



**DOWNTOWN
LONG BEACH
ALLIANCE**

2024-2025 Annual Report Downtown Long Beach Downtown Parking & Business Improvement Area

SUBMITTED BY DOWNTOWN LONG BEACH ALLIANCE TO
THE CITY OF LONG BEACH

October 1, 2024

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DISTRICT OVERVIEW

Downtown PBIA District Background

Established in 1973, the Downtown Parking & Business Improvement Area (the “DPBIA”) is assessed on business owners. DTLB Alliance is governed by its bylaws and its Management Plan, which was developed in 2012 as part of DTLB Alliance’s renewal with the City of Long Beach.

Downtown PBIA Boundaries

The DPBIA boundary includes the PBID area and extends to the following borders:

- Shoreline Drive to the south, including the Pine Avenue Circle and Shoreline Drive
- Golden Shore to the west
- Alamitos Avenue to the east
- 10th Street to the north

Maps of DPBIA district boundaries are provided below



Downtown PBIA Advisory Board

Members listed under the DPBIA Advisory Board serve as part of the Downtown Long Beach Alliance Board of Directors. The DPBIA Advisory Board members represent one of the five marketing areas established under the DPBIA agreement.

FIRST	LAST	DISTRICT	AREA
Silissa	Uriarte-Smith	DPBIA	Willmore Historic District
Clare	LeBras	DPBIA	Pine Avenue
Alan	Burks	DPBIA	West Gateway
Claudia	Ayala	DPBIA	Waterfront
Clay	Wood	DPBIA	East Village
Vacant			North East Village
Greg	Beck	DPBIA	North Pine

METHOD OF ASSESSMENT

Downtown PBIA Assessment

The Downtown PBIA self-assessment fees collected through business licenses from Downtown Long Beach businesses within Downtown Long Beach (DTLB). The annual assessment is \$548.57 per business and \$9.07 per employee and for service based independent contractors \$376.75 per business and \$6.27 per employee.

Proposed Changes

The DTLB Alliance Executive Committee and Board of Directors annually review the City of Long Beach's CPI percentage change to its business license fees and determine any adjustments to the Downtown PBIA assessments as part of the business license. The Downtown PBIA rate adjustment has no cap or restrictions, and its adjustments are applied annually on July 1. Per Long Beach Municipal Code (LBMC) 3.80.451, the City of Long Beach business license fees under Title 3 of the Long Beach Municipal Code will be adjusted pending City's decision.

Based on the City of Long Beach action, the DTLB Alliance Board of Directors approved Downtown Parking and Business Improvement Area (DPBIA) adjustment of 4.5%, consistent with annual adjustments on business licenses made by City of Long Beach effective July 1, 2024. There are no proposed changes to boundaries or assessment methodology of the DPBIA.

BUDGET

Downtown PBIA District Budget

The Downtown PBIA budget for Fiscal Year 2024/25 has been submitted to the City Council and is, by reference, made part of this report. In accordance with the Downtown PBIA, budgeted costs are \$782,574

DPBIA REVENUE BREAKDOWN		
	2024-25	
Current year budget	\$748,875	
% DPBIA Adjustment for 2024-25	\$33,699	4.5%
	\$782,574	

DOWNTOWN PARKING & BUSINESS IMPROVEMENT AREA PROGRAM ACTIVITIES

Administration

Administration costs encompass a wide range of shared expenses that impact both the overall business functions and specific programmatic departments. These include costs related to office space, utilities, office supplies, equipment leases, and professional services such as legal consulting and annual audits. Additionally, insurance costs (including general liability, directors and officers, and non-profit liability insurance) fall under the administration department's budget, as do human resource consulting fees, taxes, and employee recruitment expenses.

Proper management of administrative costs ensures that DTLB Alliance operates efficiently and effectively, allowing its teams to focus on delivering value to stakeholders through core programs. These expenses are distributed between the PBID and DPBIA based on the proportion of services each entity requires:

- **PBID:** \$350,821
- **DPBIA:** \$527,935

Administrative costs ensure the organization has the necessary infrastructure to maintain high standards of accountability, transparency, and professionalism.

Advocacy

DTLB Alliance plays a key role in advocating for policies and initiatives that positively impact Downtown Long Beach and its stakeholders. This involves building relationships with policymakers at the local, state, and federal levels to ensure that the needs of the district are considered in legislative and regulatory processes. Advocacy activities can include educational campaigns, coalition-building, writing op-eds and white papers, and direct conversations with elected officials.

Key focus areas include public safety, economic recovery, and public realm enhancements. The DTLB Alliance aims to influence policy decisions that align with its Strategic Plan: *Roadmap to Recovery, Resilience, and Inclusion*. Through research and data analysis, DTLB Alliance can present evidence-based recommendations to policymakers, ensuring that decisions made at all levels of government support the district's growth and sustainability.

As part of this effort, the organization allocates resources to surveys and data collection to better understand stakeholder needs and perceptions. This data enables DTLB Alliance to make informed decisions and advocate effectively on behalf of its constituents.

- **PBID:** \$98,717
- **DPBIA:** \$150,646

By investing in advocacy, DTLB Alliance strengthens its position as a leading voice for the Downtown community, ensuring that the district's interests are represented and that its challenges are addressed through thoughtful, data-driven policy solutions.

Economic Development

The Economic Development Department is a cornerstone of DTLB Alliance's mission, focusing on business recruitment, retention, and job creation. In a post-pandemic landscape, the department has pivoted to prioritize the recovery and long-term sustainability of Downtown businesses. The goal is to ensure that Downtown Long Beach remains an attractive destination for businesses, investors, and entrepreneurs, contributing to the district's economic vitality and overall growth.

Key responsibilities include providing support to existing businesses, offering site selection assistance, and developing recruitment strategies to fill vacancies in commercial properties. DTLB Alliance also works closely with property owners, brokers, and developers to attract businesses that align with the community's vision for Downtown's growth. By analyzing economic and demographic data, the department can identify opportunities for investment and expansion, as well as forecast future trends in the local economy.

The department also produces key reports such as the *Economic Profile* and *Snapshot Reports*, which provide valuable insights into the commercial market, workforce demographics, and other economic indicators. These publications are used to inform policy decisions and guide the organization's strategic planning efforts.

In addition to business recruitment, the Economic Development Department hosts educational workshops, networking events, and business development services to support local entrepreneurs. These programs help foster a thriving business ecosystem, driving job creation and economic growth in Downtown Long Beach.

- **PBID:** \$497,959
- **DPBIA:** \$46,954

Through its economic development initiatives, DTLB Alliance continues to play a pivotal role in shaping the future of Downtown Long Beach by ensuring that the district remains competitive, vibrant, and economically resilient.

Events & Sponsorships

Events are a critical component of DTLB Alliance's strategy to engage the community, attract visitors, and enhance the vibrancy of Downtown Long Beach. By organizing a diverse array of events, DTLB Alliance fosters a sense of community while promoting the district as a premier destination for both residents and visitors.

Signature events such as "New Year's Eve Fireworks," "Celebrate Downtown," and the "Taste of Downtown" series have become hallmark experiences that draw large crowds and generate significant

foot traffic for local businesses. These events offer an exciting way to showcase Downtown Long Beach's unique offerings, from dining and entertainment to arts and culture. Moreover, they provide a platform for local businesses to increase their visibility and attract new customers.

In response to stakeholder feedback, DTLB Alliance is focusing on smaller, more frequent activations throughout the district. These activations—such as pop-up markets, street performances, and art walks—create opportunities for residents and visitors to engage with the community in a more intimate setting. By dispersing these events across different parts of Downtown, DTLB Alliance aims to bring renewed energy to areas that have been impacted by the pandemic and other economic challenges.

In addition to organizing its own events, DTLB Alliance sponsors outside organizations and individuals who produce events in Downtown. This support helps elevate the district's profile and ensures a steady stream of activities that keep the community engaged year-round.

- **PBID:** \$244,965
- **DPBIA:** \$41,085

Events not only generate direct revenue but also contribute to the broader economic ecosystem by driving foot traffic to local businesses and creating opportunities for collaboration and community building.

Marketing & Communications

The Marketing & Communications Department plays a fundamental role in shaping the public perception of Downtown Long Beach and promoting the district as a destination for business, tourism, and events. Through strategic communication efforts, the department works to increase awareness of the district's unique offerings, enhance its image, and keep stakeholders informed of DTLB Alliance's initiatives.

A core responsibility of the department is managing internal and external communications, ensuring consistency in messaging across all platforms. This includes overseeing brand management, coordinating with media outlets, and developing marketing collateral that highlights the district's unique strengths.

Digital advertising, social media, and email campaigns are key tools used to engage with diverse audiences, including residents, business owners, investors, and visitors. With a growing following across online platforms such as Instagram, Facebook, and X (formerly Twitter), DTLB Alliance leverages its digital presence to promote events, businesses, and public spaces, boosting visibility for both the district and the organization.

In addition to digital efforts, the department produces a range of publications, including the *Downtown Scene* and *Business Resource* newsletters, which keep stakeholders informed of important developments in the district. The department also maintains the DTLB Alliance website, a central hub for information on programs, events, and resources.

Key marketing initiatives for FY 2024-2025 include expanding digital advertising efforts, increasing the use of video content to engage audiences, and continuing to promote Downtown Long Beach through targeted social media campaigns. These efforts are designed to increase foot traffic, enhance public perception, and attract investment to the district.

- **PBID:** \$299,402

- **DPBIA:** \$0

The marketing department's efforts are integral to raising the profile of Downtown Long Beach, ensuring that the district is seen as a vibrant, welcoming, and thriving destination for all.

Clean & Safe Operations

DTLB Alliance's Operations team is responsible for managing the district's well known Clean and Safe programs, which are essential to maintaining a high quality of life in Downtown Long Beach. These programs include services such as sidewalk cleaning, graffiti removal, landscaping, and public safety patrols—all of which contribute to creating a clean, safe, and inviting environment for residents, businesses, and visitors.

The Clean Team works seven days a week to ensure that Downtown remains visually appealing and well-maintained. This includes regular pressure washing of sidewalks, litter removal, and landscape maintenance. In addition, the team addresses special projects such as graffiti removal, tree trimming, and planter maintenance. These efforts are vital to keeping public spaces attractive and functional, enhancing the overall visitor experience in the district.

The Safety Ambassadors provide a reassuring presence in the district, offering services such as safety escorts, directions, and vehicle jumpstarts. The Ambassadors and Homeless Outreach teams are trained to de-escalate situations and provide support to individuals experiencing homelessness, helping to connect them with social services and housing opportunities.

DTLB Alliance also operates the *Alley Buster* program, which improves service corridors in partnership with Mental Health America of Los Angeles (MHALA) and the City's Department of Public Works. This program not only enhances the cleanliness of alleys but also provides valuable job training for MHALA members, contributing to broader community support initiatives.

- **PBID:** \$2,396,886
- **DPBIA:** \$0

These programs are fundamental to maintaining a safe and welcoming environment in Downtown Long Beach, ensuring that residents, visitors, and businesses can enjoy a clean, secure, and vibrant urban experience.

Placemaking

Placemaking is at the heart of DTLB Alliance's mission to create an inviting and attractive public realm that enhances the overall experience of Downtown Long Beach. The Placemaking Department is responsible for developing and supporting beautification and capital improvement projects that elevate the district's visual appeal and functionality.

Capital improvements, such as pedestrian wayfinding signs, decorative lighting, and streetscape enhancements, contribute to a more connected and aesthetically pleasing environment. These projects ensure that public spaces reflect the community's cultural and social history while remaining modern and accessible.

Beautification efforts include holiday decorations, street pole banners, traffic signal wraps, and dog waste bag dispensers, all of which help create a welcoming and visually engaging atmosphere for residents and visitors. These initiatives are designed to make Downtown a more attractive destination for business, shopping, dining, and leisure.

In addition to permanent enhancements, DTLB Alliance engages in temporary activations that transform public spaces into vibrant social hubs. These projects, such as pop-up seating areas, *Parking Day*, and creative crosswalks, encourage pedestrians to explore the district and engage with their surroundings in new and exciting ways.

Through placemaking, DTLB Alliance fosters a sense of pride and ownership among community members while attracting investment and driving economic growth.

- **PBID:** \$266,321
- **DPBIA:** \$15,651

These projects are instrumental in creating a dynamic and engaging public realm, ensuring that Downtown Long Beach remains a premier destination for residents, businesses, and visitors alike.

FY2024-2025 BUDGET SUMMARY

The following tables highlights the breakdown of revenue and expenses for Downtown Parking & Business Improvement Area and Downtown Property-Based Improvement District sources.

REVENUE	FY 25 (Approved)	FY 24 (Approved)	FY 23 (Approved)
PBID	\$ 4,154,768	\$ 3,975,854	\$ 3,600,991
DPBIA	\$ 782,574	\$ 748,876	\$ 716,627
Parking Meter	\$ 250,000	\$ 300,000	\$ 300,000
Corporate Grants	\$ 5,000	\$ 30,000	\$ 30,000
Events	\$ 160,000	\$ 95,000	\$ 180,000
Contract/Misc	\$ 839,252	\$ 690,150	\$ 583,230
Government Grants	\$ -	\$ -	\$ -
Deferred	\$ -	\$ 80,000	\$ -
TOTALS	\$ 6,191,594	\$ 5,919,880	\$ 5,410,848

EXPENSES	FY 25 (Approved)	FY 24 (Approved)	FY 23 (Approved)
Administration	\$ 878,756	\$ 807,490	\$ 713,573
Advocacy, Research, & Development	\$ 249,363	\$ 224,746	\$ 241,470
Economic Development	\$ 549,914	\$ 373,060	\$ 593,566
Special Events & Sponsorships	\$ 478,550	\$ 443,760	\$ 453,367
Marketing & Communications	\$ 391,901	\$ 3,163,457	\$ 367,407
Operations	\$ 3,236,138	\$ 525,765	\$ 2,752,972
Placemaking	\$ 406,972	\$ 381,601	\$ 288,494
TOTALS	\$ 6,191,594	\$ 5,919,880	\$ 5,410,848

Net	FY 25 (Approved)	FY 24 (Approved)	FY 23 (Approved)
Total Revenue	\$ 6,191,594	\$ 5,919,880	\$ 5,410,848
Total Expenses	\$ 6,191,594	\$ 5,919,880	\$ 5,410,848
TOTALS	\$ 0	\$ 0	\$ 0



**DOWNTOWN
LONG BEACH
ALLIANCE**

FY 2024-25 BUDGET

Final Approved

Allocation Detail

DESCRIPTION	PBID	DPBIA
REVENUES		
PBID Funds (gross)	\$ 4,329,879	\$ -
Deferred Revenue Recognized	\$ 1,035,856	\$ -
PBID Delinquency (3.0% per mg. plan)	\$ (128,498)	\$ -
PBID Revenue Deferred to 24/25	\$ (1,082,470)	\$ -
DPIA	\$ -	\$ 782,574
Parking Meters	\$ -	\$ -
Taste of Downtown - Sip	\$ -	\$ -
Taste of Downtown - Pine	\$ -	\$ -
Taste of Downtown - Beer & Wine	\$ -	\$ -
Art Walk	\$ -	\$ -
New Year's Eve	\$ -	\$ -
Celebrate Downtown	\$ -	\$ -
Activations	\$ -	\$ -
Blu Condominiums	\$ -	\$ -
Hillcrest Monterey	\$ -	\$ -
HUBB Maintenance	\$ -	\$ -
LB Transist & Visitor Center	\$ -	\$ -
Midtown	\$ -	\$ -
Misc. Revenue (rent reimbursement)	\$ -	\$ -
Mosaic Street Mural	\$ -	\$ -
Prop A	\$ -	\$ -
Zaferia	\$ -	\$ -
Grants	\$ -	\$ -
TOTAL REVENUE	\$ 4,154,768	\$ 782,574

EXPENSES		
ADMINISTRATION	PBID	DPBIA
Rent	\$ 65,241	\$ 65,241
Telephone/Data	\$ -	\$ 16,350
Computers	\$ 30,680	\$ 30,680
Office Equip Lease	\$ 6,480	\$ 6,480
Office Supplies	\$ -	\$ 7,200
Postage	\$ -	\$ 1,500
General Insurance	\$ 29,400	\$ 29,400
Professional Services	\$ 51,876	\$ 51,876
Utilities	\$ 170	\$ -
Admin Projects	\$ 2,500	\$ 2,500
Taxes	\$ 1,500	\$ 1,500
Office Maint. & Repairs	\$ 800	\$ 800
Employee Recruitment and Retention	\$ 9,556	\$ 9,556
Admin Services	\$ 1,500	\$ 1,500
Credit Card Merchant Fees and Interest	\$ 5,100	\$ 5,100
Dues & Subscriptions	\$ 3,240	\$ 3,240
Board & Committee Meetings	\$ 3,750	\$ 3,750
Holiday Party/Gifts	\$ 4,375	\$ 4,375
Block By Block Expenses	\$ 130,542	\$ -
Personnel	\$ -	\$ 265,936
General Benefit	\$ -	\$ 16,840
Reserve	\$ 4,112	\$ 4,112
TOTAL ADMINISTRATION	\$ 350,821	\$ 527,935
ADVOCACY	PBID	DPBIA
Travel/Education/Civic Events	\$ 24,404	\$ 24,404
Grants	\$ 2,464	\$ 21,536
Personnel	\$ 70,834	\$ 98,948
General Benefit	\$ -	\$ 4,743
Reserve	\$ 1,016	\$ 1,016
TOTAL ADVOCACY	\$ 98,717	\$ 150,646

ECONOMIC DEVELOPMENT	PBID	DPBIA
Research	\$ 75,000	\$ -
Strategic Recruitment	\$ 11,500	\$ 11,500
Advertising	\$ 8,150	\$ 8,150
Grand Opening Assistance	\$ 7,280	\$ -
Economic Profile & Snapshot Reports	\$ 22,000	\$ -
Business Development Support	\$ 16,246	\$ -
Business Seminars	\$ 19,000	\$ -
Broker Mixers	\$ 33,500	\$ -
Conference Attendance	\$ 10,000	\$ -
Memberships	\$ 1,400	\$ -
Community Sponsorships	\$ 2,500	\$ 2,500
Personnel	\$ 286,824	\$ -
General Benefit	\$ -	\$ 23,923
Reserve	\$ 4,559	\$ 881
TOTAL ECONOMIC DEVELOPMENT	\$ 497,959	\$ 46,954
SPECIAL EVENTS	PBID	DPBIA
Celebrate Downtown	\$ -	\$ -
Taste of Downtown	\$ 39,000	\$ -
Art Walk	\$ 11,200	\$ -
New Year's Eve	\$ 10,000	\$ -
Community Space Entertainment Activation	\$ -	\$ -
General Expenses	\$ -	\$ 1,000
Event Sponsorships	\$ -	\$ -
Events Committee Projects	\$ -	\$ 1,000
Personnel	\$ 183,272	\$ 39,085
General Benefit	\$ -	\$ -
Reserve	\$ 1,493	\$ -
TOTAL SPECIAL EVENTS	\$ 244,965	\$ 41,085
MARKETING	PBID	DPBIA
Annual Report / Publications	\$ 6,800	\$ -
Advertising/Promotions	\$ 52,822	\$ -
Public Relations	\$ 10,000	\$ -
Website Development	\$ 900	\$ -
Personnel	\$ 224,555	\$ -
General Benefit	\$ -	\$ -
Reserve	\$ 4,326	\$ -
TOTAL MARKETING	\$ 299,402	\$ -

OPERATIONS	PBID	DPBIA
Clean Team Personnel	\$ 598,500	\$ -
Clean Team Management	\$ 113,661	\$ -
Clean Team Insurance	\$ 5,244	\$ -
Clean Team Fuel	\$ 3,600	\$ -
Clean Team Equipment & Maintenance	\$ 62,510	\$ -
Pressure Washing	\$ 314,650	\$ -
Safe Team	\$ 1,005,794	\$ -
Homeless Outreach	\$ 97,580	\$ -
Special Projects	\$ -	\$ -
Contract Services	\$ -	\$ -
Public Safety Projects	\$ -	\$ -
Personnel	\$ 195,348	\$ -
General Benefit	\$ -	\$ -
Reserve	\$ -	\$ -
TOTAL OPERATIONS	\$ 2,396,886	\$ -
PLACEMAKING	PBID	DPBIA
Special Projects	\$ 2,000	\$ -
Tree Planting	\$ -	\$ -
Holiday Decor	\$ 80,885	\$ -
Banners	\$ -	\$ -
Mutt Mitts	\$ -	\$ -
Public Space Activation	\$ -	\$ 5,473
Education/Promotion	\$ -	\$ 660
Personnel	\$ 183,436	\$ 9,518
General Benefit	\$ -	\$ -
Reserve	\$ -	\$ -
TOTAL PLACEMAKING	\$ 266,321	\$ 15,651
TOTAL EXPENSE	\$ 4,155,071	\$ 782,272

DOWNTOWN LONG BEACH BUSINESS IMPROVEMENT DISTRICT

Effective: January 1, 2025 – December 31, 2025

Charge Point 5

Charge Type	Business Type	Base Fee	Per Employee Fee	Charge Type
PIA1/XPA1	Contractors	\$557.27	\$9.07	EMP4/XEP4
PIA3/XPA3	Independent Contractor	\$376.75	\$6.27	EMP3/XEP3
PIA1/XPA1	Manufacturing	\$557.27	\$9.07	EMP4/XEP4
PIA1/XPA2	Professionals	\$557.27	\$9.07	EMP4/XEP4
PIA1/XPA3	Recreation / Entertainment	\$557.27	\$9.07	EMP4/XEP4
PIA2/XPA2	Retail	\$557.27	\$9.07	EMP4/XEP4
PIA1/XPA1	Services	\$557.27	\$9.07	EMP4/XEP5
PIA1/XPA1	Unique Business	\$557.27	\$9.07	EMP4/XEP6
PIA1/XPA1	Vending	\$557.27	\$9.07	EMP4/XEP7
PIA1/XPA1	Wholesale	\$557.27	\$9.07	EMP4/XEP8