

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/

NOVEMBER HIGHLIGHTS

(AS OF 11/30/20)



- On November 19th, the Long Beach Economic Partnership held its first Virtual Quarterly Economic Forum, featuring Mayor Robert Garcia, Ninth District Councilmember Rex Richardson, economist Dr. Robert Kleinhenz, CSULB Chair of Economics Dr. Seiji Steimetz, and others.
- Economic Development Committee approved three Woman-Owned Business Accelerator (WOBA) Grant finalists: 3Women Vintage, Burke Mercantile, and Modica's Deli. The Committee decided to split the \$10,000 grant evenly among the finalists.
- The Next Economic Development committee meeting is Wednesday December 9, 2020, via teleconference



FINANCE (AS OF 10/31/20)

SPENDING YTD

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

\$163,408

\$3,326

\$4,557

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



COMMITTEE GOALS & TIMELINE (FY 20/21)



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)

1 FEBRUARY - MARCH

- PLACEHOLDER

3 JULY - SEPTEMBER

- PLACEHOLDER

2 MARCH - JULY

- PLACEHOLDER



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)

1 APRIL - MAY

- PLACEHOLDER

3 JULY - DECEMBER

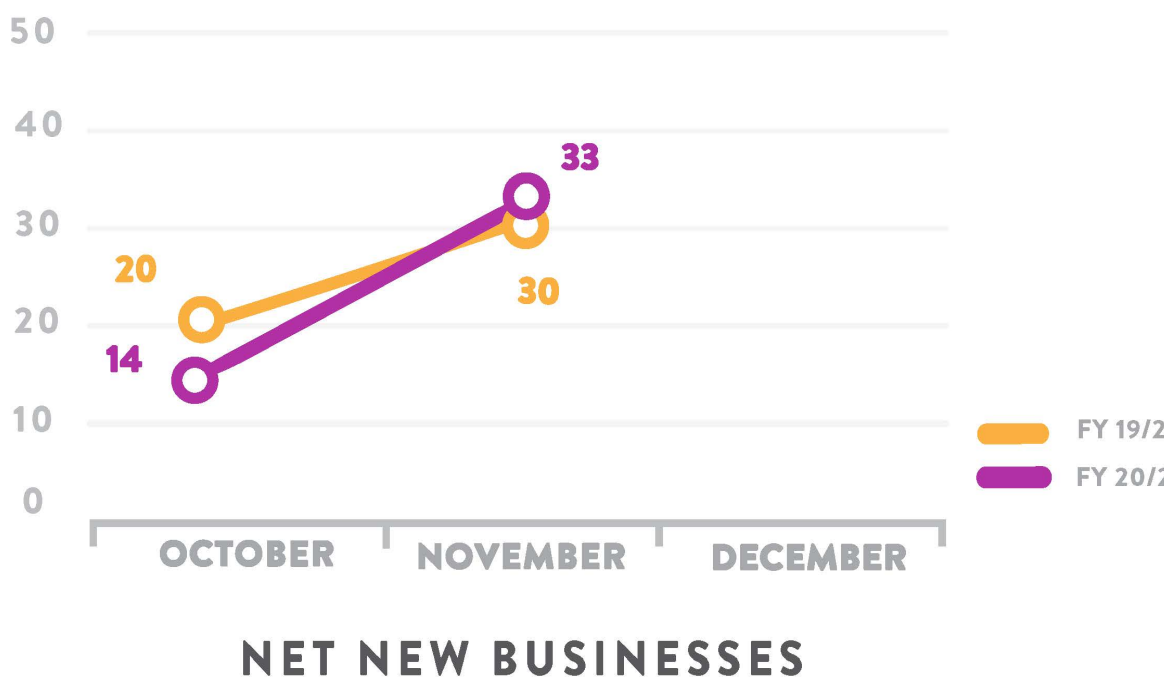
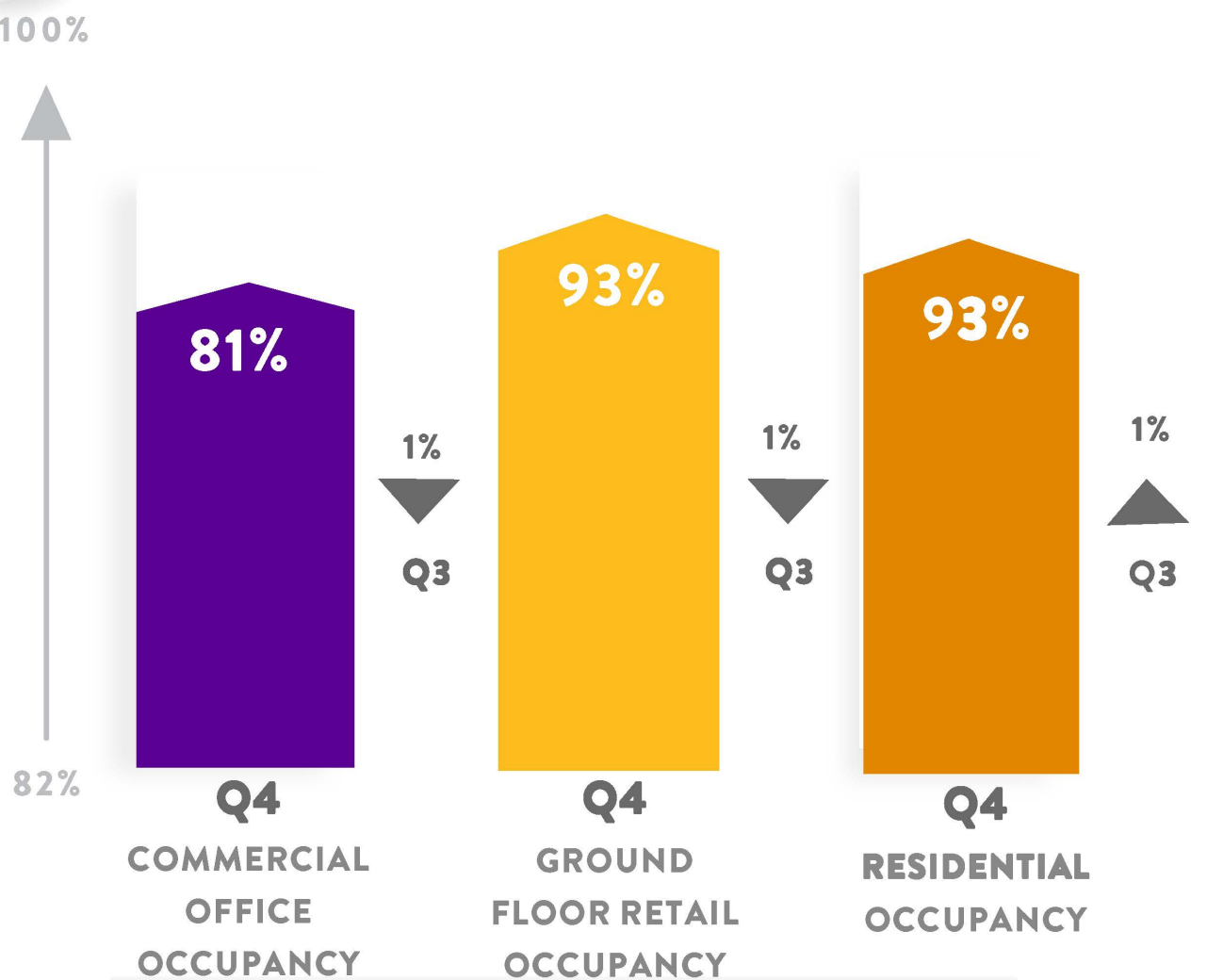
- PLACEHOLDER

2 MAY - JULY

- PLACEHOLDER



METRICS (AS OF 11/30/20)



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LONG BEACH
ALLIANCE

MARKETING & COMMUNICATIONS

NOVEMBER HIGHLIGHTS (AS OF 11/30/20)



- DLBA has finalized the details and speakers for the upcoming webinar, "Design for Distancing – Creative Strategies to Adapt Public Space to the Pandemic and Beyond."
- DLBA has utilized press releases and stakeholder advisories to inform the community of all updated State and local COVID-19 health and safety regulations.
- A press release announcing the recipients of the Women-Owned Business Accelerator Grant Program was issued to the media and community on November 19th.
- The next Marketing Committee Meeting is Monday, December 7th.



FINANCE (AS OF 10/31/20)

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

\$2,797

\$1,986

\$93,016

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 DEVELOP A SERIES OF PROMOTIONAL ACTIVITIES/PUBLIC-FACING ELEMENTS TO ENCOURAGE BROADER EXPLORATION OF DOWNTOWN BY TOURISTS AND RESIDENTS
(STRATEGIC PLAN ACTIONS: D1.1)

1 OCT - NOV
• PLACEHOLDER

4 APRIL - MAY
• PLACEHOLDER

2 DEC - JAN
• PLACEHOLDER

5 JUNE - JULY
• PLACEHOLDER

3 FEB - MAR
• PLACEHOLDER

6 AUG - SEPT
• PLACEHOLDER

2

GOAL 2 IDENTIFY FACES OF DOWNTOWN WITH UNIQUE STORIES, INTERESTING ROLES, OR RELEVANT PERSPECTIVES TO PEN GUEST COLUMNS IN THE DOWNTOWN SCENE NEWSLETTER WITH THE OBJECTIVE OF INCREASING READERSHIP AND ENGAGEMENT
(STRATEGIC PLAN ACTIONS: E3.)

1 DEC - FEB
• PLACEHOLDER

3 APRIL
• PLACEHOLDER

2 FEB - MARCH
• PLACEHOLDER

4 MAY - SEPT
• PLACEHOLDER

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 11/30/20)

FY 2020/2021



5 DLBA PRESS RELEASES



892,955 IMPRESSIONS
ACROSS ALL SOCIAL MEDIA PLATFORMS

NOVEMBER SOCIAL MEDIA STATS

ENGAGEMENTS

2,416

2,126

7,329

IMPRESSIONS

73,858

108,434

230,838

FOLLOWERS

16,988

32,847

52,374



TWITTER



INSTAGRAM



FACEBOOK



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PLACEMAKING

The Placemaking 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/

NOVEMBER HIGHLIGHTS

(AS OF 11/30/20)

- DLBA staff and Placemaking Committee Members along with representatives from the City reviewed the prototype for new pedestrian wayfinding signage.
- 164 holiday wreaths were placed throughout Downtown along with holiday lighting, and will remain up until the first week of January.
- The next Placemaking committee meeting is Thursday, December 17th at 10 AM.



FINANCE (AS OF 10/31/20)

SPENDING YTD

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

\$107,552

\$1,651

\$2,869

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 WORK TO PROMOTE AND IMPROVE PARKLET, SIDEWALK, AND STREET USAGE THROUGHOUT DOWNTOWN (STRATEGIC PLAN ACTIONS: B1.6, B3.3)

- 1 **OCTOBER - JANUARY**

 - Identify streets and locations to assess
 - Divide into groups and complete assessments
 - Develop and conduct business surveys
 - Research benchmark cities
- 2 **FEBRUARY - MAY**

 - Review data
 - Identify project locations
 - Develop project timeline and logistics
- 3 **JUNE - AUGUST**

 - Implement identified projects
- 4 **SEPTEMBER**

 - Assess identified projects

2

GOAL 2 DEVELOP CREATIVE ACTIVATION OF PUBLIC SPACES THAT PROMOTE SAFELY BEING OUTDOORS. (STRATEGIC PLAN ACTIONS: B2.6, B2.7, B3.8)

- 1 **OCTOBER - JANUARY**

 - Identify streets and locations to assess
 - Divide into groups and complete assessments
 - Develop and conduct business surveys
 - Research benchmark cities
- 2 **FEBRUARY - MAY**

 - Review data
 - Identify project locations
 - Develop project timeline and logistics
- 3 **JUNE - AUGUST**

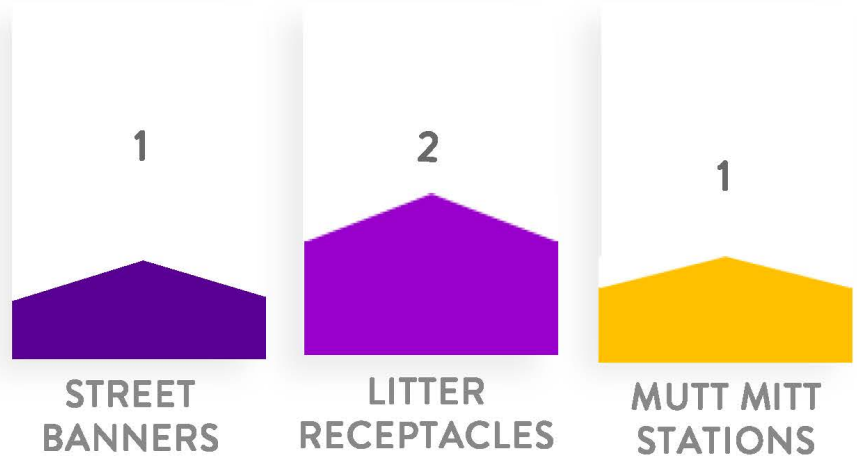
 - Implement identified projects
- 4 **SEPTEMBER**

 - Assess identified projects

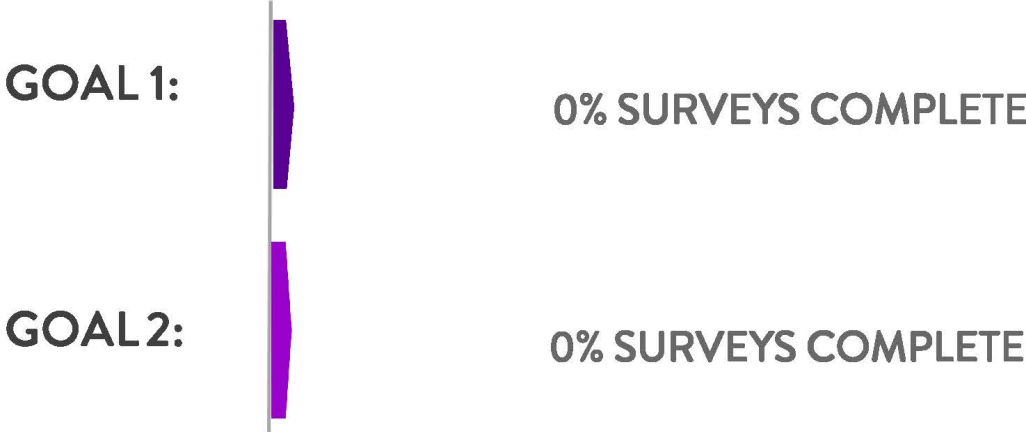


METRICS (AS O 11/30/20)

PLACEMAKING MAINTENANCE/REPAIRS (FY 20/21)



PLACE ASSESSMENT SURVEY PROGRESS



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/

NOVEMBER HIGHLIGHTS

(AS OF 11/30/20)

- Public Safety Committee Chair Denise Carter and DLBA COO Broc Coward interviewed a candidate to fill one of two Committee vacancies.

- President & CEO Kraig Kojian met with the newly appointed Long Beach Department of Public Works Director Eric Lopez to discuss the roles and responsibilities of DLBA's Clean and Safe Team in the PBID.

- The next Public Safety Committee meeting is scheduled for December 23rd.



FINANCE (AS OF 10/31/20)

SPENDING YTD

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

\$1,990,230

\$154,392

\$162,016

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



COMMITTEE GOALS & TIMELINE (FY 20/21)

1

GOAL 1 WORK WITH RESIDENTS AND BUSINESSES TO DEVELOP AND IMPLEMENT A COMMUNITY-BASED CAMPAIGN TO COLLECT BATH TOWELS AND PERSONAL HYGIENE KITS FOR HOMELESS OUTREACH SERVICE PROVIDERS (STRATEGIC PLAN ACTIONS: C1.1)

- 1 NOVEMBER - DECEMBER**
 - Outreach to homeless outreach service providers and commercial partners.
- 2 JANUARY - MARCH**
 - Marketing and Stakeholder Outreach.

- 3 APRIL - MAY**
 - Collection!
- 4 AUGUST - SEPTEMBER**
 - Distribution to service providers.

2

GOAL 2 WORK WITH COMMITTEE MEMBERS TO SCHEDULE GOLONGBEACH CANVASSING IN THE DPIA. DEVELOP AND MANAGE A BUSINESS GOLONGBEACH OUTREACH PROGRAM EXTOLLING THE VIRTUES OF BUSINESS OWNERS/STAFF USING THE APP TO KEEP THE COMMUNITY CLEAN AND SAFE. (STRATEGIC PLAN ACTIONS: C2.7, C3.1, C3.3.)

- 1 NOVEMBER - DECEMBER**
 - Identify message and campaign collateral.
- 2 JANUARY - MARCH**
 - Perform social media, phone and physical outreach

- 3 APRIL - MAY**
 - Follow up with businesses and stakeholders on usage
- 4 JUNE - JULY**
 - Perform second round of social media, phone and physical outreach.
- 5 AUGUST - SEPTEMBER**
 - Evaluation and feedback to City staff.

3

GOAL 3 COMMITTEE MEMEBERS WORK WITH NEIGHBORHOOD ASSOCIATION LEADERS IN EVALUATING DLBA CLEAN AND SAFE PROGRAMS VIA MYSTERY SHOPPER ACTIVITIES (STRATEGIC PLAN ACTIONS: C1.4, C3.1)

- 1 NOVEMBER - JANUARY**
 - Develop evaluation checklist and training.
- 2 JANUARY**
 - Recruit Neighborhood Leaders

- 4 JUNE**
 - Perform second round of recruiting Neighborhood Leaders
- 3 FEBRUARY - AUGUST**
 - Train and perform Mystery Shopping
 - Evaluate and provide feedback to DLBA Clean and Safe.

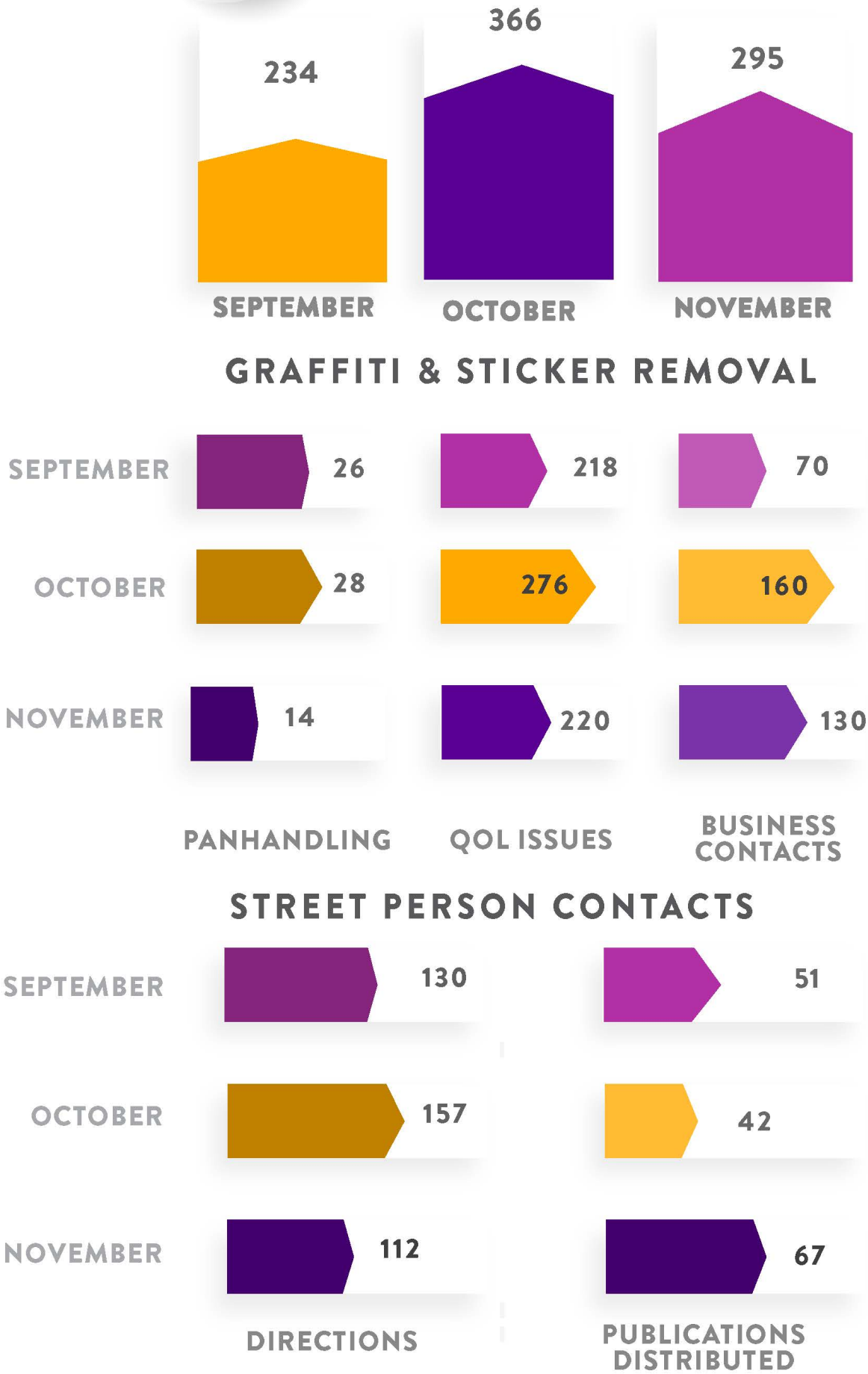
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METRICS

(AS OF 11/30/20)



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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/

NOVEMBER HIGHLIGHTS (AS OF 11/30/20)



- Virtual Taste of Downtown: Thanksgiving Edition was will take place on Thursday, November 19 from 6-9 PM.
- The next Special Events Committee meeting will be held Tuesday, December 8th.



FINANCE (AS OF 10/31/ 20)

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

\$97,547

\$24,714

\$1,774

YTD
ACTUAL

YTD
BUDGET

ANNUAL
BUDGET



COMMITTEE GOALS (FY 20/21)

1

VIRTUAL EVENTS & BEST PRACTICES Research, identify and share various types of virtual events and best practices for hosting that will increase customer support for Downtown businesses. (Strategic Plan Actions: D2.2)

1

NOVEMBER - JANUARY

- Identify and research virtual events and best practices in downtowns and nationwide Business Improvement Districts (BIDs) nationwide.

2

FEBRUARY - MARCH

- Develop virtual event recommendations for DLBA and commercial stakeholders.

2

SPECIAL EVENTS GUEST SPEAKER SERIES

Invite guest speakers from organizations, agencies and businesses to share their efforts to safely host in-person and virtual events in FY20/21 (Strategic Plan Actions: D2.2)

1

NOVEMBER - DECEMBER

- Identify and recruit guest speakers.

2

JANUARY - AUGUST

- Host guest speakers.

3

APRIL - SEPTEMBER

- Monitor and report on the status DTLB virtual events.

3

JUNE - SEPTEMBER

- Monitor and report on the status of in-person events.

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

FY 2020/2021



TOTAL ATTENDANCE

-



LIVES IN DTLB

-



VISITING DTLB

-



AVERAGE AGE

-



AVERAGE SPEND

-

OVERALL RATING

N/A

TOTAL ECONOMIC RETURN

N/A



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