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**DOWNTOWN
LONG BEACH
ALLIANCE**

New Economic Profile Shows Downtown Long Beach Recovery in Process; Local Economy Primed for Long-Term Growth

(LONG BEACH, CA – May 18, 2022) The [Downtown Long Beach Alliance](#) (DLBA) today released its 2022 annual economic profile of Downtown Long Beach.

The latest comprehensive report provides investors, businesses and developers with data on every aspect of Downtown Long Beach, from development activity to visitor counts.

“The latest DLBA research and analysis tells the story of a Downtown community that’s shown great resilience from challenges over the past two years. The profile also reflects DLBA’s efforts to grow existing businesses, attract innovators and work with property owners, developers, and the leasing community in support of Downtown retail and office tenants,” said Broc Coward, COO, DLBA. “We believe that long term, this remains one of the most vibrant and attractive centers in southern California.”

Data in the report includes snapshots of the business environment, housing, education, lifestyle, and tourism. Some of the yearly data highlights include the following:

- 586 new housing units were completed last year in Downtown Long Beach with over 1,500 planned or under construction, including the Broadway Block and Magnolia and Broadway developments.
- 185 new businesses opened in Downtown with one in three a restaurant, retail or personal care services operation.
- About 60 percent of small businesses surveyed in Downtown indicated the Long Beach economy will expand over the next year.

A digital copy of the free Economic Profile is available for download on the [DLBA website](#). Printed copies of the report are also available upon request.

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About 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, or follow on Facebook [@downtownlongbeach](#), and on Twitter and Instagram [@DLBA](#).