

DOWNTOWN LONG BEACH

2019 ECONOMIC PROFILE



DOWNTOWN
LONG BEACH
ALLIANCE



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The Future of DTLB

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WELCOME TO DOWNTOWN LONG BEACH



Photo Credit: Brandon Richardson of the Long Beach Business Journal

Nearly seven years since the passage of the Downtown Plan, a visionary planning document that outlined proposed shape and feel of our Downtown has finally come to fruition. From the announcement of Long Beach's first and only distillery to the ever-growing Downtown skyline, Downtown continues to aspire to be an ambitious urban core yet staying true to its authentic self.

The Downtown Long Beach Alliance (DLBA) is committed to researching and collecting empirical data, allowing it to function as a clearinghouse of information so that all stakeholders can utilize the results to make sound decisions. Downtown is at the center of this activity, focused upon creating and delivering a unique experience that only a true waterfront urban city can provide.

With its 150 city blocks covering 1.38 un-square miles, our urban core is the only Downtown located on a waterfront between San Diego and San Francisco. Moreover, as parts of Southern California like Santa Monica, El Segundo, Downtown LA, and Irvine see commercial office rates rise to near \$5.09 per SF., Downtown Long Beach remains one of the truly affordable beach cities to operate and own a business with office rates 16% – 50% less than some of the region's hotspots. This value-added attribute makes Downtown Long Beach an excellent business destination, and a location that fosters extraordinary residential and tourism opportunities.

While we recognize that positive economic growth is never guaranteed, we must actively work to support our Downtown businesses to be resilient regarding economic shifts. Downtown businesses concluded 2018 feeling very confident about the local and regional economies; as we've shifted into 2019, business confidence has decreased largely due to uncertainty. Moving forward, it is critical the DLBA continues to provide the programs and services that help to support our Downtown entrepreneurs and small business owners to remain resilient and viable.

By the end of 2019, five residential development projects across Downtown will have opened to introduce more than 800 new residents to our community. This paradigm shift in our residential population will provide unique challenges and opportunities for Downtown. Empowered by comprehensive data collection and analysis, the DLBA can be strategic in establishing resource allocation and identifying trends that will be necessary to meet those needs. With that, we recognize the importance of understanding our history in order to make informed decisions to support and advance our future.

On behalf of the DLBA Board of Directors and its Economic Development Committee, we are proud to present the 2019 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,

TONY SHOOSHANI
BOARD CHAIR 2018-19

KRAIG KOJIAN
President & CEO



DOWNTOWN LONG BEACH

1.38 UN-SQUARE MILES

DTLB Location & Commute

Business Improvement District

Doing Business

Development Activity



1.38 Un-Square Miles

The heart of Long Beach sits on a waterfront at the mouth of the Los Angeles River, overlooking a peaceful coast with its back to the bustle of Greater LA. These 1.38 Un-Square Miles host a Downtown like no other, and just as long-awaited projects finally come to fruition this year, the city braces for rapid tranSFormation sure to enhance our great community. With each development project completed, everything we love about the neighborhood comes back stronger and more accessible, and we'll be ready to handle anything that comes our way.



LOCATION & COMMUTE

DTLB is quiet but connected—at times you almost wouldn't notice the dense network of channels into neighboring cities and airports. Long Beach walks the line between LA and Orange counties, with direct access to not only our own Long Beach Airport (LGB), but also Los Angeles International Airport (LAX) and Santa Ana's John Wayne Airport (SNA). While both the Metro Blue Line and LGB go through massive renovations, the future will only become more convenient to travel near and far.



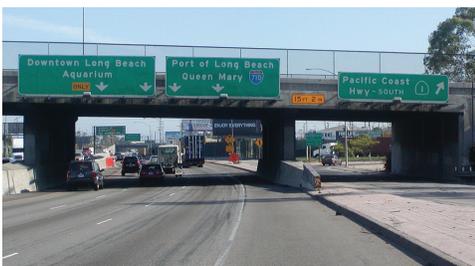
Long Beach Airport

Long Beach Airport has set a new standard for air travel, receiving numerous awards and recognition for the resort-like passenger concourse and local dining options. Showing up in top US airports lists in recent years for its world-class restaurants and unique blend of the modern and historic, LGB served over 3.8 million passengers last year—including 350,000 during peak travel season, up 10.7% from 2017. The airport features nonstop service to 17 destinations on American Airlines, Delta Air Lines, Hawaiian Airlines, JetBlue Airways and Southwest Airlines. The airport is in the process of undergoing its \$65 million Phase II Terminal Area Improvement Project, expected to be completed by 2021, which aims to overhaul the main terminal building and surrounding structures with upgrades to the ticketing counter area, pre-security amenities and self-check-in kiosks, as well as a full rehabilitation of the historic terminal building.



Metro

If you've encountered any of the heavy construction along Pacific Ave and Long Beach Blvd, you've already seen the early workings of the 8-month, \$350 million upheaval of the Metro Blue Line. As one of the most used light rails in the US with an average ridership of 70,000 per day, the Blue Line will continue to be a dependable straight shot between DTLB and DTLA, but it will boast some major improvements. When it reopens later in the year, expect a faster, safer, and more reliable ride. And not only will the rail cars be brand new, the overall commute time between terminuses is expected to decrease by 10 minutes.



Freeways

The freeway system in Southern California may seem chaotic, but the web of interchanges ties together the sprawling Greater LA and OC areas. The 710 freeway feeds straight into Downtown Long Beach through multiple points of entry, providing easy access directly to East Los Angeles, the Ports of Long Beach and Los Angeles, and the 405 connector to OC and West Los Angeles.

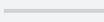


How long will it take?

Don't let the traffic scare you—whether you're getting around by car, public transit, bicycle, scooter, or simply on foot, DTLB accommodates you.

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 – Broadway / Pine starting destination



6 VIBRANT NEIGHBORHOODS IN DOWNTOWN LONG BEACH

ABOUT DLBA

The Downtown Long Beach Alliance is a community-based non-profit organization whose mission is to cultivate, preserve, and promote a healthy, safe, and prosperous Downtown. You might have seen our friendly red-shirted ambassadors cleaning the streets, patrolling, or offering homeless outreach—say hi if you see us around! In addition to the support provided by the City of Long Beach, the DLBA welcomes new businesses into the community, coordinates events, and acts as a valuable resource to business owners as well as commercial and residential property owners.

DTLB IS COMPRISED OF
150
SQUARE BLOCKS

Business Improvement Districts

The DLBA manages two Business Improvement Districts: the Downtown Parking Business Improvement Area (DPBIA), established in 1973 by business owners, and the Property-Based Improvement District (PBID), which was founded in 1998 by commercial property owners and later expanded to residential property owners in 2013.



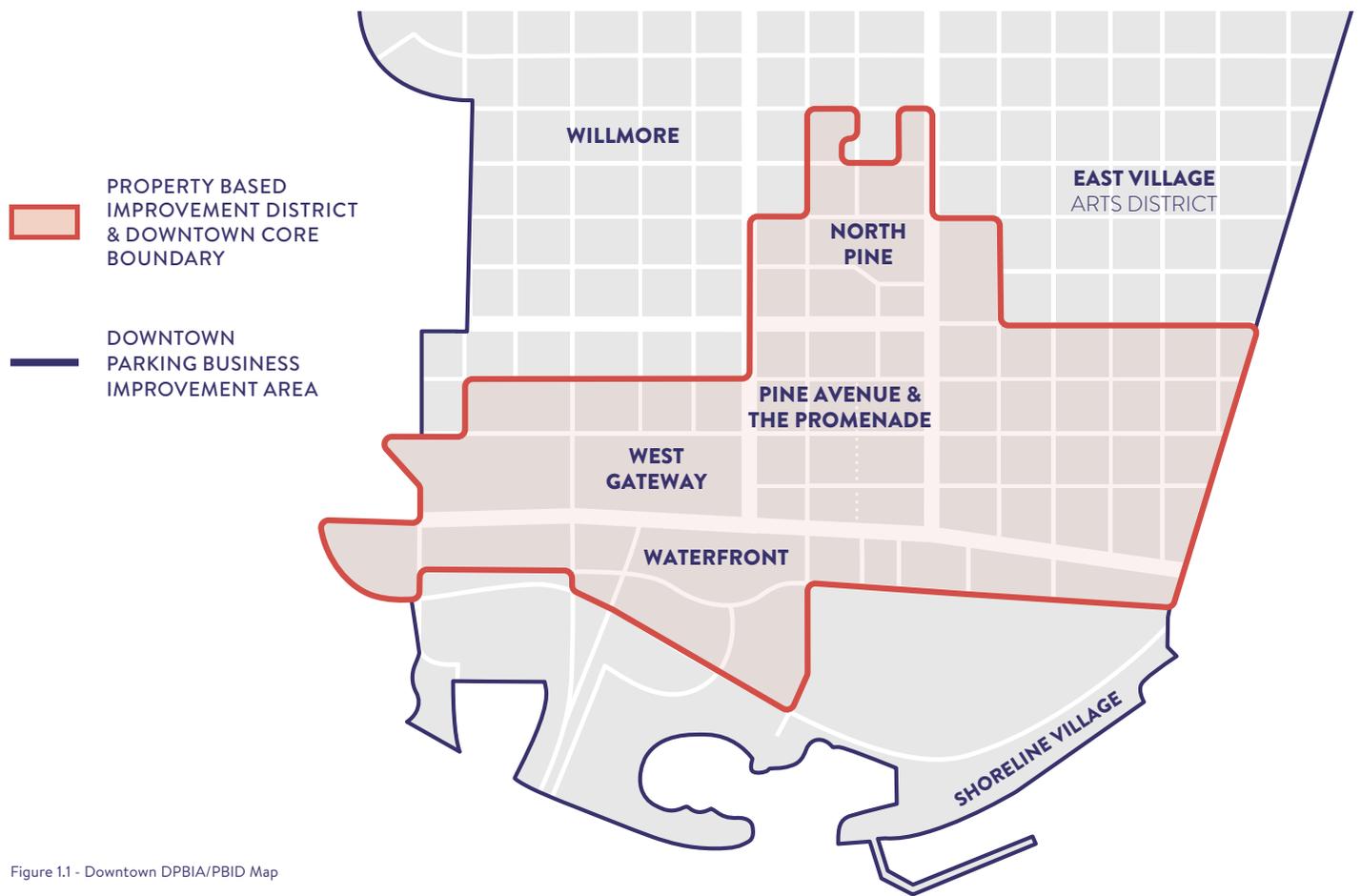


Figure 1.1 - Downtown DPBIA/PBID Map

Downtown Historic Neighborhoods

Downtown’s six neighborhoods provide us with a rich diversity in art, entertainment, business, and atmosphere. While our Downtown works as one great whole, each district has its own unique flavor and experience worth exploring in itself.

East Village Arts District

Take a walk around the East Village Arts District and you’ll quickly see that it lives up to its name as home to creative independent boutiques and most of Long Beach’s art galleries, both of which regularly participate in the 2nd Saturday Art Walk. You’ll also find a cluster of vibrant cafes and chill bars and boutique shops.

North Pine

Historic Pine Avenue continues to grow into a lively social spot. The area offers historic condos, lofted apartments, and single-family homes, and it hosts a mix of established business as well as new restaurants and dessert shops. North Pine is a great place to see people out and about, and you might even stumble onto the occasional small food or music festival—including Dia De Los Muertos and the Parol Lantern Festival, which bring in hundreds of visitors.

Pine Avenue & The Promenade

Pine Avenue and the Promenade work in harmony to serve as the beating heart of DTLB, and there’s always a healthy pulse. This is the go-to place to see and be seen, eat and drink some of the finest dishes and craft beers in the region or catch live music at a wine bar. As a popular destination for out-of-towners due to nearby hotels, the area is sure to be full of life for local and visitors alike.

Waterfront

Between the eclectic shops at Shoreline Village, the eco-wonderland that is the Aquarium of the Pacific, and entertainment galore at The Pike Outlets and The Queen Mary, the Waterfront has no shortage of ways to have fun—so the fact that this area also happens to be positioned right on the coast and provides a beautiful view all day and all year-round just seems unfair.

West Gateway

DTLB’s center of finance and government is home to the Long Beach Civic Center, the World Trade Center, the County’s George Deukmejian Courthouse, and many of the city’s office high-rises and other government buildings. With an array of housing options, residents enjoy easy access to their offices and walkability to all of Downtown’s offerings. Keep an eye out this year especially for the unveiling of the brand new Downtown Main Library.

Willmore

One of Long Beach’s oldest neighborhoods, historic Willmore is located on DTLB’s western edge, bordering the LA River. Here you’ll find a large concentration of turn-of-the-century homes. The Willmore neighborhood reflects Long Beach’s past, present, and future.

IT'S A MUTUAL
BENEFIT
TO ENABLE
BUSINESSES TO
OPEN AS FAST
AS POSSIBLE



\$60K

APPROXIMATELY \$60,000
IN DLBA GRANT MONEY
HAS BEEN AWARDED TO 17
ENTREPRENEURS.

SOURCE: DLBA INTERNAL DATABASE

83%

OF SURVEYED BUSINESSES
AGREE THAT THE
DOWNTOWN LONG
BEACH ALLIANCE IS AN
IMPORTANT ADVOCATE
FOR THE DOWNTOWN
BUSINESS COMMUNITY

SOURCE: ISA 2019 SURVEY OF DOWNTOWN BUSINESSES

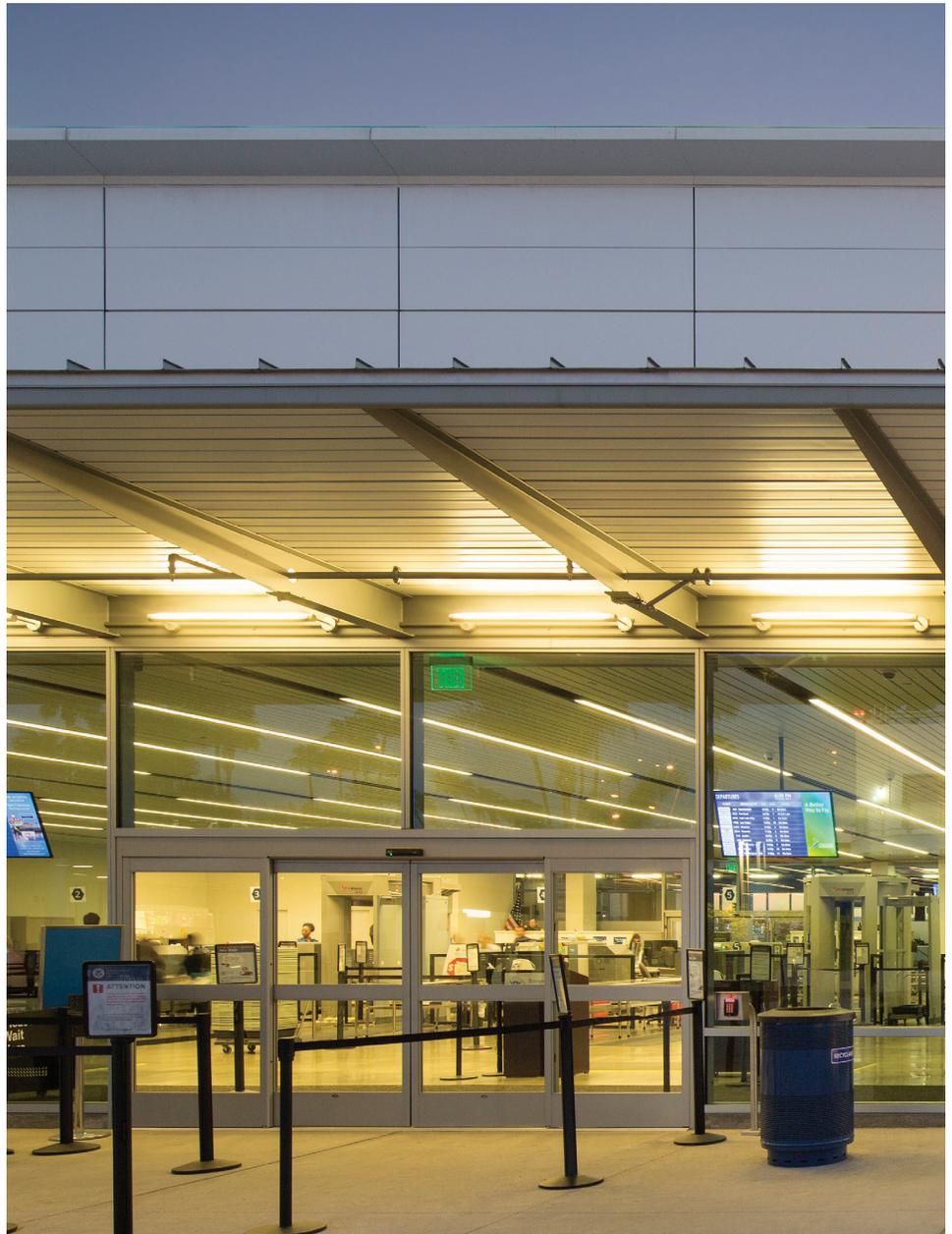


Photo Credit: Long Beach Airport Public Affairs

DOING BUSINESS

To better understand the needs and expected outlook of the Downtown business community, the DLBA conducts an annual business survey in partnership with Long Beach State University. This year's survey respondents provided valuable insight into the current state of Downtown businesses that will better allow us to plan for the needs of the community.

Downtown Long Beach prides itself on being an environment that is business-friendly. Decreasing the median turnaround time for a business license has been a shared goal of both the DLBA and the City of Long Beach. We're encouraged by City efforts that have resulted in turnaround times decreasing from 56 days to 14 days. Another encouraging factor is that gross retail sales receipts in Downtown are continuing to increase year-over-year, with 2018 being the highest yet. Combine that with the creative sector's continued growth in recent years and DTLB stands as an economic powerhouse.



BIZPORT & DATALB

In an effort to become ever more accessible to new businesses, the City of Long Beach launched BizPort, its online business portal. The site serves as a digital ombudsman to help entrepreneurs easily navigate the steps to start, manage, and grow a business. In addition, the City of Long Beach partnered with global smart-mapping leader, Esri, to launch a comprehensive data hub called DataLB. As a public engagement tool, DataLB makes the city's geospatial analytics data available online to the public. This data is a critical component for many burgeoning entrepreneurs and developers seeking to invest in DTLB and the City.

City of Long Beach Economic Blueprint

In the Summer of 2017, the City of Long Beach completed and approved the City's Blueprint for Economic Development, an economic development guide for the next 20 years. The blueprint focuses on policy recommendations for broad areas including economic inclusion, workforce development, the development environment, key industry clusters and business assistance. The document also emphasizes the importance of Business Improvement Districts (BIDs) to the overall economic health of city neighborhoods.

DEVELOPMENT ACTIVITY

The Downtown Plan

Since 2012, the Downtown Plan has served as a comprehensive document that collects major projects in one place to showcase current progress and encourage further development of residences, office and retail spaces, restaurants, hotels, and jobs. The Downtown Plan Year-in-Review for 2019 was released in early 2019 and featured the most significant projects both completed and currently under construction. By incentivizing investors and developers, the Plan helps foster a more connected, more cultured, and more diverse DTLB.



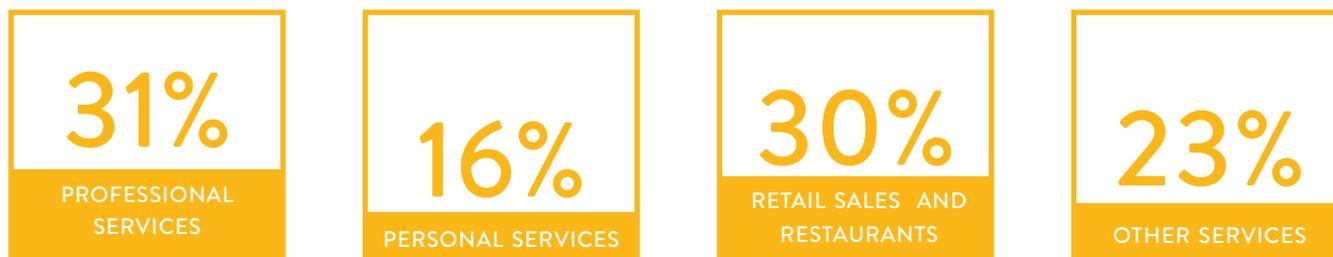
247

NET NEW BUSINESSES
OPENED DOWNTOWN
IN 2018

We continue to see great results:

- Seven recently completed projects bringing 476 new residential units, with another 1,787 units under construction or approved .
- 1,276 more residential units pending approval.
- 578,927 square feet of soon-to-be office space has been approved or begun construction .
- Of the scheduled 22 mixed-use development projects under construction or in the pipeline, approximately 138,000 square feet of additional retail space will be added; this includes 52,852 square feet under construction or approved.
- A total of six hotel projects are either planned or already underway with 34 rooms currently under construction.

INDUSTRY CLUSTERS BY PERCENTAGE



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
Under Construction / Approved	1,787	578,927	52,852	34
Pending	1,276	0	31,680	0
Percent Under Construction	61%	39%	18%	4%

Source: City of Long Beach, "Downtown Plan Update 2018"

Public

Phase I of the \$520 million Civic Center Project is nearing its end, which brings with it a new Civic Center, Main Library, and Port of Long Beach Headquarters. Expect these staples of the Downtown community to open their doors this summer.

For those tired of experiencing temporary weekend closures for the Gerald Desmond Bridge, you'll be happy to hear that construction is heading into its final year on what is soon to be the second tallest cable-stayed bridge in the United States. The \$1.2 billion project will provide easier access for some of the world's largest cargo ships to the Port of Long Beach.

And come Summer of 2020, we'll have three high quality concession stands along Long Beach's 5½-mile coast line to provide lively spots for tourists and locals to gather, buy snacks, and pick up or drop off bike rentals. As part of the \$9 million concession stand project, there will be high quality stands with a sleek, modern aesthetic set up at Alamitos, Junipero, and Granada Beaches serving beachgoers a waterfront gateway to our Downtown.

Commercial

With the continued growth of DTLB through increased population and major development projects, business owners and investors are working to meet the needs of more commercial and retail spaces to handle this new potential market looking for places to become regular customers. Soon to be the newest addition resulting from the ongoing renovations occurring at The Streets, Portuguese Bend will be Long Beach's first distillery and is set to open April 2019. The 3,900 square-foot distillery and restaurant will provide an experience like no other. Meanwhile, just on the opposite corner in Table 301 opened its doors in July 2018 and has established its name at The Streets. This urban eatery features indoor and outdoor spaces and offers a greater connection to the adjacent Promenade and Harvey Milk Park.

Residential

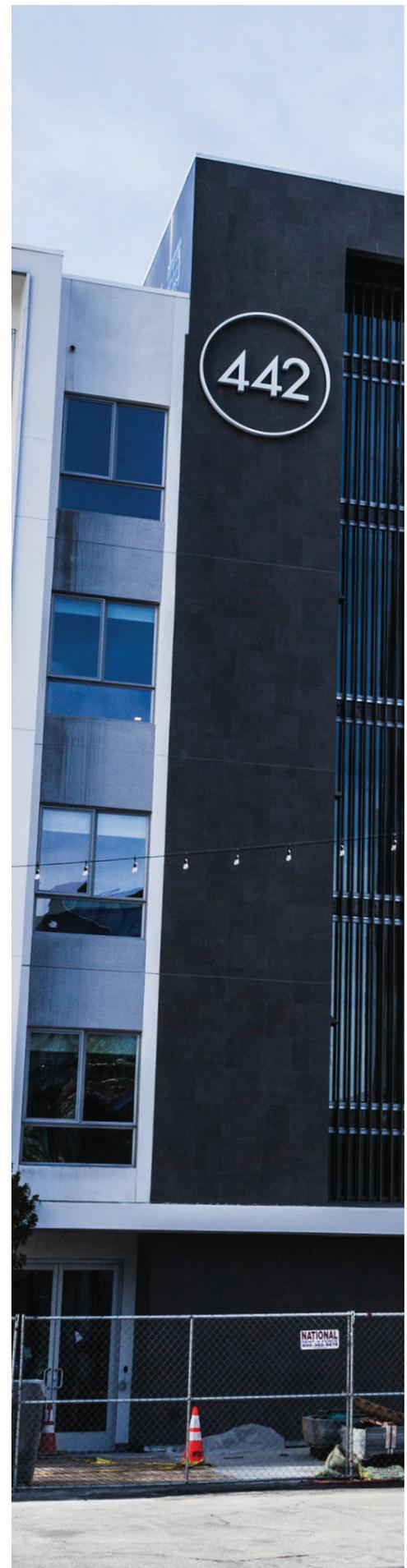
One of the most visible changes in the last few years has been the rapid residential growth, bringing in more than 500 units since 2012 but with more than 1,000 near completion. September 2018 saw the completion of the Huxton Townhomes consisting of 40 three-story homes situated on the corner of Broadway and Elm Ave. Each home is solar powered and all electric, highlighting advanced technology as well as energy-efficient and water-efficient features. Regency Palms is an adaptive reuse project that revitalized the Professional Building at 8th & Pine Ave by tranSForming it into a senior assisted living facility in the core of Downtown. The mixed-use development features medical offices and retail options, which includes the Rose Parks Roasters coffee shop. The 49-unit residential facility offers additional amenities like an art studio, salon and barbershop, and a landscaped open space area on the rooftop.



1,141

NEW RESIDENTIAL UNITS UNDER CONSTRUCTION IN 2018

Source: CoStar Group 2019





BUSINESS

Business Environment

Office Space

Ground Floor Retail Market

Workforce

BUSINESS ENVIRONMENT

Downtown Long Beach stays committed to providing a robust, business-friendly environment. Home to over 1,600 businesses—247 of which were opened in 2018 and 200 were net new—it remains a great place to build a base of returning community members who are eager to support what you're adding to the city.

Even as our Downtown grows and renovates on a large scale, there is still a healthy mix of small businesses generating revenue through service or retail offerings and large employers like Molina Healthcare and the City of Long Beach. The return of the Port of Long Beach offices will bring in an additional 400 employees to the Downtown Core.



15%

INCREASE IN NUMBER OF BUSINESSES FROM PREVIOUS YEAR

1,647 BUSINESSES IN DTLB

DLBA Economic Development Initiatives

A crucial part of a thriving economic ecosystem is showing support for the entrepreneurs and small businesses that provide essential local flavor to our Downtown. Our grant programs mainly focus on providing assistance in the form of seed funding to populations that traditionally have less access to capital through traditional lending institutions. Since starting its grant programs in 2017 DLBA has awarded \$60,000 to 17 small businesses, of which 69% were women-owned and 77% have been people of color.

Woman-Owned Business Accelerator

The Woman-Owned Business Accelerator Program (WOBA) provides grant funds and assistance in hopes to help retain and grow existing women-owned businesses while providing working models for new small businesses. All grants distributed under WOBA have gone to women entrepreneurs and 50% have been women of color.

Entrepreneurship Education Workshop

DLBA launched its Entrepreneurship Education Series in 2017 in partnership with Long Beach State University with the purpose of giving local entrepreneurs access to the tools and skills necessary for starting and operating a successful business. So far, 141 entrepreneurs have taken the six-week training program to increase their knowledge and preparedness along with a group of motivated peers.

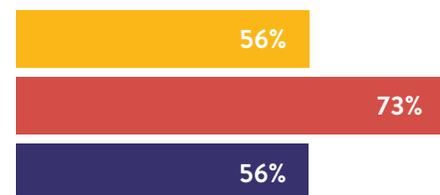
1 Million Cups

In 2018 DLBA brought the Kauffman Foundation's nationally recognized entrepreneurship networking program to the City of Long Beach. Based on the notion that entrepreneurs discover solutions and engage with their communities over a million cups of coffee, more than 30 entrepreneurs big and small have pitched in front of the 1 Million Cups Long Beach audience.

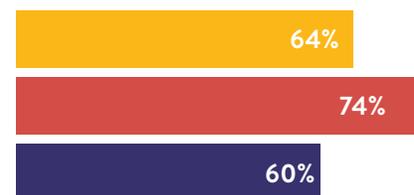
BUSINESS CONFIDENCE IN THE US & CA ECONOMY



CONFIDENCE THAT US ECONOMY WILL GROW THIS COMING YEAR



CONFIDENCE THAT CALIFORNIA ECONOMY WILL GROW THIS COMING YEAR



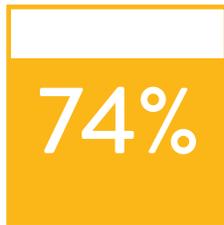
Source: ISA 2019 Survey of Downtown Businesses



Industry Outlook

In 2016, the DLBA commissioned Beacon Economics, an internationally recognized independent research and consulting firm, to conduct an in-depth employment profile on Downtown Long Beach, and the results provided proof that the future is Downtown. Amongst the key findings, they found the transportation and warehouse industry to be the largest contributor of new jobs over the past year in Downtown Long Beach.

In 2019, the DLBA conducted its annual Downtown Business Survey for the third year in a row. The survey sought to gain an understanding of perception and attitudes for Downtown businesses. General confidence in the economy dipped to 71% in 2019 from 81% in 2018, likely due to the introduction of uncertainty into the market, especially around trade and tariff increases. Similarly, this fear of uncertainty was reflected in the respondents' expectations that they would hire more in the coming year. In 2018, surveyed businesses reported they were 43% likely to hire more in the coming year versus 39% in 2019.



BUSINESSES
CONFIDENT IN THE
GROWTH OF LONG
BEACH ECONOMY
NEXT YEAR

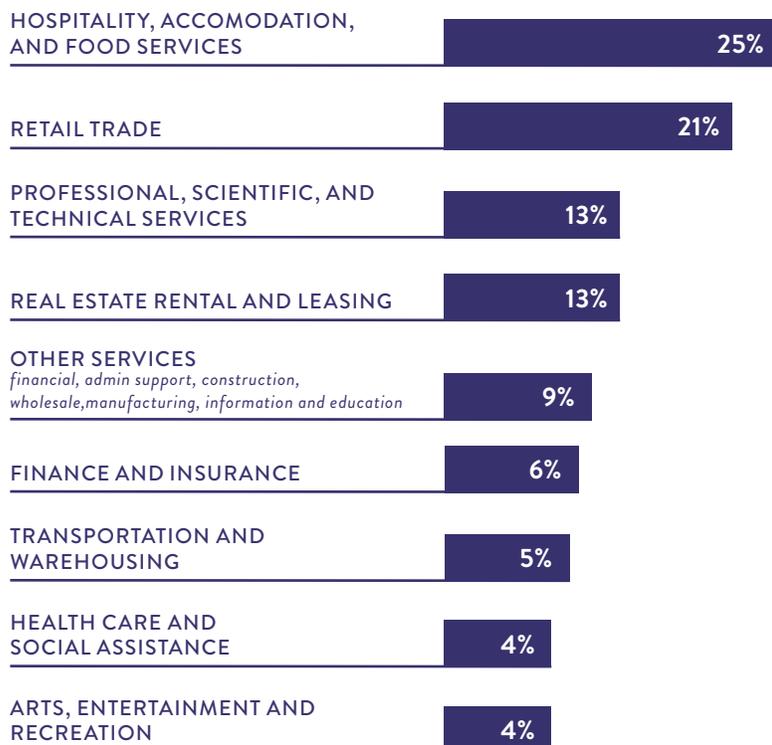


BUSINESSES
EXPECTED TO
INCREASE THE
NUMBER OF
EMPLOYEES



PLAN TO
MAINTAIN
CURRENT STAFF
MEMBERS

DOWNTOWN INDUSTRY CLUSTER BREAKDOWN



Source: ISA 2019 Survey of Downtown Businesses

Source: ISA 2019 Survey of Downtown Businesses

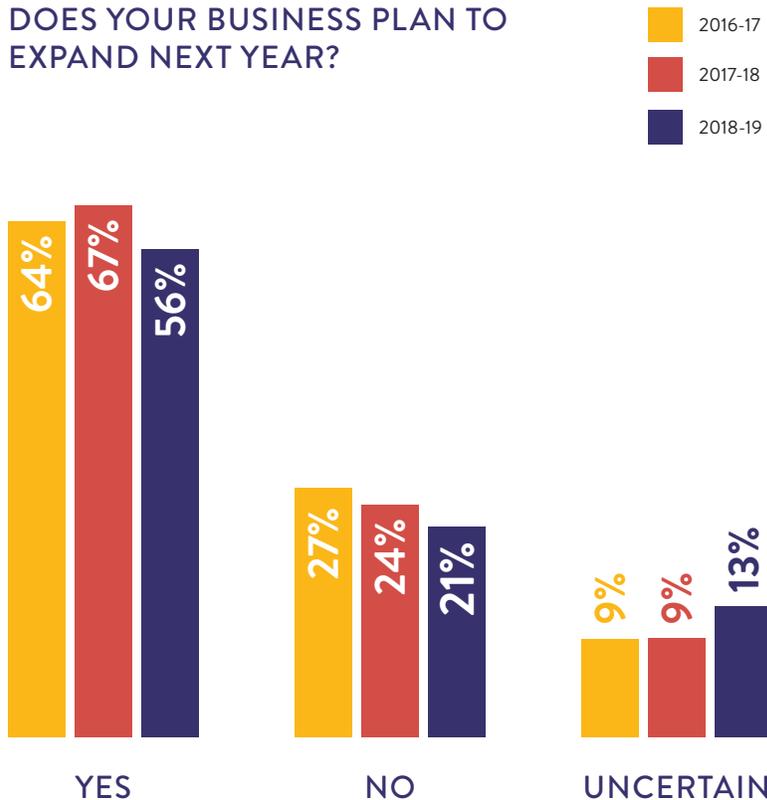


DOWNTOWN CONTINUES TO OFFER A HEALTHY JOB AND HIGH-WAGE OPPORTUNITIES

Major Players

In the 2016 Beacon Economics report, jobs in Downtown Long Beach grew 6.5% from Q1 2008 to Q3 2015, surpassing the citywide growth rate of 3.9% and the Los Angeles County growth rate of 2.2%. DTLB also plays host to the corporate headquarters of several major players in the local economy that fall into the professional and tech sector. Beacon’s analysis found these establishments are among the fastest growing in the city. According to the profile, “These high-end office jobs have significantly boosted the profile of Downtown Long Beach, as a growing array of businesses are working in the area to administer, oversee, and manage company operations throughout the city and broader Los Angeles area.”

DOES YOUR BUSINESS PLAN TO EXPAND NEXT YEAR?



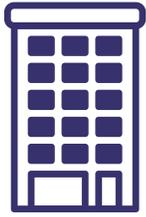
DOWNTOWN LONG BEACH LARGEST EMPLOYERS

COMPANY	#OF EMPLOYEES
MOLINA HEALTHCARE INC	1,572
UNIVERSAL PROTECTION SERVICES LP	396
THUMS LONG BEACH COMPANY	349
HYATT CORPORATION	355
THE SALVATION ARMY A CA CORP	288
RENAISSANCE HOTEL	273
THE WESTIN LONG BEACH	202
THE DESIGNATORY INC	189
HILTON HOTEL LONG BEACH	169
THE YARD HOUSE	150

Source: City of Long Beach, Financial Management Business Services Bureau

OFFICE SPACE

DTLB's business and service professionals are accommodated with approximately 4.3 million SF of office space, of which 92% of the market (roughly 3.9 million SF) is made up of Class A & B buildings. With more than 723 various professional services located in Downtown, demand for new and creative tenant space continues to evolve. Downtown offices are quickly meeting modern workspace needs head on, with amenities like outdoor hangout areas, open space work areas, and art pieces that inspire employees to turn around and put an enthusiasm for their working environment into the community.



70%

BUSINESSES AGREE TO THE ABILITY IN FUNDING OFFICE SPACE DOWNTOWN THAT MET THEIR NEEDS

Source: ISA 2019 Survey of Downtown Businesses



Office Rental Rate Comparison

While the vast majority of office space throughout the Downtown consists of Class A and B market grades, each remain competitive with market rates, ranging from \$1.40 to \$2.95/SF—a 14% increase since 2014.

	Q4 2017	Q4 2018	DELTA (\$)	DELTA (%)
Class A	\$3.03	\$3.32	\$0.29	10%
Class B	\$2.12	\$2.63	\$0.51	24%
Class C	\$1.75	\$2.20	\$0.45	26%
Overall Average	\$2.30	\$2.72	\$0.42	18%

Source: Costar Group 2019 Survey of Downtown Businesses

Office Benchmark Comparison

A comparison of the DTLB commercial office market with surrounding communities shows that rates have remained flat over the last year. Of the OC/LA County region, El Segundo experienced the largest 12-month rent increase at 16%, while Torrance and Santa Ana experienced the second largest at 8% each. With overall occupancy hovering at 84% and market rates remaining some of the most affordable in Southern California region, the DTLB office market is positioned as an attractive alternative for companies that want offices on the waterfront in an active downtown but don't want the rising prices and competition of cities along the West LA coast.

2018 OFFICE RENT PER SQUARE FOOT



Breaking the Norm: Co-Working Spaces

With each year the number of freelance workers and remote employees grows, and considering projections only show that this trend will continue to increase into the foreseeable future, it's no surprise that co-working spaces are becoming more and more necessary to provide structured work environments and communal atmospheres for those in need. Whether you need an escape from distractions at home, you're getting cabin fever, or you could just use a reason not to just roll out of bed and work in your pajamas, these spaces provide a great opportunity to keep yourself on track.

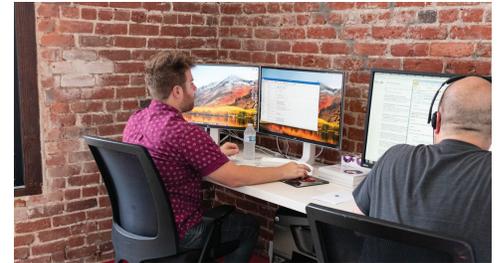
CommonGrounds Workspace

The newest of the batch of co-working spaces, CommonGrounds opened in Downtown Long Beach in Fall 2018 and is already bringing hard working freelancers, companies, and inspiring entrepreneurs into the fold. The Carlsbad-based business opened sites in Denver, Salt Lake City, and San Jose last year, with plans for five more locations this year across the country. The Downtown Long Beach location showcases the delicious Invita café along with various lifestyle and locally tailored hospitality accommodations for members like car-sharing and bike storage. Their regular gatherings promote a social atmosphere outside of work and help maintain an all-around friendly vibe.



P3 Office Lofts

Housed in a site formerly owned by the Redevelopment Agency, P3 Office Lofts was the creative vision of Toliver and Catherine Morris. Their intent was to provide an innovative hub for existing and new businesses to flourish and find inspiration among one another. By repurposing the 1920s-era building, the Morrises transformed the spot into a business incubator and co-working space. Today, P3 Office Lofts is nearly at full occupancy with several businesses utilizing the space as their base of operations, including: The Pie Bar, Jhans Exhibits, Compligent, and Realstir.



Shaun Lumachi Innovation Center

Last year the City of Long Beach entered into a partnership with Long Beach City College (LBCC) and BLANKSPACES to develop the Shaun Lumachi Innovation Center, investing \$250,000 into improvements. Currently under construction and projected to finish in mid-2019, the two-story building covers approximately 5,000 square feet which will serve as a hub for small business development, entrepreneurship, and job training. In addition to available resources, BLANKSPACES will manage the center as a co-working space.



WeWork

WeWork established its presence in Downtown Long Beach late in 2017 and has since grown into a critical component in supporting the entrepreneurial ecosystem. Since opening, WeWork has grown its membership base by more than 25%, including local companies like Connecting Evidence, a 2017 small business grant recipient; MJG Capital; and Premier Senior Care. WeWork's philosophy is to create opportunities and spaces that foster meaningful connection. The space's nautical-themed design encourages members to grab a beer with fellow members and reflect on Long Beach's history as both a port city.



WTC Workspace

Housed in the World Trade Center—one of DTLB'S most iconic office buildings—WTC Workspace offers its members first-class executive office suites, an open co-working space, conference rooms, and virtual office plans. In addition to new renovations throughout the building, members will have access to the newly opened two-story 24 Hour Fitness and can enjoy their breaks in the outdoor plaza with updated landscaping.



GROUND FLOOR RETAIL MARKET

Downtown Long Beach offers a great blend of retailers in all sizes, from mom and pop shops to big box stores. There is in total 2.8 million square feet of dedicated retail space throughout Downtown. The main commercial corridors and shopping districts include Broadway, 3rd Street, Pine Avenue, The Promenade, Long Beach Blvd., Atlantic, The Pike Outlets, and Shoreline Village

With 720 ground floor retail businesses in the Downtown area, this continues to be a growing and sought-after location for new shops. Occupancy for dedicated retail remains strong at 93%, this is a 4% decrease from the previous years in part due to some closures of smaller retailers.

With several new development projects coming online, the number of mixed-use developments that will provide retail space is about to explode. Over the next five years at least 22 mixed-use projects are expected to bring a total of 138,459 SF of new retail space. With the opening of projects like the Linden by the Sares-Regis Group, Serenade Modern Flats by Ensemble Investment, AMLI Park Broadway by AMLI Residential and the Oceanaire by Lennar in 2019, an additional 14,005 SF of new retail space is expected to come online.

GROSS SALES
RECEIPTS IN
DTLB ARE AT
RECORD HIGHS



CURRENT RETAIL
LEASE RATES ARE
\$2.44/SF AND HAVE
INCREASED

13%

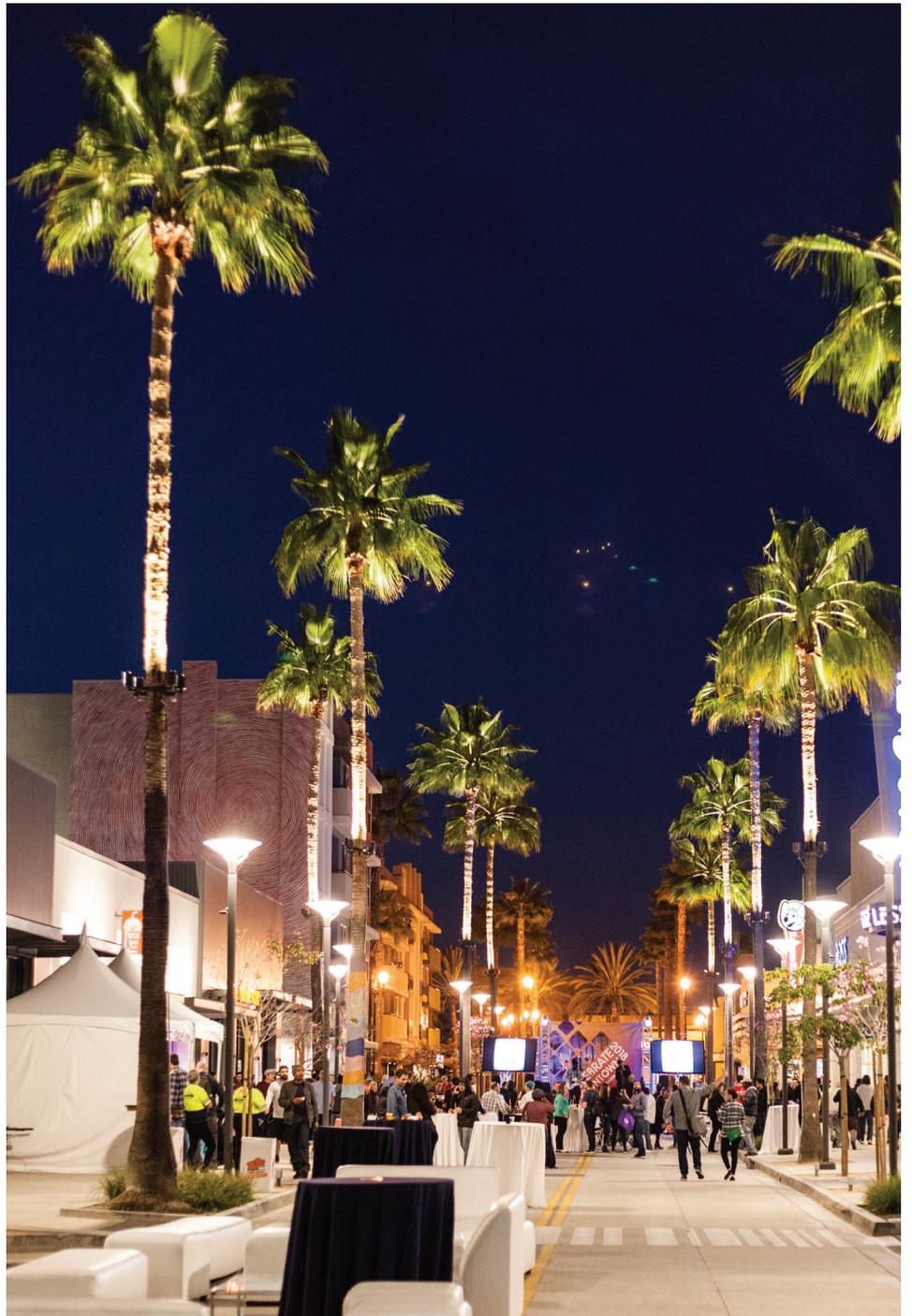
SINCE 2014

Source: CoStar Group 2019

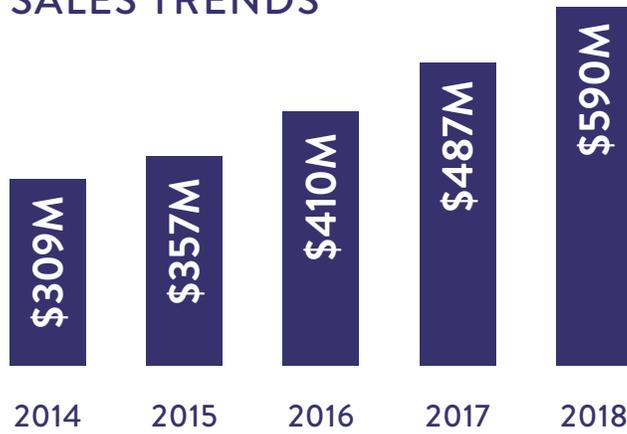
OVERALL GROUND
FLOOR RETAIL
OCCUPANCY IS AT

93%

Source: CoStar Group 2019



ANNUAL GROSS RETAIL SALES TRENDS



Gross Sales Receipts

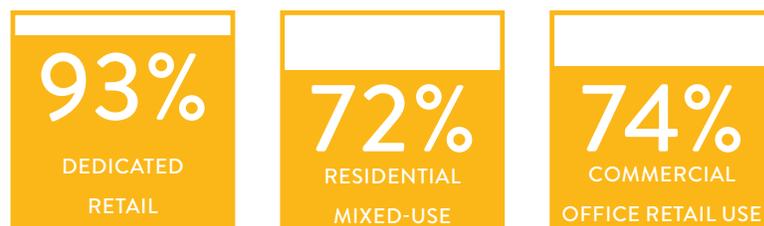
Since 2014, there has been a 91% increase in gross sales, equating to \$590 million spent Downtown. As this relates to spending in industries like general consumer goods, restaurants and dining, and food and drugs gross retail sales have increased by 50% since 2014.

Since 2012, we've seen the addition of national brands like Levi's, The Gap, and F21 Red to The Pike Outlets; regional brands like Gu Ramen and Loose-Leaf Boba; and of course, locally grown options like Long Beach Ice Cream Co., Portuguese Bend, Table 301, and Long Beach Taco Co.

	PINE & PROMENADE	NORTH PINE	PIKE SHORELINE VILLAGE	EAST VILLAGE	THE STREETS
Total Available SF	310,000	292,000	527,000	771,000	317,000
2018 Gross Sales	\$69.9M	\$20.6M	\$113.9M	\$78.1M	\$28.2M
Occupancy	95%	78%	91%	98%	89%
Market Rent SF	\$2.38	\$2.44	\$5.48	\$2.48	\$3.23

Sources: City of Long Beach, Economic & Property Development Department, Retail Sales Tax Receipts & CoStar Group

RETAIL OCCUPANCY BY RETAIL TYPE



Source: CoStar Group 2019



Spending Behavior and Consumer Desires

To gain a better understanding of DTLB residents' spending behavior and consumer desires with regard to retail, grocers, and stores, DLBA conducted a resident and pedestrian survey in partnership with S. Groner Associates (SGA). From that survey we've learned DTLB is comprised of a population who are strong advocates and big fans of their neighborhood, but equally dedicated to calling for better shopping options. Groceries, household items, and electronics dominated what DTLB residents feel their community needs.

Survey findings highlighted that middle income earners reported an average monthly retail spend of \$505 and high income earners reported a monthly retail spend of \$653. In addition, reported spending in Downtown varied from demographic groups such as residents, workers and visitors..

REPORTED MONTHLY SPENDING BEHAVIOR

BUSINESS TYPE	RESIDENT	WORKER	VISITOR	TOTAL
Retail	\$100	\$118	\$56	\$274
Service	\$73	\$25	\$1	\$99
Restaurant	\$292	\$189	\$13	\$495
Entertainment	\$53	\$110	\$82	\$245
TOTAL	\$518	\$442	\$152	

Source: 2016 Annual Downtown Resident & Pedestrian Intercept Survey

AVERAGE SPENDING INSIDE AND OUTSIDE OF DTLB

MIDDLE INCOME EARNER

\$323 AVG SPENT
INSIDE DTLB
 + \$183 AVG SPENT
OUTSIDE DTLB

\$505 AVG MONTHLY
RETAIL SPENT



HIGH INCOME EARNER

\$366 AVG SPENT
INSIDE DTLB
 + \$287 AVG SPENT
OUTSIDE DTLB

\$653 AVG MONTHLY
RETAIL SPENT



Source: 2016 Annual Downtown Resident & Pedestrian Intercept Survey

WORKFORCE

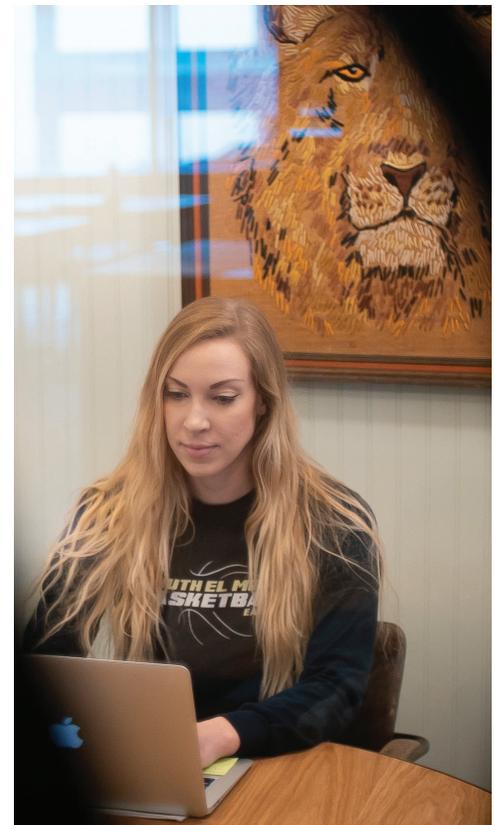
Savvy companies have their sights on DTLB, and it's not by accident. When polling Downtown businesses, 68% agreed or strongly agreed that it is easy for them to find an educated workforce. Meanwhile, workers in DTLB earn 31.3% more than those citywide at an average of \$67,800 annually.

AVERAGE ANNUAL INCOME OF PRIVATE EMPLOYEES IN DTLB BY INDUSTRY



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

DTLB HAS A
WIDE SPECTRUM
- ANYTHING AND
EVERYTHING



Working in DTLB

Hitting his two-year anniversary this year as an employee working in DTLB, Aaron Yang, a millennial and a creative with a focus in copywriting, commutes in from Laguna Beach. He shared that he and his colleagues appreciate the fact that "working in DTLB has the benefit of enjoying the best of both worlds (ocean and City), which is not that common in other downtown areas."

Walking each morning from the parking structure to his interTrend Communications office within a beautifully renovated artistic space featuring exposed brick, Aaron commented that, "I enjoy my short walk, as there are so many different places, coffee shops, and restaurants that I like. I can cruise around and explore as I head into the office or on my lunch break."

In conclusion, Aaron nails DTLB's varied character, "This is a place where you're able to experience different personalities and have a diverse experience. If you want a vintage or modern scene, you can have it. DTLB has a wide spectrum - anything and everything!"



DTLB WORKERS EARN

31%

MORE THAN THE AVERAGE
WORKER CITYWIDE



RESIDENTS

Housing

Demographics

Psychographics

Education

HOUSING

What is Downtown Long Beach without the wonderful people who choose to call it home? As we have seen a continued trend towards urban living in the last few years with a rapid change to the skyline and housing developments popping up one after another, expect more vertical growth and a steady influx of residents. The last few years have seen rapid change to the skyline, and housing developments keep popping up, expect more vertical growth and a steady influx of residents.

Housing occupancy has seen a 2% increase since this time last year, with an overall occupancy rate of 95%. The most recent residential additions to Downtown, The Edison and The Current, are near optimal occupancy at 93% and 94% , respectively. The development of these luxury-style units further demonstrates a demand for high-end apartments complete with attractive amenities.

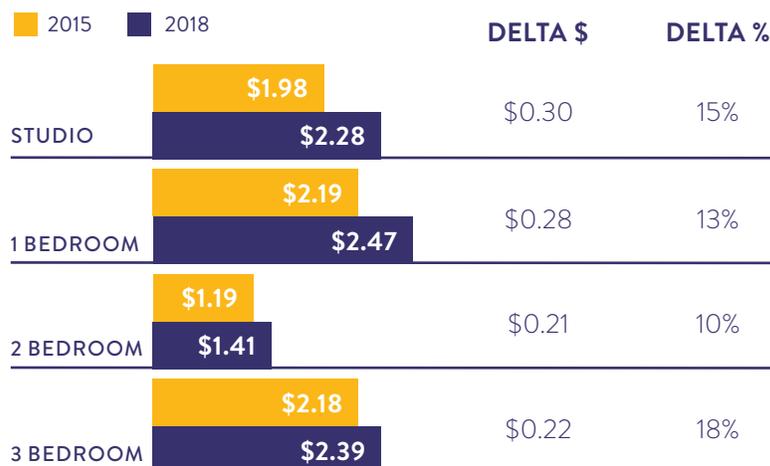
Residential Rental Rate Comparison

Rental rates in the housing market have continued to increase, driven by a strong demand and limited supply. Rates for studio, 1-, 2-, 3-, and 4-bedroom units have increased from 3% to 7% over the last year. Moreover, since 2015 rental rates have increased 10% - 15%. The introduction of 786 units in 2016 injected growth in the rentable market, and out of an additional 1,893 units planned over the next five years only 300 units are expected to be for sale.

Unit configurations for multi-family units are predominately comprised of studio, 1-, and 2-bedroom units. These units are great for young professionals, young couples, and empty nesters, but the lack of 3-bedroom configurations can be a deterrent for young families seeking to live or remain in DTLB. While single-family homes and condos make up a very small portion of the market, the desire for wanting to live in an urban core with great walkability has pushed demand for homeownership.

Unlike 2016 where occupancy for the Downtown residential market hit nearly 98%, 2018 saw occupancy rates come down to the optimal point of 95%. This was largely caused by the introduction of new housing. Like most of the LA/Orange County region, housing occupancy has remained relatively tight as the supply of new housing has not kept pace with demand. Further, while rental rates in cities like Santa Monica, Irvine, and Santa Ana expressed minimal increases of 2%, it was Downtown Long Beach and Downtown Fullerton that had largest increases in a 12-month period with 6% and 5%, respectively. This has in large part occurred as older housing stock has been renovated and brought in line with market rates.

AVERAGE RENTAL RATES PER SF BY UNIT CONFIGURATION



Source: CoStar Group 2019

MARCH 2018



BROADWAY BLOCK PROJECT

Approved by
Planning Commission in March

375 Units



PACIFIC-PINE

Approved by
Planning Commission in July

271 Units



SHORELINE GATEWAY

Approved by
Planning Commission in September

315 Units



**REGENCY PALMS
SENIOR HOUSING**

Completed in October

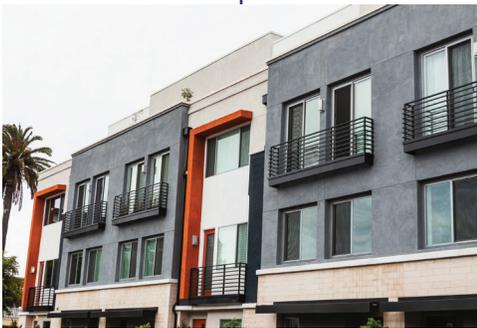
49 Units



THE INKWELL

Approved by Planning
Commission in October

189 Units



HUXTON TOWNHOMES

Phase one
completed in November

40 Units

NOV 2018

Housing Inventory

Residential housing stock in DTLB is comprised of older housing stock with a median age of 47 years old. However, renewed interest in urban living and demand for luxury-style housing has pushed the drive for new development projects. The residential market in DTLB is comprised of both multi-family unit dwellings and single-family homes. Multi-family units comprise much of the market, representing 86% of the overall housing stock in Downtown. Of those multi-family units approx. 11,000 units are units for rent and 2,600 units are for-sale units (condos or townhomes).

The asking price for homes for sale in DTLB has increased 8.2% since last February, while the number of homes for sale has decreased 12.6%. This suggests that while the demand for home ownership continues to increase, limited housing availability has made it difficult for new owners to enter the market.



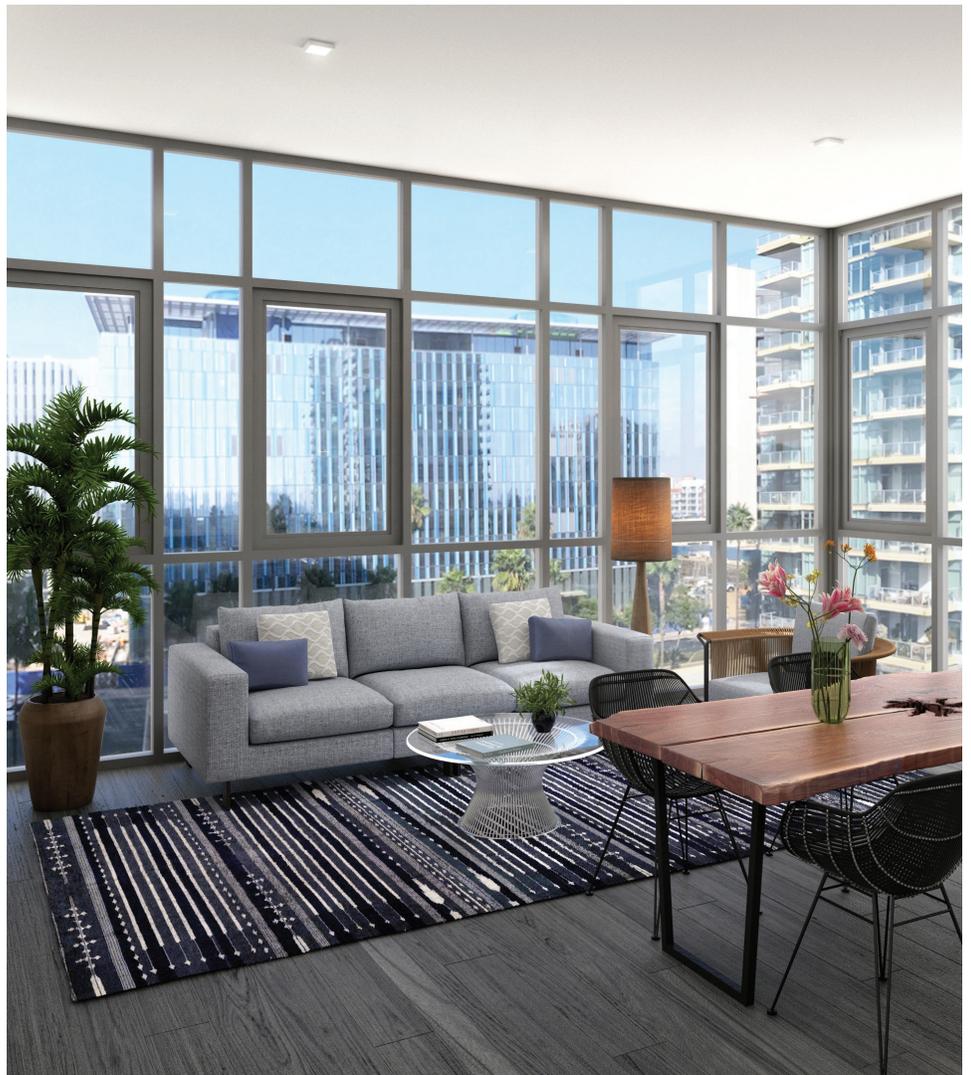
OF ALL MULTI-FAMILY HOUSING

11,066 **2,587**

UNITS ARE FOR RENT

UNITS FOR SALE

Source: 2017 American Community Survey





33,129
RESIDENTS
IN DTLB

DEMOGRAPHICS

A community's demographic provide us valuable information for spotting not only who our neighbors are, but also the reality of their lifestyles and needs. The demographics of DTLB enable investors to recognize trends and common backgrounds which they can refer to as they plan future developments with a confidence in who they're providing for. DTLB has experienced dramatic growth in the Downtown core over recent years, and the table below highlights the demographic trends of the population within Downtown and Downtown core.

	DOWNTOWN	DOWNTOWN CORE
POPULATION	33,129	10,164
AVERAGE HOUSEHOLD INCOME	\$59,299	\$80,225
MEDIAN AGE	35	40
HOUSEHOLD BY INCOME	\$35k - \$49,999	13%
	\$50k - \$74,999	16%
	\$75k - \$99,999	11%
	\$100k - \$149,999	11%
	\$150k or more	8%
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 (AGE 25+)	High School Diploma or Less	43%
	Some College or Associate's Degree	26%
	Bachelor's Degree or Higher	31%

Source: 2017 American Community Survey



52%

OF DOWNTOWN CORE RESIDENTS HOLD A BACHELOR'S DEGREE OR HIGHER

Source: ESRI, Tapestry Segmentation Area Profile 2018

PSYCHOGRAPHICS

While demographics give us a broad outline of the socioeconomic makeup of an area, psychographics offer a window into who we are, what we desire, what motivates us, and our deeply held beliefs in what makes us feel at home in a community. Generally, the Downtown Core and East Village area is populated by young urban professionals or DINK (double income no kids) couples. This is countered by the North Downtown area, where most residents are young families and or/foreign born.

From social and spending attitudes to interests and values, these profiles of population segments enable marketers, investors, and the public to know more than just who people are, but why and how they choose to live and spend their money. The following DTLB profiles were developed utilizing Esri's Tapestry Segmentation data.



32%

OF DOWNTOWN CORE RESIDENTS ARE BETWEEN 20-35 (MILLENNIALS)

Source: 2017 American Community Survey



Fresh Ambitions

The largest psychographic segment, making up 24% of the Downtown population, this group is composed of young families and recent immigrants, and many work in service, skilled, and unskilled occupations. They bring a much-needed jolt of new ideas and productive values to the community.

Median Age	30
Median Household Income	\$30,000



PERCENT OF DTLB RESIDENTS



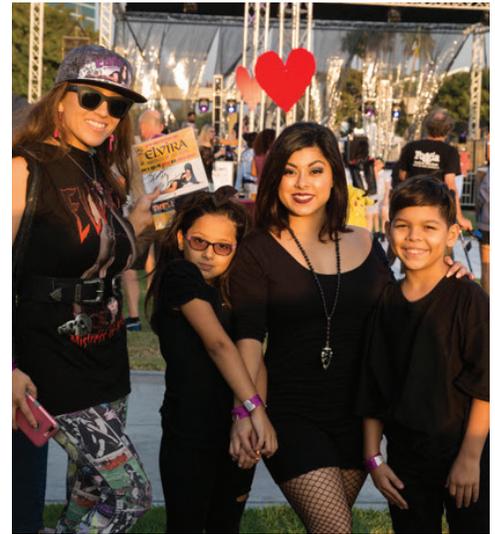
Metro Fusion

The second largest segment, making up 15% of the Downtown population. This segment is highly diverse and hardworking, and for many English is not their first language. Many have young children and are single parents

Median Age	33
Median Household Income	\$39,900



PERCENT OF DTLB RESIDENTS



Set to Impress

The third largest segment, this Downtown group is composed of educated and mobile single-person households, many of whom are image-conscious consumers that stay fashion forward and enjoy leisure activities like concerts and nightclubs. These residents love to be seen and admired in the community.

Median Age	39
Median Household Income	\$32,900



PERCENT OF DTLB RESIDENTS



Metro Renters

Although Metro Renters made up only 10% of the Downtown population, they have the largest median household income at \$79,846. This population is highly educated and seeks to spend their disposable income on trending products and experiences.

Median Age	37
Median Household Income	\$79,846



PERCENT OF DTLB RESIDENTS

Source: Esri, Tapestry Segmentation Area Profile, 2017



EDUCATION

Long Beach stays committed to providing students a worthwhile education from Kindergarten all the way through higher education without needing to leave the city. Together, Long Beach Unified School District (LBUSD); Long Beach City College (LBCC); and California State University, Long Beach (CSULB) create a working educational ecosystem that collaborates to form the Long Beach College Promise: a nationally recognized program that exists to streamline the path for students to progress from K-12 to higher education.

15% 

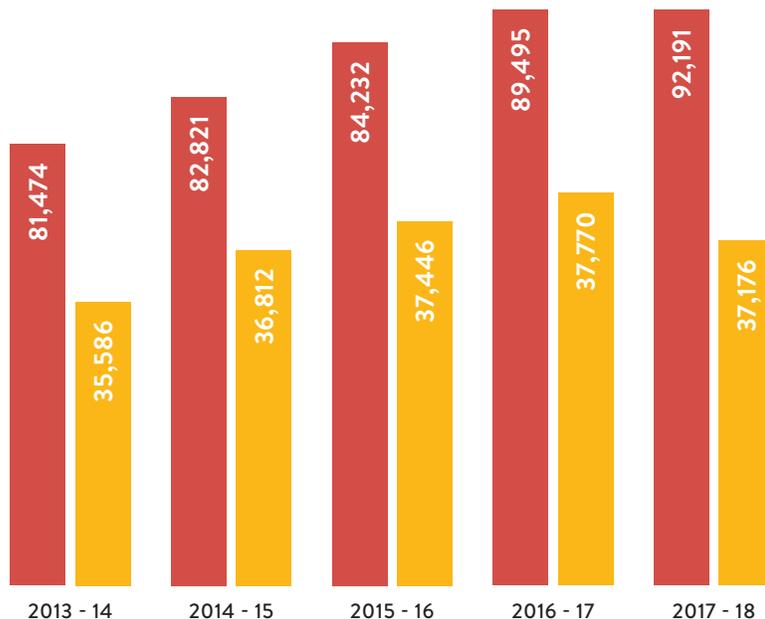
OF THE DOWNTOWN POPULATION ARE SCHOOL AGED CHILDREN (5-18)

Long Beach College Promise

The Long Beach College Promise extends the opportunity of a college education to every student in the LBUSD to create a pathway for developing a strong workforce by linking the education system. This innovative and award-winning initiative transforms the lives of students and the city's economic potential by making higher education accessible for all. In 2018, the College Promise brought on its first industry partner with the Port of Long Beach. This partnership is focusing on preparing the next generation of leaders by building awareness and understanding of the Port and maritime industry.

CSULB APPLICATION AND ENROLLMENT TRENDS

■ ANNUAL APPLICATIONS
■ ENROLLMENT TRENDS



Source: CSULB, Office of Institutional Research, Enrollment Trends



STUDENT ENROLLMENT FOR DOWNTOWN K-12 SCHOOLS

	Student Attendance
Edison Elementary	612
Chavez Elementary	390
St. Anthony Elementary (Private)	133
St. Anthony H.S. (Private)	585
Stevenson Elementary	643
Oropeza Elementary	749
Renaissance H.S.	406
Montessori on Elm (Private)	32

Source: California Dept of Education, Educational Demographics Unit, St. Anthony School Profile

Schools K - 12

It's easy to focus on DTLB's forward thinking young entrepreneurs and empty nesters, but as families make up more and more of the Downtown demographic, it's important to consider how the community is fostering the young minds of tomorrow. Eight public and private K-12 schools serve to educate more than 3,000 students, all within a half-mile radius. Our schools highlight the diversity of the area—29% of public school students are learning English as a second language, and many of the students come from households where a parent doesn't hold a high school diploma. With networks of support like The Long Beach College Promise, among other initiatives, Downtown school districts continue to provide necessary resources to students from all backgrounds.

Downtown Long Beach celebrated the opening and re-opening of two schools this past year—Montessori on Elm, a small private K-4 school, and Renaissance High School for the Arts, a public performing arts magnet school operated through LBUSD. Renaissance High School underwent a \$40 million renovation which included a new two-story performing arts building, a physical education building, an open amphitheater, new parking, and new signage.

Higher Education Institutions

We're continuing to see great results from the Long Beach College Promise, and the high performance in students at local colleges is where we really start to see the reality of what this program has to offer. In the 2017-2018 school year, CSLUB had 92,191 applications and 37,176 enrolled students, showing a decrease of annual enrollment by 2% from the previous year but an increase of 3% in applications. The CSLUB six-year graduation rate from its 2012 cohort was 69%. Meanwhile, LBCC had 34,738 students and awarded 1,742 AA degrees, boasting an 11% increase in the student population since 2014 and a 32% increase in AA degrees compared to 2016-2017.

The City of Long Beach and local universities are committed to maintaining a close relationship with the Downtown community to provide resources for post-graduates considering their careers and connecting students directly to potential employers. Places like the Shaun Lumachi Innovation Center and the proposed Downtown Student Village Project—which would bring 1,100 residential units for students, grad students, faculty, and teachers—suggest a bright future for students hoping to stay connected to the local community after completing their education.

In 2019, the City of Long Beach and Cal State Long Beach entered into a 10-year, \$1 million agreement to offer 16 classes in Downtown Long Beach. CSULB's College of Professional and International Education (CPIE) and will deliver classes ranging from project management, cybersecurity, social work, and other innovative sectors. Classes will be held in converted retail spaces adjacent to 4th Street and The Promenade at The Streets.



LIFESTYLE

Mobility

Placemaking and Public Spaces

Tourism, Attractions & Events

MOBILITY

If you need more of a sign that Downtown Long Beach is full of life, look no further than how much movement there is on a daily basis. You'll find no shortage of options to fit your pace to fully appreciate everything Downtown has to offer, because no matter your favorite mode of transportation, DTLB has one of the nation's most accessible networks of biking amenities, beach paths, and public transit lines. 2019 will continue the trend of diminishing suburban areas and increasing metropolitan activity, meaning owning a car will become less and less of a necessity—all the more reason to get out in the sun and enjoy being part of the community!

Walk

As Downtown grows in size and spirit, we aim to keep it walkable. DTLB has a Walk Score of 93, among the highest in SoCal, with many considering it a “walker's paradise.” What better way to admire public art and let local businesses catch your eye? The beauty of all the new businesses and public spaces constantly popping up is that you're sure to discover something new by wandering around the area on a warm day

Bike

Long Beach prides itself on being one of the nation's most bike-friendly cities, and with a strong showing for the City's Bikeshare program and the inclusion of bike lanes in our road construction projects, it's only going to get easier to bike Downtown. That all contributes to overall less crowded parking, ease of access around town, and a safer way for bikers to enjoy themselves. The 3rd Street and Broadway Street corridor project currently in its final phase seeks to provide a smooth, seamless, and safe transition from Downtown to Alamitos Beach.

Car

With the rapid influx of new residents, it's no surprise that parking Downtown remains competitive. Lucky for Downtown visitors, metered parking is kept at affordable rates, with multiple parking structures offering two hours for free. For permanent residents, the City of Long Beach is taking into consideration the need for accessible parking, and as more large apartment complexes go up, many are sure to include assigned parking garage.

Public

Long Beach Transit (LBT) covers the bus system, while Los Angeles Metro (Metro) covers the soon to be renovated Blue Line, a regional light rail system. Both systems are transit hubs in DTLB that connect you to other Long Beach neighborhoods and Downtown LA. As the Blue Line reopens later in the year, the ridership is expected to see a great improvement in the overall public transportation experience.

Pedal Movement

Evan Patrick Kelly, Graham Baden, and Johnny Tully are three Long Beach residents and the founders of Pedal Movement, a bicycle services and transportation demand management provider. They are also operators of DTLB's Bikestation, where secure, indoor bicycle parking (free during regular business hours and 24/7 secure parking for members) is offered along with a bike shop, bike rentals, and professional repair services.

Strong believers in a slower pace of life, Pedal Movement supports a greener, simpler, and cleaner method of transportation. “A city can't simply paint stripes and print posters to become bike-friendly. Its culture must adapt,” said Tully, “A new generation has grown up on bicycles though, and policies must be tailored to empower them.”

ACTIVE TRANSPORTATION CONTINUES TO EVOLVE





 DAILY AVERAGE PEDESTRIAN COUNTS FOR EACH LOCATION IN 2019



**4.3
MILLION**

TOTAL PEDESTRIANS IN DOWNTOWN IN 2018

Source: DLBA Automated Pedestrian Sensors



76,617

BIKESHARE TRIPS TAKEN IN 2018

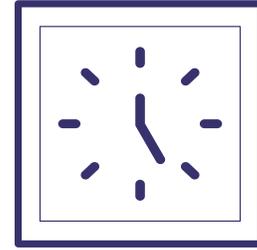
Source: City of Long Beach, Dept of Public Works

E-Scooters

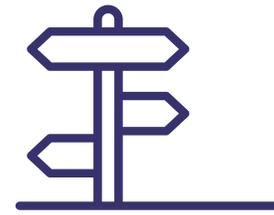
The city's e-scooter pilot program was introduced in July 2018, and it has quickly taken Downtown by storm. There are currently five different companies operating with 950 scooters available in the city, and the city council agreed to expand that number to 6,000 by mid-2019, coupled with the development of an official city ordinance regarding micro-mobility programs. From August to December last year there were 254,940 total rides, 437,987 miles traveled, and an average of 2.88 rides per scooter per day. A city survey showed 44% of participants had used an e-scooter in Long Beach.

Bike Share

The City of Long Beach's Bikeshare program is in its fourth year, and it's seen great results. To date there have been 76,617 total trips taken and 205,458 miles traveled by over 13,000 riders. Half of the city's 46 Bikeshare hubs reside in Downtown, with popular hubs including: 3rd/Broadway, the Aquarium of the Pacific, Shoreline Village, and City Hall. Many bikers continue to utilize Bikeshare as their main mode of transportation.



26 MINUTES
(AVERAGE TRIP DURATION)



192
AVERAGE TRIPS PER DAY

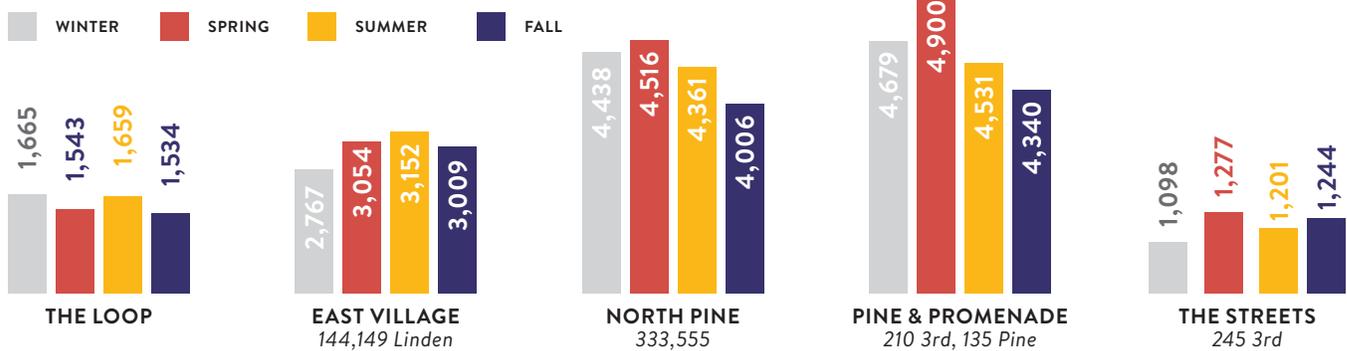
Figure 4.2 - DTLB 2017 City Bikeshare
Source: City of Long Beach, Dept of Public Works

Pedestrian Counts

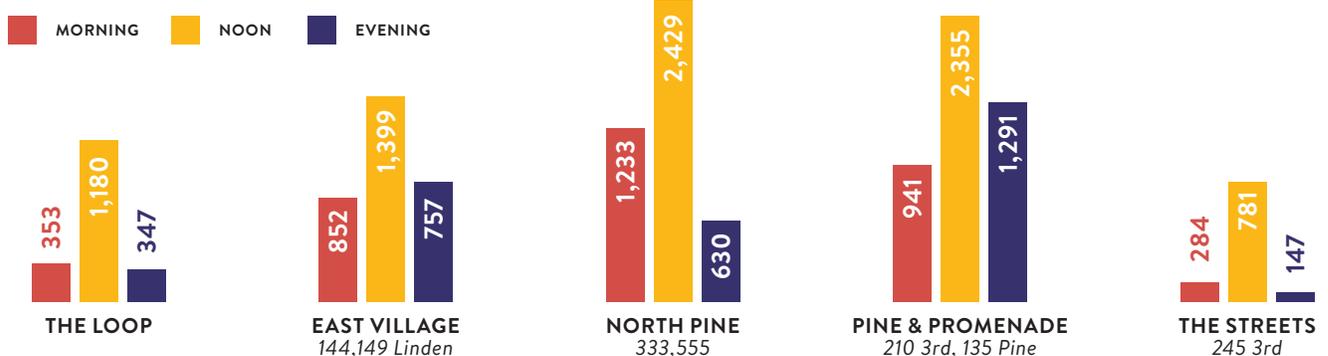
A core part of DLBA's strategy is to encourage a more walkable Downtown, and we believe this works to organically promote a vibrant community. Our placemaking projects, along with our Clean and Safe teams, work hard all year to cultivate an environment that makes walking the streets enjoyable and easy. In places throughout our community, we've placed pedestrian counters in order to analyze trends and address areas with low foot traffic.

2018 clocked in over 4.2 million pedestrians Downtown, with Spring hosting our peak traffic and both Spring and Summer continuing to be the peak tourist season due to an abundance outdoor events and a breezy seaside setting that can't help but attracts visitors. The afternoon hours are where we see the largest pedestrian counts all over Downtown, especially in The Promenade's active bar and dining scene. North Pine showed a relatively large morning crowd, most likely a result of the flow of commuting workers to the Downtown core.

PEDESTRIAN FOOT TRAFFIC BY SEASON BY NEIGHBORHOOD



PEDESTRIAN FOOT TRAFFIC BY TIME OF DAY BY NEIGHBORHOOD





DTLB IS HOME TO MORE THAN 40 MURALS



PLACEMAKING AND PUBLIC SPACES

Whether it's through clean, newly paved streets, public art, or community engagement activities, placemaking is more than just aesthetics and expensive buildings. The overall goal of Downtown development is always to promote a sense of place where everyone is included and encouraged to interact, even if it's just being around one another and enjoying some peace and quiet. As part of the Streetscape Project, major construction along the 3rd Street and Broadway corridors are nearing completion, which will further promote walkability. The more pedestrians are out and about, the more we'll see a safer and more active local economy.

Public Art

Downtown Long Beach is fortunate enough to have talented artists who provide innovative and eye-catching murals around town. If the new architecture projects and natural scenery aren't enough, DTLB's visual art keeps any walk around the area from being dull. The international mural art festival POW! WOW! returns in the summer and will no doubt bring in more world-class art to our already beautiful city.

The Loop (Pine + Ocean)

The Loop is a 7,700-square-foot installation in Victory Park that acts as a massive piece of art and a place to gather. Regular music and food events like Lunch at the Loop and Live After 5 bring activity to the area, or you can always catch the nightly light displays.

Creative Crosswalks

The art in Downtown Long Beach isn't just about big pieces that make you look up in awe—we've got you covered on the ground too. In 2017 DLBA commissioned Hataya Tubtim to design five colorful crosswalks in the Downtown core along Pine Avenue. Projects like these show that quick, cost-effective approaches to changing the urban landscape can make a significant difference in improving the quality of life and walkability of DTLB.



Downtown Parks

As Long Beach brings fresh waves of transplants every year, it's important to maintain a welcoming atmosphere to both new and old residents alike. Public spaces are a place where anyone can go to be seen and involved in the rich community that is DTLB, regardless of who you are and where you're from.



Caesar Chavez Park

Great for family outings, with a picnic area, basketball courts, playgrounds, and more. Caesar Chavez Park also offers youth and teen recreation programs.

Drake Park

January 2018 saw the completion of the Drake Chavez Greenbelt and Artificial Turf Field. This continuous green space connects Cesar E. Chavez Park to both Drake Park and Loma Vista Park.

East Village Art Park

Tucked away from the street view, East Village Art Park offers a unique piece of calm in the city with an outdoor venue for showcasing local art and hosting events. This pocket of green space helps push forward the downtown initiative to create more open space elements.

Gumbiner Park

In 2017, the two-year project that focused on the intersection of 7th Street and Martin Luther King Jr Ave was completed, and Gumbiner Park opened. The 36,590-square-foot park includes a small performance area, playgrounds, a skate plaza, shade structures, and a picnic area.

Harvey Milk Park

Named to honor the legacy of Harvey Milk and to celebrate contributions of Long Beach's LGBT+ community. The re-imagined Harvey Milk Park was completed in May 2018. Renovation project converted the 500-square-foot park into an outdoor public space that encourages collaboration and connectivity. Mention the new APP that DLBA funded for this space.

Promenade Square Park

Promenade Square Park, located in the heart of Downtown, offers an opportunity for families living in the urban core to enjoy a bit of green. In 2016, a new tot lot opened to provide small children an opportunity to explore and play on the park's slide, climbing structures and rocks.

Victory & Santa Cruz Park

Welcoming you in from the 710 as you enter into Downtown Long Beach, Santa Cruz Park is a small green space which has been preserved as a way of commemorating the first redevelopment project of Long Beach.

TOURISM, ATTRACTIONS & EVENTS

It's no mystery why DTLB brings in so many tourists from far and wide. We are proud to serve as the cultural capital of Long Beach and home to must-see spots like the Long Beach Performing Arts Center, MOLAA, the Long Beach Convention Center, and the Aquarium of the Pacific. Just as we make Downtown inclusive and convenient for local residents, we aim to welcome all visitors into our great city.

Hotels

A hub for traveling sightseers requires a wealth of hotel options to match, and DTLB has the highest concentration of the city's largest and most popular hotels. From upscale to budget, historic to sleek modern décor, tourists have their pick of over 3,000 rooms which average nearly 79% occupancy—an increase of 18% since 2010. As part of this steady growth, we've also seen \$28.6 million generated by the Transit Occupancy Tax (TOT), an 8% increase from 2017.



Photo Credit: Long Beach Airport Public Affairs

TABLE OF DOWNTOWN HOTELS WITH NUMBER OF ROOMS AND AVERAGE RATES

	# OF ROOMS	AVERAGE RATES
UPSCALE		
Hilton Long Beach	397	\$348
Hotel Maya	195	\$325
Hyatt Regency Long Beach	528	\$407
Hyatt The Pike Hotel	138	\$414
Renaissance Long Beach Hotel	374	\$351
Westin Long Beach	469	\$339
MID-LEVEL		
Best Western	66	\$279
Courtyard Marriott	216	\$269
Hotel Queen Mary	315	\$189
Hotel Royal	20	\$169
Residence Inn	178	\$243
Varden Boutique Hotel	35	\$165
ECONOMY		
Beach Inn Motel	25	\$95
City Center Motel	49	\$80
Greenleaf Hotel	45	\$90
Inn of Long Beach	51	\$99
Rodeway Inn	35	\$165
Travel King Motor Inn	15	--
Travelodge	63	\$144
Vagabond Inn Long Beach	61	\$116

Source: DLBA Research & Internal Database

Attractions

Once again, the Queen Mary and the Aquarium of the Pacific top the list of most visited Long Beach attractions, with a sizable increase from last year. Summer 2019 will see the opening of the Pacific Visions project, the Aquarium's first major expansion, which will boast a two-story sustainable structure that lights up at night and a state-of-the-art theater, exhibition space, and art gallery during the day. While the Queen Mary is already an iconic staple in DTLB, you can also access Queen Mary Island by water taxi and free bus shuttles. Keep an eye out in the future for the development of a \$250 million entertainment complex on the island.

MAJOR ATTRACTIONS	ESTIMATED YEARLY ATTENDANCE
LB Aquarium of the Pacific	1,700,000
Queen Mary Ocean Liner	1,544,000
Long Beach Convention Center	1,321,500
Carnival Cruises	565,000
Harbor Breeze Cruises	330,000
Long Beach Museum of Art	90,000
Museum of Latin American Art	60,667

Source: Long Beach Convention & Visitor's Bureau, 2018

Visit Long Beach

Tourism is Long Beach's second biggest industry, employing over 20,000 people. A key player in making sure that tourism flourishes is the President & CEO Steve Goodling. "Hundreds of thousands of people come into the Downtown area and enjoy the plethora of restaurants and bars all within an eight-block area," he explains. "In addition, they also love the convenience and attractions offered by the Queen Mary and the Aquarium of the Pacific – all combined it makes Long Beach a unique waterfront Downtown." Tourist numbers continue to grow year-over-year, and the renovations and expansion of the Aquarium of the Pacific and the Queen Mary will catapult this growth for years to come.

"Each year, millions of visitors enjoy the diverse offerings in our vibrant downtown including dining, pubs, shopping, attractions, and nightlife. Many of these venues are unique, creating memorable, one-of-a-kind experiences."

Steve Goodling

President and CEO

Long Beach Area Convention and Visitors Bureau

DOWNTOWN
LONG BEACH'S
CHARACTER AND
DIVERSITY IS A
HUGE DRAW FOR
VISITORS

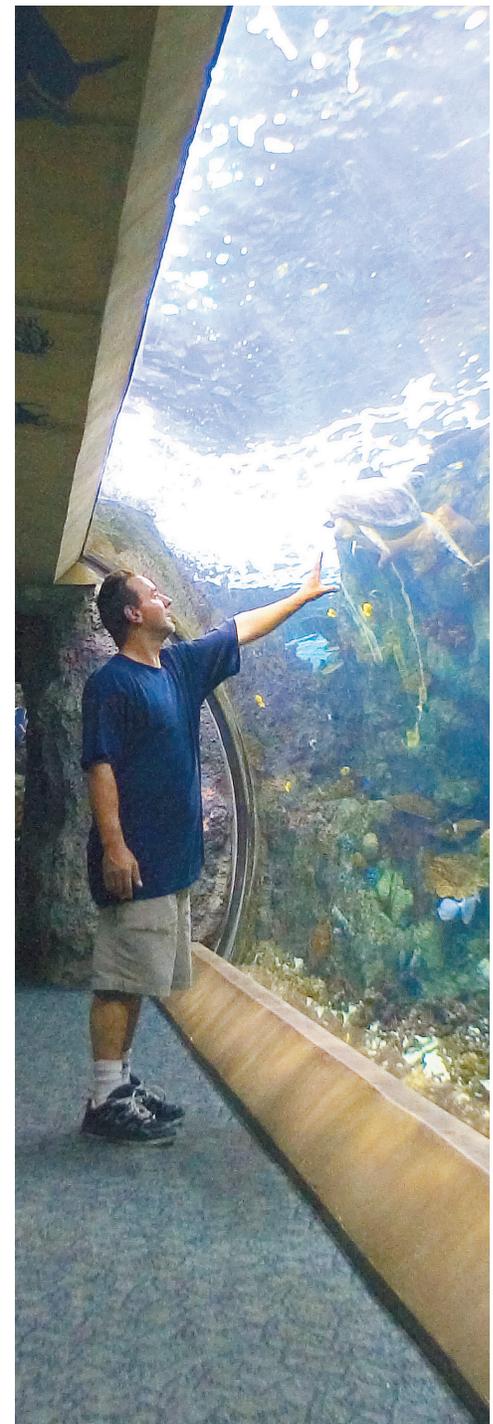




Photo Credit: Liezl Estipona / City of Long Beach

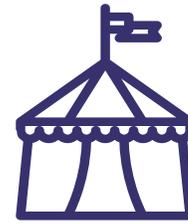
OVER 7.9 MILLION VISITORS EXPLORED DTLB
DURING MAJOR EVENTS AND FESTIVALS

Events

One thing is for sure—all year round, DTLB is the center for must-see events in Long Beach. From the bombastic New Year's celebrations to Long Beach Pride, IndyCar racing, Summertime in the LBC, and Sun Soaked, which brought in 31,000 attendees last year. Downtown will continue to host Josh Fischel's Music Tastes Good festival, a two-day music and food celebration featuring internationally recognized artists and highlighting the best of Long Beach's unique culinary scene. The event is always a massive success and has since expanded to other cities, including Austin, Texas for South by Southwest.

DLBA's own signature events keep our promise of promoting an active community of familiar faces that consistently show out to the streets of Downtown as demonstrated in our monthly event, Live After 5. DLBA hosts its own exciting music festivals like the Summer and Music series, which is 11 years going strong, and the Taste of Downtown series that highlights great local restaurants in East Village, Pine Avenue, and the Waterfront.

Business owners always love seeing the community out and showing extra support to local stores, restaurants, bars, and cafes. There are plenty more events big and small throughout the year that make DTLB a favorite among residents and tourists, and we encourage organizers to keep thinking big about new ideas for events.



81%

OF BUSINESSES FEEL THAT DOWNTOWN EVENTS ARE GOOD FOR THEIR BUSINESS

MAJOR ANNUAL EVENTS	ESTIMATED ATTENDANCE
AMGEN Tour of California	225,000
Long Beach Grand Prix	185,000
Long Beach Pride Festival	80,000
JetBlue Long Beach Marathon	65,000
The DEW Tour	25,000
Agenda Festival	25,000
Formula Drift	23,000
Scottish Festival	15,000
Long Beach Blues Festival	10,000
POW!WOW! Long Beach	8,000
Long Beach Jazz Festival	8,000
Long Beach Bike Fest & Beach Street Events	5,000
Congressional Cup Yacht Race	3,000
Tour of Long Beach Bicycle Events	3,000
World Championship of Performing Arts	2,000
All Other Annual Events and Festivals	1,600,000
Total	7,898,167

Source: Long Beach Convention & Visitors Bureau, 2017 and DLBA Internal Database



FUTURE

The Future of DTLB

Downtown Developments



THE FUTURE OF DTLB

As major development projects come to a close and ring in a new era of sustainable growth, residents and businesses have the resources to keep Downtown accessible and welcoming. There's a reason why our ever-growing community continues to thrive—it's built on a foundation of inclusion and a commitment to keeping the spirit of the city intact, no matter the size. Growth and development are a long road, but the work pays off in the end. In this year and years to come, Downtown Long Beach will only get more vibrant and stronger.

DOWNTOWN DEVELOPMENTS

Opportunity Zones

As an important part of these efforts, the Qualified Opportunity Zone (QOZ) program was created by the 2017 Tax Cut and Jobs Act as a federal government initiative to incentivize providing property resources to low-income communities. The program allows investors to postpone and exempt federal taxes on capital gains by investing in property and businesses in federal census tracts designated as opportunity zones. Of the 19 census tracts identified as such in the City of Long Beach, Downtown Long Beach has five opportunity zones. While the program is still in its infancy, it does provide chances to direct new investments into properties and businesses in areas that have traditionally not had access to those resources.

1. **Civic Center (580 units)**

\$357 Million public-private partnership development providing a new library, expanded Lincoln Park, new headquarters for both City Hall and Port of Long Beach, mixed hotel/residential project

2. **507 Pacific Ave (134 Units)**

A 134-unit condominium project with commercial space. Under staff review.

3. **Broadway/Magnolia (141 Units)**

A 7-story mixed-use development with 141 units and 3,650 SF retail and 226 parking spaces.

4. **OceanAire (216 Units)**

A 7-story, 216 Unit mid-rise apartments. Expected Completion 2019.

5. **AMLI Park Broadway (222 Units)**

A 7-story mixed-use residential development with 8,500 SF retail space. Expected Completion 2019.

6. **Ocean Center Building (74 Units)**

Adaptive reuse of historic landmark Ocean Center Building into residential units and ground-floor retail/restaurant space. Currently in the Plan Check process.

7. **Shoreline Gateway (Phase 2) (315 Units)**

A 35-story residential development with 315 units. Currently under construction.

8. **320 Alamitos (77 Units)**

A 7-story, 77-unit multifamily development.

9. **Serenade Modern Flats (95 Units)**

A mixed-use residential development with retail space. Expected Completion 2019.

10. **The Crest (112 Units)**

A 7-story mid-rise development with 122 units and covered parking spaces. Currently under construction. .

11. **The Linden (49 Units)**

A mixed-use project with apartment units over ground floor resident amenities and retail space. Expected Completion 2019.

12. **The Alamitos (136 Units)**

An 8-story residential development with retail space. Currently under construction.

13. **Westside Gateway (756 Units)**

An ambitious multi-building project, with a total of 756 residential units including a 40 story high-rise.

14. **Long Beach Blvd Boutique Hotel**

A 34 room boutique hotel located near the Downtown Transit Mall.

15. **The Pacific (163 Units)**

Mixed-use residential complex community spaces for tenants, pool deck, and fitness area. Currently under construction.

16. **825 E 7th Street (19 Units)**

A 5-story, 19-unit residential development

17. **Residences at Linden (82 Units)**

A 7-story, 82-unit residential development. Site Plan has been approved.

18. **Security Pacific National Bank Building (118 Rooms)**

Adaptive reuse to convert office space to hotel above the Federal Bar.

19. **The Place at The Streets (20 Units)**

Residential units located above 5,220 SF of retail space.

20. **437 E 5th St (18 Units)**

A 20-unit mixed used residential development located in The Streets.

21. **Ocean View Tower (106 Units)**

A 9-story, adaptive reuse project converting former Verizon office building into 106-unit condominiums. Currently under construction.

22. **Pacific-Pine Project (271 Units)**

Two 8-story, 271 unit residential mid-rise developments including ground floor retail. Expected Completion 2020/2021



23. 810 Pine Ave (78 Units)

A 78-unit, 10-story development. Currently under conceptual review.

24. 923 / 927 Long Beach Blvd (100 Units)

A 100-unit residential development. Currently under staff review.

25. Pacific Lofts (36 Units)

A 8-story, 36-unit multifamily development. Site Plan review has been approved.

26. 3rd & Pacific (345 units)

Two residential buildings: one 18-stories and the second a 7-stories with a total of 345 units.

27. Inkwell (189 Units)

A 5-story residential building with 189 units with retail and flex co-working space.

28. Aster (218 Units)

A 5-story residential building with 218 units with retail, bike storage and co-working space.

29. Broadway Block (375 Units)

Four block development comprised of 375 residential units, with creative office, retail and academic space.

30. Pine & Ocean Hotel (427 Rooms)

A 427 room luxury hotel with pre-function and meeting rooms, restaurant, pool and sun deck.

31. The Breakers Hotel (185 Rooms)

Renovation of an existing historic building into a luxury hotel with 185 standard rooms and suites. Currently under construction.

Source: City of Long Beach, Development Services

LOOKING TO INVEST IN DTLB?

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



**DOWNTOWN
LONG BEACH
ALLIANCE**

This publication contains the latest data available from the U.S. Census, CoStar Group, Beacon Economics, and projections from Esri. Thank you to the City of Long Beach, CSULB Office of Economic Research, S. Groner Associates, the Long Beach Convention and Visitors Bureau, Long Beach Airport, Los Angeles Metro, California Department of Education, and local representatives from major developments, hotels, and housing units, for providing source material.

