March-September, with Dine Out DTLB and Shop DTLB. (Strategic Plan Tasks: D1.1, D1.2, D1.3)

- Workout DTLB

The Workout DTLB campaign will market Downtown's fitness studios and gyms beginning in early 2021 featuring initial online advertising with the Long Beach Post to include video production. (Strategic Plan Tasks: D1.1, D1.3, D2.2)

- Indulge DTLB

Indulge DTLB will promote Downtown's personal care services sector for digital advertising with local media to launch the campaign. (Strategic Plan Tasks: D1.1, D1.3)

- Stay DTLB

Stay DTLB will market Downtown as a getaway destination, focusing on area hotels. It is expected that the soonest this campaign can launch would be May. The supplemental program would enable DLBA to use a more comprehensive marketing approach with regional media and additional monthly online advertisements. (Strategic Plan Tasks: D1.1, D1.3)

- Summer L.A. Magazine Campaign

Los Angeles Magazine is a regional go-to guide for day trips and dining and shopping options in the Los Angeles region. They offer comprehensive advertising packages that include print, online, social media, and e-mail marketing across their widely read platforms. Following mass vaccinations, summer will be an ideal time to again advertise with *Los Angeles Magazine* to encourage regional visitors to enjoy Downtown Long Beach's shops, restaurants, personal care services and many activities. (Strategic Plan Tasks: D1.1, D1.3, D1.4, E2.1, E2.2)

- Outdoor Signage

In addition to digital marketing, the supplemental budget for the Support DTLB campaign includes three phases of an outdoor signage program to capture the pedestrian audience in Downtown. The first phase of this program would occur in the first quarter of 2021 (Q1) and would include neighborhood A-frames advertising shopping and dining, as well as cross-street banners. The second phase of outdoor signage would occur when the Open Streets Initiative returns, likely in Q2, and would incorporate new signal wraps along Long Beach Boulevard at major intersections and Metro stops. The third phase would target the Greater Long Beach area in Q3 by advertising on Long Beach Transit bus tails. (Strategic Plan Tasks: D1.1, E1.1, E2.2)

Downtown Scene Giveaway

To increase the engagement with and subscribers to DLBA's *Downtown Scene* newsletter, a monthly giveaway program is being instituted. The giveaway would require individuals to sign up for the newsletter for a chance to win a gift card or prize each month. In addition to enticing new subscribers and readers, we will also be giving away gift cards to support local businesses. (Strategic Plan Tasks: D1.1, D1.3)

Street Pole Banners

DLBA's street pole banners need updating, and there is no better time than the present with the organization rolling out new marketing campaigns. This is as an opportunity to extend our Support DTLB campaign throughout Downtown via outdoor advertisements while enhancing the sidewalks with new, vibrant banners. (Strategic Plan Tasks: D1.1, E1.1, E2.2)

ECONOMIC DEVELOPMENT

Under the advisement of its committee, the Economic Development (ED) Department fulfills the role of leading, managing, and collaborating on Downtown initiatives, issues, and programs related to business recruitment, retention, and job creation. The department is responsible for carrying out key strategies, including assisting and retaining existing businesses, recruiting specific business niches and other employment-generating establishments, researching and reporting on Downtown's economic and demographic trends, as well as broadening Downtown's local, regional, and national visibility. Moreover, given the compounding effects of the ongoing COVID-19 pandemic, the department will direct its efforts to the recruitment and retention of businesses in Downtown.

Business Recruitment & Retention

One of the ED Department's core responsibilities is providing ongoing and targeted assistance to potential businesses including attraction, recruitment, and assistance for existing businesses. Business retention support includes consulting with existing businesses to recommend strategies for improving or enhancing business health and operations, as well as coordinating with local agencies and entities to assist with permitting and site selection as needed.

- **Strategic Business Recruitment:** ED staff will meet with prospective businesses and engage in recruitment efforts that involve business visits and downtown site selection/relocation tours. Furthermore, ED staff will work with property owners and brokers to develop an overarching business recruitment strategy to help fill vacancies caused by the COVID-19 pandemic. Another program to help address the growing number of vacant storefronts and to provide an incubator opportunity for fledgling businesses, is the establishment of a retail pop up grant program. This program will identify vacant storefronts, match prospective businesses with property owners, and cover the costs to hosts the pop-up.

Finally, ED will continue to provide our businesses with consultant services from industry experts, however, these services will be expanded to include legal support, marketing support, accounting support, and web design. (Strategic Plan Tasks A1.1, A1.3, A2.1, A2.3, A4.1 – A4.13)

- **ED Advertising:** Potential ED advertising campaigns will continue to utilize the most effective and popular real estate trade journals and other vehicles for driving ED messaging. Expanding beyond traditional advertising, ED staff will use alternative forms of communication including but not limited to social media, pay-per-click advertising, and public relations to deliver messages. Furthermore, in effort to help encourage and promote restaurant dining and provide restaurateurs with technology needs for operating in a COVID and post-COVID 19 environment ED will partner with Ritual or similar organization to provide an “Open for Business” style campaign. This could include such things as no fee pickup/delivery, free digital ordering, and citywide campaign that incentivizes customers to visit restaurants. (Strategic Plan Tasks A3.5, A4.4, A4.5, A4.9, A4.11)
- **Entrepreneur & Small Business Grant:** The DLBA’s Small Business & Job Creation Grant is designed to assist new businesses and support the expansion of existing businesses by providing grant funds in an effort to defray costs associated with starting or expanding a business, therefore creating jobs in Downtown Long Beach. Furthermore, to support the ongoing discussions around racial justice and equity, ED along with the ED Committee will develop a targeted entrepreneurs of color education series and grant program. (Strategic Plan Tasks A1.1, A1.3, A4.3)

PUBLIC SAFETY

Under the advisement of the Public Safety Committee and management by Public Safety staff, the Clean and Safe programs are dedicated to the security and maintenance of the 85-block PBID in Downtown. Considered an essential service, DLBA’s Clean and Safe programs continue to operate during the COVID-19 pandemic assisting with sanitation, security and distribution of information.

Downtown Clean Team Program

The Clean Team ensures the PBID area remains attractive, clean, and appealing for visitors, employees, and residents. In order to consistently address upkeep and beautification issues, a multi-dimensional approach was developed consisting of sidewalk and gutter sweeping, graffiti removal, sidewalk pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and reporting of maintenance problems requiring third party intervention.

- **Sanitation & Pressure Washing:** During the pandemic, DLBA’s Clean and Safe Team has increased their focus on essential services including sanitation of crosswalk buttons, parking meters and street furniture throughout the more than 75 blocks and 197 storefronts of the PBID. Additional Pressure Washing crews work on Sundays to enhance sanitation, support businesses when they reopen and maintain heavy pedestrian and dining use areas due to Open Streets Program and COVID. (Strategic Plan Tasks: C4.1, C4.2, C4.3)

Downtown Safety Ambassador Program

The Downtown Safety Ambassadors support the Long Beach Police Department (LBPD), property owners, and tenants in overall crime prevention efforts and reduction in disorderly conduct, while offering ambassador services to Downtown visitors, businesses, and residents. Those services include Friendly Safety Escorts and jumpstarts for vehicles. They provide a highly visible deterrence in neighborhoods as an attentive set of eyes and ears and are intended to supplement, not replace individual building security and the LBPD. Ambassadors also assist with quality-of-life issues, participate in outreach programs, and are radio-equipped to efficiently communicate.

- **Mask Distribution:** DLBA has partnered with the Department of Health and Human Services to have Safety Ambassadors offer free masks to “uncovered” pedestrians as well as information on COVID resources and promotional information on the many ways to support DTLB businesses during the pandemic. Ambassadors are also focused on discouraging vandalism and loitering in parklets during off-hours and COVID-related closures. (Strategic Plan Tasks: C1.1)
- **Neighborhood Impact Prosecutor Program:** Created out of a partnership between DLBA and the Long Beach City Prosecutor, the Neighborhood Impact Prosecutor Program is based on the theory of combatting criminal and civil disorder before they have a chance to take hold in a community. The first of its kind in Long Beach, the program assigns a Deputy City Prosecutor to Downtown to coordinate public safety partners such as LBPD, Health and Human Services, Code Enforcement and DLBA around chronic problem issues and locations. In addition, the Deputy City Prosecutor monitors and handles all cases presented by law enforcement involving Downtown for criminal filing and attends DLBA Public Safety Committee meetings to stay on top of current concerns. (Strategic Plan Tasks: C2.3)
- **Clean Team Maintenance:** During the COVID-19 pandemic, DLBA’s Clean Team has experienced a 41% increase in trash and debris in the PBID as a result of more residents ordering take-out while working from home. The Clean Team has also stepped up its anti-graffiti painting activities as the City’s Public Works Department grapples with a reduction in its budget and Friday furloughs. The increase has revealed the need for a wash sink dedicated solely to Clean and Safe activities. (Strategic Plan Tasks: C4.3)
- **Clean and Safe Security:** Located directly off of Broadway, the Clean and Safe entrance enables Team members to be the most efficient when employing and storing equipment and supplies throughout the day in service to Downtown. The need for staggered breaks and lunches due to COVID-19 combined with Clean and Safe managers being out in the field directly addressing stakeholder concerns has resulted in the need for a secure means for entering and exiting the office. By employing a Fob system for entry, the Clean and Safe team can operate more efficiently and enable coming and going of staff to be monitored while managers are in the field. (Strategic Plan Tasks: C1.4)



**DOWNTOWN
LONG BEACH
ALLIANCE**

Downtown Long Beach Alliance
FY20/21 Total Year Budget (Original) + Total Year Supplemental = (REVISED BUDGET)

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TOTAL YEAR BUDGET (ORIGINAL)						
DESCRIPTION	PBID	DPIA	PKG MTR	Grants	Contract/Misc.	Total
47 PBID Engineer's Adjustment		917				\$917
48 Administrative Personnel		287,093				\$287,093
49 TOTAL ADMINISTRATION	\$254,785	\$411,971	\$0	\$0	\$0	\$666,756

TOTAL YEAR SUPPLEMENTAL				
PBID	DPIA	Grants	Contract/Misc.	Total
				\$0
				\$0
\$26	\$0	\$0	\$0	\$26

TOTAL YEAR BUDGET (REVISED)					
PBID	DPIA	PKG MTR	Grants	Contract/Misc.	Total
\$0	\$917	\$0	\$0	\$0	\$917
\$0	\$287,093	\$0	\$0	\$0	\$287,093
\$254,811	\$411,971	\$0	\$0	\$0	\$666,781



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TOTAL YEAR BUDGET (ORIGINAL)						
DESCRIPTION	PBID	DPIA	PKG MTR	Grants	Contract/Misc.	Total
88 Contingency Funds for Special Events	9,915		85,103			\$95,018
89 PBID General Benefit 1%	1,878					\$1,878
90 PBID Engineer's Adjustment	651					\$651
91 Special Events Personnel	168,442					\$168,442
92 TOTAL SPECIAL EVENTS	\$180,886	\$0	\$85,103	\$0	\$0	\$265,989

TOTAL YEAR SUPPLEMENTAL				
PBID	DPIA	Grants	Contract/Misc.	Total
5,000				\$5,000
18				\$18
				\$0
				\$0
\$5,018	\$0	\$0	\$0	\$5,018

TOTAL YEAR BUDGET (REVISED)					
PBID	DPIA	PKG MTR	Grants	Contract/Misc.	Total
\$14,915	\$0	\$85,103	\$0	\$0	\$100,018
\$1,896	\$0	\$0	\$0	\$0	\$1,896
\$651	\$0	\$0	\$0	\$0	\$651
\$168,442	\$0	\$0	\$0	\$0	\$168,442
\$185,904	\$0	\$85,103	\$0	\$0	\$271,007

