

FOR IMMEDIATE RELEASE



NEW SURVEY OF LONG BEACH BUSINESSES TO ASSESS IMPACTS OF COVID-19

*Recent effort builds upon an earlier survey conducted in April to reveal longer-term impacts
and assist in developing recovery resources.*

(November 10, 2020 – Long Beach, CA) As the COVID-19 pandemic continues to impact the wellbeing of 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 again teaming up with the City’s Economic Development Department to conduct a survey that will assess the extent of these impacts. Survey responses will aid these organizations and the City of Long Beach in developing targeted recovery resources for the business community.

The effort will build upon data collected through a similar citywide survey of businesses in April of this year, the [results](#) of which illustrated that more than half of the 509 respondents had laid off or furloughed employees due to revenue losses caused by the economic shutdown.

“Throughout this pandemic, organizations managing Long Beach’s business improvement districts have been in constant communication with one another along with our civic partners in economic development,” DLBA President and CEO Kraig Kojian remarked. “The health crisis has created unprecedented challenges for our economy and we stand steadfast in our commitment to lead our community through a strong and sustained recovery.”

The survey will be distributed to local businesses Tuesday, November 10, by leveraging each respective entity’s membership and contact lists.

“It is crucial that we continue to assess the impacts of this pandemic on Long Beach businesses, not only to have a clear picture of the state of our economy but to guide our economic assistance efforts,” said John Keisler, Director of the Long Beach Economic Development Department. “We are proud to partner with the city’s leading business organizations to disseminate this survey and to create a path to a strong recovery.”

“We strongly encourage Long Beach business owners to respond to this survey so we can ensure our recovery efforts are addressing their greatest needs,” emphasized Jeremy Harris, President & CEO of the Long Beach Area Chamber of Commerce.

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About the Council of Business Associations: 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 the Downtown Long Beach Alliance: 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 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.

About the Long Beach Economic Development Department: The mission of the City of Long Beach 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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