

DOWNTOWN LONG BEACH

ECONOMIC PROFILE

2013



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The Downtown Long Beach Associates (DLBA) is a non-profit organization operating on behalf of the residential and commercial property owners and the tenants of the Improvement Districts. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of Downtown Long Beach.

This publication contains the latest data available from the US Census and projections from ESRI. Thank you to the City of Long Beach, the Los Angeles County Assessor, Cushman and Wakefield, Smith Travel Research, the Long Beach Convention and Visitor's Bureau, and local representatives from major developments, hotels, and housing units, for providing source material.



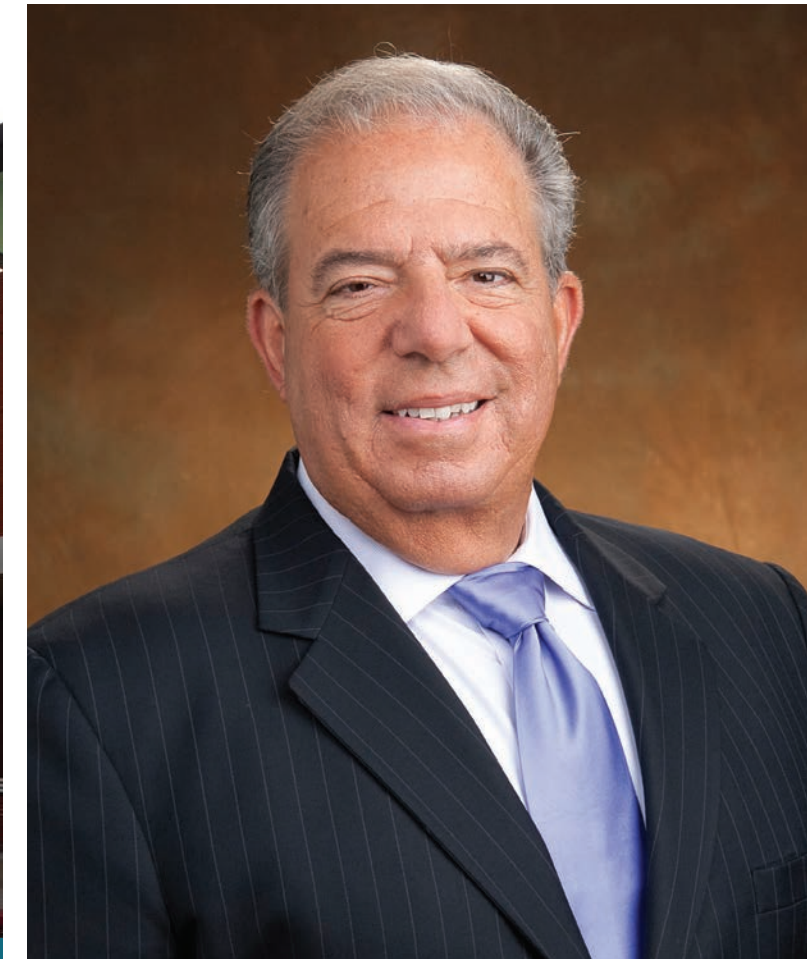
DEAR FRIEND:

Welcome to Downtown Long Beach! Our City is conveniently located between Downtown Los Angeles and Orange County and is one of the few American city centers with an ocean view. Downtown Long Beach offers compelling opportunities for major developers, entrepreneurs, unique restaurant concepts, and everything in between.

More than 30,000 residents live in Downtown Long Beach, and the population continues to grow. This influx of highly educated Downtown residents with disposable incomes creates a demand for new businesses—including retail shopping, dining, and professional services. Our residents choose Downtown Long Beach because it is the perfect place to live, work, and play.

Beyond the beautiful waterfront views and excellent weather, Downtown Long Beach is ranked among the top nationwide for being one of the most walkable and bike-friendly communities. Dedicated bike lanes in Downtown promote safe road sharing between motorists and cyclists. Additionally, the urban design of Downtown allows residents and visitors to forgo their cars to walk or bike for nearly all errands.

The Downtown Community Plan, which the City Council passed last year, will help us enhance the quality of life of our stakeholders. This planning ordinance streamlines permitting processes and encourages investment over the next 25 years. Recognized by the Los Angeles Economic Development



Corporation as one of the standout business-friendly cities in Los Angeles County, we continue to do everything possible to make opening a business in Downtown a fair, transparent, and efficient process.

A key City partner is the Downtown Long Beach Associates (DLBA). The DLBA serves as a liaison between businesses and the City and provides marketing and promotional assistance to Downtown Long Beach businesses. The DLBA provides other invaluable services like the team of Downtown Safety Guides who patrol the area to provide visitors with directions, dining recommendations, and serve as a second set of eyes and ears to the Long Beach Police Department.

Whether it is your first visit or the first visit in a long time, I invite you to discover Downtown Long Beach and everything it has to offer.

Sincerely,

Mayor Bob Foster
City of Long Beach



Mayor Bob Foster
City of Long Beach

A VALUE-ADDED BUSINESS ENVIRONMENT

PRIME LOCATION

Downtown Long Beach is one of Southern California's most unique waterfront urban destinations to live, work, and play. As California's seventh-largest city, Downtown Long Beach is centrally located and a mere 20 minutes from both Los Angeles and central Orange County. Additionally, visitors can easily access Downtown via public transit and explore its many shops, restaurants, and attractions by bike or on foot. Downtown Long Beach offers all the amenities and variety of a major urban center within a clean, safe community and is enhanced by the temperate climate and breathtaking ocean views.

BUSINESS IMPROVEMENT DISTRICT

Downtown Long Beach has the added benefit of community-led Business Based and Property Based Improvement Districts, administered by the Downtown Long Beach Associates (DLBA), that ensure Downtown streets are clean, safe, and vibrant. The most visible of these services are the Clean and Safe teams, serving an area frequented daily by thousands of employees, residents, shoppers, and tourists. The DLBA's Clean and Safe teams – two of the Downtown's most beloved programs – facilitate cleanliness, maintenance, public safety, and ambassadorial services that enhance both physical and experiential aspects of the public realm in Downtown.

▶ Attracting New Customers

The DLBA utilizes a multi-faceted approach to attracting consumers to Downtown Long Beach. From social media campaigns to traditional print advertising, the DLBA uses a variety of platforms to promote Downtown Long Beach and its live, work, and play atmosphere. Additionally, the DLBA produces more than a dozen annual events that attract tens of thousands of revelers and generate millions in consumer spending.

▶ Economic Development Services

In addition to attracting business and investment to Downtown, the DLBA also helps existing businesses thrive by constantly improving the political and regulatory climate. The DLBA provides many services, including:

- Liaison services between businesses and City departments
- Property owner and brokerage contacts
- Site selection assistance
- Business development resources, financial incentives, and other programs.

▶ Capital Improvement & Beautification

The DLBA works to identify and oversee projects that will enhance the physical environment within Downtown. From storefront activation programs to alleyway beautification grants, these projects are designed to beautify Downtown, enhance public safety, and expand accessibility.



THE DOWNTOWN PLAN: INCENTIVIZING DEVELOPMENT

PLANNING AND ZONING

In January 2012, the Long Beach City Council approved the progressive **Downtown Plan**, a zoning document that established the permitted land uses, zoning, development, and other design standards for Downtown. The **Downtown Plan's** intention is to ensure that new investment occurs in a manner that is consistent with urban city-building and blends with the character of surrounding neighborhoods, all while streamlining permitting processes and incentivizing investment.

Advantages

The **Downtown Plan** and its companion Program Environmental Impact Report (PEIR) provide a number of incentives and advantages compared to other communities, including, but not limited to:

- The City-initiated certified PEIR can relieve developers of conducting their own full project-level environmental impact reports for new developments. While developers must still perform an initial study, the completion of the PEIR can save developers years of predevelopment time and millions of dollars;
- Exempting the first 6,000 square feet for all new retail, restaurant, office, hotel, and service uses from off-street parking requirements;
- Allowing on-premise alcohol sales by right within most of the Downtown Plan geography; and
- An urbanized code that encourages appropriate-scaled development massing, active ground-floor uses, high-quality materials and architecture, the preservation of historic assets, and an embellished public realm designed to encourage active pedestrian activity.

MAJOR DEVELOPMENT PROJECTS

NEW DEVELOPMENTS

The last decade of investment delivered transformational changes to the Downtown skyline. As the national economy rebounds, local planners, developers, and investors are gearing up for the next boom cycle and corresponding property investment opportunities.

The new **Downtown Plan** is setting the course for the next wave of investment and evolution of the Downtown. The accompanying summary of new development projects will deliver up to 1,681 residential units, 740,000 square feet of office space, 400 hotel rooms, 56,370 square feet of retail space, 31 courtrooms, and more than half a million square feet of civic space.

Featured projects (renderings to the left) include:

- 1 Pine Square** – Adaptive reuse to convert the theater into 69 new residential units, adding to the already existing 142 Pacific Court - Developed by Pine Square Partners.
- 2 The American Hotel** – Adaptive reuse as a mixed-use structure to include approximately 3,670 square feet of retail space on the ground floor and 7,000 square feet of creative office space on the second and third floors. Developed by Temple Creative Realty, LLC.
- 3 Golden Shore Master Plan** – Multi-phase development plan to include 340,000 square feet of office space, 1,370 residential units, 28,000 square feet of retail space, and 400 hotel rooms over 5.87 acres. Developed by George Medak, Molina Healthcare, and Keesal, Young, and Logan.
- 4 Governor George Deukmejian Courthouse** – 545,000-square-foot building with 31 civil and criminal courtrooms, 63,000 square feet of county office space, and 9,200 square feet of retail space. Developed by Long Beach Judicial Partners.
- 5 Shoreline Gateway** – Development plan to include 221 residential units and 9,500 square feet of retail space. Developed by AndersonPacific, LLC.
- 6 Millworks 6th and Pine Project** – More than 200,000 square feet of commercial office space built to suit for Fortune 1000 company Molina Healthcare. \$55 million adaptive reuse of historic Press-Telegram and Meeker-Baker buildings. Developed by 6th and Pine Development, LLC.

Source: City of Long Beach, Project Representatives



"We were fortunate to be the first project to have the benefits of the Downtown Plan. Because of the streamlined regulations and permitting processes, we were able to accelerate the project timeline, expand upon the existing square footage of the historic buildings, and were not limited by previous parking regulations."

– Michelle Molina,
Millworks Managing Partner



RECENT SUCCESS: 6TH AND PINE PROJECT

Two historic buildings are being given new life as a major office complex for one of the largest employers in Downtown: Molina Healthcare. The 6th and Pine Development Project, managed by Long Beach-based commercial real estate developer Millworks, encompasses a full city block located on Pine Avenue between 6th and 7th Streets that includes the former Press-Telegram and Meeker-Baker buildings. The office space will house approximately 1,000 new employees in more than 200,000 square feet for the managed health care provider and breathe new life into the North Pine neighborhood of the Downtown.

The project includes the renovation of both historic buildings and includes the preservation of original design features including the Press-Telegram lobby marble floors and signage, the Meeker-Baker historic façade, and a possible site-wide program to include historic artifacts.

The project also had the good fortune to be the first major development to utilize the **Downtown Plan**. These new zoning regulations, adopted in January 2012, outlined a clear vision for Downtown Long Beach and the building specifications that fit that vision, streamlining the permitting process for developers.

Purchased in 2005, the 6th and Pine Development Project had to weather the recession and the elimination of the Redevelopment Agency. Because of their willingness to invest in Downtown, one of Long Beach's largest employers will have the ability to significantly expand and two historic Downtown structures will be restored to their former glory. From a community and economic development perspective, this project is a major accomplishment.

GETTING AROUND DOWNTOWN



Source: Long Beach Transit, Long Beach Airport, City of Long Beach, Bicycling.com, DLBA

BEVERLY HILLS
CENTURY CITY

LOS ANGELES

ROSEMEAD

WEST COVINA

MONTEBELLO

PICO RIVERA

HUNTINGTON PARK

SOUTH GATE

LYNWOOD

DOWNEY

COMPTON

BELLFLOWER

NORWALK

LAKEWOOD

CERRITOS

LONG BEACH AIRPORT

FULLERTON

ANAHEIM

GARDEN GROVE

SANTA ANA

HUNTINGTON BEACH

FREEWAY ACCESS

Downtown Long Beach is a short commute to Los Angeles and Orange Counties via the robust Southern California freeway system.

METRO

Downtown Long Beach is the southern terminus for the Los Angeles Metro Blue Line light rail corridor, which connects Downtown Long Beach to Los Angeles destinations like the Staples Center and Hollywood.

LONG BEACH AIRPORT

Downtown Long Beach is only four miles southeast of the Long Beach Airport, which is the west coast hub for JetBlue Airlines. The airport serves more than 3 million commercial passengers annually and boasts a brand new 1,989-space parking structure and 35,000-square-foot passenger concourse expansion, which showcases Long Beach vendors.

LONG BEACH TRANSIT

The recently remodeled Long Beach Transit Gallery, located at First Street and Pine Avenue and adjacent to the Blue Line MetroRail stop, plays host to the majority of Long Beach Transit's regular bus routes and additional regional bus service. Additionally, Long Beach Transit offers free access to the major attractions in Downtown Long Beach via the Passport.

DEMOGRAPHIC PROFILE AT-A-GLANCE



PSYCHOGRAPHIC OVERVIEW

Psychographic information is used as a complement to a community's demographic detail and provides greater insight into the personalities and sensibilities of a population to help better comprehend its composition of tastes, lifestyles, proclivities, and behaviors. By combining different categories of people within specific locations, psychoanalytics create a model of diverse lifestyle classifications and produce unique behavioral market segmentation. Based on these trends, it is clear that Downtown residents are becoming more affluent, educated, and cosmopolitan. Below are the fastest growing segments of the Downtown population:

1 Old and Newcomers: These households are typically beginning their careers or are retiring. There are more singles and shared households in these neighborhoods than others. They have **above average educational attainment**. Their **purchases reflect the free lifestyles of singles** and renters. They read books and newspapers, watch TV, listen to contemporary music, and go to the movies.



2 Metro Renters: These households are young and educated singles who are beginning their professional careers in large metropolitan cities. This group is **younger and more diverse** than the U.S. population. They are **one of the most educated groups**. They tend to **buy from Banana Republic, Gap, Nordstrom**, and online retailers. These residents exercise regularly and like to travel. They fully utilize amenities offered in cities by visiting museums, going dancing, and attending concerts.



3 Young and Restless: These households are young and over half are single or shared. They are ethnically diverse and live in metropolitan areas. These **young professionals live a busy lifestyle and are technologically inclined**. They enjoy conveniences and frequently go online to communicate, shop, and keep up with the latest trends.



	DOWNTOWN	3-MILE RADIUS	5-MILE RADIUS
HOUSEHOLDS	12,485	81,810	138,903
AVERAGE HOUSEHOLD INCOME			
2000	\$32,048	\$40,339	\$51,694
2011	\$52,268	\$49,842	\$62,505
AVERAGE HOME VALUE			
2000	\$92,866	\$161,250	\$189,674
2011	\$377,592	\$471,469	\$527,503
MEDIAN AGE			
2000	30.0	28.5	30.2
2011	30.4	31.5	32.8
HOUSEHOLD BY INCOME			
< \$15,000	16.16%	21.5%	17%
\$15,000 - \$24,999	13.71%	16.3%	13.4%
\$25,000 - \$34,999	14.46%	14.1%	12.1%
\$35,000 - \$49,999	17.76%	14.6%	14%
\$50,000 - \$74,999	12.77%	14.5%	16.3%
\$75,000 - \$99,999	12.10%	7.4%	9.1%
\$100,000 - \$149,999	6.82%	7.1%	10.1%
\$150,000 or more	6.22%	4.5%	7.9%
POPULATION BY AGE			
Under 18	24.10%	26.46%	26.12%
19-24	9.00%	10.64%	10.38%
25-34	20.43%	18.9%	16.9%
35-44	15.79%	14.8%	14.3%
45-54	14.69%	12.6%	12.9%
55-64	8.04%	9.2%	10.2%
65 and over	7.96%	7.4%	9.4%
EDUCATIONAL ATTAINMENT (AGE 25+)			
High school diploma or less	41.77%	47.3%	44.8%
Some college or Associate degree	30.98%	29.4%	28.3%
Bachelor's degree or higher	27.24%	23.3%	26.9%

Source: U.S Census, 2011 and ESRI, 2013

RESIDENTIAL PROFILE

A GREAT PLACE TO CALL HOME

Individuals and families looking for a vibrant urban environment are moving to Downtown Long Beach in increasing numbers. Downtown attractions including the Long Beach Performing Arts Center, Museum of Latin American Art, and Aquarium of the Pacific offer a lively cultural environment while the renaissance of dining centers like The Promenade and Pine Avenue offer craft beer, fine wine, and award-winning restaurants to the cuisine-conscious. Add the high walkability, bikeability, and easy access to the beach and it is easy to see why more and more people are calling Downtown Long Beach home.

A GROWING POPULATION

- More than 5% of Long Beach's population of 462,257 lives in Downtown with a density of 15,650 residents per square mile, which is nearly twice the citywide average.
- Downtown Long Beach's population has steadily grown by 8% since 2000, compared to less than 1% citywide for the same period, outpacing city population growth.
- Nearly 29,000 people call Downtown home.

WHO LIVES IN DOWNTOWN?

- More than 50% are between the ages of 25 and 54.
- 53% are male, compared to 49% citywide.
- More than 46% of owner-occupied housing in Downtown cost \$300,000 or more, whereas in 2000, only 5% accounted for the same price range.
- More than 58% have some college education or higher.

Source: U.S. Census, 2011; ESRI, 2012; DLBA



FUN FACT:
 AVERAGE HOUSEHOLD INCOME IS **\$52,268**, WHICH IS A **63% INCREASE** COMPARED TO 2000.



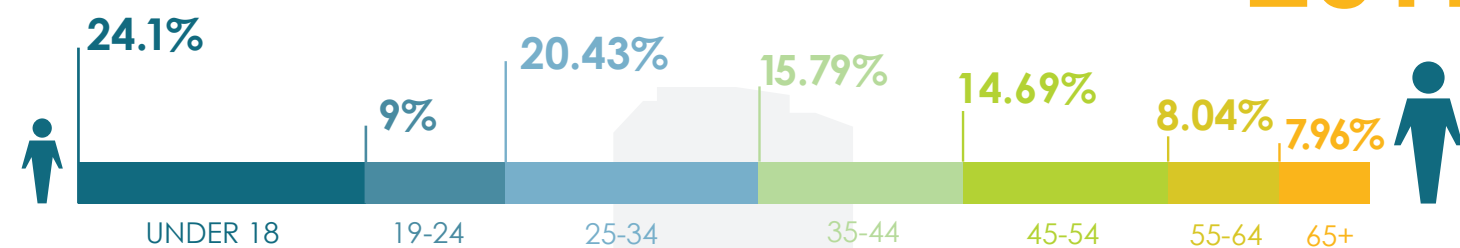
HOUSEHOLD INCOME DISTRIBUTION

2010	Household Income	2011
25.3%	Less than \$15,000	16.16%
16%	\$15,000-\$24,999	13.71%
12.4%	\$25,000-\$34,999	14.46%
15.1%	\$35,000-\$49,999	17.76%
14.9%	\$50,000-\$74,999	12.77%
8.5%	\$75,000-\$99,999	12.10%
4.9%	\$100,000-\$149,999	6.82%
2.9%	\$150,000 or more	6.22%

25% of households have incomes of **\$75,000** or more

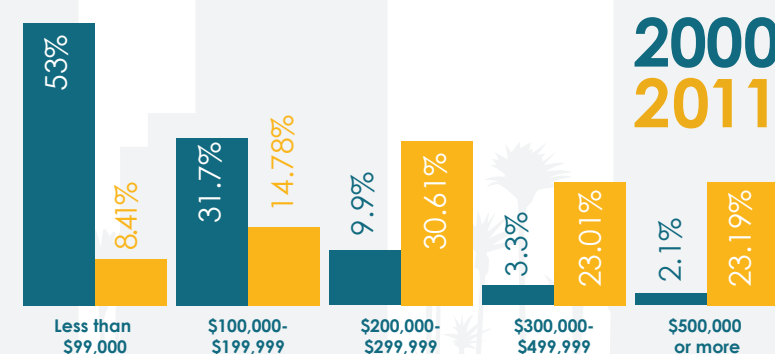
38% of households have incomes of **\$50,000** or more

DOWNTOWN LONG BEACH AGE DISTRIBUTION

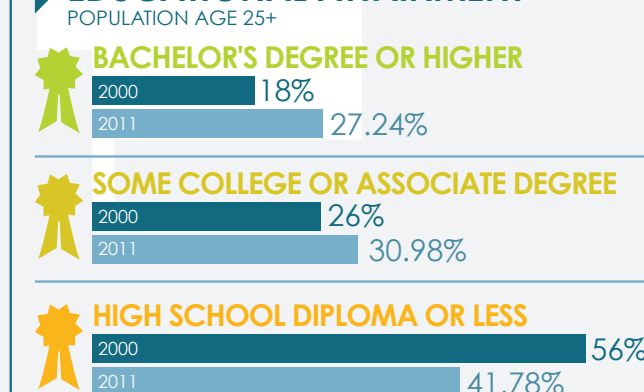


2011

OWNER OCCUPIED HOUSING UNITS BY VALUE



EDUCATIONAL ATTAINMENT



HOUSING CHOICES

HOUSING MARKET

Downtown offers apartments and condos to accommodate a variety of different lifestyles. Amenities such as easy access to transportation, culture, world-class dining, bike-friendly infrastructure, and parks suit the needs of a wide variety of households.

From 2000 to 2010, more than 2,000 new residential housing units were built in Downtown Long Beach, which is a 140% increase in housing supply from the 1990s. Moreover, current and future development projects are expected to add hundreds of new units in coming years.

Nearly 30,000 residents live in more than 13,800 housing units in Downtown Long Beach, the majority of which are comprised of rental units (77.73%). However, an increasing number of Downtown residents are choosing to buy.

Current lease rates reported by rental housing developers in the Downtown start as low as \$2.06 per square foot, while the most amenity-rich units fetch north of \$2.80 per square foot. Along the waterfront, amenity-rich condo units sell for as much as \$351 per square foot.

Source: U.S. Census, 2011; DLBA, Los Angeles County Assessor, Project Representatives

"We chose to locate our business on the ground floor of the Camden Harbor View Apartments because it is centrally located within the Downtown community, which is densely populated with dogs and dog owners. It also gives us easy access to customers at the residential properties and hotels as well as the beautiful parks along the waterfront where we take the dogs for adventures."

-Carol Reed
Co-owner of Doggie Paws World, a doggie daycare and grooming facility





30,000 RESIDENTS

LIVE IN MORE THAN

13,800 HOUSING UNITS





2013 SELECTED RESIDENTIAL PRICING

	Units	Opened	Average Price per sq.ft.
OWNER			
▶ AQUA	534	2005	\$325.14
▶ West Ocean	173	2008	\$351.40
▶ 133 Promenade Walk	97	2008	\$209.75
▶ Blu	82	2008	\$255.12
▶ Temple Lofts	82	2006	\$239.37
▶ Walker Building	46	2002	\$269.48
▶ Kress Lofts	51	1992	\$253.25
RENTAL			
▶ Camden Harbor View	538	2003	\$2.38
▶ Gallery 421	291	2010	\$2.08 - \$2.64
▶ Promenade Lofts	104	2009	\$2.25 - \$2.80
▶ Westerly on 3rd	160	1990	\$2.06 - \$2.69

WORKFORCE

EMPLOYMENT

Downtown has one of the highest employment densities in Long Beach. It also provides a large share of job opportunities for the residents of nearby cities.

- More than 37,000 people are employed in Downtown Long Beach. This figure represents more than 22% of all available jobs in the City of Long Beach.
- More than 24% of the people employed in Downtown are from Long Beach; nearby cities such as Los Angeles, Lakewood, Carson, Bellflower, and Torrance account for an additional 24% of the employed in Downtown.
- More than 50% of the employed in Downtown travel fewer than 10 miles from their homes, and more than 78% travel fewer than 24 miles from their homes.
- The majority of Downtown employees (64%) are between the ages of 30 and 54. The next largest age group is comprised of those who are 29 years old or younger (21%).
- Male workers in Downtown are represented higher than female workers at 56% versus 44%.
- More than half of Downtown employees have some college experience, while approximately 25% have at least a bachelor's degree.

FUN FACT:

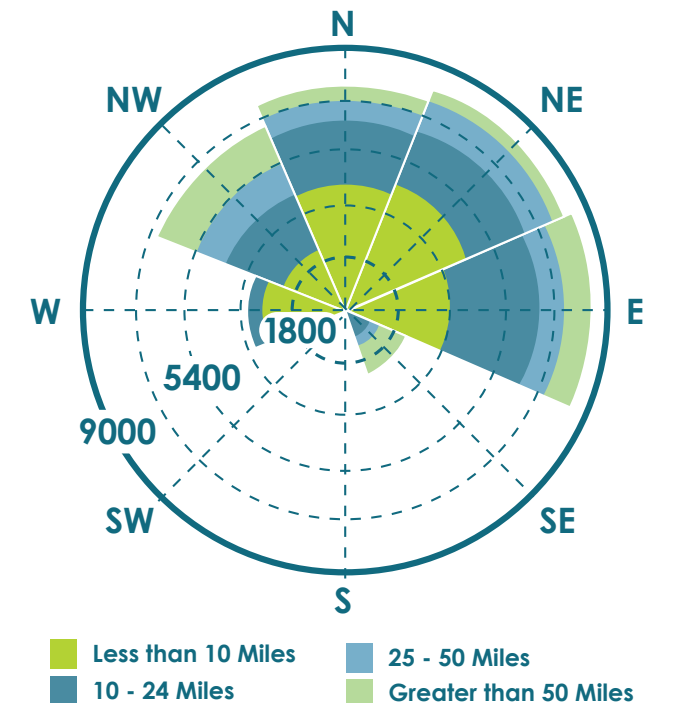
DUE TO THE PROXIMITY OF THE PORT OF LONG BEACH, THE TRANSPORTATION AND WAREHOUSING INDUSTRY REPRESENTS THE HIGHEST PERCENTAGE OF JOBS IN DOWNTOWN

26%

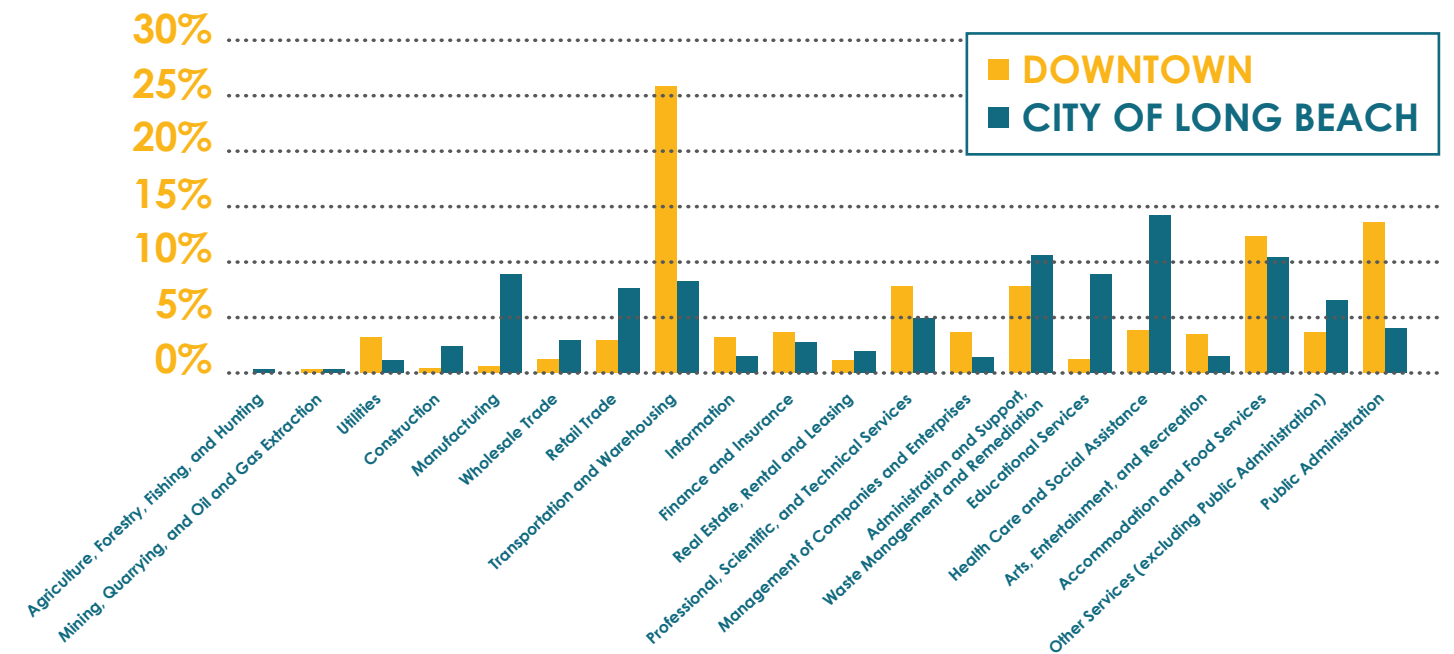
Sources: U.S. Census 2011, 2010



JOB COUNTS BY DISTANCE/DIRECTION ALL WORKERS



EMPLOYMENT BY INDUSTRY, DOWNTOWN VS CITY OF LONG BEACH



OFFICE MARKET

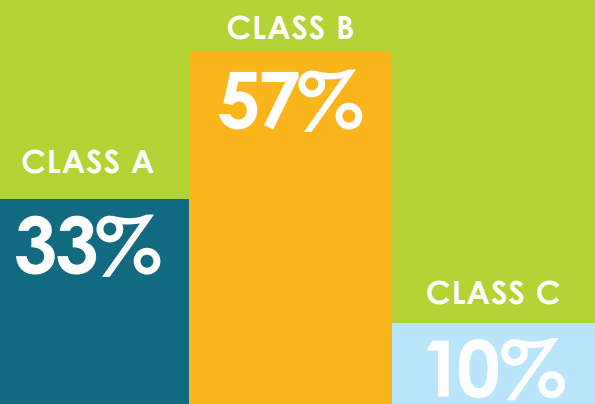
Out of the five major employment centers in the city of Long Beach, Downtown accounts for nearly half of the city's total inventory of 9.1 M square feet. Of the 4.2 M square feet of Downtown inventory, Class B buildings account for more than half of the space, while Class A comprises approximately one third of the inventory.

As the employment center of the city, Downtown has a leading occupancy rate of 84% for the fourth quarter of 2012. This is a healthier rate than competing markets in the South Bay and other Long Beach sub-markets like the Airport Area, Bixby Knolls / Signal Hill, and 405 / 710 corridor. In calendar year 2012, the overall absorption was also positive for the Downtown, at 47,440 square feet for direct and 77,331 square feet of sublease space.

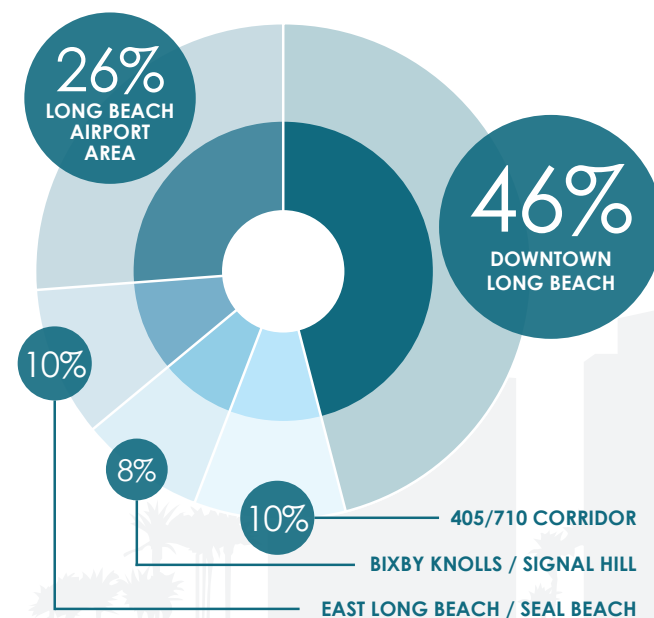
Additionally, rent rates have steadily climbed since the fourth quarter of 2010 for all three office space classes, which indicates a positive recovery of the Downtown office market. Class A buildings have surpassed the rent rates from the fourth quarter of 2008, illustrating a strong demand for premium space and willingness of corporations to pay higher prices for premium office spaces. Overall, the Downtown Office Market is demonstrating healthy growth.

Source: Cushman and Wakefield, 2012

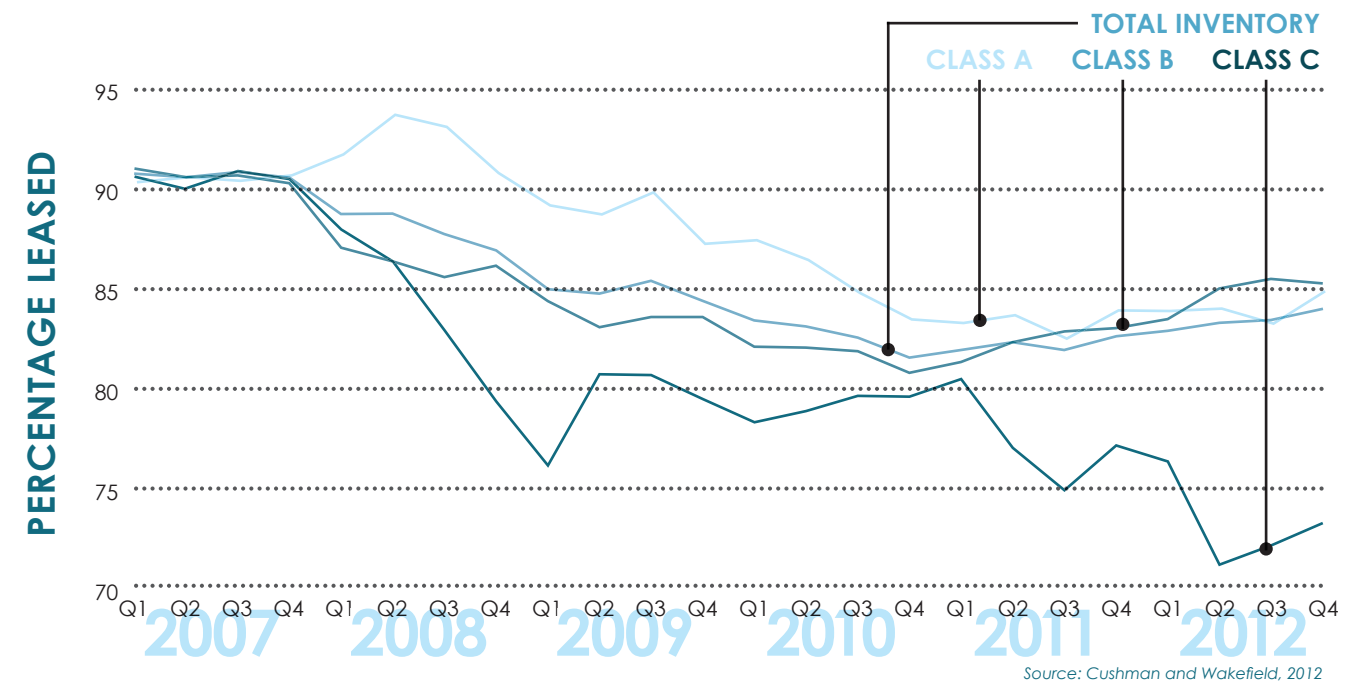
▶ DOWNTOWN LONG BEACH TOTAL OFFICE SPACE



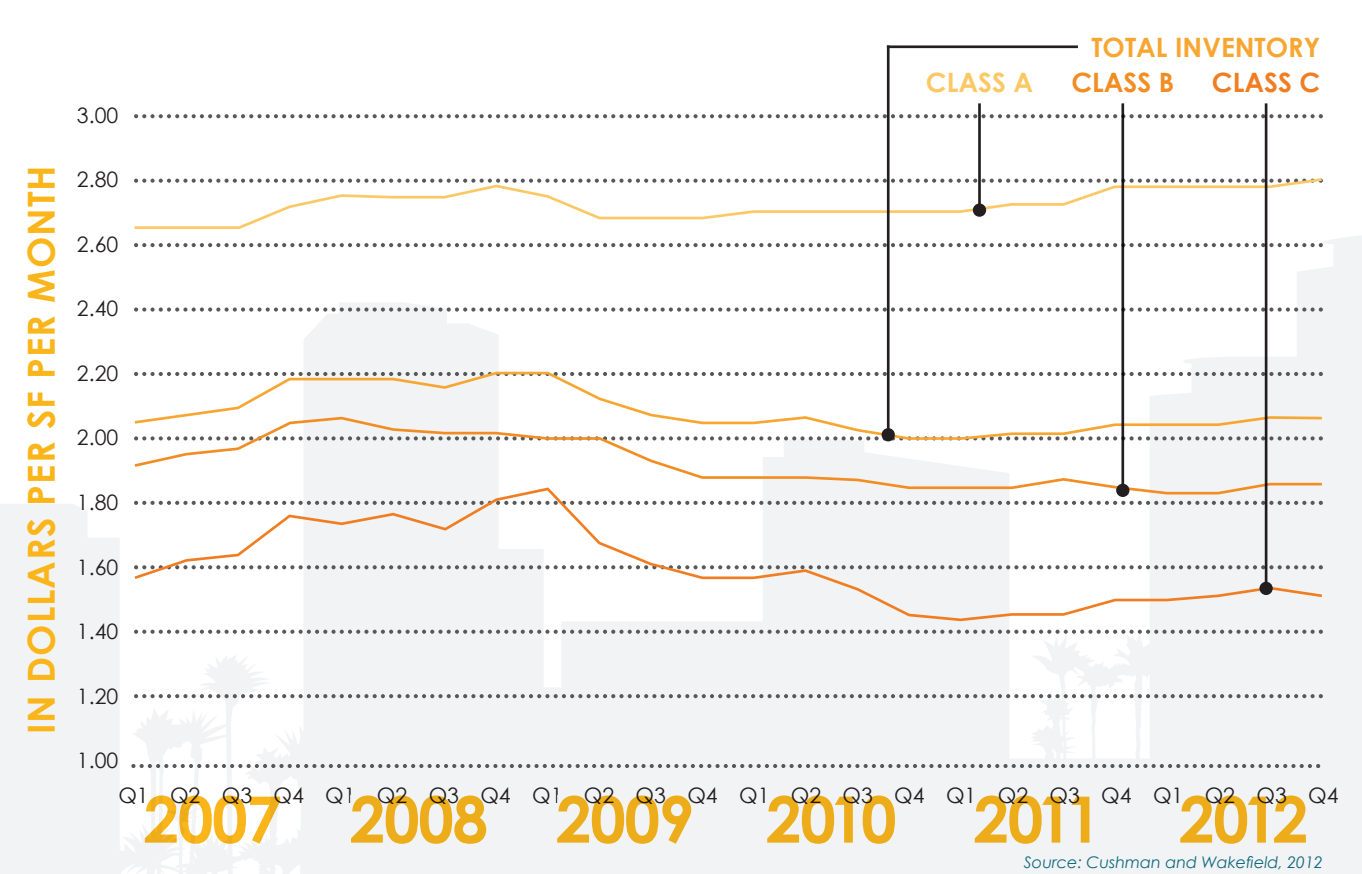
▶ LONG BEACH AREA OFFICE SPACE INVENTORY



DOWNTOWN LONG BEACH OFFICE SPACE LEASED Q1/2007 - Q4/2012



DOWNTOWN LONG BEACH OFFICE SPACE RENT RATES Q1/2007 - Q4/2012



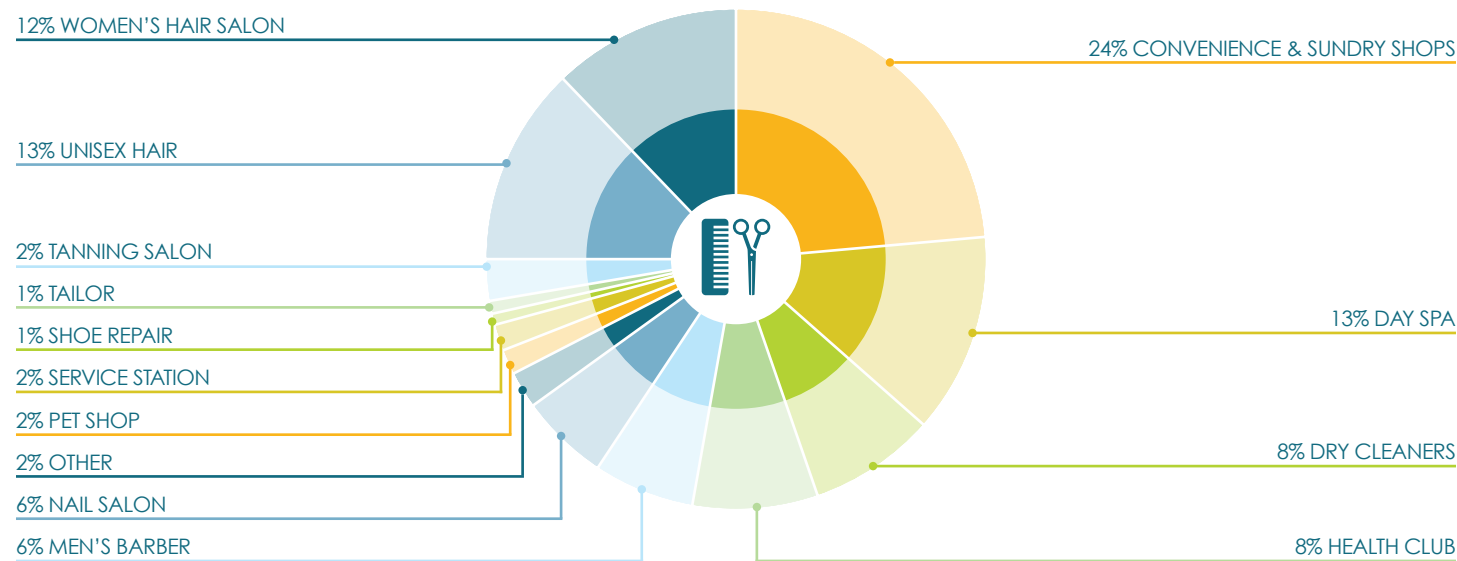
SHOPPING

RETAIL SPACE

Compared to other downtowns of similar geographic size and population, Downtown Long Beach contains a relatively impressive supply (1.3 M sq ft) of commercial space built to accommodate ground-floor retail uses. Such retail spaces can be found in a variety of building structures such as stand-alone structures, ground-floor space in mixed-use structures, the adaptive reuse of historic buildings, and space contained in traditional retail centers.

Similar to other vibrant downtowns, there are an impressive number of food, beverage, and entertainment establishments that satisfy a wide variety of consumers. Since 2012, there has been a 7% increase in Comparison Shopping, indicating a healthy environment for retail growth.

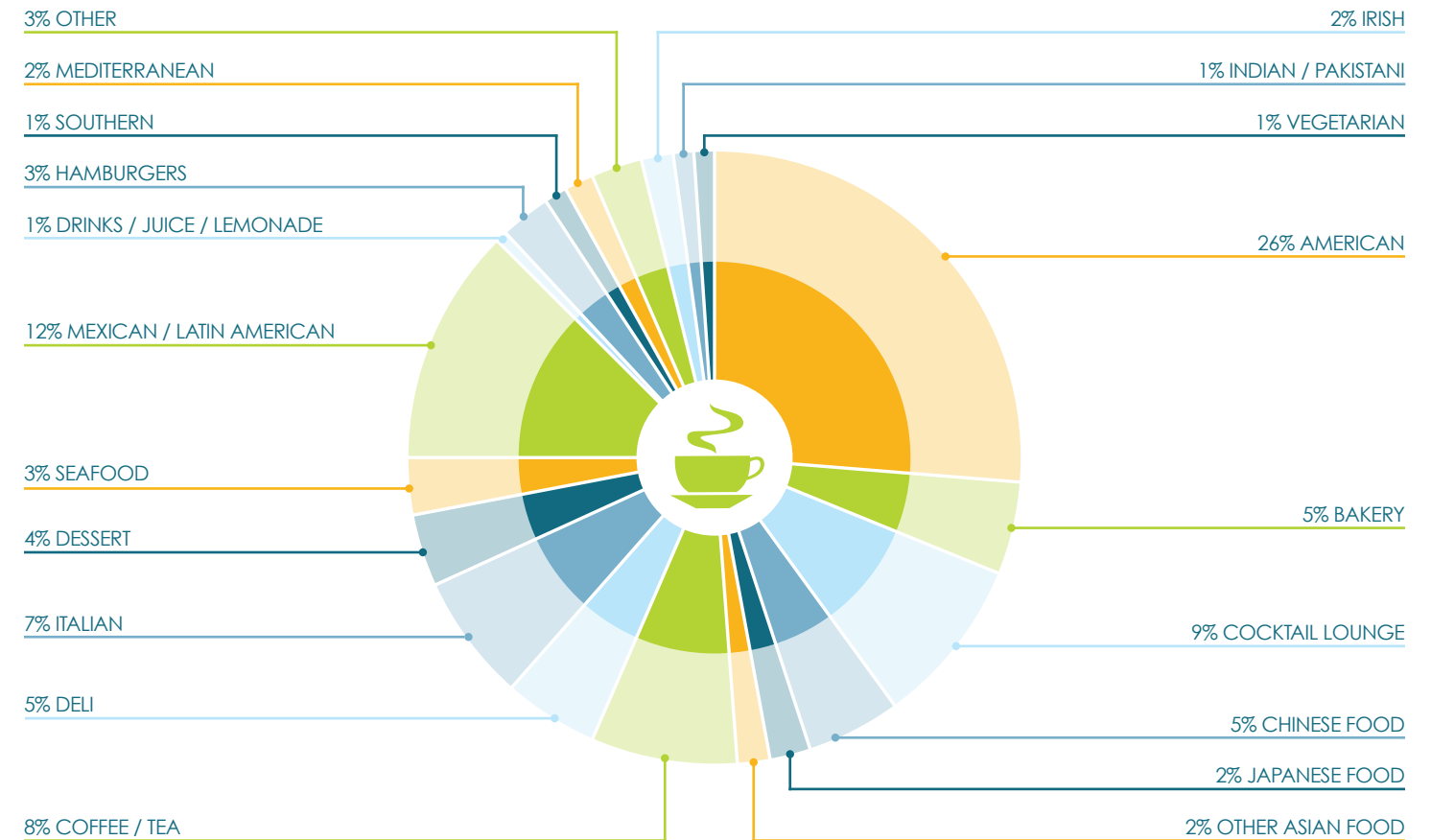
CONVENIENCE SHOPPING



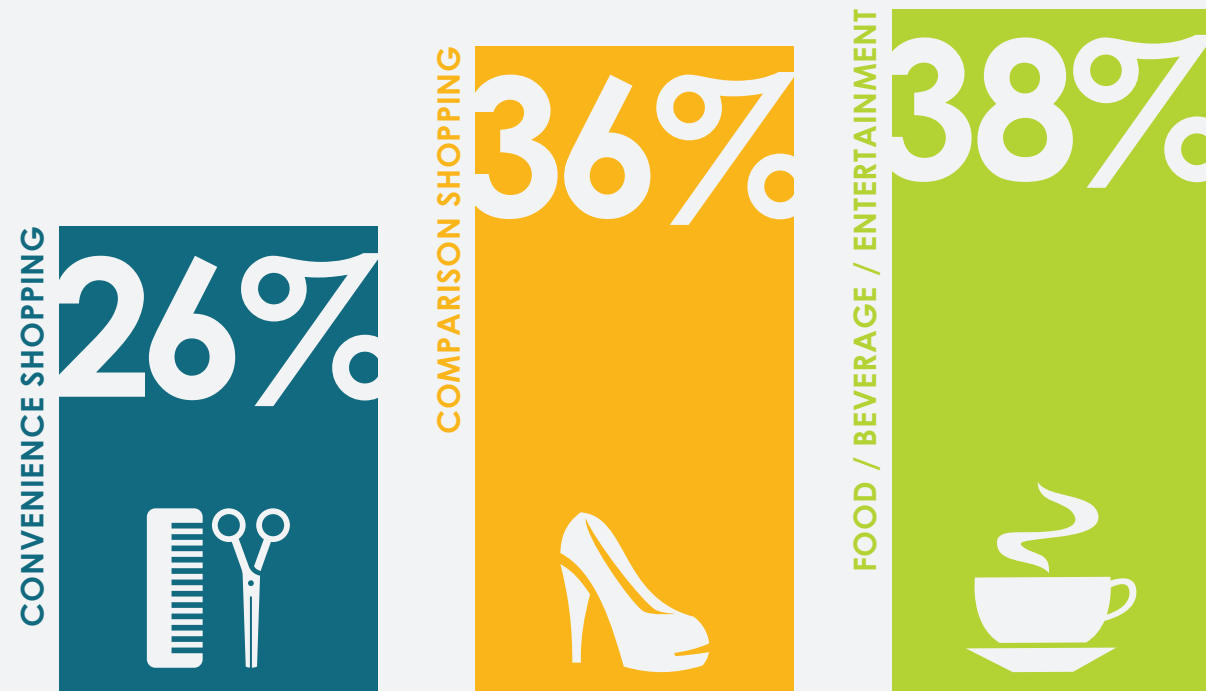
COMPARISON SHOPPING



FOOD / BEVERAGE / ENTERTAINMENT



TOTAL DOWNTOWN RETAIL





RETAIL OPPORTUNITIES

RETAIL SPENDING POTENTIAL

The vibrant residential community, emerging development, and thriving business environment position Downtown Long Beach to support significant retail sales numbers. In total, the spending potential within 5 miles of the Downtown exceeds an impressive \$2.5 billion annually.



"I am proud to call Downtown Long Beach home to my family and my business. The vibrant community of leaders and families in North Pine made it the perfect place for me to open my store. I am excited to see this neighborhood - and my business - growing."

-Rajh Kirch
Owner and Creative Director,
Sandbox Social Club



RETAIL SPENDING POTENTIAL

RETAIL DEMAND WITHIN A 1, 3, AND 5-MILE RADIUS

RETAIL CATEGORY	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
FURNITURE & HOME FURNISHING STORES	\$11,019,326	\$49,841,745	\$108,297,908
ELECTRONICS & APPLIANCE STORES	\$8,903,275	\$39,687,054	\$83,240,970
FOOD & BEVERAGE STORES	\$69,823,764	\$302,918,467	\$613,037,898
HEALTH & PERSONAL CARE STORES	\$13,738,051	\$59,520,005	\$123,986,640
CLOTHING STORES	\$15,479,784	\$67,340,741	\$137,199,096
SHOE STORES	\$1,973,417	\$8,555,670	\$17,012,693
JEWELRY, LUGGAGE & LEATHER GOODS STORES	\$1,962,060	\$8,723,333	\$18,731,534
SPORTING GOODS, HOBBY, BOOK & MUSIC STORES	\$4,707,776	\$20,862,372	\$43,014,679
GENERAL MERCHANDISE STORES	\$38,618,828	\$168,017,549	\$343,194,410
MISCELLANEOUS STORES	\$6,334,569	\$28,321,638	\$60,495,005
FOOD SERVICES & DRINKING PLACES	\$56,801,659	\$247,714,269	\$505,006,359
FULL-SERVICE RESTAURANTS	\$26,474,613	\$115,524,036	\$236,500,918
LIMITED-SERVICE EATING PLACES	\$23,312,084	\$101,709,234	\$206,852,813
SPECIAL FOOD SERVICES	\$6,132,011	\$26,742,522	\$54,260,073
DRINKING PLACES - ALCOHOLIC BEVERAGES	\$882,952	\$3,738,478	\$7,392,554

Source: ESRI and Infogroup 2013

TOURISM AND ATTRACTIONS

ESTIMATE OF ANNUAL VISITORS TO LONG BEACH = **6.1 MILLION**



LONG BEACH CONVENTION & ENTERTAINMENT CENTER

Estimated Yearly Attendance: 1.61 million

I. LONG BEACH ARENA

- The Arena seats 13,500 and has 46,000 square feet of exhibit space.
- Wyland mural: at 116,000 square feet (11,000 m²), it is the world's largest mural.
- Renovated restaurant, lobby, and arena that includes adjustable curtains and lighting.

II. CONVENTION CENTER

- Three dynamic Exhibition Halls with 224,000 square feet of space that can be utilized for all types of conventions, tradeshows, consumer shows, and special events. The Exhibition Halls break down as follows:
 - Exhibition Hall A = 91,000 sq. ft
 - Exhibition Hall B = 57,000 sq. ft
 - Exhibition Hall C = 76,000 sq. ft
- 34 Meeting Rooms and a Grand Ballroom make the Long Beach Convention & Entertainment Center ideal for all types of special events.

III. TERRACE THEATER

- The Terrace Theater is a full-production theater that seats 3,051 with spaces for wheelchair seating. The Terrace Lobby contains a full-glass front with a view of the Terrace Fountain and ocean views on the east side.
- The Center Theater boasts 825 seats that are set 13 rows deep in a half-round shape, allowing excellent visibility from any seat.

THE AQUARIUM OF THE PACIFIC

Estimated Yearly Attendance: 1.5 million

The Aquarium of the Pacific is the fourth-largest aquarium in the nation. It displays more than 11,000 animals in more than 50 exhibits that represent the diversity of the Pacific Ocean.

THE QUEEN MARY

Estimated Yearly Attendance: 1.4 million

Long considered one of the world's premiere ocean vessels, the Queen Mary is an Art Deco treasure and one of the most iconic images of Downtown Long Beach. In addition to daily tours and other events, it also features a 307-room hotel.

MUSEUM OF LATIN AMERICAN ART

Estimated Yearly Attendance: 70,000

Commonly referred to as MoLAA, the Smithsonian affiliate is the only museum in the western United States that exclusively features contemporary Latin American fine art.

CRUISESHIPS & FERRIES

Catalina Express annually carries one million passengers to Catalina Island from its two Long Beach docks, San Pedro, and Dana Point.

Carnival Cruise Lines – Approximately 390,000 passengers annually embark from the Long Beach Cruise Terminal at the Queen Mary. The Carnival Cruise will add a third ship in 2014 to the Long Beach Cruise Terminal, which will allow the line to carry approximately 550,000 passengers annually.

HOTEL INVENTORY:

Total Hotel Inventory = **3,255 ROOMS**

Occupancy (March 2011-March 2012) = **73%**

Estimated Total Room Nights In Downtown Hotels (2012) = **848,860**

Source: Long Beach Convention and Visitors Bureau, Smith Travel Research



FUN FACT:

TWO OF THE MOST NOTABLE LONG BEACH CONVENTIONS ARE

COMIC CON
AND THE **TED CONFERENCE**

DOWNTOWN LONG BEACH HOTEL INVENTORY

	HOTEL	# ROOMS	RACK RATES
UPSCALE	HILTON LONG BEACH	397	\$154 - \$214
	HYATT REGENCY LONG BEACH	528	\$289 - \$429
	WESTIN LONG BEACH	469	\$229 - \$264
	HYATT THE PIKE HOTEL	138	\$289 - \$329
	HOTEL MAYA	195	\$220 - \$319
	RENAISSANCE LONG BEACH HOTEL	374	\$189 - \$239
	TOTAL	2101	
MID-LEVEL	BEST WESTERN	66	\$125 - \$189
	COURTYARD MARRIOTT	216	\$149 - \$199
	HOTEL QUEEN MARY	315	\$127 - \$419
	VARDEN BOUTIQUE HOTEL	35	\$129 - \$149
	RESIDENCE INN	178	\$179 - \$199
	TOTAL	810	
ECONOMY	BEACH INN MOTEL	25	\$ 70 - \$ 90
	CITY CENTER MOTEL	49	\$ 70
	GREENLEAF HOTEL	45	\$ 65
	INN OF LONG BEACH	51	\$ 81
	RODEWAY INN	35	\$ 95 - \$105
	TRAVEL KING MOTOR INN	15	\$ 50
	TRAVELODGE	63	\$119 - \$139
VAGABOND INN LONG BEACH	61	\$ 65 - \$159	
	TOTAL	344	

ATTENDANCE - ANNUAL EVENTS IN DOWNTOWN

TOYOTA GRAND PRIX OF LONG BEACH	172,000	TOTAL 400,000+
LONG BEACH PRIDE FESTIVAL	100,000	
LONG BEACH INTERNATIONAL CITY BANK MARATHON	65,000	
LONG BEACH JAZZ FESTIVAL	20,000	
SUMMER AND MUSIC	20,000	
NEW YEAR'S EVE	10,000	
ZOMBIE WALK	10,000	
TECATE LIGHT THUNDER THURSDAY	5,000	
LATIN AMERICAN FESTIVAL	3,000	

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