

**ECONOMIC DEVELOPMENT
COMMITTEE
MARCH 10, 2021**



**DOWNTOWN
LONG BEACH
ALLIANCE**

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – FEBRUARY 10

- Approved January 13 meeting minutes
- Time Certain:
 - Received an update from Jewelle Kennedy, Project Manager of Ensemble Real Estate Investment on the status of the 3rd & Pacific Project. The committee took action to affirm DLBA's support of the project.
- Staff Report:
 - Provided an update DLBA's Winter Small Business Workshop Series
 - Provided an overview of DLBA's Black History Month Business Campaign
 - Eric Romero provided an update on programs and resources being developed by the City's Economic Development Department
- Chairperson's Report:
 - Briefly reviewed examples of pop-up programs developed by other business improvement districts

Action Item: Approve minutes from February 10, 2021 Economic Development Committee meetings

3. CHAIRPERSON'S REPORT

Retail Pop-up Program Examples



STATE OF DOWNTOWN
RALEIGH

2019 | DOWNTOWN RALEIGH ALLIANCE

DOWNTOWN LA

**RETAIL
REPORT**

3. CHAIRPERSON'S REPORT

II. Match Making Example: Downtown Center BID

- Pop-up Connect
 - Components:
 - Database of available retail spaces in high performance/traffic areas
 - Spaces are promoted to both brands and retail communities



3. CHAIRPERSON'S REPORT

II. Match Making Example: Downtown Center BID

- Storefront Billboard Program

(Art of Retail)

- Creatively designed full window display/clings
- Digital advertising of available space within program



3. CHAIRPERSON'S REPORT

II. Grant Example: Downtown Raleigh Alliance

- Pop-up Grant Program
 - Components:
 - \$2,500 reimbursement grant + additional funds for minority and women-owned businesses
 - Covered expenses: upfit and stand-up
 - Ineligible expenses: rent, utilities, inventory
 - Lease terms: three-month to one-year
 - Businesses must have an existing license

3. CHAIRPERSON'S REPORT

II. Grant Example: Downtown Raleigh Alliance

- Pop-up Grant Program
 - Components:
 - Staff work with applicant to refine concept, business plan, and may assist in locating space and lease opportunities with landlord

3. CHAIRPERSON'S REPORT

3B. Pop-Up Program Discussion



3. CHAIRPERSON'S REPORT

3B. Pop-Up Program Discussion

DLBA's Retail Pop-up Program Goals/Objectives:

- Attract new businesses that provide needed/desired products or services within downtown.
- Help businesses test the market and establish storefront success in the form of pop-ups.
- Fill and activate storefronts, contributing to the overall vitality of downtown.
- Increase the likelihood that a pop-up business may take on a long-term lease in downtown.

3. CHAIRPERSON'S REPORT

3B. Pop-Up Program Discussion

Brand & Property Owner Matching Making Service

- Help identify available space and property owners willing to consider short-term lease agreements
 - 30, 60, 90 day terms in high traffic commercial
- Ideally spaces should be located in high traffic commercial areas
 - Pine Ave
 - Broadway
 - The Streets
 - Shoreline Village
 - 4th Street



3. CHAIRPERSON'S REPORT

3B. Pop-Up Program Discussion

Vacant Storefront Window Displays

- Work with property owners to place DLBA branded-style window clings that highlight potential types of uses. Would include property owner/broker contact information.
- Support program through online promotion of available space



3. CHAIRPERSON'S REPORT

3B. Pop-Up Program Discussion

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3. CHAIRPERSON'S REPORT

3B. Pop-Up Program Discussion

Program Support Services

- Business Development Support
- Marketing & Promotion
- Partnership MADE by Millworks (Rented Shelf-Space)



3. CHAIRPERSON'S REPORT

3B. Pop-Up Program Discussion

Estimated Budget

- Grant Allocation: \$15,000
- Program Support Allocation: \$10,000
- Vacant Storefront Window Displays: \$10,000
- **Estimated Total Budget: \$35,000**



4. STAFF REPORT

4A. Long Beach Quarterly Economic Forum

“Accelerate Long Beach”

- Focus Area: Trade & Logistics
- Thursday, March 18 10 AM - 12 PM
- Topics:
 - State of the Port, Economic Recovery Strategy, and Panel on Building the Port of the Future



4. STAFF REPORT

4B. Winter Small Business Workshop Series

- **Workshop 1 – Saturday, February 6, 2021**
 - Assessing Business Operations & Marketing
 - Presented by *Kena Fuller, Fuller Management Corporation, and Karina Martinez, avana Creative*
- **Workshop 2 – Saturday, February 27, 2021**
 - New Laws, New Year: Legal Compliance For Small Business Employers
 - Presented by *Ashleigh N. Stone, Esq., Stone Law Firm, PC and Omar Herrera, Taxco*
- **Workshop 3 – Saturday, March 27, 2021**
 - Action Plan(ning).
 - Presented by *Kena Fuller, Fuller Management Corporation and Ashleigh N. Stone, Esq., Stone Law Firm, PC*



**WINTER
SMALL
BUSINESS
WORKSHOP SERIES**

WORKSHOP 1
SATURDAY, FEBRUARY 6, 2021 9 AM – 11 AM
ASSESSING BUSINESS OPERATIONS & MARKETING

WORKSHOP 2
SATURDAY, FEBRUARY 27, 2021 9 AM – 11 AM
NEW YEAR, NEW LAWS: LEGAL COMPLIANCE FOR
SMALL BUSINESS EMPLOYERS

WORKSHOP 3
SATURDAY, MARCH 27, 2021 9 AM – 11 AM
ACTION PLAN(ING) FOR 2021

SIGN UP FOR FREE AT
[DOWNTOWNLONGBEACH.ORG/WINTERWORKSHOP](https://downtownlongbeach.org/winterworkshop)

    

ECONOMIC DEVELOPMENT COMMITTEE

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENTS

(three minutes on all non-agenda items)

8. ADJOURNMENT

Next Meeting: Wednesday, April 14

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