

ECONOMIC DEVELOPMENT
COMMITTEE
APRIL 14, 2021



DOWNTOWN
LONG BEACH
ALLIANCE

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – MARCH 10

- Approved February 10 meeting minutes
- Chairperson’s Report:
 - Reviewed DCBID Pop-up Connect Program
 - Roxanne Lundy of Downtown Raleigh Alliance provided an overview of DRA’s Pop-up Grant Program and committee members asked questions regarding the program.
- Staff Report:
 - Announced Long Beach Economic Quarterly Forum “Accelerate Long Beach”
 - Provided an update on the Winter Small Business Workshop Series
 - Announced the upcoming Entrepreneur & Small Business Education Series

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

3. STAFF REPORT

3A. Entrepreneur & Small Business Education Series

- **Week 1:** The Value of a Business Plan, April 10
 - What is a Business Plan
 - Creating a Business Model Canvas
- **Week 2:** Your Marketing Plan, April 17
 - Writing your Marketing Plan
 - How to do Digital Marketing
- **Week 3:** Financial Aspects of Your Business, April 24
 - Accounting Basics
 - Funding Opportunities – Becoming Bankable!
- **Week 4:** Where to Locate Your Business, May 1
 - Site Selection
 - Negotiate A Lease
- **Week 5:** Legal and HR Questions, May 8
 - Legal Structures
 - Human Resource Basics
- **Week 6:** PitchFest Competition, May 15
- **Week 7:** Economic Development Committee Presentation, June 9

SUPPORTED BY:   LEGACY SPONSOR: 

ENTREPRENEUR & SMALL BUSINESS EDUCATION SERIES

Entrepreneurs who attend
all workshops and modules
will be eligible to receive
grant funding for start-up costs!

APRIL 10 - MAY 15
8AM - NOON
REGISTER FOR FREE

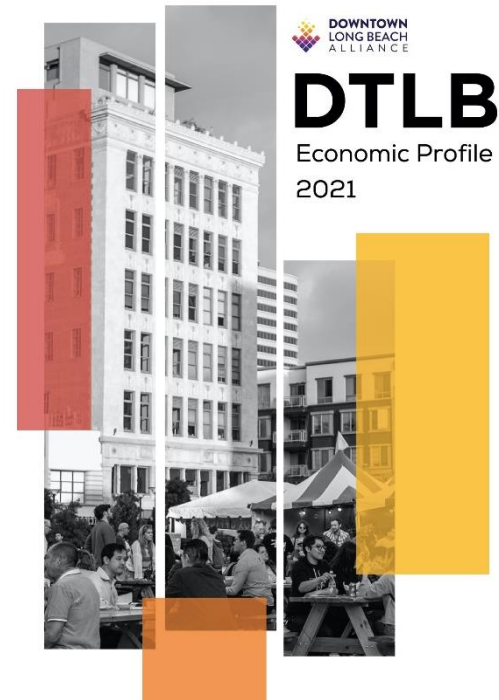
bit.ly/EducationSeries



3. STAFF REPORT

3A. Economic Development Program Update

- **Outdoor Dining Reimbursement Program**
 - First come, first serve. Total Fund is \$225,000
 - Downtown bars, breweries, distilleries, restaurants or wineries
 - Reimbursement of up to \$10,000
 - Must have city approved outdoor activities permit, parklet permit, or sidewalk usage permit
- **2021 Economic Profile**
 - Anticipated Release Wednesday, April 21



3. STAFF REPORT

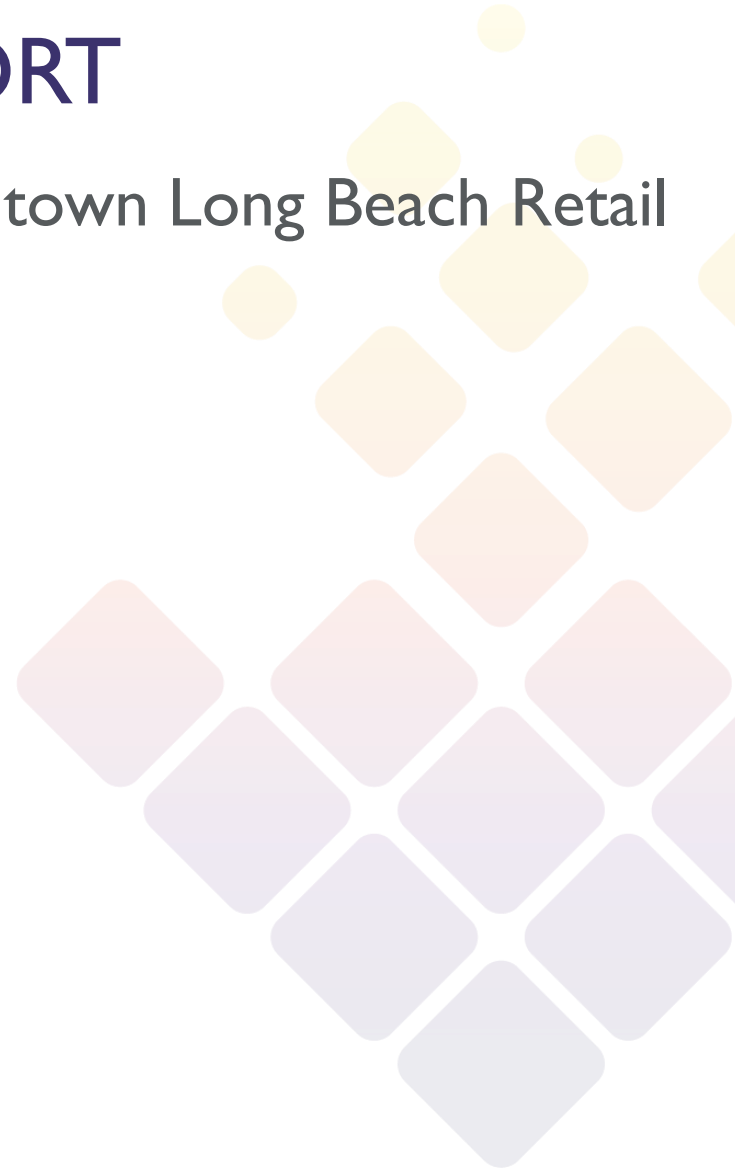
3B. City of Long Beach Economic Development

- Update from Eric Romero, Business Development Officer



4. CHAIRPERSON'S REPORT

4A. Finalize Program Outline for Downtown Long Beach Retail Pop-up Program



ECONOMIC DEVELOPMENT COMMITTEE

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENTS

(three minutes on all non-agenda items)

8. ADJOURNMENT

Next Meeting: Wednesday, May 12

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