

Downtown Long Beach Alliance

2017-18 Business Survey Results

Section I: Downtown Business Demographics

Q1. Which of the following sectors best describes the primary focus of your business?				
Category	Answer	Count	Percent	FY 16-17
1	Utilities	4	2%	0%
2	Construction	0	0%	1%
3	Manufacturing	13	6%	1%
4	Wholesale Trade	0	0%	1%
5	Retail Trade	70	30%	18%
6	Transportation & Warehousing	0	0%	4%
7	Information	0	0%	0%
8	Finance & Insurance	0	0%	0%
9	Real Estate Rental & Leasing	29	13%	10%
10	Professional, Scientific, and Technical Services	45	19%	20%
11	Educational Services	3	1%	3%
12	Healthcare & Social Assistance	12	5%	8%
13	Arts, Entertainment, & Recreation	10	4%	7%
14	Hospitality, accommodation & Food Services	43	19%	18%
15	Public Administration	2	1%	1%
16	Other	0	0%	8%
		231		

Q2. How long have you been in business in the Downtown Long Beach BID area?				
Category	Answer	Count	Percent	FY 16-17
1	Less than 1 year	18	8%	11%
2	1 to 3 years	33	14%	23%
3	3 to 10 years	66	29%	30%
4	More than 10 years	114	49%	37%
		231		

Q3. Does your business have multiple locations?				
Category	Answer	Count	Percent	FY 16-17
1	Yes	97	42%	35%
2	No (skip next question)	134	58%	65%
		231		

Q4. Are the other locations in Long Beach?				
Category	Answer	Count	Percent	FY 16-17
1	Yes	39	40%	29%
2	No	58	60%	71%
		97		

Q5. Is your business headquarters located in Long Beach?				
Category	Answer	Count	Percent	FY 16-17
1	Yes	30	31%	43%
2	No	67	69%	57%
		97		

Q6. Which of the following best describes how your business is organized?				
Category	Answer	Count	Percent	FY 16-17
1	Sole Proprietorship	71	31%	32%
2	Partnership	23	10%	10%
3	LLC	49	21%	25%
4	Non-profit Corporation	11	5%	5%
5	For-profit Corporation	72	31%	27%
6	Other	3	1%	0%
		229		

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	FY 16-17
1	0 to 2	73	32%	39%
2	3 to 5	48	21%	21%
3	5 to 9	32	14%	16%
4	10 to 24	49	21%	15%
5	25 to 49	16	7%	6%
6	50 to 100	7	3%	1%
7	More than 100	6	3%	3%
		231		

Q7A. At the time of the last pay cycle, how many employees worked for pay at all locations for business?				
Category	Answer	Count	Percent	FY 16-17
1	0 to 2	4	4%	10%
2	3 to 5	8	8%	14%
3	5 to 9	2	2%	3%
4	10 to 24	23	24%	22%
5	25 to 49	6	6%	14%
6	50 to 100	7	7%	9%
7	More than 100	47	48%	29%
		97		

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

Category	Answer	Count	Percent	FY 16-17
1	Fewer	28	12%	14%
2	Same	147	64%	63%
3	More	47	21%	20%
4	Don't Know	6	3%	3%
		228		

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

Category	Answer	Count	Percent	FY 16-17
1	Increase the number of employees	99	43%	43%
2	Reduce the number of employees	9	4%	4%
3	Maintain the same number of employees	123	53%	53%
		231		

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

Category	Answer	Count	Percent	FY 16-17
1	Yes	155	67%	64%
2	No	55	24%	27%
3	Uncertain	21	9%	9%
		231		

Section 2: Downtown Business Attitudes

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	153 67%	34 15%	25 11%	7 3%	6 3%	2 1%	3 1%	230
Adequate tech infrastructure in DTLB	102 47%	43 20%	29 13%	17 8%	10 5%	6 3%	12 5%	219
Able to find office space in DTLB that meets my needs	86 44%	38 19%	23 12%	15 8%	7 4%	10 5%	16 8%	195
Area around my establishment is kept clean & presentable	75 33%	40 17%	32 14%	27 12%	18 8%	16 7%	21 9%	229
Available public transportation is important to my employees	89 40%	29 13%	28 13%	12 5%	13 6%	10 4%	42 19%	223
I'm concerned about the safety near my establishment	61 27%	39 17%	25 11%	36 16%	18 8%	16 7%	35 15%	230
Customers frequently use public transportation	41 19%	16 7%	35 16%	13 6%	27 12%	21 10%	67 30%	220
Recruit qualified and skilled workers and talent within LB Mrkt	82 38%	40 19%	39 18%	25 12%	16 7%	11 5%	2 1%	215
Employees that want to live in downtown are able to find affordable optins	30 15%	12 6%	29 14%	32 16%	23 11%	19 9%	56 28%	201

Attitudes Toward City Amenities		
Q12. Please indicate how strongly you agree or disagree with the f	Strongly Agree - Agree	
	17-18	16-17
Enjoy working in DTLB	92%	85%
Adequate tech infrastructure in DTLB	79%	70%
Able to find office space in DTLB that meets my needs	75%	70%
Area around my establishment is kept clean & presentable	64%	64%
Available public transportation is important to my employees	65%	54%
I'm concerned about the safety near my establishment	54%	51%
Customers frequently use public transportation	42%	37%
Recruit qualified and skilled workers and talent within LB Mrkt	75%	-
Employees that want to live in downtown are able to find affordable optins	35%	-

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	103	30	21	12	6	5	12	189	
	54%	16%	11%	6%	3%	3%	6%		
Easy to work with business license office	80	37	28	21	8	8	10	192	
	42%	19%	15%	11%	4%	4%	5%		
DTLB Events sponsored by DLBA are good for business	108	33	21	21	7	5	16	211	
	51%	16%	10%	10%	3%	2%	8%		
Easy to work with development services office	57	31	26	17	10	11	13	165	
	35%	19%	16%	10%	6%	7%	8%		
Provided adequate support by COLB when opening	65	27	30	13	17	13	15	180	
	36%	15%	17%	7%	9%	7%	8%		
Permitting process to open my business in DTLB was easy	62	30	28	16	8	16	18	178	
	35%	17%	16%	9%	4%	9%	10%		
Easy to work with the incentives and grants programs	43	14	19	19	8	7	14	124	
	35%	11%	15%	15%	6%	6%	11%		

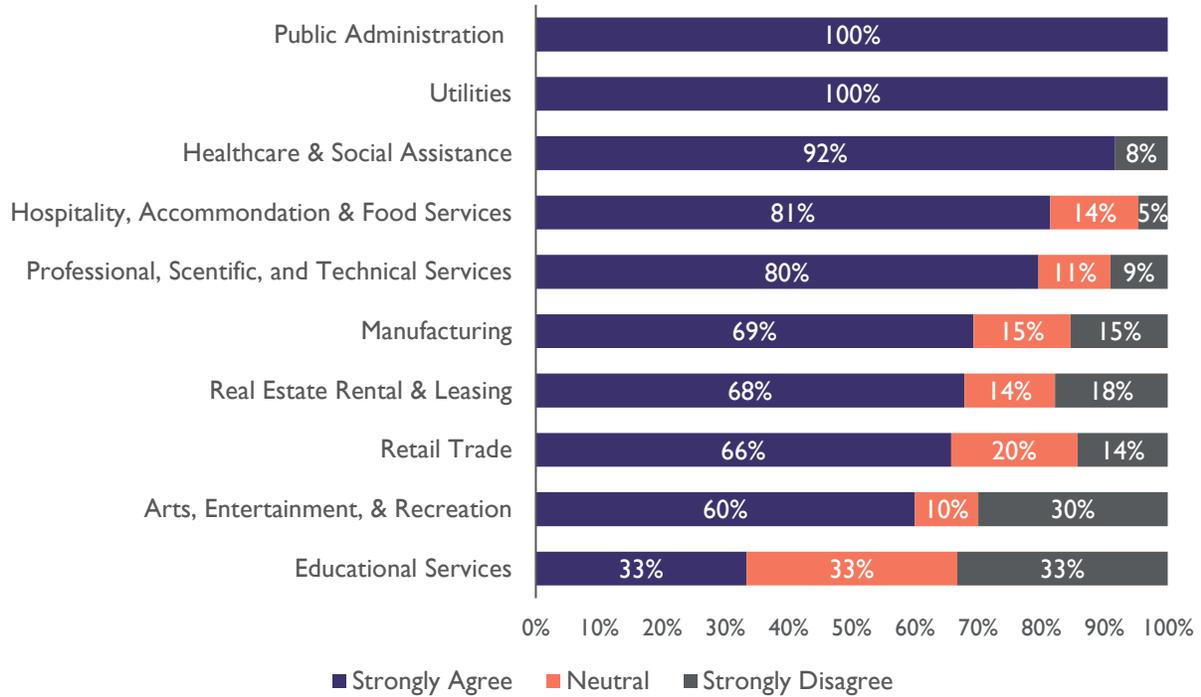
Attitudes Toward Doing Business in Downtown		
Q13. Please indicate how strongly you agree or disagree with the f	Strongly Agree - Agree	
	17-18	16-17
DLBA is an important advocate for DTLB business community	81%	78%
Easy to work with business license office	76%	72%
DTLB Events sponsored by DLBA are good for business	77%	71%
Easy to work with development services office	69%	68%
Provided adequate support by COLB when opening	68%	67%
Permitting process to open my business in DTLB was easy	67%	65%
Easy to work with the incentives and grants programs	61%	56%

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	93	50	44	25	10	3	5	230
	40%	22%	19%	11%	4%	1%	2%	
Confident the CA economy will expand over the next year	74	45	51	32	14	5	8	229
	32%	20%	22%	14%	6%	2%	3%	
Confident the US economy will expand over the next year	84	35	49	33	10	6	12	229
	37%	15%	21%	14%	4%	3%	5%	

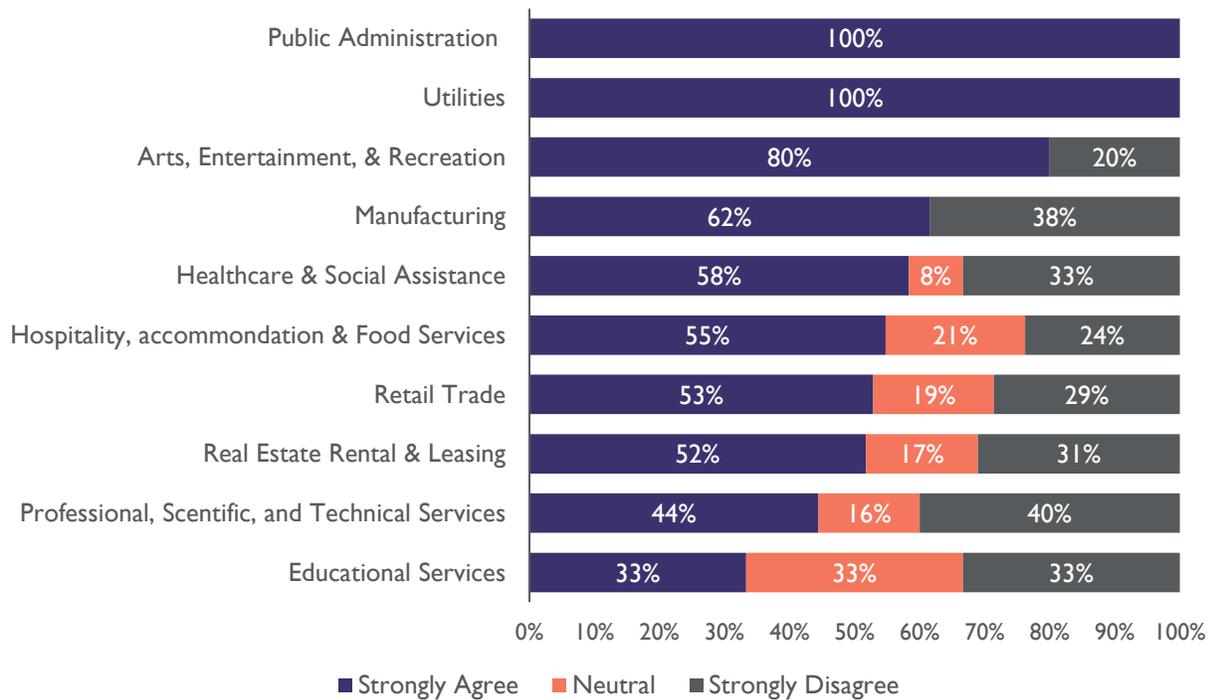
General Economic Outlook		
Q14. Please indicate how strongly you agree or disagree with the f	Strongly Agree - Agree	
	17-18	16-17
Confident the LB economy will expand over the next year	81%	72%
Confident the CA economy will expand over the next year	74%	64%
Confident the US economy will expand over the next year	73%	56%

Section 3: Crosstabs

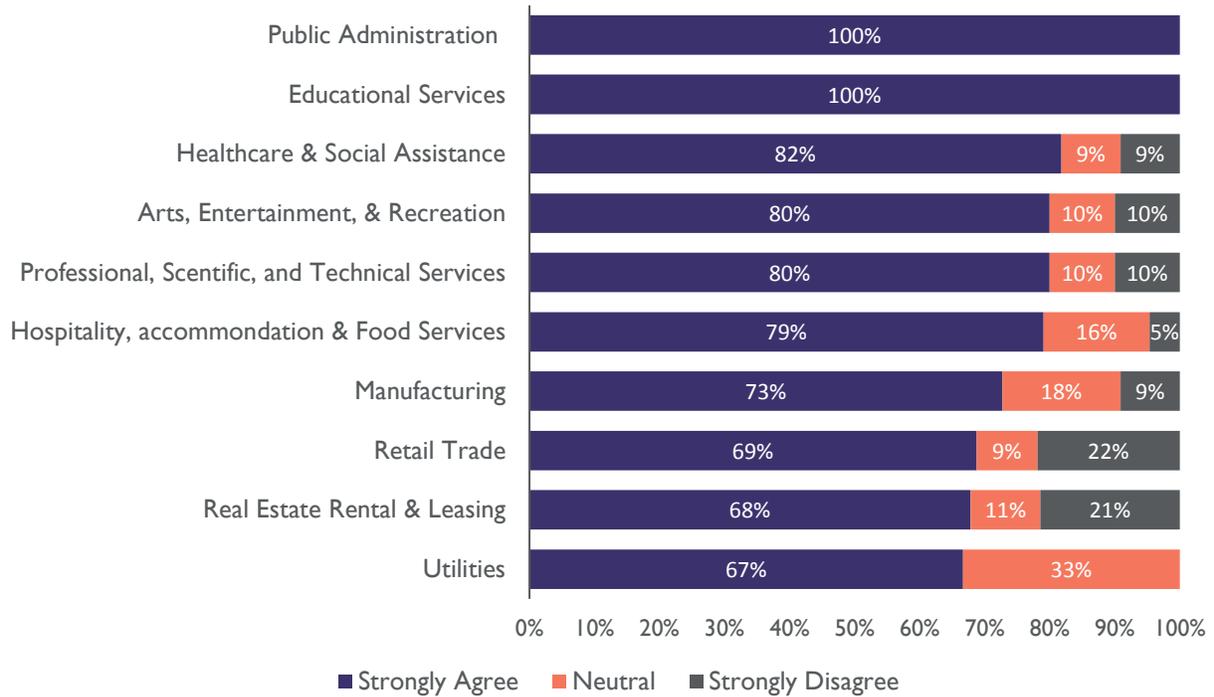
Q1 & Q14_I (Industry and Confidence in LB Economy)



Q1 & Q12_3 (Industry and Availability of Desire Office Space)



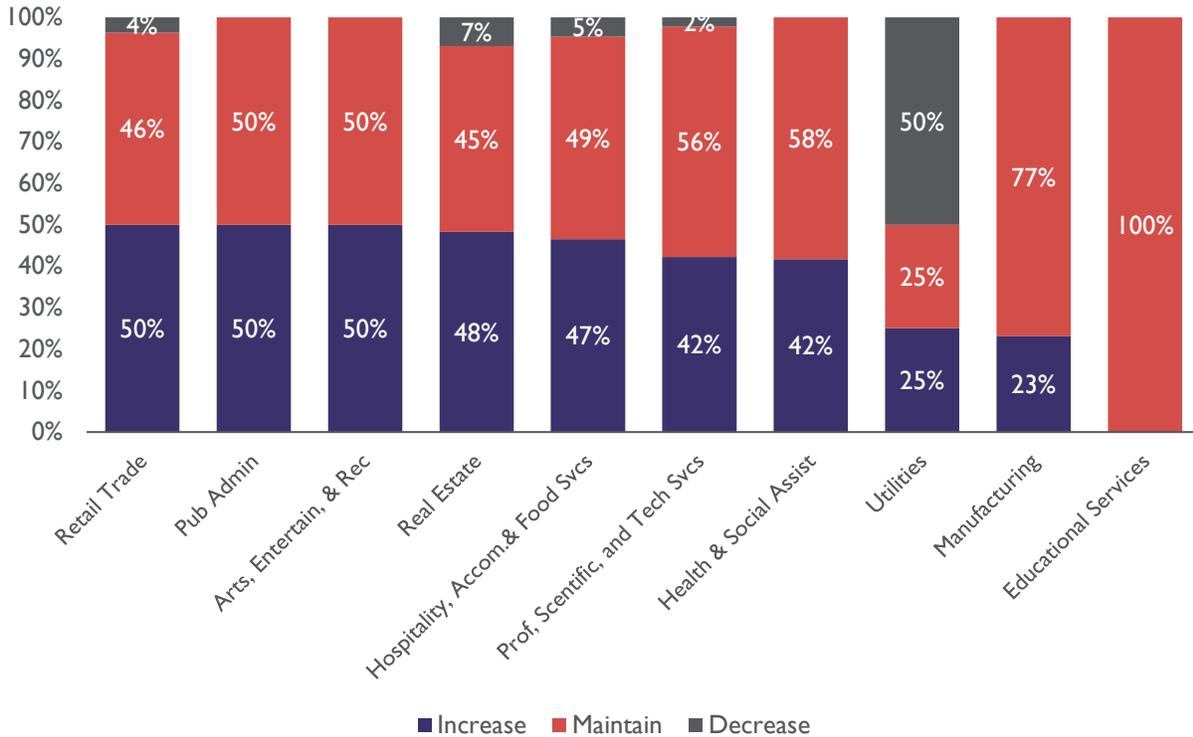
Q1 & Q12_8 (Industry and Recruit Skilled Workforce in LB Market)



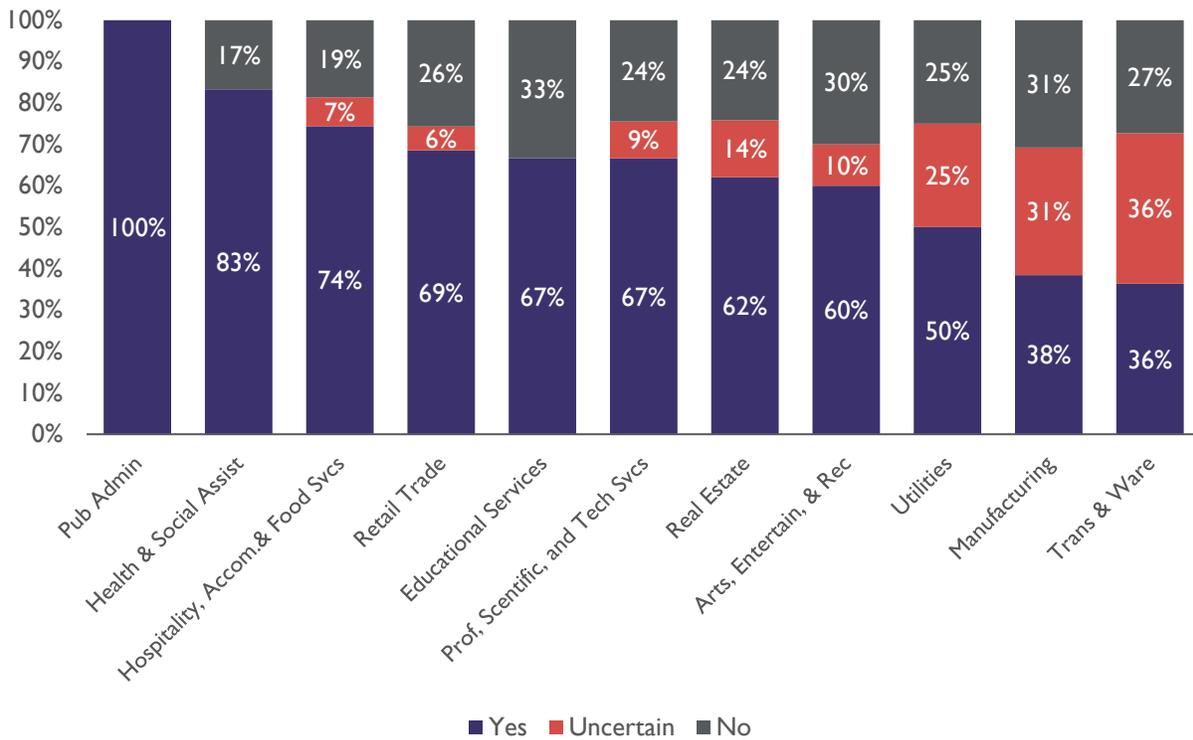
Q1 & Q12_9 (Industry and Employees that want to live in DTLB can Find Affordable Options)



Q1 & Q10 (Industry and Expected Number Employees to Increase or Decrease)



Q1 & Q11 (Industry and Expect Business to Expand)



Section 4: Comments

- dlba is very helpful ,dlba system is very hard to navigate
- Being able to help homeless, and clean up trashy sidewalks around the business area.
- Businesswise, no. I mean it is what it is right? The only thing I would say is that it is a rough corner. You know with the homeless people and stuff like that. That's about it.
- Cheaper prices for property.
- Crime is a big problem. I have people breaking into our mailboxes daily. The LBPB says it's a postal service issue, and not an LBPB issue. I actually have a tenant who has to move out because of the people taking the mail, and he had some identity theft happen to him, and nobody will do anything about it. There was one guy who was actually using a postmaster key to open the boxes, and then other people use things like butter knives and different things. There are even you tube videos on how to break into the mailboxes. I've called to ask for assistance from the long beach authority and people came out, but no one ever came to follow up. I pay a lot of money to the Downtown Long Beach assessment office, I've called them to ask for assistance, and they never respond. The problem is they need to solve the issues of crime. The mailbox is now unsecure because it's been broken into so many times. The city is unlivable because of the hoodlums that walk around. There is still some tagging, people using my alley as a bathroom, and I feel bad because my tenants have to walk past that. We have to move people out of the alley ourselves because the city says that it is not their problem. The quality of life is poor because of the people who walk around looking for an opportunity.
- Definitely, we need more promotion. More public events to promote our business would be nice. We've been in business 7 years, and not enough people know we are even located here.
- Dlba provide great services on pine st all the way up to 5th street when big businesses are, but stops at 5th streets. Homeless people sleep right at my door, and streets are dirty in area, but dlba does nothing to correct that.
- DLBA should be more proactive in cleaning the street in our area of downtown. When I call them, they come in and spend half a day cleaning up, but they do not do such a good work.
- Doing business here is really good. It's a mix of different people that brings in a lot of people to our business. It's good for business out here.
- downtown long beach alliance does not support businesses on pine
- Downtown Long Beach needs to know how to be more proactive about the homeless situation because my clients consistently say they don't feel safe coming to downtown Long Beach and I have lost customers. I do like the city guides; they respond promptly and they are good. It's the overall safety of downtown that is a problem. I like that they are trying to make improvements with nicer apartments and such but if they don't solve the homeless issue it may not help because no one wants to look across the street at a thousand homeless people. There are times I want to move my business because the

homeless problem is something I can't control. I am fortunate that I have another business location and some customers will go to my other location rather than come downtown where they refuse to come. The homeless situation is driving both customers and business away.

- Enjoy it
- Everyone knows my pastor in the Long Beach area. I would have a concern if I couldn't get the police but we do try to handle any issues we have on our own before calling them.
- FIRE MARSHALL PERMITTING WAS EXTREMELY DIFFICULT AND CHALLENGING.
- For Long Beach to be so pro small business, I find it shocking that isn't more of an incentive or pay pier for small businesses. It's the same as large businesses or corporations that come into Long Beach. There should be a different scale.
- gathering up everybody to do more meetings , further explore communication
- Good Service
- Having the businesses informed or have input on what goes on. There was a scheduled major power outage on a holiday weekend a few years ago that caused a major impact to business. Also there is a bike race coming up where they are closing down Shoreline Drive on Mother's day that will be a big hit that will hurt our business. So if we could have more say on when these events are held it would help our business. We also have a lot of transient foot traffic in our area, so that is a safety concern.
- Homeless and traffic needs improvement and bike lanes need improvements
- Homeless population is out of control. Even when I called police to remove homeless from my business they did not do anything.
- HOMELESS PROBLEM
- HOMELESS PROBLEM
- Homelessness is a little bit of an issue. The drug use, trash in the area, trespassing and loitering.
- homelessness is detrimental to lb business
- I am confident that the city of Long Beach will do a good job. They have already started to build building and upgrade the port in the city.
- I am happy working in downtown.
- I am new to the area so I enjoy my surroundings and enjoy working down here. I am concerned about my safety and it is hard to find parking and valet parking is not very welcoming. When I leave at 2 or 3 am I don't see any security and it is sad. I was driving to work and there were a couple of guys having a knife fight in broad daylight at 3pm. I had to escort someone out who was homeless and who had a drug issue and grabbed food off the serving table, and then went outside and tried to do drugs in front of the restaurant. When I left at 3am she was across the street yelling and threatening me. Security does not come when called. Homeless are camping behind the restaurant and using the area as a restroom.
- I am very concerned about the homeless situation. They come in and out of the office and it puts a damper on the professional environment.

- I don't really have any comments. My business is not a retail where people can come into my office. It's not traditional where I get clients from the local area.
- I enjoy working in long beach
- I guess I would have to say that the big corporations vs. small business, don't get the same support from the city. For example, parking. They gave the entire second floor to an architecture firm so now my students and myself have to park at the top of the parking structure and it's not convenient. There is a Starbucks on every corner and they are allowing the homeless population to hang out outside their business. 7-11 allows them to hang out too, and no one does anything about it. It seems like with the big corporations, they don't care. I don't feel any support from the DLBA at all. I mean they're all nice people individually, but the corporation itself is bad. I've asked for assistance from the city to help with the problem. I've had a guy expose himself to me in my store, I've had people scream at and threaten my students. They pee in front of my studio, do drugs and alcohol on the Starbucks patio and they let people do it because it is left unmonitored. I've told numerous people, and they all just pass it off on each other. It's a big deal and it hurts my business. I've had customers say they're not coming back because they've gotten yelled at, they've thrown food at my door. I pay \$900 a month to the association, and I still have to clean up myself. When they do come to clean, they used to come at 6am, but now, they come during business hours. I've had students slip on the side walk outside my studio, they bring their loud trucks outside and since its business hours, they don't bother to clean up in front of the patio of the Starbucks since there are usually customers outside. I've called the DLBA to complain about it, but they tell me that they can come at any time they want. I call and email, and I've given up because they just ignore me now. It's a big safety issue because all businesses are open at this time.
- I guess it's kind of related to the business. But knowing there are a lot of other Starbucks' and knowing my peers, and other food businesses, there is always a problem with water. We don't give out free water and people are always asking for cups of water. Maybe they can put more water fountains in the downtown are so they won't have these problems. It's not that we don't want to give people water, but it's a strict business policy to no give it out because it causes a lot of problems. Maybe they can have water fountains and like public restrooms too on the beach or something.
- I have employees that wanted to move downtown but did not because it was not as good for raising children as the east side of Long Beach. Although cost was a factor, it was the school environment that was not as good downtown. Downtown is not considered to be a great place to raise kids. As kids become school age people take a look at living downtown. No college educated parents are trying to get their kids into the schools down here. The schools are not set up for people in the lower upper class. When kids get to a school age people decide to move to Orange County or South Bay or Redondo Beach rather than have kids in a school in the urban environment in Long Beach.
- I have no comments at this time.
- I have no comments.
- I have no comments.

- I have seen a change in the 7 years I have lived and working in downtown Long Beach and it is very positive and I hope that it continues.
- I have two thriving business in long beach and they are very busy.
- I just like the atmosphere. Everything is really accessible like the restaurants and everything around for lunch.
- I just want to say that it is unfair that I have to pay double for my licensing fee to work in that part of the town.
- I like Long Beach downtown.
- I like that the DLBA keep putting up buildings in the city. Keep doing the good work.
- I like the way things are going in long beach. The new buildings, and all the developments are really good for the city.
- I like to think in the next few years that the civic center development will come to an end and will turn Long Beach into a beautiful metropolis that is needed and deserved. We are in a very desirable area with a beautiful beach and accessibility to la that makes the city much more desirable.
- I like working and being in long beach, it's a pretty cool city to be in. The demographics are good because there is a good mix of people. The different ethnicities and incomes, the incomes go from zero to millions and I like the diversity. I do wish there was more affordable housing for people.
- I love long beach and lived here for years. Its business is diverse.
- I love my clients. I love doing business and what I have in Long Beach. It's been good.
- I think efforts have to be made to bridge with residents, property owners, and locally owned business, outside based business in long beach to be inclusive and have every one work together for economic growth which is connected to the quality of life.
- I think in order to maintain the community, we need to create a little more industry. There are a lot of residents in the city of Long Beach, but not enough businesses, so the majority of the residents commute to work. A little more industry would also create a little more traffic. Downtown Long Beach is a working class neighborhood. More industry would help create more diversity and could provide more traffic for the businesses. A lack of parking is a barrier to growing our business. There are many people who come from out of town and try to find parking, and not being able to often drive people away. Also, better signage for parking. Often times when people are coming from out of town, people who are not local are not aware of alternate places to park near downtown. Better signage would give out of town guest other options for parking locations.
- I think it would be great if they would do more for the homeless people. They are not well mentally. If they could keep it cleaner, especially in the allies. There are a lot of pot holes in the allies as well. They need to work on picking up the trash because some time it takes a long time.
- I think that the Downtown Long Beach Alliance is a penalty on business people that no one really likes. No one wants to be a member and there are a bunch of lawyers who don't want to pay the fee for it. The city is so concerned about building apartments and things around here, that they are not business friendly. They get you in and then they

forget about you. I went from a large law firm to a solo practice and you just don't get that warm, fuzzy, business feeling like you do in Torrance. I think Torrance is more business friendly. Long Beach politicians have no caring for business. I am not happy.

- I think the business fees are excessive for the downtown LB area. I think the small businesses providing services in the downtown area could benefit from programs such as one that employs people for write offs. All the current services seem to focus on retail and real estate, but not the other small businesses.
- I want to make sure we are put on the map with special events so people have knowledge of and access to our business. With New Year's Eve there was confusion with locations.
- I wish you guys could get local internet that we could all pay through taxes. That's about it.
- I would like the sidewalk in front of our office repaired, it is broken and people have fallen. It has been temporarily repaired several times but it does not stay fixed. The Weston across the street had the same problem but it was fixed. But on our side no one seems to care. There was a lady here from out of town for the dog show who was walking her dogs and she fell and skinned her knees. I offered paramedics and she said no and I offered her ice. Our sidewalks are important to be nice for people to walk on. The district says we are not scheduled for it to be repaired. Do they want a lawsuit? Because that is what will happen next. I am just looking out for the city. Why have a lawsuit for the city? The police department is great and so is the fire department. The police and fire are prompt courteous and efficient. Our neighbor had a flood and the water was running down the gutter into the street, and we called the fire department and they checked it and it was a water leak problem and they contacted the owner and told them to fix it. Also I can remember when it wasn't safe for a lady to walk on ocean blvd when the Navy was in with all the bars, but now it is safe.
- If the city could send me information about the alliance to my email.
- I'm excited about the future of Long Beach. They have great leadership in place right now, especially the mayor.
- I'm really happy with the DLBA as far as mentoring goes. The grants office paper work was hard. It was a long process, and I had to keep resubmitting paperwork. Sub-sequentially it wasn't clear.
- issuing of business licensing is unnecessarily complex
- It's a great spot, reasonably priced and we are here at the Catalina Landing building with a beautiful view. Good restaurants and a good vibe.
- It's a privilege to work in downtown Long Beach. It provides us who commute an access of trains and buses and I enjoy working here. There is a homeless problem, but everything else is good.
- **ITS EXCITING PLACE TO DO BUISNESS**
- It's frustrating here down town because there is so much new construction. There is a lack of parking to live and to work. No properties come with parking anymore. They have raised the cost to park and the meter people are really awful with our guest. They really need to figure out the parking situation more then anything though. We have tried to

apply for the grants and unless we get 100 percent cooperation from the owner of the building then we can't get them.

- Its fun to work down here but the homeless problem is an issue.
- It's more business friendly than it has been in the past. It's gotten a lot better and easier.
- It's nice to see the growth and modernization in the downtown core.
- I've been here a couple years and it's getting worse. Trash is everywhere, and the homeless leave a mess outside my store every single day. The block by block people on bikes try to help but the homeless people come back once the store is closed. Outside of that everything else is fine.
- Just that we enjoy working in Downtown Long Beach. We've been here for 25 years. We love the fact that it's a big city, with a small town feel. We love how it is easy to commute. We also enjoy working with the Downtown Long Beach Alliance, they're a good partner.
- less policing funding. homeless and robbing activity needs to be improved.
- Licensing in downtown is expensive, compared to other areas out here in Long Beach. Just to have your business downtown is very pricey.
- Licensing is to expensive. There is a surcharge just for being in downtown. It is prohibited for startups.
- Long Beach is going through a big change. Most people who grew up in here in Long Beach can't afford to live in Long Beach any more. The only way for a business to survive in Long Beach is to have the community behind you. As long as you have the community behind you, you will be successful in Long Beach.
- Make more parking spaces available; not enough in our business area.
- More security people out on the streets, because the transience gets crazy. The alcoholics and drug users destroy the trash and poop near our trash cans. We had a lot of security in the beginning, now we don't have much. And if rent would stop increasing that would great.
- Most workers cannot afford to live downtown, and there are not a lot of businesses like mine for me to feed on.
- My customers usually complain that it is unsafe because of the increasing amounts of homeless people on the streets. They have mental breakdowns on the streets and they need some help.
- My number one issue is the homeless. It effects my hotel multiple times a day.
- My opinion is that we are not a good company to talk to for this survey because we are super-specialized and we keep our business open in downtown Long Beach for contractual purposes only.
- No comments, Long Beach Improvement District Is on the right path.
- No comments. I like it and I'm excited about it.
- no it's a positive place to have a business
- None good service, good development
- Normally our business goes up every year in sales. Last year from JULY-OCT, both of our locations were way down in sales. They are allowing events to take over the city. The events do not support businesses in long beach. It's hurting us hard, that is why we

aren't opening another business in long beach. It's hard for people to plan a day at the beach, because there is no parking and that is a huge problem. This will keep people from building businesses in Long Beach. My partner and I were going to open a pizza house in Long Beach, but I declined. This is why we are taking our businesses to other cities.

- Not all businesses are able to survive in Long Beach, and I've been here in the same building for 16 years. I've never had any other business anywhere else, only Long Beach. And if I ever move. It will have to be in Long Beach.
- not anything right now
- Not at this time. New occupant in the city of Long Beach, so I don't really have any opinions.
- not right now
- One thing that I've said for a few years is that since we're the last street in the Downtown boundaries, it doesn't really feel like Downtown. Nothing ever happens here or anything like that.
- Our biggest concern is the homeless population around our building and in our parking lot and the filth and the dirt left by them. It's horrendous what the employees have to clean up. The city should be out here cleaning and not us. They also accost and bother our customers and employees. It is the environment out here that is the issue.
- Parking is always an issue in downtown. So when I have clients come in or employees it is hard to find parking or it is expensive. Other than that I love it and am happy with the direction and the economy of downtown.
- PARKING IS ONLY 24 MIN ,SHOULD BE LONGER
- Service is great.
- setup more network referral events
- Solve the homeless issue. There is a lot of transience issues here in Long Beach, and it scares away the customers.
- Some contraction In downtown long beach, and amount of construction needs to be contained
- Take care of the growing number of homeless people in downtown.
- Thanks so much for doing this survey. The questions I answered 'don't know' to shows it would be great if the DLBA would let us know about programs that are available to us. Also step away from all events that close down shoreline drive, such as the grand prix and tour of California. It makes it difficult for our customers in LB and outside the area to reach us. It makes it difficult for us to be first on the list to visit when the last time they were here the businesses were not accessible.
- The area needs to be cleaner and safe. I have people jumping over the fence I need more police. They steal a bike from my customer I have it on camera. This area is not safe. I have stuff inside the fence and they still take it.
- The big problem we have is the homeless sleeping on or about our property and the trash and debris which is on private property which we have to clean up vs public property which the city has to clean up. We have called the homeless outreach center and they

have been pretty awesome about coming out and asking them to move so we don't have to personally.

- The biggest concern for retailers is the pan handlers and homelessness around the area.
- The California Tour of California is the worst thing they can do. It blocks all the roads and makes it difficult to get to any of the restaurants or our establishment. They do it on Mother's Day weekend and that's one of the busiest weekends of the year for us.
- The city should focus more on small businesses, rather than the large corporation doing business in long beach. The city made it very difficult for us to open our business due to very high rent.
- The comment that I would like to make is that the cost of a business license is insanely insanely high. They had a special assessment thing or whatever, and I never voted on it. But, now I pay \$500 a month to keep my license, and that makes it very hard for small business owners to pay such large costs. Especially when all around southern California, people are able to get business licenses for around \$150 or less. Another thing is the homeless issue. I don't know what they can do about it, but it is an issue.
- **THE CONSISTENT ISSUE WITH HOMELESS**
- The direction that the Long beach business community is going is great. I have noticed how much effort has been put into Long Beach so everything is going in a great direction. It is becoming an international city.
- The homeless people keep dropping trash outside of our establishment. The trash can area has a gate on it, and broke the gate and stole the lock. They set the whole trash can area on fire. They stole our recycle bin once or twice. We had three and now we only have one.
- The homeless you can see sleeping on the streets. Other than that everything is really good.
- The main concern we have is there is an alleyway near us and we get homeless near us that we have to call the police on at least once a week. That is a big issue here.
- The main thing we've noticed is that the homeless population has been kind of, well, they've disbursed them from the library where they had a place to be, and now they're kind of just all over the place. It seems to have increased over the last year as far as our neighborhood. One thing we've noticed living and working or having a shop here, is it's not just the homeless populations fault. It's just too bad they've moved them out from having a place to having no place. I mean I'm trying to be compassionate, I'm not passing judgement.
- The only thing I believe is a problem is the homeless. They are aggressive. They wander into our building even though we are five steps up. They need somewhere to go. They sit on our stairs, they use our restrooms and even though we continually ask them not to, they get aggressive, mean and scary. It's a constant battle! Obviously there is some mental illness. I work really hard, and I get asked for money every time I enter or leave my place of work. It is very frustrating.

- The only thing I would like to see is more events in the rest of downtown long beach. Most events are done towards the waterfront and I would like to see more events towards our side of Pine Street.
- The only thing we encounter here is the issues with the homeless population. They don't have places to live so they encroach on public spaces near our establishment.
- The permitting process took a long time, about 3 months. I have been used as a poster child for how hard it was to get a permit. The city as a whole does a great job. The permitting process hopefully has been made easier. Keep building.
- The vandalism situation and parking. Downtown is dying. For several reasons, the violence and destruction of property. There have been random acts of violence, and destruction of property. I had to pay \$2000 in insurance deductible last year, because someone bashed in my door (business). That is why I am leaving. It's getting worse. It's not customer friendly. I believe our street was targeted because when my customers pull up to drop off their pet, even if it took 10 seconds, the parking monitors were harsh. We lost a lot of customers. They were tired of getting parking tickets. Also, the homelessness situation and there is litter everywhere. My customers have stated in the past that they did not feel safe walking up Elm Street. I saw the area devolve. I had to either move or close my business. On the day I met with my landlord, to tell her I was going to move, the large pane glass window was smashed in. I still haven't received a bill from the city after they boarded it up. The permit process is extremely time consuming, but everyone at city hall was nice and polite. **THERE IS NO SENSE OF URGENCY WITH THE CITY TO HELP OUT SMALL BUSINESSES!!!!** It feels like you are on your own. The commercial rent is too high. You can't make a small business work with the overhead. I'm responsible for my employees, and every hoop we have to jump through they are losing a day's pay. I work 80 hours a week just to pay my land lady. My business shouldn't be just to create jobs for other people. That's not right, and that we have to pay to be a part of the association, meaning the DBLA, it just doesn't make any sense. It doesn't foster any friendly parking, nor any incentives for businesses at all. It's dirty and unsafe. The people from the 4th floor of City Hall are wonderful. Lori from licensing is wonderful. I love my business and I want to work in downtown Long Beach. We are up against all these obstacles of working downtown. We have managed to survive but I'm moving to 7th and cherry to thrive. We are getting out of downtown!
- There has been more noise from more businesses by throwing parties without a permit and blasting music from businesses. Now the residents and the businesses are now at odds with each other. When they had that music taste event, it created a huge mess with the residents. When the DLBA gives a packet it could say to keep the music down and mention if a business wants to have an event they need to be permitted and check with special events. The new businesses do not obey that and no one enforces it. Also there is more dog waste around which affects the food business. The DLBA put the dog bags out but there is not enough garbage cans to put the waste in. People are not picking up after their dogs. Bikes are on the sidewalk and they are not permitted on the sidewalks of business districts and there is not enough enforcement. They have bike lanes but they

are not being used so they effect the customers on the sidewalk walking. We do appreciate the DLBA, especially the clean team.

- There is a lot of new building which suggest progress and energy. I am happy with the support and progress that seems to be made.
- There should be a different protocol for signs outside. Everyone on pine does it, but if you get caught, they make you take it down. There should be like a licensing department or something for that.
- There was a fight next door. Everyone called 911, and it took forever to get a cop out here. It took an hour for them to come. They should have more people on bikes to keep this place safe. They also should clean more often its dirty.
- There's lots of fees and permits and stuff. It's not really helping the business because it's so much money and we're a small business. There are too many permits.
- They are doing a good job. If they could more proactively deal with homeless people that cross the line, as far as loitering or crime.
- They need to clean up the downtown area of the homeless people. It's gotten much worse in the last couple of years. They need to provide some kind of housing or services to help the homeless people, it's really bad.
- They should do something about the homeless people in long beach. There are a lot of indigent people with tents. They should do something for them. With the rain there is nothing to do about them out in the cold. It also does not look great for the city. Who wants to come to a city with homeless people everywhere? Having tents outside does not look good for the city. A transient look is not a good look for the city. It's a security issue too because the homeless have nothing to lose so the crime rate would go down if we could do something. For them it is better to go to jail then to be out in the cold which then causes an increase in crime because of their need. They would have three meals a day, take a shower, watch TV, etc.
- they should stop closing shore line dr. except for long beach grand prix
- They're good with me.
- This area of 9th and Elm, does not appear to be of importance to the City. The public service department, trees, streets, sidewalks, street sweepers, don't maintain the area as they should. This is very bad. There is trash everywhere, every day. And, this is not conducive to running an event center.
- too much crime and homeless people for visitors of city
- Too much taxes. Too much red tape. Fire department is unreasonable. Health inspection is unreasonable. We already get inspected through our corporate. It interferes with our business too much.
- Too often we see cops a lot with machine guns because of crimes and it scares the customers and we get a lot of drug addicts coming. They need to put more big businesses and an anchor stores. People would come down here to go to a large store and then make their way to our little stores. But there needs to be something to draw them down here. They need to make the place look better, more presentable and more affordable because people are moving away and not shopping here anymore.

- want more foot traction
- We are happy with the landscape here in long beach. The growth in downtown and the ability to find quality candidates is positive. The new buildings going up is good energy for the downtown economy.
- We are probably moving to a different Long Beach location.
- We enjoy working in the Long Beach office and we don't have much to complain about. Long Beach is going through improvements and the atmosphere as a working place will be much improved in the future and many people will come to open their business. Also the area has great access to the Long Beach airport. We are trying to set up an appointment with the Mayor to explain what we do and hopefully in the near future I will have an opportunity to speak with the mayor.
- We have clients in and we are at Pine and Broadway. While I am very sad about the situation of the homeless, there are many instances where our employees and clients are approached in an unfriendly way and it's a sad situation. While my heart goes out to the homeless, I am concerned about the safety of my clients and employees. It can get rough at times. I know there used to be a lot more police presence in the area many years ago and that has since gone away.
- We love it. So far it has been good. It could have more potential, but it needs a little more support from everyone including the city.
- We need a wide range of homeless services to address the homeless issue. They need a comprehensive approach. There is also a problem with the disabled people. They need to come up with a way to help them. My office is located off of First Street and it is a big issue for us.
- We would like very much to be involved in any extra curriculum activities happening in our area of downtown, and we think that there should be more of them.
- What I have concern about is that I pay for my business license, I pay for my health inspections and any other primary fees. People are allowed to come to the city, right in front of my store and pitch a tent to sale fruit and other things. I've reported it to the city and the health department several times, but it seems to be of no concern to anyone I've reported it to. I just don't think that business is being properly done in that aspect.
- When I started my business it would be helpful to have gotten more information on sales tax vs use tax, vs bus. licenses because I got penalized for doing it wrong.
- When you apply for business licensing, they should have more information. The website doesn't provide the information clearly. You have to do a lot of searching and finding for the information. I got a surprise when I went to the business licensing office about opening my business in downtown, information that was not stated online. That should be improved.
- Within the last year there has been a lot more homeless people around then there use to be and they have obvious mental health issues and drug addictions. They bother my employees by throwing rocks at them. It is really bad as you get closer to the beach.
- Working downtown provides a good climate and we like it.

- You know what, the one thing I would like to say is that I'm concerned about the homeless population. There are so many of them within walking distance and as soon as we leave our office, they're everywhere. The need to provide them with more resources to help them get on their feet and off the streets. It's a safety issue as well.