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**DOWNTOWN
LONG BEACH
ALLIANCE**

**DOWNTOWN LONG BEACH ALLIANCE CONDUCTING
ANNUAL DOWNTOWN BUSINESS SURVEY**

Results will inform the organization's Yearly Economic Profile

(January 21, 2021 – LONG BEACH, CA) - The Downtown Long Beach Alliance (DLBA) is currently conducting its annual business survey to update existing information and capture the sentiment of the Downtown Long Beach business community. The results from the survey will provide insights into the economic outlook and will be compiled in DLBA's *Annual Economic Profile* of Downtown Long Beach, scheduled to be published in April.

ISA Corp, the organization's contracted surveyor, began making calls to Downtown businesses January 19 and will continue through February 26 between the hours of 9 a.m. to 3 p.m., Monday through Friday. The survey calls will last no longer than 10 minutes, and the information gathered along with the identity of the participating business will remain confidential.

"The Downtown Long Beach Alliance's annual business survey is key in helping us better understand trends in hiring practices and the business community's well-being," said DLBA Economic Development & Policy Manager Austin Metoyer. "The results will help shape Downtown's economic outlook for 2021 and create greater structure for DLBA's economic development approaches and strategies."

Downtown Long Beach businesses with questions about this process may contact Metoyer at AustinM@dlba.org.

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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 or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @ DLBA.