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**DOWNTOWN
LONG BEACH
ALLIANCE**

DLBA RELEASES NEW ECONOMIC PROFILE, INCLUDING SURVEY RESULTS, FOR DOWNTOWN LONG BEACH

2021 Economic Profile serves as a key informational tool for investors, businesses, and developers

(4/21/2021 – LONG BEACH, CA) A new comprehensive Economic Profile released today by the Downtown Long Beach Alliance features results of recent market surveys showing business owners and consumers in Downtown remain optimistic about the city’s future economic vitality despite having experienced hardships due to the pandemic.

The organization’s annual [Economic Profile](#) covers a wide range of business and residential data. It includes the latest on demographics, development activity, and net new businesses. The profile incorporates results from several key surveys including COVID-19 Economic Impact Surveys conducted by DLBA (Q2, Q4 2020), an Office Employer survey (Q1 2021), and a recent independent survey of 250 businesses (March 2021). General survey result highlights include the following:

- 85 percent of businesses surveyed enjoy working Downtown. These results are similar to data collected from previous years.
- Only a little over 25 percent of businesses surveyed indicated they had fewer employees than the same time last year, but 37 percent plan to increase the number of employees in the coming year. More than half of businesses also expect to expand in the next year.
- 51 percent of businesses surveyed agreed they were able to recruit workers within the Long Beach market, and 32 percent have half of their employees living in the Downtown area.
- 42 percent of employers plan on having a hybrid model between remote and in-person work, signaling a potentially large paradigm shift in the office market.

“We are pleased to publish an annual informational tool that provides insights on key economic activity that can support our resilient Downtown community,” said Kraig Kojian, DLBA President and CEO. “Through the pandemic, our team has used key survey data to pivot our approach and create new economic development strategies to best serve immediate needs. This includes helping businesses in the areas of stabilization and recovery, with an eye toward resiliency in a post-pandemic economy. Downtown Long Beach remains an attractive place to live, work and explore.”

The 2021 [Economic Profile](#) including survey results is available digitally at www.dtlbbusiness.com. Print copies of the annual profile will be available at the end of April at the DLBA office located at 100 W Broadway, Suite #120.

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About the Downtown Long Beach Alliance: DLBA 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, follow on Facebook @downtownlongbeach, and follow on Twitter and Instagram @DLBA.