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**DLBA RELEASES 2016 DOWNTOWN ECONOMIC PROFILE,
ANNOUNCES QUARTERLY 'DTLB SNAPSHOT' REPORTS**

The annual publication, now available in print, culls data to create a tool that provides statistical information for investors, businesses, and developers.

LONG BEACH, Calif. (May 16, 2016) – Each year, the Downtown Long Beach Associates (DLBA) publishes its annual Downtown Economic Profile with one sole goal in mind: collecting data so that we are able to reflect on what's been achieved and what is in existence to plan future development with confidence.

And that is why we are proud and honored to present [the 2016 Downtown Economic Profile](#) in both digital and printed formats. The digital version can be found on our website in [our Annual Reports & Studies section](#) while printed versions can be picked up at our office (100 W Broadway, #120) or mailed by requesting a copy via email (EconomicDevelopment@dlba.org).

"We're both proud and honored to step into the position of leading data collection for the Downtown, offering investors and stakeholders a snapshot of DTLB through the release of the *2016 Downtown Economic Profile*," said Kraig Kojian, DLBA President and CEO, [earlier this month](#). "I trust you will find this publication to be a helpful resource for understanding DTLB's economic landscape and how a potential business or development could fit into our existing and expanding community. Read it, share it, use it—and continue to help make DTLB a better place than it already is."

This year will mark a significant shift in the way the DLBA approaches data collection. With the addition of our newest team member Austin Metoyer as Research and Policy Manager, we will now offer summaries based around a particular subject. Dubbed *DTLB Snapshot*, this quarterly report will feature individual foci on office, retail, and residential development while culminating with the annual *Economic Profile*. Look for the inaugural online edition beginning June 16 that will highlight the DTLB office market.

"What DTLB is experiencing is a vast growth in both its population and lease signings," Kojian stated. "With that, it becomes essential to understand how the population is changing and what types of businesses are investing and how the two work hand-in-hand: knowing the dynamics of the population in order to better understand business development, while identifying trends that will help businesses grow and succeed."

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About the DLBA: The Downtown Long Beach Associates is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector. For additional information, please see www.downtownlongbeach.org.