

#### From President & CEO, Austin Metoyer and Board of Directors Chair, Denise Carter

Welcome to our 2024 Economic profile. On behalf of the Downtown Long Beach Alliance (DTLB Alliance) Board of Directors and our entire team, we encourage you to use this report as a tool to explore the many opportunities Downtown Long Beach (DTLB) has to offer, while also reflecting on all that our community has achieved.

As you will see, 2023 was a year of growth and accomplishment for DTLB. We saw the finalization of many multi-family developments, including openings of The Aster, Inkwell, and Onni East Village, as well as the adaptation and restoration of the Ocean Center (historic office complex), all delivering over 700 market and affordable residential units. With several more housing projects nearing completion, we expect to surpass the current 18% increase in residents YoY in 2024.

But it doesn't stop there. In preparation for the 2028 Olympics, Downtown continues to see infrastructure improvements to our roads, parking, and pedestrian/ bike pathways, as well as our public parks, greenspaces, beaches and public service and cultural enhancement facilities. At the City-level, major projects include the developments of the mixed-use site next to the Civic Center, the ground-breaking of the ampitheater at the Queen Mary park, and the adaptation of the Elephant Lot at the Long Beach Convention Center and Visitors Bureau. With over \$700M earmarked for citywide development by 2027, we anticipate a cleaner, more accessible, and culturally vibrant community for our residents, workers, and visitors to enjoy.

Looking to the future, we have a lot in store to support investment and new opportunities for the Downtown. We plan to build on the great progress outlined throughout this report by bringing new activations throughout our urban core, investing in small business support initiatives, renewing the Downtown Plan 2.0 to address the changing ways communities are using urban space, all while continuing to keep our Downtown clean and safe.

We look forward to working with you as we look toward an exciting future for our Downtown!

Sincerely,

Warter,

Denise Carter Board of Directors' Chair



Church My

Austin Metoyer President and CEO



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This publication contains the latest data available from the U.S. Census, CoStar Group and DTLB Alliance survey data. Thank you to the City of Long Beach, Los Angeles Metro and Visit Long Beach for providing source material.





- Downtown Long Beach sits at the intersection of Orange County and the rest of LA County, serving as the bridge to Southern California's major counties.
- There are three major airports within a 20-mile radius of Downtown Long Beach: Los Angeles International Airport (LAX), Long Beach Airport (LGB), and John Wayne Santa Ana Airport (SNA).
- The Downtown area is serviced by the 710 freeway, four Metro A Line stops, 23 Long Beach Transit buses, and 10 centerline miles of bike lanes.

Long Beach Transit Aqualink

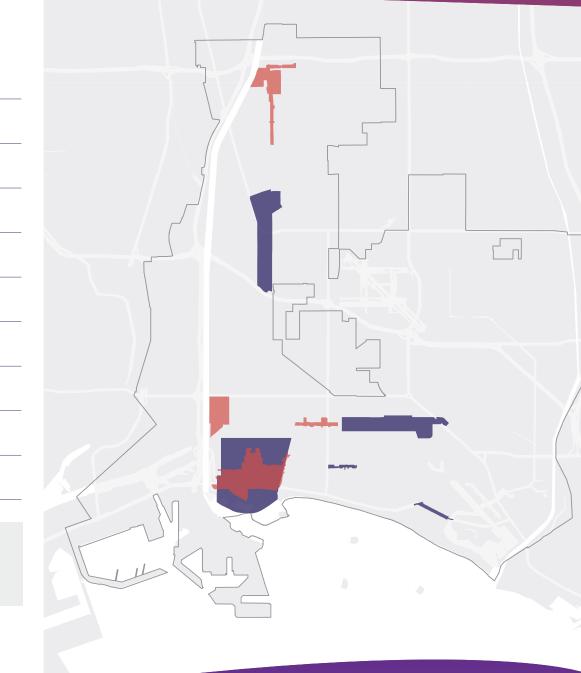
### **BUSINESS IMPROVEMENT DISTRICT** (DTLB Alliance 101)

### Long Beach Business Improvement Districts

1	Belmont Shore PBIA
2	Bixby Knolls PBIA
3	Downtown Long Beach DPBIA
4	Downtown Long Beach PBID
5	Zaferia PBIA
6	Fourth Street PBIA
7	Magnolia Industrial Group PBID
8	Midtown PBID
9	Uptown PBID

 BIDs
 in Long Beach

 PBID
 PBIA



- Business Improvement Districts (BIDs) are administrative non-profit organizations funded primarily by assessments levied on either city business licenses and/or county property taxes.
- BIDs provide an additional level of economic and municipal service to rate payers within its footprint. BIDs support community oriented services such as special events, street-scape, and beautification.
- LA County is home to over 50 BIDs of varying size and location.
- DTLB Alliance manages two BIDs: the Downtown Parking & Business Improvement Area (DPBIA) and the smaller Downtown Property Based Improvement District (PBID).
- The first Downtown BID, the DPBIA, was formed in 1974 and the second, the PBID, was formed in 1998.

#### ECONOMIC DEVELOPMENT INITIATIVES







with DTLB Alliance

67 🛃

Businesses Assisted with Grant Funding Applications Zuzu's Petals Grand Opening, 2023



The DTLB Alliance Economic Development team engages key stakeholders in the community daily, including elected officials, property affiliates, and local businesses, both big and small.

In 2023, the Alliance hosted 10 grand opening ceremonies for new businesses, connected with 412 businesses through outreach visits, requests for information, and networking events, and assisted with 67 applications for funding. Additionally, the Alliance shared educational information and provided resources to over 250 existing and future DTLB businesses through our various programs, including Mug to Mug, Link & Learn, and the DTLB Food Series.



## DTLB has 38 major projects in the development pipeline totaling approxi mately 6,500 new housing units.

Project types include market-rate and belowmarket rate housing, adaptive reuse projects, micro-units and commercial development.

Construction in Downtown is regulated primarily by two Planned Development (PD) Districts: the PD-30 Downtown Plan or PD-6 Downtown Shoreline Plan.

PD-30 and PD-6 enable high-density and mixeduse development that encourages transit access, walkability, and job growth.

These planned developments also address building design, streetscape standards and open space to promote a cohesive community character.



	PROPERTY NAME	PROPERTY ADDRESS	PROPERTY TYPE	YEAR BUILT	BUILD STATUS	#/UNITS	RETAIL SQ. FT.
1	OCEAN CENTER APARTMENTS	110 W. Ocean Blvd.	Multi-Family	2023	Completed	80	226,361
2	ASTER	250 Broadway	Multi-Family	2023	Completed	218	7,292
3	ONNI EAST VILLAGE	333 E. Broadway	Multi-Family	2023	Completed	432	33,000
4	INKWELL	201 The Promenade N.	Multi-Family	2024	Completed	189	10,000
5	-	437 E. 5th St.	Multi-Family	2024	Under Construction	18	-
6	RESA AT 3RD & PACIFIC	328 Pacific Ave.	Multi-Family	-	Under Construction	271	-
7	BREAKERS HOTEL	210 E. Ocean Blvd.	Hotel	-	Under Construction	669	-
8	-	635 Pine Ave. and 636 Pacific Ave.	Multi-Family	-	Under Construction	271	1,411
9	ALEXAN EAST END	600 W. Broadway	Multi-Family	-	Under Construction	756	-
10	-	320 Alamitos Ave.	Multi-Family		Planned	71	-
11	CIVIC CENTER MID-BLOCK	321 W. Ocean Blvd.	Government	-	Planned	580	40,000
12	ARMORY LOFTS	825 E. 7th St.	Multi-Family	-	Planned	27	-
13	-	525 E. Broadway	Multi-Family	-	Planned	48	-
14	SENIOR LIVING FACILITY	810 Pine Ave.	Multi-Family	-	Planned	78	-
15	ARMORY ARTS COLLECTIVE	854 E. 7th St.	Multi-Family	-	Planned	86	-

Source: City of Long Beach Community Development, CoStar 2023

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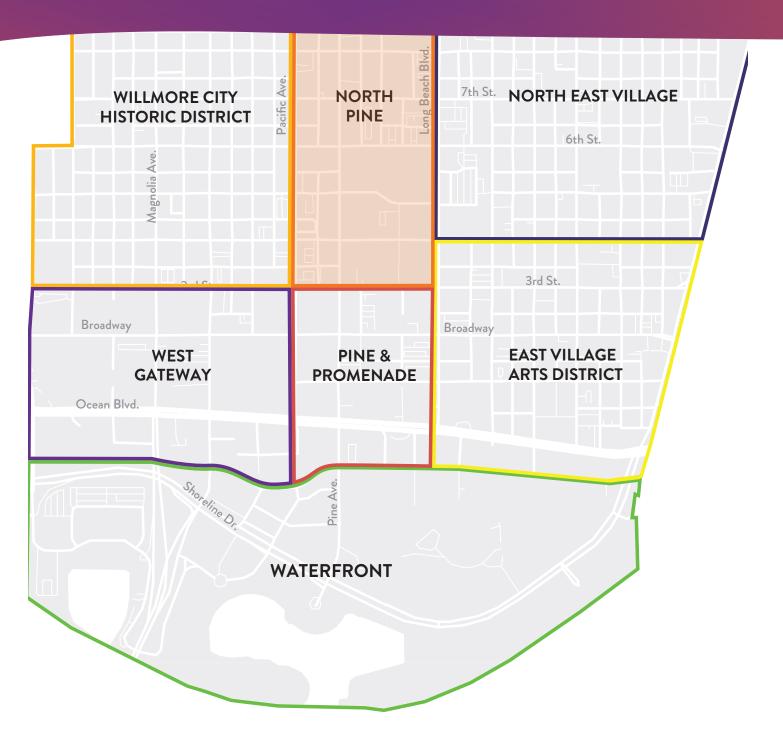
Source: City of Long Beach Community Development, CoStar 2023





Contruction of Inkwell, 2024

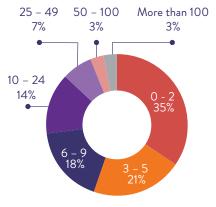
### DOWNTOWN LONG BEACH NEIGHBORHOODS

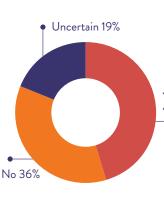


	POPULATION		POPULATION
WATERFRONT	5,921	NORTH PINE	2,483
WEST GATEWAY	3,278	PINE & PROMENADE	5,622
WILLMORE	3,258	EAST VILLAGE + NORTH EAST VILLAGE	10,240
Source: ACH Census Data, 2022		TOTAL POP.	30,802

- Each year, the Alliance conducts a survey of business owners in the Downtown DPBIA.
- The survey gathers annual data on business characteristics and attitudes towards the business environment.
- The 2024 survey collected data from 117 businesses of varying size and industry.
- The majority of surveyed businesses felt positive about DTLB economic growth.

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



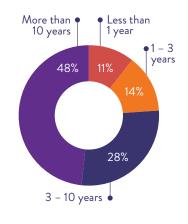


Do you expect your business to expand over a 12-month period?

During the next 12 months, do you expect your organization to...

How long have you been in business in Downtown Long Beach?



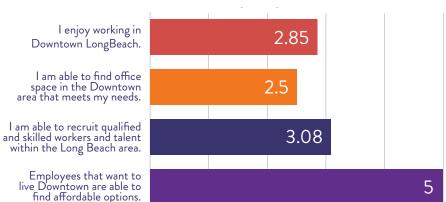






## Tell Us About Your Downtown Experience

(slide bar to select choice between 1-5, with 1 = strongly disagree and 5 = highly agree)



10

The Elemental Shop on Elm Ave., 2023

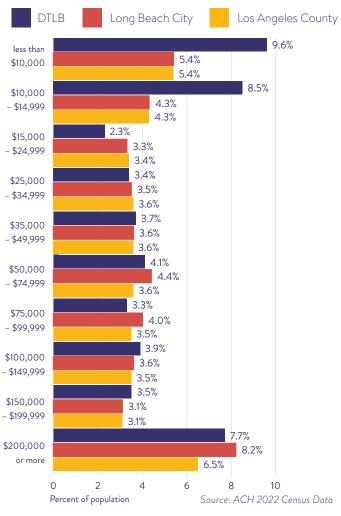
- 29% of downtown residents live in single-person households, compared to 11% of Downtown Long Beach residents and 9% of Los Angeles County residents.
- Hispanic or Latino and White residents are the predominant racial categories in Downtown. White residents are the predominant racial category in the Waterfront and Core areas, while Hispanic or Latino residents are predominant in the surrounding census tracts.
- Higher educational attainment concentrated in Waterfront census tracts.
- The largest age groups of residents is 25 to 29 and 30 to 34.

	DTLB	LONG BEACH CITY	LOS ANGELES COUNTY
POPULATION	30,796	466,742	10,014,009
AVERAGE INCOME	\$62,706	\$80,493	\$82,516
HOMEOWNERSHIP RATE	16%	42.1%	45.4%
RENTER RATE	84%	57.9%	54.6%
CHILDREN	0.19%	20.0%	20.4%
MEDIAN AGE	34.9	36.7	38.2

Source: ACH 2022 Census Data

## Household Income in the Past 12 Months

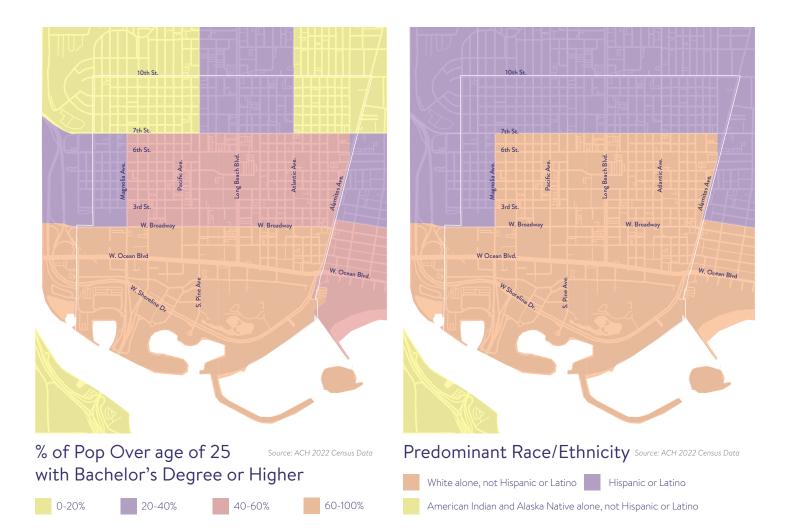
(in 2022 inflation-adjusted dollars)







Movies at Lincoln Park, 2024



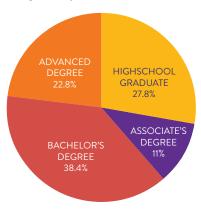
Female

## Downtown Resident Population Distribution by Age

AGE

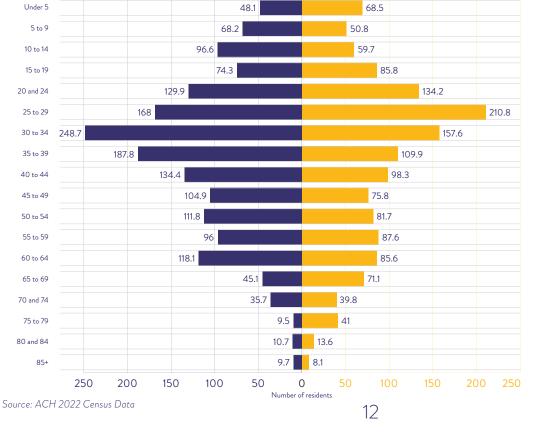
## Education Attainment

(Age 25+ years)



## Race & Ethnicity Dist.

HISPANIC OR LATINO	41%
WHITE	28%
BLACK	16%
ASIAN	10%
TWO OR MORE RACES	3%
OTHER	1%
NATIVE HAWAIIAN & PACIFIC ISLANDER	0.5%
AMERICAN INDIAN & ALASKA NATIVE	0.1%

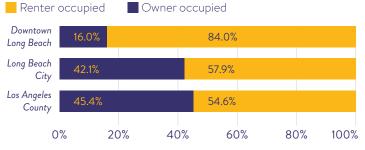


Male

Source: ACH 2022 Census Data

- 2023 residential occupancy rate was 92.1% with the introduction of new projects, compared to 95.4% in 2022.
- 734 new units were completed in 2023.
- Over 70% of downtown units are either studio or one-bedroom apartments. A majority of three- or four-bedroom units are below-market rate housing.
- Majority of Downtown units are renter occupied, with the weighted average rent at \$1,621.
- The weighted average mortgage payment for Downtown units is \$2,512.

## Occupied Housing Units by Tenure



Source: CoStar, 2024

## Occupied Housing Units (11,667 UNITS)

UNIT TYPE	DISTRIBUTION	AVG. MARKET RENT/UNIT
STUDIO	32%	\$1,577
1-BR	43%	\$2,215
2-BR	24%	\$3,195
3-BR	1%	\$3,287

Source: City of Long Beach Community Development Department; CoStar, 2024

## 2023 Deliveries

ADDRESS	UNITS
Onni East Village; 303 E. 3rd St.	432
The Aster, 250 E. Broadway	218
Ocean Center Apts., 110 W. Ocean Blvd.	80
801 Atlantic Ave.	4
TOTAL	734

Source: 2022 ACS 5 year Estimate Detailed Tables



#### OFFICE SPACE

Based on key card swipe data, Kastle Systems Security estimated that the 2023 average real-time occupancy for the LA Metro area was at 50%, compared to 40% in 2022.

**ANNUAL STABILIZED OCCUPANCY WAS 66%** in 2023, with over \$44M in transaction volume and a negative net absorption (net sum of leased and vacated space) around 180,000 SF.

	2023	5-YEAR AVG.
VACANCY	24.6%	19.2%
NET ABSORPTION (SF)	-180,933	-22,344
STABILIZED OCCUPANCY (%)	66%	85%
TRANSACTION VOLUME (\$)	\$44,731,500	\$77,346,700
OFFICE GROSS RENT (\$/SF)	\$2.50	\$2.48
KEY CARD SWIPE UTILIZATIONS RATE (LA METRO)	58%	-



Source: CoStar, 2024; Kastle Systems

Photo by Volta on Pine



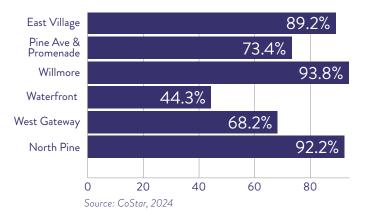
#### GROUND FLOOR RETAIL



Saffria Sage Soaps, 2024



#### 2023 Retail Occupancy



Average neighborhood retail occupancy was 77% in 2023.

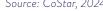
The highest concentration of retail businesses can be found in the Waterfront area within The Pike Outlets shopping center and Shoreline Village.

Unique entertainment options and specialty retailers are featured in Downtown's North Pine and East Village Arts District neighborhoods.

Recent additions (ISM Brewing, Baby Bro's Pizza, and Beach Hut Deli) continue to diversify and energize the Downtown core experience.

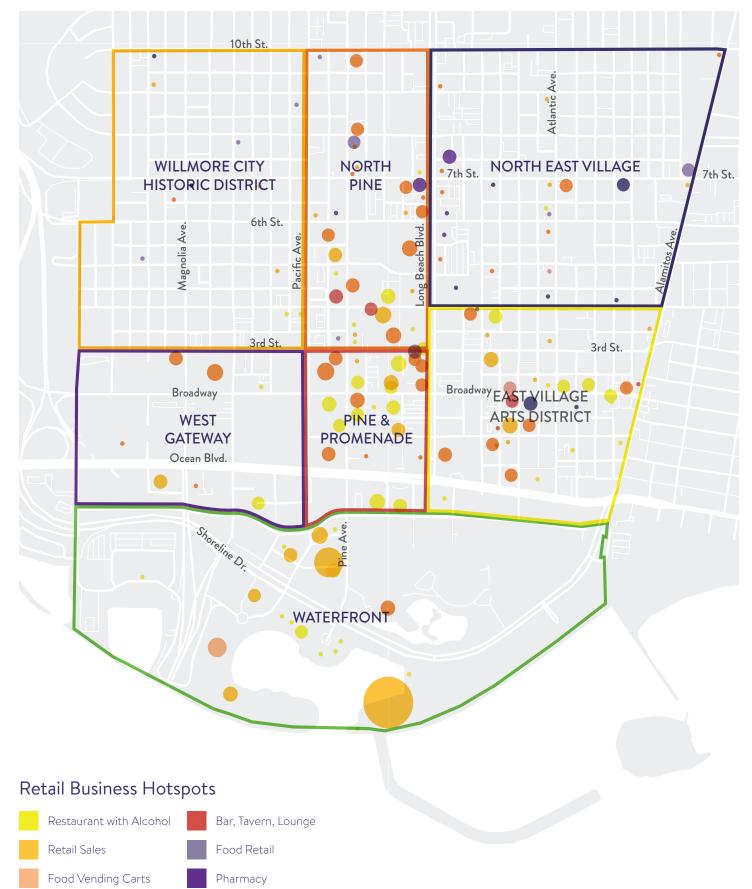
#### PBID, DPBIA, and DTLB Retail Sales







The Dark Art Emporium, 2024

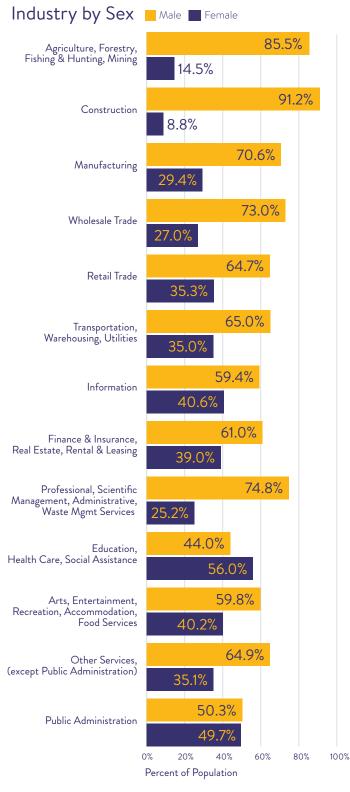


Flower Shop

Restaurant

Food Retail with Alcohol

Access to trained workforce continues to grow with nearly 60,000 full-time students attending California State University Long Beach (CSULB), CSU Dominguez Hills, and Long Beach Community College.



#### 14.7% OF DOWNTOWN RESIDENTS WORK FROM

HOME, with over 70% using a car to commute to work with less than 10% utilzing public transportation.

Office-based professionals comprised the largest share of Downtown workers, followed by service-based employment.

## Workforce Pipline

	GRADUATION RATES	RETENTION RATES	# OF FULL-TIME STUDENTS
California State University, Long Beach	73%	89%	37,446
Long Beach Community College	21%	65%	8,712
California State Uni- versity, Dominguez Hills	61%	78%	11,785

## Annual Income by Industry

INDUSTRY	AVERAGE INCOME
Agriculture, forestry, fishing & hunting, and mining	\$51,033
Construction	\$77,065
Manufacturing	\$49,568
Wholesale trade	\$163,429
Retail trade	\$75,611
Transportation, warehousing, and utilities:	\$99,683
Information	\$46,540
Finance and insurance, and real estate and rental and leasing	\$158,923
Professional, scientific, & management, and administrative & waste management services:	\$83,819
Educational services, and health care and social assistance	\$61,218
Arts, entertainment, & recreation, and accommodation and food services	\$30,788
Other services, except public administration	\$91,995
Public administration	\$98,230



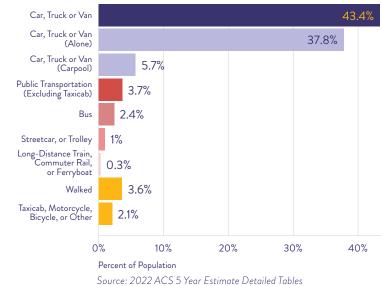
NEARLY 45% OF DOWNTOWN RESI-DENTS SPEND MORE THAN 30 MINUTES COMMUTING TO WORK, with 11% spending more than an hour.



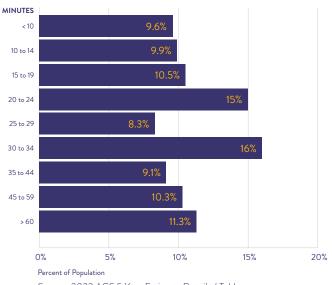
#### LB Vintage Etc., 2023

18

### Means of Transportation to Work (Age 16+)



## Workforce Commute Times



Source: 2022 ACS 5 Year Estimate Detailed Tables

#### PLACEMAKING



384K

Dog Waste Bags Dispensed

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New Traffic

Signal Wraps

Installed

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Holiday Wreaths Displayed

<mark>82</mark> 🎄

New Tree Lights Installed

on 36 Trees

New Mutt Mitt

**Stations Installed** 

Holiday Banners

Displayed

## 27 Window Wraps Installed on 3

## 212 🕸

Classes Held at Lincoln Park -42 Yoga Classes, 136 Dog Training Classes, 36 Bollywood Classes

## 24 党

Storefronts

Coffee, Conversation, and Clean Up Events at Lincoln Park an Estimated 190 Attendees, and Estimated 145 Bags of Trash Collected





 Downtown Placemaking supports functioning pedestrian access and stronger engagement within the public realm.

- Streetscape projects include holiday decor, tree planting, and open space activation, including Lincoln Park community events and clean ups.
- In 2023, the Alliance removed 21,202 instances of stickers and graffiti, provided directions to visitors 8,916 times, collected 1.3M lbs of trash, and provided 896 escorts.

Festive Lighting on Pine, 2023

#### MOBILITY OVERVIEW

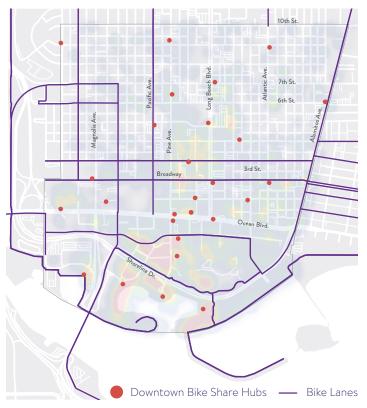
Visitor Heat Map

The most visited areas in 2022 included Shoreline Village, The Aquarium of the Pacific, Pike Outlets, and the Dining and Entertainment District on Pine Avenue.

In 2023, Downtown Long Beach welcomed 56.3 million visitors with over **23.9 MILLION TOTAL VISITS.** While this increase is slight YOY (2%), it is within 4% of 2019 visitor statistics.







#### Visitors (daily, weekly, monthly) by year (2021, 2022, 2023)

	2021	2022	2023
AVG. DAILY VISITS	58,122	69,523	70,849
AVG. WEEKLY VISITS	408,049	486,278	495,857
AVG. MONTHLY VISITS	1,767,878	2,114,665	2,154,982

Placer.ai, 2024





Cruising Beach Streets, 2023

Cruising Beach Streets, 2023

## THERE ARE 73 ACRES OF PARKS AND OPEN SPACE WITHIN DOWNTOWN.

SHORELINE AQUATIC PARK was the most visited open space, with OVER 2.4 MILLION UNIQUE VISITS in 2023, an increase

of 200,000 visitors from 2022.

Source: Placer. ai

## Major DTLB Event Attendance 2023

EVENIS	ATTENDANCE	
Acura Grand Prix of Long Beach	185,000	
Cali Vibes	75,000	
Insomniac Apocalypse Music Festival	60,000	
Day Trip Festival	60,000	
Insomniac Dreamstate Music Festival	60,000	
Long Beach Pride Parade & Festival	30,000	
Long Beach Marathon	10,000	
Juneteeth Celebration	7,000	
Día de Los Muertos Parade & Festival	5,000	
Source: City of Long Beach Department of Special Events		

## Parks and Green Spaces



Parks and Greenspace

City of Long Beach Public Works Department, 2023



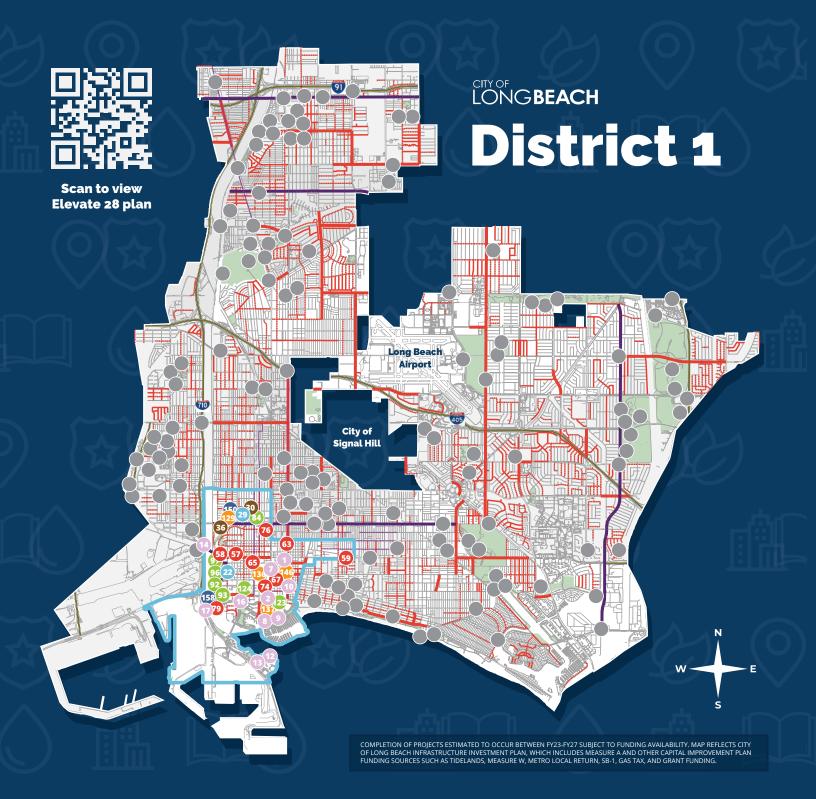


Day Trip Festival, 2023

Photo by Victor Ladd for DTLB Unfiltered, 2023

# **ELEVATE 28** Infrastructure Investment Plan

An investment plan to elevate Long Beach's parks, neighborhoods, and culture.



The Elevate '28 Infrastructure Investment Plan is a five-year (FY 23 to FY 27) infrastructure program made of projects dedicated to serving Long Beach parks, community and public facilities, access to mobility, and street improvements.

As part of Fiscal Year 2023 Budget, the Long Beach City Council approved a new five-year (FY 23 – FY 27) infrastructure investment plan totaling over \$533 million with over 100 unique projects, consisting of four main categories: Mobility, Park Improvements, Public Facilities, and Right-of-Way, Water Quality, & Climate Action.



Source: Elevate28.org



O ♂ X DTLBAlliance OwntownLongBeach dtlb.org

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