



**FOR IMMEDIATE RELEASE**

## **DLBAs ANNUAL DOWNTOWN BUSINESS SURVEY HELPS INFORM ITS ECONOMIC PROFILE**

*Second annual business survey and Downtown Long Beach Economic Profile serves as an informational tool for investors, businesses, and developers interested in DTLB.*

**LONG BEACH, Calif.** (April 18, 2018) – In early January, the Downtown Long Beach Alliance (DLBA) teamed up with The Office of Economic Research at California State University, Long Beach for a second year to perform an annual survey of Downtown businesses. The purpose of the survey was to collect current data about conducting business in Downtown Long Beach, which would then provide DLBA and stakeholders key insights into the state of the business environment. The results of this survey were compiled and used to inform the organization’s *Economic Profile* publication released today. The *2018 Downtown Long Beach Economic Profile* covers a breadth of Downtown Long Beach data from development activity, to net new businesses, to pedestrian traffic trends, plus learnings from the business survey.

Survey highlights this year include:

- Business confidence that the LB economy will expand over the next year is up 9% from last year (81% vs 72%)
- Businesses strongly agree they are able to find skilled/educated workforce in the LB Market (75%)
- Businesses do not believe their employees who want to live in Downtown are able to find affordable options (35% strongly agree vs 49% strongly disagree)
- Businesses generally agree that the DLBA plays an important advocacy role and support of businesses through events (81% strongly agree and 77% strongly agree)

“Having timely and relevant data allows us to best understand the progress and areas of challenge to plan for future development,” said Kraig Kojian, DLBA President and CEO. “For example, the response of businesses understanding that some employees are unable to find housing in DTLB, supports that we need to continue to address the housing crisis and peruse and advocate for more long-term residential development. Overall, the business survey and the *Economic Profile* serve to inform investors and stakeholders of DTLB’s economic landscape and encourage continued investment in our community.”

The *Economic Profile* is available now digitally at [www.dtlbbusiness.com](http://www.dtlbbusiness.com), and print copies will be available April 27 at the DLBA office located at 100 W Broadway, Suite #120.

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**About DLBA:** The Downtown Long Beach Alliance is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit [www.downtownlongbeach.org](http://www.downtownlongbeach.org).

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