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BUSINESS ORGANIZATIONS AND CITY OF LONG BEACH LAUNCH JOINT EFFORT TO ASSESS COVID-19 IMPACTS

Survey will assess impacts to businesses and determine resources necessary to help them recover.

(April 14, 2020 – Long Beach, CA) In a crucial effort to assess the potential impacts of the current public health crisis to Long Beach businesses, local advocacy organizations including the Council of Business Associations (COBA), Downtown Long Beach Alliance (DLBA) and Long Beach Area Chamber of Commerce (Chamber) are working together with the Long Beach Economic Development Department to release a wide-reaching survey intended to touch all businesses in the city.

In addition to assessing the effects of the public health crisis, the survey will help determine what resources are necessary to aid in the resiliency and recovery of Long Beach businesses.

“By joining forces with these key business groups, we hope to get a comprehensive picture of the challenges our local businesses are facing across Long Beach,” said Long Beach Economic Development Director John Keisler. “This joint effort is critical in determining next steps to preserve the economic integrity of our business community and identifying the necessary resources for a strong recovery.”

The survey began to be distributed to local businesses Friday, April 10, leveraging each respective entity’s membership and contact lists. Long Beach business owners who wish to take the survey may do so by [clicking here](#). Questions may be directed to Morris Mills, DLBA Research & Public Policy Analyst, at MorrisM@dlba.org. The survey is live until May 1.

“The combined reach of our organizations with that of the Economic Development Department is extensive. We urge all recipients of this survey to respond so that we can move forward with new initiatives to address their greatest needs,” commented Chamber Senior Vice President Jeremy Harris.

“During times of crisis, it is crucial that advocacy groups like COBA, DLBA, and the Chamber work together with the City of Long Beach to preserve and protect the vitality of local businesses,” said DLBA President and CEO Kraig Kojian. “We’re all in this together.”

About COBA: The Long Beach Council of Business Associations is a unified voice for advocacy, acts as an effective communication conduit between business communities, and is a simplified business resource center. For additional information, visit www.cobalb.com.

About DLBA: The Downtown Long Beach Alliance is a non-profit, community-based organization whose

mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.

About Long Beach Area Chamber of Commerce: The Long Beach Area Chamber of Commerce serves as the Catalyst for business growth; a Convener of leaders and influences; and a Champion for a stronger community. For additional information, visit www.lbchamber.com or follow on Twitter @thelbchamber and Facebook @lbchamber, and Instagram @longbeachchamber.

About Long Beach Economic Development: The mission of the City's Economic Development Department is to create economic opportunities for workers, investors, and entrepreneurs. This includes making it easier to start and grow a business, streamline the process for property development, and provide businesses with a skilled workforce. The Department includes Property Development, Business Development, and the Pacific Gateway Workforce Investment Network. For more information, please visit www.longbeach.gov/economicdevelopment/ or follow on Facebook and Twitter @LBEconDev.

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