

DLBA Executive Committee

January 7, 2021

Zoom Teleconferencing



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

1. Call to Order and Introductions

Alan Pullman, Chairperson

2. Secretary Report: Minutes – December 3

- SECRETARY REPORT: Minutes presented and approved from November 5, 2020 meeting
- CHAIRPERSON'S REPORT:
 - Governance Committee Report – Pullman
 - Approved Mike Gold to serve on the DLBA 2020-21 Board of Directors
- PRESIDENT AND CEO REPORT
 - Guest speaker Alex Cherin, Executive Director, Long Beach Restaurant Managers Association updated the Committee on COVID health orders
 - Keisler spoke about City Council/Commission meetings, the Economic Recovery Strategy, and the BluePrint 2.0

ACTION: Approve Minutes from December 3 Executive Committee Meeting

3. TREASURER'S REPORT

Debra Fixen

David Hughes, DLBA Finance Manager

3. Review Year-To- Date Financials *(November 30, 2020)*

Downtown Long Beach Alliance
As of November 30, 2020
(Fiscal Year Ending September 30, 2021)
Financial Summary

OVERVIEW

Year-to-Date	Actual	Budget	Variance
Revenue	725,742	699,571	26,171
Expenses	622,456	698,134	75,678
Net	103,286	1,437	101,849

REVENUES:

Special Events Revenue is less than budget by \$2,499 or 100% primarily due to issuing (\$2,499) credit memo for sponsorships billed in fiscal 2019.

Grants & Contract Services Revenue is more than budget by \$28,700 or 56% primarily due to receipt of grants (\$34,400) (CARES ACT BID Grant) in excess of amounts budgeted for offset by lower than budgeted Small Business grant fundraising (\$4,800), Office Rent Reimbursement (\$500) and issuing a (\$2,045) credit memo for contract services billed in fiscal 2019.

3. Review Year-To- Date Financials *(November 30, 2020)*

EXPENSES:

Public Realm Expenses are less than budget by \$10,100 or 15% primarily due to lower than budgeted Personnel costs (\$3,650), Professional Development (\$250), Beautification (\$6,200), and Community Engagement & Planning (\$300).

Economic Development Expenses are less than budget by \$20,600 or 34% primarily due to lower than budgeted Personnel costs (\$6,700), Business Recruitment & Retention (\$1,550), Community Engagement & Business Outreach (\$2,400), and Small Business Grants (\$10,000).

Marketing Expenses are more than budget by \$4,400 or 10% due to higher than budgeted Marketing cost (\$1,000), Recovery Campaign (\$5,400) and Advertising/Promotions (\$600), offset by lower than budgeted Publications cost (\$1,000) and Personnel costs (\$1,600).

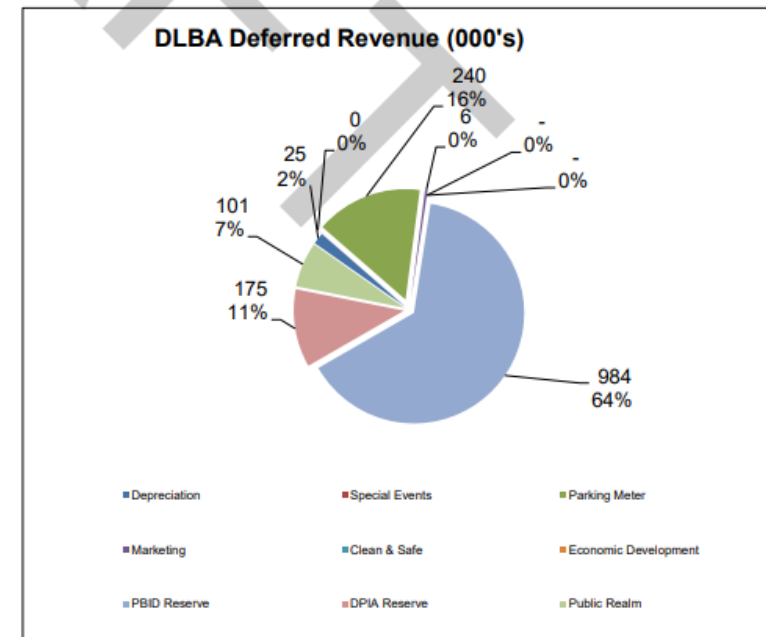
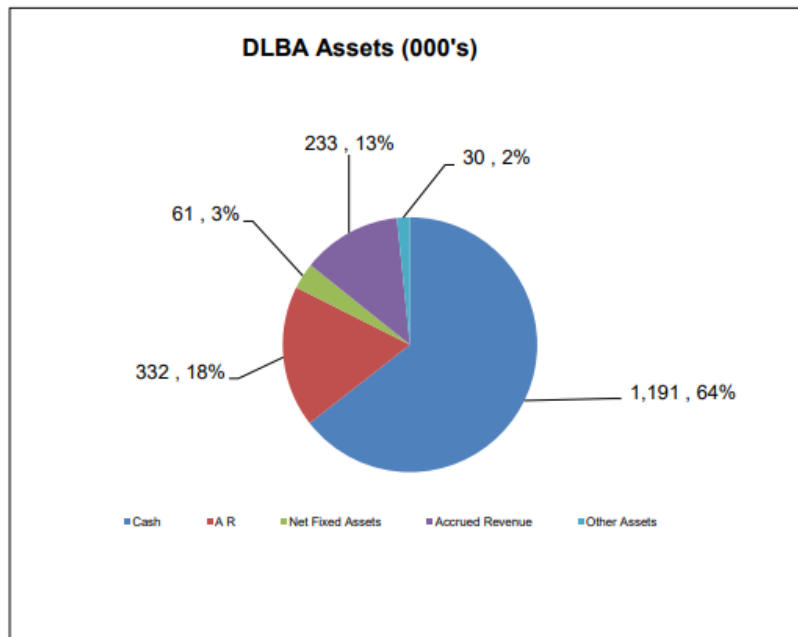
Research, Dev. & Advocacy Expenses are less than budget by \$21,400 or 50% due to lower than budgeted for Personnel costs (\$9,400), Travel/Education/Civic Event costs (\$6,900), and Research & Data Analytics costs (\$5,100).

Special Event Expenses are less than budget by \$5,300 or 16% due to lower than budgeted for Personnel costs (\$4,100) and Event costs (\$1,000).

Operations Expenses are less than budget by \$4,200 or 4% due to several variances related to Clean & Safe operational expenses and lower Clean Team personnel costs.

3. Review Year-To-Date Financials *(As of November 30, 2020)*

- Cash
- AR
- Net Fixed Assets
- Accrued Revenue
- Other Assets



- Depreciation
- Clean & Safe
- DPIA Reserve
- Strategic Planning
- Economic Dev
- Public Realm
- Consultants
- PBID Reserve

4. Chairperson Report

Alan Pullman

4. Chairperson's Report – Alan Pullman

- A. Update on DLBA Strategic Plan & PBID Renewal:
Introduction of Brad Segal, President, Progressive Urban
Management Associates & Team

4. Chairperson's Report – Alan Pullman

B. Governance Committee Report – Loara Cadavona

i. [Board & Committee Vacancies](#)

4. Chairperson's Report – Alan Pullman

B. Governance Committee Report – Loara Cadavona

ii. [2020-21 Election Procedure Timeline](#)

5. President and CEO Report

Kraig Kojian

5. President and CEO Report

A. [Present 2020-21 Supplemental Budget](#)

ACTION: Approve or amend FY 2020-21 Supplemental Budget as presented.

2020-21 SOURCES & USES SUPPLEMENTAL BUDGET

SOURCES	PBID	DPIA	GRANTS	CONTRACT SERVICES	3-MO. PBID RESERVES	TOTAL
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SUPPLEMENTAL REVENUE:

PROPERTY BASED IMPROVEMENT DISTRICT (PBID): 19-20 PBID revenue deferred to FY20-21. 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. Per the PBID Management Plan, the Environment allocation accounts for 64.1% of the PBID revenue and includes Clean and Safe Programs as well as Beautification efforts. The Economy activities aimed at improving Downtown's overall image is allocated at 25.1%, and Advocacy and Administrative costs of 10.8% have been included.

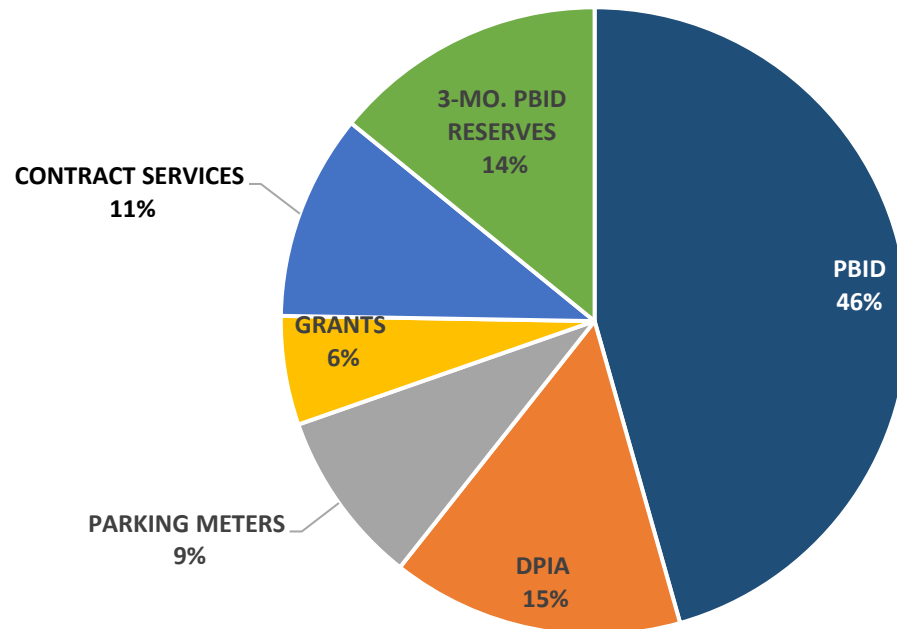
DOWNTOWN PARKING IMPROVEMENT AREA (DPIA): 19-20 DPIA revenue deferred to FY20-21. Self-assessment fees collected through business licenses from Downtown Long Beach businesses within Downtown Long Beach (DTLB). The annual assessment is approximately \$476.07 per business and \$8 per employee; for service-based independent contractors: \$326.96 per business and \$5.53 per employee. There are no restrictions on how these funds are allocated.

GRANTS: Funds secured through various sources including Farmers & Merchants Bank, CARES ACT and Long Beach Community Foundation. If applicable, funds are allocated to the terms of the grant agreement.

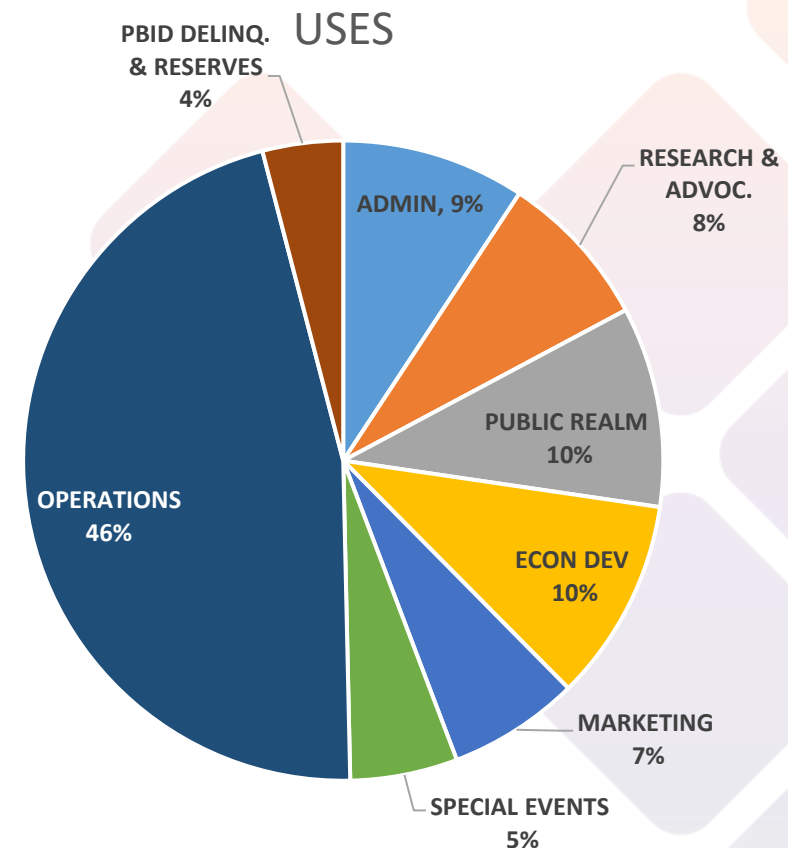
CONTRACT SERVICES: Third-party contract for services through various agencies located within and outside the District. Revenues generated from these funds are reinvested in the District.

2020-21 SUPPLEMENTAL BUDGET SOURCES & USES

SOURCES



USES



FISCAL YEAR FY 2020-21 SUPPLEMENTAL BUDGET

REVENUES

	PBID	DPIA	PARKING METERS	GRANTS	CONTRACT SERVICES	3-MO. PBID & CLEAN & SAFE RESERVES	TOTAL
Approved Budget FY 2020-21	2,719,487	690,392	450,000	30,000	399,399	*(706,040)	4,289,278
Supplemental Budget FY 2020-21	265,149	61,150	0	250,390	130,320	**(56,680)	707,009
Total Budget FY 2020-21	2,984,636	751,542	450,000	280,390	529,719	*(834,097)	4,996,287

*NOTE:: 3-Month PBID Reserves includes PBID revenue from FY19-20 deferred to FY20-21 for Oct-Dec 2020 as well as Clean & Safe Secure Reserve

EXPENSES

	ADMIN	RESEARCH & ADVOCACY	PUBLIC REALM	ECON DEV	MARKETING & COMMUNICATIONS	SPECIAL EVENTS	CLEAN & SAFE	PBID DELINQ. & PHASE TWO RESERVES	TOTAL
Approved Budget FY 2020-21	666,756	337,035	268,578	387,997	237,092	265,989	2,125,831	*(84,108)	4,289,279
Supplemental Budget FY 2020-21	0	59,053	236,700	125,000	94,636	5,000	186,620	**(203,130)	707,009
Total Budget FY 2020-21	666,756	396,088	505,278	512,997	331,728	270,989	2,312,451	**(281,654)	4,996,287

**NOTE:: PBID Delinquency & Reserves includes a 3% delinquency allowance as well as PBID revenue to be deferred to FY - 21 Phase Two Reserve

5. President and CEO Report

B. Organizational Dashboards

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/

DECEMBER HIGHLIGHTS

(AS OF 12/31/20)



- Economic Development staff packaged and presented the results of the Q4 COVID-19 Economic Impact Survey, which targeted all Long Beach businesses. The results were presented to DLBA's Board of Directors
- DLBA participated in the Long Beach Economic Development Commission's study session on the role of Business Improvement Districts (BIDs) in the City of Long Beach.
- The Next Economic Development committee meeting is Wednesday January 13, 2021 via teleconference



FINANCE (AS OF 11/30/20)

SPENDING YTD

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

\$218,408

\$12,629

\$32,371

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



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

2

MARCH - JULY

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

3

JULY - SEPTEMBER

- Launch Program



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

2

APRIL - JUNE

- Identify potential spaces with coordination from property owners and brokers

3

JULY - SEPTEMBER

- Launch Program



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

1

MARCH - APRIL

- Conduct Downtown Resident Survey

2

MAY - JUNE

- Review and discuss resident survey results

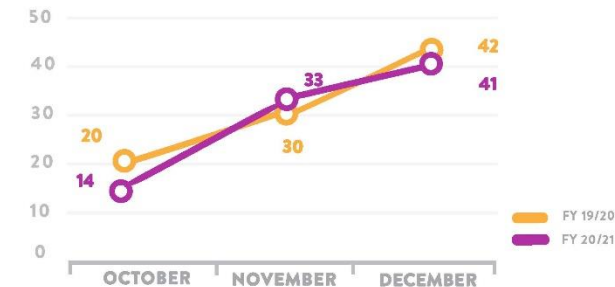
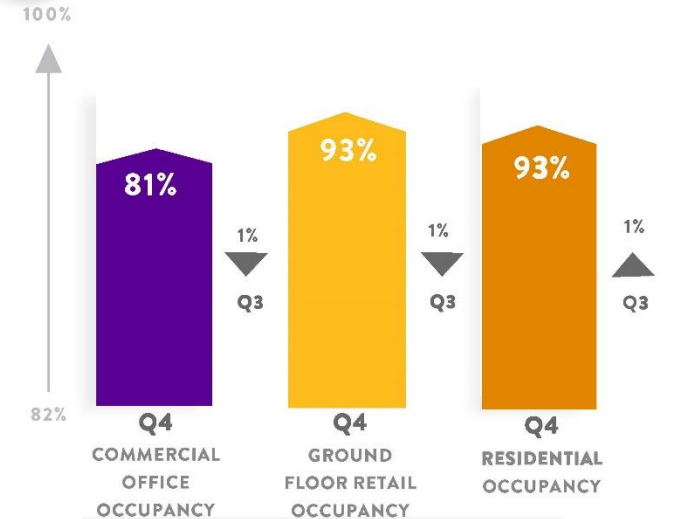
3

JULY - AUGUST

- Develop one-pager to provide to brokerage community.



METRICS (AS OF 12/31/20)



NET NEW BUSINESSES



MARKETING & COMMUNICATIONS

DECEMBER HIGHLIGHTS (AS OF 12/31/20)



- DLBA's 2020 Annual Report was published online and distributed in a media announcement. Print copies are currently in production.
- DLBA successfully held its December Downtown Discussions webinar, which was viewed in Zoom webinar as well as Facebook Live.
- DLBA's solicitation of hiring Safety Ambassadors did exceptionally well especially on Instagram
- The next Marketing Committee Meeting is Monday, January 4th, 2020.



FINANCE (AS OF 11/30/20)

SPENDING YTD

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

\$25,282

\$19,372

\$93,016

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 DEC - JAN

- Create 1-2 concepts

2 FEB - MAR

- Launch first activity

3 APRIL - MAY

- Create 1-2 Summer oriented concepts

4 JUNE - JULY

- Launch Summer activity

5 AUG - SEPT

- 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 12/31/20)

FY 2020/2021



9 DLBA PRESS RELEASES



1,156,492 IMPRESSIONS
ACROSS ALL SOCIAL MEDIA
PLATFORMS

DECEMBER SOCIAL MEDIA STATS

ENGAGEMENTS

959

2,187

4,231

IMPRESSIONS

41,336

78,171

143,990

FOLLOWERS

17,041

32,582

52,330

[TWITTER](https://twitter.com/dlba)

[INSTAGRAM](https://www.instagram.com/dlba)

[FACEBOOK](https://www.facebook.com/dlba)



DOWNTOWN
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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/

DECEMBER HIGHLIGHTS

(AS OF 12/31/20)

- Public Realm staff worked with Operations to identify locations where trees could be planted in Downtown.
- The Loop was decorated with holiday ornaments, bringing extra cheer to the corner of Ocean Boulevard and Pine Avenue.

- The next Placemaking committee meeting is Thursday, January 21st, 2020



FINANCE (AS OF 11/30/20)

SPENDING YTD

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

\$107,552

\$31,638

\$38,487

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)

- OCTOBER - JANUARY**
 - Identify streets and locations to assess
 - Divide into groups and complete assessments
 - Develop and conduct business surveys
 - Research benchmark cities
- FEBRUARY - MAY**
 - Review data
 - Identify project locations
 - Develop project timeline and logistics
- JUNE - AUGUST**
 - Implement identified projects
- SEPTEMBER**
 - Assess identified projects

2

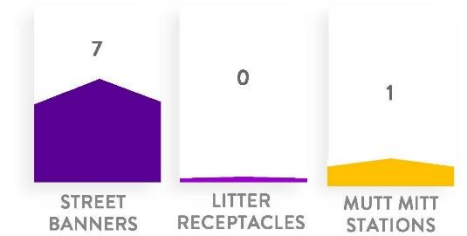
GOAL 2 DEVELOP CREATIVE ACTIVATION OF PUBLIC SPACES THAT PROMOTE SAFELY BEING OUTDOORS. (STRATEGIC PLAN ACTIONS: B2.6, B2.7, B3.8)

- OCTOBER - JANUARY**
 - Identify streets and locations to assess
 - Divide into groups and complete assessments
 - Develop and conduct business surveys
 - Research benchmark cities
- FEBRUARY - MAY**
 - Review data
 - Identify project locations
 - Develop project timeline and logistics
- JUNE - AUGUST**
 - Implement identified projects
- SEPTEMBER**
 - Assess identified projects



METRICS (AS OF 12/21/20)

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/

DECEMBER HIGHLIGHTS

(AS OF 12/31/20)

- DLBA's Public Safety Committee welcomed a guest speaker, Deputy City Attorney Sarah Green, who provided an overview of the roles and responsibilities of the Long Beach City Attorney's Office as well as her own assignments
- DLBA participated in two Project Homekey Virtual Conversations and worked with the Homeless Services Advisory Committee regarding the Mayor's Fund for Homelessness. DLBA also participated in this week's Homeless Coalition meeting, during which Jordan Wynne of Everyone In Long Beach was elected to the Board.
- The next Public Safety Committee meeting is scheduled for January 27th, 2021.



FINANCE (AS OF 11/30/20)

SPENDING YTD

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

\$1,990,230

\$302,645

\$320,935

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET

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)



NOVEMBER - DECEMBER

- Outreach to homeless outreach service providers and commercial partners.



JANUARY - MARCH

- Marketing and Stakeholder Outreach.



APRIL - MAY

- Collection!



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.)



NOVEMBER - DECEMBER

- Identify message and campaign collateral.



JANUARY - MARCH

- Perform social media, phone and physical outreach



APRIL - MAY

- Follow up with businesses and stakeholders on usage



JUNE - JULY

- Perform second round of social media, phone and physical outreach.



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)



NOVEMBER - JANUARY

- Develop evaluation checklist and training.



JANUARY

- Recruit Neighborhood Leaders



JUNE

- Perform second round of recruiting Neighborhood Leaders



FEBRUARY - AUGUST

- Train and perform Mystery Shopping
- Evaluate and provide feedback to DLBA Clean and Safe.



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METRICS

(AS OF 12/31/20)

366



OCTOBER

295



NOVEMBER

304



DECEMBER

GRAFFITI & STICKER REMOVAL

OCTOBER



28



276



160

NOVEMBER



14



220



130

DECEMBER



9



302



87

PANHANDLING

QOL ISSUES

BUSINESS CONTACTS

STREET PERSON CONTACTS

OCTOBER



157



42

NOVEMBER



112



67

DECEMBER



96



18

DIRECTIONS

PUBLICATIONS DISTRIBUTED

SAFETY AMBASSADOR ASSISTANCE



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ALLIANCE

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/

DECEMBER HIGHLIGHTS (AS OF 12/31/20)



- DLBA held its Downtown Discussions webinar on December 4th, focusing on the topic of placemaking in a pandemic. It was a smash hit. The net DLBA webinar is January 8th 2021
- The next Special Events Committee meeting will be held Tuesday, January 12th, 2021.



FINANCE (AS OF 11/30/20)

SPENDING YTD

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

\$97,547

\$3,043

\$5,628

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



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 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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5. President and CEO Report

C. Miscellaneous Updates

6. Old Business
7. New Business
8. Public Comments (three minutes on all non-agenda items)
9. Adjournment

DLBA MEETINGS AND UPCOMING EVENTS

Meeting / Event	Date	Time	Location
Downtown Discussion Webinar	January 8	10 AM	Zoom
Special Events & Sponsorships Committee	January 12	1 PM	Zoom
Economic Development Committee	January 13	9 AM	Zoom
Placemaking Committee	January 21	10 AM	Zoom
Finance Committee	January 22	10 AM	Zoom
Governance Committee	January 27	10 AM	Zoom
Public Safety Committee	January 27	4:30 PM	Zoom
Marketing & Communications Committee	February 1	4:30 PM	Zoom
Executive Committee	February 4	8 AM	Zoom