

**ECONOMIC DEVELOPMENT  
COMMITTEE  
MAY 10, 2023**



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

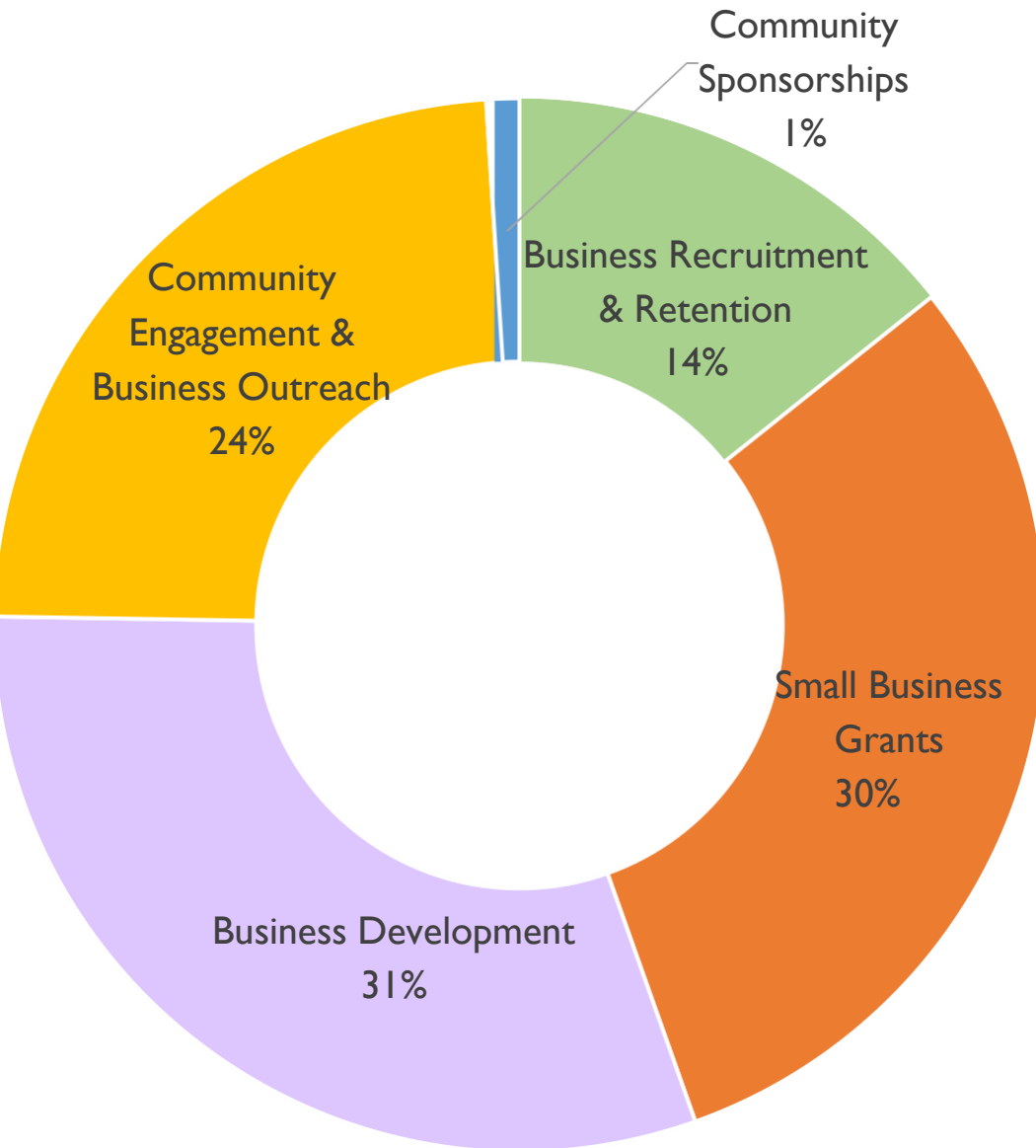
# I. CALL TO ORDER & INTRODUCTIONS



## 2. APPROVE MINUTES – MARCH 8, 2023 & APRIL 12, 2023

**Action:** Approve Minutes March 8, 2023  
Approve Minutes April 12, 2023

**Roll Call:** John Tully, Shane Young, Ashleigh Stone, Courtney Chatterson, Sam Pierzina, Nigel Lifsey, Aaron Palmer, Ashley Chiddick



## **ECONOMIC DEVELOPMENT**

- Storefront Recovery Grants
- Pitchfest
- PACE Program
- Entrepreneurs of Color Accelerator
- WOBA Program
- New Business Grand Openings

## 4B. STAFF REPORT – 22/23 DEPARTMENT PROGRAMS

- Small Business Grants **\$83,969**
  - Entrepreneur Small Business
  - Storefront Window
  - Women Owned (WOBA)
  - Entrepreneur of Color



## 4B. STAFF REPORT – 22/23 DEPARTMENT PROGRAMS

- Research & Publications **\$15,867**
  - Downtown Business Survey
  - Economic Profile (Q1)
  - Quarterly Snapshot Reports
    - Office (Q2)
    - Retail (Q3)
    - Residential (Q4)



## 4B. STAFF REPORT – 22/23 DEPARTMENT PROGRAMS

- Business Recruitment, Development & Retention  
**\$34,463**
  - Entrepreneur Education Series (Q2)
  - Winter Small Business Workshop (Q1)
  - Google Adwords Workshop (Bi-Monthly)
  - P.A.C.E Business Development Program

## 4B. STAFF REPORT – 22/23 DEPARTMENT PROGRAMS

- Community & Business Outreach **\$56,639**
  - Spring Developer, Investor & Broker Mixer (Q2)
  - Summer Developer, Investor & Broker Mixer (Q3)
  - Long Beach Regional Economic Forum Sponsor (Q2)
  - Entrepreneur of the Year Luncheon Sponsor (Q2)



# 4B. STAFF REPORT – 23/24 DEPARTMENT PROGRAMS IDEAS

- New Opportunities

- Downtown Residential Survey
- Downtown Economic Development Strategic Plan
- Downtown Young Professionals Program (Monthly)
- Downtown Centric Marketing as a Place to do Business
- Downtown Business Breakfast/Reception – Educational and Networking Opportunities
- Sponsor Downtown Business Events

- Expanded Programs

- Expand Entrepreneur Education Series (Q4)
- Expand Motionloft Sensors – 2 or 3 sensors
- Expand Snapshot Reports – Hotel/Tourism, International Trade
- Kiva Trustee Endorsement – Matching Funds

# 3. STAFF REPORT

## 3A. Economic Development Program Update

**Downtown Economic Profile**  
Released May 1st



# 3. STAFF REPORT

## 3A. Economic Development Program Update

- Residential occupancy increased 94-95.4% (2021-2023)
- Office occupancy stabilized at 77% (2022-2023)
- Retail occupancy at 92%
- 4% Increase visitor activity (5.7M visitors with 25.7M visits) within 5% of 2019 activity



# 3. STAFF REPORT

## 3B. Economic Development Program Update

### Upcoming Programs

#### **UCLA's External Affairs of Global Research and Consulting Group**

Office Worker Survey - Share, share, share



# 3. STAFF REPORT

## 3C. Entrepreneur & Small Business Education Workshop Series



88 Total participants; 29 Signed up for PitchFest (May 20th)

# 3. STAFF REPORT

## 3D. Upcoming Events

1ST STREET, BETWEEN ELM & LINDEN

**May 10 + 11**  
East Village | 5:30-10pm

TICKETS **20** FOR ONLY **\$20** **FREE**  
ADMISSION +Live Music

**TASTE**  
OF DOWNTOWN  
IS BACK!



**DOWNTOWN  
LONG BEACH  
ALLIANCE**  
OUR DOWNTOWN. ONE DOWNTOWN.

May 10 - 11

**Brokers  
BY THE  
Beach**

**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**180**  
EAST OCEAN

May 11

**ENTREPRENEUR & SMALL  
BUSINESS EDUCATION SERIES**

**PITCHFEST**  
Win up to \$20K!

Sat. May 20 (in-person)

Register for **FREE**

**bit.ly/EducationSERIES**

Supported by **DOWNTOWN  
LONG BEACH  
ALLIANCE** **the institute** **FM BANK**  
Our Legacy Sponsor

May 20

## 3. STAFF REPORT

### 3E. Mobile Food Vending



Sidewalk Vending Recommendations presented at City Council on May 9

## 3. STAFF REPORT

### 3F. Upcoming Activity

Business Resource Navigator job posting

- Phone screening stage complete
- In-person interviews starts next week

Food Vendor Recommendations

- Drafting letter for DTLB





# 4. CHAIRPERSON'S REPORT

## A. Status Check FY 22-23 Committee Goals

### Small Business Assistance

**Group I:** John Tully (Lead), Nigel Lifsey, Ashleigh Stone, Aaron Palmer, Ashley Chiddick

Host quarterly open houses for businesses to network with one another, share best practices, and become better acquainted with DLBA services

- ~~Review and modify DLBA Business Assistance Document~~
- Select potential open house dates (Winter, Spring & Summer)
- Selection potential locations
- Assist in promotion/marketing
- Committee members and staff develop presentation and agenda

# 4. CHAIRPERSON'S REPORT

PGM	UID	TASK NAME	START	FINISH
	<a href="#">UID</a>	<a href="#">Task Name</a>	<a href="#">FCS</a>	<a href="#">9/13/2023</a>
<b>DLBA -NET</b>	<b>100</b>	<b>DLBA - ED - GROUP #1 - Host quarterly open houses for businesses to network with one another, share best practices and become better acquainted with DLBA services</b>	<b>12/14/2022</b>	<b>9/13/2023</b>

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# 4. CHAIRPERSON'S REPORT

## A. Status Check FY 22-23 Committee Goals

### Tenant (Retail & Office) Recruitment & Marketing

**Group 2:** Shane Young (Lead), Lucius Martin, Sam Pierzina

Seek feedback and input from the retail and office leasing community to ensure statistics gathered and presented are meaningful and address questions of prospective tenants

- Review DLBA's Economic Profile, ~~Quarterly Snapshot~~ and Development Map Resources
- Schedule roundtable discussion with retail brokers & property owners to review existing material
- Schedule roundtable discussion with office brokers & property owners to review existing material
- Determine if changes need to be made or if information should be condensed

# 5. CHAIRPERSON'S REPORT

PGM	UID	TASK NAME	START	FINISH
	<a href="#">UID</a>	<a href="#">Task Name</a>	<a href="#">FCS</a>	<a href="#">9/13/2023</a>
<b>DLBA - ED - DATA</b>	<b>100</b>	<b>DLBA - ED - GROUP #2 - Seek feedback and input from retail and office leasing community to ensure statistics gathered and presented are meaningful and address questions of prospective tenants</b>	<b>12/14/2022</b>	<b>9/13/2023</b>

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# ECONOMIC DEVELOPMENT COMMITTEE

## 6. OLD BUSINESS

## 7. NEW BUSINESS

Discussion for recommendation for future agenda items, speakers, and presentations

## 8. PUBLIC COMMENTS

(three minutes on all non-agenda items)

## 9. ADJOURNMENT

**Next Meeting: June 14 (In-Person)**

**ECONOMIC DEVELOPMENT  
COMMITTEE  
APRIL 12, 2023**



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