

DLBA Executive Committee

March 4, 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 – February 4, 2021

- SECRETARY REPORT: Minutes presented and approved from January 7, 2020 meeting
- TREASURER'S REPORT:
 - Kojian announced the immediate resignation of David Hughes, DLBA Finance Manager.
- CHAIRPERSON'S REPORT:
 - Cadavona reviewed current Board/committee vacancies.
- PRESIDENT AND CEO REPORT
 - Kena Fuller with Fuller Management Corporation presented her findings after completing the staff and Executive Committee assessments.

ACTION: Approve Minutes from February 4 Executive Committee Meeting

3. TREASURER'S REPORT

Debra Fixen

Kevin Dickson, Dickson & Vanzant LLP

3. Review Year-To- Date Financials *(December 31, 2020)*

Downtown Long Beach Alliance
As of December 31, 2020
(Fiscal Year Ending September 30, 2021)
Financial Summary

OVERVIEW

Year-to-Date	Actual	Budget	Variance
Revenue	1,284,341	1,108,565	175,776
Expenses	959,192	1,095,256	136,064
Net	325,149	13,309	311,840

REVENUES:

DPIA Revenue is less than budget by \$28,600 or 17% primarily due to actual October and November revenue being less than budget.

Parking Meter Revenue is less than budget by \$15,500 or 14% due to actual August and September revenue being less than budget.

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 \$221,300 or 166% primarily due to receipt of grants (\$229,300) (CARES ACT BID Grant) in excess of amounts budgeted for offset by lower than budgeted Small Business grant fundraising (\$7,500), Office Rent Reimbursement (\$750) and issuing a (\$2,045) credit memo for contract services billed in fiscal 2019.

3. Review Year-To- Date Financials *(December 31, 2020)*

OVERVIEW

Year-to-Date	Actual	Budget	Variance
Revenue	1,284,341	1,108,565	175,776
Expenses	959,192	1,095,256	136,064
Net	325,149	13,309	311,840

EXPENSES:

Public Realm Expenses are less than budget by \$17,200 or 19% primarily due to lower than budgeted Personnel costs (\$4,100), Professional Development (\$250), Beautification (\$8,200), Public Space Activation (\$4,000), and Community Engagement & Planning (\$300).

Economic Development Expenses are less than budget by \$21,100 or 23% primarily due to lower than budgeted Personnel costs (\$8,400), Business Recruitment & Retention (\$10,400), and Community Engagement & Business Outreach (\$2,300).

Marketing Expenses are less than budget by \$600 or 1% due to higher than budgeted Marketing cost (\$1,000), and Advertising/Promotions (\$1,700), offset by lower than budgeted Publications cost (\$1,700), and Personnel costs (\$1,600).

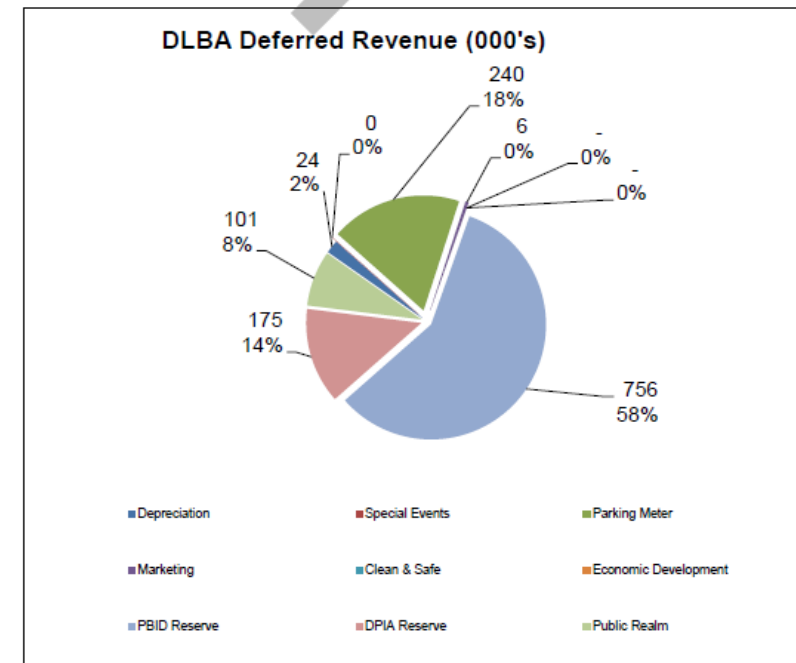
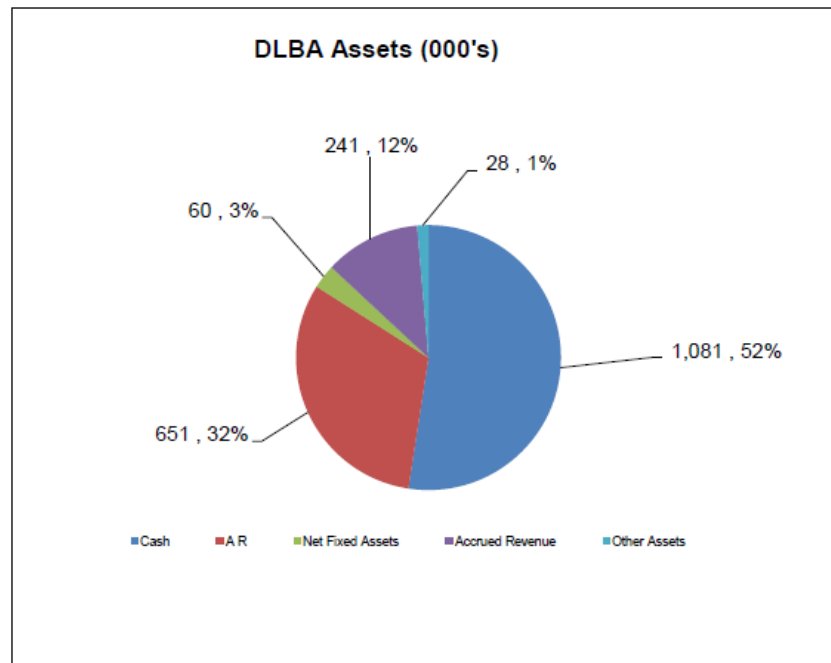
Research, Dev. & Advocacy Expenses are less than budget by \$28,600 or 45% due to lower than budgeted for Personnel costs (\$10,900), Travel/Education/Civic Event costs (\$10,300), and Research & Data Analytics costs (\$7,400).

Special Event Expenses are less than budget by \$40,300 or 49% due to lower than budgeted for Personnel costs (\$5,200), Event costs (\$33,300), and General Expenses (\$1,400).

Operations Expenses are less than budget by \$10,600 or 6% due to several variances related to Clean & Safe operational expenses and lower Clean Team personnel costs.

3. Review Year-To-Date Financials *(As of December 31, 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. Governance Committee Report – Loara Cadavona

i. [Board & Committee Vacancies](#)

ACTION: Approve appointment of Rhonda Love of Dream Kreator to serve on the DLBA Board of Directors, representing the East Village Downtown Parking Improvement Area (DPIA) business seat effective immediately and expiring September 30, 2022.

4. Chairperson's Report – Alan Pullman

A. Governance Committee Report – Loara Cadavona

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

5. President and CEO Report

Kraig Kojian

5. President and CEO Report

A. Update on Strategic Plan & PBID Renewal

- Project Steering Committee

5. President and CEO Report

A. Update on Strategic Plan & PBID Renewal

- Project Steering Committee – Invited List

Name	Affiliation
Alan Pullman	Studio One Eleven/RDC
Loara Cadavona	MemorialCare
Debra Fixen	Shoreline Village
Allison Kripp	Den Salon
Silvano Merlo	Courtyard by Marriot
Ryan Altoon	AndersonPacific
Sheva Hosseinzadeh	Coldwell Banker Commercial Blair WESTMAC
John Keisler	City of Long Beach, Economic Development
Sam Pierzina	Ensemble Real Estate Investments
Kena Fuller	Fuller Management Corp
Melissa Morgan	Long Beach Forward
Denise Carter	Resident
Wayne Chaney Jr	Antioch Church
Richard Lewis	Urbana Development, LLC
Michael Gold	Long Beach Transit
Todd Lemmis	Pacific6
Jeremy Harris	Long Beach Chamber of Commerce

Name	Affiliation
Griselda Suarez	Long Beach Arts Council
Graham Gill	Lee & Associates
Sean Rawson	Stillwater
Jeffrey Forney	CVB
Ryan La Rosa	Commune Communications
Julia Huang	InterTrend
Dennis Dean/David Sommers	Studio LBP
Steve Sheldon or Rhonda Love	Epic Entertainment or Dreamkreator Studio
Tasha Day	City of Long Beach, Special Events
Paul Duncan	City of Long Beach, Health & Human Services
Commander Gerardo Prieto	City of Long Beach, Police Department
North Pine Neighborhood Association	Neighborhood Association
Willmore City Heritage Association	Neighborhood Association
Ocean Residents Community Association	Neighborhood Association
Promenade Area Residents Association	Neighborhood Association
East Village Association	Neighborhood Association
West Gateway Community Association	Neighborhood Association

5. President and CEO Report

B. Preliminary Discussion and Review on Annual Assessment Adjustments to Property Based Improvement District (PBID) and Downtown Parking Improvement Area (DPIA).

PBID & DPIA RATE ADJUSTMENT MARCH 4, 2021



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ALLIANCE

AGENDA

- Review of 20-21 Sources & Uses
- PBID Fund Distribution
- Review of Historical Trends
- 21-22 Assumptions
- PBID Rate Scenarios
- Discussion

2020-21 SOURCES & USES

SOURCES:	PBID*	DPIA	PKG METER*	TICKETS / VENDORS & SPONSORS*	CONTRACT* & MISC	3-MO. PBID RESERVES*	TOTAL
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(*) RESTRICTED REVENUE:

PBID: The Environment portion 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 accounts for 25.1%, and Advocacy and Administrative costs of 10.8% have been included... This also includes the 3-month PBID reserves which are deferred into the next fiscal year.

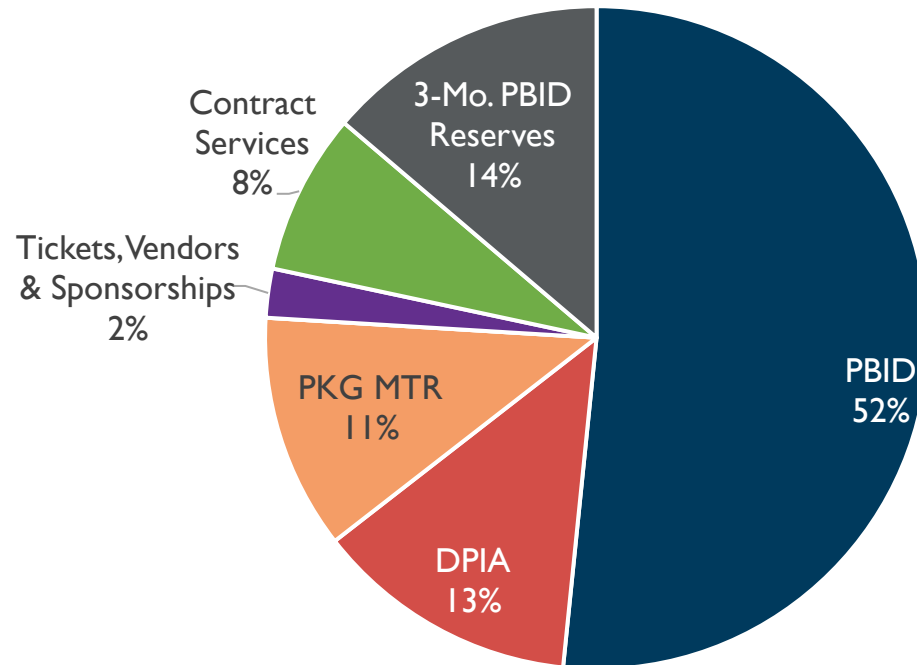
PARKING METER: The Ordinance relating to Downtown Parking Meter Revenues dictates it be spent with one-half used for Capital Improvements and one-half used for Marketing purposes to promote the Downtown.

Ticket/Vendors & Sponsors: Funding received from DLBA signature events is reinvested back into Special Events & Marketing

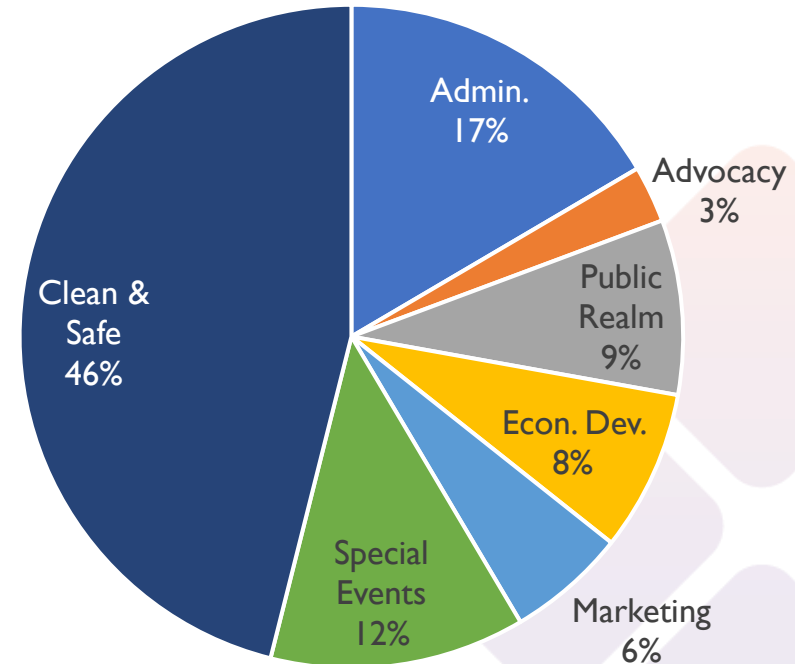
Contracted Services: Revenue from Clean Team contract services provided above and beyond levels mandated in the PBID management plan is reinvested back into Operations

2020-21 SOURCES & USES

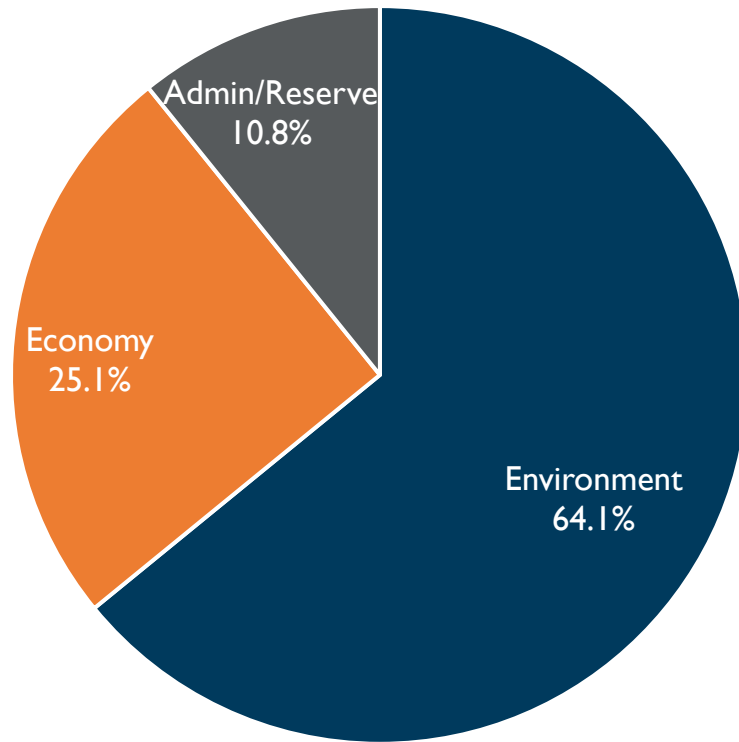
SOURCES



USES



PBID FUND DISTRIBUTION



Environment: Clean, Safe & Beautification (Public Realm)
Economy: Economic Dev. & Marketing/Sp. Events
Admin: Admin & Advocacy

Funded Activities

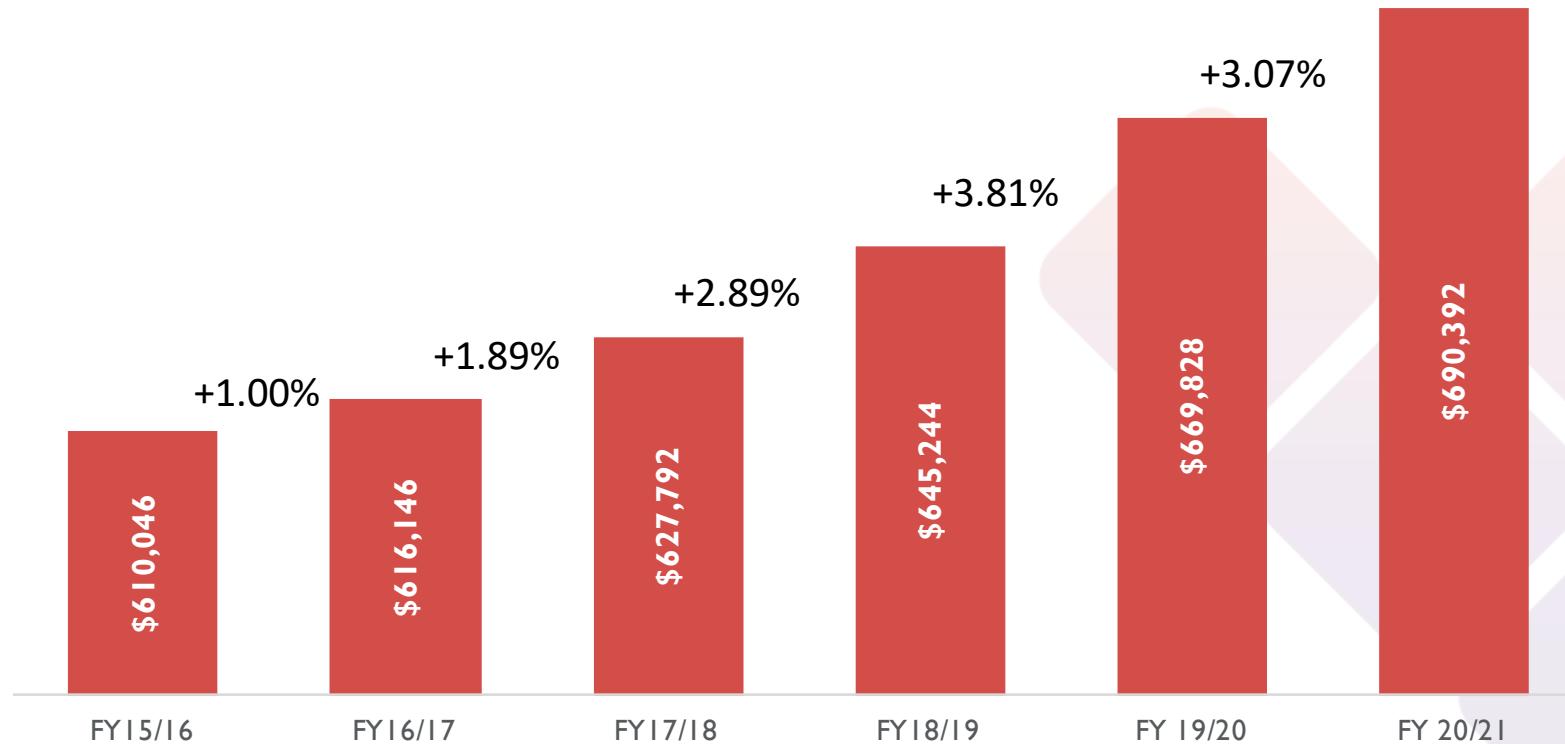
- Environment (64.1%)
 - **Clean & Safe:** Litter removal, steam cleaning, graffiti removal, sweeping, foot, bike & Segway patrols, visitor services, safety escorts, homeless outreach, resident coordinator
 - **Beautification:** seasonal banners, public art, street furniture, activities that enhance DTLB
- Economy: (25.1%)
 - **Economic Development:** Assist property owners in recruitment/retention of tenants, fill storefronts & attract diverse retail and employers to occupy office buildings.
 - **Marketing & Special Events:** promote positive image, activate DTLB with regularly scheduled events, promotions and public relations

Note: Residents & non-profits are not assessed for economy activities

HISTORICAL TRENDS:

Historical DPIA Adjustment			
Year	Consumer Price Index	City Adjustment	DLBA Adjustment
2010-11	1.96%	3.90%	3.9%
2011-12	2.12%	2.67%	2.0%
2012-13	2.03%	2.00%	2.00%
2013-14	1.08%	1.08%	1.08%
2014-15	1.35%	1.00%	1.00%
2015-16	0.91%	1.00%	1.00%
2016-17	1.89%	1.89%	1.89%
2017-18	2.79%	2.79%	2.89%
2018-19	3.81%	3.81%	3.81%
2019-20	3.07%	3.07%	3.07%
2020-21	1.62%	-	-
10-Year Avg.	2.10%	2.32%	2.25%
5- Year Avg.	2.49%	2.51%	2.51%

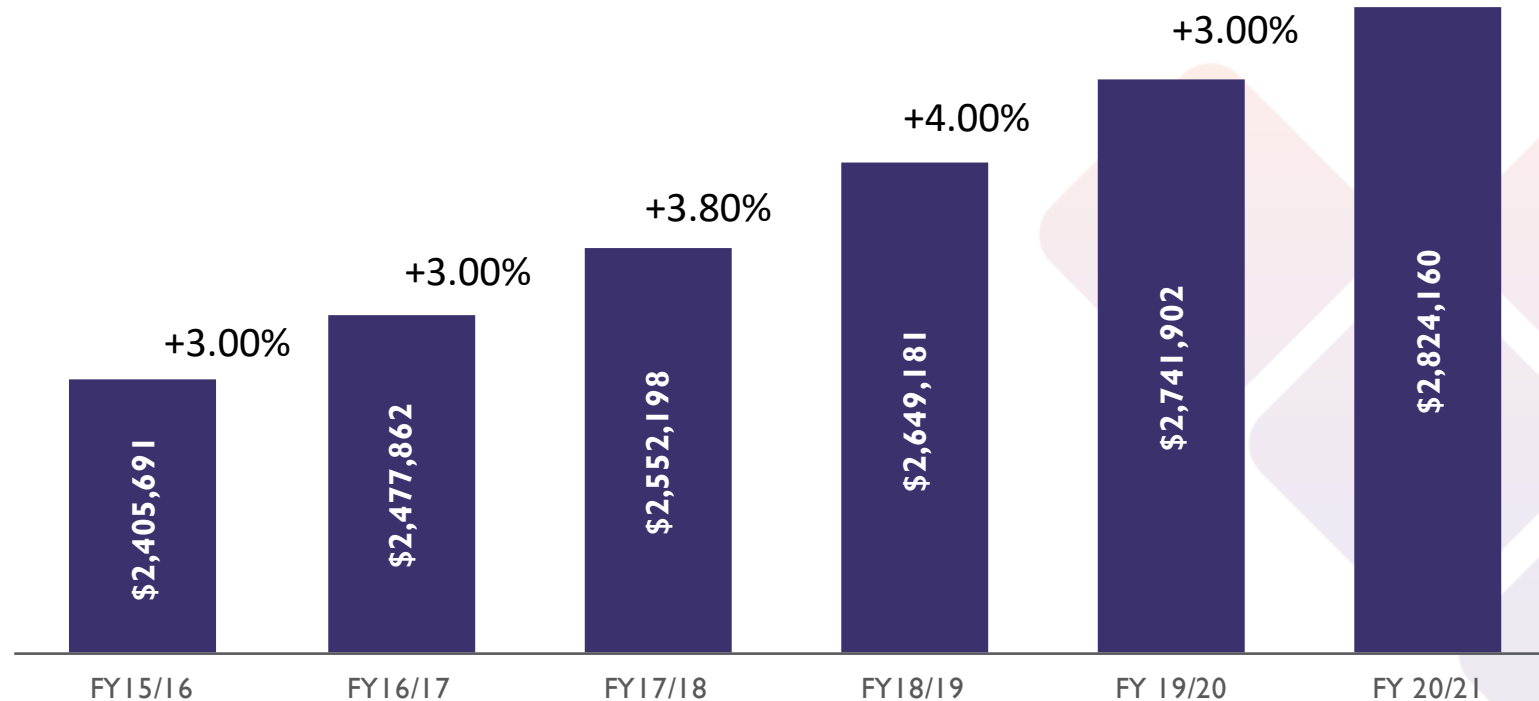
HISTORICAL TRENDS: DPIA REVENUE



HISTORICAL TRENDS:

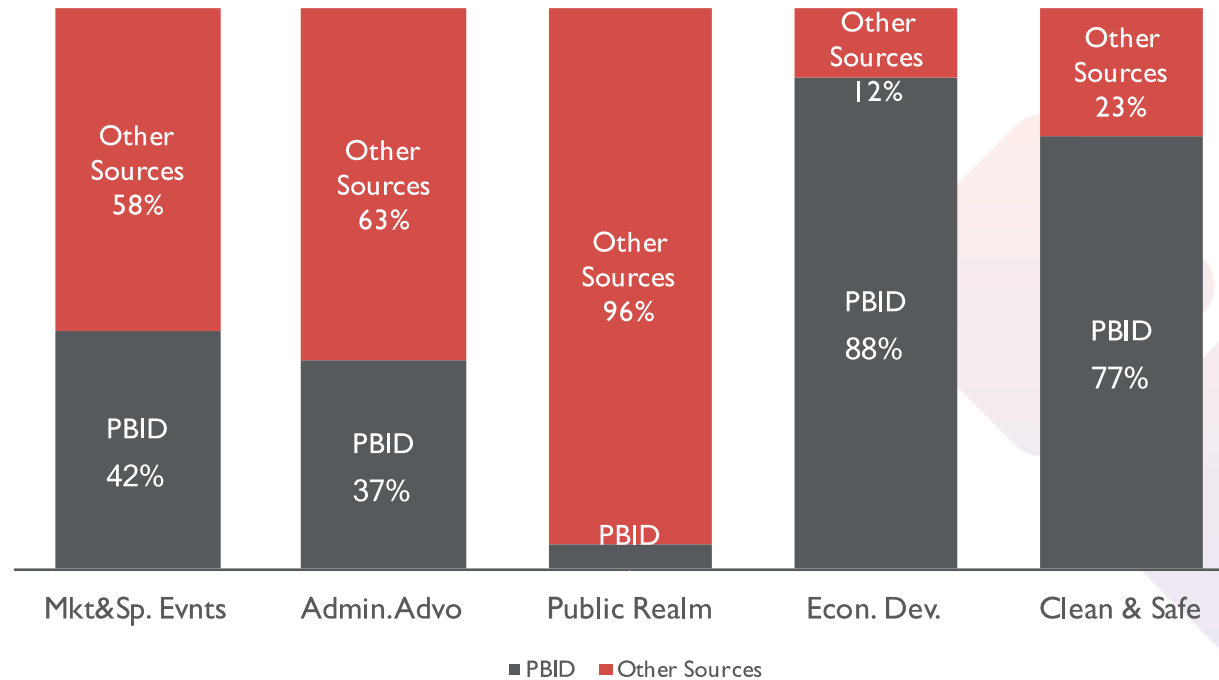
Historical PBID Adjustment		
Year	Consumer Price Index	DLBA Adjustment
2010-11	1.96%	2.5%
2011-12	2.12%	2.0%
2012-13	2.03%	2.0%
2013-14	1.08%	1.5%
2014-15	1.35%	3.0%
2015-16	0.91%	3.0%
2016-17	1.89%	3.0%
2017-18	2.79%	3.8%
2018-19	3.81%	4.0%
2019-20	3.07%	3.0%
2020-21	1.62%	-
10-Year Avg.	2.10%	2.78%
5-Year Avg.	2.49%	3.36%

HISTORICAL TRENDS: PBID REVENUE



DEPARTMENT FUND DISTRIBUTION

Departmental Budget Makeup 20-21



- Econ. Dev surpassed Clean & Safe in reliance on PBID funding

21-22 ASSUMPTIONS: CLEAN +SAFE

Projected Revenue

- PBID rate increases from 0% to 5%.
- Revenue projections specific to Clean + Safe Programs

Projected Costs

- Clean & Safe Operations:
 - Single-Vendor Contract – Block-by-Block
 - Pressure Washing is also handled by Block-by-Block w/ DLBA owning equipment

	FY 20-21	FY 21-22	(\$)	(%)
Management (Clean + Safe)	\$174,932	\$185,048	\$10,115	5.8%
Ambassadors	\$600,069	\$632,235	\$32,167	5.4%
Clean Team	\$425,047	\$449,922	\$24,875	5.9%
Pressure Washing	\$175,541	\$183,834	\$8,293	4.7%
Pressure Washing Support & Supplies	\$55,722	\$55,722	\$0	0.0%
PBID Clean + Safe Supplies	\$75,000	\$75,000	\$0	0.0%
Total PBID Expenses	\$1,506,310	\$1,581,760	\$75,449	5.0%

CLEAN+SAFE FY21-22: PBID REVENUE & EXPENSES COMPARISON

PBID % RATE INCREASE	0%	1%	2%	3%	4%	5%
PBID REVENUE (CLEAN+SAFE)	\$1,558,165	\$1,571,203	\$1,584,241	\$1,597,279	\$1,610,317	\$1,623,356
PBID EXPENSES (CLEAN+SAFE)	\$1,581,760	\$1,581,760	\$1,581,760	\$1,581,760	\$1,581,760	\$1,581,760
DELTA (+/-)	-\$23,595	-\$10,557	\$2,481	\$15,519	\$28,557	\$41,596

DISCUSSION

PBID & DPIA RATE ADJUSTMENT MARCH 4, 2021



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5. President and CEO Report

C. 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/

FEBRUARY HIGHLIGHTS

(AS OF 02/28/21)



- The 4th Quarter (Q4) Snapshot Report on Downtown's residential market was published to DLBA's website. The report revealed a stable market for multifamily housing in Downtown Long Beach despite the pandemic
- Planning for the 2021 Winter Small Business Workshop Series continues with the first workshop slated for Saturday, February 7.
- The ED committee reviewed their goals in developing entrepreneurs of color grant program and pop-up retail grant program. The next committee meeting will be Wednesday, February 10, at 9 AM.



FINANCE (AS OF 12/31/20)

SPENDING YTD

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

\$218,408

\$26,938

\$48,227

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

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

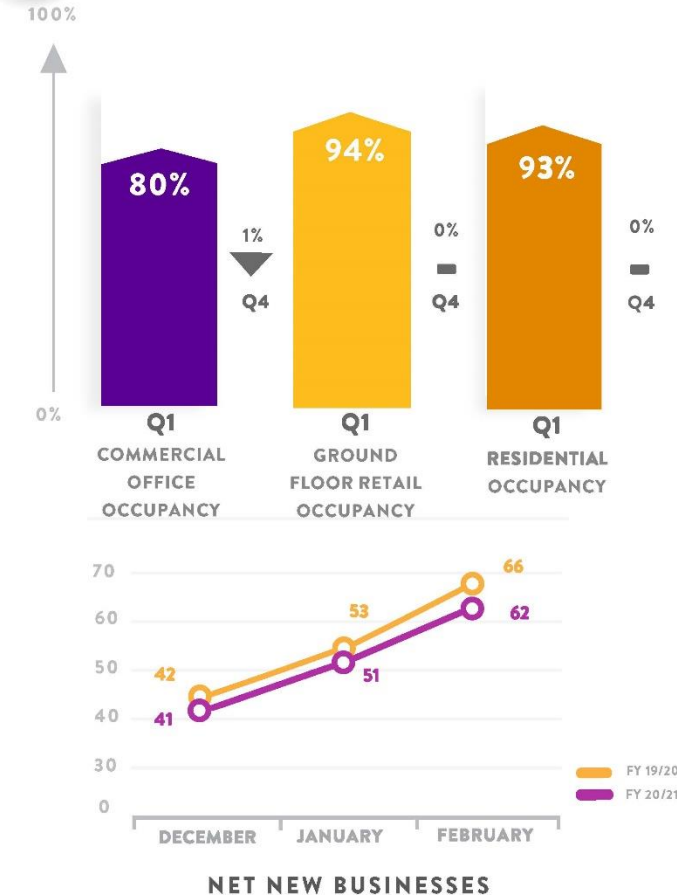
3 JULY - AUGUST

- Develop one-pager to provide to brokerage community.

2 MAY - JUNE

- Review and discuss resident survey results

METRICS (AS OF 02/28/21)



MARKETING & COMMUNICATIONS

FEBRUARY HIGHLIGHTS

(AS OF 02/28/21)



- The February Downtown Discussions was a success, with over 1,400 total views across DLBA and LB Post streaming platforms.
- DLBA reinstated its daily Instagram DTLB Gift Card Giveaway, which will run until July 31.
- The next Marketing and Communications meeting is Monday, April 5th at 4:30 PM.



FINANCE (AS OF 01/31/21)

SPENDING YTD

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

\$34,444

\$33,183

\$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



15

DLBA PRESS RELEASES



1,792,740

IMPRESSIONS
ACROSS ALL SOCIAL MEDIA
PLATFORMS

FEBRUARY SOCIAL MEDIA STATS (as of 2/24)

ENGAGEMENTS

695

1,671

4,374

IMPRESSIONS

28,193

104,853

174,169

FOLLOWERS

17,079

32,660

52,251



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/

FEBRUARY HIGHLIGHTS

(AS OF 02/28/21)

- 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, March 18, 2021.



FINANCE (AS OF 12/31/20)

SPENDING YTD

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

\$107,552

\$35,613

\$32,855

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

3

JUNE - AUGUST

- Implement identified projects

2

FEBRUARY - MAY

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

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

3

JUNE - SEPTEMBER

- Create toolkit and recommendations for future placemaking activities

2

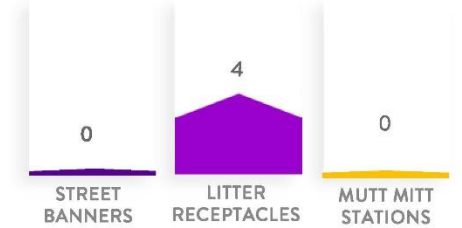
FEBRUARY - MAY

- Divide into groups
- Research project location
- Conduct additional place assessment



METRICS (AS OF 02/28/21)

MONTHLY PLACEMAKING MAINTENANCE/REPAIRS (FY 20/21)



PLACE ASSESSMENT SURVEY PROGRESS



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[DOWNTOWNLONGBEACH.ORG](https://downtownlongbeach.org)



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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/

FEBRUARY HIGHLIGHTS

(AS OF 02/28/21)

- The DLBA Community Outreach Manager has been working with staff at Mental Health America (MHAA) of Los Angeles to create health and safety procedures that would enable the return of the Alleybusters Program
- DLBA officially terminated its third-party contractual relationship with Midtown Business Improvement District on February 1 as the business district ended its five-year term
- The next Public Safety Committee meeting is scheduled for March 24, 2021.



FINANCE (AS OF 12/31/20)

SPENDING YTD

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

\$1,990,230

\$618,124

\$654,010

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 02/28/21)

487



JANUARY

395



FEBRUARY

333



DECEMBER

GRAFFITI & STICKER REMOVAL

DECEMBER

10

366

98

JANUARY

18

440

262

FEBRUARY

4

498

311

PANHANDLING

QOL ISSUES

BUSINESS
CONTACTS

STREET PERSON CONTACTS

FEBRUARY

270

32

DECEMBER

117

21

JANUARY

313

56

DIRECTIONS

PUBLICATIONS
DISTRIBUTED

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, February 26, 6-9 PM. The event is designed to give Downtown businesses a chance to promote Valentine's day ideas and offerings in advance of the holiday, and to provide audiences with some at-home fun.
- The next Special Events Committee meeting will be held Tuesday, March 9, 2021.



FINANCE (AS OF 12/31/20)

SPENDING YTD

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

\$99,407

\$40,109

\$4,407

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 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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@DLBA

DOWNTOWNLONGBEACH.ORG



DOWNTOWN
LONG BEACH
ALLIANCE

5. President and CEO Report

D. Miscellaneous Updates

- Briefings w/Mayor, Councilmembers and Directors of City Departments
- Quality of Life Issues

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
Special Events & Sponsorships Committee	March 9	1 PM	Zoom
Economic Development Committee	March 10	9 AM	Zoom
Placemaking Committee	March 18	10 AM	Zoom
Governance Committee	March 24	8 AM	Zoom
Public Safety Committee	March 24	4:30 PM	Zoom
Finance Committee	March 26	10 AM	Zoom
March Virtual Taste of Downtown	March 26	6 PM	Facebook
Executive Committee	April 1	8 AM	Zoom
Marketing & Communications Committee	April 5	4:30 PM	Zoom