Welcome to our 2023 Economic profile. On behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and our entire team, we encourage you to use this report as a tool to explore the many opportunities Downtown Long Beach has to offer, while also reflecting on all that our community has achieved.

2022 represented a year of resiliency and one of great change. After years of uncertainty due to the COVID-19 pandemic, we saw the end of many restrictions come by the end of 2022 – giving way to a new era of Downtown development, activity and economic resurgence.

We already know all the amazing things that characterize Downtown Long Beach – like our beautiful shoreline and amazing weather – but with the launch of our “One Downtown” campaign last year, we are also spotlighting all the great neighborhoods that build up the essence of what makes DTLB truly special. The East Village, North Pine, the Waterfront, West Gateway, Willmore, Pine Avenue & The Promenade are all unique neighborhoods, and their businesses and residents make Downtown Long Beach a premier destination in the region.

In 2022 alone, Downtown saw 131 businesses open their doors for the first time, and 358 residential units come online. This new activity adds more foot traffic to our Downtown and will be important as we enter this next stage of our economic recovery. Last year we also brought back our signature events fully in-person and worked to highlight all we have to offer. Because of that work, and the work of our Downtown partners, Downtown Long Beach welcomed more than 5.7 million visitors with over 25.7 million total visits, putting us within just 5% of 2019 figures. Our team is committed to growing these metrics even more in 2023 and beyond.

Looking to the future, we have a lot in store to support investment and new opportunities for the Downtown. We plan to build on the great progress outlined throughout this report by bringing new activations throughout our urban core, investing in small business support initiatives, renewing the Downtown Plan 2.0 to address the changing ways communities are using urban space, all while continuing to keep our Downtown clean and safe.

We look forward to working with you as we look toward an exciting future for our Downtown!

Sincerely,

Austin Metoyer
President & CEO
Debra Fixen
Chair

Photo by Jose Cordon

A VIBRANT DOWNTOWN COMMUNITY
This publication contains the latest data available from the U.S. Census, CoStar Group and DLBA survey data. Thank you to the City of Long Beach, Los Angeles Metro and Long Beach Convention and Visitors Bureau for providing source material.

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Downtown Long Beach is centrally located in Southern California, 20 miles from both Downtown Los Angeles and Irvine/Santa Ana.

There are three major airports within a 20 mile radius of Downtown Long Beach: Los Angeles International Airport (LAX), Long Beach Airport (LGB), and John Wayne Santa Ana Airport (SNA).

The Downtown area is serviced by the 710 freeway, four Metro A Line stops, 23 Long Beach Transit buses, and 10 centerline miles of bike lanes.

Downtown Long Beach is an urban waterfront of approximately 30,000 PEOPLE COVERING 1.38 SQUARE MILES.
BUSINESS IMPROVEMENT DISTRICTS (BIDs)

Business Improvement Districts (BIDs) are administrative non-profit organizations funded primarily by assessments levied on either city business licenses and/or county property taxes.

BIDs provide an additional level of economic and municipal service to rate payers within its footprint.

**BIDs support community oriented services such as special events, street-scape, and beautification.**

**DLBA manages two BIDs: the Downtown Parking & Business Improvement Area (PBIA) and the smaller Downtown Property Based Improvement District (PBID).**

**The first Downtown BID (PBIA) was formed in 1974.**
DLBA ECONOMIC INITIATIVES

- DLBA’s Storefront Recovery program provided financial assistance (up to $1,500) to 46 DOWNTOWN BUSINESSES that had incurred damage to their storefront.

- DLBA oversees its own economic initiatives focused on the economic improvement of current and future businesses.

- Women-Owned Business Accelerator provided financial assistance and access to industry expertise to FOUR DOWNTOWN BUSINESSES.

- P.A.C.E (Planning, Action, Coaching, Entrepreneurship) connected over 51 DOWNTOWN businesses with business development provided by Fuller Management Corp.

- DLBA’s Storefront Recovery program provided financial assistance (up to $1,500) to 46 DOWNTOWN BUSINESSES that had incurred damage to their storefront.

- 25 major projects in the development pipeline totaling approximately 5,000 NEW HOUSING UNITS.
<table>
<thead>
<tr>
<th>PROPERTY NAME</th>
<th>PROPERTY ADDRESS</th>
<th>BUILDING STATUS</th>
<th>UNITS/ ROOM</th>
<th>STORIES</th>
<th>RENT TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONNI EAST VILLAGE</td>
<td>232 Long Beach Blvd</td>
<td>Under Construction</td>
<td>432</td>
<td>23</td>
<td>Market/Below-Market Rate</td>
</tr>
<tr>
<td>FIRST STREET HOTEL</td>
<td>123 W. 1st St</td>
<td>Under Review</td>
<td>260</td>
<td>38</td>
<td>Hotel</td>
</tr>
<tr>
<td>HOTEL MAI</td>
<td>107 Long Beach Blvd</td>
<td>Under Construction</td>
<td>34</td>
<td>5</td>
<td>Hotel</td>
</tr>
<tr>
<td>ASTER</td>
<td>125 Long Beach Blvd</td>
<td>Under Construction</td>
<td>218</td>
<td>8</td>
<td>Market Rate</td>
</tr>
<tr>
<td>OCEAN CENTER BUILDING</td>
<td>110 W. Ocean Blvd</td>
<td>Under Construction</td>
<td>74</td>
<td>14</td>
<td>Market Rate</td>
</tr>
<tr>
<td>437 E 5th St</td>
<td>Under Construction</td>
<td>18</td>
<td>5</td>
<td></td>
<td>Market Rate</td>
</tr>
<tr>
<td>INKWELL</td>
<td>127-135 E. Broadway</td>
<td>Under Construction</td>
<td>189</td>
<td>9</td>
<td>Market Rate</td>
</tr>
<tr>
<td>THIRD + PACIFIC</td>
<td>131 W. 3rd St</td>
<td>Under Construction</td>
<td>345</td>
<td>8</td>
<td>Market Rate</td>
</tr>
<tr>
<td>CALYPSO</td>
<td>636 Locust Ave</td>
<td>Entitlements Approved</td>
<td>108</td>
<td>7</td>
<td>Market Rate</td>
</tr>
<tr>
<td>CIVIC CENTER MID-BLOCK</td>
<td>321 W. Ocean Blvd</td>
<td>Entitlements Approved</td>
<td>580</td>
<td>6</td>
<td>Market/Below-Market Rate</td>
</tr>
<tr>
<td>THE REGENCY PALMS II</td>
<td>810 Pine Ave</td>
<td>Entitlements Approved</td>
<td>78</td>
<td>10</td>
<td>Assisted Living</td>
</tr>
<tr>
<td>ARMORY ARTS COLLECTIVE</td>
<td>854 E 7th St</td>
<td>Entitlements Approved</td>
<td>86</td>
<td>5</td>
<td>Market/Below-Market Rate</td>
</tr>
<tr>
<td>CALYPSO</td>
<td>521-527 E. 4th St</td>
<td>Entitlements Approved</td>
<td>140</td>
<td>16</td>
<td>Below-Market Rate</td>
</tr>
<tr>
<td>WEST GATEWAY PROJECT</td>
<td>600 W. Broadway</td>
<td>Entitlements Approved</td>
<td>756</td>
<td>40</td>
<td>Market Rate</td>
</tr>
<tr>
<td>300 ALAMITOS</td>
<td>320 Alamitos Ave</td>
<td>Entitlements Approved</td>
<td>77</td>
<td>7</td>
<td>Market Rate</td>
</tr>
<tr>
<td>ARMORY ARTS COLLECTIVE</td>
<td>615 E. Ocean Blvd</td>
<td>Site Plan Review</td>
<td>203</td>
<td>21</td>
<td>Market/Below-Market Rate</td>
</tr>
<tr>
<td>MOSAIC</td>
<td>450 Promenade N.</td>
<td>Entitlements Approved</td>
<td>900</td>
<td>8</td>
<td>Market/Below-Market Rate</td>
</tr>
<tr>
<td>FORMER DOLLY VARDEN HOTEL</td>
<td>335 Pacific Ave</td>
<td>Site Plan Review</td>
<td>141</td>
<td>8</td>
<td>Market Rate, Micro-Units</td>
</tr>
<tr>
<td>RESIDENTIAL PROJECT</td>
<td>909 Pine Ave</td>
<td>Site Plan Review</td>
<td>49</td>
<td>5</td>
<td>Market/Below-Market Rate, Micro-Units</td>
</tr>
<tr>
<td>912-46 Linden Ave</td>
<td>Site Plan Review</td>
<td>102</td>
<td>4</td>
<td></td>
<td>Below-Market Rate</td>
</tr>
<tr>
<td>AMERICAN LIFE, INC. HOTEL</td>
<td>832 E 5th St</td>
<td>Site Plan Review</td>
<td>80</td>
<td></td>
<td>Market, Micro-Units</td>
</tr>
<tr>
<td>ADAPTIVE REUSE HOTEL</td>
<td>110 Pine Ave</td>
<td>Site Plan Review</td>
<td>189</td>
<td>13</td>
<td>Hotel</td>
</tr>
<tr>
<td>RESIDENCES AT LINDEN</td>
<td>135 Linden Ave</td>
<td>Entitlements Approved</td>
<td>82</td>
<td>7</td>
<td>Market Rate</td>
</tr>
<tr>
<td>QUEEN BEACH</td>
<td>937 Pine Ave</td>
<td>Site Plan Review</td>
<td>69</td>
<td>8</td>
<td>Market Rate</td>
</tr>
</tbody>
</table>

- Project types include market-rate and below-market rate housing, adaptive reuse projects, micro-units and commercial development.
- Construction in Downtown is regulated primarily by two Planned Development (PD) Districts: the PD-30 Downtown Plan or PD-6 Downtown Shoreline Plan.
PD-30 and PD-6 enable high-density and mixed-use development that encourages transit access, walkability, and job growth.

These Planned Developments also address building design, streetscape standards and open space to promote a cohesive community character.

<table>
<thead>
<tr>
<th>NEIGHBORHOOD</th>
<th>APPROXIMATE POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAST VILLAGE</td>
<td>11,407</td>
</tr>
<tr>
<td>PINE AVE &amp; PROMENADE</td>
<td>4,953</td>
</tr>
<tr>
<td>WILLMORE</td>
<td>4,493</td>
</tr>
<tr>
<td>WATERFRONT</td>
<td>2,967</td>
</tr>
<tr>
<td>WEST GATEWAY</td>
<td>2,753</td>
</tr>
<tr>
<td>NORTH PINE</td>
<td>1,219</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>27,792</strong></td>
</tr>
</tbody>
</table>

2021 ACS 5-Year Estimates Detailed Tables
20 Census Block Groups approximate to BID footprint

Photo by Jose Cordon
Each year, DLBA conducts a phone-based survey of business owners in the Downtown PBIA.

The survey gathers annual data on business characteristics and attitudes towards the business environment.

The survey 2022 survey collected data from 167 businesses of varying size and industry.

How many employees work at your Downtown location?

Do you expect your business to expand over the next year?

How long have you been in business in Downtown?

DLBA is an important advocate for the business community.

I am able to recruit qualified workers within Long Beach.

I enjoy working in Downtown Long Beach.

Employees that want to live downtown are able to find affordable options.

Majority of surveyed businesses felt positive about DTLB economic growth.
29% of Downtown residents live in single-person households, compared to 11% of Long Beach residents and 9% of Los Angeles County residents.

RESIDENTIAL HIGHLIGHTS

<table>
<thead>
<tr>
<th>DOWNTOWN</th>
<th>LONG BEACH</th>
<th>LOS ANGELES COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL POPULATION</td>
<td>27,792</td>
<td>466,565</td>
</tr>
<tr>
<td>% POP IN SINGLE-PERSON HH</td>
<td>29.6%</td>
<td>11.2%</td>
</tr>
<tr>
<td>% POPULATION CHILDREN</td>
<td>19.9%</td>
<td>29.2%</td>
</tr>
</tbody>
</table>

*2021 ACS 5-Year Estimates Detailed Tables
2020 ACS 5-Year Estimates Detailed Tables
Household Income in the Past 12 months (in 2021 inflation-adjusted dollars)

- Median Household Income:
  - 0-40,000: 9.6%
  - 40,000-60,000: 7.7%
  - 70,000-100,000: 5.4%

- Education Attainment (25 years+)
  - Bachelor's Degree or Higher:
    - Less than $10,000: 5.4%
    - $10,000-$14,999: 4.3%
    - $15,000-$19,999: 3.3%
    - $20,000-$24,999: 3.4%
    - $25,000-$29,999: 3.6%
    - $30,000-$34,999: 3.6%
    - $35,000-$39,999: 3.4%
    - $40,000-$44,999: 3.4%
    - $45,000-$49,999: 3.4%
    - $50,000-$54,999: 3.5%
    - $55,000-$59,999: 3.5%
    - $60,000-$64,999: 3.5%
    - $65,000-$69,999: 3.5%
    - $70,000-$74,999: 3.5%
    - $75,000-$79,999: 3.5%
    - $80,000-$84,999: 3.5%
    - $85,000-$89,999: 3.5%
    - $90,000-$94,999: 3.5%
    - $95,000-$99,999: 3.5%
    - $100,000-$104,999: 3.5%
    - $105,000-$109,999: 3.5%
    - $110,000-$114,999: 3.5%
    - $115,000-$119,999: 3.5%
    - $120,000-$124,999: 3.5%
    - $125,000-$129,999: 3.5%
    - $130,000-$134,999: 3.5%
    - $135,000-$139,999: 3.5%
    - $140,000-$144,999: 3.5%
    - $145,000-$149,999: 3.5%
    - $150,000-$154,999: 3.5%
    - $155,000-$159,999: 3.5%
    - $160,000-$164,999: 3.5%
    - $165,000-$169,999: 3.5%
    - $170,000-$174,999: 3.5%
    - $175,000-$179,999: 3.5%
    - $180,000-$184,999: 3.5%
    - $185,000-$189,999: 3.5%
    - $190,000-$194,999: 3.5%
    - $195,000-$199,999: 3.5%
    - $200,000 or more: 3.5%

- % Pop Over 25 w/Bachelor’s Degree or Higher:
  - 0-20: 9.6%
  - 20-40: 15%
  - 40-60: 18%
  - 60-100: 22%

- RACE & ETHNICITY
  - 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%

- High school graduate: 15%
- Bachelor’s degree: 22%
- College/Associate degree: 32%
- Advanced degree: 14%

- The largest age groups of residents is 25 to 29 and 30 to 34.
- Higher educational attainment concentrated in Waterfront census tracts.
- Hispanic or Latino and White residents are the predominant racial categories in Downtown. White residents are the predominant racial category in the Waterfront and Core areas, while Hispanic or Latino residents are predominant in the surrounding census tracts.
2022 RESIDENTIAL OCCUPANCY RATE WAS 95.4%, COMPARED TO 94% IN 2021.

358 new units completed in 2022.

OVER 70% OF DOWNTOWN UNITS are either studio or one-bedroom apartments. A majority of three-or four-bedroom units are below-market rate housing.

Majority of Downtown units are renter occupied, with weighted average rent at $1,526.

The weighted average mortgage payment for Downtown units is $2,427.
**OFFICE SPACE**

**DTLA OFFICE MARKET OVERVIEW**

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>5-YEAR AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET ABSORPTION (SF)</td>
<td>-102,761</td>
<td>-10,065</td>
</tr>
<tr>
<td>STABILIZED OCCUPANCY (%)</td>
<td>77.0%</td>
<td>81.5%</td>
</tr>
<tr>
<td>TRANSACTION VOLUME ($)</td>
<td>$86,950,000</td>
<td>$92,030,400</td>
</tr>
<tr>
<td>OFFICE GROSS RENT ($/SF)</td>
<td>$2.54</td>
<td>$2.49</td>
</tr>
<tr>
<td>KEY CARD SWIPE UTILIZATION RATE (LA METRO)</td>
<td>40.80%</td>
<td></td>
</tr>
</tbody>
</table>

- **Kastle Systems Security** estimated 2022 average REAL-TIME OFFICE OCCUPANCY AT 40% for the LA Metro area, based on key card swipe data.

- Over 10% of Downtown office industry businesses say they plan to reduce space in the coming year, with 65% saying they would maintain current space size.

Expected change in workspace over the next 12 months, Office Industry Sectors

<table>
<thead>
<tr>
<th></th>
<th>Reduce Workspace</th>
<th>No Change</th>
<th>Increase Workspace</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>12%</td>
<td>65%</td>
<td>18%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**ANNUAL STABILIZED OCCUPANCY WAS 77%** in 2022, with over $86M in transaction volume and a negative net absorption (net sum of leased and vacated space) around 100,000 SF.
The highest concentration of retail businesses is found in the waterfront area within the Pike Outlets shopping center and Shoreline Village. Additional retail clusters are found in the Downtown Core and East Village. Recent additions in the Downtown retail market include shared-kitchen storefronts, wherein early-stage food businesses share access to commercial kitchen space and a retail storefront. The newest shared-kitchen space is Partake Collective (456 Elm Ave.).

## 2022 Retail Occupancy

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Village</td>
<td>98.6%</td>
</tr>
<tr>
<td>Pine Ave &amp; Promenade</td>
<td>90.2%</td>
</tr>
<tr>
<td>Wilmore</td>
<td>74.1%</td>
</tr>
<tr>
<td>Waterfront</td>
<td>97.2%</td>
</tr>
<tr>
<td>West Gateway</td>
<td>100%</td>
</tr>
<tr>
<td>North Pine</td>
<td>96%</td>
</tr>
</tbody>
</table>

CoStar 2023

Retail Business Hotspots

- Restaurant
- Retail Sales
- Food Retail
- Bar, Tavern, Lounge
- Pharmacy
- Food Retail with Alcohol
- Flower Shop
- Food Vending Carts
- Restaurant with Alcohol

Additional images of retail areas in Long Beach.
### Industry by Sex

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>2021 AVG ANNUAL PAY LOS ANGELES COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>51,033</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>77,065</td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>49,568</td>
</tr>
<tr>
<td>Information</td>
<td>163,429</td>
</tr>
<tr>
<td>Construction</td>
<td>75,611</td>
</tr>
<tr>
<td>Public Administration</td>
<td>99,683</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>46,540</td>
</tr>
<tr>
<td>Finance/Insurance/Real Estate</td>
<td>158,923</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>83,819</td>
</tr>
<tr>
<td>Transportation/Warehousing/Utilities</td>
<td>61,218</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services/Arts/Entertainment</td>
<td>30,788</td>
</tr>
<tr>
<td>Education/Healthcare/Social Assistance</td>
<td>91,995</td>
</tr>
<tr>
<td>Professional/Scientific/Management/Administrative Services</td>
<td>98,230</td>
</tr>
</tbody>
</table>

### Industry by Sex

- Agriculture: 0.3%
- Wholesale trade: 2.5%
- Other services, except public administration: 6.5%
- Information: 3.8%
- Construction: 2.1%
- Public Administration: 5.5%
- Retail Trade: 7.5%
- Finance/Insurance/Real Estate: 6.3%
- Manufacturing: 7.5%
- Transportation/Warehousing/Utilities: 6.7%
- Accommodation & Food Services/Arts/Entertainment: 11.9%
- Education/Healthcare/Social Assistance: 12.1%
- Professional/Scientific/Management/Administrative Services: 22.7%

**THERE ARE OVER 15,000 DOWNTOWN RESIDENTS participating in the labor market.**

- **14.7% OF DOWNTOWN RESIDENTS WORK FROM HOME, with 70% using a car to commute to work.**

*Photo by Jose Cordon*
Means of Transportation to Work, Workers, Age 16 and Older

<table>
<thead>
<tr>
<th>Means of Transportation</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAR, TRUCK, OR VAN:</td>
<td>10,927</td>
<td>70.2%</td>
</tr>
<tr>
<td>DROVE ALONE</td>
<td>9,786</td>
<td>62.9%</td>
</tr>
<tr>
<td>CARPOOLED</td>
<td>1,141</td>
<td>7.3%</td>
</tr>
<tr>
<td>PUBLIC TRANSPORTATION:</td>
<td>862</td>
<td>5.5%</td>
</tr>
<tr>
<td>BUS</td>
<td>519</td>
<td>3.3%</td>
</tr>
<tr>
<td>SUBWAY OR ELEVATED RAIL</td>
<td>236</td>
<td>1.5%</td>
</tr>
<tr>
<td>LONG-DISTANCE TRAIN</td>
<td>59</td>
<td>0.4%</td>
</tr>
<tr>
<td>LIGHT RAIL</td>
<td>48</td>
<td>0.3%</td>
</tr>
<tr>
<td>FERRYBOAT</td>
<td>-</td>
<td>0.0%</td>
</tr>
<tr>
<td>TAXICAB</td>
<td>33</td>
<td>0.2%</td>
</tr>
<tr>
<td>MOTORCYCLE</td>
<td>66</td>
<td>0.4%</td>
</tr>
<tr>
<td>BICYCLE</td>
<td>118</td>
<td>0.8%</td>
</tr>
<tr>
<td>WALKED</td>
<td>284</td>
<td>1.8%</td>
</tr>
<tr>
<td>WORKED FROM HOME</td>
<td>2,293</td>
<td>14.7%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>15,567</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Travel Time to Work (Downtown workers, age 16 years and over who did not work at home)

<table>
<thead>
<tr>
<th>Travel Time to Work</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 10</td>
<td>1,010</td>
<td>10.1%</td>
</tr>
<tr>
<td>10 - 14</td>
<td>1,054</td>
<td>7.6%</td>
</tr>
<tr>
<td>15 - 19</td>
<td>1,569</td>
<td>12.6%</td>
</tr>
<tr>
<td>20 - 24</td>
<td>2,097</td>
<td>12.5%</td>
</tr>
<tr>
<td>25 - 29</td>
<td>1,097</td>
<td>6.8%</td>
</tr>
<tr>
<td>30 - 34</td>
<td>1,790</td>
<td>16.1%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>1,689</td>
<td>7.9%</td>
</tr>
<tr>
<td>45 - 59</td>
<td>1,627</td>
<td>12.2%</td>
</tr>
<tr>
<td>more than 60</td>
<td>1,785</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

Office-based professionals comprised the largest share of Downtown workers, followed by service-based employment.

Over 50% of Downtown residents spend more than 30 minutes commuting to work, with 14% spending more than an hour.

DLBA placemaking supports functioning pedestrian access and stronger connectivity between key nodes.

Streetscape projects include holiday decor, tree planting, and open space activation.

DLBA aided in temporary parklet installation and takedown during the COVID-19 pandemic.

In 2022, DLBA... removed 13,782 instances of stickers and graffiti. provided directions to visitors 7,374 times. collected 654,928 lbs of trash. logged 6,240 hours of pressure washing.
The most visited areas in 2022 included Shoreline Village, The Aquarium of the Pacific, Pike Outlets, and the Dining and Entertainment District on Pine.

In 2022, Downtown Long Beach welcomed 5.7 million visitors with over 25.7 MILLION TOTAL VISITS. While this increase is slight YOY (4%), it is within 5% of 2019 visitor statistics.
PUBLIC SPACES, PARKS & WATERFRONT

2022 DOWNTOWN MAJOR EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Prix</td>
<td>189,000</td>
</tr>
<tr>
<td>Cali Vibes</td>
<td>61,000</td>
</tr>
<tr>
<td>Pride</td>
<td>30,000</td>
</tr>
<tr>
<td>Dia de los Muertos</td>
<td>8,000</td>
</tr>
<tr>
<td>Juneteenth</td>
<td>7,500</td>
</tr>
<tr>
<td>LB Marathon</td>
<td>25,000</td>
</tr>
<tr>
<td>All Convention Center Events (FY 21/22)</td>
<td>924,552</td>
</tr>
</tbody>
</table>

There are 73 ACRES OF PARKS AND OPEN SPACE within the Downtown footprint.

Shoreline Aquatic Park was the most visited open space, with over 2.2 million unique visits in 2022.

City of Long Beach Public Works Department 2023

Photo by Jose Cordon