

LONG BEACH BUSINESS REPORT CARD
1997 Long Beach Business Survey

June 1997

Prepared by the
Economic Roundtable
for the City of Long Beach Rapid Response Business
Outreach Program, funded by the State of California
Job Training Partnership Division



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Daniel Flaming, Ph.D.

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LONG BEACH BUSINESS REPORT CARD
SURVEY AND BUSINESS OUTREACH RESPONSES 1994-97

Executive Summary

OVERVIEW

The City of Long Beach has made significant progress in strengthening its business environment since initiating the Business Outreach Program in 1994.

Long Beach has completed four annual surveys of businesses. A total of 1,532 firms have responded to the surveys, and close to 500 firms have received site visits in which more information was obtained and referrals made for follow-up City services. With the large survey data base that has been created it is now possible to identify trends in Long Beach's business environment as well as assess conditions in specific industries.

Earlier this year, at the National Conference for Urban Economic Development, Long Beach's business survey and outreach program was cited as one of the two best such initiatives in the United States.

Reports from companies about the City's business environment have improved markedly from 1994 to 1997. Comparing the first survey to the most recent one, a growing majority of firms say Long Beach is a positive location for business and that they would make the same choice of a business location again today. There has also been a dramatic decline in the number of firms reporting problems. Trends in all key areas of the business environment are positive, including:

- more firms say they would still locate in Long Beach
- more firms say Long Beach is a positive location for business
- fewer firms say they laid-off workers in the past year
- fewer firms report difficulty finding qualified workers
- fewer firms are undecided about renewing their lease
- fewer firms report worsening security problems
- fewer firms report major customers and suppliers have relocated
- fewer firms report that their industry in recession
- fewer firms report that sales decreased in the past three years
- more firms report that sales increased in the past three years

The business community continues to identify Long Beach's central location and transportation infrastructure as highly valuable assets.

1. Central location is Long Beach's most frequently identified strength, mentioned most often by transportation-linked and finance-insurance-real estate businesses.

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2. Access to a large customer base is the second most frequently identified strength, mentioned most often by retail businesses.
3. Port facilities are the third most frequently identified strength, mentioned most often by transportation and wholesale businesses.
4. Freeways are the fourth most frequently identified strength, mentioned most often by wholesale businesses.

Public safety and crime are the most frequently identified problems, followed by blight and business license fees.

1. Public safety in general as well as crimes against property and people are the most frequently identified problems, although later graphs show that perceptions of this issue have improved significantly since 1994.
2. Blight and deterioration are the next most frequently identified problem, mentioned most often by businesses in the finance, insurance and real estate sector.
3. Business license fees are the fifth most frequently identified problem, mentioned most often by service and retail businesses.

Top ranking recommendations for improving the City's business environment include:

1. Improving general public safety, mentioned most often by transportation-linked and service businesses.
2. Increased City support for business, mentioned most often by transportation-linked and wholesale businesses.
3. Increased police availability, mentioned most often by retail and wholesale businesses.
4. Increased efforts to recruit new businesses, mentioned most often by finance, insurance and real estate firms.
5. Eliminating blight and deterioration, mentioned most often by finance-insurance-real estate and wholesale businesses.
6. Upgrading the built environment, mentioned most often by manufacturing and service businesses.
7. Reducing business license fees, mentioned most often by service and manufacturing businesses.

A roll-up of answers from all 1,532 firms responding to the mail portion of the survey from 1994 through 1997 shows that plans to expand sales and employment, as well as the assessment that Long Beach is a positive location for business rank high in the overall profile of responses. Problematic business conditions are reflected by a significant minority of firms reporting that sales have decreased and that their industry is in recession.

The 1,532 firms responding to the four survey cycles closely mirror Long Beach's overall industry base. Industry sectors with smaller numbers of firms, including manufacturing, transportation and wholesale have been over-sampled to obtain a reliable number of responses. The retail and service sectors, which have the largest numbers of firms, have been somewhat under-sampled, but with response numbers that produce a high level of reliability.

ECONOMIC CONTEXT OF SURVEYS

When surveys began in 1994, Long Beach was feeling the brunt of national and global forces that have restructured the City's industrial base, including:

- the long-lasting 1990 recession
- loss of nearly two-thirds of the jobs at the huge McDonnell Douglas aircraft plant
- loss of the naval base
- closure of the shipyard

The first year of survey data found many firms struggling to survive. Over the following three years the bad news has stopped getting worse and key business indicators have moved strongly in a positive direction.

In order to understand the progress Long Beach has made since 1994, it is important to remember that the City has had to replace roughly 58,000 jobs.

The primary impacts of lay-offs by defense-linked employers have been on Long Beach residents, with homes of McDonnell Douglas employees concentrated primarily within the City of Long Beach.

The massive job loss resulting from defense cutbacks at Long Beach facilities had its greatest impact on Long Beach residents, significantly reducing consumer purchasing power within the City. This had a direct impact on retailers, restaurants and providers of personal services, as well as on the durable manufacturing sector.

LONG BEACH EMPLOYMENT STRUCTURE

How are Long Beach residents doing at holding on to jobs as the City's employment base changes?

The Economic Roundtable obtained a download from the Employment Development Department of data on people living in Long Beach zip codes who were looking for jobs from July 1994 through June 1996. This was compared to employment data about Long Beach residents in the 1990 census.

Workers at the bottom of the skill ladder account for the largest share of unemployment. This includes those in secretarial and office occupations, helpers and laborers, and cleaning and building service workers. These occupations account for only 7% of all jobs, but 34% of all unemployed workers.

The ratio of employed to unemployed workers is much more positive in higher skilled occupations. Long Beach has a significant number of residents employed in executive, administrative, managerial, precision production, engineering, educational, and health occupations. These higher skilled occupations account for 27% of all jobs but only 5% of all unemployment.

This profile of unemployment in Long Beach suggests a need to "bring up the bottom" to ensure that all residents have sufficient skills to find a place in the City's emerging economy.

KEY BUSINESS INDICATORS

For each of the past four years Long Beach firms have been asked eight bottom-line questions about business trends and perceptions of the City's business environment.

In 1994, 54% of firms said Long Beach was a positive location for business. By 1997 the favorable response rate had increased to 57%. More than three-quarter of transportation-linked firms offered this positive assessment in 1997, followed by more than two-thirds of wholesale firms.

In 1994, 45% of firms said they would still choose Long Beach if they were selecting a business location today. By 1997 the favorable response rate had increased to 51%. Improvement was greatest in transportation-linked industries.

Each year the survey has asked businesses to indicate whether their sales have increased or decreased over the past three years. And in all but the first survey, firms had the option of indicating that sales have remained stable.

In 1994, 43.5% of firms said sales had increased over the past 3 years. In 1997 this percentage was 44.4%. While overall improvement was small, the retail and wholesale sectors showed much more dramatic improvement.

In 1994, 47% of firms said sales had decreased over the past three years. In 1997 this percentage was 29%, a drop of eighteen percentage points in the number of firms reporting this

bad news. This improvement is reported by all major industry groups in Long Beach.

In the most recent survey cycle the number of firms reporting stable sales jumped to 23.7%. Overall, the news appears to be that decreasing sales have been reversed and sales stabilized.

In 1994, 51% of firms said their industry was in a recession or general downturn. In 1997 this percent dropped 30%. This improvement is shown by all major industry groups.

In 1994, 49% of firms said major customers or suppliers had left the area over the past three years. In 1997 this percent dropped to 27%. Again, this improvement is reported across the board by all major industry groups.

In 1994, 24% of firms said they laid off workers during the past year. In 1997 this percent dropped 15%. All major industry groups report this improvement.

And finally, to look at the issue of public safety. In 1994, 50% of firms said that problems with crime and safety were getting worse. In 1997 this percent was down to 35%, a drop of fifteen percentage points. This is a dramatic improvement, with roughly a one-third reduction of the number of firms in all major industry groups reporting increasing security problems.

ANALYSIS OF MAJOR INDUSTRY SECTORS

The business indicators just reviewed were used to prepare a report card on major industry sectors. Each sector was given one of four possible assessments: experiencing difficulty, borderline, strong, or very strong.

It should be noted that these assessments roll-up responses from all four survey cycles, 1994 through 1997. Some sectors have experienced improved business trends in the last year or two that may not be apparent in this rolled-up rating.

<i>Industry</i>	<i>Composite Score</i>
Very Strong	
Water Transportation	27.38
Finance, Insurance, Real Estate	14.55
Wholesale, Nondurable Goods	12.21
Strong	
Transportation Services	9.60
Business Services	6.05
Trucking	3.13
Food Stores, Retail	2.69

Borderline

Nondurable Manufacturing	0.20
Personal Services	-0.49
Wholesale, Durable Goods	-2.18
Durable Manufacturing	-2.20
Primary and Fabricated Metals	-2.21
Health Services	-2.80

Experiencing Difficulty

High Technology Manufacturing	-3.76
Engineering and Management Services	-4.09
Printing	-4.53
Eating and Drinking Places	-4.65
Miscellaneous Retail	-10.15
Automobile Dealers and Service Stations	-11.65

REQUESTS FOR CITY HELP IN SITE VISITS

A key part of the Business Outreach Program has been site visits to firms interested in receiving City assistance.

The six kinds of help that firms most frequently ask the City to provide are:

1. Enterprize and Revitalization Zone benefits
2. Public safety assistance
3. Long-term financing
4. Help recruiting Workers
5. Help finding additional space for expansion in Long Beach
6. Business consulting service

The six issues most frequently referred to City staff for follow-up as a result of site visits are:

1. Public safety
2. Assistance in recruiting and training workers, or assisting laid-off workers
3. Financial assistance
4. Enterprize and Revitalization Zone information
5. Public works assistance
6. Assistance with permits, licenses, inspections and zoning.

In each of the survey cycles:

- Roughly half the follow-up referrals have gone to the City's Economic Development Bureau;

- Roughly 15% have gone to the Police Department;
- Roughly 10% have gone to Public Works; and
- Roughly 5% have gone to Planning and Building

CONCLUSIONS BASED ON SURVEY ASSESSMENTS OF BUSINESS CONDITIONS

Survey responses identify a group of transportation and business linked industries that have strongly positive perceptions of Long Beach's Business environment and find it advantageous to be located in the city. These include Water Transportation, Transportation Services, Nondurable Wholesale, Finance, Insurance Real Estate, and Business Services.



LONG BEACH BUSINESS REPORT CARD

SURVEY AND BUSINESS OUTREACH RESPONSES 1994-97

OVERVIEW

Long Beach has completed four annual cycles of surveying firms in the City to assess business conditions and needs. A total of 1,532 firms have responded to surveys over the four years and of these, 497 firms have received site visits in which additional information was obtained and referrals made for follow-up City services. With the large survey data base that has been created it is now possible to identify long-term trends in Long Beach's business environment as well as make detailed assessments of conditions in specific industries.

Earlier this year, at the National Conference for Urban Economic Development, Long Beach's business survey and outreach program was cited as one of the two best such initiatives in the nation.

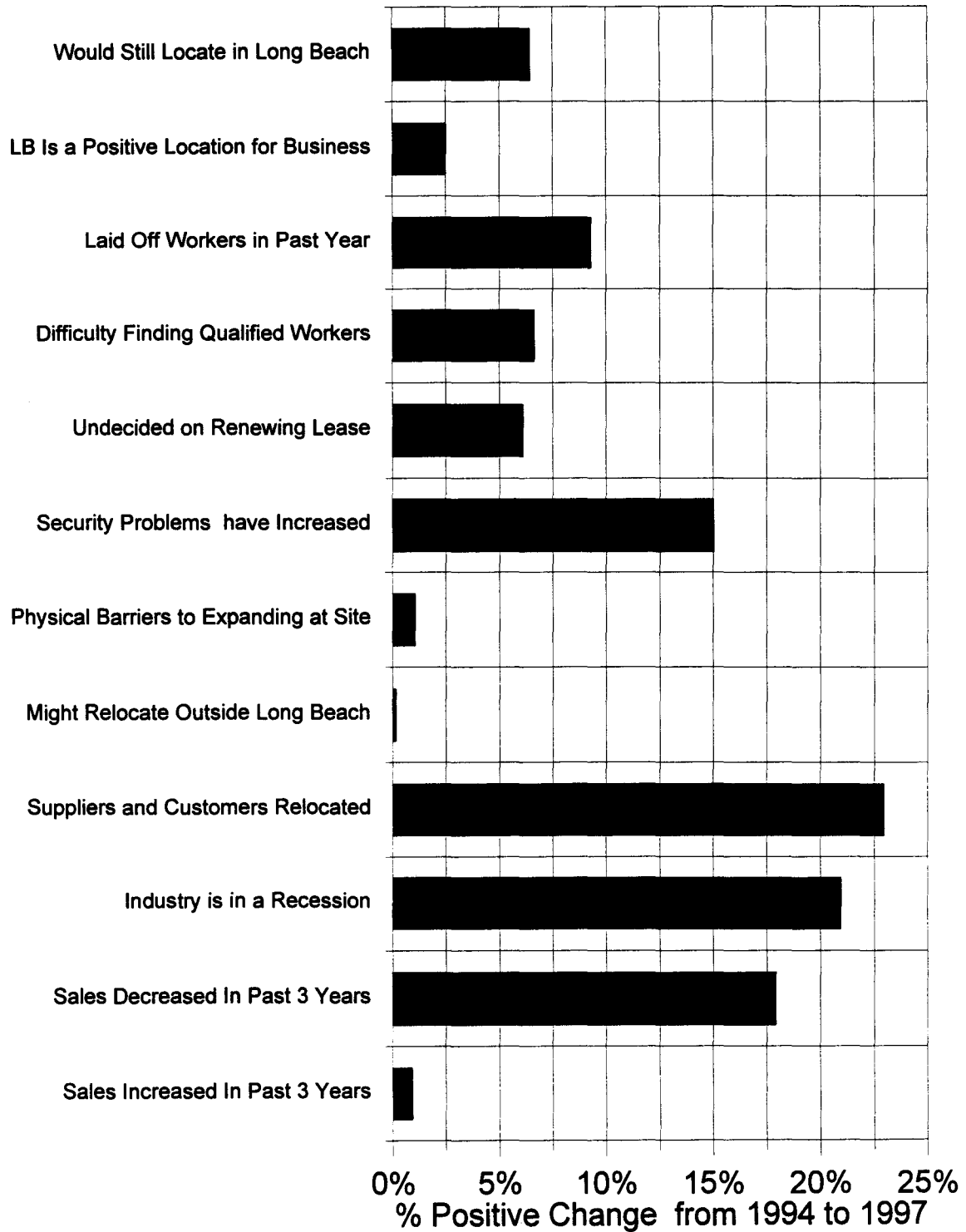
Improved Perceptions of Business Environment

Assessments of the Long Beach business environment have improved markedly from 1994 to 1997. A growing majority of firms say that Long Beach is a positive location for business and that they would make the same choice of a business location again today. There has also been a dramatic decline in the number of firms reporting problems. Trends in all key areas of the business environment are positive. Improvements include:

- 6% more firms say they would still locate in Long Beach
- 3% more firms say Long Beach is a positive location for business
- 9% fewer firms say they laid-off workers in the past year
- 7% fewer firms report difficulty finding qualified workers
- 6% fewer firms say they are undecided about renewing their lease
- 15% fewer firms report worsening security problems
- 1% fewer firms report physical barriers to expanding their facility
- .2% fewer firms say they may relocate outside Long Beach
- 23% fewer firms report major customers and suppliers have relocated
- 21% fewer firms report that their industry in recession
- 18% fewer firms report that sales decreased in the past three years
- 1% more firms report that sales increased in the past three years

IMPROVED VIEW OF BUSINESS ENVIRONMENT

Positive Changes in Responses 1994-97



Strengths

The business community continues to identify Long Beach's central location and transportation infrastructure as highly valuable assets.

1. Central location is Long Beach's most frequently identified strength, mentioned most often by transportation-linked and finance-insurance-real estate businesses.
2. Access to a large customer base is the second most frequently identified strength, mentioned most often by retail businesses.
3. Port facilities are the third most frequently identified strength, mentioned most often by transportation and wholesale businesses.
4. Freeways are the fourth most frequently identified strength, mentioned most often by wholesale businesses.

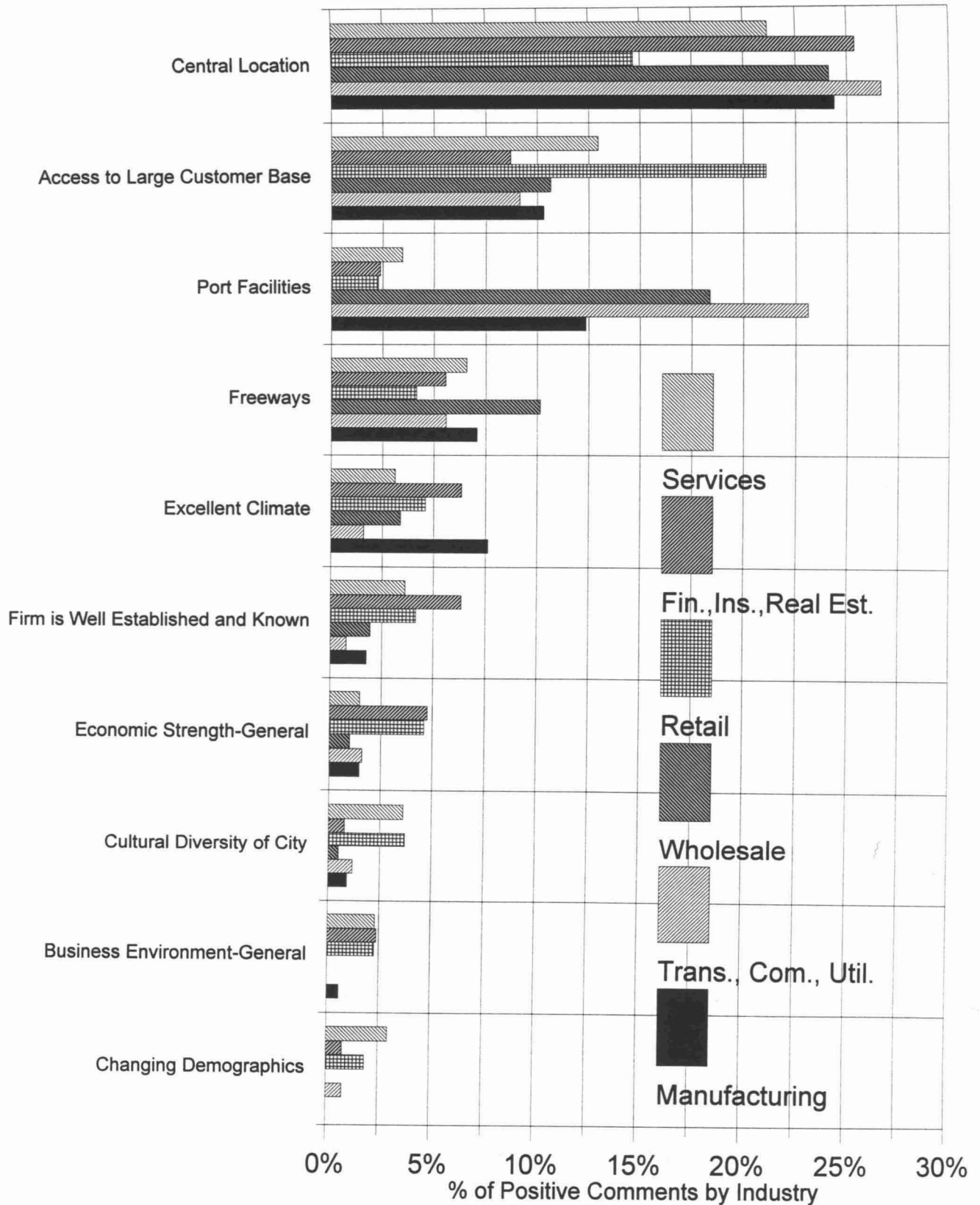
Weaknesses

Public safety and crime are the most frequently identified problems, followed by blight and business license fees.

1. Public safety in general as well as crimes against property and people are the most frequently identified problems, ranking first, second and third in terms of weaknesses cited in the business environment (later graphs show that perceptions of this problem have improved significantly since 1994).
2. Blight and deterioration are the next most frequently identified problem, mentioned most often by businesses in the finance, insurance and real estate sector.
3. Business license fees are the fifth most frequently identified problem, mentioned most often by service and retail businesses.

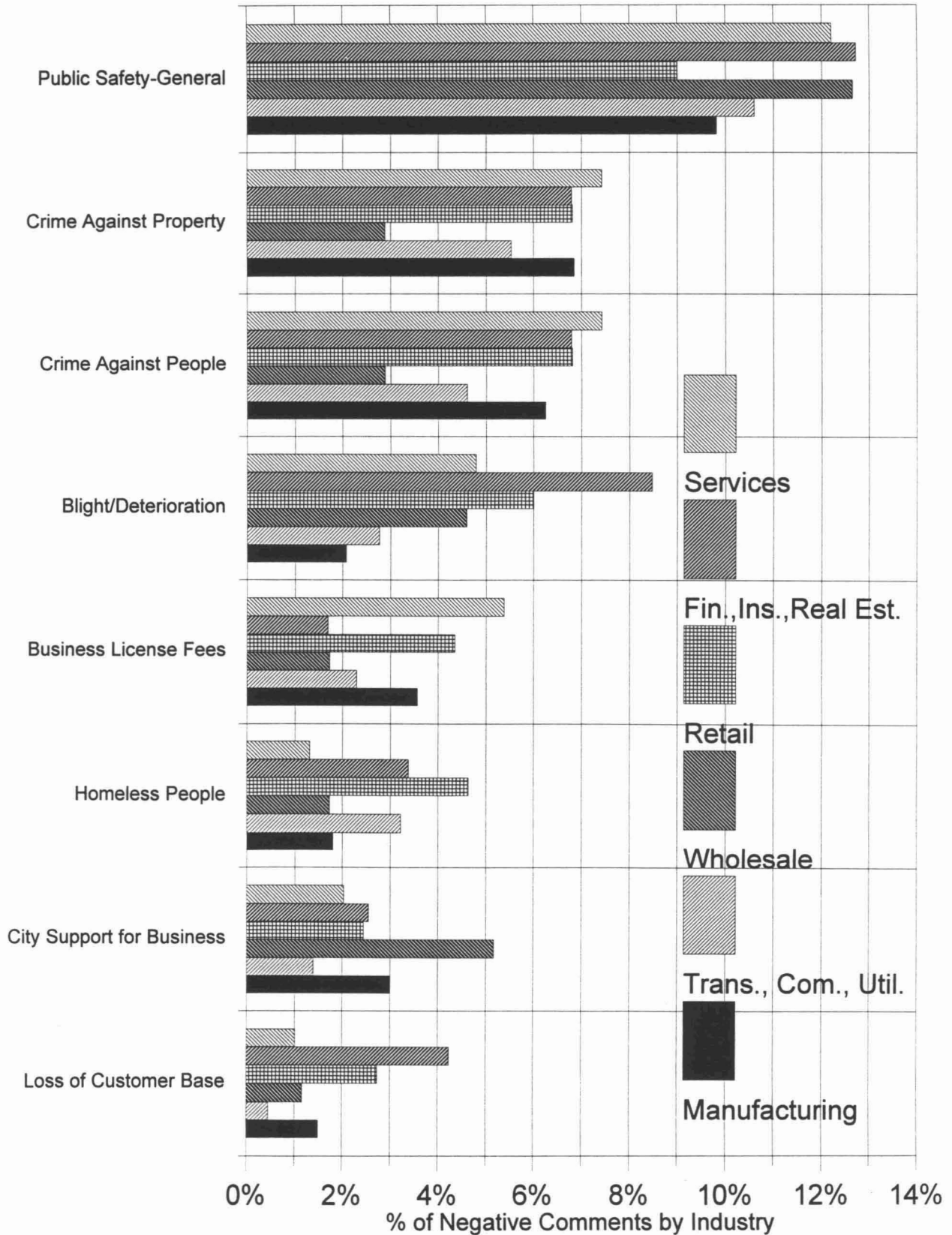
TEN STRENGTHS MOST OFTEN IDENTIFIED

Open-Ended Survey Comments 1994-7



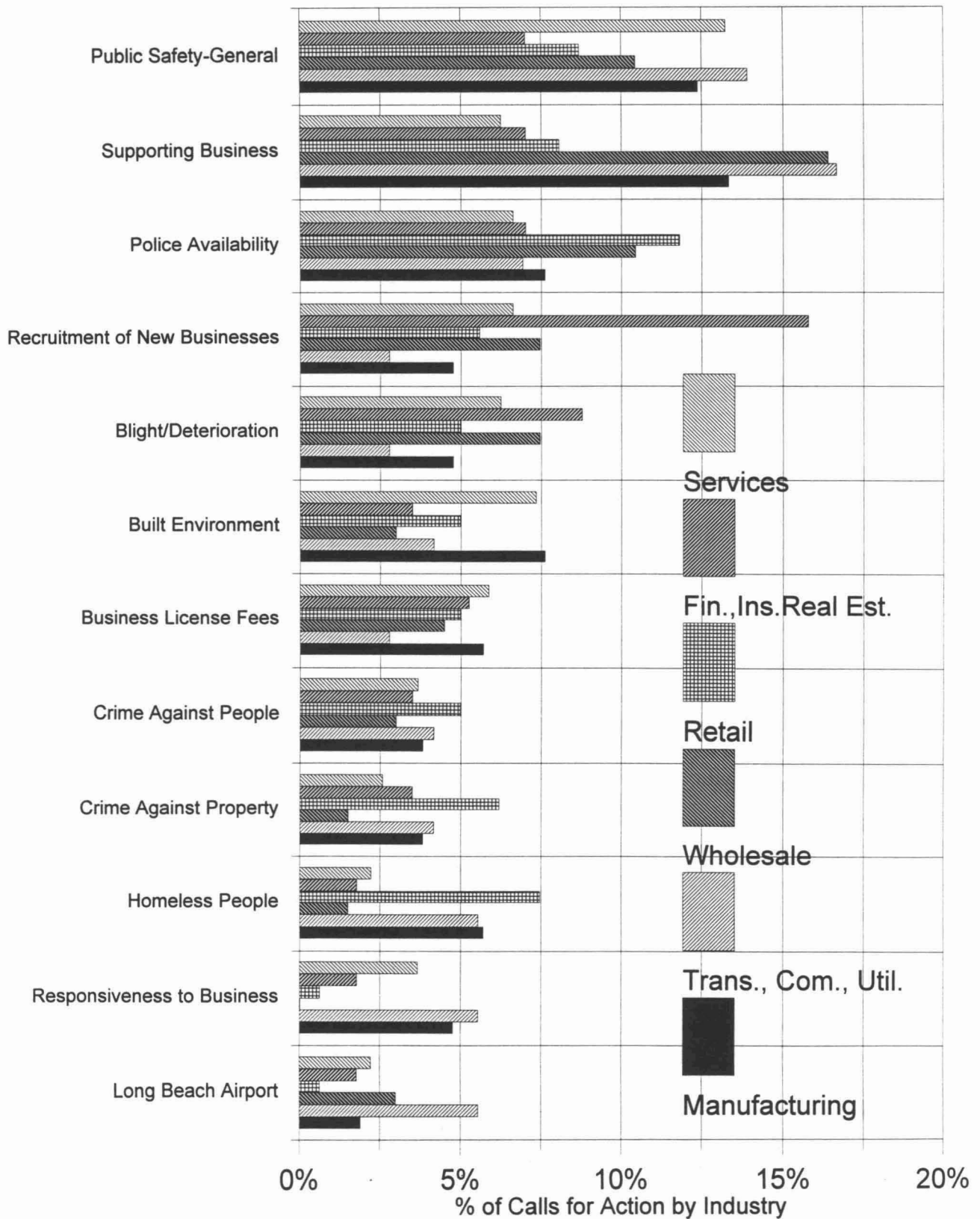
EIGHT WEAKNESSES MOST OFTEN IDENTIFIED

Open-Ended Survey Comments 1994-97



TWELVE MOST FREQUENT CALLS FOR ACTION

Open-Ended Survey Comments 1994-7



Calls for Action

Actions recommended by companies to improve the business environment are more wide ranging than either the strengths or weaknesses they identify. Top ranking recommendations include:

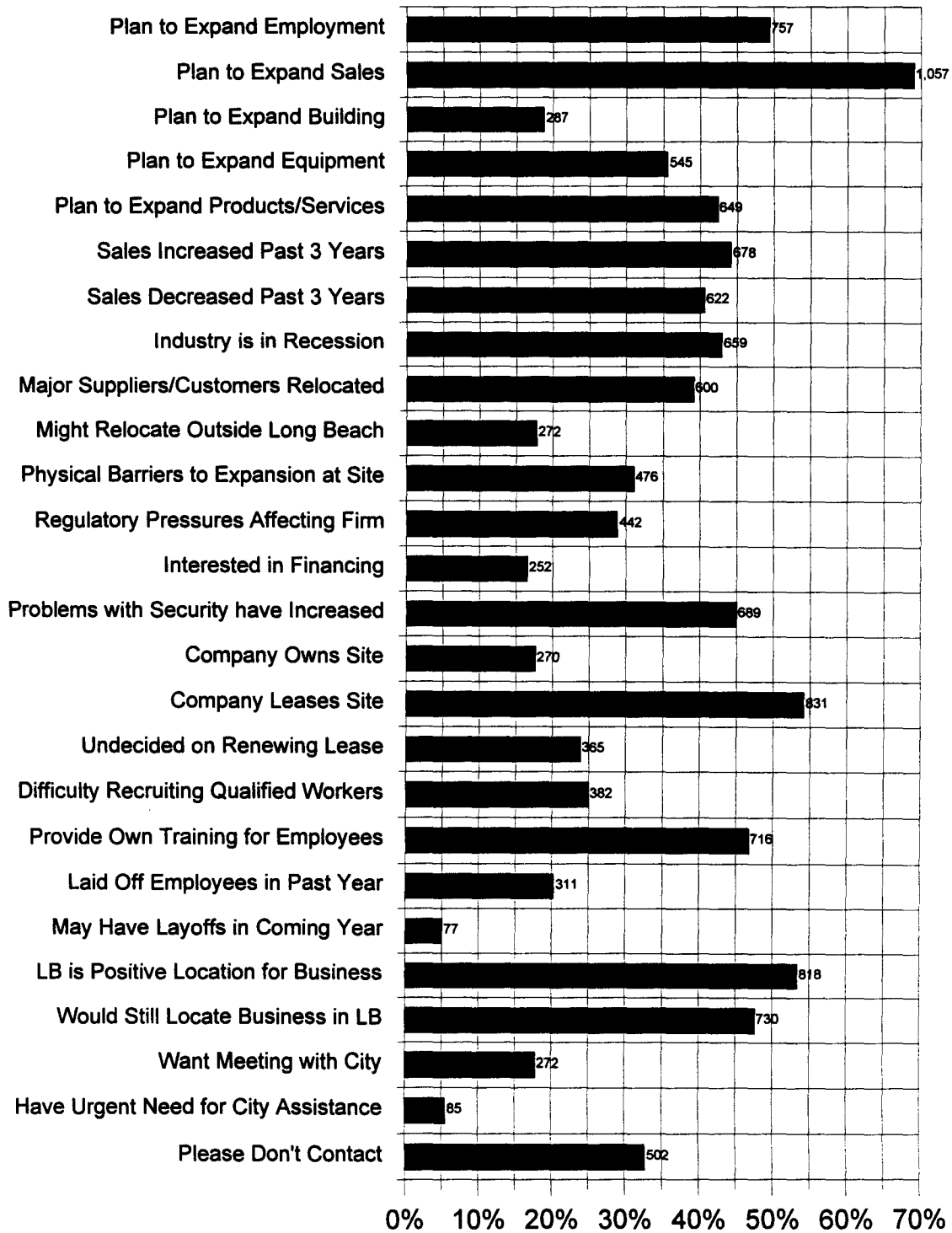
1. Improving general public safety, mentioned most often by transportation-linked and service businesses.
2. Increased City support for business, mentioned most often by transportation-linked and wholesale businesses.
3. Increased police availability, mentioned most often by retail and wholesale businesses.
4. Increased efforts to recruit new businesses, mentioned most often by finance, insurance and real estate firms.
5. Eliminating blight and deterioration, mentioned most often by finance-insurance-real estate and wholesale businesses.
6. Upgrading the built environment, mentioned most often by manufacturing and service businesses.
7. Reducing business license fees, mentioned most often by service and manufacturing businesses.

Summary of Survey Responses

A roll-up of answers from all 1,532 firms responding to the mail survey from 1994 through 1997 is shown in the following graph. Plans to expand sales and employment, as well as the assessment that Long Beach is a positive location for business rank high in the overall profile of responses. Problematic business conditions are reflected by a significant minority of firms reporting that sales have decreased and that their industry is in recession.

SUMMARY OF RESPONSES - ALL FOUR YEARS

Long Beach Mail Survey 1994 thru 1997

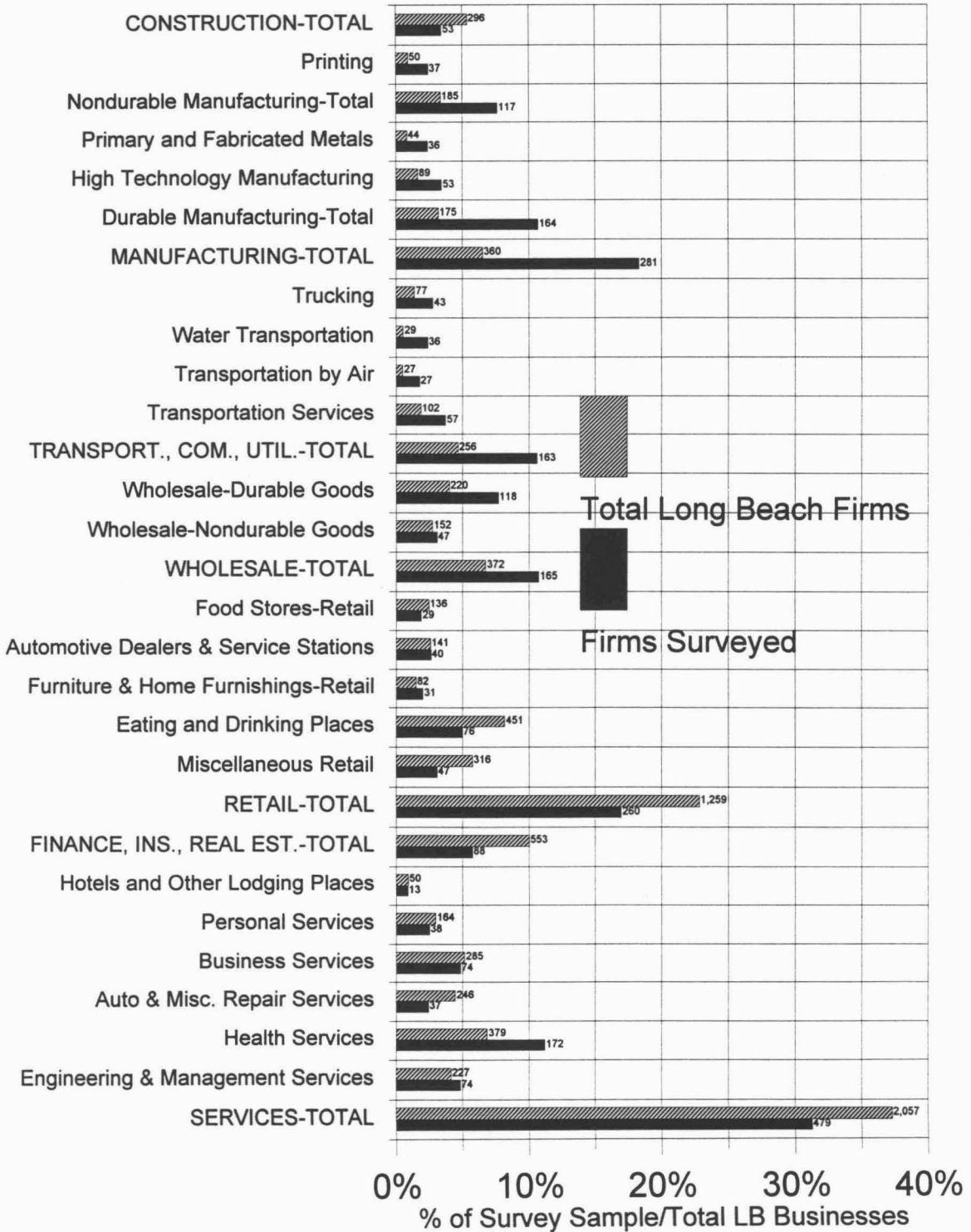


Firms Surveyed and Industry Structure

The graph that follows show that the 1,532 firms responding over four survey cycles closely mirror Long Beach's overall industry base. Industry sectors with smaller numbers of firms, including manufacturing, transportation and wholesale have been over-sampled to obtain a reliable number of responses. The retail and service sectors, which have the largest numbers of firms, have been somewhat under-sampled, but with response numbers that produce a high level of reliability.

FIRMS SURVEYED & INDUSTRY STRUCTURE

Surveys 1994-97; Long Beach Total 1992



ECONOMIC CONTEXT OF SURVEYS

Defense Cutbacks and Industrial Restructuring

Long Beach's business outreach surveys were initiated in 1994 as part of a determined City effort to retain employers and strengthen the business environment. These surveys are unusual in that they ask tough, bottom-line questions that sometimes elicit candid expressions of frustration and discouragement from businesses.

The surveys began in 1994 as Long Beach was feeling the brunt of national and global forces that have restructured the City's industrial base, including:

- the long-lasting 1990 recession
- loss of nearly two-thirds of the jobs at the huge McDonnell Douglas aircraft plant
- loss of the naval base
- closure of the shipyard

The four years of survey data chart the first milestones in a remarkable economic recovery from these massive adverse impacts to the City's employment base. The first year of survey data found many firms struggling to survive. Over the following three years the bad news has stopped getting worse and key business indicators have moved strongly in a positive direction.

Impacts Felt Most Strongly in Long Beach

The primary impacts of lay-offs by defense-linked employers have been on Long Beach residents. The following map shows where the homes of McDonnell Douglas employees were located, with the primary concentration located within the City of Long Beach. The graph that follows shows that within a five-mile radius of McDonnell Douglas' Long Beach facility there were 83 worker residences per square mile. The concentration of worker residences declined to 31 per square mile in the band five to ten miles away from the plant, and to 19 per square mile in the third band ten to fifteen miles away from the plant.

RESIDENCES OF MCDONNELL DOUGLAS WORKERS
1988

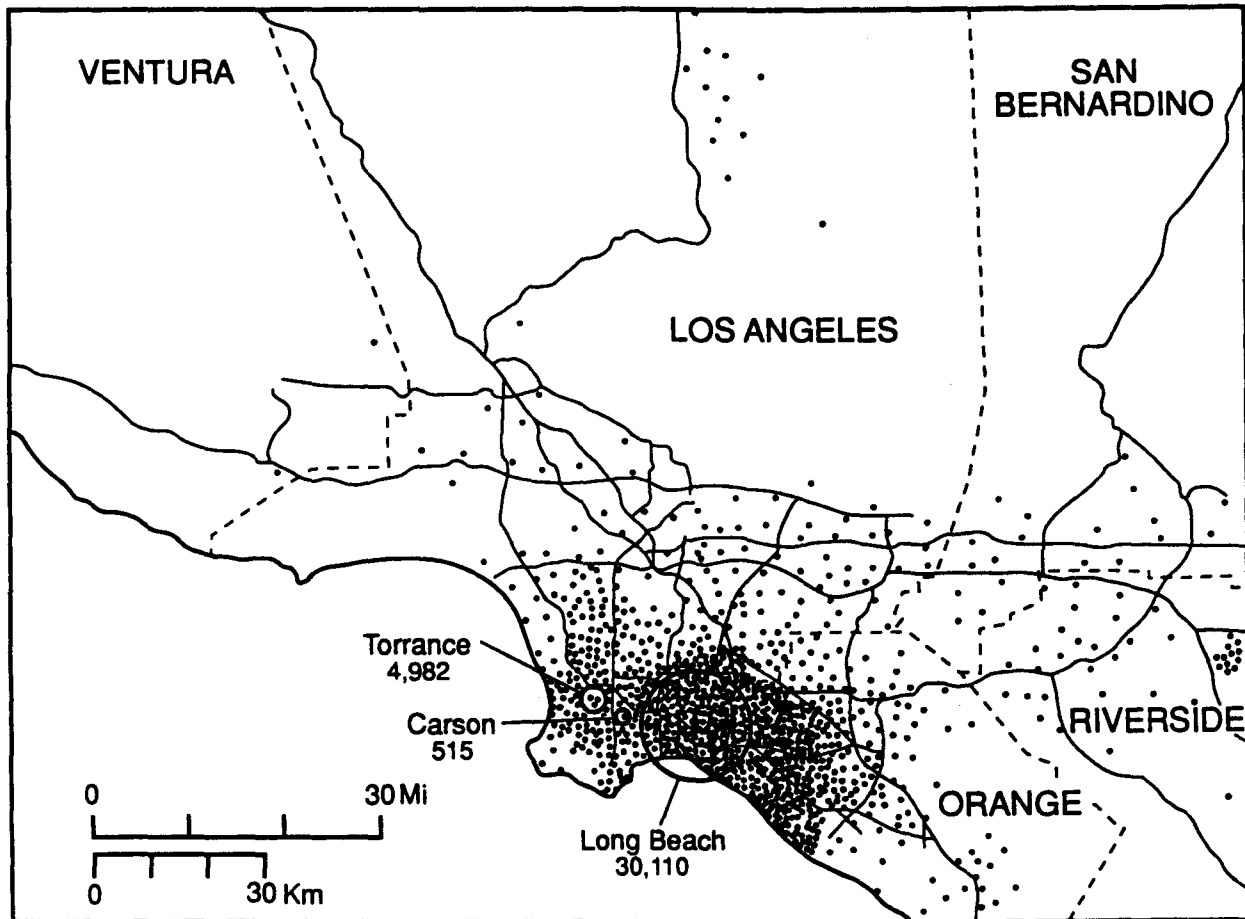
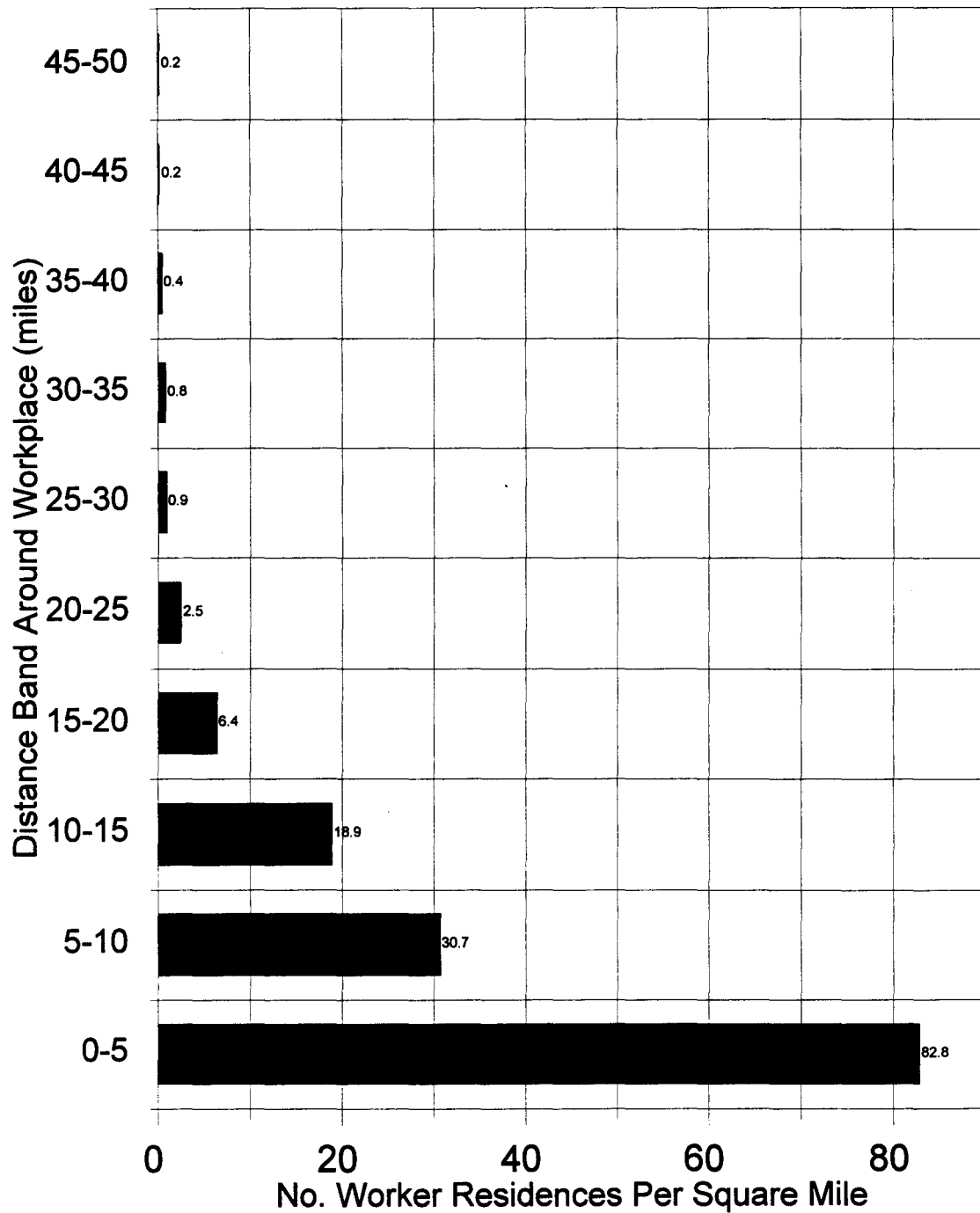


Figure 5.7. Residential locations of workers employed by McDonnell Douglas plants at Long Beach, Carson, and Torrance. Each dot represents thirty workers. The number attached to each establishment name represents total employment at that plant. (Permission of McDonnell Douglas to publish this information is gratefully acknowledged.)

Source: Allen J. Scott, "Technopolis: High-Technology Industry and Regional Development in Southern California," University of California Press, 1993, p. 98.

HOMES OF MCDONNELL DOUGLAS WORKERS

30,110 Long Beach Employees - 1988



The massive job loss resulting from defense cutbacks at Long Beach facilities had its greatest impact on Long Beach residents, significantly reducing consumer purchasing power within the City. This had a direct and adverse impact on retailers, restaurants and providers of personal services, as well as on the durable manufacturing sector.

Employment and Unemployment Among Long Beach Residents

A graph of the percent of unemployed Long Beach residents in each occupational grouping from July 1994 through June 1996 shows those at the bottom of the skill ladder accounting for the largest share of unemployment. This includes those in secretarial and office occupations, helpers and laborers, and cleaning and building service workers. These occupations account for a significantly higher share of the City's unemployed workers than of its employed workers. This profile of unemployment in Long Beach suggests a need to "bring up the bottom" to ensure that all residents have sufficient skills to find a place in the City's emerging economy.

The ratio of employed to unemployed workers is much more positive in higher skilled occupations. Long Beach has a significant number of residents employed in executive, administrative, managerial, precision production, engineering, educational, and health occupations. Each of these higher skilled occupations have high levels of employment and low levels of unemployment.

ANALYSIS OF KEY BUSINESS INDICATORS

For each of the past four years Long Beach firms have been asked eight bottom-line questions about business trends and perceptions of the City's business environment.

1. Company perceives Long Beach to be a positive location for business

In 1994, 54% of firms responding to the business survey said Long Beach was a positive location for business. By 1997 the favorable response rate had increased to 57%, an improvement of three percentage points. More than three-quarter of transportation-linked firms offered this positive assessment in 1997, followed by more than two-thirds of wholesale firms.

Combining 1,532 responses from all four years, the five industries that are most positive, as well as the five that are least positive, about Long Beach are:

<i>Most Positive</i>	<i>Least Positive</i>
• water transportation	• miscellaneous retail
• furniture and home furnishings-retail	• transportation by air
• finance, insurance and real estate	• eating and drinking places
• wholesale-nondurable goods	• printing
• primary and fabricated metals	• automotive dealers and service stations

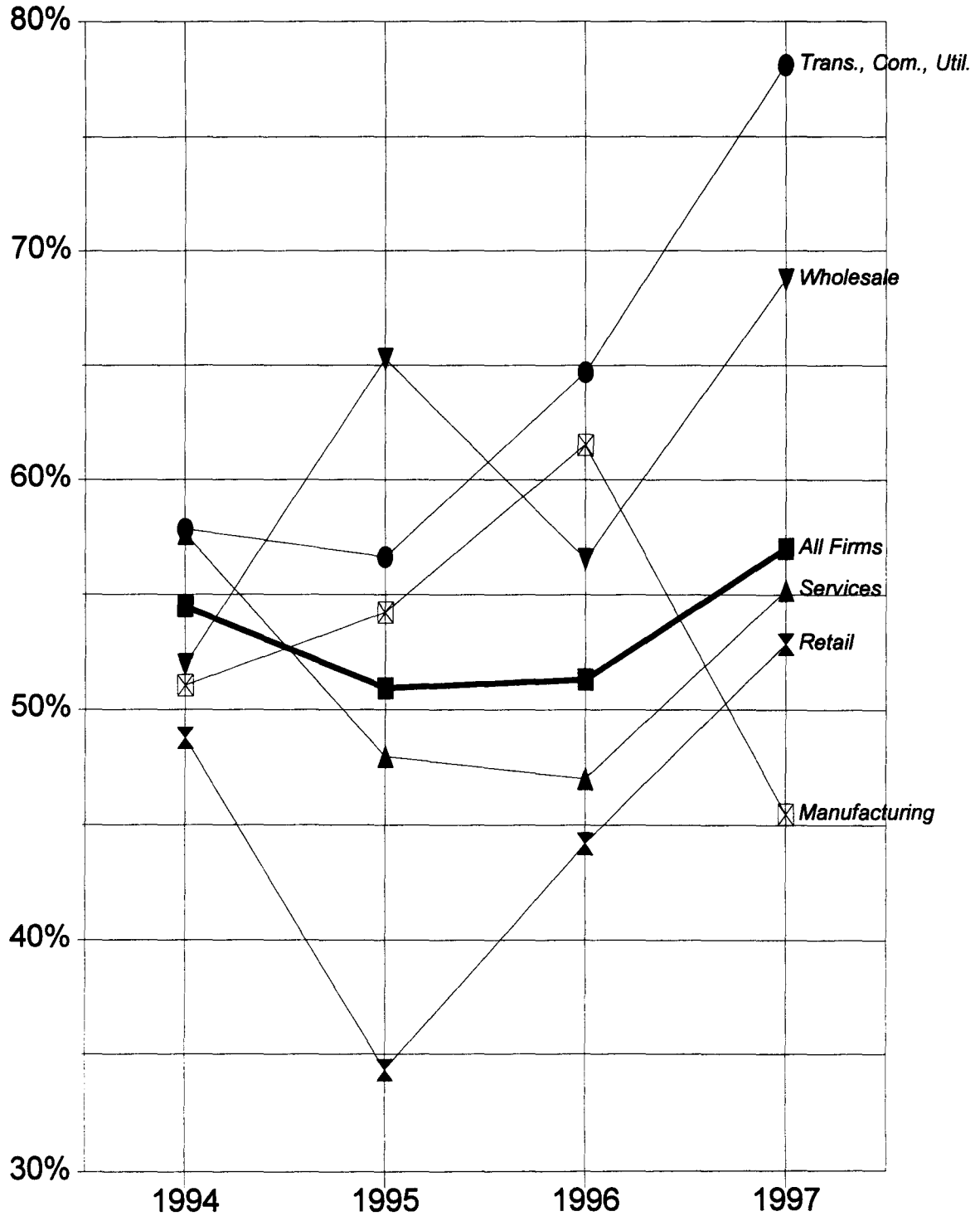
2. Would choose Long Beach if selecting a business location today

In 1994, 45% of firms said they would still choose Long Beach if they were selecting a business location today. By 1997 the favorable response rate had increased to 51%, an improvement of six percentage points. This improvement was most dramatic in transportation-linked industries.

Combining responses from all four years, the industries that are have the strongest, as well as weakest, inclinations to locate in Long Beach are:

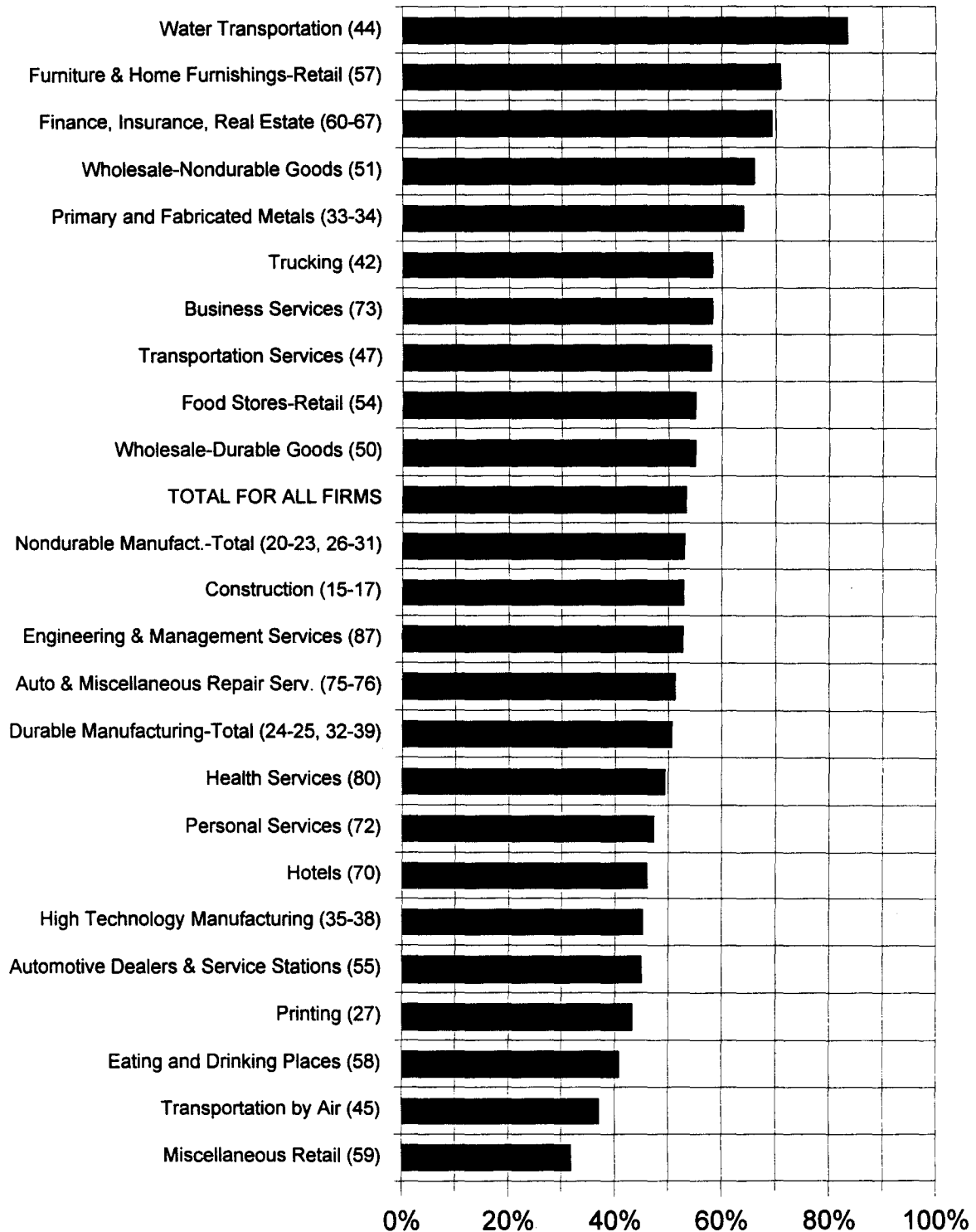
CITY IS POSITIVE LOCATION FOR BUSINESS

Trends in Long Beach Industries 1994-7



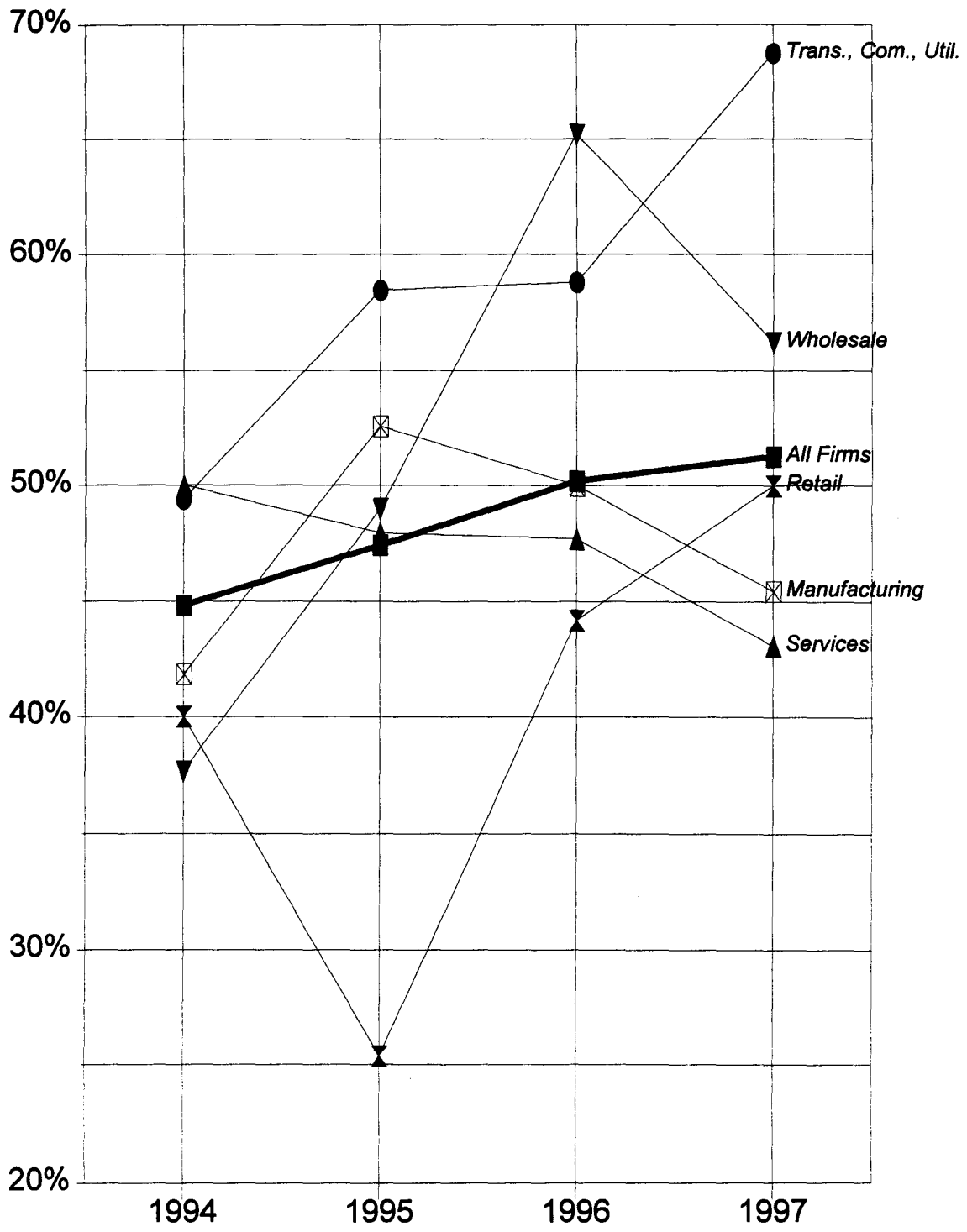
LONG BEACH SEEN AS GOOD LOCATION

818 Firms Ranked by Industry % 1994-7



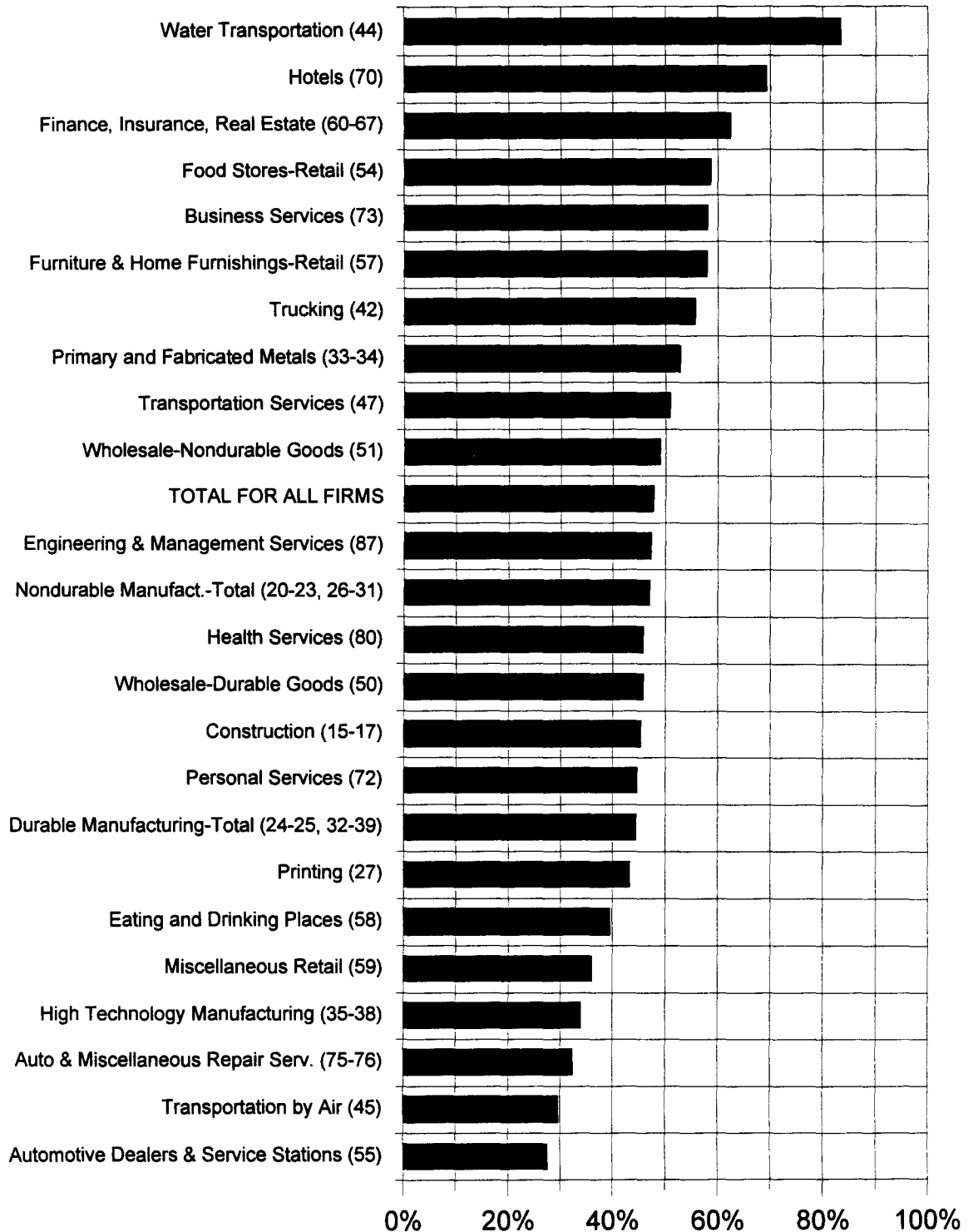
WOULD STILL LOCATE IN LONG BEACH

Trends in Long Beach Industries 1994-7



WOULD LOCATE IN LONG BEACH TODAY

730 Firms Ranked by Industry % 1994-7



Most Likely to Locate

- water transportation
- hotels
- finance, insurance and real estate
- food stores-retail
- business services

Least Likely to Locate

- automotive dealers and service stations
- transportation by air
- automotive and miscellaneous repair services
- high technology manufacturing
- miscellaneous retail

3. Company has experienced increasing sales during the past 3 years

In 1994, 43.5% of firms said sales had increased over the past three years. In 1997 this percentage was 44.4%, an improvement of nine-tenths of a percentage point. While overall improvement in this indicator was small, the retail and wholesale sectors showed much more dramatic improvement.

Combining responses from all four years, the industries that had the strongest, as well as the weakest, improvement in sales are:

Sales Most Improved

- water transportation
- transportation services
- wholesale-nondurable goods
- finance, insurance, real estate
- business services

Sales Least Improved

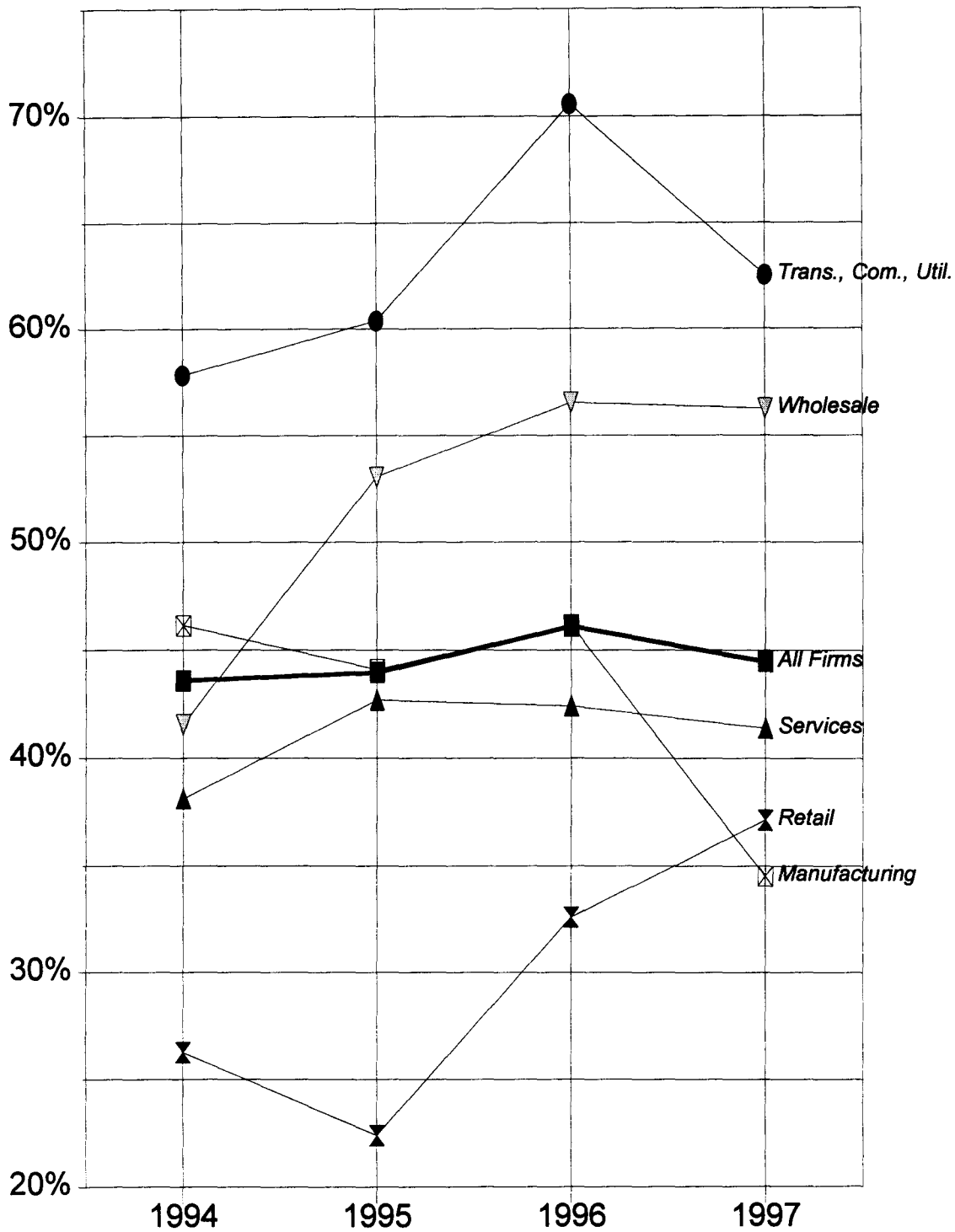
- food stores-retail
- miscellaneous retail
- automotive dealers and service stations
- automotive and miscellaneous repair services
- hotels

4. Company has experienced decreasing sales during the past 3 years

In 1994, 47% of firms said sales had decreased over the past three years. In 1997 this percentage was 29%, a drop of eighteen percentage points in the

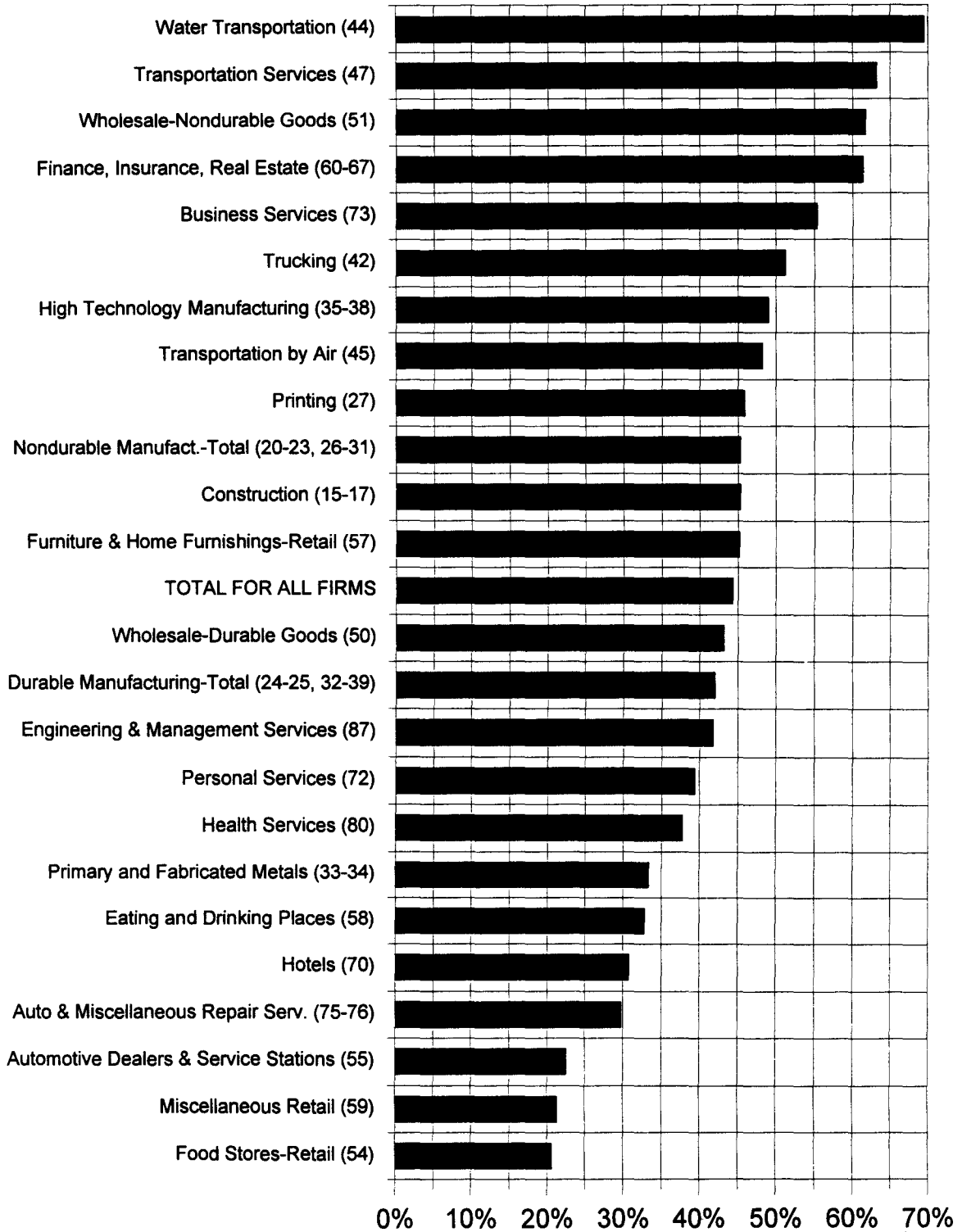
SALES INCREASED OVER PAST THREE YEARS

Trends in Long Beach Industries 1994-7



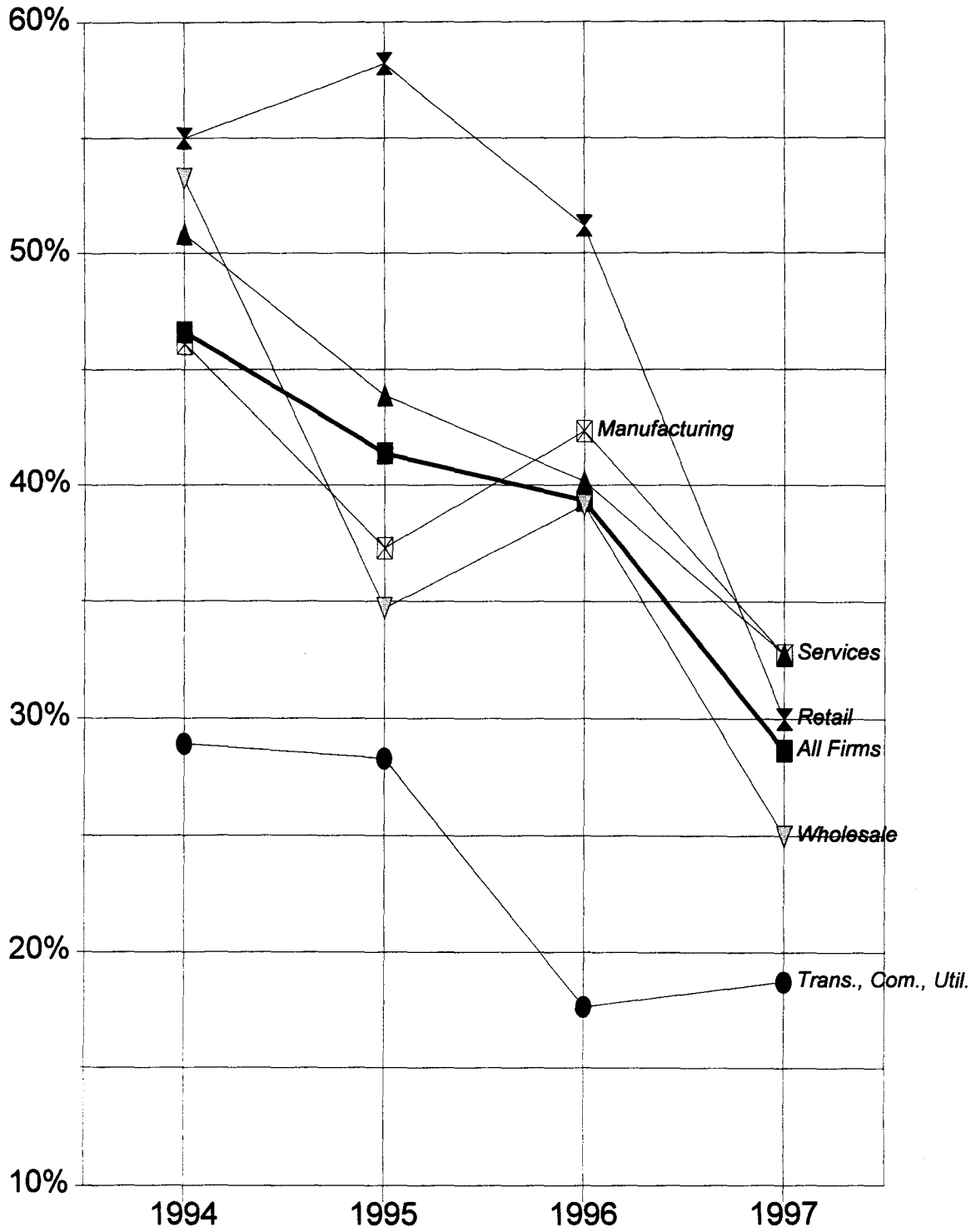
FIRMS REPORTING INCREASED SALES

678 Firms Ranked by Industry % 1994-97



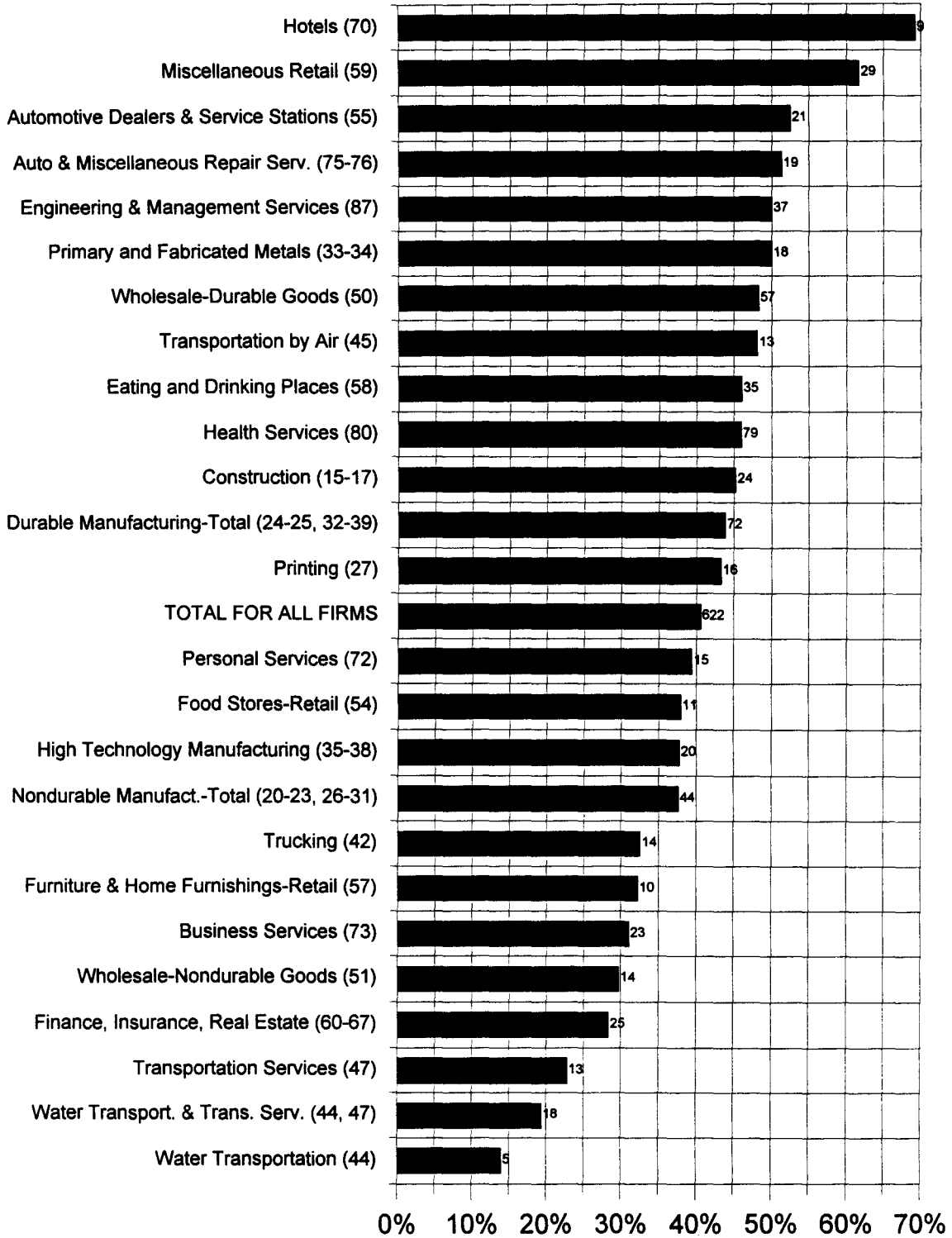
SALES DECREASED OVER PAST THREE YEARS

Trends in Long Beach Industries 1994-7



FIRMS REPORTING DECREASING SALES

622 Firms Ranked by Industry % 1994-7



number of firms offering this bleak news. This improvement is reported across the board by all major industry groups in Long Beach.

Combining responses from all four years, industries that had the lowest incidence, as well as those with the highest incidence, of decreasing sales are:

Least Decrease in Sales

- water transportation
- transportation services
- finance, insurance, real estate
- wholesale-nondurable goods
- business services

Most Decrease in Sales

- hotels
- miscellaneous retail
- automotive dealers and service stations
- automotive and miscellaneous repair services
- engineering and management services

5. Company perceives its industry to be in recession or general downturn

In 1994, 51% of firms said was in a recession or general downturn. In 1997 this percentage was 30%, a drop of twenty-one percentage points in the number of firms who felt the economy constricting around them. This improvement is reported across the board by all major industry groups.

Combining responses from all four years, industries that had the lowest incidence, as well as those with the highest incidence, of perceiving their industry to be in recession are:

Least Perception of Recession

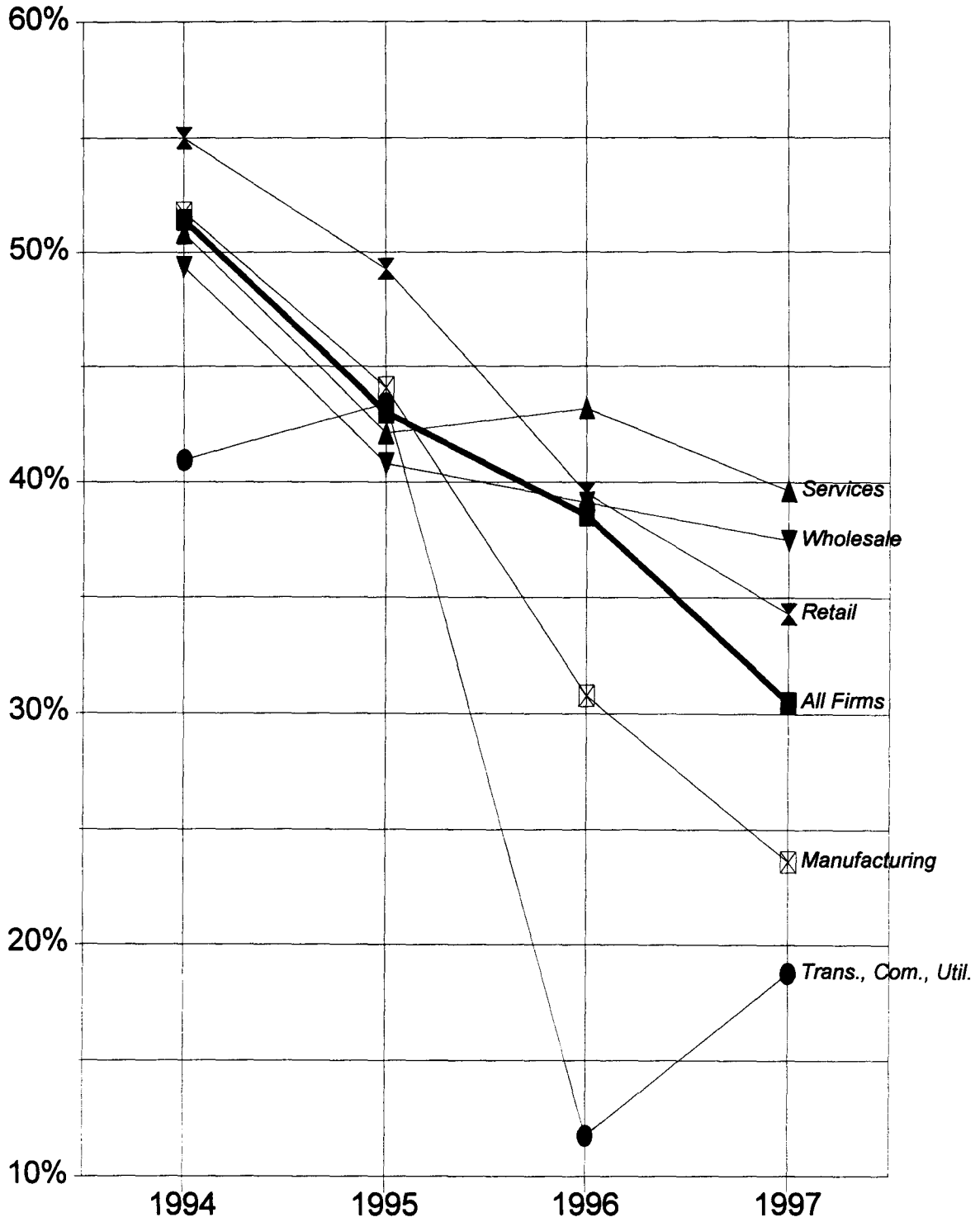
- water transportation
- furniture and home furnishings-retail
- trucking
- wholesale-nondurable goods
- printing

Most Perception of Recession

- eating and drinking places
- primary and fabricated metals
- health services
- automotive and miscellaneous repair services
- wholesale-durable goods

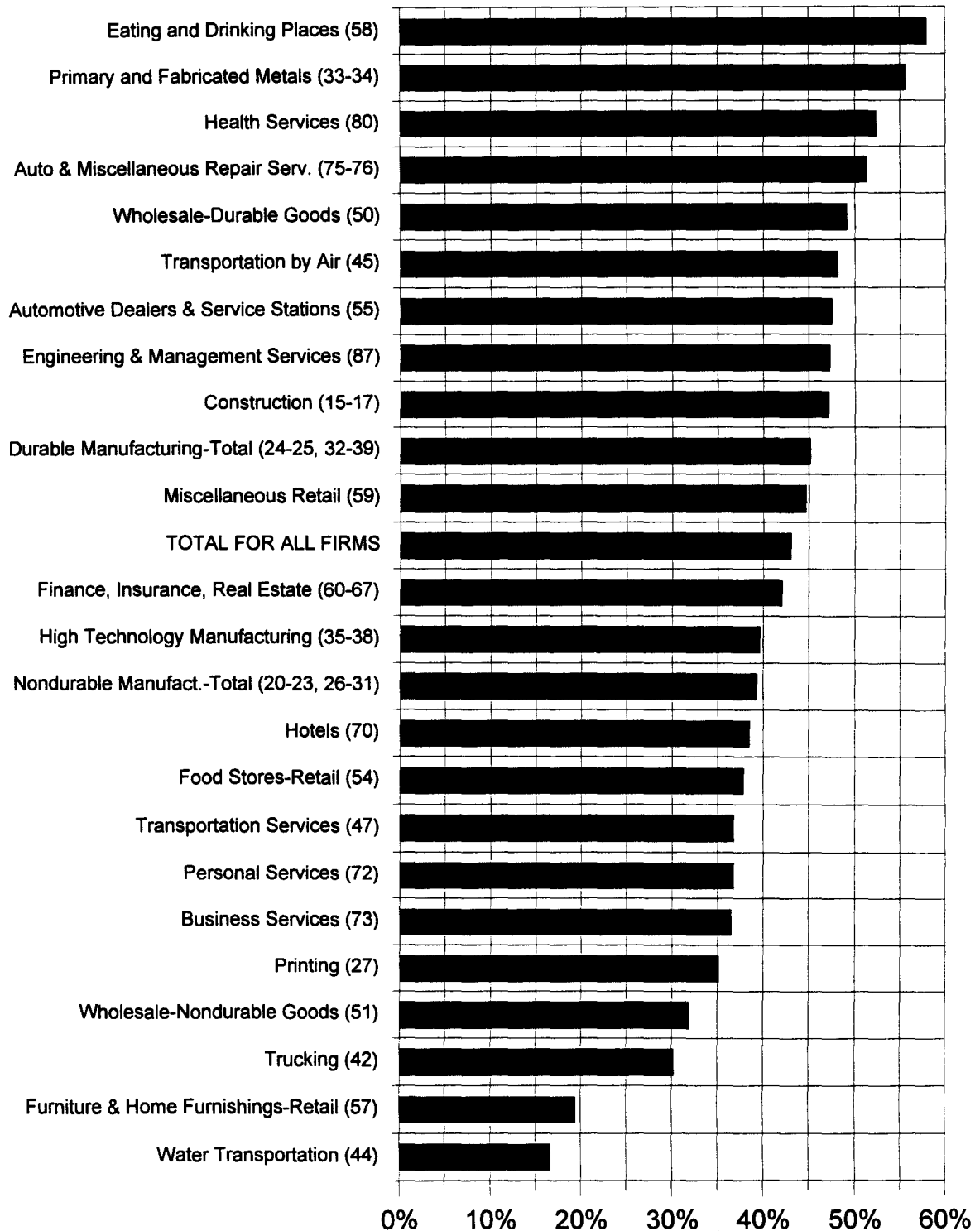
INDUSTRY IS IN A RECESSION

Trends in Long Beach Industries 1994-7



FIRMS REPORTING INDUSTRY RECESSION

659 Firms Ranked by Industry % 1994-7



6. Major customers or suppliers have closed or relocated during the past three years

In 1994, 49% of firms said major customers or suppliers had left the area over the past three years. In 1997 this percentage was 27%, a drop of twenty-three percentage points in the number of firms losing suppliers and customers. This improvement is reported across the board by all major industry groups.

Combining responses from all four years, industries that had the lowest incidence, as well as those with the highest incidence, of losing major customers and suppliers are:

<i>Least Loss of Customers/Suppliers</i>	<i>Most Loss of Customers/Suppliers</i>
• water transportation	• transportation by air
• transportation services	• wholesale-durable goods
• personal services	• hotels
• finance, insurance, real estate	• primary and fabricated metals
• health services	• miscellaneous retail

7. Company has laid off employees in the past year

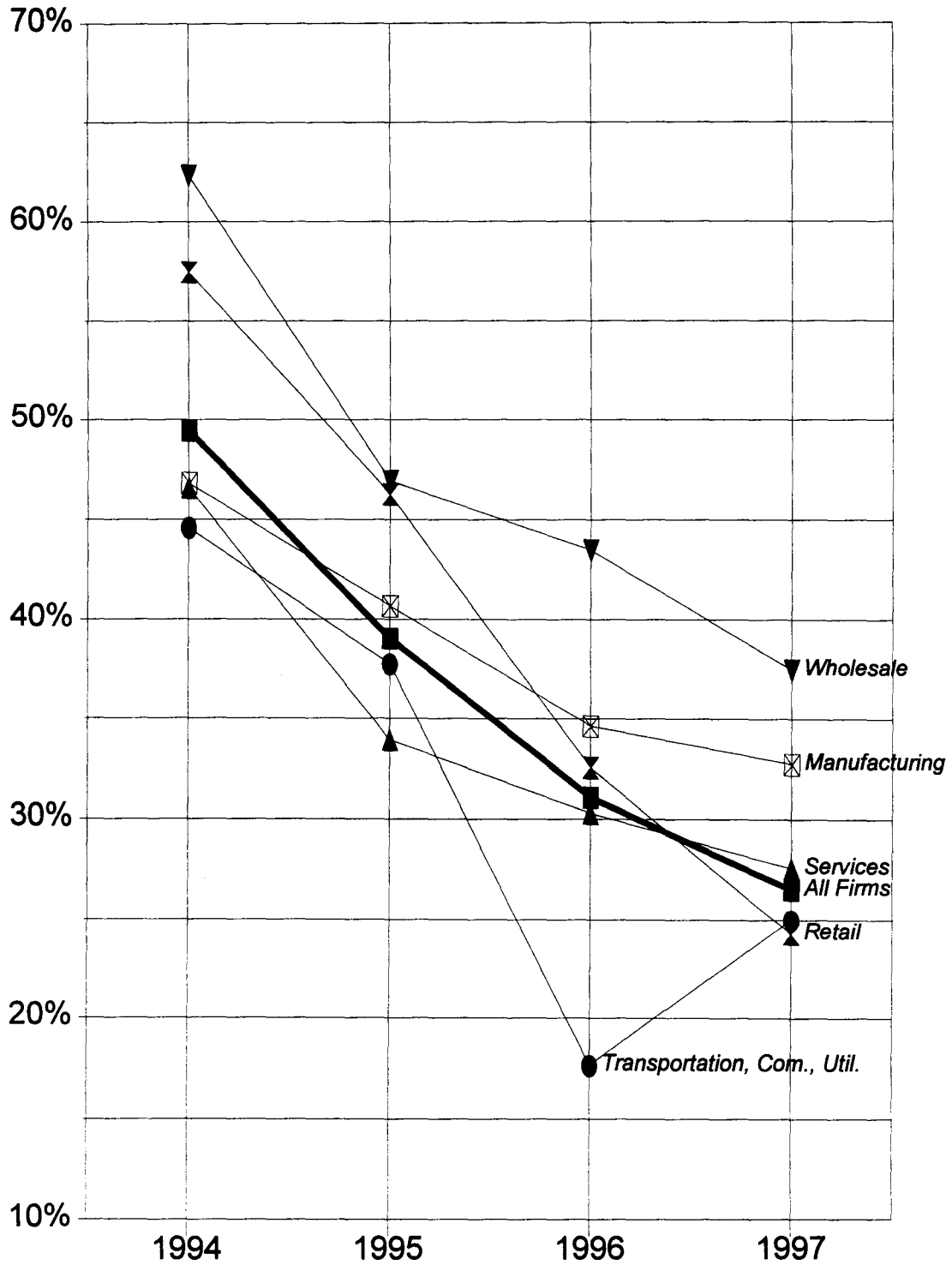
In 1994, 24% of firms said they laid off workers during the past year. In 1997 this percentage was 15%, a drop of nine percentage points in the number of firms cutting jobs. All major industry groups report this improvement.

Combining responses from all four years, industries that had the lowest incidence, as well as those with the highest incidence, of worker lay offs are:

<i>Least Lay offs</i>	<i>Most Lay-offs</i>
• personal services	• primary and fabricated metals
• furniture and home furnishings-retail	• automotive dealers and service stations
• transportation services	• printing
• eating and drinking places	• engineering and management services
• finance, insurance, real estate	• durable manufacturing

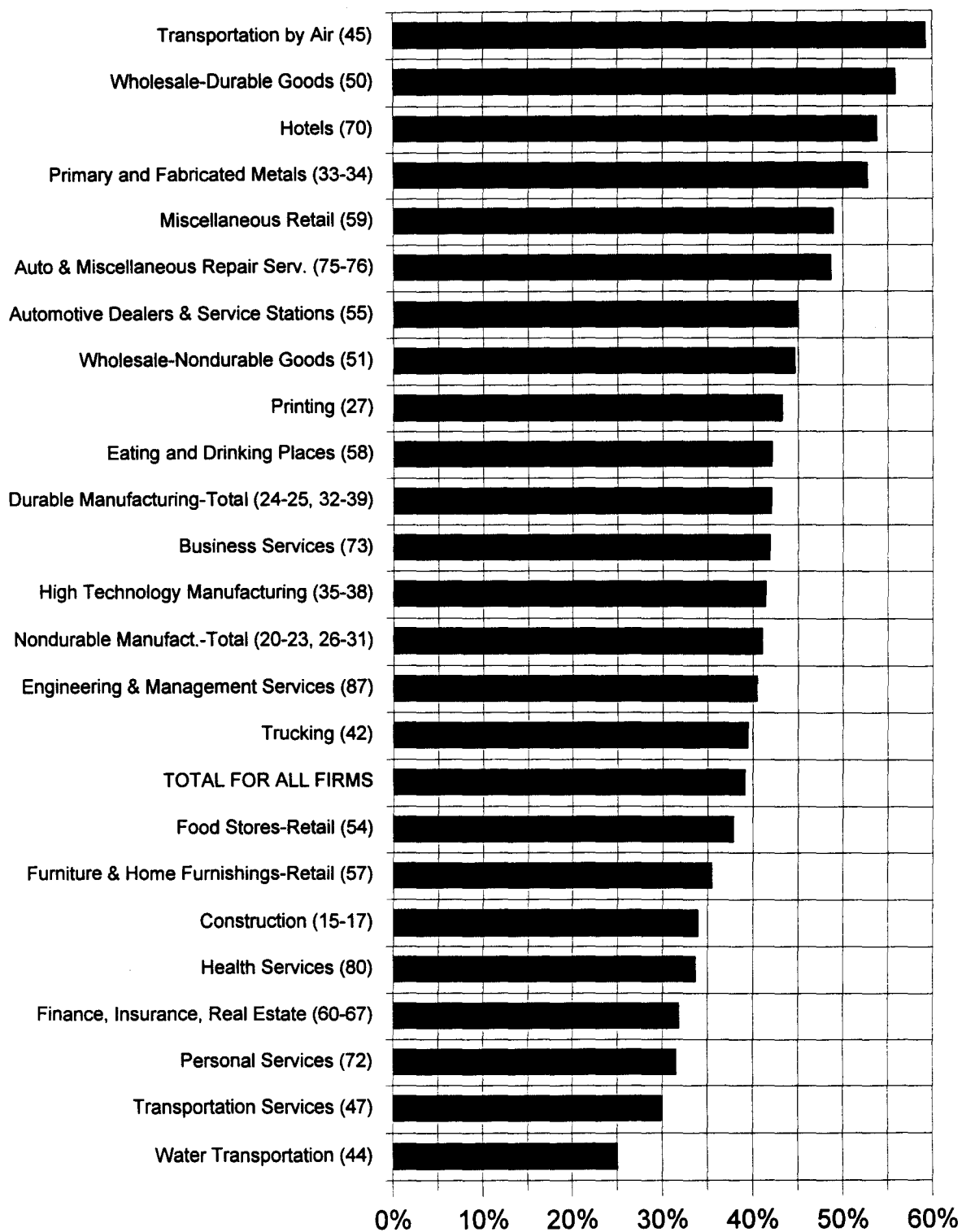
SUPPLIERS & CUSTOMERS HAVE RELOCATED

Trends in Long Beach Industries 1994-7



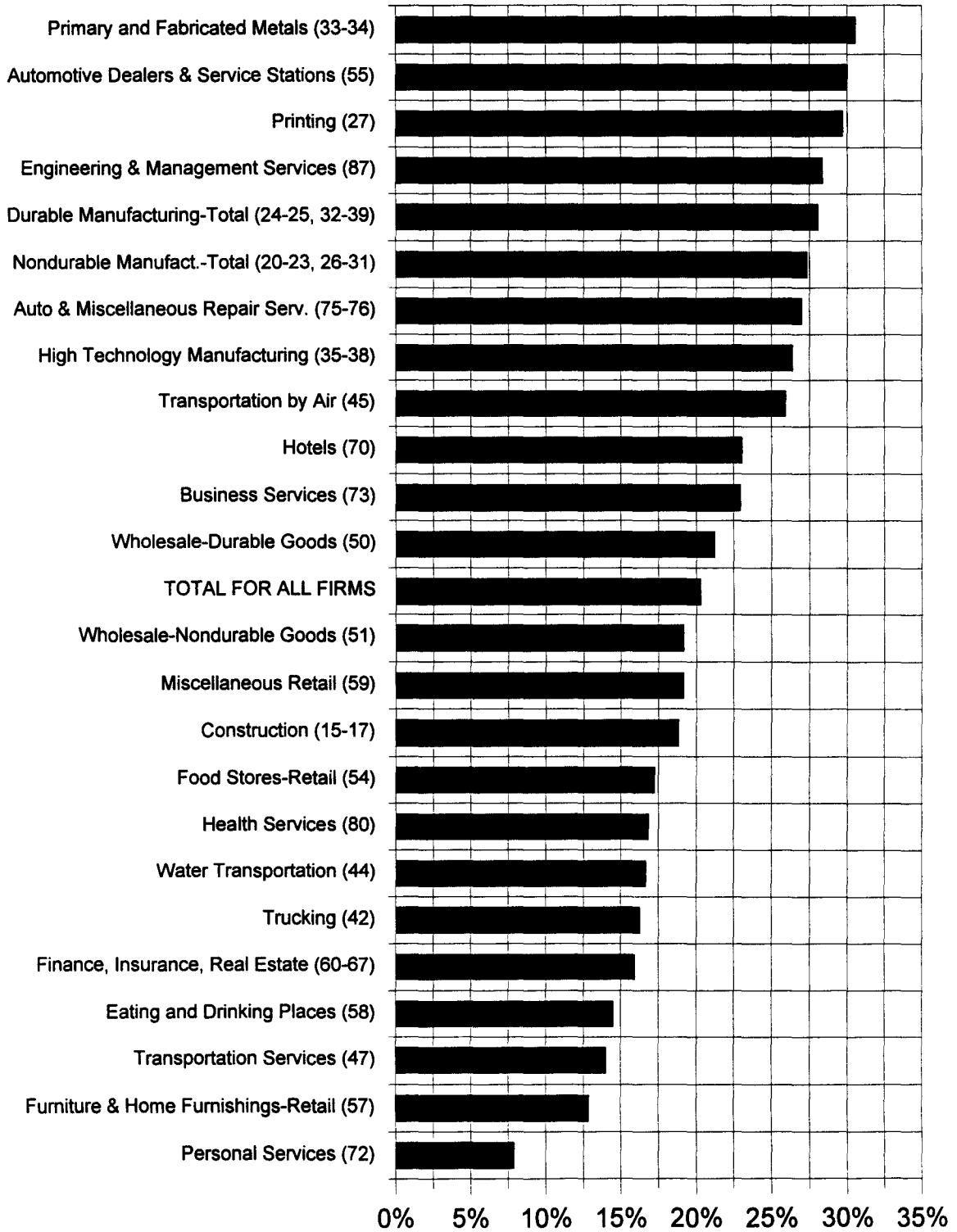
FIRMS LOSING MAJOR CUSTOMERS/SUPPLIERS

600 Firms Ranked by Industry % 1994-7



FIRMS REPORTING LAY-OFFS IN PAST YEAR

311 Firms Ranked by Industry % 1994-7



8. Problems with security and safety have increased in the last three years

In 1994, 50% of firms said that problems with crime and safety were getting worse. In 1997 this percentage was 35%, a drop of fifteen percentage points in the number of firms reporting worsening security problems. This is a dramatic improvement, with roughly a one-third reduction of the number of firms in all major industry groups reporting increasing security problems.

Combining responses from all four years, industries that had the lowest incidence, as well as those with the highest incidence, of worsening security problems are:

Least Security Problems

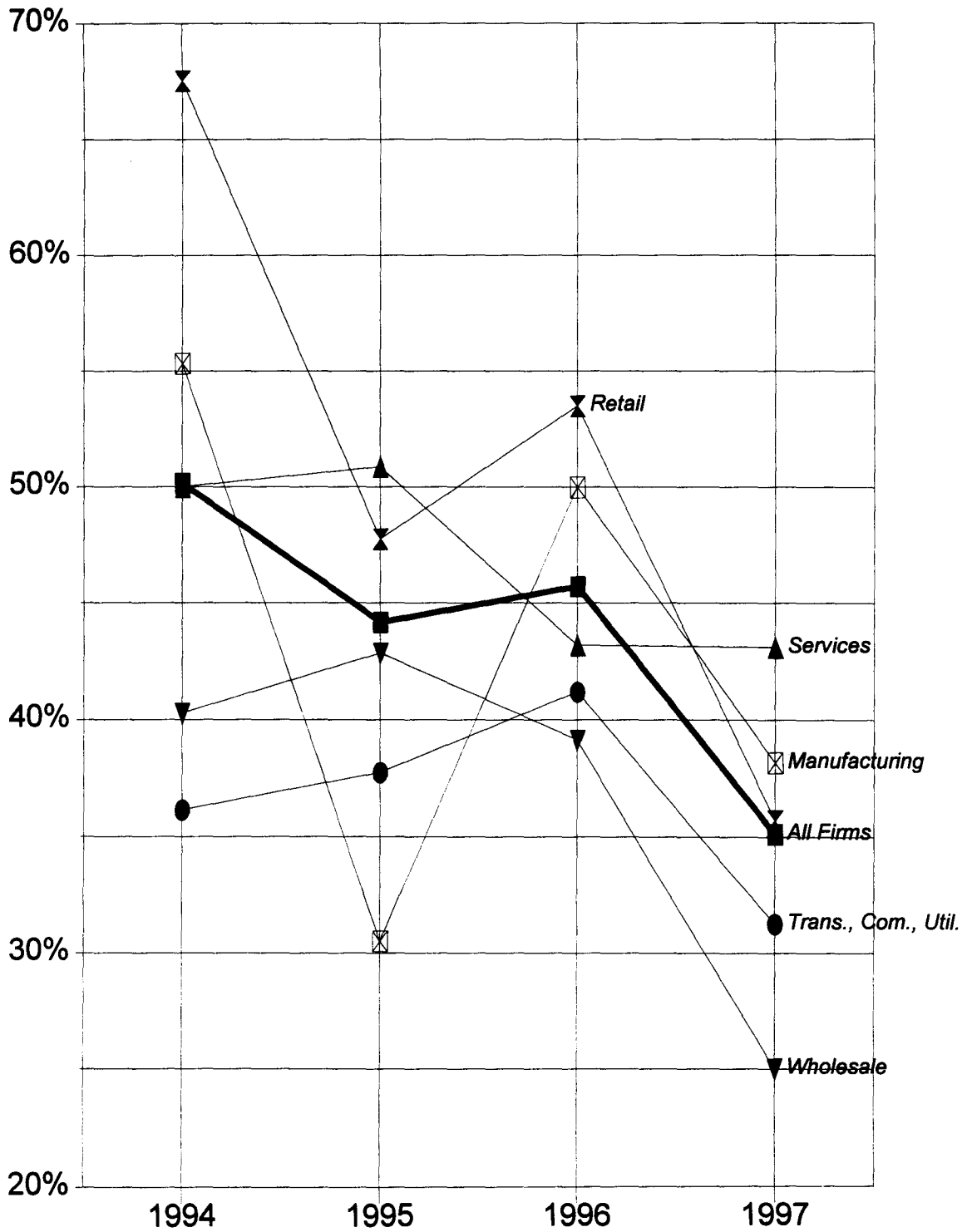
- water transportation
- transportation by air
- transportation services
- wholesale-nondurable goods
- finance, insurance, real estate

Most Security Problems

- automotive dealers and service stations
- trucking
- food stores-retail
- personal services
- primary and fabricated metals

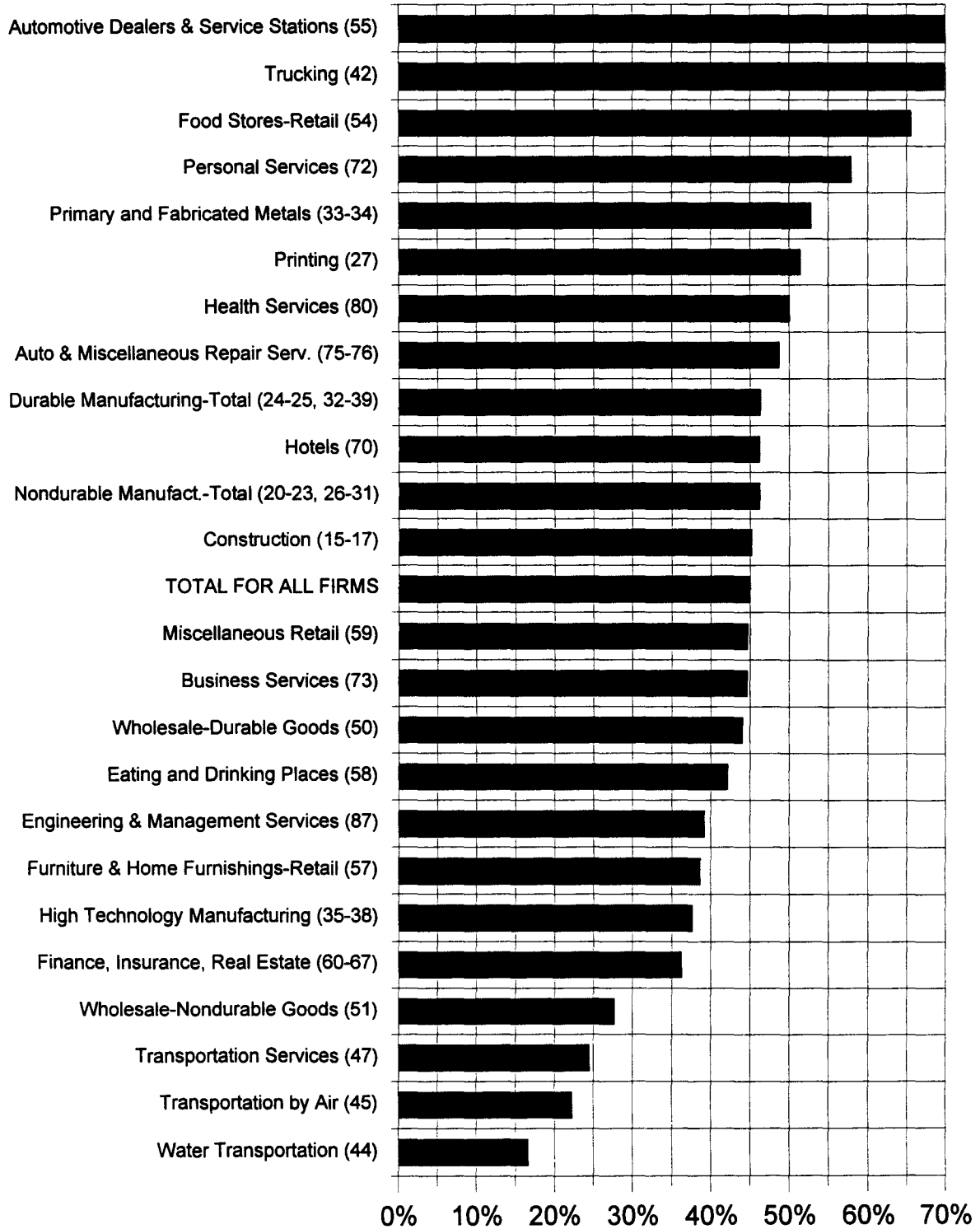
SECURITY PROBLEMS HAVE INCREASED

Trends in Long Beach Industries 1994-7



INCREASED PROBLEMS WITH SECURITY

689 Firms Ranked by Industry% 1994-7



ANALYSIS OF MAJOR INDUSTRY SECTORS

Long Beach's industrial base is experiencing a period of rapid restructuring brought on in part by deep defense cutbacks, increasing global trade and a slow regional recovery from the 1990 recession. Some industry sectors are finding highly favorable business opportunities and others are struggling to avoid losing ground. Business conditions in twenty-two of Long Beach's major industry sectors are summarized below, with each sector given one of four possible assessments: experiencing difficulty, borderline, strong, or very strong.

It should be noted that these assessments roll-up responses from all four survey cycles, 1994 through 1997. Some industries experienced improved business trends in the last year or two that may not be apparent in this rolled-up rating.

Nondurable Manufacturing *Assessment: Borderline*

The nondurable manufacturing sector produces such things as food, apparel, printed material, refined petroleum, and molded plastic items. Firms in this sector give mixed signals about business conditions in Long Beach.

Positive Signs

- There are more firms saying sales increased than saying sales decreased.
- The percent of firms say Long Beach is a positive location for business and that they would still locate in Long Beach if they were choosing a location today is close to the average for all Long Beach firms.
- The percent of firms saying their industry is in recession is below average for Long Beach firms.

Warning Signs

- The percent of firms saying major customers and suppliers have left the area is slightly above average for Long Beach firms.
- The percent of firms saying they might relocate from Long Beach is above average.
- Responses for many key business condition indicators were less positive in the 1996-97 period than they were in 1994-95.

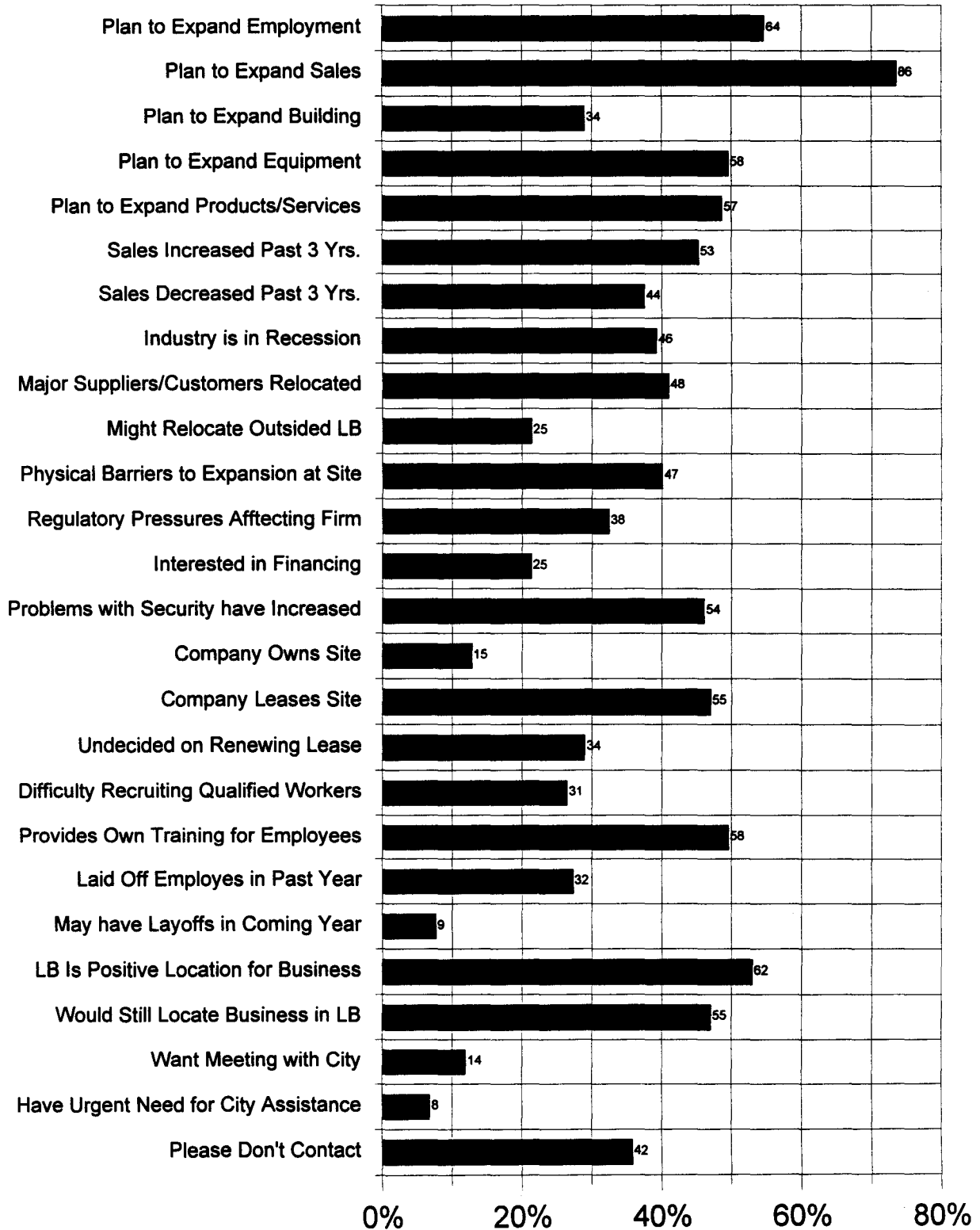
REPORT CARD ON LONG BEACH INDUSTRIES

INDUSTRY	ASSESSMENT
<i>Nondurable Manufacturing</i>	★ ★
<i>Printing</i>	★
<i>Durable Manufacturing</i>	★ ★
<i>Primary and Fabricated Metals</i>	★ ★
<i>High Technology Manufacturing</i>	★
<i>Trucking</i>	★ ★ ★
<i>Water Transportation</i>	★ ★ ★ ★
<i>Transportation Services</i>	★ ★ ★
<i>Wholesale-Durable Goods</i>	★ ★
<i>Wholesale-Nondurable Goods</i>	★ ★ ★ ★
<i>Food Stores-Retail</i>	★ ★ ★
<i>Auto Dealers & Service Stations</i>	★
<i>Furniture and Home Furnishings</i>	★ ★ ★
<i>Eating and Drinking Places</i>	★
<i>Miscellaneous Retail</i>	★
<i>Finance, Insurance, Real Estate</i>	★ ★ ★ ★
<i>Business Services</i>	★ ★ ★
<i>Health Services</i>	★ ★
<i>Engineering & Management Services</i>	★

Symbols: ★ Experiencing Difficulty ★ ★ Borderline ★ ★ ★ Strong ★ ★ ★ ★ Very Strong

NONDURABLE MANUFACTURING RESPONSES

117 Long Beach Firms 1994-97



Printing***Assessment: Experiencing Difficulty***

The printing industry is part of the nondurable manufacturing sector and produces printed products ranging from newspapers to business forms to greeting cards. Many of Long Beach's printing firms report that business conditions are difficult for them.

Positive Signs

- Relative few firms indicate their industry is in recession.

Warning Signs

- A low percentage of firms indicate that they see Long Beach as a good business location.
- An above average percent of firms report that major customers and suppliers have left the area.
- A high percent of firms report laying off workers.

Durable Manufacturing***Assessment: Experiencing Difficulty***

The durable manufacturing sector produces such things as furniture, metal products, transportation equipment (including trucks and airplanes), and instruments and communication equipment. Firms in this sector indicate they face barriers in seeking to survive and grow.

Positive Signs

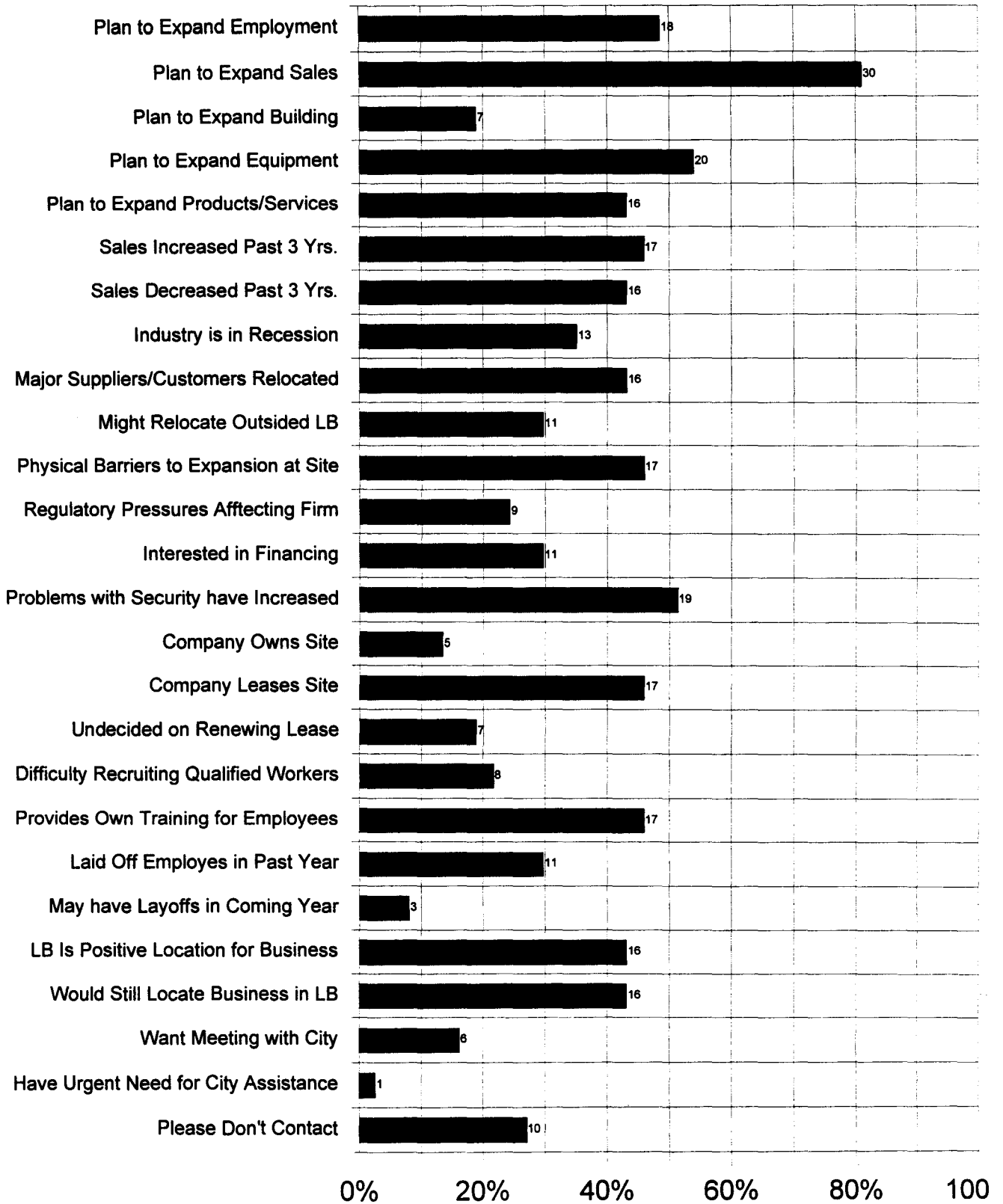
- Responses for all key business condition indicators became significantly more positive in the 1996-97 period than they were in 1994-95.

Warning Signs

- Many more firms report declining sales than report improving sales.
- Many firms report their industry is in recession and that major customers and suppliers have left the area.
- The percent of firms that have laid off workers is significantly above average.

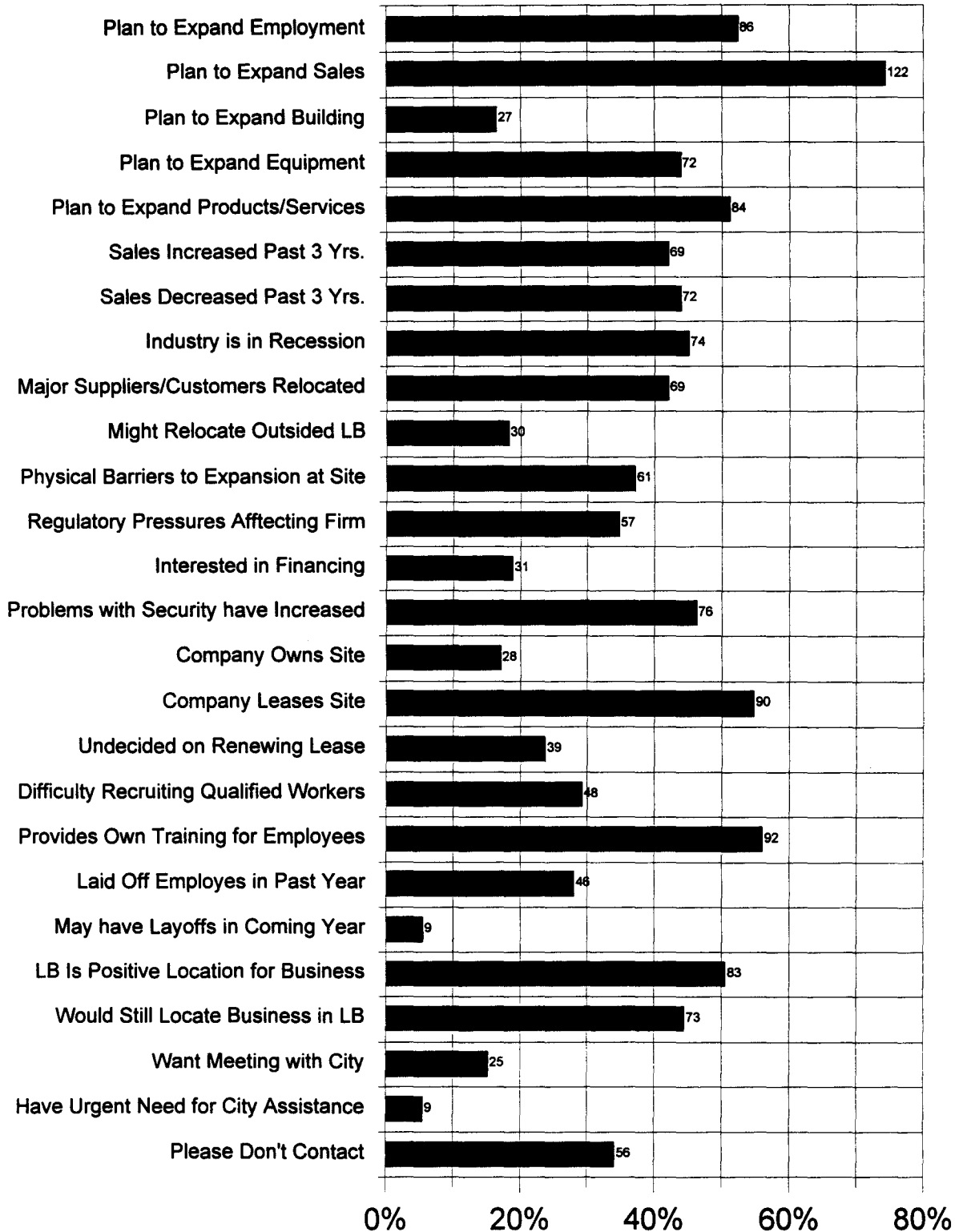
PRINTING INDUSTRY RESPONSES

37 Long Beach Firms 1994-97



DURABLE MANUFACTURING RESPONSES

164 Long Beach Firms 1994-97



Primary and Fabricated Metals

Assessment: Borderline

The primary and fabricated metals industries are part of the durable manufacturing sector, and produce such products as extruded aluminum shapes, metal castings, heat-treated metal, metal fasteners, and metal forgings. This industry group appears on the borderline between growth and retrenchment.

Positive Signs

- A high percent of firms report Long Beach is a good business location.
- Responses in 1996-1997 were more positive than those in 1994-1995.
- The percent of firms reporting that they plan to expand sales is above average.

Warning Signs

- A low percent of firms report increasing sales and a high percent report decreasing sales.
- A high percent of firms report their industry is in recession and that major customers and suppliers have left the area.

High Technology Manufacturing

Assessment: Experiencing Difficulty

Positive Signs

- The percent of firms reporting increased sales is above average.
- A high percent of firms provide training their workers.

Warning Signs

- The percent of firms reporting they would locate in Long Beach if making the choice today is low.
- The percent of firms reporting lay offs is high.
- An above-average percent of firms say they might leave Long Beach.

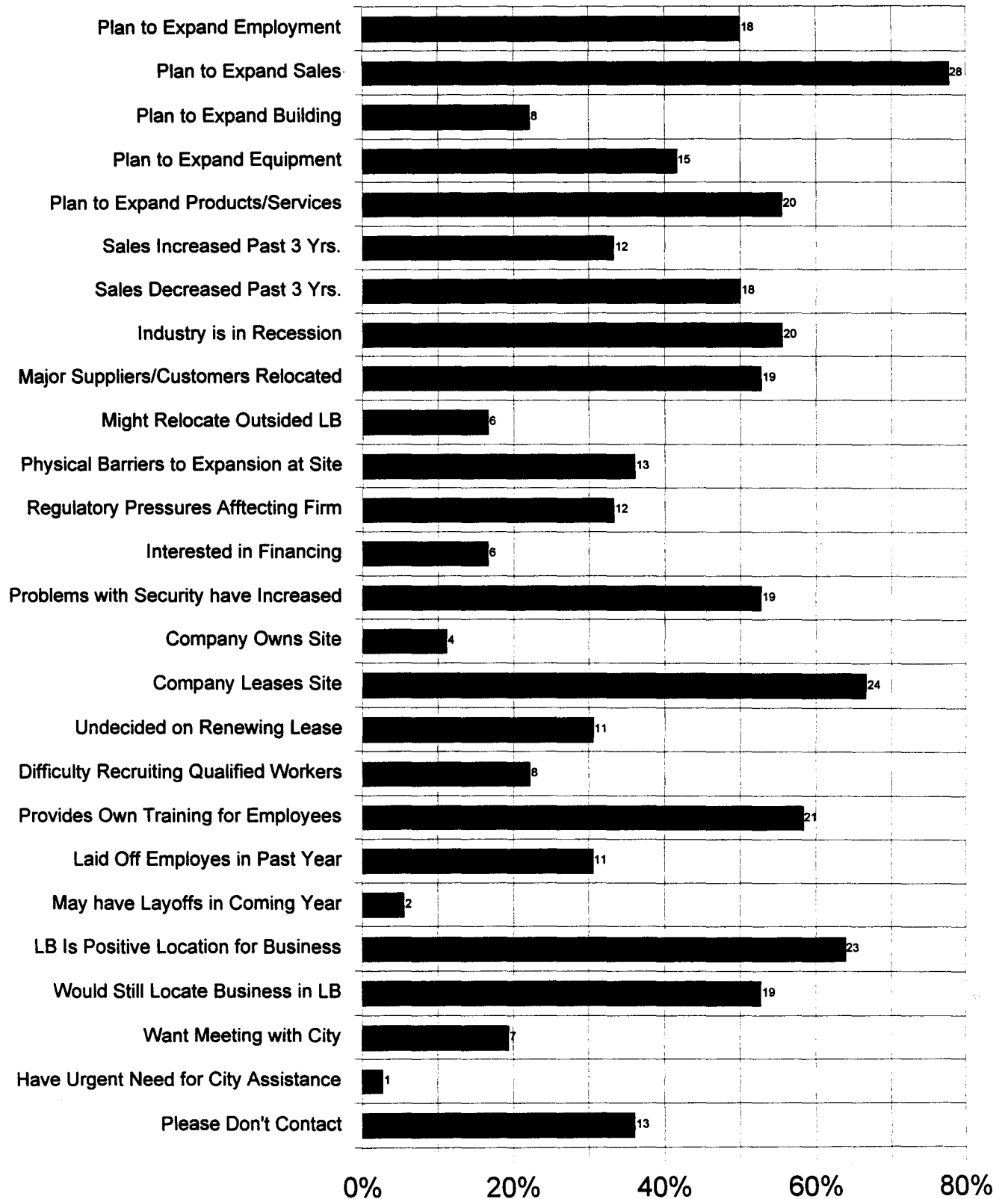
Trucking

Assessment: Strong

The trucking industry provides both local and long-distance movement of

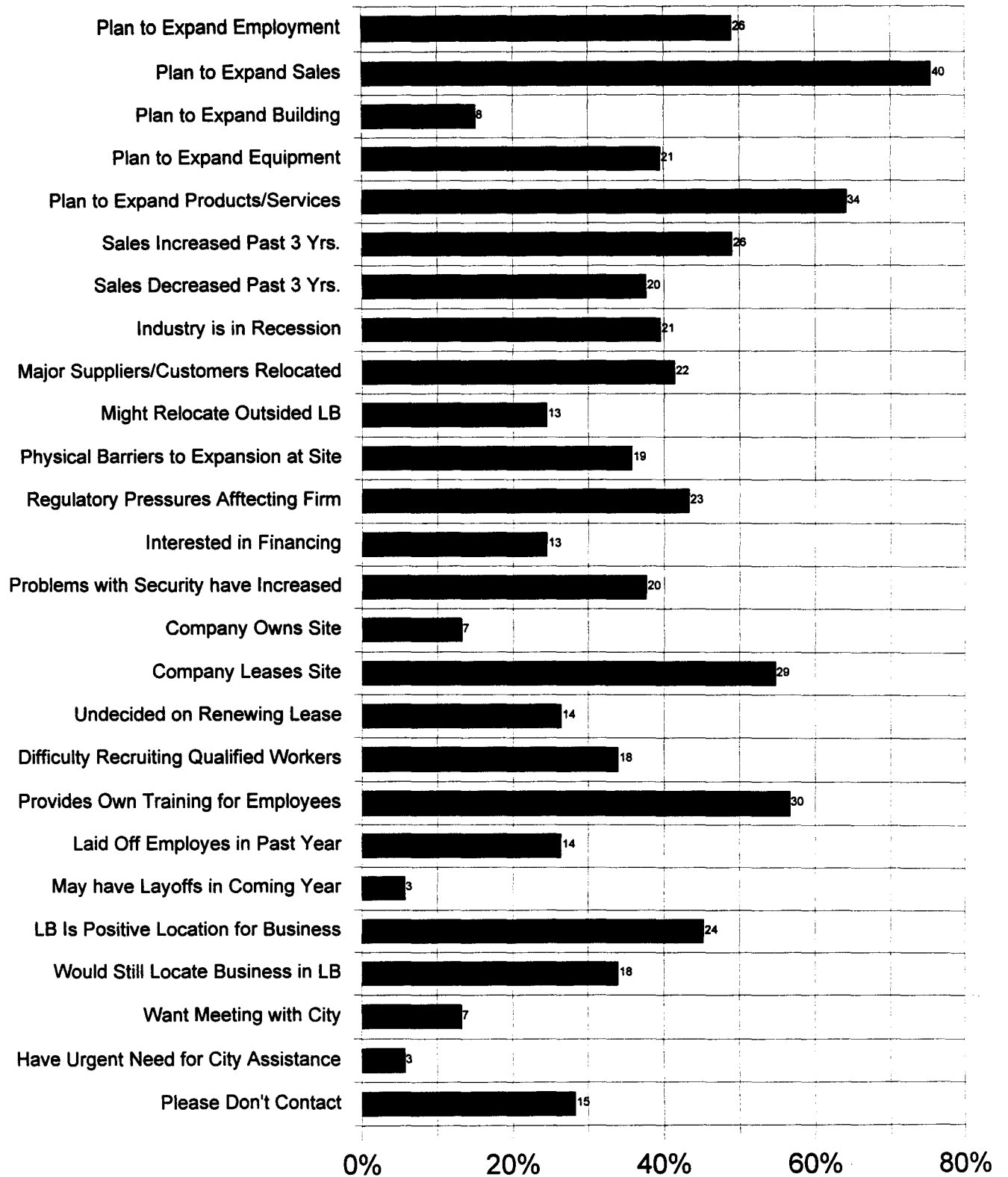
PRIMARY AND FABRICATED METAL RESPONSES

36 Long Beach Firms 1994-97



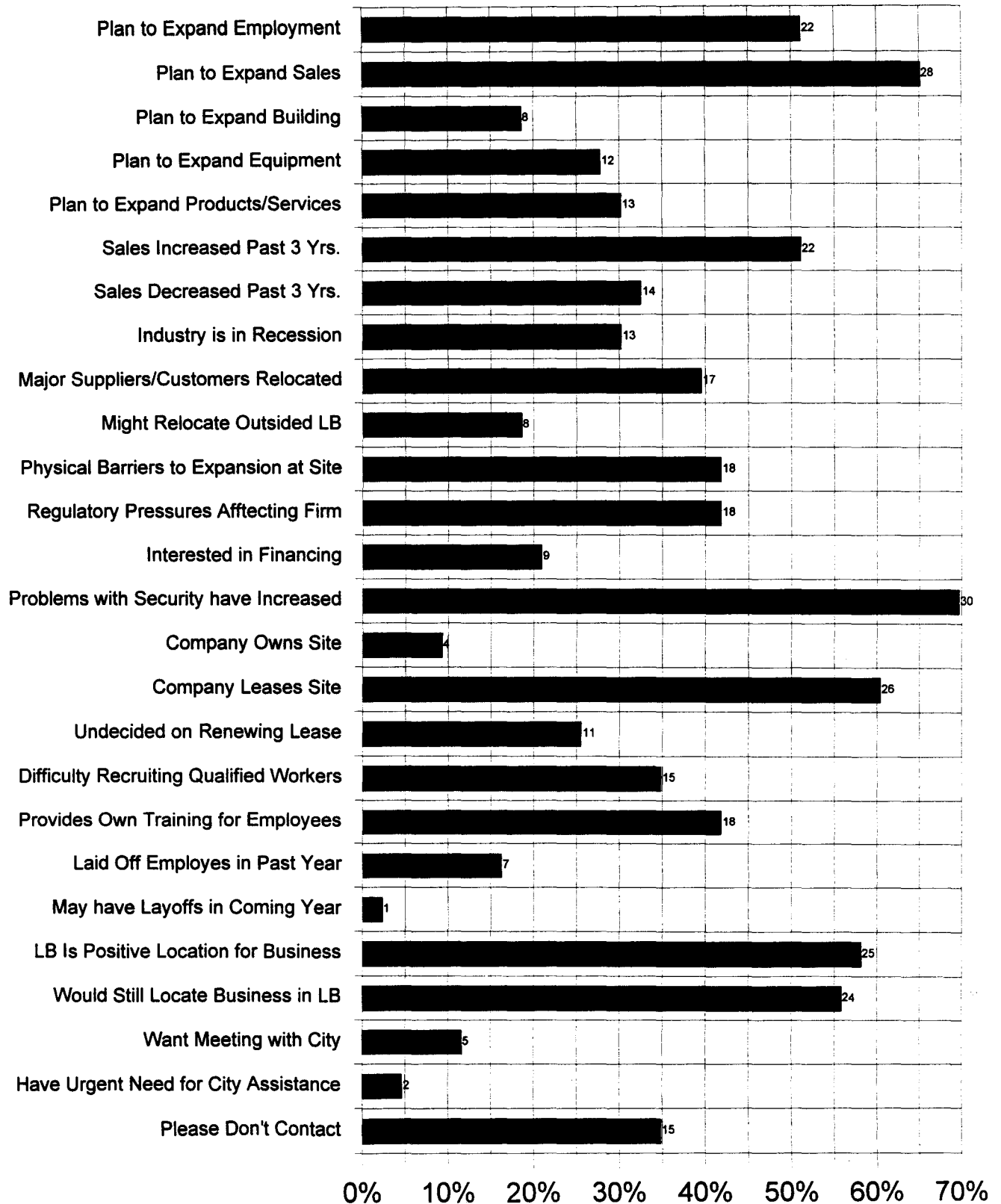
HIGH TECHNOLOGY MANUFACTURING

53 Long Beach Firms 1994-97



TRUCKING INDUSTRY RESPONSES

43 Long Beach Firms 1994-97



goods, provides refrigerated and general warehousing and storage, and operates terminal facilities. This industry is doing well in Long Beach.

Positive Signs

- The percent of firms saying Long Beach is a good location for business and they would still locate their business in the City is above average.
- The percent of firms reporting increased sales is above average and the percent reporting decreased sales is below average.
- Very few firms report their industry is in recession.
- The percent of firms reporting lay offs is low.

Warning Signs

- A very high percent of firms indicate concern about security problems.

Water Transportation

Assessment: Very Strong

The water transportation industry moves freight and passengers on the open seas and inland waters. It includes related activities such as towing and cargo handling. Firms in this sector have the most positive outlook and report the best business conditions of any industry group in Long Beach. The Port of Long Beach is clearly an important driving force for the City's economy as it supports growth in this sector and linked transportation, wholesale and business service sectors.

Positive Signs

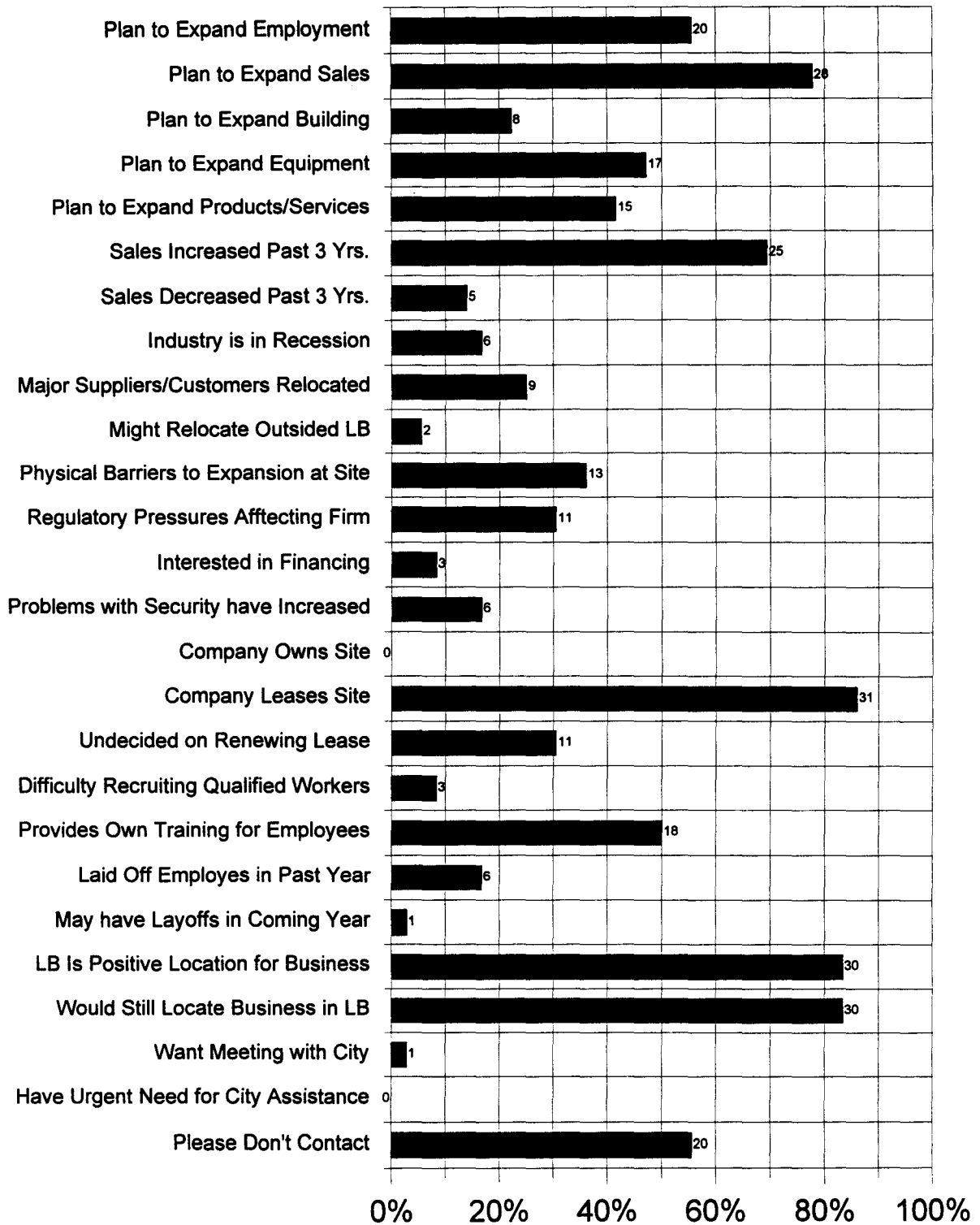
- Very positive assessments of Long Beach as a business location.
- Most firms report that sales have increased and very few report decreasing sales.
- Many firms are upgrading the skills of their workers and very few report lay-offs.

Warning Signs

- The percent of firms reporting physical barriers to expanding at their site is above average.

WATER TRANSPORTATION INDUSTRY

36 Long Beach Firms 1994-97



Transportation by Air

Assessment: Experiencing Difficulty

This industry provides transportation by air and provides air terminal services. Many firms in this industry indicate they are experiencing difficult business conditions, although most were surveyed in the first survey cycle.

Positive Signs

- The percent of firms reporting increased sales is above average.

Warning Signs

- The percent of firms reporting that Long Beach is a good location for business and that they would locate in the City today is low.
- The percent of firms reporting their industry is in recession is above average, and the percent reporting that major customers and suppliers have left the area is the highest of any industry group.

Transportation Services

Assessment: Strong

The transportation services industry supports transportation firms by providing services such as forwarding and packing, and the arrangement of passenger and freight transportation.

Positive Signs

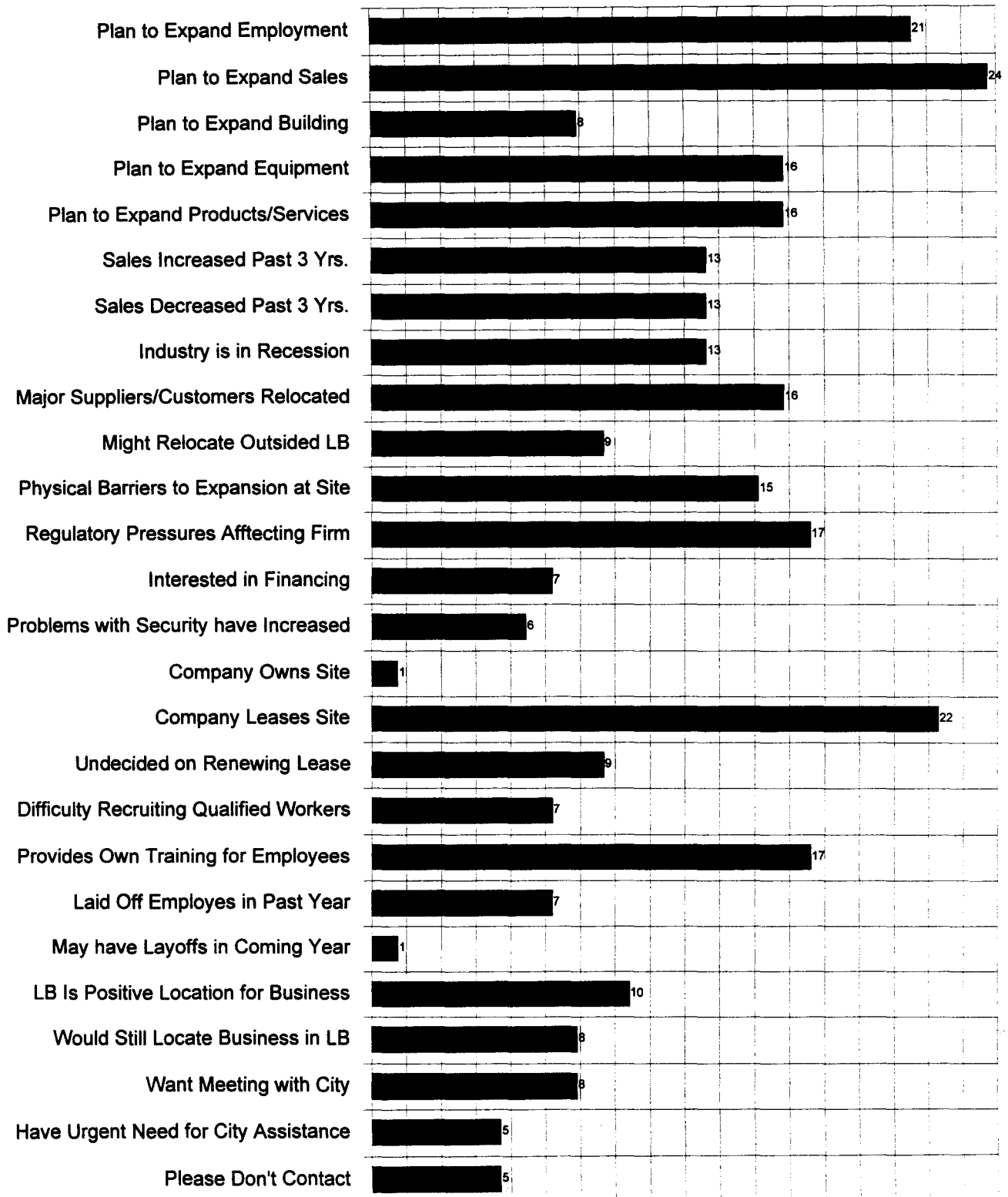
- Very positive assessments of Long Beach as a business location.
- Most firms report that sales have increased and very few report decreasing sales.
- Many firms are upgrading the skills of their workers and very few report lay-offs.

Warning Signs

- Approximately one-third of the respondents (including many involved in passenger transportation) report their industry is in recession.

AIR TRANSPORTATION INDUSTRY RESPONSES

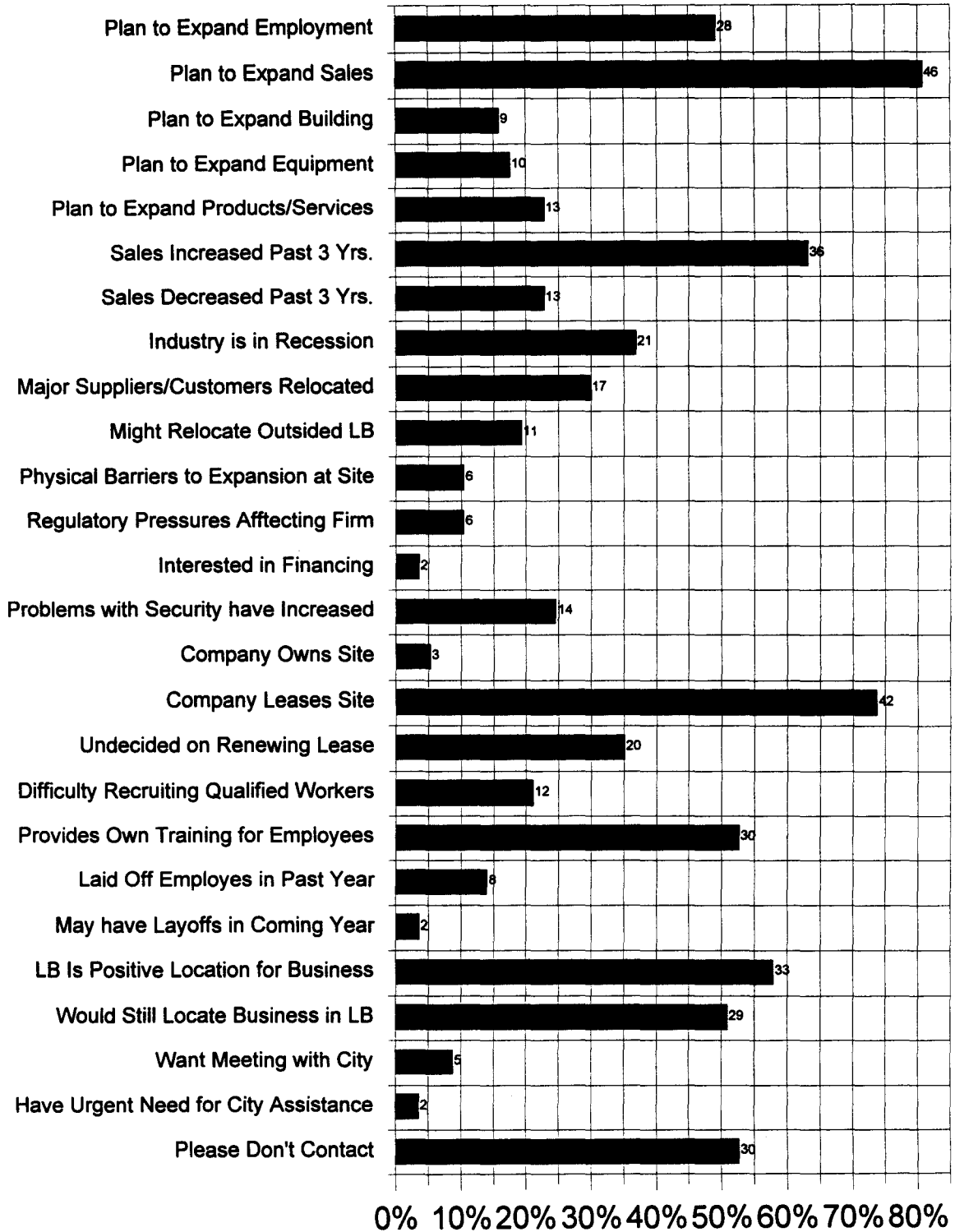
27 Long Beach Firms 1994-97



0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

TRANSPORTATION SERVICES INDUSTRY

57 Long Beach Firms 1994-97



Wholesale-Durable Goods***Assessment: Borderline***

Firms in this industry group sell merchandise with a normal life expectancy of three years or more (such as automobiles, furniture and major household appliances) to retailers, professional business users, or other wholesalers. This industry group reports borderline business conditions.

Positive Signs

- Nearly 80% of firms plan to increase sales in the near future.
- Most key business indicators were more positive in 1996-97 than in 1994-95.

Warning Signs

- More firms say sales have decreased than say they have increased.
- A high percentage of firms have reported that their industry is in recession and that major customers and suppliers have left the area.

Wholesale-Nondurable Goods***Assessment: Strong***

Nondurable wholesalers sell items which normally last less than three years (such as food, beverages and clothing) to retailers, professional businesses and other wholesalers. This industry group reports positive business conditions in Long Beach.

Positive Signs

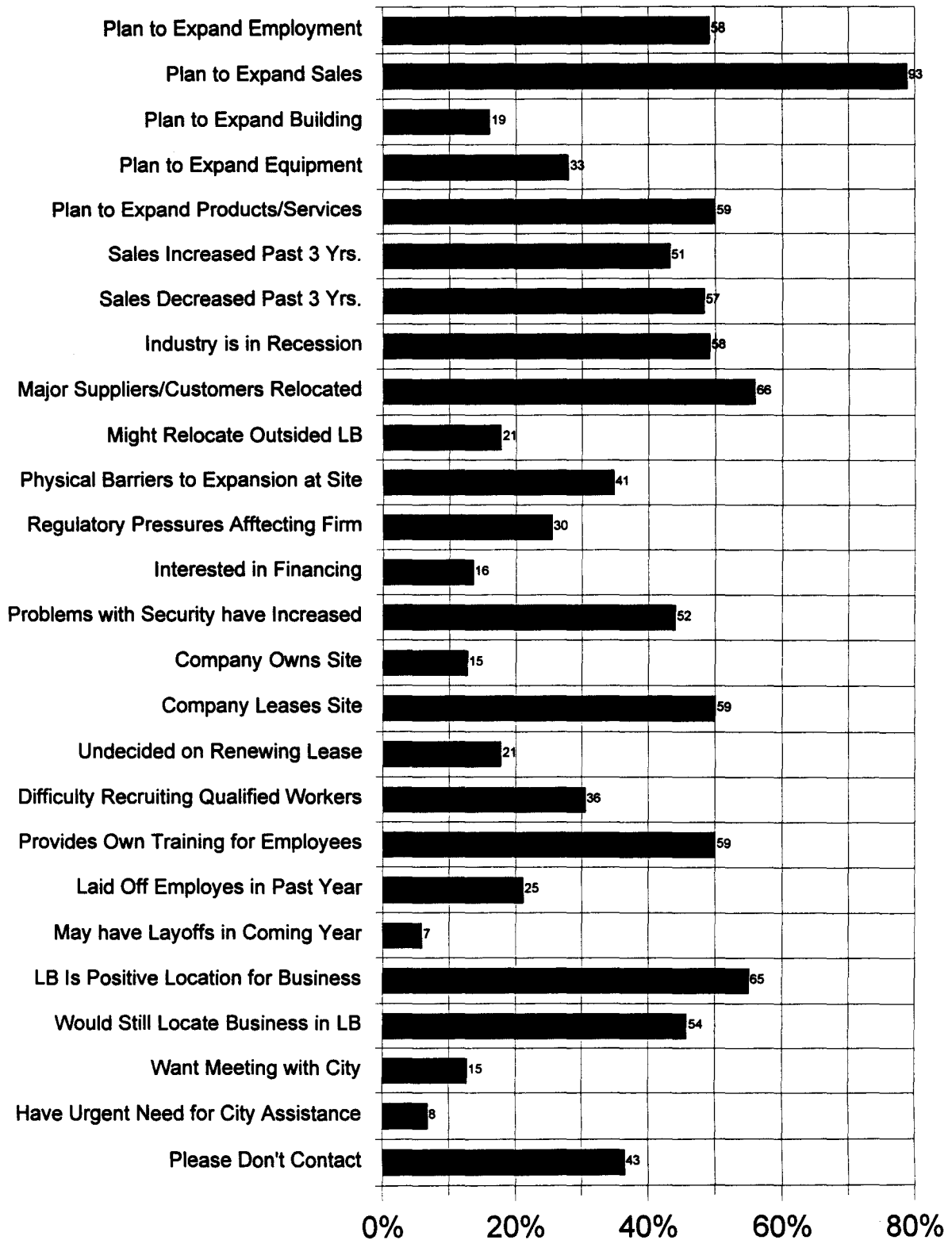
- Significantly more firms report increasing sales than report decreasing sales.
- An above-average percent of firms report that they perceive Long Beach as a positive location for business.
- The percent of firms reporting that their industry is in recession is well below average.

Warning Signs

- Some firms report difficulty in finding qualified workers.

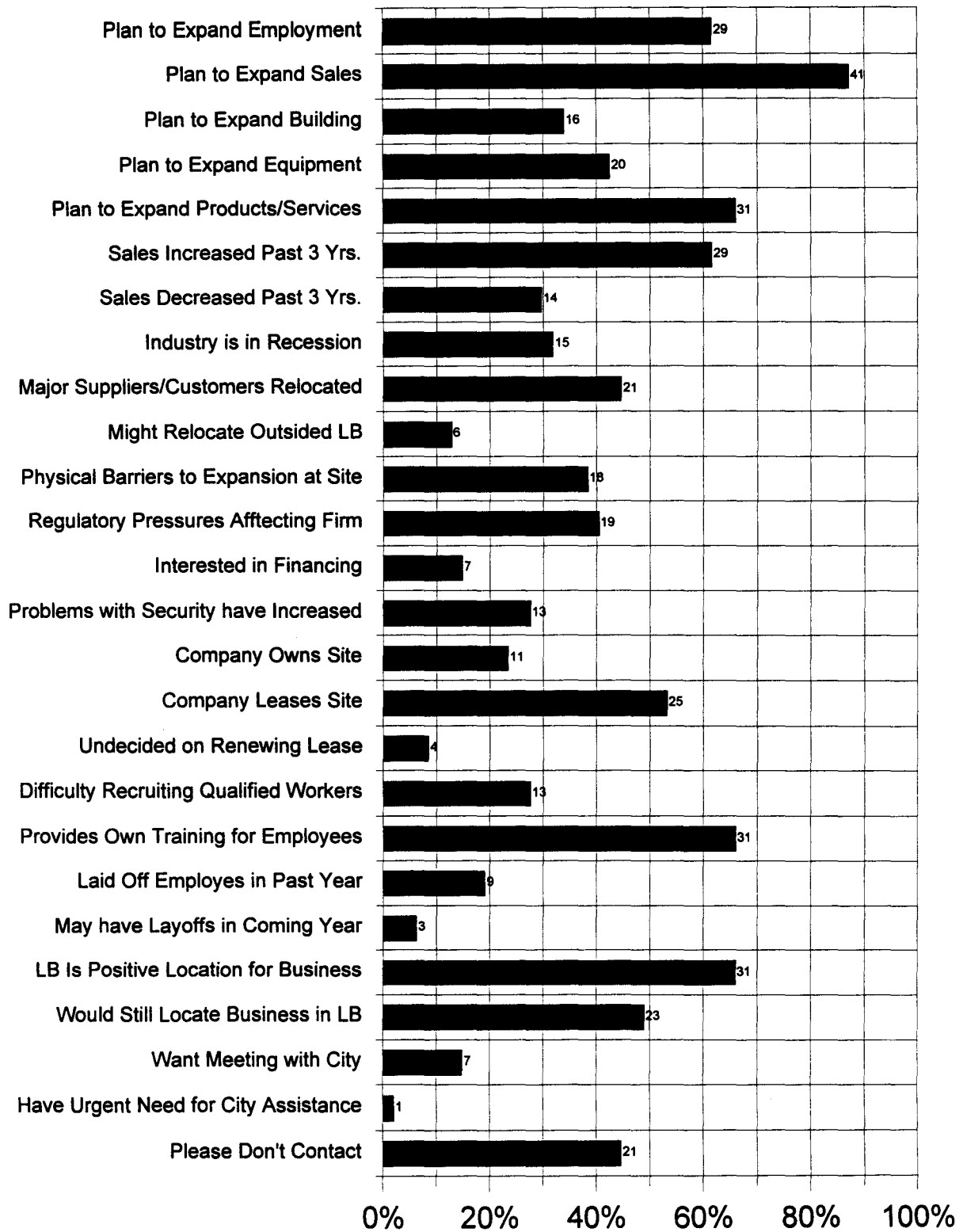
WHOLESALE-DURABLE GOODS RESPONSES

118 Long Beach Firms 1994-97



WHOLESALE-NONDURABLE GOODS RESPONSES

47 Long Beach Firms 1994-97



Food Stores-Retail

Assessment: Strong

Retail food stores primarily sell food for home preparation and consumption. This industry group reports favorable business conditions in Long Beach.

Positive Signs

- The percent of firms saying that they would still choose Long Beach as a business location is very high.
- For the retail sector as a whole, many key business indicators were more positive in 1996-97 than they were in 1994-95.

Warning Signs

- The percent of firms reporting that sales have increased is the lowest of any industry group.

Auto Dealers and Service Stations

Assessment: Experiencing Difficulty

This industry includes retail dealers selling new and used automobiles, boats, recreational vehicles and motorcycles, and gasoline service stations. Many of these firms report difficult business conditions in Long Beach.

Positive Signs

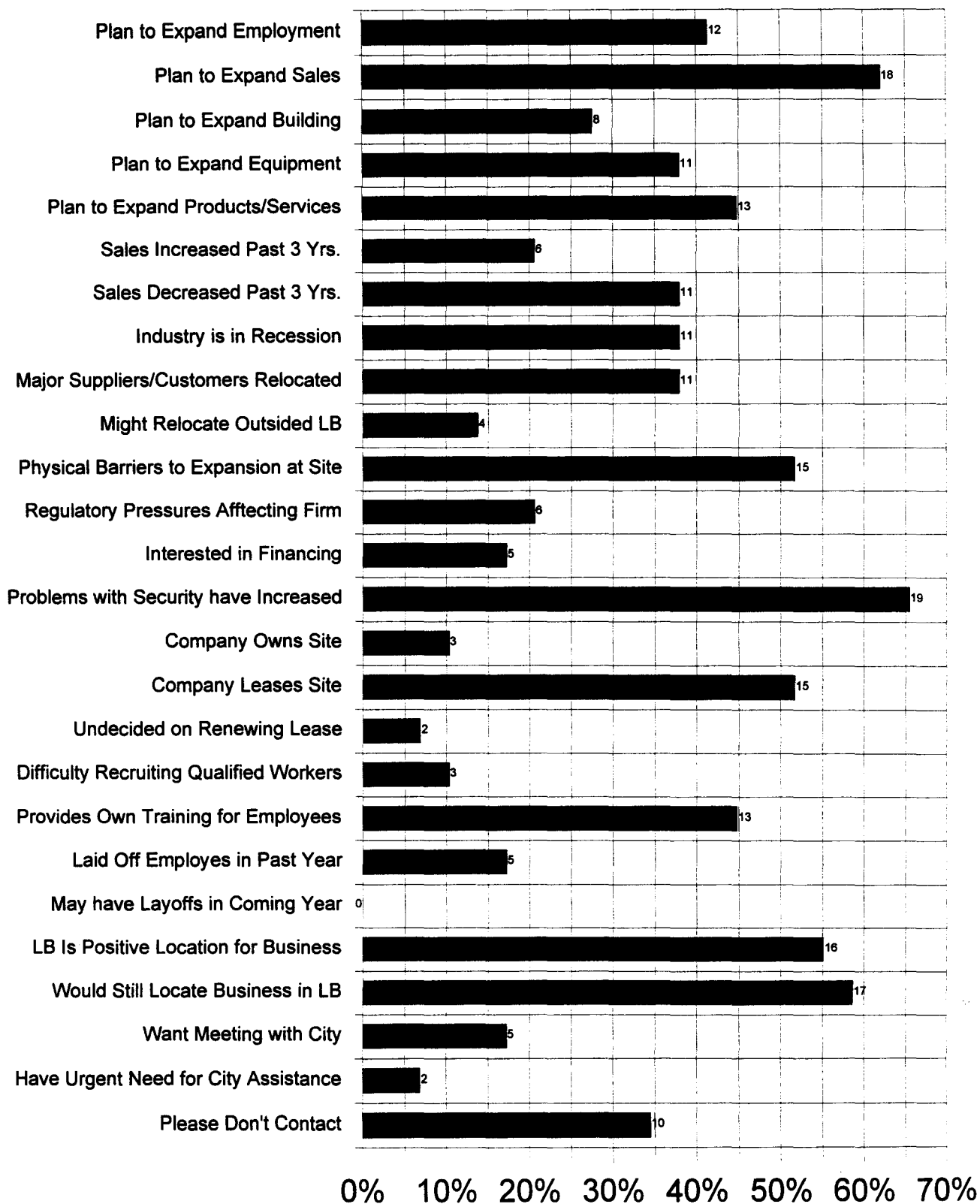
- For the retail sector as a whole, many key business indicators were more positive in 1996-97 than they were in 1994-95.

Warning Signs

- The percent of establishments reporting that Long Beach is a good location for business is significantly below average.
- The percent of establishments saying that they would still choose Long Beach as a business location is the lowest of any industry group.
- The percent of firms reporting that sales have increased is very low.
- A high percent of firms report that sales have decreased.

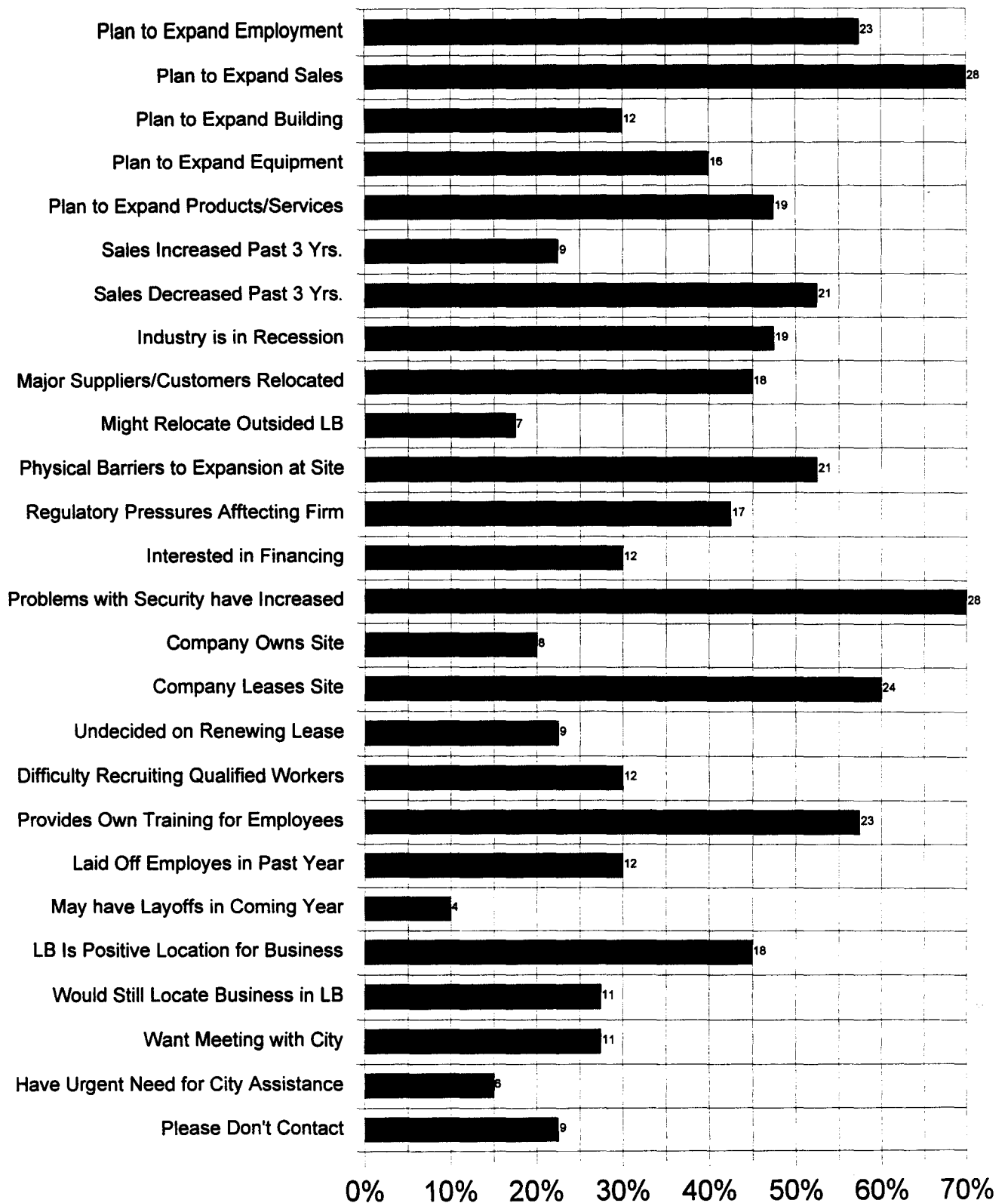
FOOD STORE RESPONSES

29 Long Beach Firms 1994-97



AUTOMOTIVE DEALERS & SERVICE STATIONS

40 Long Beach Firms 1994-97



Furniture and Home Furnishings *Assessment: Strong*

This industry includes retail dealers selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household electrical and gas appliances.

Positive Signs

- The percent of firms reporting that Long Beach is a good location for business is very high.
- The percent of firms saying that they would still choose Long Beach as a business location is well above average.
- The percent of firms saying their industry is in recession is very low.
- The percent of firms reporting lay offs is very low.

Warning Signs

- A noticeable minority of businesses report that sales have declined.

Eating and Drinking Places *Assessment: Experiencing Difficulty*

This industry is made up of establishments selling prepared foods and drinks for immediate consumption, generally on the premises. Many of these firms report difficult business conditions in Long Beach.

Positive Signs

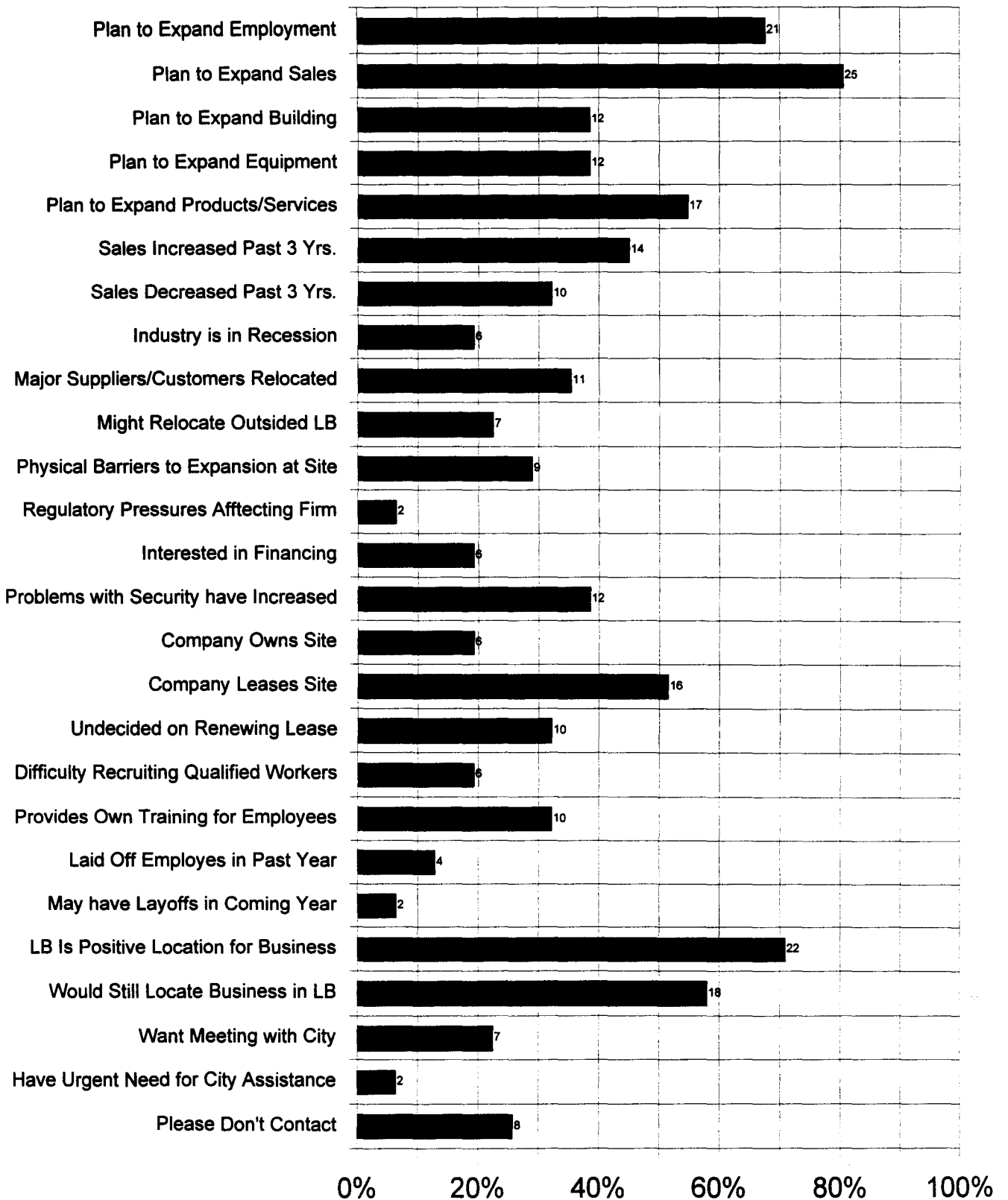
- The percent of firms reporting lay offs is low.

Warning Signs

- The percent of establishments reporting that Long Beach is a good location for business and that they would still choose Long Beach as a business location is very low.
- The percent of firms reporting that sales have increased is low.
- A very high percent of businesses report their industry is in recession.

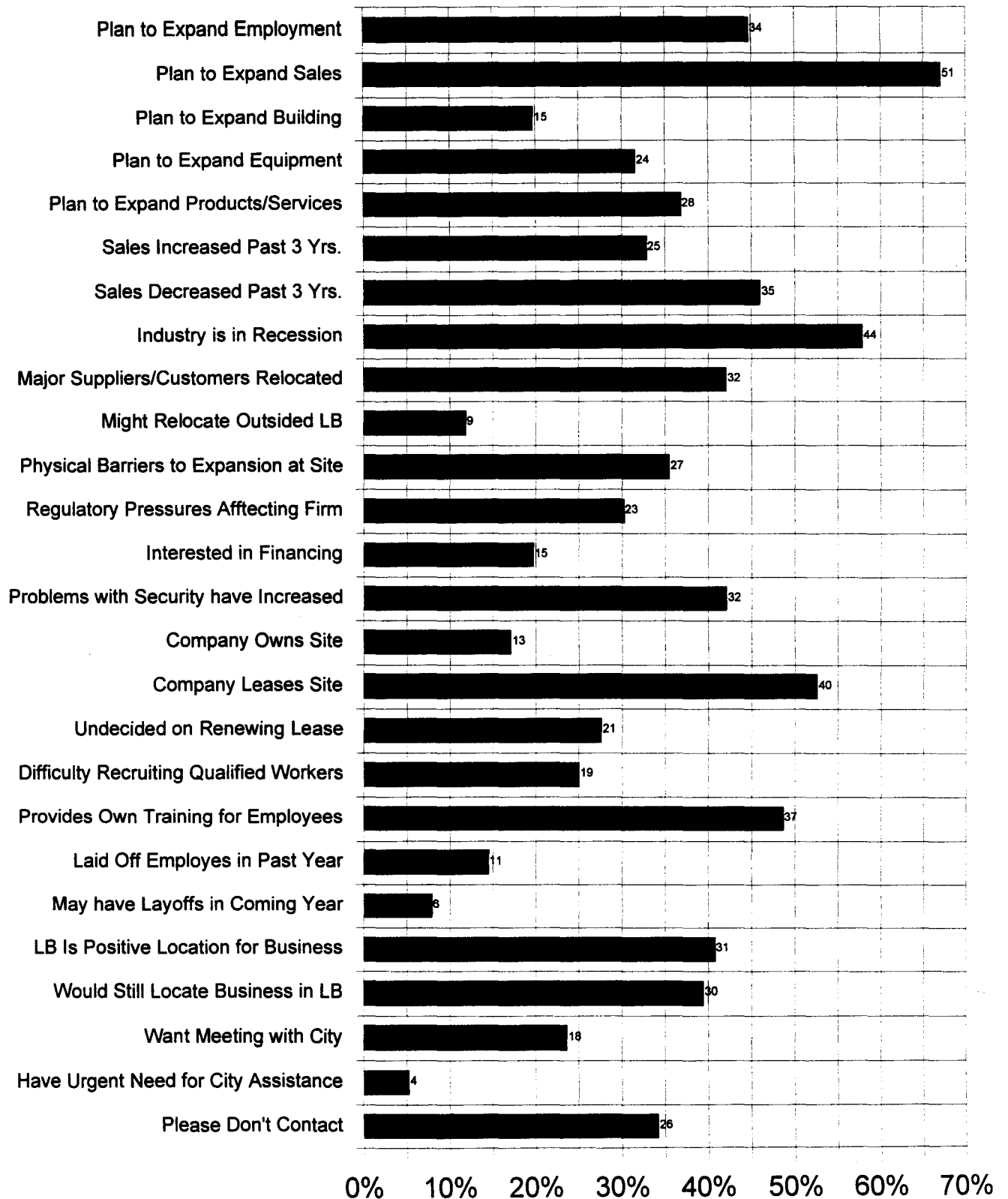
FURNITURE & HOME FURNISHINGS STORES

31 Long Beach Firms 1994-97



EATING AND DRINKING PLACE RESPONSES

76 Long Beach Businesses 1994-97



Miscellaneous Retail

Assessment: Experiencing Difficulty

This industry group includes drug stores, liquor stores, used merchandise stores, and miscellaneous shopping goods stores. Many of these firms report difficult business conditions in Long Beach.

Positive Signs

- For the retail sector as a whole, many key business indicators were more positive in 1996-97 than they were in 1994-95.

Warning Signs

- The percent of establishments reporting that Long Beach is a good location for business is the lowest of any industry group.
- The percent of establishments saying that they would still choose Long Beach as a business location is very low.
- The percent of firms reporting that sales have increased is very low.
- A high percent of firms report that sales have decreased.
- The percent of firms reporting that major customers and suppliers have relocated is very high.

Finance, Insurance, Real Estate

Assessment: Very Strong

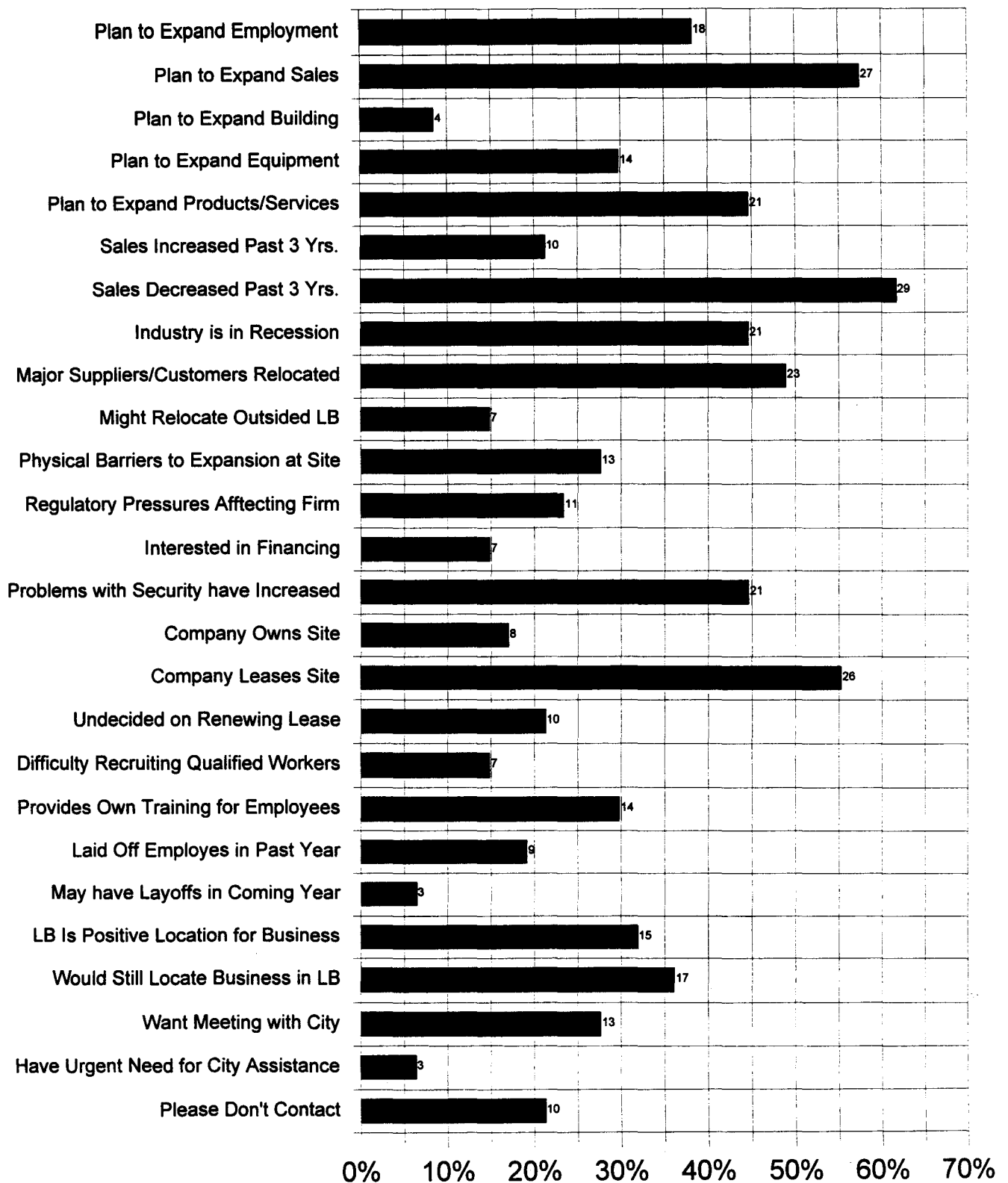
This major industry sector includes commercial banks, savings institutions, credit unions, consumer finance companies, mortgage bankers and brokers, security brokers, insurance carriers, insurance agents and brokers, real estate owners, operators, developers, brokers and agents, and investment and holding companies. The insurance sector has been strongly represented in the surveys, and they and other firms in this sector report highly favorable business conditions in Long Beach.

Positive Signs

- The percent of firms reporting that Long Beach is a good location for business is very high.
- The percent of firms saying that they would still choose Long Beach as a business location is very high.

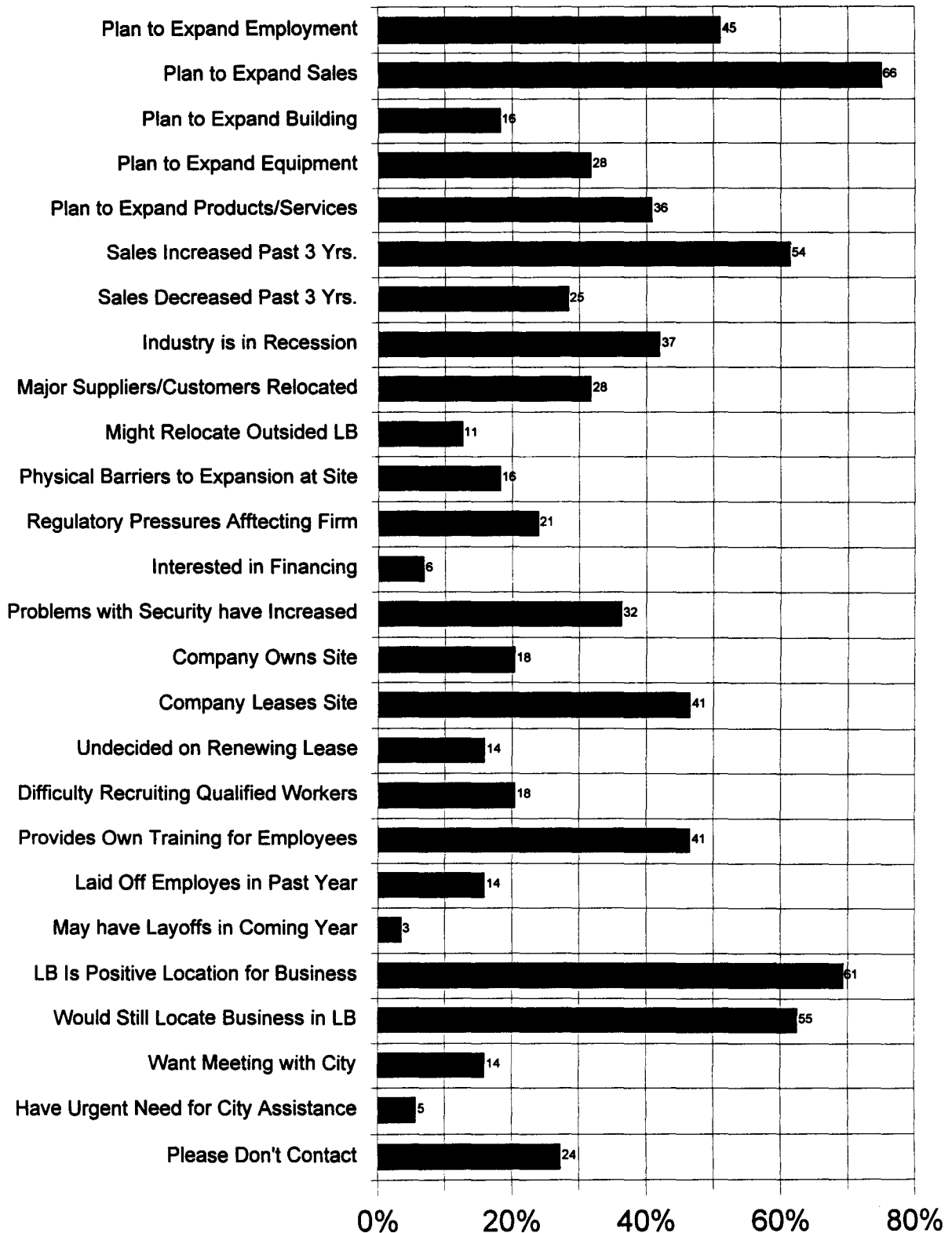
MISCELLANEOUS RETAIL ESTABLISHMENTS

47 Long Beach Businesses 1994-97



FINANCE, INSURANCE, REAL ESTATE

88 Long Beach Businesses 1994-97



- A high percent of firms report that sales have increased.
- The percent of firms reporting that major customers and suppliers have relocated is well below average.

Warning Signs

- Over forty percent of firms report that their industry is in recession.

Hotels

Assessment: Borderline +

Many of the responses from hotels were gathered the first two survey cycles, and reports from industry representatives indicate that hotel occupancy rates are much higher in 1997 than in previous years. This improvement has not yet been captured by survey data and therefore is not reflected in this assessment.

Positive Signs

- A very high percent said they would still locate in Long Beach today.

Warning Signs

- Above average reports of lay-offs.
- A high percent reported decreasing sales and a low percent increasing sales.
- A low percent said that Long Beach is a good business location.

Personal Services

Assessment: Borderline

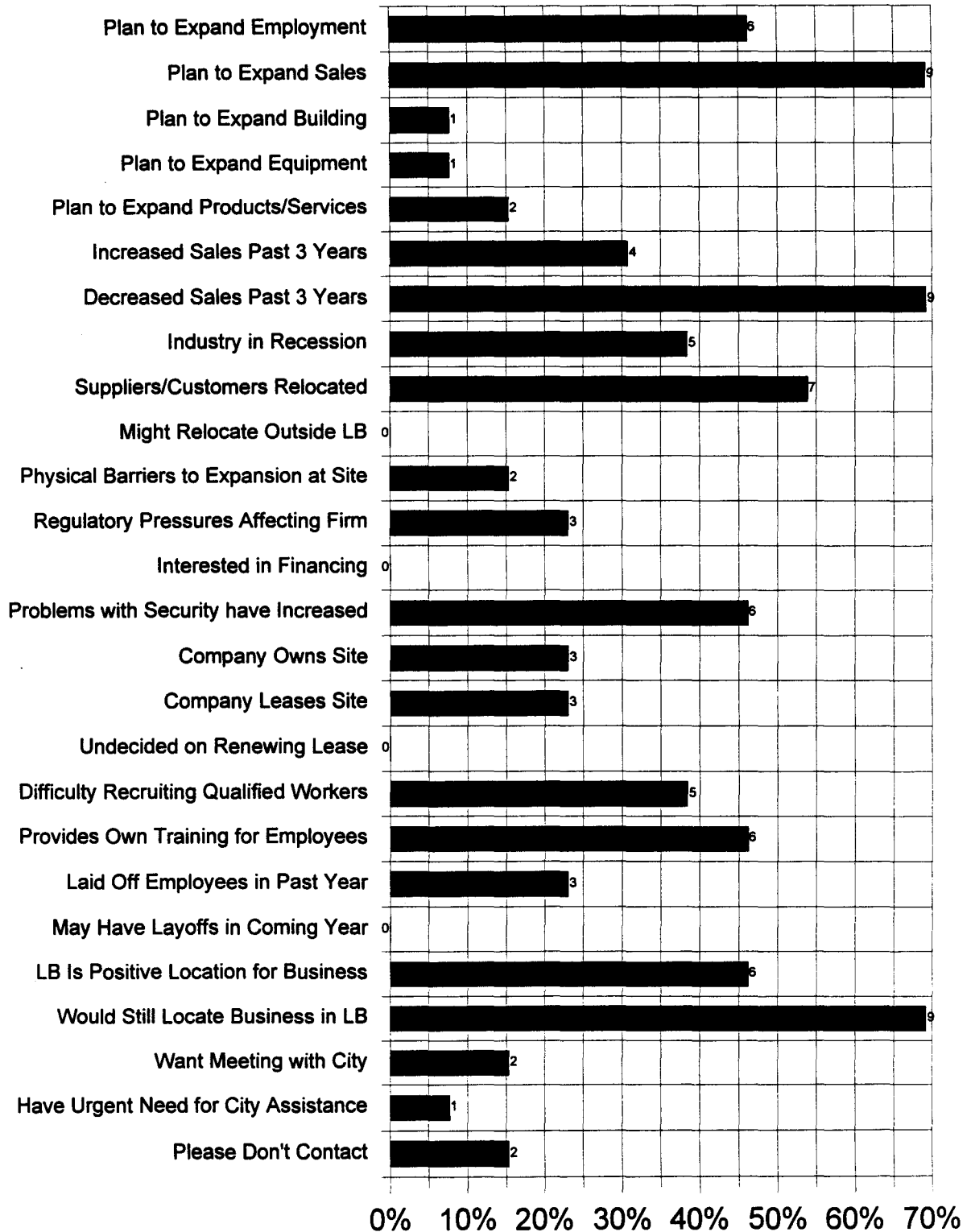
The personal services sector provides services to individuals, such as laundries, dry cleaning plants, photographic studios, and beauty and barber shops. Firms in these industries report both positive and negative indicators about business conditions in Long Beach.

Positive Signs

- The number of businesses reporting layoffs is very low.
- Very few businesses report loss of their customer base.

HOTELS AND LODGING PLACES

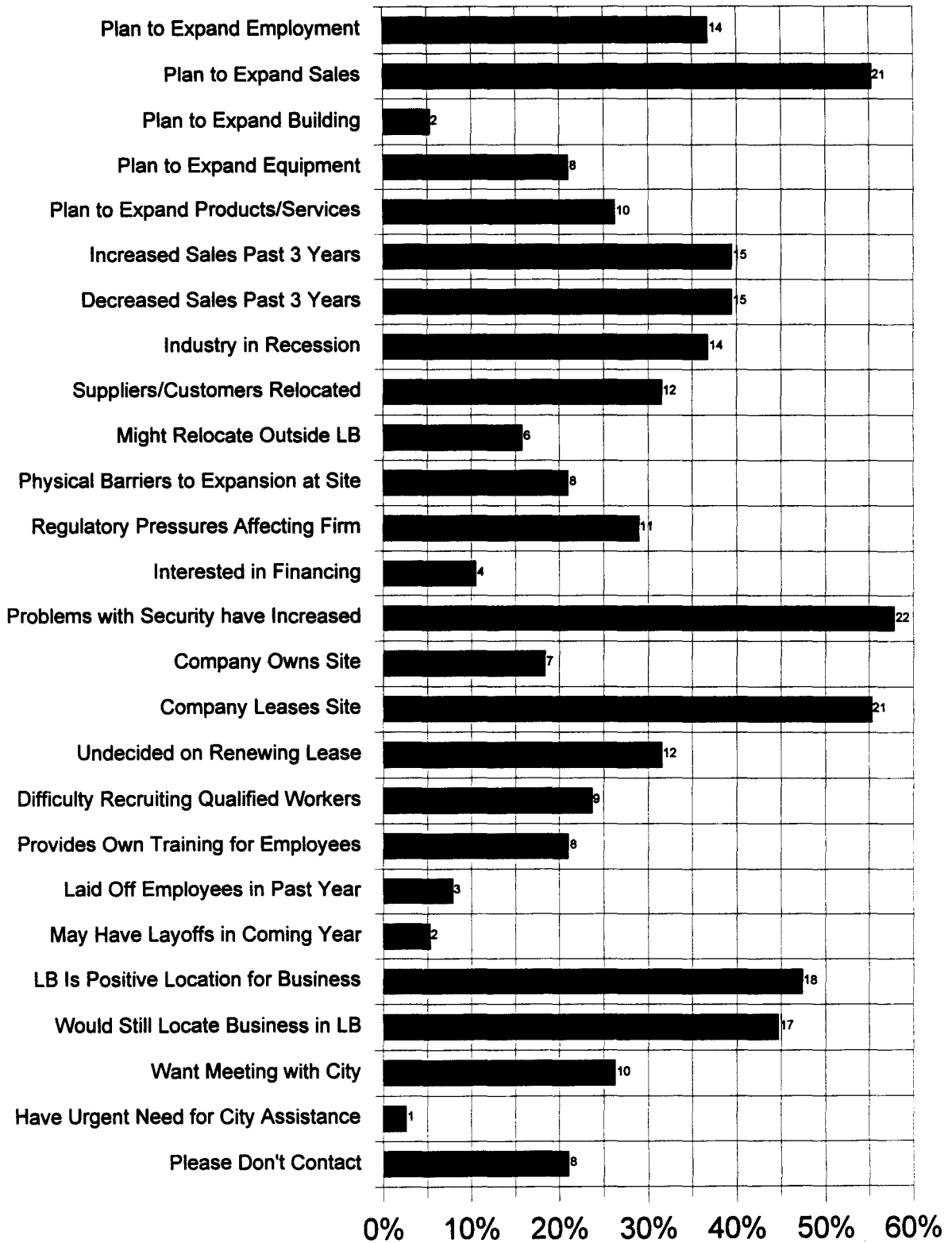
13 Long Beach Businesses 1994-97*



*Because of the small number of firms (mostly surveyed in 1994-95) this profile may be incomplete and/or out of date.

PERSONAL SERVICES

38 Long Beach Businesses 1994-97



Warning Signs

- A high level of complaints about security problems.
- The percent saying that Long Beach is a good business environment and that they would locate here today is below average.

Business Services

Assessment: Strong

This industry is made up of firms providing services such as advertising, credit reporting, mailing, computer programming, data processing, and building services on a contractual or fee basis. Firms in this industry report favorable business conditions in Long Beach.

Positive Signs

- The percent of firms reporting that Long Beach is a good location for business is above average.
- The percent of firms saying that they would still choose Long Beach as a business location is well above average.
- A high percent of firms report that sales have increased.

Warning Signs

- The percent of firms reporting lay offs is slightly above average.

Health Services

Assessment: Borderline

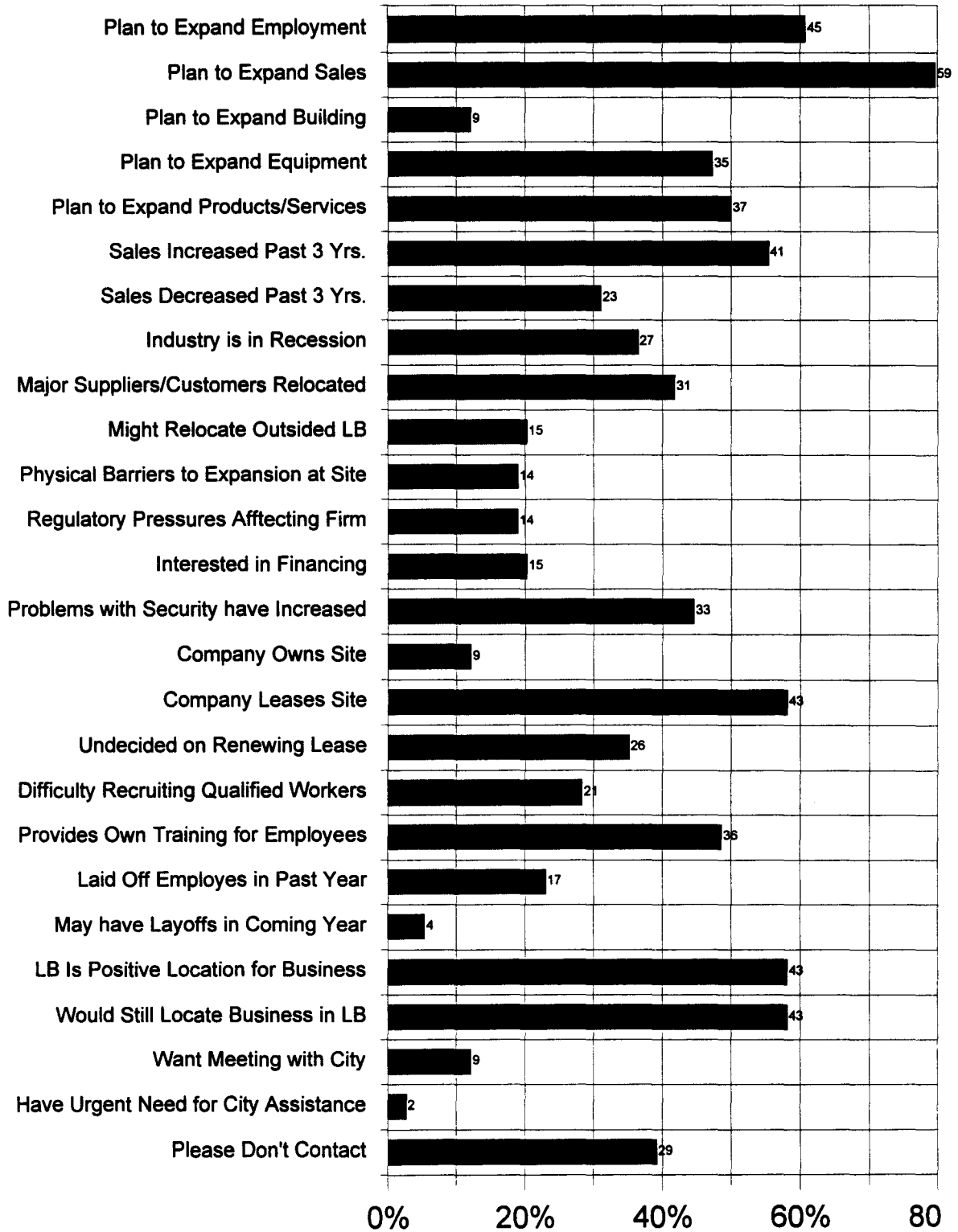
This industry group includes offices and clinics of doctors, dentists, chiropractors, optometrists, nursing and personal care facilities, hospitals, medical and dental laboratories, and home health care services. This sector of the service industry reports borderline business conditions.

Positive Signs

- The percent of establishments reporting that major customers and suppliers have relocated is well below average.
- The percent of establishments reporting lay offs is below average.

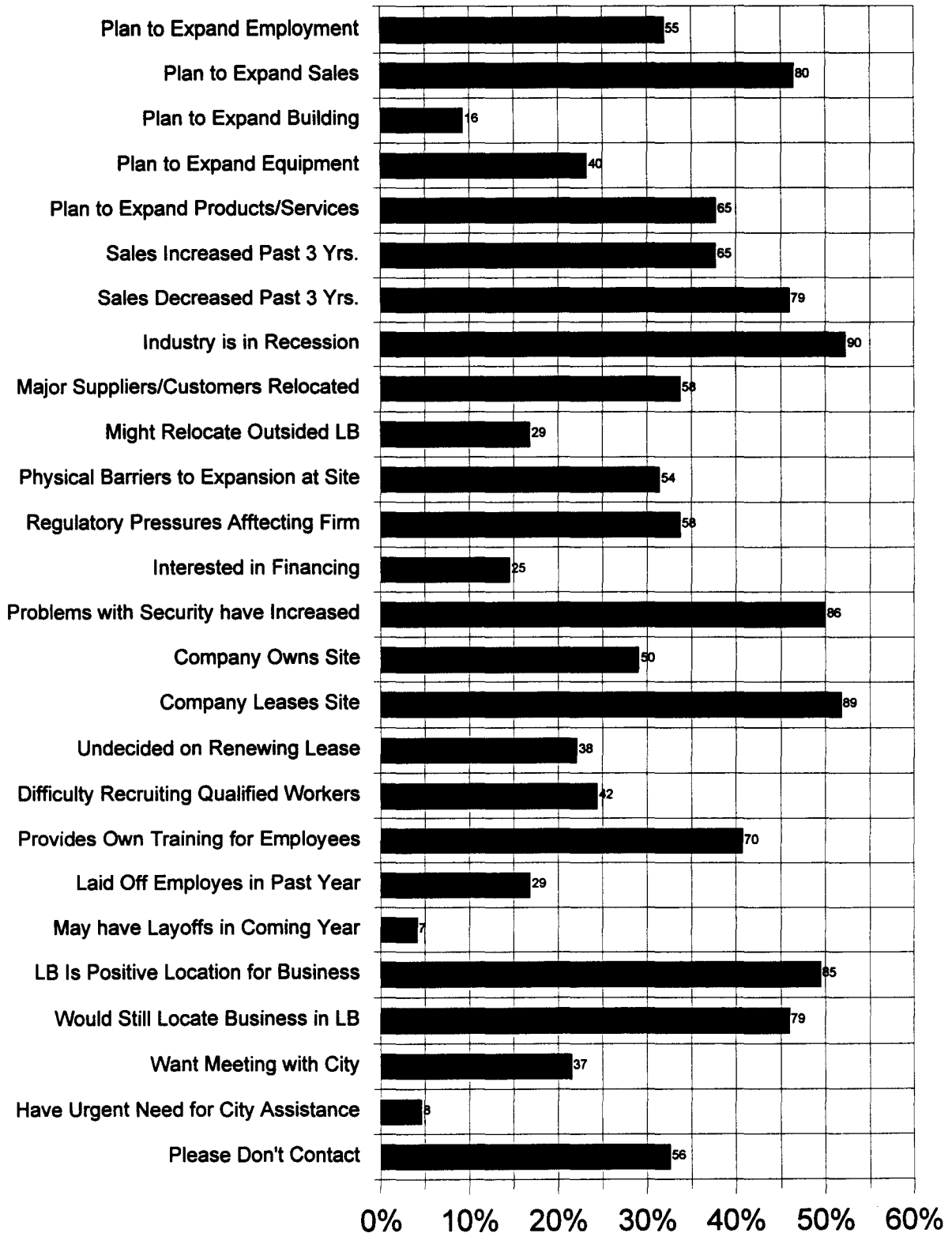
BUSINESS SERVICES RESPONSES

74 Long Beach Companies 1994-97



HEALTH SERVICES INDUSTRY RESPONSES

172 Long Beach Businesses 1994-97



Warning Signs

- The percent of establishments reporting that their industry is in recession is very high.

Engineering and Management Services Assessment: Experiencing Difficulty

This industry group includes firms providing services such as engineering, architecture, surveying, accounting, auditing, bookkeeping, research, development and testing, management consulting, and public relations. Many of these firms report difficult business conditions in Long Beach.

Positive Signs

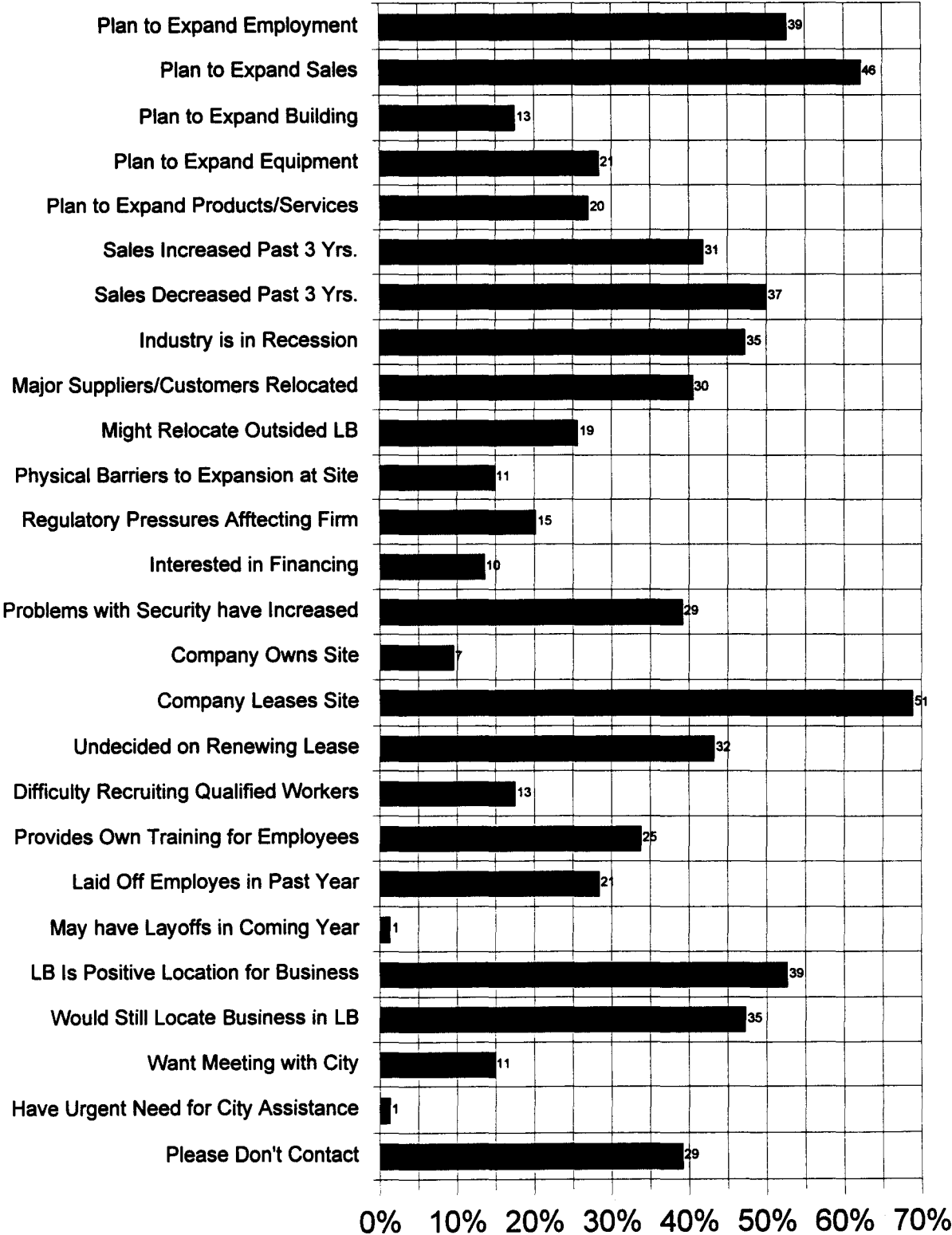
- The percent of firms reporting difficulty finding qualified workers is very low.

Warning Signs

- A high percent of firms report decreasing sales.
- An above-average percent of firms report their industry is in recession.
- A high percent of firms report lay offs.

ENGINEERING & MANAGEMENT SERVICES

74 Long Beach Businesses 1994-97



MINORITY, HOME-BASED AND WOMAN-OWNED BUSINESSES

The 1997 survey included questions that allowed firms to identify whether they are minority-owned, woman-owned and/or home based. Of the 279 firms responding the mail survey, 113 firms met one or more of these criteria, with the following break-out:

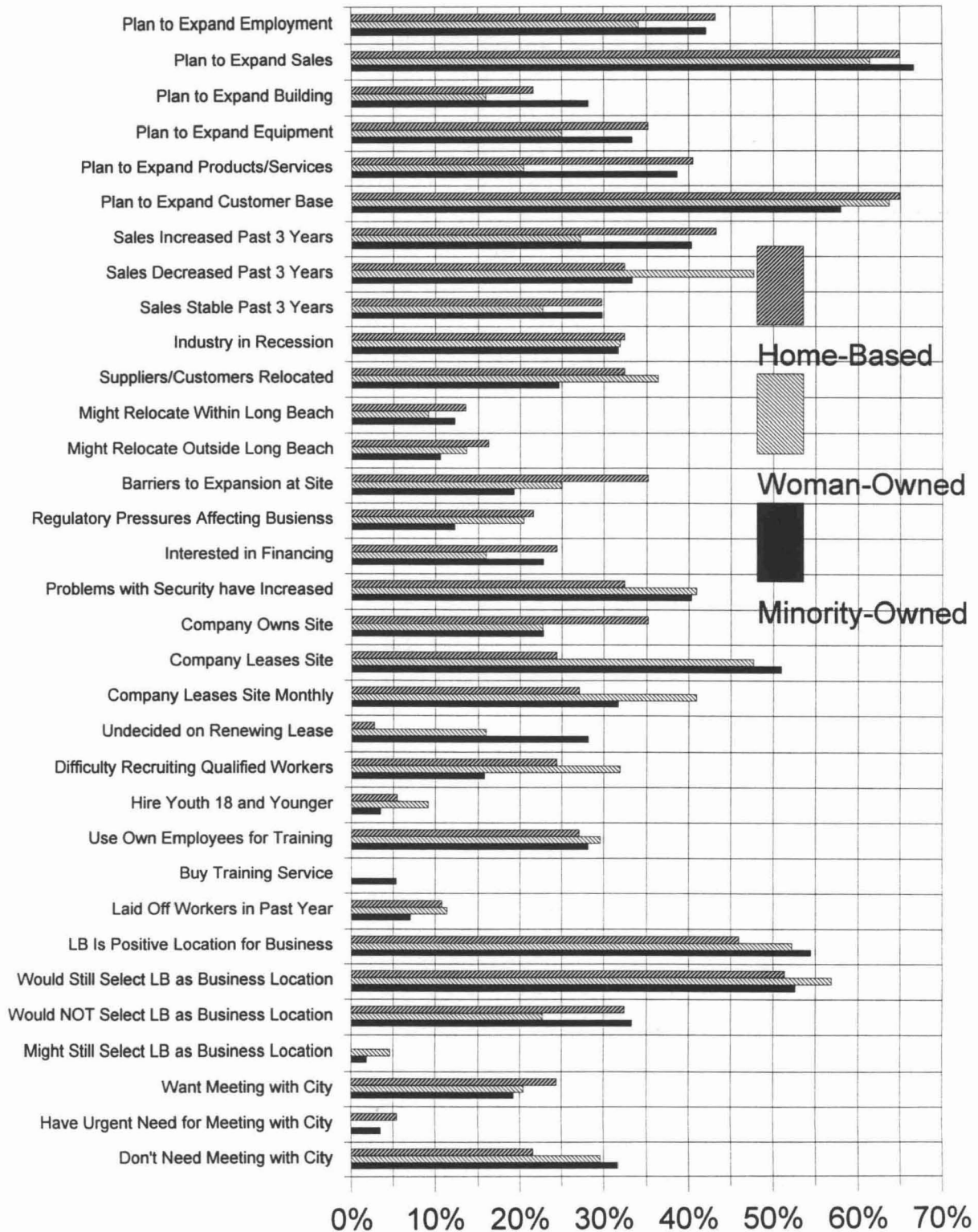
- 57 minority-owned businesses
- 44 woman-owned businesses
- 37 home-based businesses

The small number of firms in each of these groups makes it important to interpret the responses cautiously. Findings suggested by these responses, that can be verified as the sample grows with subsequent surveys include:

- The percent of businesses in these groups planning to expand employment is lower than for Long Beach businesses in general.
- Woman-owned businesses are more cautious than others in announcing plans to expand employment, sales, buildings, equipment, or products and services.
- The percent of these businesses indicating that sales increased in the past three years is lower than for Long Beach businesses in general.
- The percent of woman-owned businesses indicating increased sales was low, and the percent indicating decreased sales high, compared to other businesses.
- The percent of these businesses indicating their industry is in recession or that major customers and suppliers have left the area appears to be lower than for Long Beach businesses in general.
- The percent of these businesses reporting that they laid off workers in the past year is lower than for Long Beach businesses in general.
- The percent indicating that Long Beach is a positive location for business and that they would still choose it as a business location appears to be similar to that of Long Beach businesses in general.
- The percent of businesses in these groups interested in meeting with the City to work on business problems is higher than for Long Beach businesses in general.

MINORITY, FEMALE & HOME-BASED BUSINESS

1997 Long Beach Survey



FEED-BACK FROM ON-SITE VISITS

In-depth interviews with 497 firms over a four year period by the City's Business Outreach Team have created an important body of knowledge about business perceptions by different industry sectors and geographic areas in Long Beach. This information is particularly informative about businesses experiencing difficulty and needing City assistance. This section presents information compiled by members of the Long Beach Business Outreach Team.

Manufacturing

Complaints frequently center around planning, building permitting and business licensing. Businesses often feel it is difficult to get started in Long Beach and that fees are too high. The number of permits that are required as well as conflicting information from different inspectors and reviewers are cited as creating unnecessary hurdles. The one-stop center for planning and permitting does not appear to be working as well for existing businesses as it does for new businesses. This issue frequently emerges when businesses want to expand. The Ombudsman Program being organized in the Planning Department is seen as an important response to the needs of small and existing businesses.

Manufacturers identify adverse impacts from structural changes occurring in the regional economy, including loss of firms that supply their materials as well as customers such as the shipyard. Negative perceptions of the business environment were particularly prevalent in the Magnolia and Westside areas. Since 1994, the Westside police substation was opened, the Magnolia Industrial Assessment District was established, the Job Corps Center entered development, the Cal State Research and Technology Center was opened, and flood control improvements have been planned.

Services, Financing and Banking

The most frequent concerns expressed by professional services and finance firms have to do with the appearance and image of Long Beach as well as lack of airline service to San Francisco, Seattle, Sacramento and Dallas. The anticipated start of flights to San Francisco is welcomed by this sector as well as the City's hotel operators.

Firms indicate that major roadways into the City such as Atlantic, Anaheim, Long Beach Boulevard, and Pacific Coast Highway are not adequate gateways and create a negative image for prospective customers and employees. Many firms in service sectors such as accounting, engineering and business consulting report their industries are still in recession and that they face strong competition for scarce customers.

Health Care

This is a very large industry in Long Beach. Most providers anticipate that the demand for their services will continue to grow as "baby boomers" live longer and require more health care for longer periods of time. At the same time, managed care has had a large and mostly negative impact on this industry, especially for individual practitioners.

Restaurants

Restaurants continue to feel strong competition in seeking to attract sufficient customers. Some smaller restaurants report a negative impact on their businesses due to the nonsmoking ordinance. Some restaurants want to add a patio for outdoor dining, but perceive permits and fees as a barrier.

Retail — East Long Beach and Traffic Circle

Many retailers in the East Long Beach and Traffic Circle areas complain that the City pays too much attention to the downtown area and not enough to them. Business license fees are a primary complaint. These businesses also indicate concern about the physical and economic condition of Long Beach, including boarded-up buildings and vacant lots, especially on Long Beach Boulevard. Public safety and vagrancy continue to be concerns.

It should be noted that since the end of the last survey cycle this area has gained roughly a million square feet of new, "Class A" retail space, including Marina Pacifica, Los Altos marketplace, and the 605 Freeway Town Center.

North Long Beach

A major complaint from North Long Beach is about lack of redevelopment. In response, a new redevelopment project area has recently been established there. Businesses are perceived as moving out of this area at a rate that out-paces new arrivals. Empty buildings left by those moving out are prime targets for graffiti and vandalism. This is linked to complaints about public safety. Gang and drug activity, homelessness and panhandlers are often mentioned. One business park had seven burglaries in two months. Some business owners feel the economy has not improved. They claim to have observed growth in the low-income population.

Unlicensed contractors (plumbers, roofers, gardeners) are another grievance. Licensed contractors complain of unfair competition from unlicensed contractors who quote cheaper rates, and feel the licensing department is not doing enough to police or stop this problem.

Perceptions that business license fees and utility taxes are high are another concern. Many businesses compare Long Beach to Signal Hill and Orange County and feel they receive insufficient benefits for the taxes and fees they pay to the City. Despite these difficulties, most businesses indicate the City has strengths, including freeway access, location and climate. Some see the potential for economic growth as well as positive recognition for Long Beach.

Small Businesses

Seventy-two percent of the businesses in Long Beach employ fewer than ten employees (the comparable figure for all of Los Angeles County is 74%). Small businesses express complaints about being slighted by the City and often perceive larger businesses as receiving preferential treatment. Small businesses often see themselves as having greater difficulty than larger businesses dealing with the City's permitting and licensing process, or competing for City procurement opportunities. For firms that are not doing well, fees and regulatory requirements sometimes become a lightning rod for their discontent. They become especially incensed when perceiving a "can't be bothered" attitude from a City department while attempting to obtain a critical permit.

Education

Those who comment on education often recommend that the Long Beach School System strengthen educational standards and develop curricula that will enhance the employability of young people entering the work force. Comments about Long Beach City College and Poly High tend to be favorable.

Some businesses report there are insufficient qualified, skilled, dependable and educated workers to recruit from the immediate area, and therefore they must sometimes go outside the City for new hires. Some businesses attach a stigma to workers referred by EDD and JTPA programs.

CITY FOLLOW-UP

Firms returning the mail survey could indicate their interest in meeting with a City representative to follow up on issues raised in their response. It was also possible for them to indicate that they had an urgent need for a meeting. This has led to 497 on-site interviews from 1994 through 1997 to explore issues raised by firms in the mail survey, explain City services that might be of interest to the firm, and arrange appropriate follow-up contacts with other City staff.

The number of site visits and "hot sheet" referrals to City agencies to follow-up on business assistance issues are as follows:

<i>Survey Cycle</i>	<i>Number of Site Visits</i>	<i>Number of Follow-Up Referrals</i>
1994	234	464
1995	156	416
1996-97	107	317

The six kinds of help that firms most frequently ask the City to provide are:

1. Enterprize and Revitalization Zone benefits
2. Public safety assistance
3. Long-term financing
4. Help recruiting Workers
5. Help finding additional space for expansion in Long Beach
6. Business consulting service

The six issues most frequently referred to City staff for follow-up as a result of site visits are:

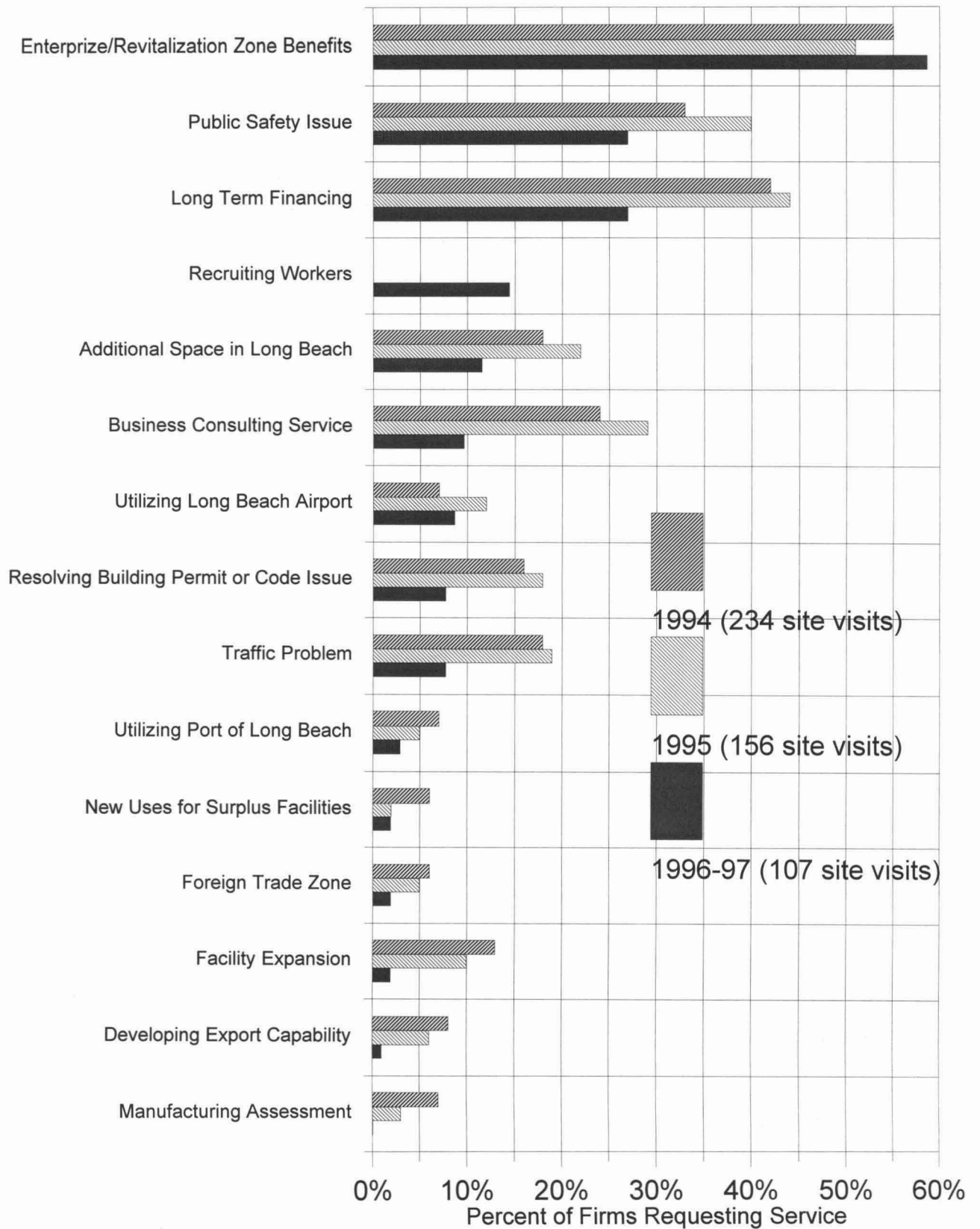
1. Public safety
2. Assistance in recruiting and training workers, or assisting laid-off workers
3. Financial assistance
4. Enterprize and Revitalization Zone information
5. Public works assistance
6. Assistance with permits, licenses, inspections and zoning.

In each of the survey cycles:

- Roughly half the follow-up referrals have gone to the City's Economic Development Bureau;
- Roughly 15% have gone to the Police Department;
- Roughly 10% have gone to Public Works; and
- Roughly 5% have gone to Planning and Building

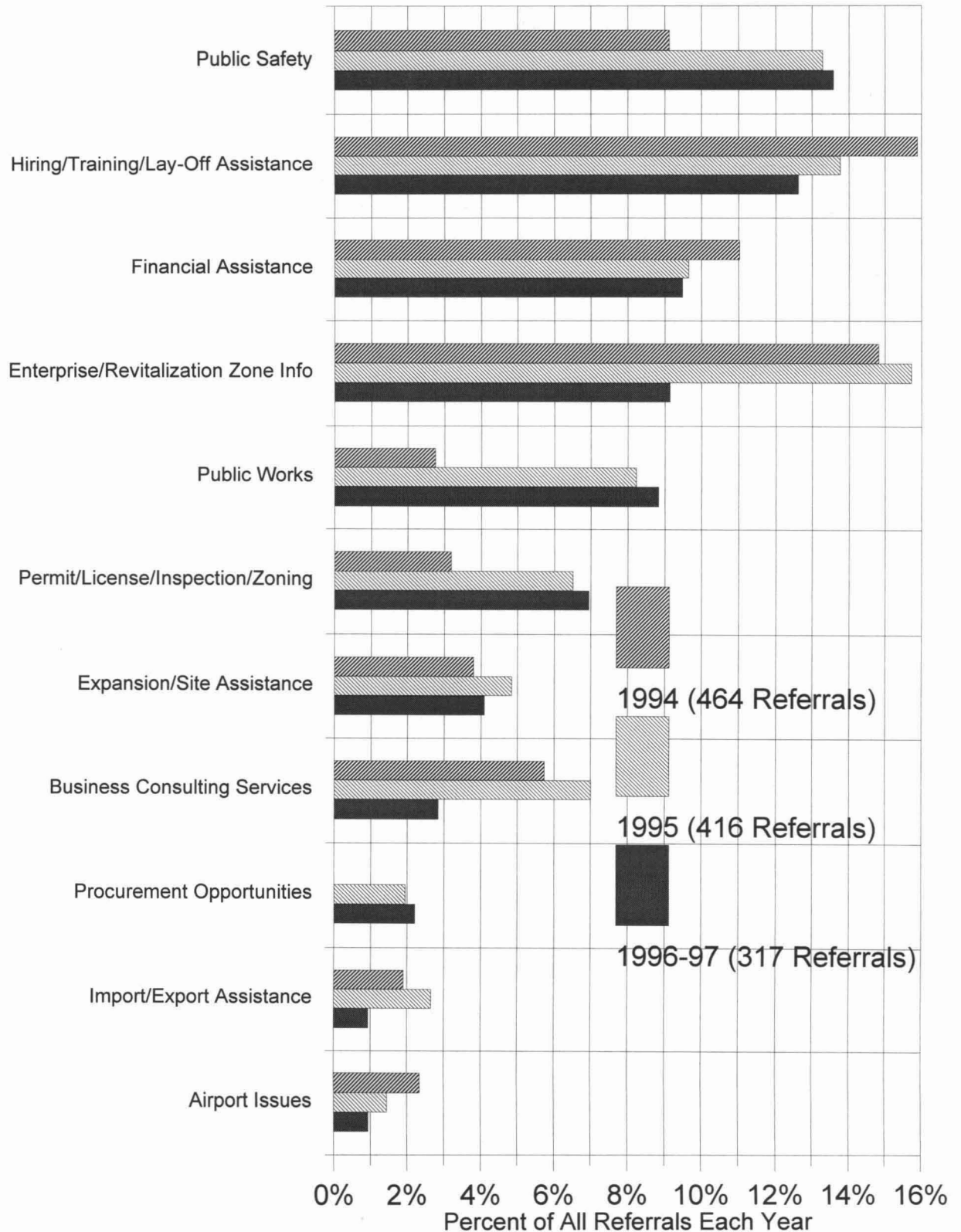
CITY HELP WANTED BY LONG BEACH FIRMS

On-Site Interviews 1994-97



ISSUES REFERRED TO CITY AGENCIES

Long Beach Business Outreach 1994-97



CITY AGENCIES RECEIVING REFERRALS

Long Beach Business Outreach 1994-97

