

**ECONOMIC DEVELOPMENT
COMMITTEE
SEPTEMBER 8, 2021**



**DOWNTOWN
LONG BEACH
ALLIANCE**

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – AUGUST 11

- Approved July 14 meeting minutes
- Staff Report:
 - Metoyer provided an update on the DLBA's new Personal Care Services and Health /Wellness Grant.
 - Metoyer provided an update on Launch Long Beach, DLBA's support for an Entrepreneurs of Color Accelerator Program
 - Metoyer announced the start of the FY 21-22 Woman-Owned Business Accelerator Program
- Chairperson's Report:
 - The Committee met with Heather Kern and Jayro Sandoval, the Business Liaisons for the City of Long Beach. Kern and Sandoval provided an updated on their roles and responsibilities and how they can partner with DLBA to assist Downtown business owners.

Action Item: Approve minutes from August 11, 2021, Economic Development Committee meetings

3. STAFF REPORT

3A. Economic Development Program Update

- **Personal Care Services and Health & Wellness Grant**
 - Closed August 31
 - Grants range from \$1,250 to \$4,750 depend on business type
 - Independent Contractors: \$1,250
 - Personal Care Establishments: \$3,250
 - Fitness & Wellness Establishments: \$4,750
 - Grants Applications Received to Date: 47
 - 14 Applications Rejected
 - 8 Applications to Review and Finalize

PERSONAL CARE SERVICES AND HEALTH & WELLNESS GRANT PROGRAM



In response to the devastating effects that COVID-19 has had on our local economy, the Downtown Long Beach Alliance (DLBA) is developing several grant programs to help provide financial relief to our small business community.

The Personal Care Services and Health & Wellness Grant is dedicated to supporting brick-and-mortar businesses within the personal care service and health and wellness industries in Downtown Long Beach.

The grant was designed to provide needed financial relief and recovery to small businesses and independent contractors that were temporarily closed due to LA County and City of Long Beach Health Orders. In total, \$90,000 will be made available to small businesses for grants ranging from \$1,250 to \$4,750 depending on the type of business.

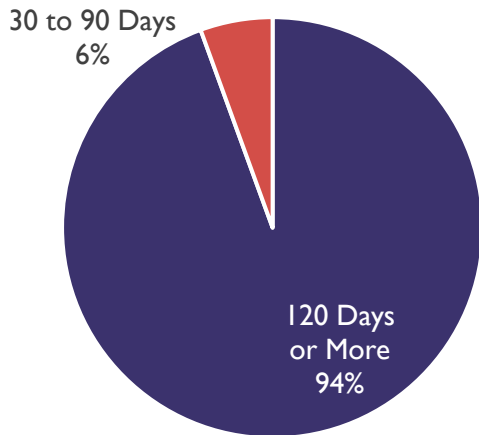
	Current	Targets	Capture (%)
Independent Contractors	6	22	27%
Personal Care Establishments	16	15	107%
Fitness/Gyms	3	5	60%
Total	25	42	60%
Fund Distribution	\$73,750	\$90,000	82%

3. STAFF REPORT

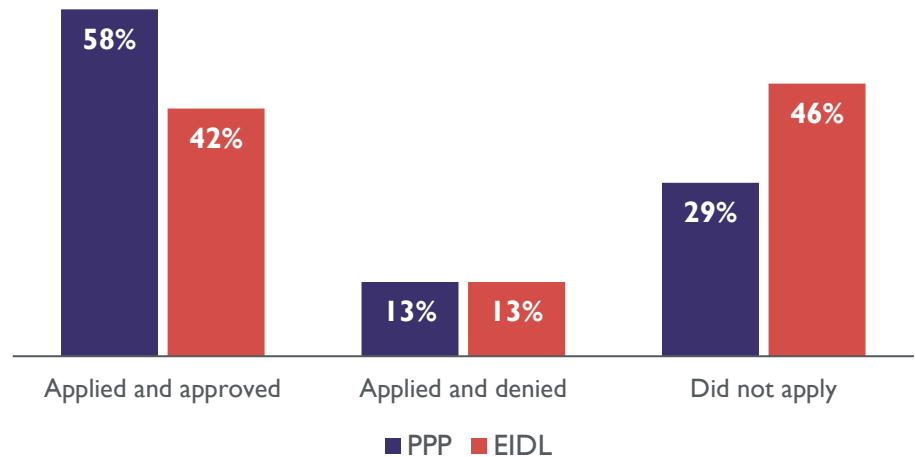
3A. Economic Development Program Update

- **Personal Care Services and Health & Wellness Grant**

Number of days your business was closed due to Public Health Orders



Did you receive a federal loan (PPP or EIDL)



3. STAFF REPORT

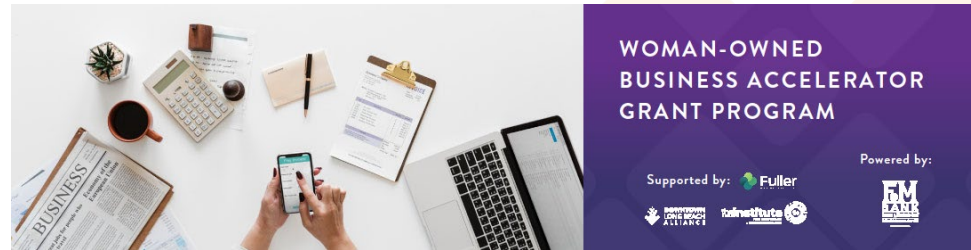
3A. Economic Development Program Update

- **Woman-Owned Business Accelerator Program**

- Application Period September 15 to October 6
- Selection Committee Review October 11 to October 18
- Economic Development Committee Presentations

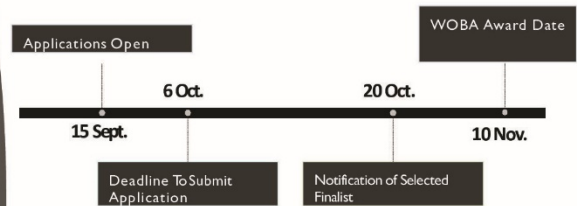
- **Components:**

- Grant Funds
- Customized Technical Assistance & Education provided by the Institute for Innovation & Entrepreneurship
- Customized Business Development Support and Advisement provided by Fuller Management



Criteria

- Must be located within the DLBA's Downtown Business & Parking Improvement Area (DPBIA)
- May be a for profit or not for profit business
- Must have an active Downtown Long Beach business license or willingness to locate within the DPBIA boundaries
- Must have less than 24 employees
- Must be a woman-owned business or majority woman-owned business
- Up to five winners with a total award amount of \$10,000
- Contact Austin Metoyer, DLBA Economic Development & Policy Manager with questions at (562) 522-0523



3. STAFF REPORT

3A. Economic Development Program Update

• **Launch Long Beach: Entrepreneurs of Color Accelerator Program**

- Soft launch on 9/1
 - Launchlongbeach.org
 - Cohort Interest Forms
 - Mentors
- Program Components:
 - Course on entrepreneurial mindset provided by Ubuntu Institute of Learning
 - Entrepreneurship 101 provided by Institute for Innovation Entrepreneurship
 - Office Space in Work Evolution
 - Course on government contracting and procurement
 - Grant funds with required matching funds
 - Mentors

Program Partners



Centro CHA, Inc.
Building Strong and Healthy
Latino Communities



4. UPDATE: CITY OF LONG BEACH ECON DEV.

4. City of Long Beach Economic Development

- Update from Eric Romero, Business Development Officer

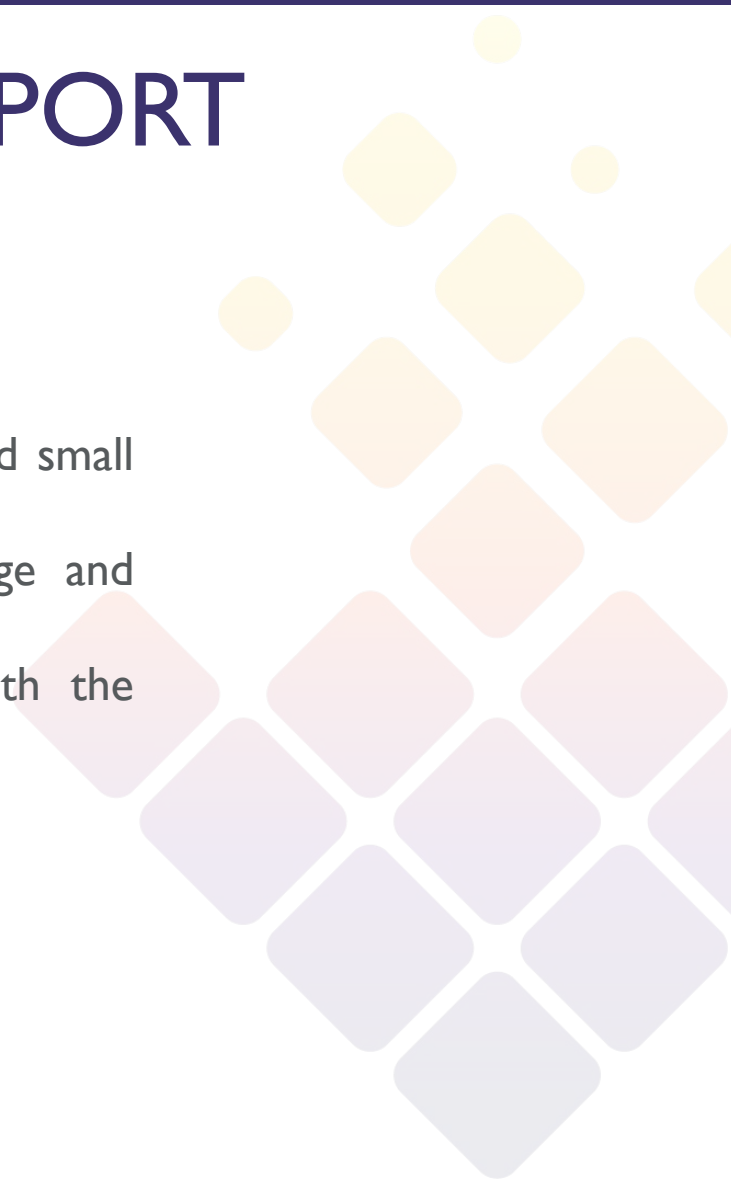


5. CHAIRPERSON'S REPORT

The 2020 – 2021 Year in Review

Committee Goals:

1. Develop a program that supports entrepreneurs and small business owners of color
2. Work with the City of Long Beach to encourage and promote popups in underutilized retail spaces
3. Attract ground floor retail options that align with the desires of the changing residential demographic



5. CHAIRPERSON'S REPORT

5. Review of Draft DLBA Strategic Framework

A. Assist new and existing businesses in accessing resources and working through City processes

Example Tactic:

- Hire a “Business Navigator” to provide guidance for all business types on the City permitting process, licensing, identifying suitable locations, and other business case management support as necessary
- Initiate a communications campaign to “start with DLBA” to make the process of establishing a business in Downtown easier and to establish the organization as a go-to resource for such purposes
- Host quarterly open houses for businesses to network with one another, share best practices, and become better acquainted with DLBA services
- Consider creating a DLBA rebate program to encourage new small businesses (five employees or less) to locate in Downtown by reducing the PBIA fee for the first few years;
- Intentionally recruit and support businesses owned by historically marginalized populations (Continue entrepreneur of color grant program; explore other ideas, and recommendations from the DEIA consultant)

5. CHAIRPERSON'S REPORT

5. Review of Draft DLBA Strategic Framework

B. Activate vacant or underutilized storefronts and help to prevent future vacancies

Example Tactic:

- Continue the retail pop-up grant program
- Collaborate with the Marketing and Public Realm Departments to temporarily activate storefronts with art, displays or other temporary uses
- Create and manage new brick-and-mortar entrepreneurial platforms on public spaces and, possibly, underutilized private lots in agreement with property owners (e.g. co-location, fashion truck pod, container village, public market, etc.)
- Work with the City on land use / zoning / regulatory modifications to accommodate the ongoing evolution of the retail industry (e.g. permitted uses, flex spaces, etc., possibly with some kind of tiered structure) as well as the specific market dynamics for individual sub-districts and streets

5. CHAIRPERSON'S REPORT

5. Review of Draft DLBA Strategic Framework

C. Assist the Downtown office market in evolving to meet the new reality

Example Tactic:

- Using the Office memo as a starting point, solidify a core positioning strategy and campaign to welcome small and mid-sized businesses into Downtown
- Assist property owners with more traditional office spaces in understanding trends, reconfiguring spaces, and converting standard formats to more creative spaces (like the Hubb)
- Work with partners (City, LBEP) to identify Downtown's office niche within the region (e.g. complimentary to port/logistics/aerospace) and develop a recruitment strategy
- Identify key amenities (e.g. child care) that would encourage office tenants and employees to return Downtown and work with partners to implement
- Encourage conversion of some older stock office to affordable and workforce housing to support Downtown's diverse professional and service employee profile

5. CHAIRPERSON'S REPORT

5. Review of Draft DLBA Strategic Framework

D. Work with property owners, developers, and the leasing community in support of Downtown retail and office tenants

Example Tactic:

- In support of pandemic recovery, work with property owners to understand the benefits of retaining tenants by restructured leases, rent forgiveness, and other alternatives to tenant eviction
- Establish regular contact with local, regional and national broker associations, through annual gatherings, newsletters, and other tactics to point to the benefits a “start with the DLBA” partnership to help navigate City processes
- Identify & share new market opportunities and gaps with property owners, developers, and brokers
- Partner with retail and office leasing community to ensure statistics gathered and presented are meaningful and address questions of prospective tenants.
- Align DLBA's financial and technical assistance, and work with the City to align its land use and zoning policy, to support strategic considerations such as the need for retail clustering

ECONOMIC DEVELOPMENT COMMITTEE

6. OLD BUSINESS

7. NEW BUSINESS

8. PUBLIC COMMENTS

(three minutes on all non-agenda items)

9. ADJOURNMENT

Next Meeting: Wednesday, October 13

ECONOMIC DEVELOPMENT
COMMITTEE
AUGUST 11, 2021



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