

Downtown Long Beach Alliance

2016-17 Business Survey Results

Q1. Which of the following sectors best describes the primary focus of your business?

Category	Answer	Count	Percent
1	Utilities	0	0%
2	Construction	3	1%
3	Manufacturing	2	1%
4	Wholesale Trade	2	1%
5	Retail Trade	38	18%
6	Transportation & Warehousing	8	4%
7	Information	1	0%
8	Finance & Insurance	0	0%
9	Real Estate Rental & Leasing	22	10%
10	Professional, Scientific, and Technical Services	42	20%
11	Educational Services	6	3%
12	Healthcare & Social Assistance	16	8%
13	Arts, Entertainment, & Recreation	14	7%
14	Hospitality, accommodation & Food Services	39	18%
15	Public Administration	3	1%
16	Other	17	8%
		213	

Q2. How long have you been in business in the Downtown Long Beach BID area?

Category	Answer	Count	Percent
1	Less than 1 year	23	11%
2	1 to 3 years	48	23%
3	3 to 10 years	63	30%
4	More than 10 years	79	37%
		213	

Q3. Does your business have multiple locations?

Category	Answer	Count	Percent
1	Yes	75	35%
2	No (skip next question)	138	65%
		213	

Q4. Are the other locations in Long Beach?

Category	Answer	Count	Percent
1	Yes	22	29%
2	No	53	71%
		75	

Q5. Is your business headquarters located in Long Beach?

Category	Answer	Count	Percent
1	Yes	32	43%
2	No	43	57%
		75	

Q6. Which of the following best describes how your business is organized?

Category	Answer	Count	Percent
1	Sole Proprietorship	69	32%
2	Partnership	22	10%
3	LLC	54	25%
4	Non-profit Corporation	11	5%
5	For-profit Corporation	57	27%
6	Other	0	0%
		213	

Q7. At the time of the last pay cycle, how many employees worked for pay at your location in downtown Long Beach?

Category	Answer	Count	Percent
1	0 to 2	84	39%
2	3 to 5	46	21%
3	5 to 9	34	16%
4	10 to 24	33	15%
5	25 to 49	12	6%
6	50 to 100	3	1%
7	More than 100	6	3%
		218	

Q7A. At the time of the last pay cycle, how many employees worked for pay at all locations for business?

Category	Answer	Count	Percent
1	0 to 2	8	10%
2	3 to 5	11	14%
3	5 to 9	2	3%
4	10 to 24	17	22%
5	25 to 49	11	14%
6	50 to 100	7	9%
7	More than 100	23	29%
		79	

Q9. Based upon the same pay period last year, do you have more, fewer, or the same number of employees?

Category	Answer	Count	Percent
1	Fewer	31	14%
2	Same	138	63%
3	More	43	20%
4	Don't Know	6	3%
		218	

Q10. During the coming year, do you expect your organization to to:

Category	Answer	Count	Percent
1	Increase the number of employees	93	43%
2	Reduce the number of employees	9	4%
3	Maintain the same number of employees	116	53%
		218	

Q11. Do you expect your business to expand over the next year?

Category	Answer	Count	Percent
1	Yes	140	64%
2	No	58	27%
3	Uncertain	20	9%
		218	

Attitudes Toward City Amenities	Strongly Agree							Strongly Disagree	
	1	2	3	4	5	6	7		
Q12. Please indicate how strongly you agree or disagree with the following statements:									
Enjoy working in DTLB	143	23	20	9	12	6	5	218	
	66%	11%	9%	4%	6%	3%	2%		
Adequate tech infrastructure in DTLB	97	27	24	16	14	10	23	211	
	46%	13%	11%	8%	7%	5%	11%		
Able to find office space in DTLB that meets my needs	81	31	15	12	18	4	21	182	
	45%	17%	8%	7%	10%	2%	12%		
Area around my establishment is kept clean & presentable	76	35	28	26	24	11	18	218	
	35%	16%	13%	12%	11%	5%	8%		
Available public transportation is important to my employees	68	20	26	16	14	14	55	213	
	32%	9%	12%	8%	7%	7%	26%		
I'm concerned about the safety near my establishment	43	33	36	18	28	18	42	218	
	20%	15%	17%	8%	13%	8%	19%		
Customers frequently use public transportation	40	18	18	17	16	20	78	207	
	19%	9%	9%	8%	8%	10%	38%		

Attitudes Toward Doing Business in Downtown	Strongly Agree							Strongly Disagree
Q13. Please indicate how strongly you agree or disagree with the following statements:	1	2	3	4	5	6	7	
DLBA is an important advocate for DTLB business community	75 45%	35 21%	21 13%	12 7%	8 5%	3 2%	13 8%	167
Easy to work with business license office	67 33%	45 22%	34 17%	19 9%	12 6%	4 2%	22 11%	203
DTLB Events sponsored by DLBA are good for business	87 43%	30 15%	25 12%	8 4%	16 8%	6 3%	29 14%	201
Easy to work with development services office	43 30%	29 20%	24 17%	16 11%	10 7%	4 3%	16 11%	142
Provided adequate support by COLB when opening	66 35%	31 16%	30 16%	18 9%	12 6%	14 7%	19 10%	190
Permitting process to open my business in DTLB was easy	62 33%	30 16%	31 16%	19 10%	12 6%	10 5%	26 14%	190
Easy to work with the incentives and grants programs	31 25%	23 18%	16 13%	17 13%	12 10%	9 7%	18 14%	126

General Economic Outlook	Strongly Agree							Strongly Disagree
Q14. Please indicate how strongly you agree or disagree with the following statements:	1	2	3	4	5	6	7	
Confident the LB economy will expand over the next year	64 30%	48 22%	43 20%	31 14%	17 8%	3 1%	9 4%	215
Confident the CA economy will expand over the next year	53 25%	38 18%	47 22%	28 13%	25 12%	9 4%	16 7%	216
Confident the US economy will expand over the next year	54 25%	22 10%	43 20%	35 16%	22 10%	9 4%	28 13%	213

Comments

- If I have a problem it seems to remain a problem. The city of Long Beach hasn't helped with the roach motel next door, and the drug use that goes on day and night. I am very disappointed with the city of Long Beach.
- Our main concern is our safety. We wrote a letter to the Chief of Police regarding this issue.
- The parking in general sucks everywhere in Long Beach. The people in the red shirts are not necessary; they are just riding around. I know my money was used to pay for them, and it is a waste of my money. We just need real help.
- We need easier parking. I really like it here.
- Safety is a concern for me. There's a lot of homeless people across from my business, and when staying late at work, it's a safety concern for me.
- The downtown political environment is contentious.
- We really do appreciate everything the DLBA does for us, and all the promotions they provide.

- I live and work in Long Beach. I work alone and feel lost when I pay my license every time for \$800 per year.
- I am a long time worker and resident of Long Beach, and like it.
- I think the City of Long Beach does a terrible job on clean up to 4th street. It becomes a third world country once you pass 4th, and I'm always being harassed by the homeless people. Long Beach doesn't care after 4th street. The city doesn't care.
- There should be power washing on 3rd street from Long Beach Blvd to Elm, about 2 times a month on the sidewalk.
- Downtown Long Beach has improved immensely. A lot of small businesses have come into the area and I hope we continue to improve and grow. I personally missed events for marketing because they weren't promoted, I had to find out about it on my own. It should be a part of the licensing process that they hand out pamphlets, do meetings and seminars within your first year of things you should know.
- The minimum wage hurts management workers because they are not getting paid what they are worth. Beginning workers are being paid more than they are worth.
- It is becoming more for visitors than for locals.
- Downtown Long Beach doesn't reach more than 7th street. They need to relook at our map and demographics. Above 7th street, there is no walking traffic and no police patrol service given beyond that point. Also there are no promotions given beyond 7th street.
- When they have events, it blocks parking 2 to 5 miles from my office, making it hard for clients to park. From Ocean to 1st street needs to be left open, in order to function well. It seems like small businesses are being left by the way side. Also, people are being assaulted in front of my office, and the police response time is really slow in responding to 911 calls. Violent crime is getting really bad.
- The association fees and the license fees in Downtown Long Beach are high and forced me to move out.
- Most of my experience in Long Beach has been a good experience. It would be easier if I knew what offices to use for the different programs.
- They need more security or patrolling, because the homeless people make some clients uncomfortable.
- No comments at this time.
- We are in the East Village, and that whole area is having quite a resurgence. I think the Mayor is heading in the right direction and the plan for the area sounds promising.
- Problems with the homeless make it hard for the city; the dog owners and the litter especially. I think the time it takes the city builders development to make their deposit to pay people is too long of a time to wait.
- It's an amazing city. It really has picked up from thirty years ago, and I think it's thriving.
- It's been great, but I would like to participate more in city events, to be able to promote our business. We're a good company to work with.
- They need more reasonable places to eat. I like Pine Ave and Shore Ave, but it gets expensive to pay ten dollars a day to eat. There are plenty of spaces to put more reasonable food venues, and more options. They need some better lighting on Ocean Ave

near the construction where they have all the walls up, to keep the people off the property. Now people are camping out there and you have to walk past them. I would like to see something built for these homeless people, instead of building apartments they cannot rent. And half of the apartments are still empty, but we have all these homeless people and vets sleeping in the cold.

- The main issue that we are battling is the homeless people. A lot of bike thieves come in to use our pump, or to try to borrow" tools. We've seen homeless people relieve themselves out front, threaten our clients and use drugs around our location. This is my biggest concern."
- I enjoy it. I think it's a great area for business and to work in. I wish I could live here.
- I think it's nice to see the growth and diversity in the city of Long Beach.
- The only issue we have is the homeless. We are right in the transit center. They come in off the street to steel parts, or use our tools. Something needs to be done to help them, so that this can stop.
- My area is not safe especially with the homeless. I have contacted the police several times and the police have never showed up.
- A bigger film bureau for permitting.
- We need more foot traffic on all the streets in Downtown Long Beach.
- They need to fix the homeless problem and clean the streets. The police don't answer right away when you call. The homeless drink alcohol out in the open and they are bad for tourism. The police don't come right away and then they want me to write a report but I want them to take care of the problem.
- If they could throw business mixers. They only throw consumer ones.
- The area I am in, the east village, is an unknown area. There is no type of promotion for the east village. Tourists and locals are surprised when they find this area and they like it, but there is nothing to remind them that we are here after they find us. Long Beach should help make us a destination. The turnaround for businesses in this area is very fast and I wonder how much longer I will be able to stay.
- Long Beach is good for business.
- Well in the time I've been here there has been issues with parking, or the lack there of. In September the artists had their event here and I spoke with the Mayor about this issue. I was scheduled an appointment that was not kept and I'm still waiting to speak with the Mayor. Parking affects whether or not people come to my business.
- Well I've been in business since 1995 and I've been helping out my father trying to keep the legacy alive. I want to get information on what I should receive and give out as a business.
- There are too many homeless. I have a lady that sleeps in front of my office when we close and I sometimes see her if I am out or when I come in the morning.
- I don't have anything to say. I think that they have done a good job encouraging businesses. We are a hotel and they have been very supportive. There are certain things that have fallen onto deaf ears, we have needed a trash can replaced for 2 years. Also they don't power wash our sidewalk like they used to; it used to be kept cleaner.

- I think as far as Long Beach and small businesses are concerned, the minimum wage going up is going to end up hurting us. At Shoreline Village it is going to make us have to cut employee hours.
- Are they going to put any maps out this year.
- I hate the closures to by my business when they do functions, because it cuts into my business. As soon as my lease is up I'm leaving.
- City Hall could be more supportive of local businesses in regards to expansion, and the businesses get no help from the city.
- The downtown area is under construction and still a lot of problems; gangs and homelessness. It has been getting a little better, but is not where it should be.
- THE ONLY THING IS THE PEOPLE, THERE ARE A LOT OF HOMELESS PEOPLE IN FRONT OF THE BUILDING. THERE IS URINE AND FECES. I DON'T FEEL SAFE BRINGING MY KIDS DOWN HERE AND I'M THE OWNER. I KNOW THEY TRY TO KEEP IT CLEAN, THEY SWEEP AND CLEAN EVERY DAY BUT THERES A LOT OF DRUGS ON THE EAST SIDE OF LONG BEACH.
- Zoning is a pain in the butt. The business I am in is in a restrictive zone and it was hard to find a location.
- The homeless are really bad on our street.
- I'm really happy. I like the fact that they deliver lunches when you call. It's convenient because I'm close to all the restaurants, so I can walk.
- You guys are great.
- The parking is a real problem, and they film so much around my business it affects the parking where my business is, and that is only where the parking problem starts.
- There are not enough trash receptacles. There are none between Long Beach Blvd and Atlantic Ave on 3rd street. I have spoken to the city and nothing is being done. So the trash ends up on the ground.
- When there are not any events, the parking is a little bit better.
- If something better could be done about the homeless problem that would help.
- I think the city and the licensing department should have better communication for people starting businesses.
- I enjoy working in Downtown Long Beach. There is a lot of potential and I happy to be here.
- The business license cost is entirely too high for the amount of space I have.
- I think that it has been improving since 5 years ago, when I started renting here. I like that they keep the streets clean.
- We need to do something about all the beggars and homeless people that are harassing our customers. This is a huge problem and it seems like they are not doing anything about it. They are using my restroom and on the street they are dropping trash, sleeping and urinating, and it's just a huge problem.
- I would like the licensing fee to be proportioned to gross sales instead of one lump fee.

- The long beach community is really amazing at supporting small businesses. They come together in such a way that working here is truly great.
- I walk to work and the homeless situation is out of hand. I'm always getting harassed going to work. I monitor where I walk to avoid the harassment, and on Ocean Blvd my clients also get harassed by the homeless.
- No, we are not like the other businesses in the area because we are a church.
- Long Beach is developing a lot, and I think by next year the economy will get better, and our business is going to make it better too. The only problem is the homeless population.
- The planning department drives me insane. They are sleazy and corrupt.
- I think there's a concern about the increase of people on the streets on drugs. They need real help, not just to be swept under the rug.
- Everything that we have done in downtown Long Beach so far has been a joy. We look forward to continuing growth.
- I am excited about the amount of construction going on, and Long Beach looks like it's going to have a brighter future.
- I love it, and I think it is great having the same types of businesses in my industry, in the same area. Food service is good to be in, even though the economy is not that great.
- I really enjoy the city and all it has to offer.
- The hobo population is a distraction. There are aggressive hobos by the park. We are a law firm, and we have clients coming in and the hobos are everywhere; it's embarrassing.
- Let's just say the spread of downtown business association services should be shared equally among the businesses in the area.
- I want to know more about networking. I would like to know more about the Downtown Long Beach Alliance, this is all new to me.
- I just think if you're looking rationally, things are indecisive. In the Long Beach area small businesses are thriving. Small businesses definitely need attention, and there needs to be a mutual conversation about businesses that have closed, in order to know what it takes to keep them from closing down.
- I would like to add that they need to have a cheaper fee. The \$800 DWA fee is not encouraging for small businesses to come to the Long Beach area.
- I enjoy the atmosphere and the groups it takes on. I am concerned about the safety in the Downtown area, but I have a feeling it will be taken care of in the near future.
- Not at this time.
- The biggest issue we have in this area is homelessness. I don't have time to focus on this, so the city, the mayor, or the DLBA need to address this issue.
- The city has to be careful with implementing more taxes as they have done before. They need to be very vigilant in providing the right climate for businesses, and not get carried away with more taxes.
- I'm looking forward to all the construction getting cleaned up and finished, to make it look nice, and to make Long Beach more enjoyable. I am concerned about all the homeless people on Atlantic and Pacific. I don't walk up Pine Street for lunch anymore, because of

the fence that was put up. It stops me from going to those businesses because of the construction, and it pushed all the homeless people out.

- The Music Tastes Good event was extremely bad for East Long Beach and its businesses. Also the deterioration of the alleys affects all the businesses and promotes crime and litter.
- Well every day we come to our business, and there are homeless people in front, and in front of the business next door. Hopefully the city can do something about this.
- The most obvious thing is to get rid of the homeless freak show on Ocean Blvd. I've been attacked myself, and there's a lot of mentally ill and drug addicted homeless people all over, which the city should have more control over.
- The Downtown business association still doesn't have my business on their list of businesses in the directory and it's been almost a year and I'm still not in the directory.
- I am concerned about the safety of the location. I have been here for fifteen years, and in the last few years I've noticed an increase of the homeless population.
- The homeless population is a big concern in the area
- Because of the added bike lane it has reduced the number of parking spaces. So our store front parking spaces are taken by people other than our customers. It has become very inconvenient for our business.
- I am concerned about the parking; Shoreline Village is too expensive to park. They should have a flat rate and extend complimentary parking to more than 2 hours.
- Homelessness is a problem, and the area doesn't look good. There's lots of trash, and the homeless people need more help.
- If they can control all of the mentally ill people on Elm and 5th. That has been a sore spot for my business. I'm a huge fan of the red shirt guides. They help my business by patrolling/securing my work environment on the outside.
- I am concerned about the safety and cleaning of our streets.
- I think they need more restaurants. You guys are doing a good job, and it's starting to get cleaned up.
- I think it's a good city to do business in.
- I think the renovations have been good.
- Business is good, but it's just that Long Beach is not business friendly for small business owners, because of the licenses for everything.
- It is a wonderful city.
- We have a homeless problem and some may have mental issues. The police try to move them away but they come back. There seems to be a sudden surge possibly because they are rebuilding the city center so they have relocated from the garden center.
- I feel like the licensing for small businesses is just too much. I have to have five different licenses just to run my business and it's too expensive. I feel like the city should be more small business friendly. I'm also having a huge problem with the mail down here. I can send a letter out of state, and it would get there faster than if I was mailing a letter next door. The mail gets rerouted to Los Angeles County, and it takes forever for my mail to get to where it needs to go, so I think they should focus on that.

- On my business license, I pay an extra fee for operating in the downtown business area. I was just wondering, and am not sure, where the additional \$400 operating business fee is spent.
- The area is good for small businesses and there are a lot of banks in the area. There are a lot of people roaming the area with mental problems, and it is not safe for the evening crew when leaving work.
- I really enjoy being here, I feel that it's really clean. The clients are a bit discouraged with the homeless population in the area. Those of us who work here are used to the homeless people.
- I love the way the Long Beach counselor has improved the city. The city has improved a lot, and I'm close to the port where things have changed for the better.
- We do a lot of retail work and Long Beach has started to do a better job of working with us, and others to improve this area. We still have a lot of issues with the homeless in this area, and hope that they will continue to work on helping move them out of this area, so that more people feel comfortable coming down here, and so more businesses would/could possibly move in.
- The homeless situation is really bad in my area. They are constantly yelling, screaming and pan handling. The Red Shirt Team has been very helpful.
- I think the rebirth has been really nice. A lot more people have come into the area, and I really enjoy working down here.
- I think Long Beach has gone a long way in its effort to improve the entertainment district. I am optimistic that it will continue to improve the entertainment district as well.
- The general business for non-governmental businesses is good, but the environment to start or open a business is not good. The rapidly growing homeless issue has a big impact on some businesses. They either want to move or not open up in this area. It would be good to have some talks or plans to clean that up.
- The chaos with the homeless is a problem where I'm at. I feel like my business is being neglected.
- We had to have the awning removed when the building was painted and since then they will not allow us to put the awning back up. This has hurt our business tremendously because people coming out of the bars on Pine Street don't see us anymore with the yellow awning hanging in front of our business.
- I've worked down here for 5 years and its okay. We do need more of the attention at night and faster response time when we call for assistances.
- We were previously located on Pine Ave, but the new location is not on the main path, so there are many issues like the cleaning and up keep of the area, and concerns about the homeless population.
- Nothing at this time
- Concerned with the homelessness and pan handling in the downtown area.
- I'm happy to see things growing. I like that there will be new restaurants.

- Doing business in the Long Beach area is very difficult. Working with the people down here to get a business going is very political and they don't really work with you. We don't expect to continue to do business down here much longer.
- The biggest thing I would like the DLBA to do is to work closer with the small businesses. I feel DLBA is looking for larger investors, but this is forcing out some of the smaller businesses.
- There are many homeless people in the area and thieves that steal. The police are not very helpful in this area, when you call them it takes over an hour for them to get to you. Also, when you open a business down here they give you \$2000 for your sign. But when you go to apply for your license they charge \$300 here, and \$400 there, and by the time you finish it could cost you \$1000. So what's the point of the \$2000?
- Most of the problems occur before 9:30 when the Downtown Safety Guide opens. Would like then to go back to the earlier hours of operations since we open business at 6am, and that is when we see all the homeless wandering the streets, and it's dangerous for us.
- I love doing business in Long beach. I moved from Santa Monica to Long Beach because Long Beach is the future.
- There are lots of homeless people, and lots of drug dealing going on in the alleys of downtown. People leave beds, sofas, and furniture in the alleys. This issue needs to be monitored better.
- Pike outlets have helped a lot with the business.