



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## Downtown Long Beach Alliance Organizational Equity Commitment Statement

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The Downtown Long Beach Alliance (DLBA) is committed to adopting and implementing **Diversity, Equity, Inclusion, and Access** (DEIA) as a priority tenant of its mission to, “cultivate, preserve and promote a healthy, safe and prosperous downtown for all.”

We prioritize DEIA to strengthen our existing impact as stewards and advocates of Downtown Long Beach and to foster a community that is **economically prosperous**, offers an **affirming place experience**, and is **aligned with a diverse network of partners** seeking solutions through collaboration.

DLBA recognizes that to meaningfully support a Downtown, we must acknowledge and reconcile certain societal, environmental, and economic policies that have perpetuated discrimination of marginalized communities in Long Beach. It is our responsibility to identify and implement ways DLBA can improve the work we perform every day to meet the diverse needs of historically underserved populations while delivering services associated with management of two improvement districts. In collaboration with partners, stakeholders, and community members we can work towards a Downtown that is inclusive, welcoming and a place where all can thrive.

To achieve this vision, we make the following commitments toward continual learning, reflection, partnership, and organizational action. We acknowledge these commitments are intentionally flexible and not finite and look forward to evolving them as we expand our understanding of community and progress as an organization.

DLBA commitments:

- Build trust and relationships with community partners also committed to DEIA and better understand the needs of diverse communities in Downtown
- Develop clear organizational DEIA, goals in collaboration with local community partners and leaders.
- Set attainable measures for success and accountability in evaluating the organization's progress.

- Follow best practices to embed guiding principles of DEIA in DLBA's board and staff recruitment procedures.
- Incorporate DEIA objectives into each of the organization's programming and administrative committees.
- Offer and coordinate programs, services, resources, and events that are targeted and effective at addressing diverse community needs.



Broc Coward  
Chief Operating Officer

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**Staff Members**

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