



DOWNTOWN
LONG BEACH
ALLIANCE





WELCOME

Looking back on 2019, we cannot help but feel overwhelming pride in a year of historic developments and inspiring and growing partnerships contributing to the ever-expanding tapestry of our Downtown.

This last year brought Downtown a new Civic Center, which includes City Hall, Bob Foster Council Chambers and the Port of Long Beach headquarters - all worthy of our residents and businesses. The result of a Public-Private-Partnership (P3), the Civic Center is an iconic development where beauty, technology and functionality merge, demonstrating the pride, partnerships and forward-thinking vision of our great city. In addition, the Billie Jean King Library was completed, reflecting and promoting the values of education, community, innovation and imagination. Government, commerce and community, all pillars of a great society, manifested themselves in Downtown.

Even more momentous than these developments was the driving force that is the Downtown community. The businesses built, the partnerships forged, the organizations that served, the passion for Downtown and vision for the future--these are the foundational blocks that made progress in 2019 possible.

The Downtown Long Beach Alliance (DLBA) embraces its role as an unwavering advocate and leader for Downtown. In 2019, the DLBA continued to pursue and advance its mission "To cultivate, preserve, and promote a healthy, safe and prosperous Downtown" through its various programs and departments. Whether it is helping to build a thriving economy, advocating for sound public policy, creating beautiful and engaging public spaces, keeping the streets of Downtown clean and improving public safety, hosting events that build community and attract new visitors Downtown, or promoting our Downtown stakeholders and further solidifying DTLB as a destination, DLBA is grateful for the opportunity to serve the Downtown community and help drive the vision for the future.

With 2019 coming to a close, we are emboldened by recent successes and resolute in the knowledge there will always be challenges and opportunities awaiting us. Community development never ends; prosperity can always be expanded; and new partnerships can be formed. Through ongoing advocacy on behalf of Downtown, service to our community, and the forward-focused vision as outlined in our Strategic Plan, DLBA will continue to embrace its role as a guardian of this progress. We offer this annual report as an in-depth review of the past year's achievements as well as a tool to envision the Downtown Long Beach of the future.

We appreciate your interest and commitment to our waterfront Downtown. You are an important part of the city fabric and we look forward to serving you as we continue to build a safe, healthy and prosperous Downtown.



Kraig Kojian,
DLBA President & CEO



Tony Shooshani,
Board Chair, 2018-19



WE ARE
DOWNTOWN
LONG BEACH

1.38 UN-SQUARE MILES



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DOWNTOWN
LONG BEACH
ALLIANCE

To cultivate, preserve
and promote a healthy, safe
and prosperous downtown.

An aerial photograph of Downtown Long Beach at dusk, featuring a purple color overlay. The image shows a mix of modern high-rise buildings and lower commercial structures. In the foreground, a marina is filled with several boats docked at a pier. A large, curved walkway with palm trees runs along the waterfront. The overall scene is a blend of urban architecture and coastal life.

STRATEGIC PLAN

In 2016, the DLBA adopted DTLB: Vision 2020 Strategic Plan that provides a clear path forward for the organization and the community. DLBA identified a bold vision for Downtown Long Beach as a regional economic powerhouse with a strong local character. To work towards that future, DLBA created this innovative, strategic and tactical plan.

DTLB: Vision 2020 provides an assessment of current assets, needs and opportunities in Downtown Long Beach and establishes a strategic framework to guide actions for DLBA over the next three to five years. It articulates the organization's mission and core values, and it presents a series of goals and provides the supportive strategies to accomplish those goals. The programs and accomplishments detailed in this Annual Report directly reflect the strategic framework of DTLB: Vision 2020. To view a copy of DTLB: Vision 2020, go to DowntownLongBeach.org and select Resources and Publications.

UNDERSTANDING BUSINESS IMPROVEMENT DISTRICTS (BIDS)

A Business Improvement District (BID) promotes and markets a geographically defined area within a city. A BID steps in to support or address particular needs above what a municipality can do or provide, such as coordinating events; picking up litter on sidewalks; providing small business entrepreneur workshops.

Downtown Long Beach's first BID was the Downtown Parking Improvement Area (DPIA) established in 1973 by business owners, while the second BID, the Property Based Improvement District (PBID), was established in 1998 by commercial property owners and later expanded to residential property owners in 2013.

DLBA manages both of these BIDS and continues to pursue a connected, safer and vibrant Downtown.



East Village Arts District

Located toward the eastern edge of our BID boundary, the East Village is home to high-rise condos, artist lofts and small craftsman cottages mixed in with independent stores selling everything from designer denim and handmade jewelry, to classic vinyl records and mid-century furniture.

North Pine

At the northern end of Pine Avenue, this neighborhood of rich history offers apartments, condos and single-family homes. As a result of its population increase, a revival of some of the oldest businesses and buildings in Long Beach has been set in motion.

Pine Avenue & the Promenade

The bustling heart of DTLB, Pine Avenue and The Promenade neighborhood receive heavy foot traffic due to the variety of restaurants, entertainment offerings, and access to some of the finest award-winning craft beers and cocktails in the region. They are also home to Long Beach's first distillery and to Harvey Milk Park, named after an American politician and the first openly gay elected official in the history of California.

Waterfront

DTLB's Waterfront is home to the Long Beach Convention Center, Terrace Theatre, Beverly O'Neill Theatre, Shoreline Village and Pike Outlets. Multiple options of nationally known restaurants and hangouts are available to locals and visitors. For those seeking an ocean adventure from land, water taxis, harbor tours, dive boats and sport-fishing opportunities enable visitors and residents to fully experience our most incredible resource - the Pacific Ocean. For those looking to stay on solid ground, the Aquarium of the Pacific is within a short walk. In addition to having more than 100 exhibits of 19 habitats from throughout the earth's largest and most diverse body of water, the Aquarium boasts Pacific Visions a 29,000 square foot two-story structure with a state-of-the-art interactive theater, an exhibit gallery with live animals, and an art gallery.

West Gateway

Known as the financial and governmental center of DTLB, the West Gateway is home to the newly constructed Long Beach Civic Center, World Trade Center, the Deukmejian Courthouse, and many of the city's office highrises. The Long Beach Civic Center includes a new City Hall, Civic Chambers, Port Administration Building and a newly conceived, 92,000 square foot Main Library. The neighborhood also provides an array of housing options with the bonus of easy pedestrian access to all of DTLB's offerings.



MARKETING AND COMMUNICATIONS

DLBA serves as the voice of Downtown and as a resource and advocate for DTLB's 5,000 stakeholders. To this end, DLBA's webpage (Downtownlongbeach.org) offers easy access to information, annual reports, programming, event calendars and more.

Averaging 10K newsletter subscribers, the monthly Downtown Scene connects the community with stories on businesses, upcoming events, DLBA department programming highlights and more.



The DLBA's social media channels allow it to leverage its reach in the community and to interested DTLB parties for generating awareness for all things Downtown. Earlier this year, we surpassed 28K followers on Instagram, and we continue to grow. We work closely with our business community to spread the word for their events, promotions and other business-related needs. Additionally, we utilize a text message subscriber list to provide updates on construction/street closures and events.

Embracing the importance of relationship-building, DLBA fosters press relations through active sharing of information. Whether it's a quarterly Snapshot, survey results or other resources, DLBA seeks to provide information to all parties. Developing pitches for press and crafting articles to be featured on our website, communication plays an important role in positioning DLBA as a clearinghouse for information to our stakeholders and the public.



10,201
NEWSLETTER
SUBSCRIBERS

1,240
TEXT MESSAGE
SUBSCRIBERS



188,591
WEBSITE
PAGE VIEWS



SOCIAL MEDIA DATA



Followers: 52,310

Engagement: 333,829

Impressions: 7,697,456



Followers: 15,487

Engagement: 13,344

Impressions: 840,308



Followers: 27,420

Engagement: 102,421

Impressions: 5,223,169

LONG BEACH BUSINESS JOURNAL DOWNTOWN EDITION

DLBA continues to work with the Long Beach Business Journal to produce a dedicated Downtown issue in December. The collaboration results in a strong vehicle to tell DTLB's story for business opportunities, as well as highlight the character of Downtown.



SPECIAL EVENTS

SIGNATURE EVENTS

DLBA was pleased to present its annual stable of signature events, which are always free and open to the public. We strive to create special events that appeal to a wide array of audiences and trust that residents, businesses, and visitors alike enjoy them. With the backdrop of the waterfront and the outline of the skyline, Downtown Long Beach is the perfect venue for events. Whether one enjoys music, dining, or supporting local businesses, Downtown Long Beach has something for everyone. This past year, DLBA hosted six evenings of Taste of Downtown, two evenings of Summer and Music (SAM), and Live After 5 on the third Thursday of each month. Additionally, New Year's Eve at the Waterfront and Celebrate Downtown featuring the Spirit of Downtown Awards also serve as annual events that thousands of people attend.



PARTNERSHIP EVENTS

DLBA participates in third-party events through sponsorship funding, resource allocation, and marketing support. Among others, DLBA sponsored Under the Toque, which provides funding for mental health services in DTLB, Long Beach Art Walk, Winter in Willmore, Dia De Los Muertos and Long Beach Architecture Week. In addition to the aforementioned efforts, DLBA also sponsored trolleys and secured free metered parking for Downtown to benefit all local businesses for Shop Small Saturday. Supporting the community through partnerships and sponsorships is an important function of DLBA. For the third consecutive year, DLBA partnered with Arts Council for Long Beach to produce DTLB UNFILTERED. This annual photography contest archives the constantly changing landscape of our Downtown. Dozens of winners are chosen through a jury selection and by fan favorites. The photos from a variety of categories are displayed in a gallery exhibit during December.


PARTNERSHIP EVENTS (CONT'D.)

DLBA was also proud to partner with POW!WOW! Long Beach and Southern California's premier public radio station KCRW (89.9 FM), to celebrate the completion of several murals in Downtown and throughout the city at the KCRW Summer Nights POW!WOW! Closing Dance Party. This free event featured a live art competition, games, local food merchants, craft beer and cocktails and KCRW DJs.



KCRW and DLBA again partnered in support of DTLB's perennial celebration of Long Beach's local music scene - SAM's Buskferfest.





**9 OUT OF 10
OVERALL RATING
OF DLBA EVENTS**

**\$542,148
TOTAL ECONOMIC
RETURN**

**19,409
TOTAL EVENT
ATTENDANCE**

**46%
PATRONS LIVING
IN DTLB**

**42%
PATRONS VISITING
DTLB**

**12%
WORK OR OWN A
BUSINESS IN DTLB**



PUBLIC REALM

Our placemaking efforts draw on the social and cultural assets of the DTLB community to create unique and memorable public spaces. In addition to beautification, this year new activations were introduced to encourage partnership, inspire community participation and provide new opportunities for reimagining public space.

Pedestrian Wayfinding Sign Program

DLBA continued to make strides in the partnership with the City of Long Beach to implement a coherent Pedestrian Wayfinding sign program for Downtown Long Beach. The project completed the design phase, and the selected contractor began engineered plans for the 12 new pedestrian signs.

Sidewalk Decals

This year Public Realm installed sidewalk decals to encourage pedestrian exploration of Downtown's unique neighborhoods, eclectic clusters of businesses, and unexplored gems. Over 40 sidewalk decals were installed throughout Downtown.

PARK(ing) DAY

Park(ing) Day is an annual global event where artists, urbanists, and activists alike creatively reimagine parking spaces for public use. Focusing on the symbiotic relationship between humans and nature, DLBA partnered with interTrend Communications and Long Beach Public Works to create an Art of Bloom-themed Park(let). The install featured AR installations, a fragrance bar by YOSH, flower installation by Rawfinery, and live painting/ collaging by Cynthia Luján using reclaimed street signs donated by Public Works. The DLBA also involved surrounding businesses who offered specials to participants.

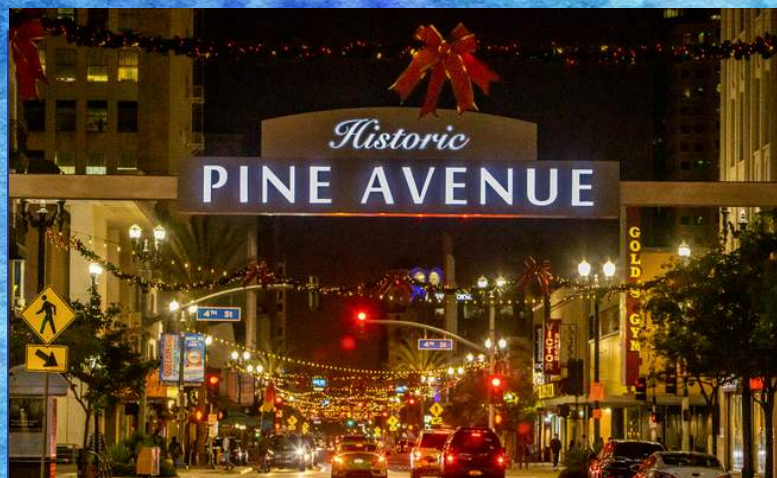


INTERACTIVE CHALKBOARD

Interactive Chalkboard: Encouraging people to share memories, experiences, and what they love about Downtown, the interactive, mobile chalkboard, hand-painted with questions to inspire public conversation, made its appearance for the first time over the summer and popped up at various Downtown events.

THE LOOP

As part of DLBA efforts to maintain and activate art in the public right of way, a variety of upgrades were made at the Loop to enhance the Downtown pedestrian experience. This included new landscaping, new signage, new sponsor wall banner, four repaired light fixtures, and more. Music was played throughout the year, the light show was programmed for special occasions, and the space was activated for special events with colorful seating, games and entertainment.



HOLIDAY DECOR

DLBA implemented its Holiday Décor program for the sixth year, continuing the decades-old custom. Holiday decorations went up throughout Downtown Long Beach, creating a nostalgic and welcoming backdrop for holiday shoppers, Downtown visitors and residents. In efforts to harken back to years past of holiday festiveness, a historic photo from the 1940's of 1st Ave and Pine Ave was creatively recreated with the help of local photographer Jose Córdón.



16

Street Banners
Repaired/Replaced

5

Litter Receptacles
Repaired/Replaced

7

New Murals

44

Sidewalk Decals



4,004,620
Total Pedestrians



240,000
Dog Waste Bags Dispensed

ECONOMIC DEVELOPMENT

Downtown Long Beach continues on a growth trajectory with new businesses opening, residential and commercial properties being built, and more to come. DLBA and committed stakeholders strive to make DTLB accessible and business-friendly. The economic vibrancy of Downtown is the key to our success.



PROGRAMS

Serving as a liaison between the business community and the City, our Economic Development team focuses on building and fostering relationships. The following projects continue to be at the core of Economic Development's programming: P.A.C.E. Program, Kiva Micro Loan, Woman-Owned Business Accelerator, Google Workshops, Entrepreneur Education Series, Winter Small Business Workshop, and Entrepreneur Incubator Award. Now in its second year, 1 Million Cups Long Beach, a program affiliated with the Ewing Marion Kauffman Foundation, serves as a space for entrepreneurs to give each other support, encouragement, and feedback thus helping to foster entrepreneurship in Long Beach. Additionally, a series of workshops rolled out educating small business owners on digital marketing with Google AdWords. Workshops will continue to be a part of the upcoming year's programming.

PUBLICATIONS

DLBA continues to provide economic information on DTLB, by producing its quarterly publication, DTLB Snapshot, a data-driven market report highlighting commercial office, residential and ground floor retail. DLBA's annual *Downtown Economic Profile* serves as the platinum standard of data collection and reporting in the city.



ENTREPRENEURS PARTICIPATED IN
2019 ENTREPRENEUR EDUCATION
SERIES AND WINTER SMALL
BUSINESS WORKSHOP



BUSINESSES ASSISTED
THROUGH PACE



NET NEW BUSINESSES
ADDED IN DTLB



BUSINESSES ENJOY BEING
DOWNTOWN



GOOGLE ADWORDS
PARTICIPANTS



KIVA MICRO LOANS FINANCED THROUGH DLBA
AS A TRUSTEE

Photo by Allan Crawford

ANNUAL BUSINESS SURVEY

DLBA again teamed up with the Office of Economic Research at California State University, Long Beach for a third consecutive year to perform an annual survey of Downtown businesses. The purpose of the survey was to collect current data about the climate in which Downtown businesses operate, providing investors, stakeholders and DLBA key insights into the state of the business environment. The results of this survey were compiled and used to inform the organization's Downtown Economic Profile. Having timely and relevant data allows us to best understand the progress and areas of challenge to plan for future development.

CLEAN & SAFE

Public safety is paramount to DTLB's success, and DLBA continues its diligent pursuit of a safe and clean Downtown. By increasing and improving communication between local security agencies and activating neighbors through community engagement, Downtown improves year to year by providing an attractive and safe environment for visitors, residents and workers. Key contributors to this achievement are the men and women who comprise our clean and safe teams. Every morning DLBA's Clean Team fans out across Downtown removing graffiti and cleaning sidewalks. The Clean Team is also making a positive impact on our environment by preventing harmful litter and green waste from entering our storm drains and eventually washing up on our namesake beach. Meanwhile, our Safety Ambassadors work closely with the Long Beach Police Department to address street disorders before they become larger concerns and provide enhanced services by serving as the "eyes and ears" of the community. Downtowners can find DLBA's ambassadors, affectionately called the "red shirts," throughout the day on bike, Segway and on foot offering helpful directions, safety escorts and vehicle jump starts to residents and visitors alike. Maintaining a clean, safe and attractive Downtown is integral to DLBA's mission and to the quality of life in our urban core.



Contact our Clean and Safe Team: (562) 244-1365

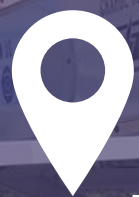


HOMELESS OUTREACH

DLBA addresses homelessness with directness and dignity—which is precisely why we continue to have a Homeless Outreach Specialist (HOS) serve the community seven days per week. The purpose of the HOS is to build relationships with persons experiencing homelessness and assist them in accessing local resources and social service agencies, who in turn can assist them in getting off the streets. As a result, our HOS has become an indispensable fixture in DTLB working alongside our service provider partners.

ALLEY BUSTERS PROGRAM

In partnership with Mental Health America of Los Angeles (MHALA), Alley Busters is a program designed to help those who have experienced mental illness and homelessness get on the path to full-time employment. Each week, as many as four MHALA members work to improve DTLB's alleys by cleaning up garbage, weeds, and removing obstructions. Together with DLBA's Clean Team and City of Long Beach's Public Works Department, Alley Busters properly dispose of numerous bulk items each week. While the alleys of DTLB are being improved, the hardworking MHALA members on the Alley Busters team have the rewarding experience of bringing home a paycheck and can proudly see themselves as productive workers contributing to the beautification of our Downtown. Graduates of the MHALA job training program have been hired on a full-time basis by DLBA's Clean Team.



1,450

DTLB MAPS DISTRIBUTED



6,497

GRAFFITI AND/OR
STICKERS REMOVED



764

BUSINESS INFORMATION
SHARED



4,826

DIRECTIONS GIVEN



368

SAFETY ESCORTS



34,600

POUNDS OF TRASH REMOVED



12,211

BUSINESS
CONTACTS

CLEAN & SAFE ONLINE SURVEY RESULTS

The DLBA's Clean & Safe teams facilitate cleanliness, maintenance, public safety, and ambassadorial services that enhance both physical and experiential aspects of the public realm in Downtown Long Beach. However, to stay on top of the changing trends and needs, DLBA developed a survey and asked more than 10,000 DTLB businesses, residents and visitors to provide their perspective and offer feedback on several aspects of the Clean and Safe Team services.

To see comprehensive results of the survey, please visit <https://downtownlongbeach.org/2019-downtown-public-safety-perception-survey-results/>



62%
**VIEWED DOWNTOWN
POSITIVELY**

1,020
**COMPLETED
SURVEYS**

90% HIGHLY
**RECOMMEND
DTLB AS A
DESTINATION**

75%
**AWARE OF DLBA'S
SERVICES**



**Loitering and street
lighting ranked as
respondents' most
important issues.**



FY18-19 FINANCIALS

The DLBA is funded through a variety of sources. The DPIA and the PBID fees are collected from business owners as well as commercial and residential property owners, respectively. Other sources of revenue include: parking meters, sponsorship/ticket sales from events and contracts for services.

Downtown Parking Meters

Fifty percent of the net revenues collected from Downtown parking meters in accordance with the ordinance approved by the City Council in FY 2004-2005 supports capital improvements and marketing projects.

Sponsorship | Ticket Sales

Funds collected through sponsorships and event ticket sales help offset costs for DLBA programs.

Contract Services | Miscellaneous

Contractual agreements that call for additional services above and beyond BID programs to stakeholders and agencies.

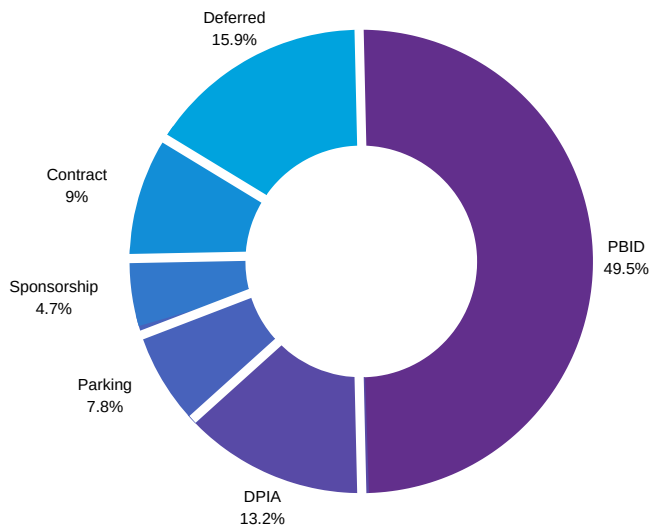
Deferred Revenue

Funds from previous years accrued as a result of unanticipated revenues or unexpended budgeted expenses.

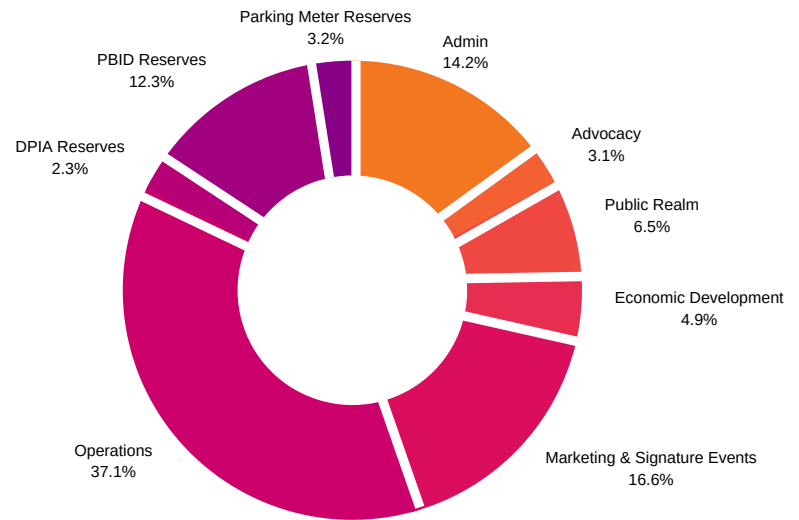
Assessment Fees

PBID Collected annually through Los Angeles County's Assessor's Office, property tax from approximately 3,000 commercial and residential property owners of 3,778 parcels within an 85 square block area. Assessment methodology based on the parcel and building footage, linear footage of the property, and level of services rendered to the two benefit areas.

REVENUE & EXPENSES (2019 UNAUDITED)



REVENUE



EXPENSES

2018-2019

PBID	Standard	Premium
Annual Assessment for Lot	\$11.70	\$19.03
Frontage (all properties) per foot		
Plus: Lot + Building Square Footage		
• Commercial & Government Properties	\$0.05	\$0.06
• Parking Structures	\$0.03	\$0.04
• Residential and Non-Profits	\$0.02	\$0.02

DPIA Assessment	Per Business	Per Employee
Business	\$461.92	\$7.76
Independent Contractors	\$317.23	\$5.36

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chair: Tony Shooshani, The Streets
Chair-elect: Silvano Merlo, Courtyard Marriott
Past Chair: Ryan Altoon, Anderson Pacific
Secretary: Allison Kripp, Den Salon
Treasurer: Debra Fixen, Shoreline Village

City Representative: John Keisler, City of LB
EC Member: Laurie Gray, The Pie Bar
EC Member: Toliver Morris, WM Commercial
EC Member: Alan Pullman, Studio One Eleven

PROPERTY BASED IMPROVEMENT (PBID)

Premium: Todd Lemmis, Pacific6 Enterprises, LLC
Premium: Debra Johnson, Long Beach Transit
Premium: Sam Pierzina, Ensemble Investments
Premium: Toliver Morris, WM Commercial
Standard: Ryan Altoon, Anderson Pacific
Standard: Johanna Cunningham, National Short-Term Rental

Standard: Sheva Hosseinzadeh, Coldwell Banker Commercial
BLAIR WESTMAC
Standard: Silvano Merlo, Courtyard Marriott
Residential: Sara Hickman, Downtown Resident
City Representative: John Keisler

DOWNTOWN PARKING IMPROVEMENT AREA (DPIA)

East Village: Daniel Tapia, 4th & Olive
North Pine: Laurie Gray, The Pie Bar
Pine Avenue: Alan Pullman, Studio One Eleven

Waterfront: Debra Fixen, Shoreline Village
West Gateway: Alan Burks, Environ Architecture, Inc.

APPOINTED DIRECTORS AT-LARGE

Loara Cadavona, Downtown Resident
Allison Kripp, Den Salon

Tony Shooshani, The Streets

DOWNTOWN RESIDENTIAL REPRESENTATIVE

Melissa Infusino, Downtown Resident, 1st Council District
Bob Kelton, Downtown Resident, 2nd Council District

ADVISORS (NON-VOTING)

Scott Apel, Cal State University Long Beach
Denise Carter, Downtown Resident
Jeremy Harris, LB Area Chamber of Commerce
Nicole Hatley, Vox Magneta

Jeremy Schott, The Dark Art Emporium
Griselda Suarez, Arts Council for Long Beach
Lena Gonzalez, First Council District Office
Jeannine Pearce, Second Council District Office

HONORARY (NON-VOTING)

Diane Arnold, Arnold Barber and Beauty Supply
Don Darnauer, Downtown Resident

Nick Edwards, Queen Beach Printers

DLBA TEAM

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kraigk@dlba.org

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Economic Development and Policy Manager

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MORRIS MILLS

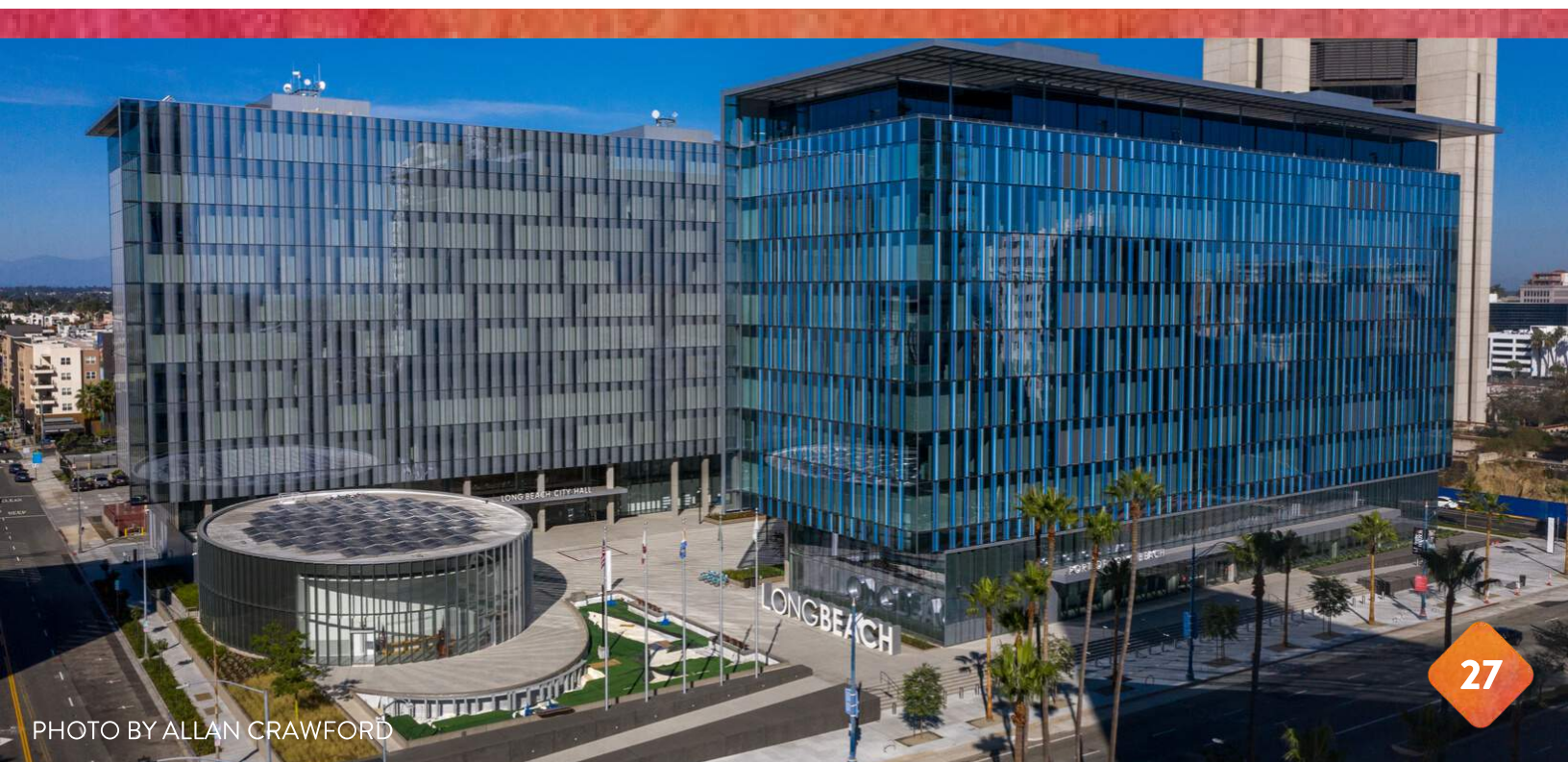
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EDUCATE
BUSINESS

ENGAGE
COMMUNITY

EMPOWER
PEOPLE

INSPIRE
PARTNERSHIP



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COVER PHOTO BY ALLAN CRAWFORD