



DOWNTOWN
LONG BEACH
ALLIANCE

DTLB

ECONOMIC PROFILE

2022

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RESILIENT.

That is one great way to characterize Downtown Long Beach. The last two years have posed historic challenges, including the irreparable loss of loved ones and lasting business impacts caused by the pandemic. Despite these challenges, Downtown has shown that it can rebound through the support of the community. Renewal and growth are built into our DNA, and part of why we remain one of the most vibrant and attractive economic centers in Los Angeles County.

Resilience typifies the insights found in this year's Economic Profile. For example, last year 586 new housing units were completed with over 1,500 planned or under construction; about 185 new businesses opened; and over 5.5 million people visited the Downtown area. Each of the charts, graphs and data points tells a story of lived experiences in Downtown Long Beach throughout our diverse neighborhoods – East Village, North Pine, Pine Avenue & Promenade, Waterfront, West Gateway, and Willmore.

Downtown features great coastal weather, access to several recreational activities and a reputation for being a big city with a small-town feel. At the center of Long Beach, a city of almost 470,000, we are the only large Downtown waterfront located between San Diego and San Francisco, retaining more affordable lease rates for office and retail space, as well as housing, than nearby areas such as Santa Monica, Downtown Los Angeles, and Irvine.

Going forward, the future is bright. This includes the Downtown Long Beach Alliance (DLBA) collaborating with our community on an economic recovery initiative, One Downtown, designed to help the area recover from the pandemic in the near term and respond to anticipated trends that will shape the longer term. Our program is based on the idea that Downtown means different things to different people, but that we all share a connection through place.

On behalf of the DLBA Board and Economic Development Committee, we encourage you to use this economic profile as a tool to explore the many opportunities waiting to be discovered in Downtown Long Beach.

Sincerely,



LOARA CADAVERONA
Board Chair, 2021-2022



BROC COWARD
COO



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Photo Credit: Candice Wong for Studio LBP

Downtown has character rooted in history, while continuously expanding and challenging itself. Always remembering where it came from, and always open to positive change and growth, Downtown Long Beach (DTLB) has emerged as a desirable destination offering something for everyone.

WE ARE DOWNTOWN LONG BEACH

DTLB Location & Commute

Business Improvement District

Development Activity

DOWNTOWN LONG BEACH



Source: Long Beach Airport

DTLB LOCATION & COMMUTE

Located between Los Angeles and Orange County, Downtown Long Beach is truly the heart of Southern California. The area is easily accessible from the 710 and 405 freeways, not to mention Metro access directly from Downtown Los Angeles. Additionally, Long Beach is centrally located between three prominent airports: Los Angeles International (LAX), John Wayne Airport (SNA), and our very own Long Beach Airport (LGB). Whether it's for business, pleasure, or friends and family, Downtown is the place to be!

LB Airport

Long Beach Airport (LGB) is the best of both worlds when it comes to air travel, combining the outstanding service and access of a regional airport with state-of-the-art amenities and security – not to mention it's less than 7 miles from Downtown Long Beach!

Since 1941, the airport's main terminal has served the surrounding community, and in 2020 the City of Long Beach approved a Terminal Improvement Plan valued at \$80 million. The Plan is set to continue through 2022, and includes improvements to the baggage claim, rental car pick-up/drop-off facility, and the Terminal itself. In 2021, LGB had 2.1M passengers, doubling from the year previous. As COVID-19 continues to be a public safety concern, the airport offers enhanced cleaning and health screenings for travelers and employees.





Metro

Downtown Long Beach is accessible by the Metro A Line (formerly Blue Line), the longest-running light-rail line in the greater Los Angeles area. In 2019, after nearly 25 years of operation, Metro completed a \$350 million improvement project of the A Line, including enhanced safety and reduced commute times between stops. In addition, the Metro's terminus in Downtown Long Beach has been renovated with interactive signage and enhanced cleaning services.

Transit Mall

The Transit Mall along 1st Street in the Downtown Core serves as the central terminal for public transit in the area. From the mall, one can access the Metro A Line, Long Beach Transit Bus lines, shuttles to regional airports, as well as bicycle rental and repair services.

Freeways

Downtown is located directly off the 710 freeway, as well as minutes from the 405 freeway. Luckily, traffic congestion into Downtown is significantly less when compared to other urban centers in the area, making travel an ease.

Getting Here (Commute Times)

Commute times to and from the Downtown area are very reasonable due to its centralized location. Downtown Long Beach is approximately 30 minutes by car to both Downtown LA and LAX, in addition to central Orange County.





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

METRO

FREEWAY / HIGHWAY

AIRPORT

Source: Google Maps - Pine & Broadway starting destination



Photo Credit: Jose Cordon



Photo Credit: Candice Wong for Studio LBP

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 the two largest: the Downtown Property-Based Improvement District (PBID) and the Downtown Parking Improvement Area (DPIA).

About DLBA

The Downtown Long Beach Alliance (DLBA) is a 501(c)(6) non-profit organization operating on behalf of the tenants and commercial and residential property owners in Long Beach's Downtown and surrounding areas. It is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of its two assessment districts in cooperation with the City of Long Beach and the private sector. Our mission is simple: **cultivate, preserve and promote a healthy, safe and prosperous Downtown for all.**

Since 1937, DLBA's role has shifted and continued to evolve to meet the changing needs of Downtown. We are proud to have expanded our programming to provide economic grant opportunities for underserved groups, free and ongoing business education, as well as ongoing programming and enhanced marketing in response to the coronavirus pandemic.



Neighborhoods

Downtown is composed of six distinct neighborhoods, each with its own attractions and area feel. Great food, unique businesses, and creative art and entertainment await you in every corner of Downtown!

East Village Arts District

The East Village Arts District is a large neighborhood known for outdoor events, small galleries, and a collection of boutique hotels and retailers. Downtown visitors and local creatives converge amidst the neighborhood's striking mid-Century architecture and at community events like the Art Walk and East Village Block Party.

North Pine

North Pine has an eclectic mix of retail and food establishments nestled along tree-lined streets and historic apartment buildings. Attractions include two record stores, world class chocolate confections, and a newly open dispensary. Recently, North Pine has established itself as the center for cultural events in Downtown, including Día des Los Muertos, Juneteenth, Parol Lantern Festival, and Third Fridays on Pine.

Pine Avenue & The Promenade

Pine Avenue and the pedestrian Promenade compose the bustling economic core of Downtown Long Beach. It is here you will find upscale dining within new multi-use developments, central public spaces such as Promenade Square Park, and daytime workers employed at creative offices and similar industries. Weekly farmers markets as well as outstanding nightlife make this neighborhood hard to beat for goings on.

Waterfront

The Waterfront is Downtown's gateway to the Pacific Ocean, serving as the go-to spot for attractions and large-scale events. The Waterfront includes The Queen Mary, Lion's Lighthouse, the Aquarium of the Pacific, as well as the Pike Outlets and Shoreline Village. The Waterfront is also home to the Long Beach Convention Center, which hosts some of the largest conventions on the West Coast.

West Gateway

West Gateway is directly adjacent to the 710 freeway and Long Beach Port Complex, making it a natural hub for industry and local governance. This neighborhood is home to the City of Long Beach Civic Center, George Deukmejian Courthouse, Port of Long Beach Headquarters, and the newly renovated Lincoln Park. Upcoming multifamily developments along Broadway as well as Ocean Blvd are increasingly making West Gateway a desirable residential area.

Willmore Historic District

Tucked away along the LA River in the Northwest corner of Downtown is the Willmore Historic District, a neighborhood filled with some of the oldest homes in Long Beach. Victorian homes, Craftsman bungalows, and Mid-century apartments converge around Drake Park, a quaint greenspace with murals and routine free concerts.



185

NEW BUSINESS
IN 2021

1 IN 3 NEW BUSINESSES

RESTAURANTS, RETAIL, AND PERSONAL CARE SERVICES

DEVELOPMENT ACTIVITY

The Downtown Plan

The Downtown Plan is a guiding document created by the City of Long Beach that governs building standards and design guidelines for any projects in Downtown Long Beach. The Plan covers everything from small-scale restaurant projects to the construction of skyscrapers like Shoreline Gateway (777 E Ocean). The Downtown Plan is informed by the input of residents and businesses, and it aims to promote bold, sustainable projects that are the best and highest use for the community. The largest advantage to the Downtown Plan are its codified requirements and its overarching Environmental Impact Report (EIR), which can expedite development by as much as six months.

Public Projects: Lincoln Park

In early 2022, the City of Long Beach unveiled the newly redesigned Lincoln Park as part of its ongoing redevelopment of the Civic Center footprint. Directly adjacent to the Billie Jean King Main Library, the \$19.5 million park features a skatepark, synthetic turf events and recreation field, dog park, exercise loop and a universally accessible playground. Future development of the former City Hall site will further extend Lincoln Park and connect with adjacent parcels containing City Hall and Port of Long Beach Headquarters (411 West Ocean).

Residential Developments

In 2021, there were over 586 new units of housing completed in Downtown (Shoreline Gateway & Volta on Pine). Over 1,500 units are in the planning process or under construction, including the Broadway Block and Magnolia & Broadway multifamily project.

Adaptive Reuse

Met with limited land-use opportunities and an abundance of underutilized historic buildings, many developers have turned



to the adaptive reuse strategy of real estate development. Downtown has several past and present developments exemplifying the adaptive reuse approach, such as the Long Beach Armory (854 E 7th St). The Armory was built by the National Guard in the 1930's, where it now sits vacant adjacent to the St. Anthony High School campus. Current plans aim to adapt the building into a community space and art collective, as well as mixed-income housing. The Armory Arts Collective will include studio space and offices, as well as a 7,000 SF performing space and gallery.



2,136

RESIDENTIAL UNITS
COMPLETED SINCE 2012

Source: Downtown Plan Update 2021, DLBA Internal Records



Photo Credit: Jose Cordon

DEVELOPMENT PROGRESS UNDER DOWNTOWN PLAN

PROGRESS	DOWNTOWN PLAN EXPECTED GROWTH 2012-2035	COMPLETED IN 2021	UNDER CONSTRUCTION/ APPROVED / PENDING
Residential (Units)	5,000	586	1,680
Office (SF)	1,500,000	0	11,400
Retail & Commercial (SF)	480,000	12,644	155,524
Hotel (Rooms)	800	0	N/A

Source: City of Long Beach 2022 Downtown Plan Update



Photo Credit: Studio LBP

BUSINESS ENVIRONMENT

BUSINESS ENVIRONMENT

Downtown Business Survey

Doing Business

DLBA Economic Development
Initiatives

Office Space

Storefront Economy



DOWNTOWN BUSINESSES BY TYPE	COUNT	DIST
COMMERCIAL & RESIDENTIAL REAL ESTATE	750	38%
PERSONAL SERVICES	649	32%
FOOD, BARS, & RETAIL	316	16%
PROFESSIONAL SERVICES	251	13%
MISCELLANEOUS	15	1%
CONSTRUCTION & CONTRACTORS	14	1%
MANUFACTURING	3	0.2%

Source: City of Long Beach BizMap 2022

2022 DOWNTOWN BUSINESS SURVEY

DLBA annually partners with ISA Group to perform market research on the business environment in Downtown Long Beach. The survey aims to capture sentiment on current economic conditions, as well as the future market outlook for businesses of all types.

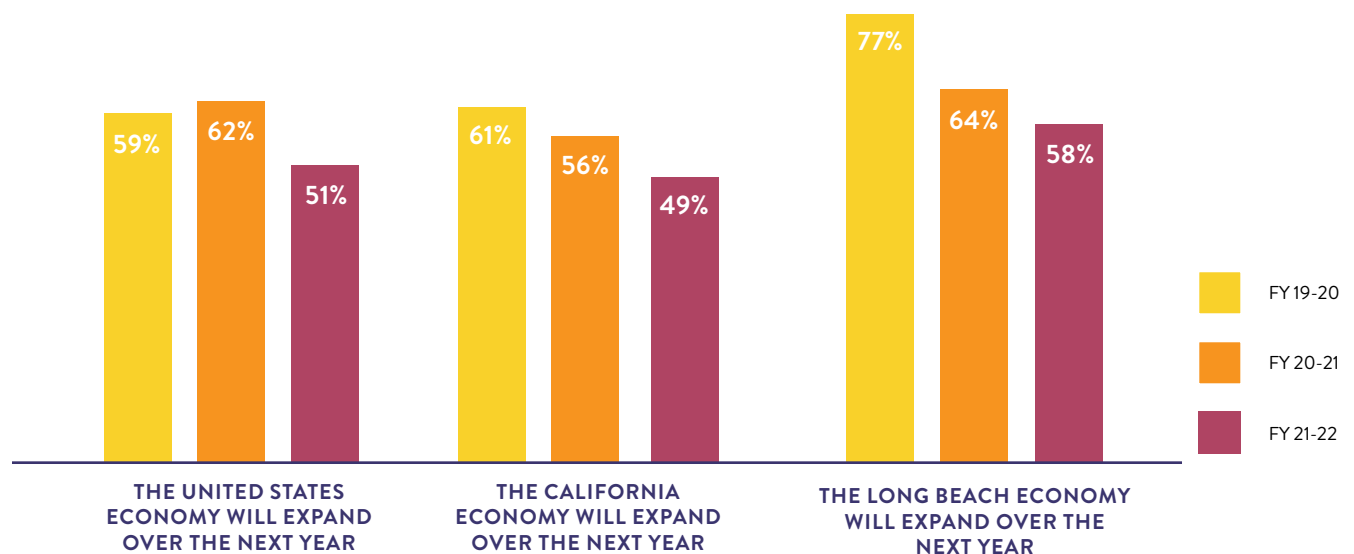
Since early 2020, the Downtown business community has been impacted greatly by the coronavirus pandemic. Public health

restrictions reduced foot traffic, and an overall reduction in consumer spending generated a fair amount of economic uncertainty, with just over half of businesses confident that the economy would expand in the coming year. Additionally, 48% of Downtown businesses are related to retail, food, and personal services – industries which were particularly impacted by coronavirus restrictions. Despite hardship, Downtown businesses remain resilient. 53% of businesses surveyed said they expected their businesses to expand in the coming year, a proportion which has remained the same for the past three years.



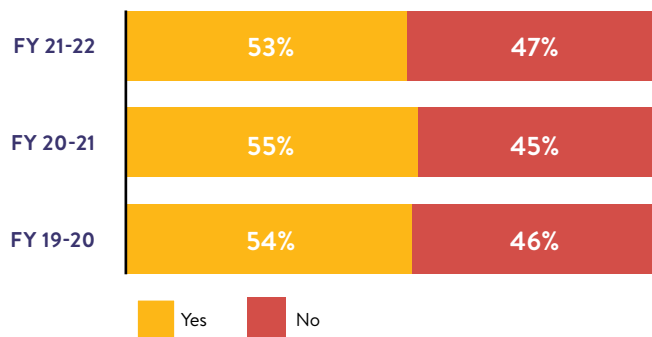
Source: ISA 2022 Downtown Business Survey

% WHO AGREE



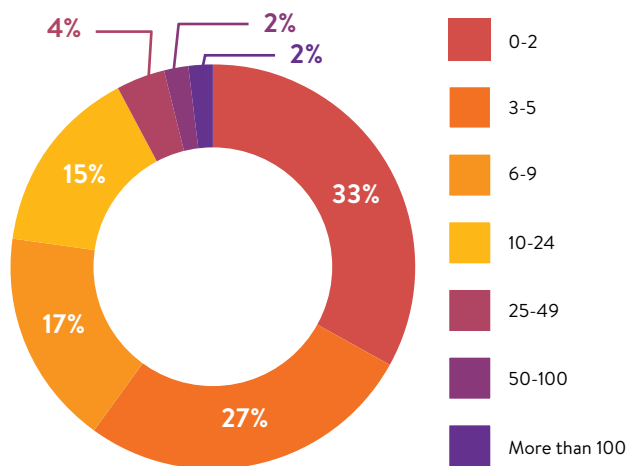
Source: ISA 2022 Downtown Business Survey

DO YOU EXPECT YOUR BUSINESS TO EXPAND OVER THE NEXT YEAR?



Source: ISA 2022 Downtown Business Survey

EMPLOYEE SIZE DISTRIBUTION, 2022



Source: ISA 2022 Downtown Business Survey

DOING BUSINESS

In the vast, diverse economy of Southern California, it can be hard to make your city stand out from the rest. In past years, Long Beach has done just that, proving itself as one of the most vibrant and supportive economic centers in Los Angeles County. City policymakers and local organizations alike recognize the balance of supporting existing business while also recruiting new opportunities, especially as it relates to recovery from the coronavirus pandemic.

In March 2021, the City of Long Beach unveiled the Long Beach Recovery Act, a \$207 million policy to enhance fiscal stability and public health. The Recovery Act features \$51 million for equitable economic recovery, including direct funding relief for food service and personal service businesses. In addition to economic recovery, the City has created an Economic Inclusion Plan that outlines fiscal support for traditionally underserved communities.



"Downtown Long Beach stands apart from other urban cities in that it is truly anchored by independent small businesses as opposed to large corporate chains. There is a strong, connective community spirit that comes along with our diverse small business community which makes me proud to be an entrepreneur here!"

- Maggie Stoll
Owner / Curator / Creative Director,
Burke Mercantile

DLBA ECONOMIC DEVELOPMENT INITIATIVES

In addition to City of Long Beach economic programs, DLBA oversees its own array of economic initiatives focused on Downtown Long Beach. Since 2020, DLBA's programming has focused on stabilization and recovery from the coronavirus pandemic.



Photo Credit: Candice Wong for Studio LBP

Storefront Recovery Program

The Storefront Recovery Grant provides up to \$1,500 in financial relief for the restoration of small businesses impacted by deliberate actions that result in the destruction or damages of small business storefronts. This program was originally seeded by a \$20,000 donation from Waterford Property Company and Panettoni Development Company in June 2020.

Woman-Owned Business Accelerator Grant

The Woman-Owned Business Accelerator grant is a partnership with the Institute for Innovation & Entrepreneurship at California State University Long Beach and Fuller Management Corporation with funding by Farmers & Merchants Bank. The program is designed to assist existing women-owned businesses with assistance and grant funds to support costs associated with recruiting, retaining, or expanding – creating more jobs in Downtown Long Beach.

Launch Long Beach

DLBA is partnering with the Institute for Innovation & Entrepreneurship and Ubuntu Institute of Learning to target entrepreneurs of color and provide them with the resources they need to thrive, including access to capital in grants and micro-loans, technical assistance, educational workshops, networking, and mentorship.

PACE Program

PACE stands for Planning, Action, Coaching, and Entrepreneurship. In partnership with Fuller Management Corporation, the PACE Program provides free one-on-one business advisement services and specialized support from industry leaders.

Technical Assistance

DLBA offers a calendar of free or low-cost educational resources for small business owners in Downtown Long Beach, covering a wide variety of topics important to entrepreneurs. Programs include Google Workshops (offered in English and Spanish), the Entrepreneur & Small Business Education Series, and a Back to Basics Marketing Series.

Personal Care Services Grant

The Personal Care Services Grant is dedicated to supporting brick-and-mortar businesses within the personal care service and health and wellness industries. The grant was designed to provide needed financial relief and recovery to small businesses and independent contractors that were temporarily closed due to LA County and City of Long Beach Health Orders. In total, \$90,000 was made available to small businesses.

OFFICE SPACE

Market Overview

In 2021, the Downtown office market continued to evolve in response to large-scale shifts to remote work during the pandemic. By the end of 2021, Downtown year-over-year office rent growth sat around negative 5%, with a vacancy rate of 21%. This trend was also observed in other submarkets across Southern California, which saw vacancies rise slightly across 2020 and 2021.

Rental Rate Comparison

Despite the tumultuous changes in the office market since 2020, Downtown Long Beach remains the most affordable urban waterfront market in Southern California. Downtown also remains more affordable when compared to corporate and technology centers such as Irvine and El Segundo.

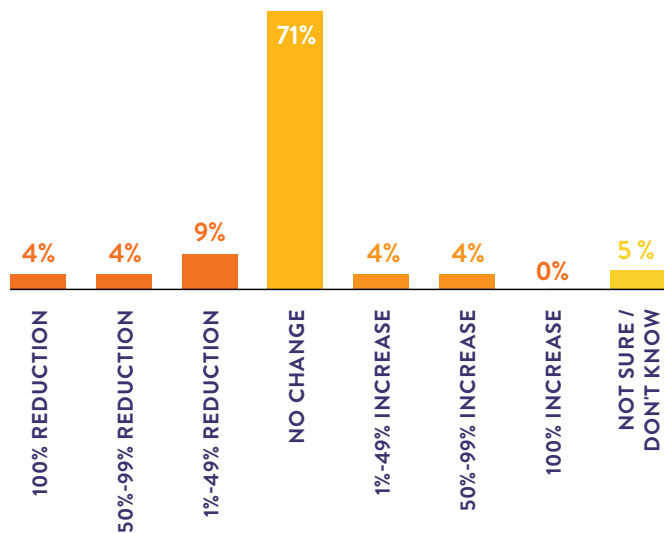
Office Space Change

The coronavirus pandemic demonstrated that a fair amount of office-based work can be conducted remotely. However, both employers and brokers recognize the continued importance of in-person spaces, albeit repurposed for collaboration and more flexible usage. Data from DLBA's 2022 Downtown Business Survey shows 71% of office-based businesses expect no changes in space usage over the coming year.



Photo Credit: Jose Cordon

EXPECTED CHANGE IN OFFICE SPACE FOR DOWNTOWN BUSINESSES, 2022



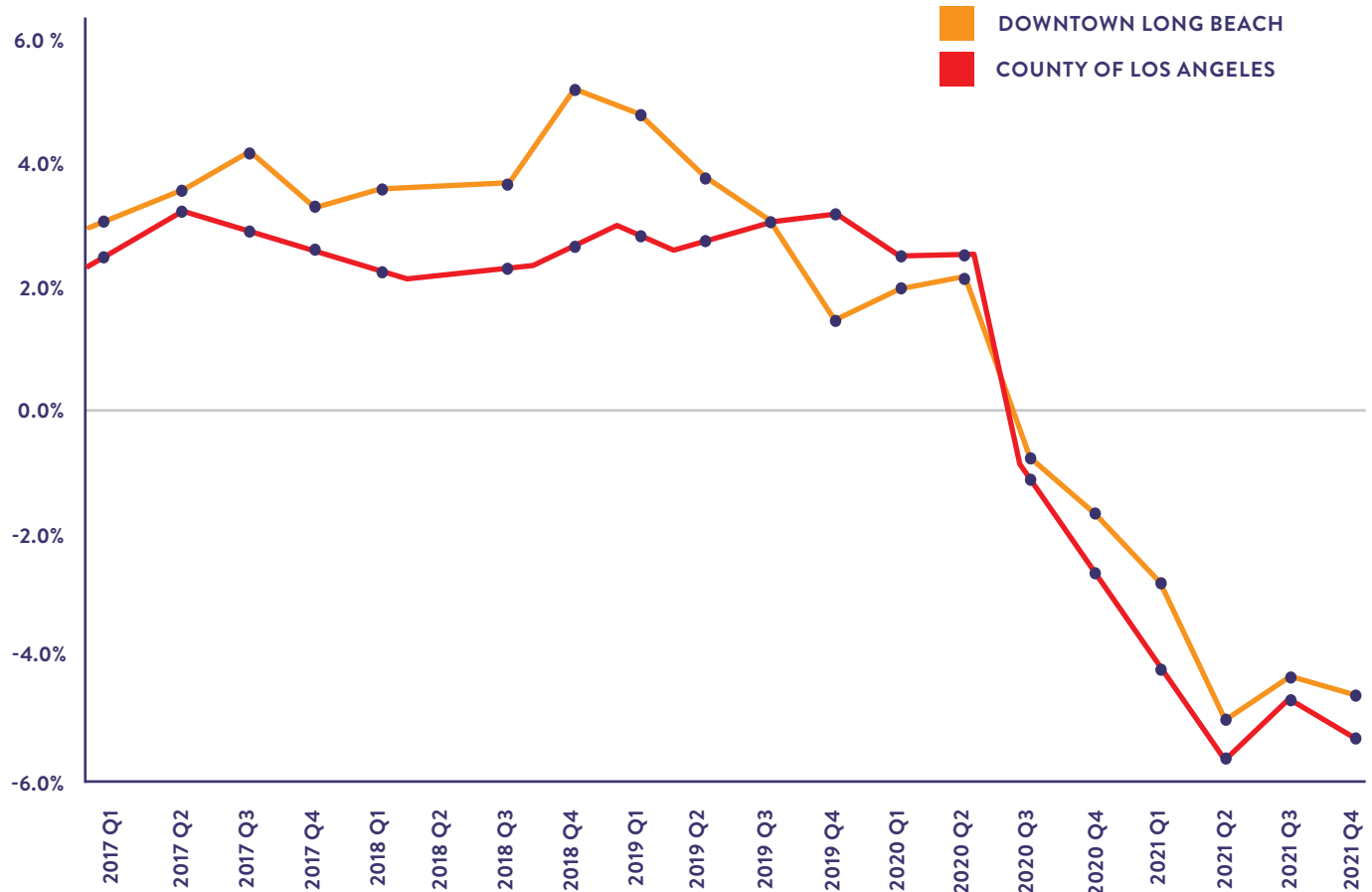
Source: ISA 2022 Downtown Business Survey



Photo Credit: Jose Cordon

AVERAGE MONTHLY OFFICE RENT (\$/SF/MO)	2019	2020	2021
SANTA MONICA	\$5.32	\$4.81	\$4.84
EL SEGUNDO	\$4.03	\$4.01	\$4.10
DOWNTOWN LOS ANGELES	\$3.08	\$3.14	\$3.15
TORRANCE	\$2.71	\$2.86	\$2.83
IRVINE	\$2.93	\$2.88	\$2.75
SAN PEDRO	\$2.32	\$2.30	\$2.58
DOWNTOWN LONG BEACH	\$2.48	\$2.39	\$2.51

YEAR-OVER-YEAR OFFICE RENT GROWTH



Source: CoStar 2022

STOREFRONT ECONOMY

Market Overview

The ground floor retail market, which includes food service and personal care businesses, was perhaps the most impacted market sector as result of COVID-19-related public health restrictions. Regular customers visited Downtown less frequently and the daytime office population was dramatically reduced, all of which decreased foot traffic to the area. Vacancy rates at the end of 2021 were roughly 20%, with market rents remaining stagnant.

Fortunately, the Downtown small business community is closely connected to the brokerage community. Beginning in 2020, many brokers worked alongside retail tenants to renegotiate lease terms and ensure Downtown was open for business.

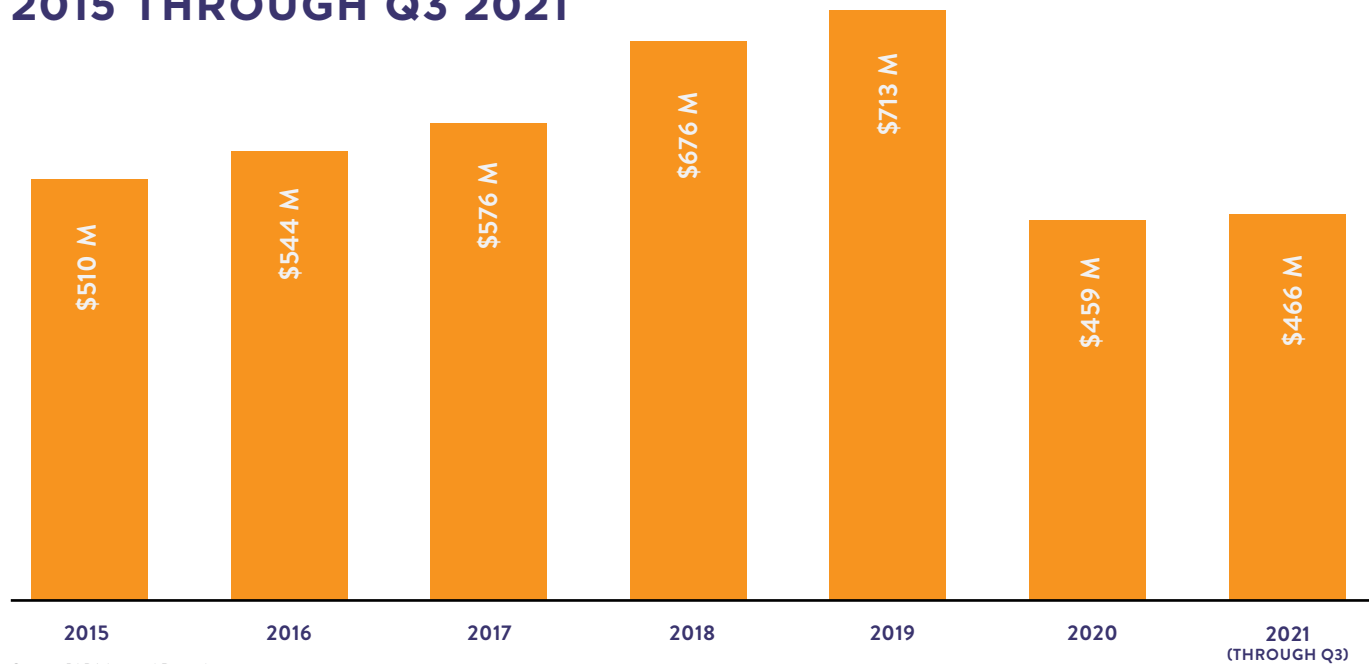
Gross Sales Receipts

The Downtown retail economy is resilient, but is still slowly growing back to pre-pandemic transaction levels. 2021 retail sales for the Downtown footprint were down 35% compared to 2019, and only 2% higher than 2020.



Photo Credit: Sarahi Apaez for Studio LBP

DOWNTOWN GROSS RETAIL SALES, 2015 THROUGH Q3 2021



Retail inventory by	East Village	North Pine	Pine & Promenade	Mosaic*	Waterfront	West Gateway
Total Inventory (SF)	921,896	347,589	289,296	368,623	542,712	99,379
Percent Leased	98.4%	89.1%	93.7%	89.9%	89.6%	79%
Average Rent (\$/SF)	\$2.88	\$2.63	\$2.37	\$3.03	\$3.50	\$2.86

*Formerly The Streets

Source: CoStar 2021

Ground Floor Tenant Mix by Neighborhood	East Village	North Pine	Pine & Promenade	Mosaic*	Waterfront	West Gateway
Attractions/Entertainment	4%	3%	4%	2%	7%	4%
Personal Services	30%	33%	13%	33%	6%	11%
Professional Services	7%	7%	14%	4%	9%	29%
Restaurants	31%	26%	49%	44%	40%	43%
Shopping	21%	21%	14%	15%	33%	7%
Hotels and Lodging	3%	3%	1%	0%	3%	4%
Miscellaneous*	5%	7%	4%	2%	2%	4%

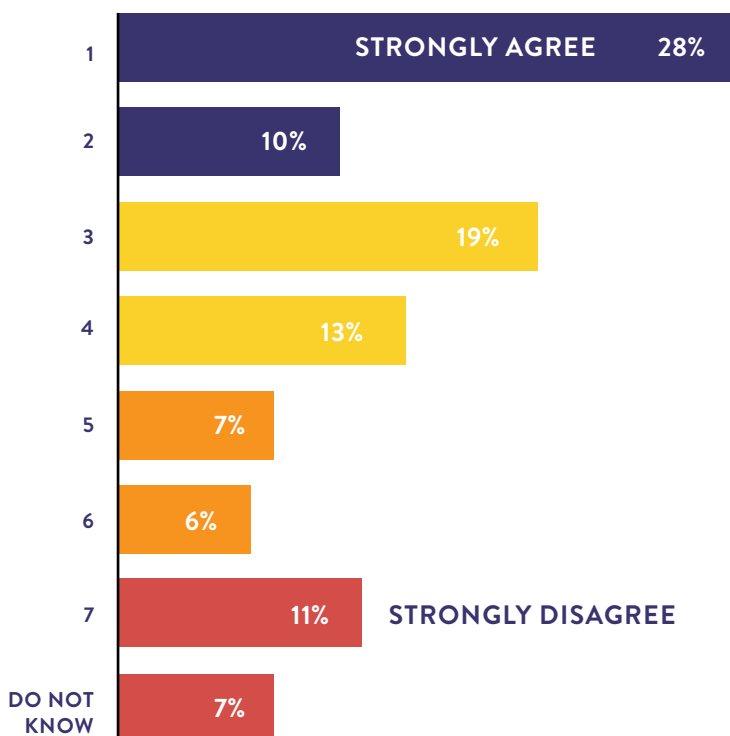
*category includes specialty/variety stores, general merchandise, and non-store retailers

Source: City of Long Beach Financial Management Department



Photo Credit: Sarahi Apaez for Studio LBP

I AM ABLE TO RECRUIT SKILLED WORKERS LOCALLY



Source: ISA 2022 Downtown Business Survey

MEDIAN SALARIES OF DOWNTOWN WORKERS

CONSTRUCTION	\$134,000
TRANSPORT / WAREHOUSE	\$97,100
MANUFACTURING	\$96,000
WHOLESALE TRADE	\$88,100
FINANCIAL SERVICES & REAL ESTATE	\$86,000
PRO, SCI, TECH, & MGMT	\$85,000
INFORMATION	\$57,600
OTHER SERVICES	\$53,800
EDUCATION	\$50,500
HEALTHCARE	\$49,700
ADMIN SUPPORT	\$45,100
RETAIL SUPPORT	\$26,200
LEISURE & HOSPITALITY	\$24,500

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



Photo Credit: Jose Cordon

HOUSING AND RESIDENTS

HOUSING AND RESIDENTS

Residential Market

Demographics

Psychographics

Education



Photo Credit: Holland Partner Group

RESIDENTIAL MARKET

As a bustling oceanfront urban center, Downtown Long Beach is a highly desirable place to call home. Residents populate single family homes, quaint low-rise apartments, and state-of-the-art skyscrapers in a residential market that is slowly growing out of the coronavirus pandemic. In 2021, renewed economic activity increased interest in the multifamily market, in addition to over 500 new units coming online in Downtown Long Beach (Shoreline Gateway & Volta on Pine). Rents have resumed their pre-pandemic trajectories, and occupancy rates increased to approximately 94%, which is around the same level seen in 2019.

Rental Rate Comparison

Despite increases in occupancy and healthy rent growth, the Downtown residential market remains as one of the most affordable areas of coastal Southern California. Like Downtown Long Beach, other beachfront cities experienced

increased occupancy and positive rent growth over the last 12 months, indicating a larger regional trend towards economic stability.

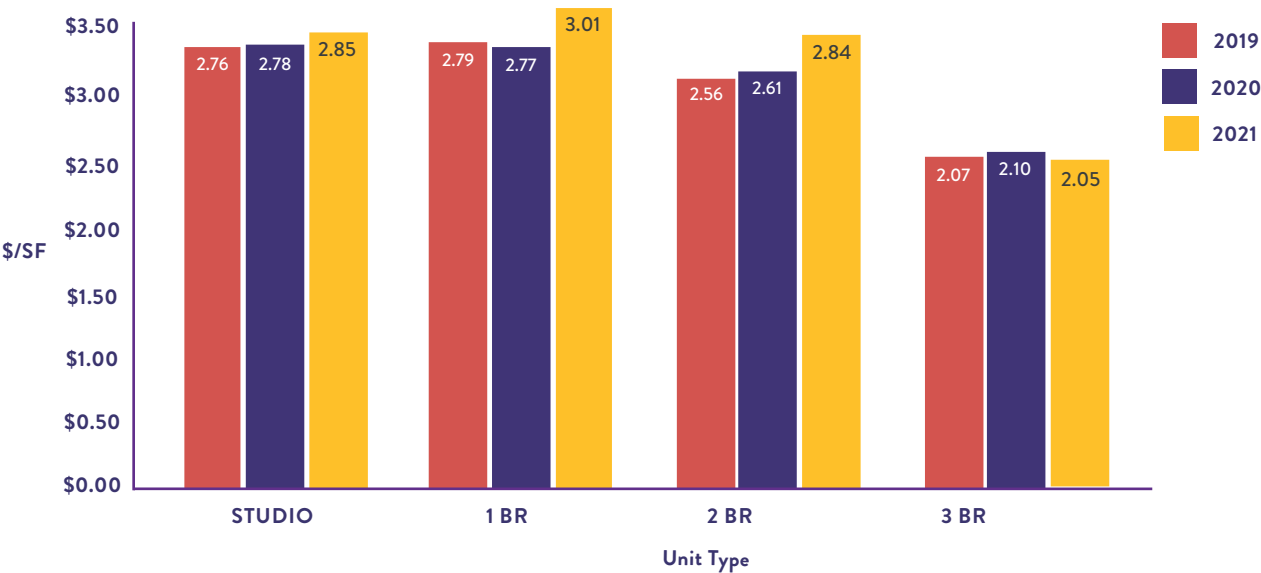
Housing Inventory

Downtown is a high-density housing market primarily composed of smaller, historic rental units. Over 70% of housing stock are rental units, and most multifamily buildings are comprised of studios and one-bedroom apartments. Most owner-based units are located near Ocean Blvd and were built around 2000, whereas most rental units are Mid-century with periodic renovations. In the coming year DLBA expects over 700 new units of housing to be completed in Downtown.



Photo Credit: Holland Partner Group

MONTHLY RENTS BY UNIT SIZE



Market Mix	RENTER OCCUPIED	OWNER OCCUPIED	TOTAL UNITS
Downtown Long Beach	11,439	2,909	15,736
City of Long Beach	100,354	66,459	175,869

Source: American Community survey 2015-2019

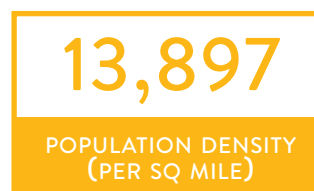


Photo Credit: Candice Wong for Studio LBP

Projects Completed in 2021
Shoreline Gateway - 777 E. Ocean Blvd (315 Units)
Volta on Pine - 635 Pine Ave (271 Units)

Source: CoStar 2021

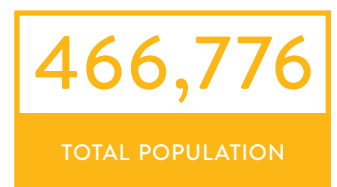
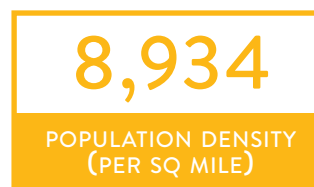
Downtown Long Beach



Anticipated Completions in 2022
495 The Promenade N (20 Units)
437 E. 5th Street (18 units)
Magnolia and Broadway - 500 W Broadway (142 units)

Source: City of Long Beach Development Services 2021

City of Long Beach



Source: American Community Survey 2019 1-year data



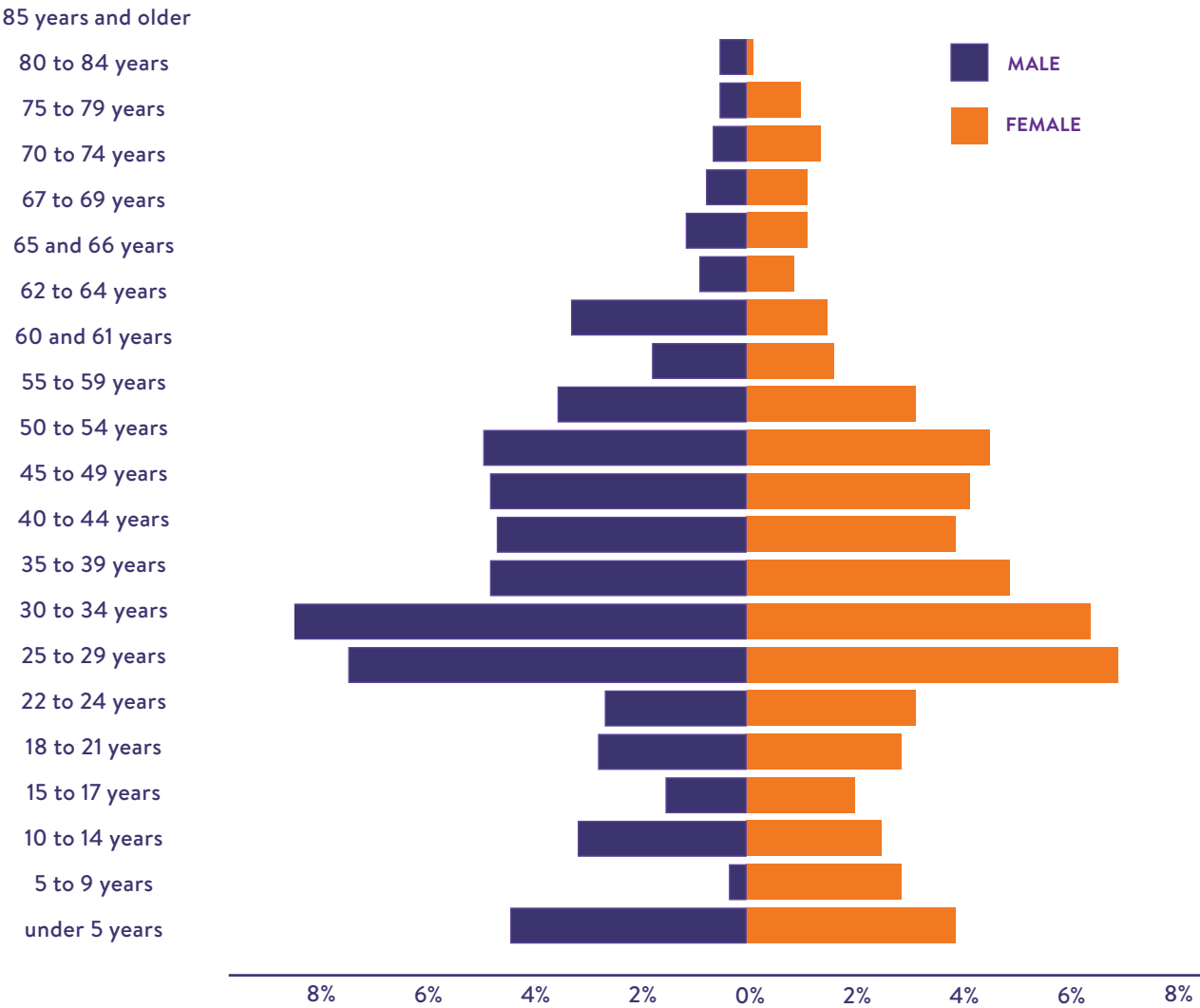
Photo Credit: Sarahi Apaez for Studio LBP

DEMOGRAPHICS

People from all cultures and backgrounds come together to work, live, and play Downtown -- the diversity of socioeconomic backgrounds in residents speaks to the vibrancy of our

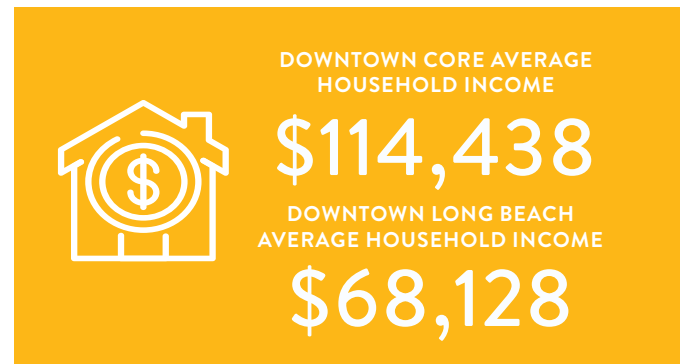
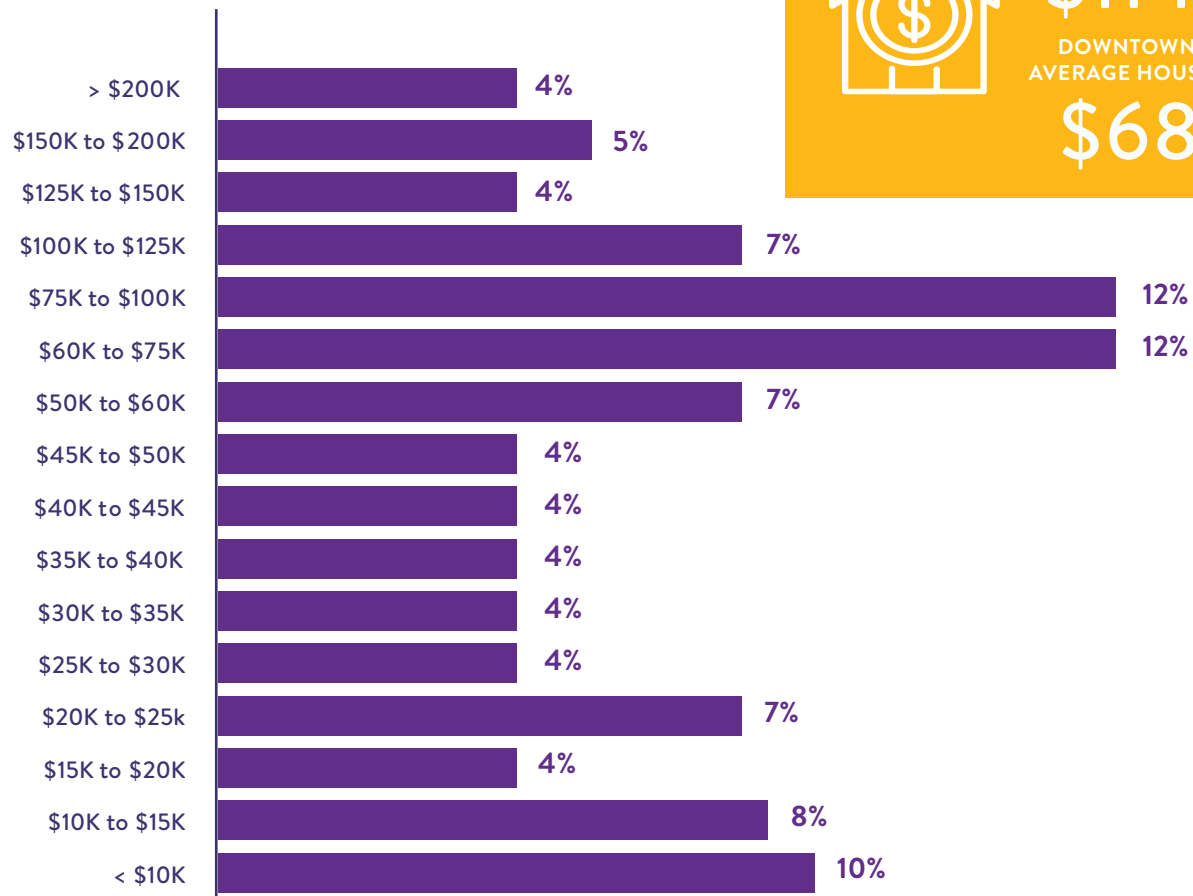
community. DLBA believes we are at our best when we come together to celebrate our differences, as well as addressing any challenges that are disparate amongst groups. These statistics provide a numeric benchmark as to the composition of Downtown Long Beach.

DOWNTOWN POPULATION PYRAMID



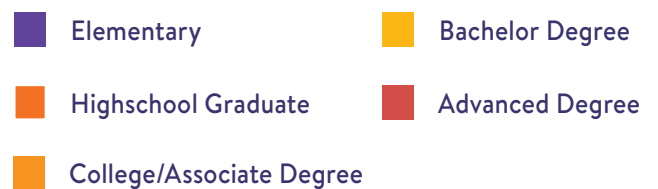
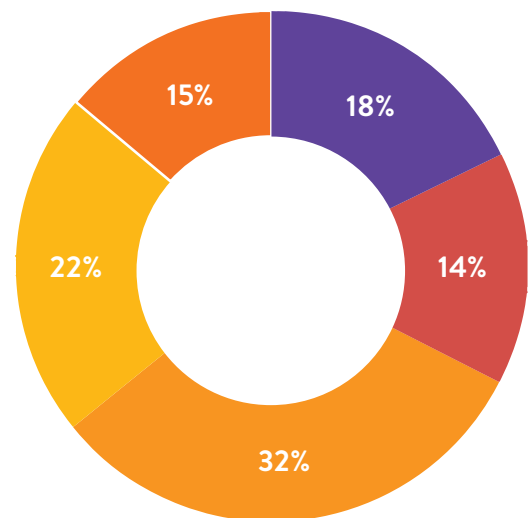
Source: PlacerAi & American Community Survey 2019 1-year data

HOUSEHOLD INCOME DISTRIBUTION



RACE & ETHNICITY	DIST.
HISPANIC OR LATINO	41%
WHITE	28%
BLACK	16%
ASIAN	10%
TWO OR MORE RACES	3%
OTHER	0.9%
NATIVE HAWAIIAN & PACIFIC ISLANDER	0.5%
AMERICAN INDIAN & ALASKA NATIVE	0.1%

EDUCATION ATTAINMENT (25 YRS +)



Source: PlacerAi & American Community Survey 2019 1-year data

PSYCHOGRAPHICS

While statistics like income and race give us insight into the socioeconomic realities of Downtown residents, psychographics segment the population by behavior and personal values. Psychographic analysis goes beyond background and culture to explain larger patterns in consumer behavior and broader living decisions. The data presented below was generated via Experian Mosaic, which creates profiles based on 126 million households and 800 lifestyle attributes.

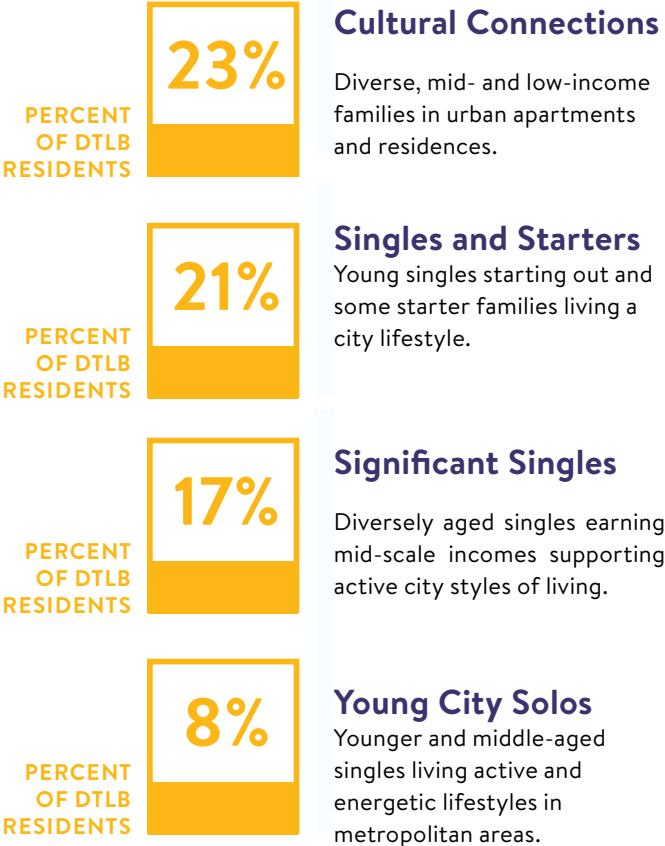
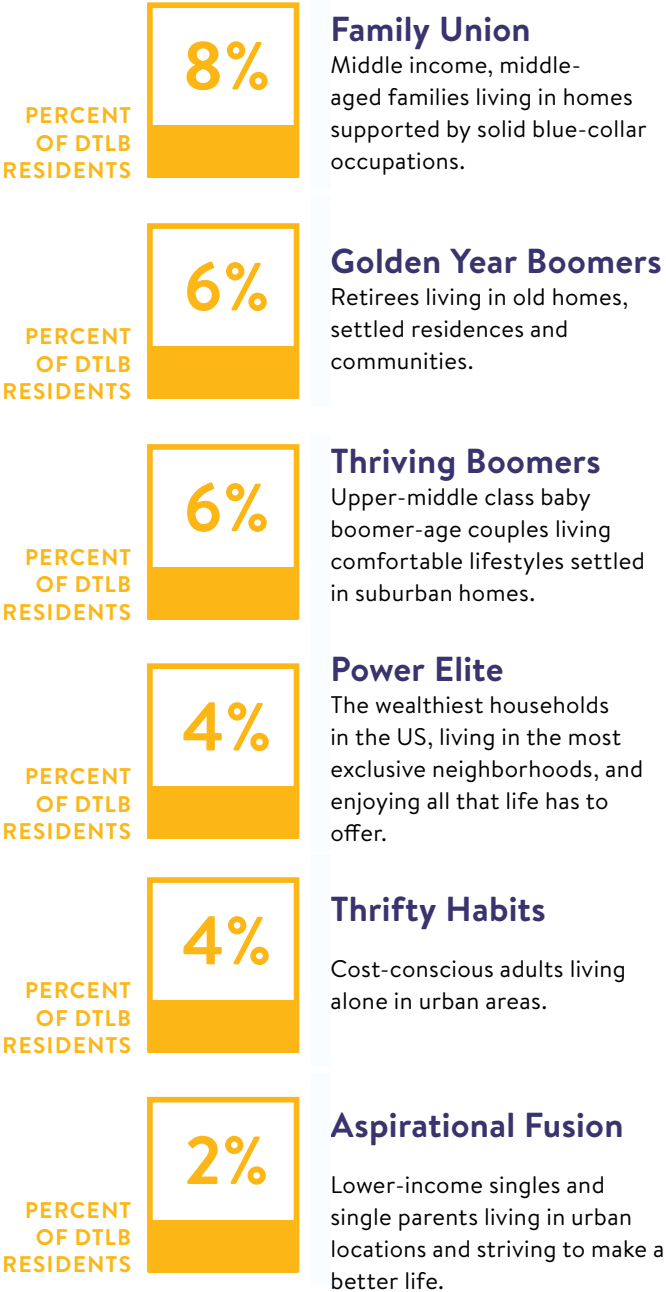


Photo Credit: Candice Wong for Studio LBP



Photo Credit: Candice Wong for Studio LBP



Source: Experian Mosaic



Photo Credit: Candice Wong for Studio LBP

EDUCATION

Young Learners

The Downtown population skews towards the younger side, with approximately 19% of residents aged 18 and under. Many of these school-aged residents make up the 3,192 enrolled students across ten separate K-12 schools in Downtown Long Beach, including four elementary schools and one high school operated by Long Beach Unified School District (LBUSD). Almost 1 in 3 Downtown LBUSD students learn English as a second language, and many are on track to be first-generation high school graduates from Renaissance High School, which underwent a \$40 million renovation in 2019. In addition to five public schools, there are three private institutions in Downtown: Montessori on Elm and St. Anthony's Elementary & High School, both of which provide excellent education for young learners.

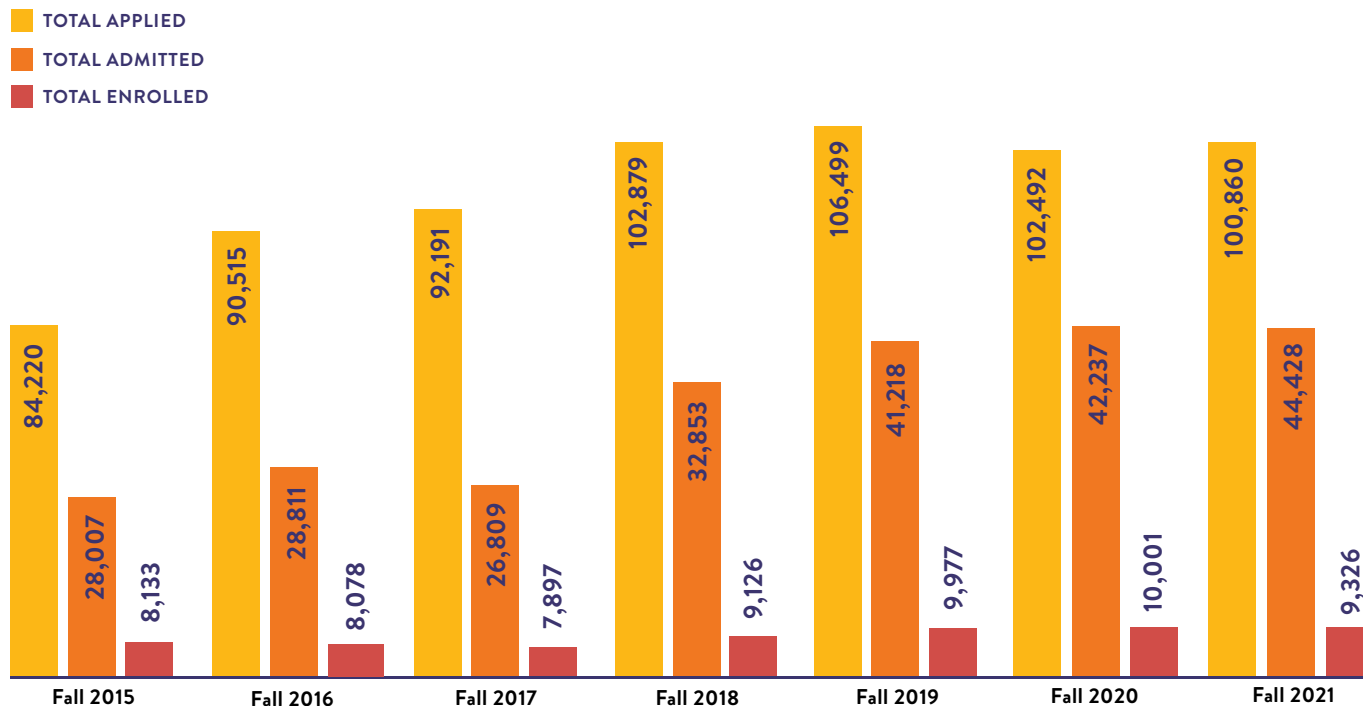
In early 2022, DLBA welcomed Scholar's Collective to Downtown Long Beach, which offers enrichment, tutoring, and independent study for primary and secondary school students. The business is expected to be an excellent addition to the growing educational ecosystem in the area, including collaboration with higher learning institutions.

STUDENT ENROLLMENT FOR DOWNTOWN K-12 SCHOOLS

Edison Elementary	458
Chavez Elementary	312
Jenny Oropeza Elementary	662
Montessori On Elm (Private)	32
Renaissance H.S.	463
St. Anthony Elementary (Private)	234
St. Anthony H.S. (Private)	472
Stevenson Elementary	559

Source: California Department of Education 2022, National Center for Educational Statistics 2020

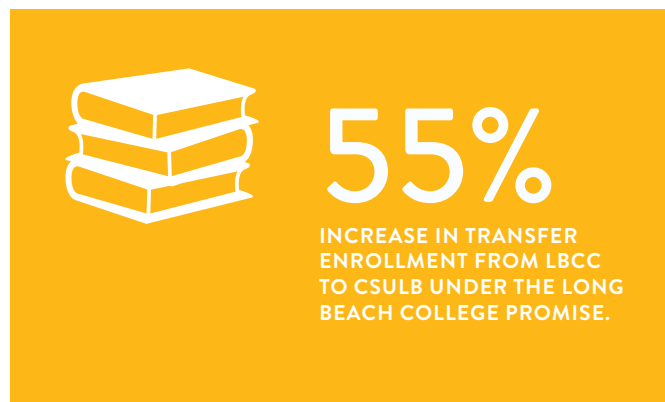
CSULB FALL APPLICATION AND ADMITTANCE TRENDS



Source: CSULB, Office of Institutional Research and Analytics 2022

Long Beach College Promise

Since 2008, the Long Beach College Promise program has annually afforded 4,000 LBUSD high school seniors a guaranteed admissions pathway to Long Beach City College (LBCC) and later California State University Long Beach (CSULB). A partnership between the City of Long Beach, LBUSD, LBCC, and CSULB, Long Beach College Promise has become a national model for higher education access policy. The program has influenced the California College Promise program as well as President Obama's America's College Promise, and was shown to increase transfer enrollment from LBCC to CSULB by 55%.



Source: CSULB, Office of Institutional Research and Analytics 2022

Higher Education

Higher Education plays a major role in Downtown and the greater Long Beach area. In fact, a 2017 Economic Impact Analysis conducted by CSULB found the institution had a \$392 million direct impact on the City's Economic Output. CSULB enrolls approximately 37,000 students and employs more than 8,000 total faculty and staff, making the college the third largest employer in Long Beach. In 2021, CSULB was the most applied to school in the California State University system and was the eighth-most applied to university in the US. As a large educational institution, CSULB students and staff play a vital role in enriching the local workforce. New graduates find positions in Long Beach's bustling logistics, health care, and aerospace sectors, and many choose to create their own startups locally. DLBA continues to partner closely with the Institute for Innovation and Entrepreneurship at CSULB for programs such as the Woman-Owned Business Accelerator and Small Business Education Series.

LONG BEACH CITY COLLEGE 2020/2021 ENROLLMENT DATA

TOTAL ENROLLED STUDENTS	34,463
% FINANCIALLY DISADVANTAGED	68%
% PART TIME	72%

Source: Long Beach City College Institutional Effectiveness 2022



Photo Credit: Carlos Henriquez for ASI Communications

"Long Beach is a wonderful place for our CSULB graduates to begin their professional careers because of the vast opportunities it presents for our students. The city has done such a great job attracting quality employers, and industries - and CSULB has benefitted from the collaboration with our Long Beach employers. Our students are given opportunities to intern at many of our local businesses, and many of those relationships then turn into jobs for Beach alumni. Having that connection - the city, the University, and local business community - has helped make the City of Long Beach a unique and valuable place for our students!"

- Dr. Jane Close Conoley, President of CSULB



Photo Credit: Jose Cordon

LIFESTYLE



Photo Credit: Candice Wong for Studio LBP



Photo Credit: Cassidy Powers

LIFESTYLE

Mobility Overview

Public Spaces, Parks & Waterfront

Open Streets Program





Photo Credit: Candice Wong for Studio LBP

MOBILITY OVERVIEW

Although Downtown is spread across nearly 1.4 square miles, getting around is an ease. Walking, biking, and scooters remain the most popular and effective methods for traversing the area, with consistent street safety improvements ensuring safe and reliable travel. In addition, Downtown Long Beach has two separate parking structures dedicated to free two-hour parking for those visiting from outside the area, as well as the transit terminal for the Metro A Line and bus network. DLBA continues to advocate for sustainable alternatives to single-use vehicles in Downtown, ensuring a more livable and economically prosperous community.

HISTORIC VISITOR DATA

Understanding visitor traffic patterns is essential to tracking socioeconomic activity Downtown. By leveraging anonymous mobile location data through Placer.Ai, a contracted software company, DLBA is able to examine historic pedestrian and vehicle movement and its effect on the local economy. In particular, historic visitor data has become extremely valuable in understanding Downtown Long Beach's recovery from the coronavirus pandemic.

In 2021, the Downtown BID footprint had over 21 million total visits and over 5.5 million unique visitors, a 51% increase compared to 2020 visitors. Additionally, 2021 visitor counts were only 10% lower compared to 2019, showing encouraging signs that Downtown activity is approaching pre-pandemic levels. When examining monthly visits from 2019 through 2021, it also becomes apparent that visitor behavior is more closely aligning with pre-pandemic trends. By July 2021, monthly visits were approaching 2019 levels, and also displayed the bump in visits traffic associated with summer tourist season. Hourly and daily visits in 2021 also followed familiar patterns, but still remained lower when compared to 2019.



5.5M

UNIQUE VISITORS, A 51%
INCREASE COMPARED TO 2020
VISITORS.



Photo Credit: Candice Wong for Studio LBP

"Active transportation isn't one size fits all—it integrates into each individual's life in a unique way. Downtown Long Beach continues to cultivate a safe, accessible, and proactive landscape for residents and visitors to incorporate active transportation into their lifestyle. With more active transportation, our local communities thrive economically, socially, and sustainably."

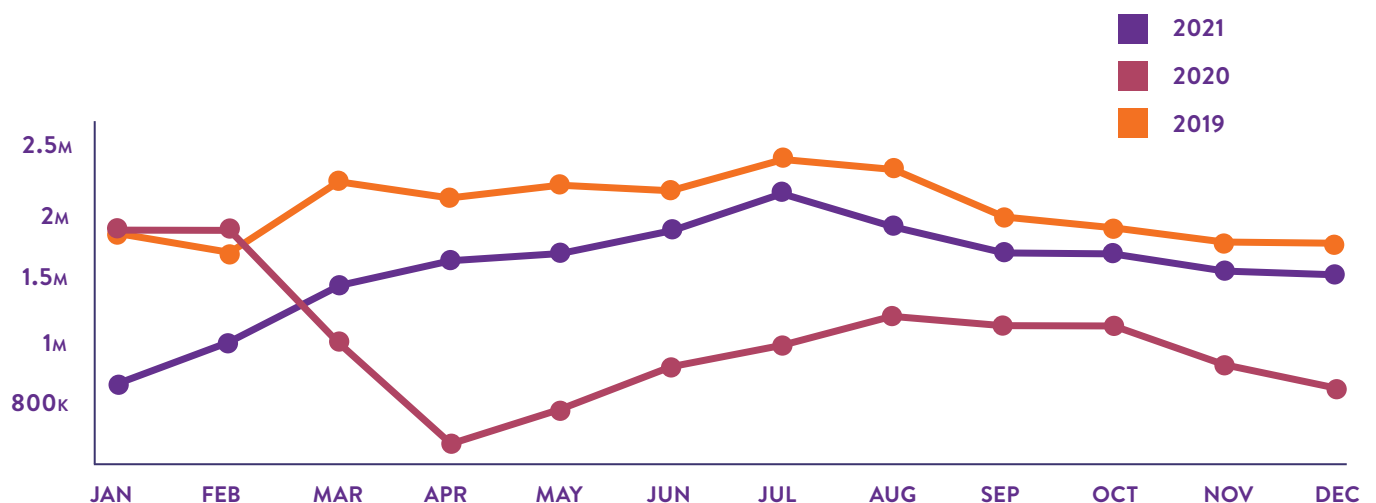
John Tully,
CEO & Co-Owner,
Pedalmovement LLC

DPIA VISITOR FREQUENCY

	2019	2020	2021
Total Downtown Visits	26,000,000	14,800,000	21,000,000
Total Downtown Visitors	6,000,000	3,700,000	5,590,000
Avg. Visit Frequency (Visits per Visitor)	4.21	4.00	3.83

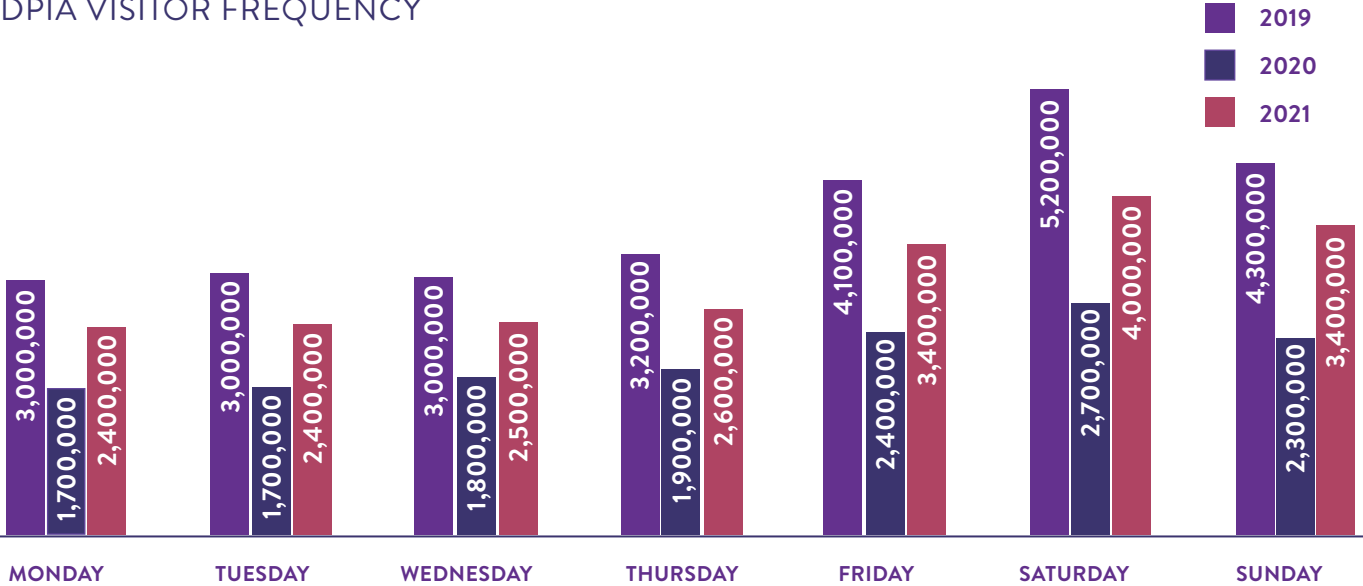
Source: Placer.AI 2022

MONTHLY DPIA VISITS TREND, 2019-2021



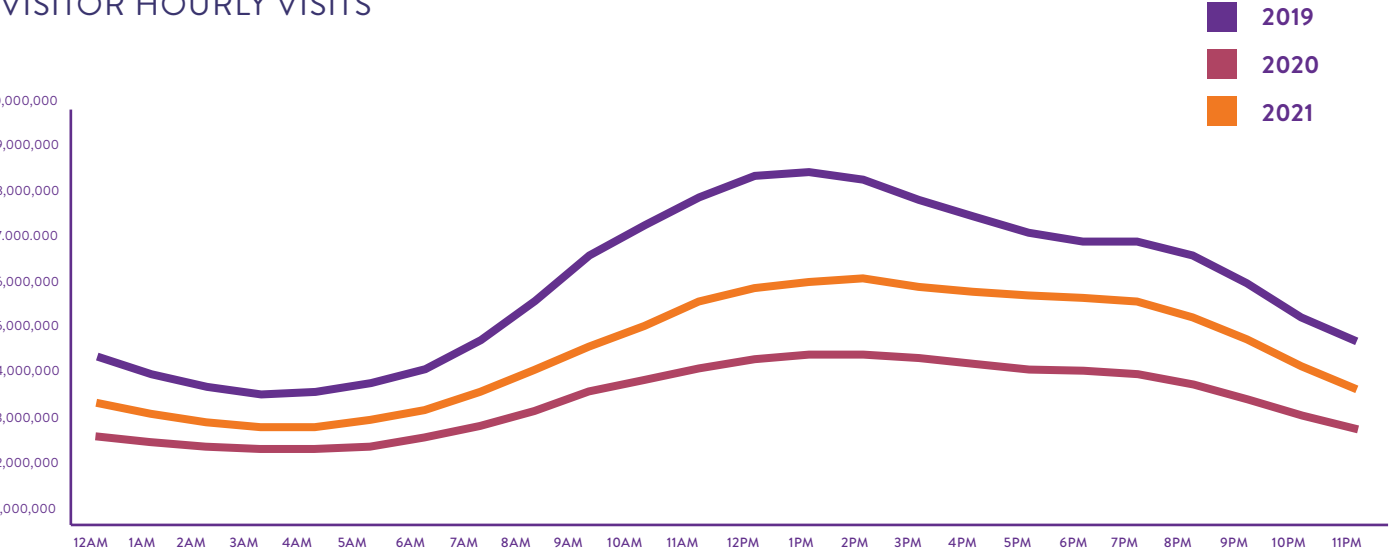
Source: Placer.AI 2022

DPIA VISITOR FREQUENCY



Source: Placer.AI 2022

VISITOR HOURLY VISITS



Source: Placer.AI 2022





Photo Credit: Stephanie Perez for Studio LBP

PUBLIC SPACES, PARKS & WATERFRONT

Active, welcoming parks and green spaces are an important part of a functioning urban environment. Such spaces foster a sense of community, encourage physical activity, and provide an area of reflection away from daily life. Downtown Long Beach has nine public parks available in every neighborhood, providing a space for roughly 30,000 residents to enjoy. As Downtown commercial and residential development continues to grow, DLBA and City policymakers will continue to advocate for the additional inclusion of new green spaces and public amenities where appropriate.

Lincoln Park

Completed in February 2022, Lincoln Park is the newest addition to Downtown Long Beach. Designated as the City's first park in 1880, the park recently reopened after being closed due to the redevelopment of the Civic Center block. The space is located directly next to Billie Jean King Main Library, and future site development plans to connect the park directly to City Hall and the Port Headquarters at 411 West Ocean. The park features a skatepark, synthetic turf sports field, and a universally accessible playground.

Cesar Chavez Park

Cesar Chavez Park is placed along the Eastern banks of the LA River on Downtown's Western Border. One of the biggest green spaces in Downtown, this park is home to basketball courts, playgrounds, and recently redeveloped access to the LA River Bike Path.

Drake Park

Drake Park forms the central public space for the Wilmore Historic District, featuring the Victorian Bembridge House on its grounds. In addition, Drake Park routinely hosts outdoor concerts and similar cultural events.

East Village Art Park

At only one-tenth of an acre, this cozy park nestled between two buildings is the hub of the East Village Art Walks, as well as concerts and DLBA events.

Gumbiner Park

Located between St. Anthony's High School and the Museum of Latin American Art, Gumbiner Park features a skate park and outdoor performance space for students and residents.

Harvey Milk Promenade Park

This plaza park is located at the northern end of the pedestrian Promenade, honoring the late LGBTQ+ advocate Harvey Milk. The park features a large mural of Harvey Milk, and is located adjacent to The Streets outdoor shopping center.

Promenade Square Park

Promenade Square Park is located next to the 1st Street Transit Gallery, as well as PedalMovement bike shop, making it a popular spot for visitors and residents alike. The park also features an accessible playground and often hosts community events

Victory-Santa Cruz Park

This park provides a four-block belt of green space running parallel to Ocean Blvd, making it popular with visitors from the nearby Convention Center as well as oceanfront condominium residents.

Pike Park

Opened in early 2020, Pike Park is in the Waterfront area between the Pike Outlets and OceanAire apartments. It features a two-story slide, picnic area, and youth recreation programs.

OPEN STREETS PROGRAM

For much of 2020 and 2021, designated portions of public streets in Downtown were closed to vehicular traffic in favor of outdoor business activity and pedestrian access. Originally created out of economic necessity in response to coronavirus-related public health restrictions, the Open Streets program became a popular program for Downtown visitors and business owners looking to continue their operations. DLBA advocated for the expansion of the Open Streets program from its inception, as well as the eventual removal in some areas where the community deemed it was no longer necessary.



93

DTLB WALKSCORE
("WALKER'S PARADISE")



84

DTLB BIKESCORE
("VERY BIKEABLE")



77

DTLB TRANSITSORE:
("EXCELLENT TRANSIT")



Photo Credit: Sarahi Apaez for Studio LBP



Photo Credit: Jose Cordon



Photo Credit: Long Beach Convention & Visitors Bureau

TOURISM, ATTRACTIONS, AND EVENTS

TOURISM, ATTRACTIONS AND EVENTS

Hotel Investments

Long Beach Live: Conventions of the
Future



Hotel Investments

In 2021, the Downtown Hotel and Attraction industry continued its steady growth out the coronavirus pandemic. Waterfront attractions such as Shoreline Village and the Aquarium of the Pacific resumed operations and events, attracting visitors from the nearby Long Beach Convention Center and Pike Outlets. 2021 also saw the return of the Acura Grand Prix of Long Beach, the longest running major street race in North America. The 2021 Grand Prix brought in an estimated 180,000 attendees areas where the community deemed it was no longer necessary. Downtown caters to visitors and tourists via 19 hotels offering a full range of accommodations. From quaint economy motels to upscale oceanside resorts, Downtown's nearly 3,000 hotel rooms are able attract visitors and events of all budgets. There are a handful of future hotel development projects planned in Downtown, including a 34-room hotel at 107 Long Beach Blvd and the 419-room American Life Hotel at 100 E Ocean Blvd.

Long Beach Live: Conventions of the Future

The Long Beach Convention & Entertainment Center (LBCEC) continues to innovate as an industry leader, transforming its campus into a fully integrated hybrid events facility in 2020. Known for its one-of-a-kind suite of turnkey venues, the Center now boasts Long Beach Live, an inhouse digital production platform enabling a fusion of in-person and remote experiences for convention attendees. Out of ASM Global's 300 convention and entertainment facilities worldwide, Long Beach is the only one with an advanced, integrated platform available in house. It was also the first convention center within ASM Global's worldwide network to create a Director of Creative Initiatives position and to train a team of certified Digital Events Strategists.

The LBCEC campus was already home to more lights and cameras than most TV studios — all available at no extra cost — making it the ideal setting for fully immersive digital experiences designed to expand an convention or event audience. Attendees stay thoroughly engaged through live streaming, real-time chats, social media integrations, and more.

Much like Napster changed the music industry forever, Zoom shook up the events industry in 2020, and hybrid events are here to stay. The Long Beach Convention & Entertainment Center's expertise in this area has positioned the city well to keep up with future demand for hybrid events.

DOWNTOWN LONG BEACH HOTEL INVENTORY

	#ROOMS	AVG. RATES
ECONOMY		
Beach Inn Motel	25	\$130
Greenleaf Motel	45	\$149
Inn of Long Beach	51	\$148
Inn at 50	35	\$179
Travel King Moter Inn	15	-
Travelodge	63	\$166
Vagabond Inn Long Beach	61	\$123
Total/Avg.	295	\$149
MID-LEVEL		
Best Western	66	\$214
Courtyard by Marriott	216	\$235
Residence Inn	178	\$244
Hotel Royal	20	\$120
Hotel Metropolitan	20	\$199
Total/Avg.	535	\$202
UPSCALE		
Hilton Long Beach	397	\$209
Hyatt Regency Long Beach	528	\$257
Westin Long Beach	469	\$326
Hyatt Centric the Pike	138	\$248
Hotel Maya	195	\$240
Renaissance Long Beach Hotel	374	\$242
Broadlind Hotel	20	\$273
Total/Avg.	2,121	\$256

*rates based upon 2-night, 2-person stay June 17, 2022



180,000

ESTIMATED ATTENDEES DURING 2021 GRAND PRIX





Photo Credit: City of Long Beach Development Services Department

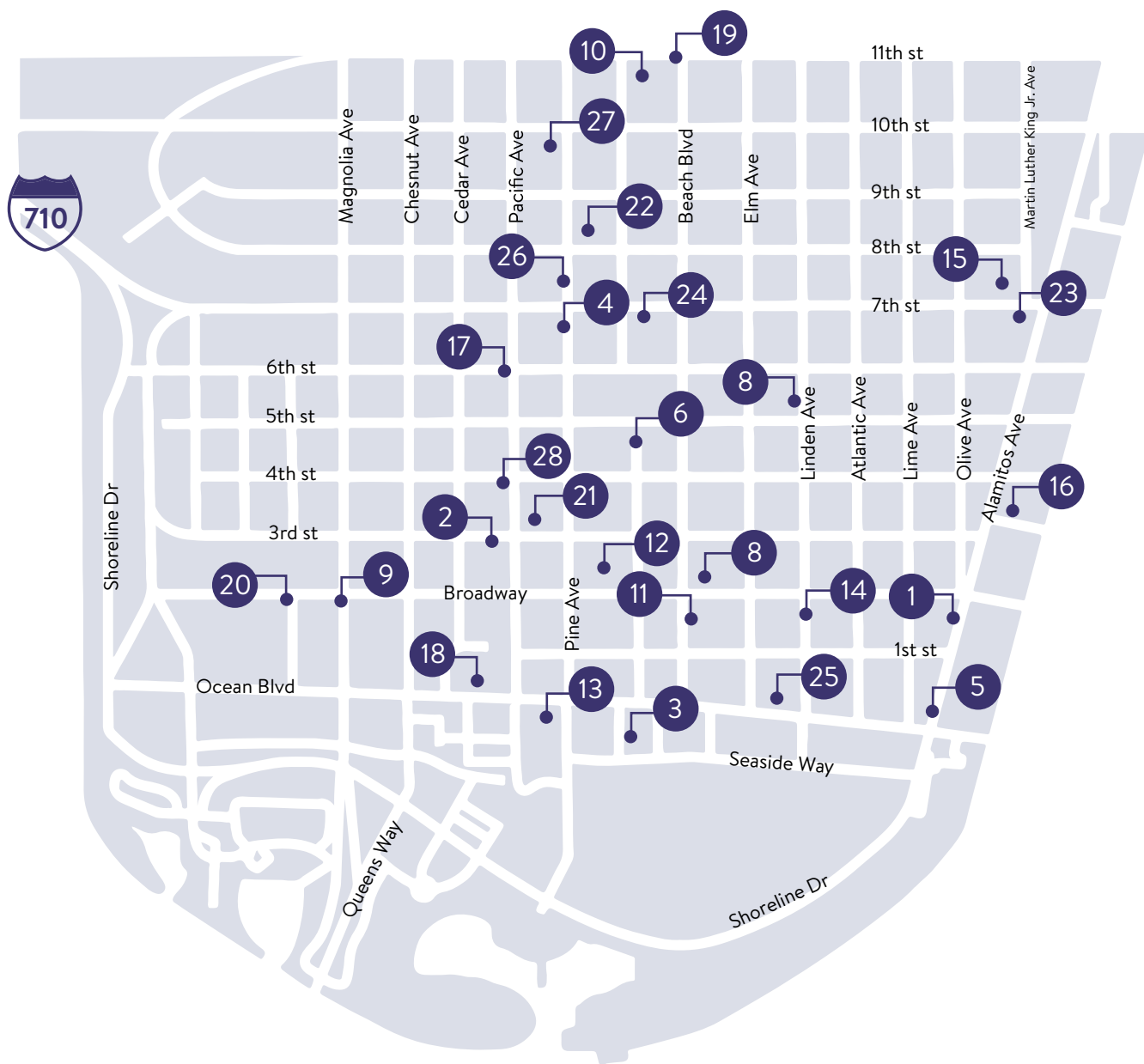
Looking Forward

The future is bold and bright when it comes to Downtown. Transformative projects such as the Armory Arts Collective, Civic Center Mid-Block Project, and the Broadstone will contribute to the 1,680 residential units entitled or currently under construction, including housing below market rates.

The PD-30 Downtown Plan ensures that future Downtown developments are the best and highest use of the dense urban area, which includes providing additional green spaces and public amenities for the community. In addition, nearly all future developments are mixed-use, with over 155,00 SF of ground-floor retail space anticipated to come online as part of planned projects.

DLBA hopes each new addition to Downtown will contribute to a more united, inclusive community that draws strength from diversity, welcomes everyone and uplifts all.





	Property Name	Property Address	City	Number of Units	Total Retail Space (SF)	Project Status	Year Built
1	The Alamos	101 Alamos Ave	Long Beach, CA	136	2,549	Completed	2020
2	The Pacific	230 W 3rd St	Long Beach, CA	163	-	Completed	2020
3	The Crest	207 E Seaside Way	Long Beach, CA	112	1,043	Completed	2020
4	Volta on Pine	635 Pine Ave	Long Beach, CA	271	1,400	Completed	2021
5	Shoreline Gateway	777 E Ocean Blvd	Long Beach, CA	315	6,700	Completed	2020
6	The Residence	495 The Promenade N	Long Beach, CA	20	4,604	Under Construction	2022
7	The Broadway Block	200-256 Long Beach Blvd	Long Beach, CA	432	25,065	Under Construction	

	Property Name	Property Address	City	Number of Units	Total Retail Space (SF)	Project Status	Year Built
8		437 E 5th St	Long Beach, CA	18	542	Under Construction	2022
9	The Magnolia	500 W Broadway	Long Beach, CA	142	4,534	Under Construction	2022
10	Locust Long Beach Apartments	1112 Locust Ave	Long Beach, CA	97	-	Under Construction	2022
11	Aster	125 Long Beach Blvd	Long Beach, CA	218	7,292	Under Construction	2024
12	Broadstone Promenade	127 E Broadway	Long Beach, CA	189	10,000	Under Construction	2024
13		200 W Ocean	Long Beach, CA	13		Under Construction	2022
14	Residences at Linden	135 Linden Ave	Long Beach, CA	82	4,091	Under Plan Check	
15		825 E 7th St	Long Beach, CA	27	-	Under Plan Check	
16		320 Alamitos Ave	Long Beach, CA	77	-	Under Plan Check	
17	Fifth & Pacific	507 Pacific Ave	Long Beach, CA	157	7,200	Under Plan Check	
18	Civic Center: Mid-Block Project	321 West Ocean Blvd	Long Beach, CA	580	40,000	Under Plan Check	
19	Mixed Use Project	1105 Long Beach Blvd	Long Beach, CA	120	6,000	Under Plan Check	
20	West Gateway	600 W Broadway	Long Beach, CA	752	3,500	Under Plan Check	
21	Third + Pacific	131 W 3rd St	Long Beach, CA	345	14,437	Under Plan Check	
22	Senior Living Facility	810 Pine Ave	Long Beach, CA	78	32,637	Pending Entitlement	
23	Armory Adaptive Reuse	854 E 7th St	Long Beach, CA	58	-	Under Plan Check	
24		636 Locust Ave	Long Beach, CA	108	1,045	Pending Entitlement	
25	Chase Bank Building Adaptive Reuse	401 E Ocean Blvd	Long Beach, CA	257	-	Pending Entitlement	
26		711 Pine Ave	Long Beach, CA	24	-	Pending Entitlement	
27		937 Pine Ave	Long Beach, CA	69	-	Pending Entitlement	
28	Varden Hotel Adaptive Reuse	335 Pacific Ave	Long Beach, CA	35	-	Pending Entitlement	



A product by ASI Communications
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A Long Beach State University Department

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