



The Economic Importance of Downtown Long Beach

For those residing outside of the City of Long Beach, the most visible image of Long Beach as a community and as an economic force is its downtown. The transformation of the downtown began in the late 1980s with the construction of high rise office towers that form Long Beach's current skyline.

During the last several years there has been a flurry of development activity—new retail and entertainment centers as well as new residential development. Since 2000, the downtown has seen over \$2 billion of privately funded new development. Approximately 6,000 residential units, both for sale and for rent product have been built or will be completed by 2008. The residential mix includes luxury high rise, live and work



units, as well as lofts and studios creating a sophisticated urban life style. Long Beach will expand its downtown residential population by an additional 8,000 residents. The new residents and the downtown's traditional strength as a tourist and office center enhance the downtown as a place to work, live, shop and relax.



Downtown Long Beach is home to over 1,800 business establishments employing 43,000 individuals. The downtown's one square mile supports 21 percent of all of the jobs in the city. It is not surprising that the central business district has an average annual payroll of \$53,000, which is \$8,000 higher than the city-wide average of \$45,000. Over 30 percent of the downtown jobs have an average payroll in excess of \$75,000 annually.

The annual total payroll in the downtown is \$2.3 billion. These workers, in turn, create goods and services that are valued at \$6.7 billion, reflecting the highly skilled and educated workforce.

Downtown & Citywide

	Downtown	Citywide	Downtown
Firms	1,870	10,000	19%
Jobs	43,100	204,000	21%
Total Payroll	\$2.3 billion	\$9.3 billion	25%
Average Payroll	\$53,000	\$45,000	18% greater

What the Downtown Means to Long Beach and the Region

	Downtown	Region	Total
Jobs	43,100	41,000	84,100
Payroll	\$2.3 billion	\$1.4 billion	\$3.7 billion
Output	\$6.7 billion	\$4.8 billion	\$11.5 billion

The economic activity in the downtown is an important engine of economic activity for Long Beach and the region. The 43,000 downtown jobs indirectly support another 41,000 jobs through the linkage among firms and the additional jobs created as vendors spend their income. This income, in turn, is subject to a multiplier effect raising the total employment impact to 84,000 jobs.

The fiscal impact of the downtown is another measure of its importance to Long Beach. Downtown business enterprises and property owners generate over \$26 million in revenues to the city

Downtown Long Beach is an energetic urban center and a powerful source of economic activity for the city and region.

