



# DTLB

## Economic Profile 2021



# WELCOME TO DOWNTOWN LONG BEACH

In 2020 the Downtown Long Beach Alliance broke with tradition, deciding to postpone and ultimately cancel its Annual Economic Profile, resolving instead to include data and research about the unique events of 2020 and their impacts on the Downtown economy as context for the forward-looking 2021 Economic Profile. Though still ongoing, the initial impacts and potential lasting effects of the COVID-19 pandemic are much clearer today than they were this time last year, when the virus was still little understood.

Downtown Long Beach experienced immense growth and investment in the years following the Great Recession. What had been a steady influx of new businesses ramped up in 2019, with a plethora of new dining, drinking, and entertainment options throughout the district. The blossoming of ground-floor retail was reflected in investments by office-based businesses, such as the rapidly growing online cycling firm Zwift, and a slew of residential developers whose projects have helped build out vacant redevelopment lots and convert office buildings with dwindling tenancies into mid-income and luxury housing.

As you will see in this report, the pandemic put a pin in this trajectory—but it did not reverse it. Some businesses permanently closed as a result of the pandemic and ensuing government-mandated health orders, and many people lost employment—significant losses that will be felt for some time. However, many businesses clung on with the assistance of federal and local aid. Office, retail, and residential occupancy rates remain largely unchanged compared to the period before COVID-19 disrupted the economy.

Downtown Long Beach remains a highly attractive location to live, work, and explore. It is the only urban core located on a waterfront between San Diego and San Francisco, and it retains more affordable lease rates for office and retail space, as well as more affordable housing, than nearby areas such as Santa Monica, Downtown Los Angeles, and Irvine.

DLBA continues to provide the programs to support our Downtown entrepreneurs and small business owners through grant programs, free educational resources, and other services. Now more than ever, DLBA is leveraging comprehensive data collection and analysis as a strategic tool to identify trends and needs, and to allocate resources accordingly with mindfulness of diversity, equity, inclusion, and access.

On behalf of the DLBA Board of Directors and its Economic Development Committee, we are proud to present the 2021 Annual Downtown Economic Profile, which provides an in-depth look at Downtown data and trends that continue to project a prosperous outlook for business.

Sincerely,

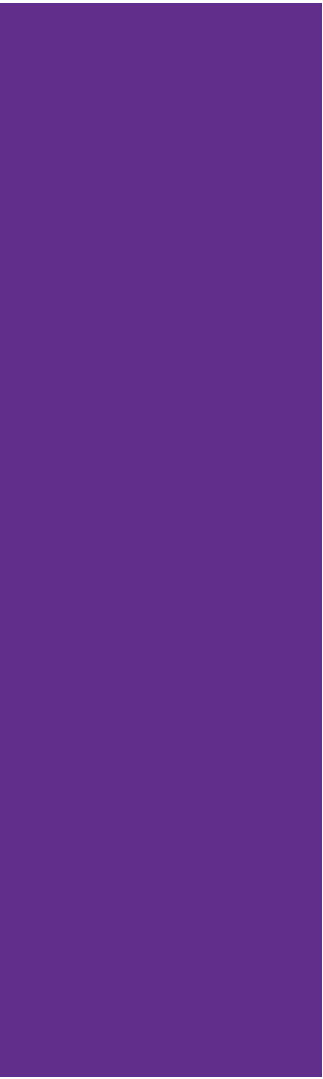


KRAIG KOJIAN  
President & CEO



ALAN PULLMAN  
Chair





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Photo Credit: Jose Cordon

**#WeAreDTLB. One Community.  
Diverse. Resilient. Committed.**

## **WE ARE DOWNTOWN LONG BEACH**

Location & Commute

Business Improvement District

Development Activity



Source: Long Beach Airport

## **LOCATION AND COMMUTE**

When it comes to location, Downtown Long Beach is hard to beat. Centrally located between Los Angeles and Orange Counties, DTLB is a perfect place to call home, set up shop, and get together with friends. The recently renovated Metro A line (formerly Blue Line) runs directly through Downtown, and direct access to the 710 and 405 freeways allows for quick travel to Los Angeles International Airport (LAX), Long Beach Airport (LGB), and John Wayne Airport (SNA).

### **Long Beach Airport**

Major improvements are taking flight at the award-winning Long Beach Airport, fueled by Phase II of a \$110 million Terminal Area Improvement Program which broke ground in 2020. The project is a major makeover that aims to streamline the passenger experience from curb to gate and includes a complete renovation and restoration of the historic 1941 terminal building. Just outside the airport, an impressive variety of office spaces, adaptive-reuse retail, and hotels attract Long Beach locals and travelers alike.

LGB served more than 4 million passengers annually pre-pandemic and consistently ranks at the top of annual lists of the best airports in the U.S., and for good reason. As Southern California's first municipal airport nears its centennial in 2023, the improvement program and constant support from the community will help the world-class airport thrive well into the future. LGB also has recently implemented enhanced cleaning and health screenings for both travelers and employees, including offering rapid COVID-19 testing for as low as \$20.



Source: Long Beach Airport





Metro

The beginning of 2020 brought a massive change to the Metro A Line, which connects Downtown Long Beach to the heart of Downtown Los Angeles and beyond. After almost a year out of service for construction, the extensive improvements to the rail line were finished in November 2019. The \$350 million project aimed to develop a safer and more reliable light rail—as promised, the line now boasts brand new rail cars, shorter wait times between trains, and an overall faster commute. Riders will notice new touch information screens at stations with maps, service updates, and arrival times. Due to COVID-19, Metro also has introduced enhanced cleaning along the rail system, as well as employee contact tracing and logistical adjustments to reduce risk of transmission.

Freeways

Amidst the sprawling freeway system of Greater Los Angeles, Downtown Long Beach sits at the southern terminus of the 710 freeway, offering points of entry to East LA, LAX and West LA via the 405 freeway, Orange County, and beyond. Though Long Beach enjoys less traffic congestion during peak times, you’re never too far from neighboring cities.

Getting Here

Commute times to and from Downtown Long Beach are very reasonable due to its many easy access points. DTLB is committed to facilitating all types of travel—rail, bus, car, bicycle, scooter, or on foot.



DISTANCE & COMMUTE TIMES FROM DTLB

	DISTANCE (MILES)	TIME (MINS)
TO LOS ANGELES AIRPORT (LAX)	25	26
TO DOWNTOWN LA	26	32
TO JOHN WAYNE AIRPORT (SNA)	23	32
TO LONG BEACH AIRPORT (LGB)	4	15

Source: Google Maps - Pine & Broadway starting destination

METRO

FREEWAY / HIGHWAY

AIRPORT





Photo Credit: Jose Cordon



# BUSINESS IMPROVEMENT DISTRICT

## What is a Business Improvement District?

Business Improvement Districts (BIDs) are boundaries designated by the City of Long Beach in which business owners pool funds for improvements to the area. While the City of Long Beach manages time and resources for projects around town—including these areas—BIDs offer services above and beyond the baseline support from the city. There are 11 total BIDs in Long Beach, and out of those the DLBA is responsible for two: the Downtown Property-Based Improvement District (PBID) & the Downtown Parking Business Improvement Area (PBIA).

## About DLBA

Originally founded in 1937, the Downtown Long Beach Alliance is a community-based nonprofit organization whose mission is to cultivate, preserve, and promote a healthy, safe, and prosperous Downtown. Our number one priority is to make sure you and your neighbors feel safe and represented, and we're supported by the City of Long Beach to bolster the community by welcoming new businesses, coordinating community events, and acting as a valuable resource to business owners and property owners.

In 2020, DLBA found itself taking on an enhanced role as a result of the coronavirus pandemic: we enhanced stakeholder communications, creative economic stabilization and recovery strategies, and the realignment of our organizational plan. National social unrest as a result of ongoing police brutality also made DLBA reevaluate its role in social and economic equity for Downtown, and the organization has begun the process of solidifying diversity, equity, inclusion, and accessibility (DEIA) as part of its strategic goals.



PROPERTY BASED IMPROVEMENT DISTRICT & DOWNTOWN CORE BOUNDARY

DOWNTOWN PARKING BASED IMPROVEMENT AREA



Figure 1.1 - Downtown DPBIA/PBID Map

## Neighborhoods

Our Downtown is divided into six neighborhoods, each with a unique identity and something to contribute to the community as a whole. Take time to explore them all and you'll find an exciting blend of art, entertainment, small and large businesses, and welcoming public environments.

### East Village Arts District

The East Village Arts District is your go-to spot for an inspiring sample of Long Beach's art galleries and independent boutiques. Whether it's the permanent fixtures found in small businesses or public events like Art Walk and Virtual Taste of Downtown that bring in faces new and familiar alike, you can always expect to find creative minds at home in the East Village.

### North Pine

North Pine is a historic area that boasts a lively social scene with a unique mix of residences and established businesses, including a variety of independent food spots (and some not-to-be-missed desserts). The community comes out in support of small gatherings throughout the year like Dia De los Muertos, the Mexican Day of the Dead, and the Parol Lantern Festival, a celebration of Filipino Christmas traditions.

### Pine Avenue & The Promenade

If you're looking for the beating heart of Downtown, you'll find a healthy pulse at Pine Ave & The Promenade. This is a hip and popular intersection of food and drink, modern residential buildings, creative firms, and co-working spaces. Whether it's for the al fresco dining along Pine Avenue or the Friday Farmers Market, this area is constantly buzzing with activity.

### Waterfront

Tourists won't want to miss the Waterfront—easily the most scenic area of Long Beach—with attractions like the Queen Mary, Lions Lighthouse for Sight, and the Aquarium of the Pacific. Recreationists enjoy beach paths, boardwalks, and coastal views. Shoppers and diners will find bustling businesses within Shoreline Village and The Outlets at the Pike, just a short walk from the Convention Center.


### West Gateway

Long Beach's government and financial district is found in DTLB's West Gateway, joining mainstays like the Long Beach Civic Center, World Trade Center, and the Governor George Deukmejian Courthouse are new City Hall and Port of Long Beach headquarters, as well as the brand new Billie Jean King Main Library, which is already breathing new life into the area.

### Willmore Historic District

The past, present, and future come together in the Willmore neighborhood, which sits on the border of the LA River and Downtown Long Beach. The quiet residential area is full of charming historic architecture, with some of the oldest homes in Long Beach, including a variety of Victorian, Period Revival, and Craftsman styles, including the iconic Queen Anne Victorian Bembridge House overlooking Drake Park.





412  
NEW UNITS WERE COMPLETED  
DOWNTOWN IN 2020

1,052  
UNITS COMPLETED  
SINCE 2012

4,045  
NEW UNITS ARE UNDER  
CONSTRUCTION/APPROVED

Source: City of Long Beach, "Downtown Plan Update 2020"



Photo Credit: Jonathan Alcorn

DOWNTOWN  
INDUSTRY  
CLUSTERS: NEW  
BUSINESSES 2020



Source: City of Long Beach, "Downtown Plan Update 2020"



222  
NEW BUSINESS  
IN 2020

# DEVELOPMENT ACTIVITY

## The Downtown Plan

The Downtown Plan is a comprehensive planning document for the DLBA service area, and since 2012 it has covered the development and design standards for projects of all types—including residential, office, and retail spaces, as well as restaurants, hotels, and jobs.

COVID-19 delayed development progress in Downtown in 2020, but there were three residential developments completed during the year.

## Public Projects

The largest public project completed in 2020 was the Gerald Desmond Bridge, an 8,800-foot-long bridge connecting the 710 freeway to Terminal Island and the Port of Long Beach. The bridge took seven years to complete and cost an estimated \$1.5 billion. The bridge was built to accommodate larger modern container ships to call on the Port of Long Beach, which generates \$47 billion in direct and indirect annual business sales.

## Port of Long Beach

DTLB is home to the Port of Long Beach headquarters, making it a natural hub for logistics and trade in the region. In 2019, an economic impact study found that Port trading activity supported one in five of all Long Beach jobs, and 575,000 jobs in Southern California. In 2020 the Port had approximately 8 million TEUs (20-foot equivalent units, the standard cargo measurement) pass through, making it the second-largest year of activity on record.

## Residential Developments

In 2020 there were three completed residential developments: The Crest (207 Seaside Way), The Alamitos (101 Alamitos Ave.), and The Pacific (230 W. 3rd St.).

Nearly all present and future residential developments are designed in a sustainable mixed-use style, allowing for retail and dining on the street-level with residences above.

## DEVELOPMENT PROGRESS UNDER DOWNTOWN PLAN

	RESIDENTIAL (UNITS)	OFFICE (SQ FT)	RETAIL / COMMERCIAL (SQ FT)	HOTEL (ROOMS)
Expected Growth (2012-2035)	5,000	1,500,000	480,000	800
Completed since 2012	1,052	583,500	23,120	0
Under Construction / Approved	4,045	0	46,037	34
Pending	578	0	66,318	0
Percent Under Construction	93%	39%	23%	4%

Source: CoStar, City of Long Beach, "Downtown Plan Update 2020"





Photo Credit: Jose Cordon

# BUSINESS ENVIRONMENT

## BUSINESS ENVIRONMENT

### COVID-19 Impact Surveys

#### ISA Business Survey

#### Economic Recovery

#### DLBA Economic Development Initiatives

#### Office Space

#### Ground-Floor Retail and Restaurants

#### Workforce



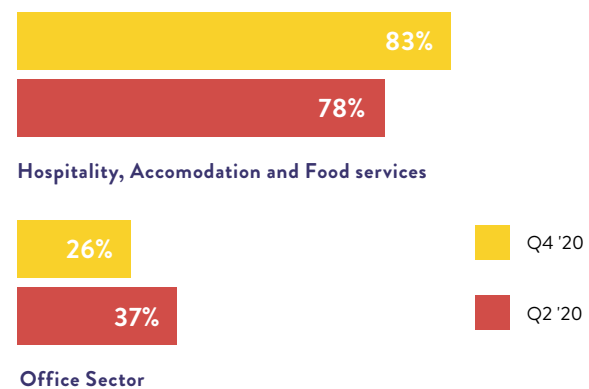
Photo Credit: Jose Cordon

## COVID-19 IMPACT SURVEYS

With information and regulations changing rapidly throughout the pandemic, DLBA—in a joint effort with the Long Beach Economic Development Department, Long Beach Area Chamber of Commerce, and the Council of Business Associations, distributed two rounds of a citywide economic impact survey to gain more specific insight into businesses of all sizes. A total of 700 responses were collected from entrepreneurs, sole proprietors, and multinational chains with hundreds of employees once in Q2 (April to June) and once in Q4 (October to December) of 2020.

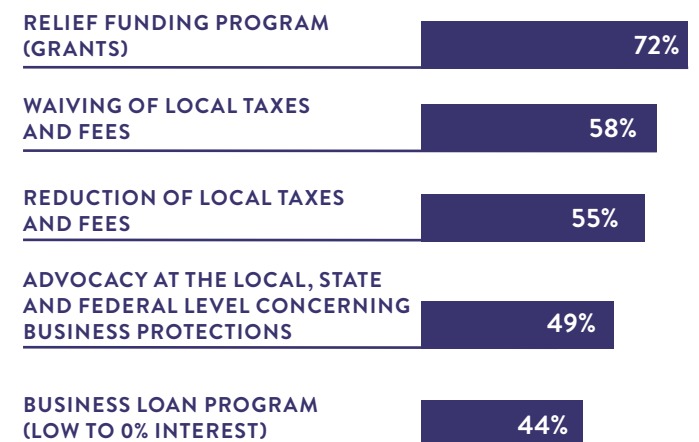
Some key findings: On average, 55% of all businesses reported layoffs due to revenue losses since the start of the pandemic in March 2020; the service industry reported greater economic impacts from COVID-19 compared to the office sector, who was able to operate remotely and recover quicker in the summer and fall. Grant relief funding and waivers of local taxes and fees were the most requested resources, with 37% of Q4 survey respondents requesting municipal credit for public health compliance (such as PPE, outdoor dining, etc.).

### BUSINESS THAT PERMANENTLY LAID OFF/FURLOUGHED EMPLOYEES DUE TO REVENUE LOSSES SINCE MARCH 2020



Source: DLBA COVID-19 Business Impact Survey

### TOP 5 REQUESTED RESOURCES FOR BUSINESS RECOVERY



Source: DLBA COVID-19 Business Impact Survey





Photo Credit: Jose Gordon

# ISA BUSINESS SURVEY

Every year, DLBA contracts with ISA Group to perform market research on the business environment in Downtown Long Beach. The results of the most recent survey, from March 2021, reflect that local business owners have experienced economic hardships but are optimistic about the city’s future economic vitality. More than one in four businesses surveyed said they had fewer employees than the same time last year, but 37% said they plan to increase their number of employees in the coming year. About 56% of businesses surveyed strongly agreed that they enjoyed working Downtown, and 51% agreed they were able to recruit workers within the Long Beach market, with 32% of those surveyed stating that more than half of their employees live in the Downtown area. These sentiment results are about the same when compared to previous years.

of policymaking to address impacts of COVID-19. Ultimately, 25 policy actions, including a series of worker protection ordinances, eviction protections to tenants, fee deferments, emergency loans to small businesses, food delivery services, unemployment insurance benefits, and rent relief were approved at City Hall. The city’s Economic Development Department continues to build upon those initiatives to create the long-term Economic Recovery Strategy to address past, present, and future economic impacts of COVID-19. On March 16, the Long Beach City Council approved the Long Beach Recovery Plan, a \$207M plan to bolster the Long Beach economy.

Essential to a sustainable local economy is economic inclusion that ensures entrepreneurs from traditionally underserved communities have access to economic opportunities such as financing, legal advice, and digital marketing strategies. Since 2017, Long Beach has expanded its economic inclusion programs, focusing on digital inclusion, micro-loans, and more.

# DLBA ECONOMIC DEVELOPMENT INITIATIVES

During the pandemic, DLBA leaders pivoted their approach to programs and economic development strategies to best serve the immediate needs of the Downtown community. Initiatives with key community partners focused on stabilization and recovery, with an eye toward resiliency in a post-pandemic economy.

## Farmers & Merchants Bank Emergency Micro-Grant Program

Immediately following the first statewide stay-at-home order, DLBA partnered with Farmers & Merchants Bank to provide 30 micro-grants of \$1,000 each to Downtown businesses impacted by COVID-19. The grants could be spent on anything from rent to Personal Protective Equipment (PPE) for employees.



A DIVERSE MIX OF BUSINESSES GREATLY CONTRIBUTES TO A VIBRANT DOWNTOWN COMMUNITY

## Storefront Recovery Program

Seeded by a \$20,000 donation from Waterford Property Company and Panattoni Development Company and expanded with a subsequent \$20,000 donation from Zwiift, a Downtown-based indoor cycling software company, DLBA provided funding to businesses affected by street-facing physical damage or theft that occurred following protests against racial injustice that turned violent and destructive on May 31, 2020.

## Woman-Owned Business Accelerator Grant

DLBA’s Woman-Owned Business Accelerator (WOBA) was offered in partnership with the Institute for Innovation & Entrepreneurship at California State University, Long Beach, and powered by Farmers & Merchants Bank. It was designed to assist existing women-owned businesses in Downtown Long Beach and provided grants up to \$10,000 to five women-owned businesses.

## Entrepreneurs of Color Business Development and Grant Program

DLBA leaders, in partnership with the CSULB Institute for Innovation & Entrepreneurship, are currently seeking financial sponsorships for a new Entrepreneurs of Color Business Development & Grant Program. The goal is to design a program that fosters a prosperous and equitable economy Downtown by combatting unique challenges often faced by Minority Business Enterprises. DLBA strongly believes that reversing historical trends of inequity requires dismantling barriers and enacting proactive policies that expand opportunity. Cities are equitable when all residents—regardless of race/ethnicity, nationality, neighborhood, age, gender, sexual orientation—

cann fully participate in the city’s economic vitality, contribute to its readiness for the future, and connect to its assets and resources.

## Planning. Action. Coaching. Entrepreneurship. (PACE) Program

In partnership with Fuller Management, DLBA offers in-person and remote advisement coaching for entrepreneurs, including one-on-one business advisement/coaching sessions, customized business assessment, and strategic planning support from industry leaders.

## Winter Small Business Series

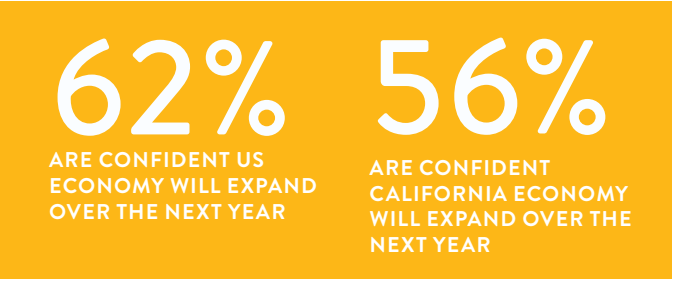
An educational resource for small business owners in Downtown Long Beach, this three-part series covers a wide variety of topics important to entrepreneurs, including legal compliance, tax compliance, developing a brand, and profitability.

## Kiva Micro-Loan Program

DLBA serves as an institutional trustee and sponsor for the Kiva City Long Beach initiative. Long Beach entrepreneurs can access 0% interest, no-fee loans to sustain or grow their business. Kiva loans are great for those business owners who may be unable to access traditional commercial loans from a bank due to lack of assets or bad credit. Loans are funded through an online crowd-sourced method.

## Studio LBP Partnership

DLBA has partnered with Studio LBP, The Long Beach Post’s marketing and sales team to expand Downtown business outreach through digital advertising, sponsored content, and stories through the Long Beach Business Journal.



Source: ISA 2021 Downtown Business Survey

# ECONOMIC RECOVERY

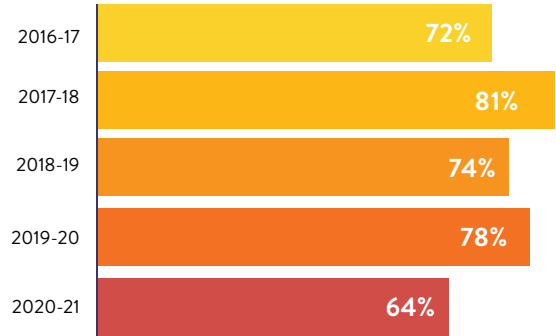
As one of the most business-friendly cities in Los Angeles County, Long Beach’s civic leaders have prioritized offering businesses and residents strategic COVID-related relief while also focusing on improving the inclusivity of entrepreneurship.

In March 2020, Long Beach City Council began the process





I AM CONFIDENT THAT THE LONG BEACH ECONOMY WILL EXPAND OVER THE NEXT YEAR.



Source: ISA 2021 Downtown Business Survey

# OFFICE SPACE

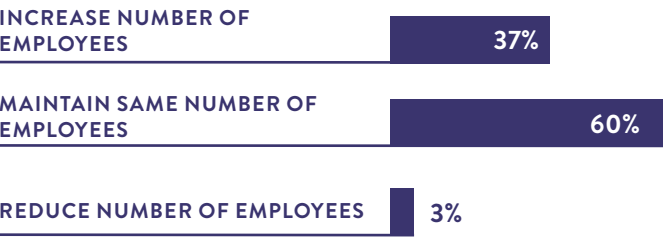
## Market Overview

Downtown’s office market underwent sizable fluctuation due to the impacts of the coronavirus pandemic. Stay-at-home health orders imposed by California and health officials caused a majority of the Downtown daytime office workers to switch to remote work, driving up the number of underused spaces while creating a reduction in lease prices. As office-based businesses adapted, Downtown saw a slight increase in daytime office worker activity, but still at a level much lower than pre-pandemic levels.

## Rental Rate Comparison

Rental rates for office spaces stayed relatively stagnant during 2020, decreasing only 1.8% between Q1 and Q4 2020. However, there was 285,000 square feet of negative absorption in 2020, meaning much more office space was vacant or put on the market than was leased up.

## 2021 ESTIMATED EMPLOYEE EXPANSION



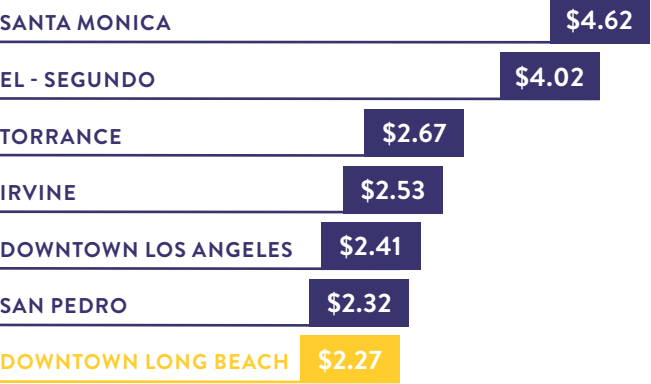
Source: ISA 2021 Downtown Business Survey

## ANNUAL OFFICE RENTAL RATE COMPARISON (\$/SF/MO)

	2018	2019	2020	3YR DELTA (\$)	DELTA (%)
Class A	\$2.77	\$2.66	\$2.49	\$0.28	10%
Class B	\$2.04	\$2.19	\$2.17	\$0.13	6%
Class C	\$1.64	\$2.02	\$2.02	\$0.38	23%
Average	\$2.15	\$2.29	\$2.23	\$0.08	6%

Source: CoStar Group 2020

## 2020 OFFICE RENT (\$/SF/MO)



Source: CoStar Group 2020

## Remote Work Revolution and the Future of Office Space

Last June, DLBA hosted a webinar roundtable that included market analysts, office brokers, and organizational psychologists who discussed the drastic change in work style that has occurred for employers and employees due to the pandemic. The webinar assessed potential lasting changes to the office

environment, from physical organization to tenant marketing practices. Speakers in the webinar emphasized that there is still value in office space for employers in terms of efficiency and employee cohesion. Post-pandemic office spaces might focus more on flex usage, creating areas for collaboration for employees who might also work remotely.

## What Employers Are Saying

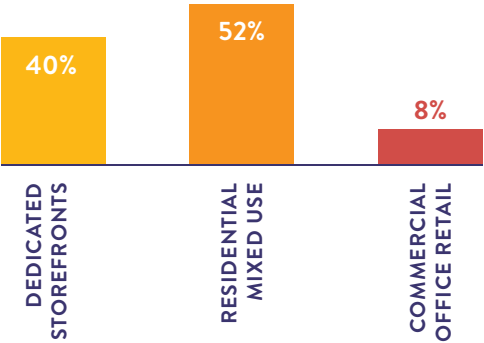
In Spring 2021, DLBA conducted a brief survey of Downtown office employers to access the future state of office usage and trigger points for full return. Those surveyed said they did not expect to return to even a third of pre-covid occupancy levels by the end of 2021; however, respondents listed that access to COVID-19 vaccines would be their main trigger point to return to the office. A majority of those surveyed said they would likely return with a hybrid work model using both remote and in-person work.

# GROUND-FLOOR RETAIL AND RESTAURANTS

## Overview of Retail and Restaurant Market

Like many other Downtowns, the retail market in DTLB was impacted by COVID-19 and resulting public health orders limiting operations for many ground-floor businesses, most notably the lively restaurant and bar scene. Even with the development of more mixed-use retail properties, there was a clear increase in the amount of vacant retail space Downtown.

## DOWNTOWN RETAIL SPACE DISTRIBUTION BY TYPE



Source: CoStar Group 2020

## PLANS FOR RETURNING TO THE WORKPLACE

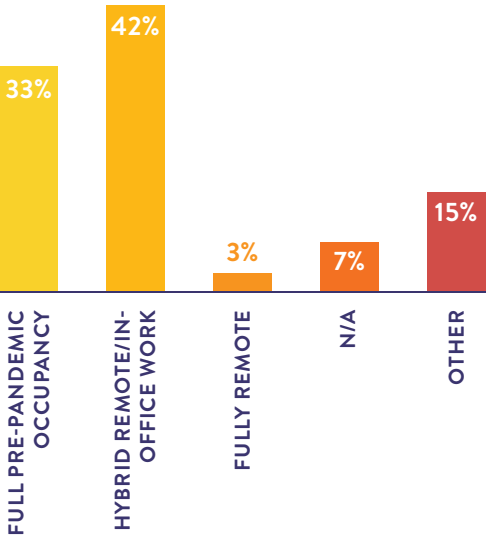


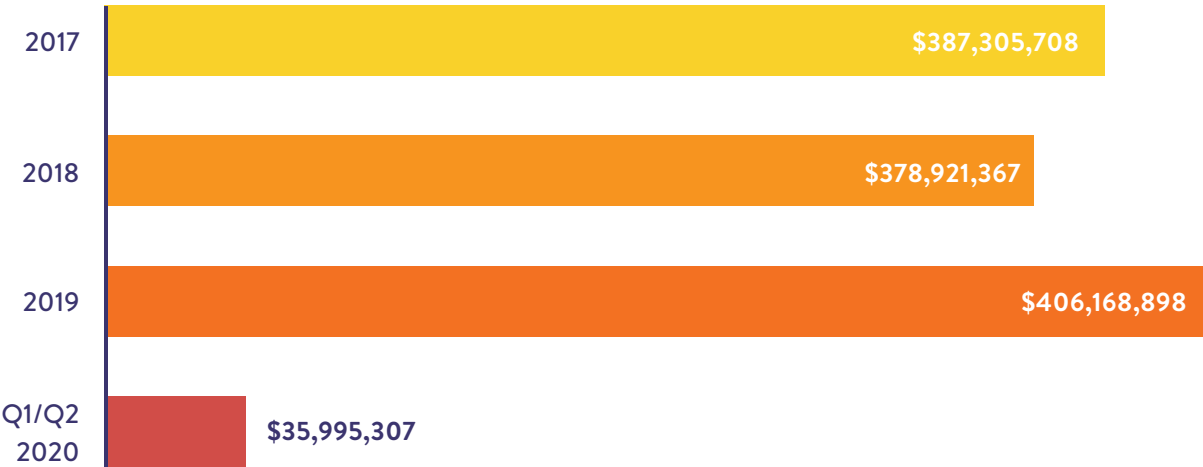
Photo Credit: Romana Vera

## Open Streets Initiative

In an effort to support COVID-19 recovery for restaurants and businesses, the Long Beach City Council approved an Open Streets Initiative to temporarily transform public areas, including sidewalks, on-street parking, parking lots, plazas, and promenades, into safe spaces for physically-distanced activity. In Downtown Long Beach, multiple blocks of Pine Avenue were closed off to vehicular traffic to allow retail businesses to expand their outdoor operations and allow for pedestrians to safely enjoy outdoor recreation.



GROSS RETAIL RECEIPTS 2017 TO Q2 2020\*



\*Sales data unavailable after Q2 2020  
Source: DLBA Internal Records

Retail inventory by area	East Village	North Pine	Pine & Promenade	The Streets	Waterfront	West Gateway
Total Inventory (SF)	9,21,896	3,47,589	2,89,296	3,58,623	5,42,712	9,484
Percent Leased	98.0%	98.8%	95.1%	92.4%	92.2%	85.6%
Average Rent (\$/SF)	\$2.44	\$2.50	\$2.34	\$2.50	\$2.50	Withheld

Source: CoStar 2020

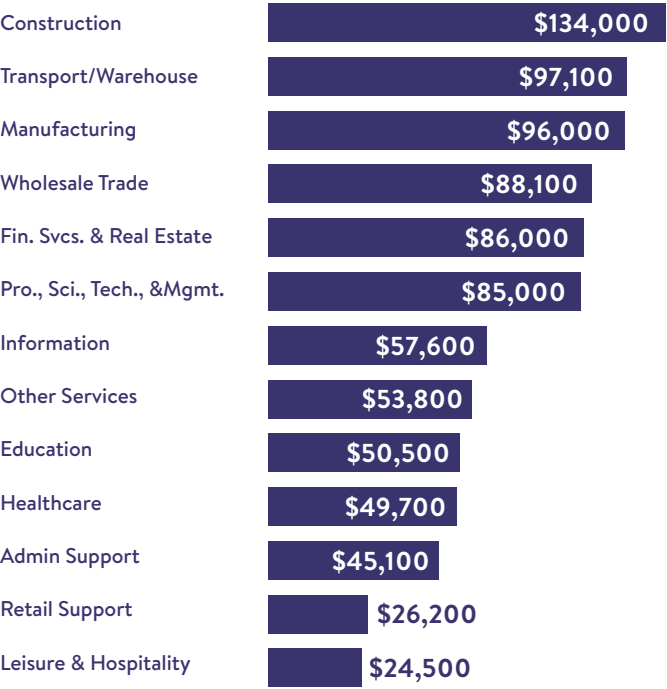
Ground Floor Tenant Mix by Neighborhood	East Village	North Pine	Pine & Promenade	The Streets	Waterfront	West Gateway
Attractions/Entertainment	1%	1%	0%	0%	21%	0%
Personal Services	33%	34%	10%	46%	4%	25%
Professional Services	15%	17%	18%	0%	10%	13%
Restaurants	21%	25%	53%	54%	34%	31%
Shopping	21%	21%	16%	0%	26%	9%
Hotels and Lodging	7%	1%	3%	0%	4%	16%
Miscellaneous*	2%	1%	1%	0%	1%	6%

\*category includes specialty/variety stores, general merchandise, and non-store retailers  
Source: DLBA Internal Records



Photo Credit: Jose Cordon

MEDIAN SALARIES OF DOWNTOWN WORKERS



Source: Beacon Economics, "Downtown Long Beach Employment Profile Report"

WORKFORCE

Labor Market Resiliency

Downtown Long Beach boasts a diverse workforce that has changed significantly under the coronavirus pandemic. Although most officer workers were able to transition to remote activity, some workers in other industries were unable to take their careers home with them. According to the most recent ISA survey, 22% of Downtown’s workforce is in the retail and food service industry, 50% of which have at least 10 employees. The service sector initially saw a large decrease in employment, but employers have been steadily able to rehire staff as demand increases and health and safety restrictions are loosened.

Workforce Development

A successful economy depends on reliable access to a trained local workforce. The City of Long Beach and Pacific Gateway, a public agency and workforce innovation network, have been historic partners in generating job growth for area residents. That includes creation of an area “workshare” program WorkLB, an online resource for the exchange of ad-hoc employment offers, career advice, training opportunities and financial assistance programs.WorkLB recently won the U.S. Conference of Mayors’ prize for best job or economic development initiative in America.





Photo Credit: Romana Vera



Photo Credit: Romana Vera

# HOUSING AND RESIDENTS

## HOUSING AND RESIDENTS

Residential Market

Demographics

Psychographics

Education



## RESIDENTIAL MARKET

DTLB is a desirable place to live. The area is walkable, a major transit hub, and an ideal live/work environment in close proximity to multiple major universities.

The residential market in Downtown Long Beach underwent only slight fluctuation in 2020, with the COVID-19 health crisis serving as the underlying economic force driving price, occupancy, and development. Rents and occupancy dipped during the spring and summer, but returned to pre-pandemic levels by the end of 2020. Although the residential market has fluctuated less in response to COVID-19 when compared to office and retail spaces, leasing companies and private landlords have had to increase financial incentives to retain relatively low vacancies. The increase in incentives during 2020 was also observed throughout the rest of the Southern California housing market.

### Rental Rate Comparison

Regional benchmark cities showed similar market changes to Downtown Long Beach and Southern California as a whole. Occupancy remained in the low- to mid-90s, and most markets saw either negative rent growth or a corresponding decrease in prices. Santa Monica and Downtown Los Angeles had the lowest occupancies and largest 12-month decreases in rents, which was expected from the two residential markets already experiencing above-market rents and high vacancy rates.



Source: US Census Bureau Public Use Microdata Sample 2019





Photo Credit: Romana Vera

### Housing Inventory

Three major multifamily developments were completed in 2020 despite the pandemic, including The Crest, The Alamitos, and The Pacific, adding more than 400 units to Downtown’s residential inventory. The Downtown housing market is predominantly comprised of multifamily for-rent units. Approximately 88% of all housing Downtown is for-rent, which is roughly 20% higher than it is in the greater Long Beach area. Nearly all future developments Downtown are planned as high-density, for-rent units featuring ground-floor retail. The majority of Downtown housing stock was built at or before 1950, with 14 residential properties renovated in the past 20 years. Three out of four Downtown units are either studios or one-bedroom apartments.

### Affordable Housing Spectrum

Downtown Long Beach and the city as a whole are in need of additional housing units for households of all income levels, with the economic effects of COVID-19 further exacerbating financial disparities. Long Beach has enacted a wide array of policy approaches to respond to the housing shortage, including inclusionary zoning codes, greater local revenue-generating opportunities (such as property taxes), and development incentives.

### RENTAL RATES BY UNIT

	2017	2020	DELTA \$	DELTA %
STUDIO	\$2.56	\$2.69	\$0.13	5%
1 BR	\$2.57	\$2.63	\$0.06	2%
2 BR	\$2.42	\$2.49	\$0.07	3%
3 BR	\$1.97	\$2.14	\$0.17	18%

Source:CoStar Group 2020

Multifamily Projects Completed in 2020
The Crest (115 Units)
The Alamitos (136 Units)
The Pacific (163 Units)

Source: CoStar 2020

Anticipated Completions in 2021
Volta on Pine (271 Units)
5N° Development (20 Units)
Shoreline Gateway Phase II (315 Units)

Source: CoStar 2020



Photo Credit: Romana Vera



Photo Credit: Jose Cordon

### DEMOGRAPHICS

The demographic data of DTLB is more than just statistics—it gives insight into the lives of the people who make up Downtown so that we can better serve them. By putting numbers behind the faces we see everyday around town, we get an accurate

picture of the individual and collective needs of the community, which is an invaluable tool for businesses, investors, and city officials when it comes to allocating funds and predicting the best pathways to growth.

	DOWNTOWN	DOWNTOWN CORE
POPULATION	33,129	10,164
AVERAGE HOUSEHOLD INCOME	\$59,299	\$80,225
HOUSEHOLD BY INCOME	\$35k - \$49,999	13%
	\$50k - \$74,999	16%
	\$75k - \$99,999	11%
	\$100k - \$149,999	11%
	\$150k or more	8%
MEDIAN AGE	35	40
POPULATION BY AGE	Under 19	23%
	20-24	7%
	25-34	22%
	35-44	15%
	45-54	15%
	55-64	10%
	65+	8%
EDUCATIONAL ATTAINMENT	High School Diploma or Less	43%
	Some College or Associate's Degree	26%
	Bachelor’s Degree or Higher	31%

Source: 2017 American Community Survey



# PSYCHOGRAPHICS

While demographics use numbers to show us the diverse backgrounds and identities that make up DTLB, psychographics are used to describe residents by their personal values, interests, and lifestyle choices. These values go beyond country of origin and other personal identifiers to speak to the goals people have and what they care most about. We tend to see more younger couples and singles attracted to the Waterfront and Downtown core areas due to the highly-connected and diverse urban lifestyle. As for older residents, multigenerational families, and retirees, the neighborhoods surrounding the core are better suited for a quieter setting. The following profiles highlight the spending habits and lifestyle choices of five psychographics developed by the DLBA using Esri's Tapestry Segmentation data. These population segments are great resources for marketers, investors, and the general public to know more about their neighbors.

## Fresh Ambitions

Young families, many of whom are recent immigrants, focus their life and work around their children. Fresh Ambitions residents are not highly educated, but many have overcome language barriers and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations.



## Set to Impress

Mostly 20 to 34 years old, more than half of those Set to Impress live in single-person non-family households. Although many residents live alone, they retain close connections with their family. Income levels are low; many work in food service while they are attending college.



Photo Credit: Jose Cordon



Photo Credit: Jose Cordon

## Metro Fusion

Hard-working residents who are dedicated to climbing the ladders of their professional and social lives. Many households have young children; a quarter are single-parent families.



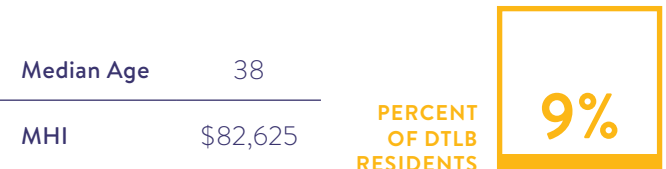
## NeWest

Many are new to the English language; nearly one-third of these households are linguistically isolated. NeWest Residents are ambitious and dream of a better life. They are not ready to fully adopt the American way of life but are willing to take risks for the benefit of their families. They typically work in blue collar jobs, primarily in the service industry. Skilled workers steer toward construction and manufacturing sectors.



## Metro Renters

This is a highly mobile and educated group. They live alone or with a roommate. Their income is above the U.S. average, but they spend a large portion of their wages on rent, clothes, and the latest technology. They live close to their jobs and usually walk.



Source: ESRI, Tapestry Segmentation Area Profile 2019



Photo Credit: Associated Students, Inc., CSULB

# EDUCATION

## Young Learners

One of the most promising signs of a bright future in Long Beach are the talented young minds in the DTLB community. The Downtown area has eight K-12 schools with a total of more than 3,000 students who are just as diverse, driven, and innovative as Downtown itself. Nearly a third of these students are learning English as a second language, and many will be the first member of their family to earn a high school diploma. In addition to our great Long Beach Unified public schools, there are two private schools in a half-mile radius of Downtown that offer an excellent education: St. Anthony and the Montessori preschool on Elm. Downtown also is home to LBUSD's Renaissance High School for the Arts, which is consistently ranked as one of America's Best High Schools. In 2019, Renaissance underwent a \$40 million renovation to its performing arts building, gymnasium, and outdoor amphitheater.

When schools closed last March due to the pandemic, students and faculty learned to adapt to remote learning. LBUSD provided resources for students to learn at home, including tech hardware and continued meal service. The city prioritized COVID-19 vaccines for teachers and faculty so that campuses will be able to open for in-person instruction again as soon as possible.

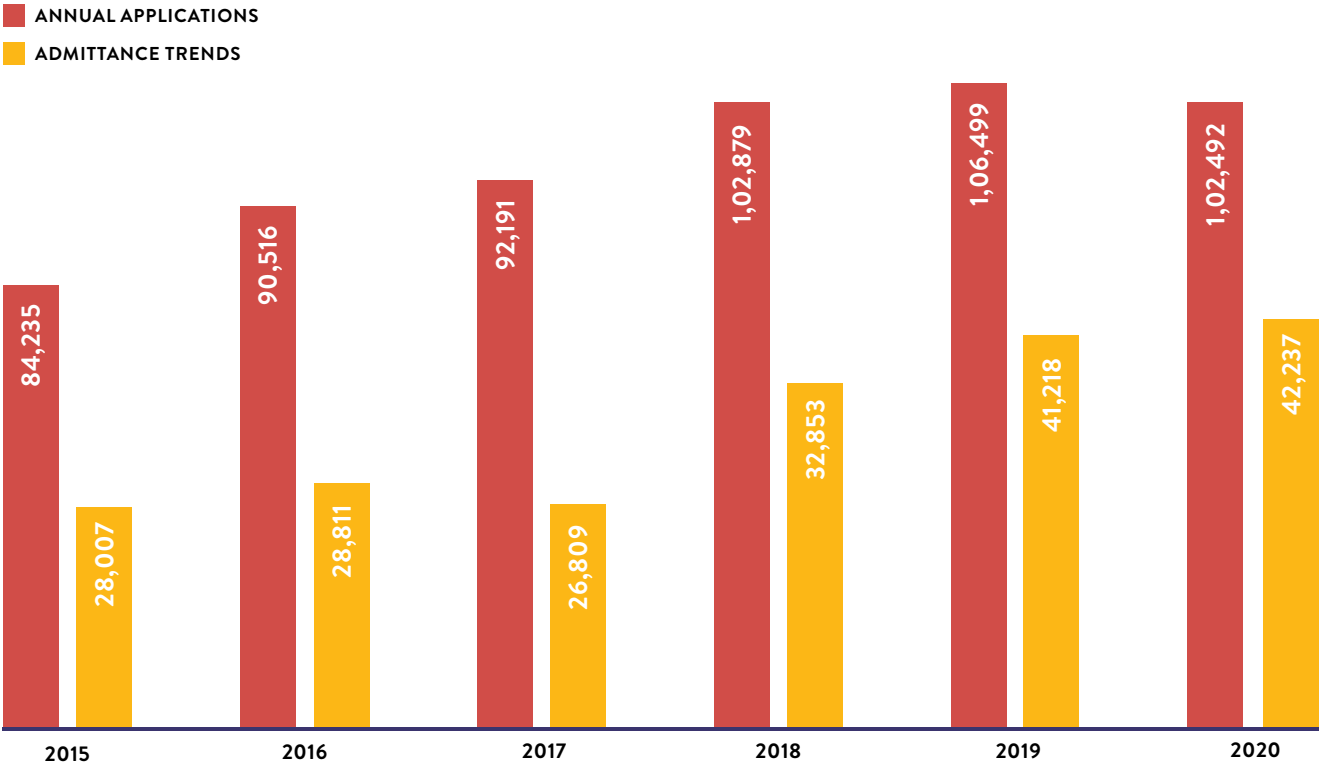
## STUDENT ENROLLMENT FOR DOWNTOWN K-12 SCHOOLS

Edison Elementary	565
Chavez Elementary	371
Stevenson Elelmentary	650
Oropeza Elementary	694
Renaissance H.S.	442
St. Anthony Elementary (Private)	204
St. Anthony H.S. (Private)	494
Motessori on Elm (Private)	30

Source: California Department of Education 2019



CSULB FALL APPLICATION AND ADMITTANCE TRENDS



Source: CSULB, Office of Institutional Research, Enrollment Trends

Long Beach College Promise

The future of our community is reflected in how much emphasis we put on tomorrow's workforce. To that end, LBUSD, LBCC, and CSULB have been partners in the Long Beach College Promise since 2008. They have committed to improving access to education with advanced college-prep classes in K-12 and college outreach to make sure every student has a pathway to higher education. The initiative offers resources such as scholarships for all local students enrolling at LBCC as well as dedicated programming for LBUSD students at CSULB to help demonstrate the route to a four-year degree is within reach.

Higher Education

Downtown Long Beach is located in close proximity to multiple institutions of higher learning, principally Long Beach State University and Long Beach City College. Those schools help build a local, educated workforce, and create opportunities for higher learning institutions to further the city's economic development.

Downtown Long Beach has a strong relationship with CSULB. In 2018, the university awarded 8,986 undergraduate degrees and—with such a large population entering the workforce—both the DLBA and CSULB recognize the importance of

providing opportunities for graduates and current students in the Downtown area. In 2019, CSULB ranked as one of the top 10 most popular universities in the country by number of applications for undergraduate programs, of which the university had 102,879 in its 2018/19 school year—a 12% increase over the year before—and a 23% increase in admissions with 32,853. Of CSULB's 2019 freshman class, 52% were classified as underrepresented minorities, a 5% increase since 2014.



Photo Credit: Mike Zampelli



Photo Credit: Associated Students, Inc., CSULB

"The City of Long Beach and Long Beach State University have shared destinies. Thriving cities have great universities and distinguished universities must offer students and faculty members a wonderful place to live and work. We have that combination in Long Beach!"

- Dr. Jane Close Conoley, President of CSULB



18%

STUDENTS ADMITTED TO CSULB IN FALL 2020 CAME FROM THE LONG BEACH COLLEGE PROMISE PROGRAM

Source: CSULB, Office of Institutional Research, Enrollment Trends





Photo Credit: Jose Cordon

## LIFESTYLE

Mobility Overview

Public Spaces

Placemaking



Photo Credit: Jose Cordon

## MOBILITY OVERVIEW

Making Downtown Long Beach highly accessible plays a huge part in getting people connected to the businesses and services available in the city and beyond, so urban mobility is a priority for both residents and policymakers. DTLB has a lot to be proud of when it comes to alternative transportation methods like walking, biking, renting scooters, and using high-speed rail. Our dense, interconnected network of bike, pedestrian, and public transportation infrastructure not only makes Downtown more livable, sustainable, and enjoyable, but it also boosts economic activity in the area when more people are able to easily get around.

## PUBLIC SPACES

### Parks

Beyond Long Beach’s iconic waterfront beach path and boardwalk, public park spaces are an essential part of a great downtown—they encourage communities to interact and share a common joy in their environment. They beautify the urban landscape and provide a free space for a wide-range of activities available to residents and visitors. DLBA puts a lot of support into the expansion of urban building development, but it’s important to make sure residents have access to green spaces for community events and opportunities to step out of the city life. Downtown Long Beach is home to eight distinct parks, each bringing a unique contribution to the area.

### Caesar Chavez Park

Located along the LA River on Downtown’s Western Border, this park is home to basketball courts, playgrounds, and connected access to the LA River Bike Path.

### Drake Park

Drake Park in the historic Willmore District hosts a softball field and volleyball court alongside views of historic architecture and the iconic Bembridge House found in the neighborhood.





East Village Art Park

Standing at only 0.1 acres, this tiny park nestled in between East Village buildings is small but mighty. The space is historically used for live performances and the Second Saturday Art Walk, in addition to DLBA events.

Gumbiner Park

Adjacent to St. Anthony High School, this park features an expansive skate park and performance area to serve the approximately 32,000 residents living within a half-mile of the space.

Harvey Milk Park

Located at the terminus of The Promenade, the park is named in honor of LGBTQ+ advocate Harvey Milk. The centerpiece of the space is a beautiful tile mural honoring Milk’s legacy, and the park sits conveniently next door to City Place shopping center.

Promenade Square Park

Also on The Promenade alongside Harvey Milk Park, this park offers open space for Downtown residents to walk, see or be seen. It’s a common meeting spot for community events and group recreation.

Victory/Santa Cruz Park

Stretching along Ocean Boulevard, this green belt is popular among oceanfront residents. The space includes multiple historical landmarks.

Pike Park

The newest park addition Downtown, Pike Park is located in the Waterfront area between the Pike Outlets and OceanAire. It features a two-story slide, picnic area, and youth recreation programs.



Photo Credit: Romana Vera

3.6 MILLION

TOTAL PEDESTRIANS COUNTED IN DTLB IN 2019

DTLB HAD AN AVERAGE OF 9,846 DAILY PEDESTRIANS IN 2019

Source: DLBA Automated Pedestrian Counters

93 DTLB WALKSCORE (“WALKER’S PARADISE”)

84 DTLB BIKESCORE (“VERY BIKEABLE”)

77 DTLB TRANSITSCORE: (“EXCELLENT TRANSIT”)

Source: Walkscore 2020

PLACEMAKING

DLBA puts a lot of effort into placemaking: designing a community that makes people feel at home. Placemaking draws on the social and cultural assets of DTLB in order to create unique and memorable public spaces. Partnerships with the City of Long Beach and Downtown stakeholders put placemaking at the forefront with projects large and small, including virtual public events and the Open Streets Program.

Public Art

Downtown Long Beach has played host to the international mural festival annual POW! WOW! since 2015, welcoming artists who color the city’s buildings in large-scale art. Due to the coronavirus pandemic, there were fewer opportunities for public art installations, but DLBA and community partners worked together to create an outlet using the boarded storefronts as temporary canvases. COVID Cover-Up, a project started by the Arts Council for Long Beach and funded by a

grant from the city, ensured that several Long Beach artists were able to stay productive and inspire the community by creating images of solidarity and hope.

Distanced Redesign

Understanding that Downtown would need creative strategies to adapt its public spaces to accommodate social distancing, the DLBA hosted a roundtable in December 2020 with experts sharing ideas about designing, operating, and programming public spaces in terms of use, access, and equity during and post-pandemic. Guest speakers Norma Garcia-Gonzalez (Director of Parks and Recreation, Los Angeles County), Shannon Heffernan (Urban Design Director, Studio One Eleven), Midori Mizuhara (Planning + Urban Design, Gensler), Brian Ulaszewski (Executive Director, City Fabrick), and moderator David Downey (President & CEO, International Downtown Association) discussed the adaptation to physical distancing, and how it could influence future planning and use of public space.

"Downtown Long Beach has become a model urban downtown area, due in large part to new developments which allow for people to utilize non-vehicular modes of transportation to access the restaurants, businesses, and workplaces situated in our downtown core"

- Johnny Tully, COO of Pedal Movement







# TOURISM, ATTRACTIONS, AND EVENTS

## TOURISM, ATTRACTIONS AND EVENTS

### Hotel Investments

### Long Beach Live



Photo Credit: City of Long Beach

Tourism took a massive hit from COVID-19, but the city, DLBA, and Long Beach Convention and Visitors Bureau (CVB) are cautiously optimistic in the resiliency of the leisure and hospitality industry. As a Downtown Waterfront with year-round temperate weather and ocean views, Long Beach hopes to attract events and visitors looking to safely travel and experience mostly outdoor activities that minimize the risk of transmitting coronavirus.

### Hotel Investments

A sign of optimism about visitors returning post-pandemic, two major Downtown hotel developments along Ocean Boulevard are underway: The Historic Breakers Hotel (185 rooms) began renovation/construction in 2019, and the American Life Hotel (419 rooms) had its entitlements approved in late 2020.

### Long Beach Live

Although all in-person events and conventions were canceled due to the state’s stay-at-home health orders, the CVB will be ready for their return and is looking forward to offering post-pandemic world hybrid in-person and digital options for clients. The Convention and Entertainment Center has created Long Beach Live, allowing for live virtual production spaces paired with turnkey in-person attractions. The cutting-edge technology allows for seamless professional virtual events with the capacity for safe in-person interaction in state-of-the-art spaces. Hospitality and tourism is the second-largest job sector in Long Beach and an industry that—pre-pandemic—was estimated to generate \$1.8 billion in economic impact annually.

DOWNTOWN LONG BEACH HOTEL INVENTORY		
ECONOMY	#ROOMS	AVG. RATES
Beach Inn Motel	25	\$85
City Center Motel	49	\$103
Greenleaf Hotel	45	\$84
Inn of Long Beach	51	\$89
Rodeway Inn	35	\$109
Travel King Motor Inn	15	-
Travelodge	63	\$110
Vagabond Inn Long Beach	61	\$117
Total/Avg.	344	\$100
MID-LEVEL		
Best Western Plus at the Convention Center	66	\$228
Courtyard Marriott	216	\$154
Hotel Queen Mary	315	-
The Varden Hotel	35	-
Residence Inn	178	\$184
Hotel Royal	20	\$93
Total/Avg.	830	\$165
UPSCALE		
Hilton Long Beach	397	\$161
Hyatt Regency Long Beach	528	\$208
Westin Long Beach	469	\$204
Hyatt the Pike Hotel	138	\$152
Hotel Maya	195	\$227
Renaissance Long Beach Hotel	374	\$188
Total/Avg.	2,101	\$190





Photo Credit: Jose Cordon

Downtown Long Beach is resilient. COVID-19 impacted every facet of life in our world, and while the loss of life is irreparable, our waterfront community will economically recover from this devastating pandemic and come out stronger on the other side. DLBA is proud of its attitude and response during this crisis, and we look forward to continuing to assist businesses and residents in any way possible to ensure what we know is a bright and stable future for all.



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Number	Development Name	Address	Description
1	5N° Development	495 The Promenade North	A 20-unit multifamily development located within the former CityPlace shopping center. Current under construction.
2	Shoreline Gateway (Phase 2)	777 E. Ocean	35-story, 315-unit tower adjacent to The Current. Current under construction with a completion date in late 2021.
3	Aster	125 Long Beach Blvd	Eight-story, 218-unit residential development with 7,292 SF of commercial space and a private open space area.
4	Golden Shore Master Development (Phase I)	1 Golden Shore Drive	Eight-story mixed-use development with 11,000 SF of commercial space and 750 units located along the LA River. Currently under City Staff Review.
5	Inkwell	127 E. Broadway	Eight-story, 189-unit multifamily development located in the Downtown Core. Project has been approved by City Staff.
6	Project 4	825 E 7th Street	Eight-story, 19-unit small-scale residential development in East Village. Project has been approved by City Staff.
7	Residential Project (A+H Architects)	927 Long Beach Blvd	Six-story, 86-unit residential project located in the North Pine neighborhood. Currently under City Staff Review.
8	West Gateway Project	600 W Broadway	40-story, 694-unit skyscraper with 3,200 SF of commercial space. Currently under City Staff Review.

9	Project 8	1112 Locust Ave	A 97-unit proposed development located in North Pine. Project is currently under City Staff Review.
10	Pacific-Pine Project	636 Pacific Ave	Eight-story podium development with 271 residential units. Project is currently under construction and set to completed by the end of 2021.
11	3rd & Pacific	328 Pacific Ave	7-story, 345-unit mixed-use development with 18,580 SF of ground-floor retail space. Project has had its entitlements approved by the City.
12	Broadway/Magnolia	500 W Broadway	Seven-story, 141-unit development located next to the Long Beach Civic Center. Project is currently under construction.
13	Mixed Use Project	437 E 5th St	Six-story, 18 unit small-scale development located in East Village. Project is currently under conceptual review by the City.
14	Ocean View Tower	200 W Ocean Blvd	11-story, 106-unit tower featuring ownership-based apartments. Project is currently under construction.
15	Pacific Lofts	140 W. 7th St.	Eight-story, 36-unit residential development in the North Pine neighborhood. Project has been approved by City Staff.
16	Residences at Linden	135 Linden Ave	Seven-story, 82-unit development with 4,000 SF of commercial space and 14 different floor layouts. Project entitlements have been approved by City staff.
17	Senior Assisted-Living Facility	810 Pine Ave	A 10-story, 78-apartment assisted living development located in the North Pine neighborhood. Currently under conceptual review.
18	5th & Pacific	507 Pacific Ave	Seven-story mixed-use development featuring 157 ownership-based units. The project currently has its Entitlements approved from the City.
19	Security Pacific National Bank Building	110 Pine Ave	Adaptive re-use of office building built in 1925, featuring an 189-room hotel with roof terrace. Project is currently undergoing plan check.
20	Ocean Center Building	110 W. Ocean Blvd	Adaptive reuse project of the historic Ocean Center Building featuring 80 residential units and ground floor retail space. Project is currently under construction.
21	Broadway Block	200 Long Beach Blvd	375-unit mixed use development across an eight and 22-story building, with over 32,000 feet of commercial space. Project is currently under construction.
22	320 Alamos	320 Alamos Ave	Seven-story, 77-unit residential development on the border of the Alamos Beach neighborhood. Project entitlements have been approved by City staff.
23	401 E Ocean	401 E Ocean Blvd	10-story, 257-unit development located on the current Chase Bank Building property. Project is currently under City Staff Review.
24	Calypso	638 Locust Ave	Seven-story, 108-unti residential development located next to Oropeza Elementary School. Project is currently under City Staff Review.
25	East Village Mixed-Use Project	525 E Broadway	Seven-story, 48-unit mixed-use development with 5,000 SF of commercial space. Project is currently under City Staff Review.





**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# LOOKING TO INVEST IN DTLB?

Visit **DTLBbusiness.com** for more DTLB  
economic development resources, or email  
**economicdevelopment@dlba.org**



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