

ECONOMIC DEVELOPMENT
COMMITTEE
MAY 12, 2021



DOWNTOWN
LONG BEACH
ALLIANCE

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – APRIL 14

- Approved March 10 meeting minutes
- Staff Report:
 - Provided an update on the Winter Small Business Workshop Series
 - Provided an update on the Entrepreneur & Small Business Education Series
 - Announced the launch of the Outdoor Dining Reimbursement Grant
 - Provided a preview of the 2021 Economic Profile
 - Eric Romero provide an update on City of Long Beach Programs and Services include upcoming Long Beach Recovery Act programs
- Chairperson's Report:
 - Reviewed final draft of Retail Pop-up Grant program

Action Item: Approve minutes from April 14, 2021, Economic Development Committee meetings

3. STAFF REPORT

3A. Economic Development Program Update

- **Outdoor Dining Reimbursement Program**
 - Total Fund is \$225,000
 - Reimbursement of up to \$10,000
- **Open Streets Survey**
 - Launched: May 5 | Closes: June 4
 - Provide results to City Council and City Manager June 15
- **City Council Action**
 - Request to develop a plan extend program or allow for permanent parklets



3. STAFF REPORT

3A. Economic Development Program Update

Entrepreneur & Small Business Education Series

- **Week 1:**
 - The Value of a Business Plan, April 10
- **Week 2:**
 - Your Marketing Plan, April 17
- **Week 3:**
 - Financial Aspects of Your Business, April 24
- **Week 4:**
 - Where to Locate Your Business, May 1
- **Week 5:**
 - Legal and HR Questions, May 8
- **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

- **Retail Pop-up Grant Pilot Program Update**

- Begun Initial Outreach with Property Owners
- Potential Identified Locations
 - 352 E 4th Street
 - 854 E 4th Street
 - 406 E 1st Street
 - 445 E Broadway

- **Economic Development FY 21-22 Budget**

- May 2021: Staff develop draft budget
- June 2021:
- July 2021: Budget Presented to Executive Committee & Board
- August 2021: Budget Approved



3. STAFF REPORT

3A. Economic Development Program Update

- **Upcoming Events**

- [Spring Downtown Clean-Up](#)
Saturday, May 15 from 9 AM – 11 AM
- Modica's Restaurant 25th Anniversary Celebration
Friday, May 21 from 2 PM – 3 PM
- [Virtual Taste of Downtown: Happy Hour Edition](#)
Friday, May 21 from 6 PM – 9 PM



The flyer features logos for Cindy Allen Councilwoman, Downtown Long Beach Alliance, Long Beach, and other local organizations. The central illustration shows a park scene with people participating in a clean-up activity. The text provides event details, including the date and time, a link for more information, and two check-in locations in Long Beach, CA.

CINDY ALLEN
COUNCILWOMAN

**DOWNTOWN
LONG BEACH
ALLIANCE**

LONG BEACH
CALIFORNIA'S LUSTRIEST CITY

PW
PUBLIC WORKS

LONG BEACH
CALIFORNIA'S LUSTRIEST CITY

Spring Downtown Clean-Up
Saturday, May 15th from 9AM-11AM



Please join us for a Spring Downtown Clean-Up
For more information and to RSVP, please visit:
<https://calendly.com/dtcleamup/spring-downtown-clean-up>

This event is proudly hosted by Councilwoman Cindy Allen,
Downtown Long Beach Alliance, Long Beach Area Convention and Visitors Bureau,
the Department of Public Works, and the Department of Parks, Recreation, and Marine.

Check-in Location 1:
Promenade Square Park
215 E 1st St.
Long Beach, CA 90802

Check-in Location 2:
The Laugh Factory
151 S Pine Ave.
Long Beach, CA 90802

Tools, gloves and bags will be provided or you can bring your own

All participants must wear masks and practice social distancing
Questions? Call the Second Council District office at (562) 570-2222

3. STAFF REPORT

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/

APRIL HIGHLIGHTS

(AS OF 04/30/21)



- This month the Economic Development Department released the electronic copy of the 2021 Economic Profile, giving a comprehensive look at the Downtown economic and cultural landscape. Print version coming soon!
- The fifth annual DLBA Public Safety Survey is now open to the Downtown community. Results of the survey, which closes on May 31, are used to gauge year-over-year perceptions of health and safety in Downtown Long Beach. We encourage you to participate as well as share the survey to increase the opportunity for feedback using this link: [DLBA Public Safety Survey](#).

The next committee meeting will be Wednesday, May 12, at 9 AM.

1 COMMITTEE GOALS & TIMELINE (FY 20/21)

1 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)

- | | |
|--|---|
| <p>1 FEBRUARY - MARCH</p> <ul style="list-style-type: none"> • Review City Everyone-In Report and speak with City Digital Inclusion Officer | <p>3 JULY - SEPTEMBER</p> <ul style="list-style-type: none"> • Launch Program |
| <p>2 MARCH - JULY</p> <ul style="list-style-type: none"> • Review and finalize the program elements • Review and finalize sponsorship agreement package | |

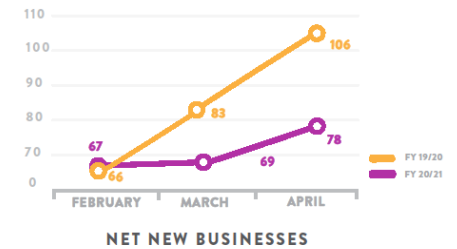
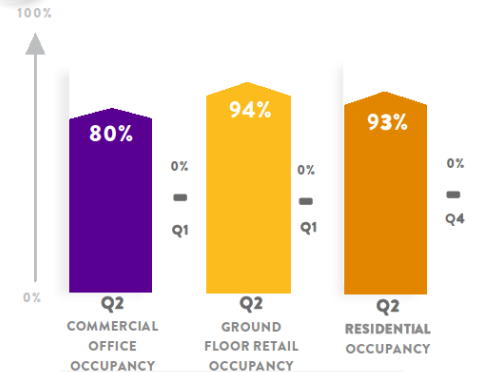
2 GOAL 2 WORK WITH THE CITY OF LONG BEACH TO ENCOURAGE AND PROMOTE POP-UPS IN UNDERUTILIZED RETAIL SPACES THROUGHOUT DOWNTOWN. (STRATEGIC PLAN ACTION A4)

- | | |
|---|---|
| <p>1 JANUARY - MARCH</p> <ul style="list-style-type: none"> • Formalize program parameters with City of Long Beach | <p>3 JULY - SEPTEMBER</p> <ul style="list-style-type: none"> • Launch Program |
| <p>2 APRIL - JUNE</p> <ul style="list-style-type: none"> • Identify potential spaces with coordination from property owners and brokers | |

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

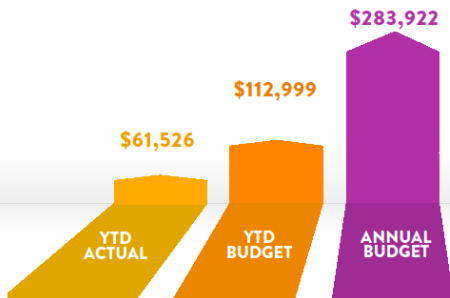
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|---|--|
| <p>1 MARCH - APRIL</p> <ul style="list-style-type: none"> • Conduct Downtown Resident Survey | <p>3 JULY - AUGUST</p> <ul style="list-style-type: none"> • Develop one-pager to provide to brokerage community. |
| <p>2 MAY - JUNE</p> <ul style="list-style-type: none"> • Review and discuss resident survey results | |

2 METRICS (AS OF 04/30/21)



3 FINANCE (AS OF 03/31/21)

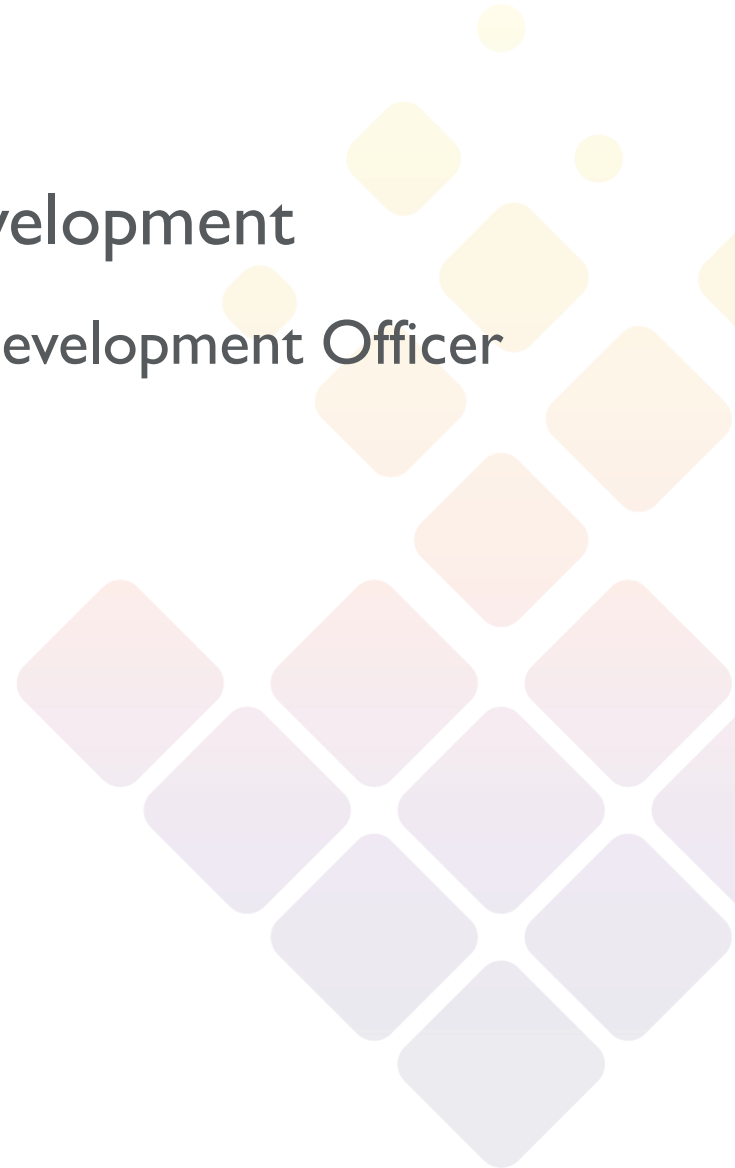
SPENDING YTD
FISCAL YEAR: 10/01/20 - 9/30/21



3. STAFF REPORT

3B. City of Long Beach Economic Development

- Update from Eric Romero, Business Development Officer



4. CHAIRPERSON'S REPORT

- 4A. DLBA Strategic Plan & PBID Continuation Programming Committee Focus Group
 - Michael J. Berne, President, MJB Consulting
 - Brad Segal, President, Progressive Urban Management Associates

ECONOMIC DEVELOPMENT COMMITTEE

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENTS

(three minutes on all non-agenda items)

8. ADJOURNMENT

Next Meeting: Wednesday, June 9

ECONOMIC DEVELOPMENT
COMMITTEE
MAY 12, 2021



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