

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/

JULY HIGHLIGHTS

(AS OF 07/31/20)



- The DLBA has issued 29 checks totaling over \$36,000 as part of the Storefront Recovery Grant Program.
- The Q2 Office Market Snapshot Report was released July 17th, featuring updated real estate market data for Downtown. The report can be found on the DLBA website.
- Staff met with the 1 Million Cups (1MC) Community Organizers and Champions on Thursday to discuss logistics for the 1MC Long Beach event on August 5.
- The Next Economic Development committee meeting is September 9, 2020, via teleconference



FINANCE (AS OF 06/30/20)

SPENDING YTD

FISCAL YEAR: 10/01/19 - 9/30/20

\$229,003

\$145,390

\$172,046

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET

COMMITTEE GOALS & TIMELINE

*Note: In light of the COVID-19 pandemic, the current Economic Development Committee goals have been **postponed until further notice***

GOAL 1 ASSIST DEVELOPERS AND ENTREPRENEURS NAVIGATE THE CITY PERMITTING PROCESS BY HELPING TO STREAMLINE REGULATORY PROCESS. (STRATEGIC PLAN ACTIONS: A1.1, A1.3, A4.1, A4.9)

1 FEBRUARY - MARCH

- Create informational "Welcome Kit" pamphlet for distribution
- Permitting Process update from CoLB

2 MARCH - JULY

- Plan Small Business Mixer
- Attend Local Business Organization Meetings

3 JULY - SEPTEMBER

- Host Small Business Mixer
- Attend Local Business Organization Meetings (cont.)



14 DAYS

MEDIAN LICENSE APPROVAL

GOAL 2 ATTRACT GROUND FLOOR RETAIL OPTIONS THAT ALIGN WITH THE DESIRES OF THE CHANGING RESIDENTIAL DEMOGRAPHIC. (STRATEGIC PLAN ACTIONS: A2.1, A3.5)

1 APRIL - MAY

- Conduct Residential Survey

2 MAY - JULY

- Discuss Residential Survey Results
- Complete Retail One-Pager

3 JULY - DECEMBER

- Distribute Retail One Pager to Business & Brokerage Community

GOAL 3 WORK WITH THE COLB TO ENCOURAGE AND PROMOTE POP-UPS IN UNDERUTILIZED RETAIL SPACES THROUGHOUT DOWNTOWN (STRAT PLAN ACTION: A3.3, A4.8, A4.12)

1 MARCH - MAY

- Formalize program parameters with CoLB

2 MAY - JULY

- Contact Property Owners & Brokers to identify potential spaces
- Contact Businesses & Brokers to find potential tenants

3 JULY - SEPTEMBER

- Owner/Tenant matchmaking & logistics

METRICS (AS OF 07/31/20)

100%



84%

82%

Q3
COMMERCIAL
OFFICE
OCCUPANCY

0%
Q2

96%

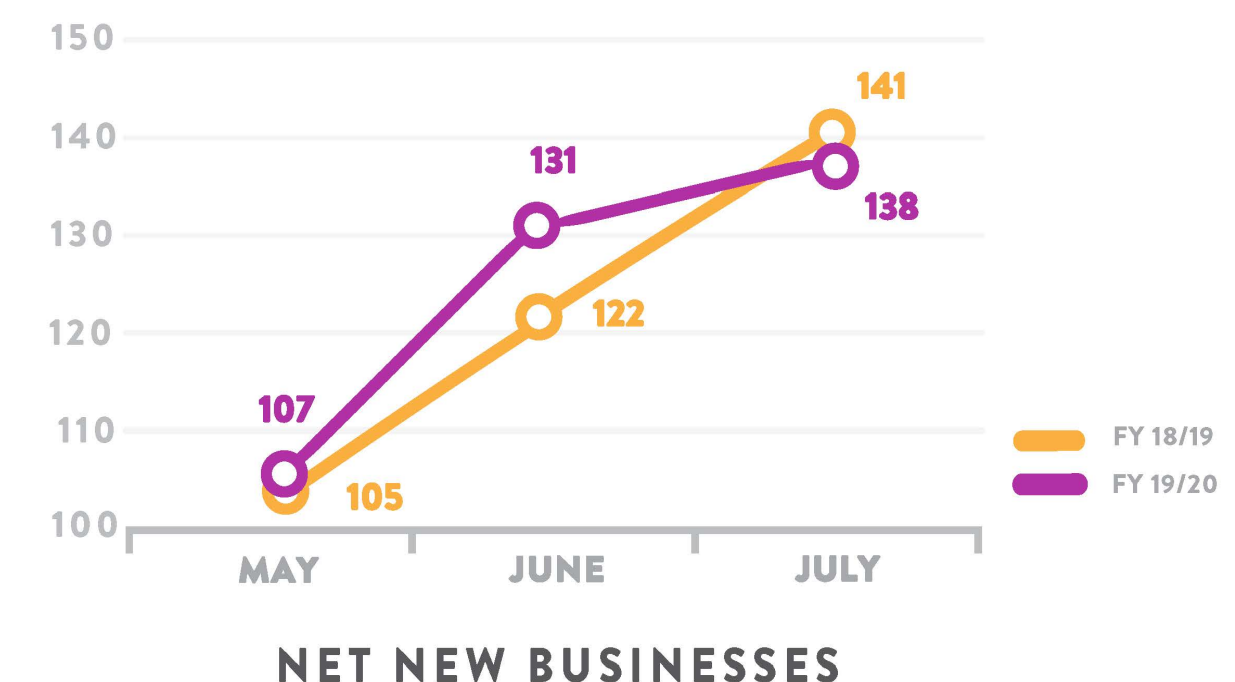
Q2
GROUND
FLOOR RETAIL
OCCUPANCY

0%
Q2

92%

Q2
RESIDENTIAL
OCCUPANCY

1%
Q2



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MARKETING & COMMUNICATIONS

JULY HIGHLIGHTS (AS OF 07/31/20)



- In response to the developing COVID-19 pandemic, the DLBA has updated its communications plan to provide up to date information and resources for Downtown.
- The DLBA Giftcard Giveaway campaign averaged over 4,500 impressions per Instagram post in July!
- The Marketing & Communications team finalized plans to launch digital advertising for the Dine Out DTLB, which will direct individuals to DLBA's online map of Downtown restaurants open for outdoor dining, takeout, and delivery.
- The next Marketing Committee Meeting is Monday, September 7th.



FINANCE (AS OF 06/30/20)

SPENDING YTD
FISCAL YEAR: 10/01/19 - 9/30/20

\$86,883

\$48,901

\$64,783

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET



COMMITTEE GOALS & TIMELINE

Note: In light of the COVID-19 pandemic, the current Special Events Committee goals have been postponed until further notice

1

**GOAL 1 DEVELOP SUBJECT MATTER AND CONTENT FOR VIDEO SERIES ARTICULATING DTLB'S VALUES AND AMENITIES.
(STRATEGIC PLAN ACTIONS: D1.1)**



OCT - NOV

- Establish 4-6 topics for video segments



APRIL - MAY

- Create and Distribute video topic #3



DEC - JAN

- Create and Distribute video topic #1



5 JUNE - JULY

- Create and Distribute video topic #4



FEB - MAR

- Create and Distribute video topic #2



6 AUG - SEPT

- Create and Distribute video topic #5

2

**GOAL 2 WORK TO ESTABLISH A NEW GENERATION OF ADVOCATES FOR DOWNTOWN AND URBAN VITALITY.
(STRATEGIC PLAN ACTIONS: E3.)**



DEC - FEB

- Determine Networking Guidelines and Logistics



3 APRIL

- Outreach and formation of networking group



2 FEB - MARCH

- Establish Outreach Plan and Resources



4 MAY - SEPT

- Schedule of Networking Events

The Marketing and Communications Department works with Downtown stakeholders and community partners who make up the Marketing and Communications Committee to guide progress in areas of advertising, outreach and media communications. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/



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METRICS (AS OF 07/31/20)

FY 2019/2020



54

DLBA PRESS APPEARANCES



1.1M

**SOCIAL MEDIA IMPRESSIONS
ACROSS ALL PLATFORMS**

JULY SOCIAL MEDIA STATS

ENGAGEMENTS

1,125

IMPRESSIONS

47,549

FOLLOWERS

17,121

6,651

257,752

32,285

6,759

239,759

52,528



TWITTER



INSTAGRAM



FACEBOOK



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PUBLIC REALM

The Public Realm 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/

JULY HIGHLIGHTS

(AS OF 07/31/20)



- The DBLA continued to process applications, installations, and buildouts for outdoor dining on sidewalks and parklets continued this week. There are currently 17 new parklets where patrons can dine outside in DTLB.
- The Public Realm Department worked alongside Marketing and Communications staff to prepare for Virtual Taste of Downtown: Staycation Edition on August 14th via Facebook Live.

- The next Public Realm committee meeting is Thursday, August 20th at 10 AM.



FINANCE (AS OF 06/30/20)

SPENDING YTD

FISCAL YEAR: 10/01/19 - 9/30/20

\$108,366

\$86,759

\$96,005

YTD ACTUAL

YTD BUDGET

ANNUAL BUDGET



COMMITTEE GOALS & TIMELINE

Note: In light of the COVID-19 pandemic, the current Public Realm Committee goals have been *postponed until further notice*

1

GOAL 1 DEVELOP AND SUPPORT ACTIVATIONS FOR INTERNATIONAL PAR(KING) DAY (SEP 2020) (STRATEGIC PLAN ACTIONS: B2.6, B2.7, B3.7)



OCTOBER - NOVEMBER

- Identify Potential Locations
- Develop Design Schematic
- Collect Business Interest



JANUARY - MARCH

- Begin developing business/community partnerships
- Finalize Locations
- Finalize Install Concepts



APRIL - JUNE

- Coordinate marketing/social media
- Place orders/prep materials
- Draft event/post event survey



JULY - SEPTEMBER

- Schedule vendors/program logistics
- Promote Event
- Complete Installation

2

GOAL 2 CONDUCT PLACE AUDITS TO ACCESS OPPORTUNITIES FOR FUTURE PLACEMAKING INITIATIVES. (STRATEGIC PLAN ACTION: B2.6)



OCTOBER - DECEMBER

- Walk the District
- Identify locations to access
- Draft Schedule for Assessment



JANUARY - MARCH

- Coordinate volunteers/schedule audit
- Place Assessment Round #1
- Compile Data from Round #1



APRIL - JUNE

- Coordinate volunteers/schedule audit
- Place Assessment Round #2
- Draft event/post event survey



JULY ~ SEPTEMBER

- Place Assessment Round #3
- Compile Data from Place Assessments
- Provide Recommendations to DLBA regarding locations for future projects

3

GOAL 3 DEVELOP MOBILE WAYFINDING TO IMPROVE PEDESTRIAN CIRCULATION FOR DOWNTOWN EVENTS (STRATEGIC PLAN ACTION: B2.7)



OCTOBER - DECEMBER

- Review challenges and obstacles
- Identify branding and design criteria
- Review precedence



JANUARY - MARCH

- Identify locations for placement
- Draft Conceptual Design
- Review Conceptual Design



APRIL - JUNE

- Begin fabrication
- Finalize fabrication
- Draft impact survey



JULY - SEPTEMBER

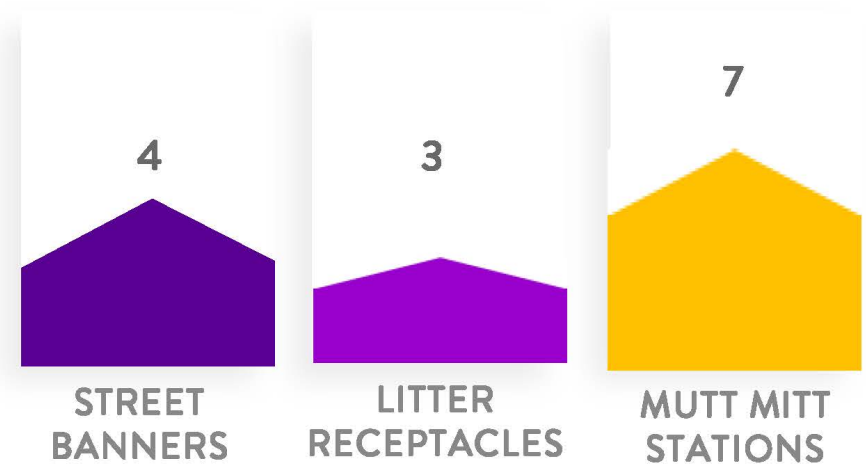
- Implement during event
- Document Implementation
- Survey businesses on impact



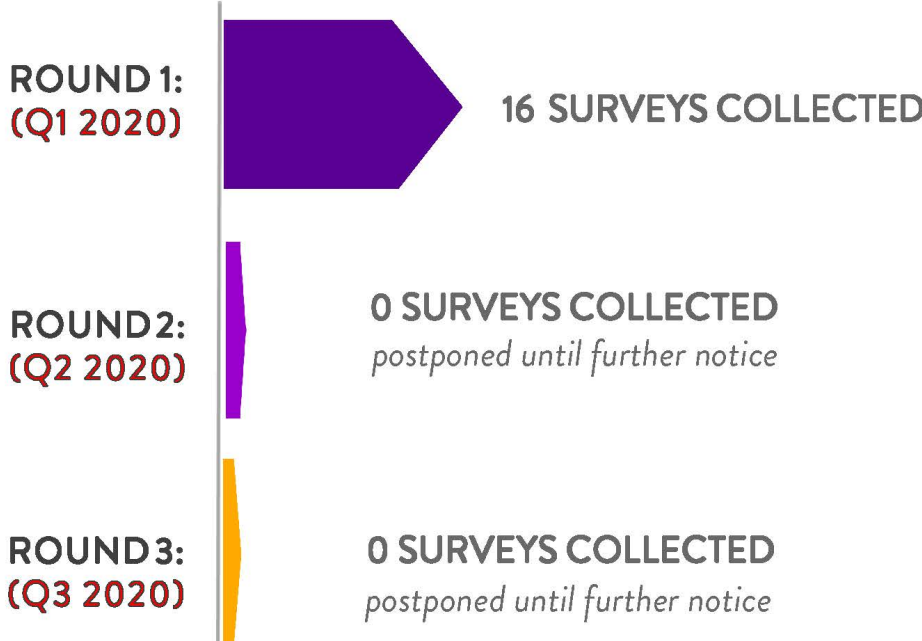
METRICS

(AS OF 07/31/20)

PUBLIC REALM MAINTENANCE/REPAIRS



PLACE AUDIT: SURVEY COLLECTION



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PUBLIC SAFETY

DLBA's Public Safety Department works with Downtown stakeholders and community partners who make up the Public Safety Committee to steer progress in areas of clean, safe and homeless outreach. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

JULY HIGHLIGHTS

(AS OF 07/31/20)



- In July, Public Safety staff produced a virtual tour of the Long Beach Emergency Communications and Operations Center with Reggie Harrison, Director of the Department of Disaster Preparedness & Emergency Communications.
- The DLBA assisted management at The Streets and City of Long Beach Special Events staff in installing k-rails on The Promenade between 3rd Street and 4th Street to create a space closed to vehicular traffic. Clean and Safe Team Members will continue to assist with the ongoing Open Streets Initiative
- The next Public Safety Committee meeting is scheduled for September 23rd.



FINANCE (AS OF 06/30/20)

SPENDING YTD

FISCAL YEAR: 10/01/19 - 9/30/20

\$1,199,685 \$1,374,907 \$1,806,447

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



COMMITTEE GOALS & TIMELINE

Note: In light of the COVID-19 pandemic, the current Public Safety Committee goals have been postponed until further notice

1

GOAL 1 PERFORM A WALK AUDIT OF THE DOWNTOWN PARKING IMPROVEMENT AREA (DPIA) TO ASSESS LIGHTING CONDITIONS IN THE PUBLIC RIGHT-OF-WAY. (STRATEGIC PLAN ACTIONS: C4.1)



OCTOBER / NOVEMBER

- Identify Dates for 4 walks (every other month)



DECEMBER - MARCH

- Complete 50% of Audit Walks



APRIL - JULY

- Complete 100% of Audit Walks



AUGUST - SEPTEMBER

- Compile data and provide recommendations regarding lighting conditions

2

GOAL 2 CONDUCT A QUALITY OF LIFE EDUCATION SERIES TO BETTER INFORM COMMITTEE MEMBERS/STAKEHOLDERS ON THE SERVICES OFFERED TO THOSE EXPERIENCING HOMELESSNESS (STRATEGIC PLAN ACTIONS: C3.1)



OCTOBER

- Develop Series Syllabus



DECEMBER - JULY

- Conduct "mobile classroom" visits



JULY - AUGUST

- Conduct a culminating workshop in coordination with the Long Beach Homeless Ally program

3

GOAL 3 CREATE THE HELPING HANDS AND PARTNERSHIPS CAMPAIGN FOR PERSONS EXPERIENCING HOMELESSNESS. (STRATEGIC PLAN ACTIONS: C1.1)



OCTOBER - NOVEMBER

- Develop a campaign, unified message and branding



NOVEMBER - DECEMBER

- Outreach to partners & sponsors



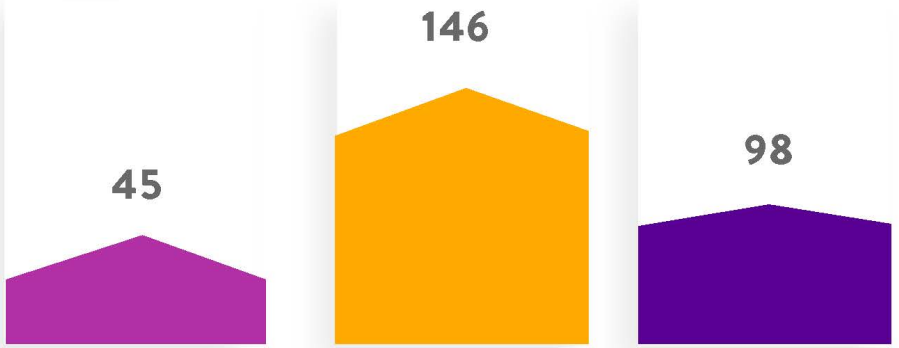
JANUARY - SEPTEMBER

- Marketing and residential outreach
- Collection
- Distribution and Day of Service with Partners

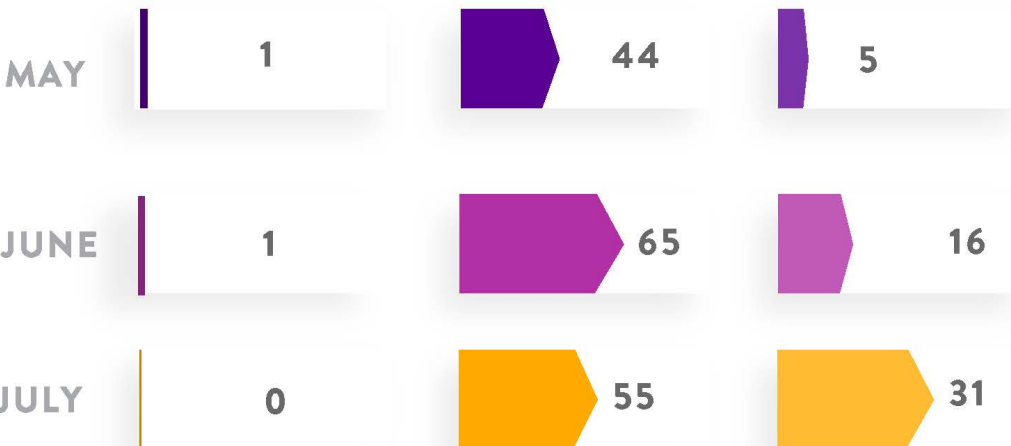


METRICS

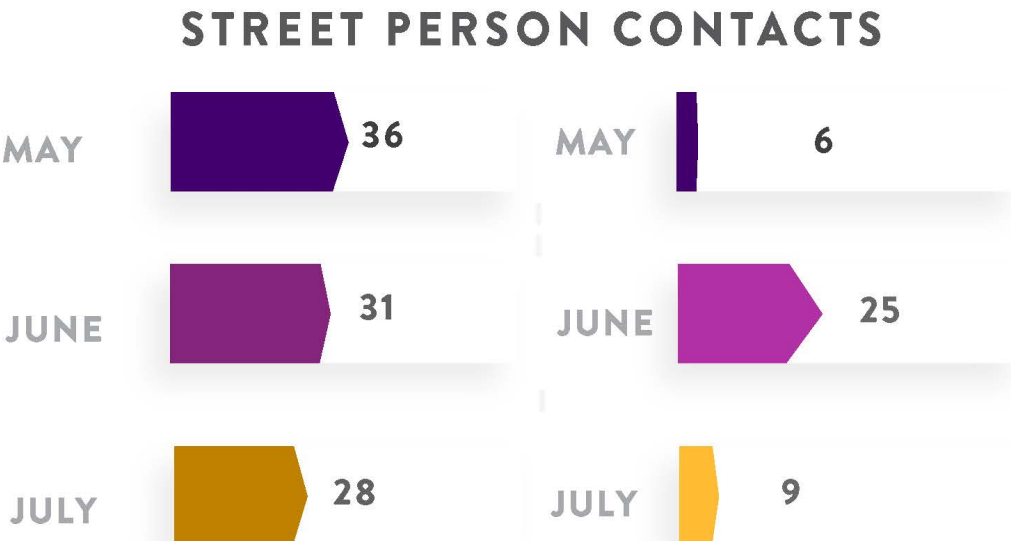
(AS OF 07/31/20)



GRAFFITI & STICKER REMOVAL



PANHANDLING QOL ISSUES BUSINESS CONTACTS



DIRECTIONS PUBLICATIONS DISTRIBUTED



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SPECIAL EVENTS

The Special Events Department works with Downtown stakeholders and community partners who make up the Special Events and Sponsorships Committee to guide progress in areas of event planning, sponsorships and working group goals. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

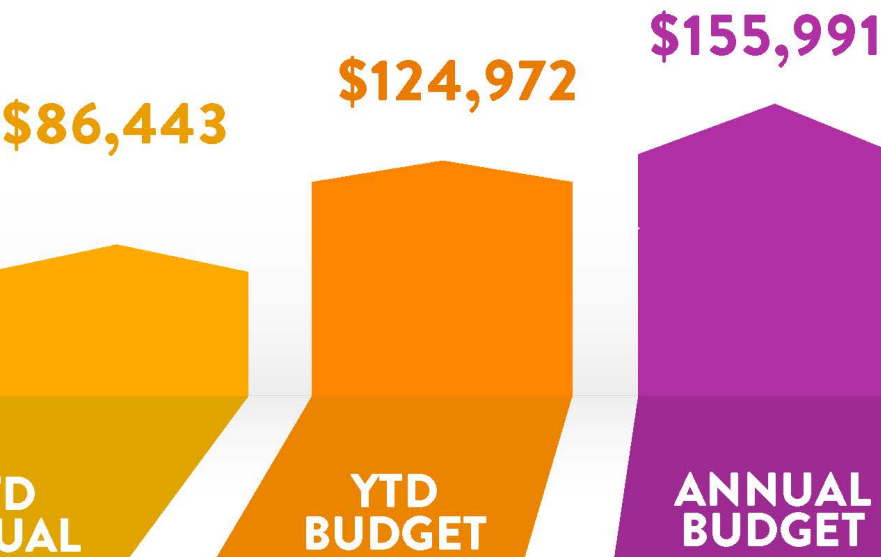
JULY HIGHLIGHTS (AS OF 07/31/20)



- Due to the COVID19 Pandemic, DLBA has chosen to postpone its signature events scheduled to begin in April 2020.
- The next Special Events Committee meeting will be held Tuesday, September 8th.

FINANCE (AS OF 06/30/20)

SPENDING YTD
FISCAL YEAR: 10/01/19 - 9/30/20



GOALS

Note: In light of the COVID-19 pandemic, the current Special Events Committee goals have been **postponed until further notice**

- 1 SPONSORSHIPS**
Reduce reliance on DLBA funding of special events by generating greater revenue through sponsorships and ticket sales. (Strategic Plan Actions: D3.1)
- 2 EVENT EVALUATIONS**
Expand and grow signature events to encourage patronage of local businesses and activation of the public/private space while exposing a new audience to Downtown Long Beach. (Strategic Plan Actions: D2.1)

METRICS (AS OF 02/29/19)

PERCENTAGE OF EVENTS BUDGET FROM DLBA SEED MONEY: 0%

TRACKING ROI: \$46.58 (per DLBA dollar spent)

SPONSORSHIPS		
	GOAL	ACTUAL
NYE:	\$2,000	\$12,000
SHOP SMALL SATURDAY:	\$1,000	\$4,472
TASTE OF DOWNTOWN:	\$3,700	\$6,000
LIVE AFTER 5:	\$5,000	N/A
POWWOW CLOSING EVENT:	\$5,000	N/A

FY 2018/2019

- TOTAL ATTENDANCE**
29,250
- LIVES IN DTLB**
46%
- VISITING DTLB**
29%
- AVERAGE AGE**
34
- AVERAGE SPEND**
\$26
- OVERALL RATING**
8.6/10
- TOTAL ECONOMIC RETURN**
\$575,619

FY 2019/2020

- TOTAL ATTENDANCE**
2,120
- LIVES IN DTLB**
45%
- VISITING DTLB**
44%
- AVERAGE AGE**
34
- AVERAGE SPEND**
\$30
- OVERALL RATING**
9.4/10
- TOTAL ECONOMIC RETURN**
\$61,470