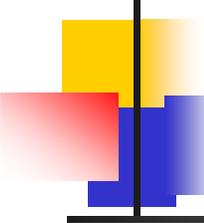


Long Beach Small Business Monitor 2017 Survey Results

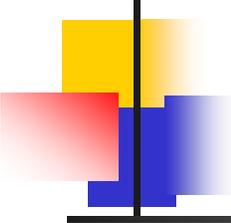


*Small Business Expectations,
View of Local Gov't Performance,
Important Concerns of LB Small Business,
and Bizport Awareness/Use*



About the Long Beach Small Business Monitor

- *Purpose: Provide the greater Long Beach region with an understanding of the expectations and desires of small business in the Long Beach area.*
- *Survey research has been conducted since 2012.*



LBSBM and MBC Web Sites

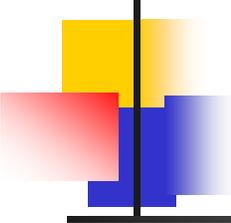
- ***The link below is to the LB Small Business Monitor web site and research archive.***

- <http://web.csulb.edu/colleges/cba/lbsbm/>

- ***Work is part of the Marketing Business Center – A CSULB/CBA student & small business connection.***

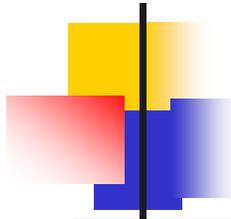
- *CBA students work with LB small business on digital marketing, planning and research projects -*

- <http://web.csulb.edu/colleges/cba/marketing/cbambc/>



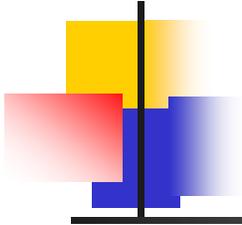
About the 2017 Survey

- *Results are based on a scientific random sampling of 300 of small business owners and managers in Long Beach.*
- *A small business is defined as having 2-50 employees.*
- *Survey margin of error is +/-5.7%*



Methodology

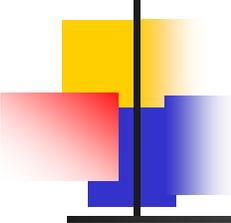
- *Under the direction of Dr. Flexo, Marketing Systems Group (www.m-s-g.com) generated a random sample from their frame of all small businesses with addresses in Long Beach.*
- *The sample was sent to Opinion Access Corporation a professional data collection facility (www.opinionaccess.com). Each record was called by a professionally trained interviewer at OAC.*
- *Raw data is sent back to CSULB-CBA where it is processed and analyzed by Dr. Flexo and CBA marketing students.*



CSULB-CBA Long Beach Small Business Monitor

SMALL BUSINESS

EXPECTATIONS FOR 2017

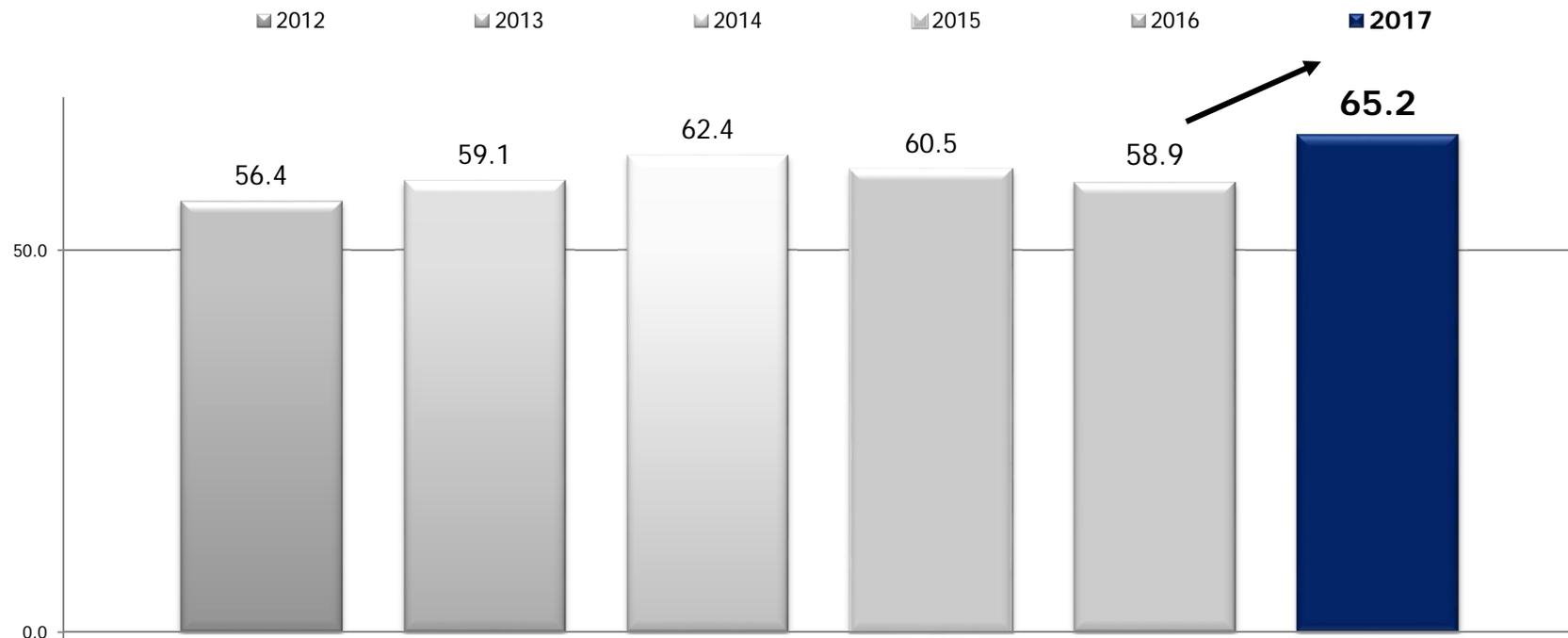


Questions Answered Here

- *What are LB Small Business Expectations For Their Business and the Long Beach Economy in 2017?*

LB Small Business' Are Positively Optimistic About 2017

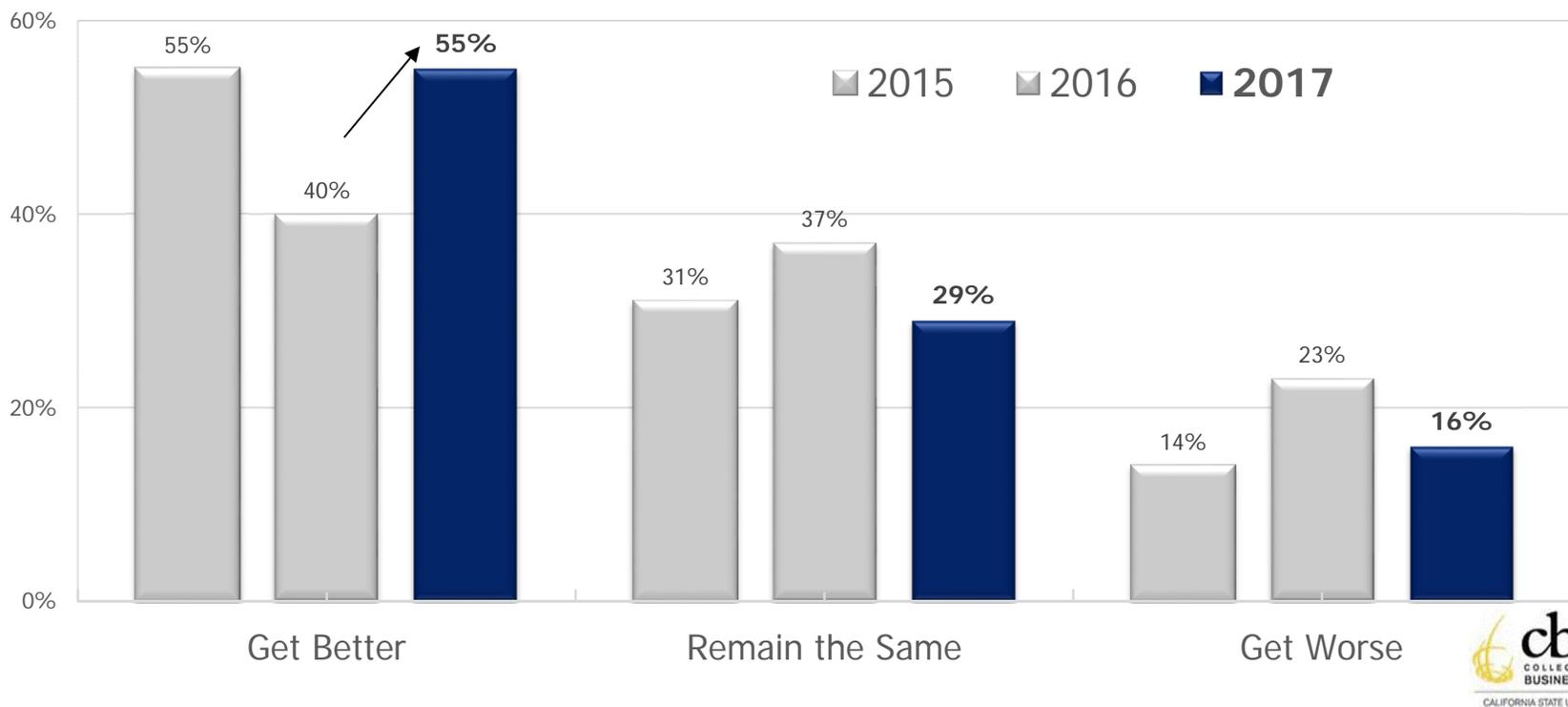
**Long Beach Small Business Expectations Index
50 + = Positive Expectations for Coming Year**



Expectations Index = Summary measure of expectations for sales and revenues, profits, hiring, capital expenditures and consumer demand.

Local Economic Optimism

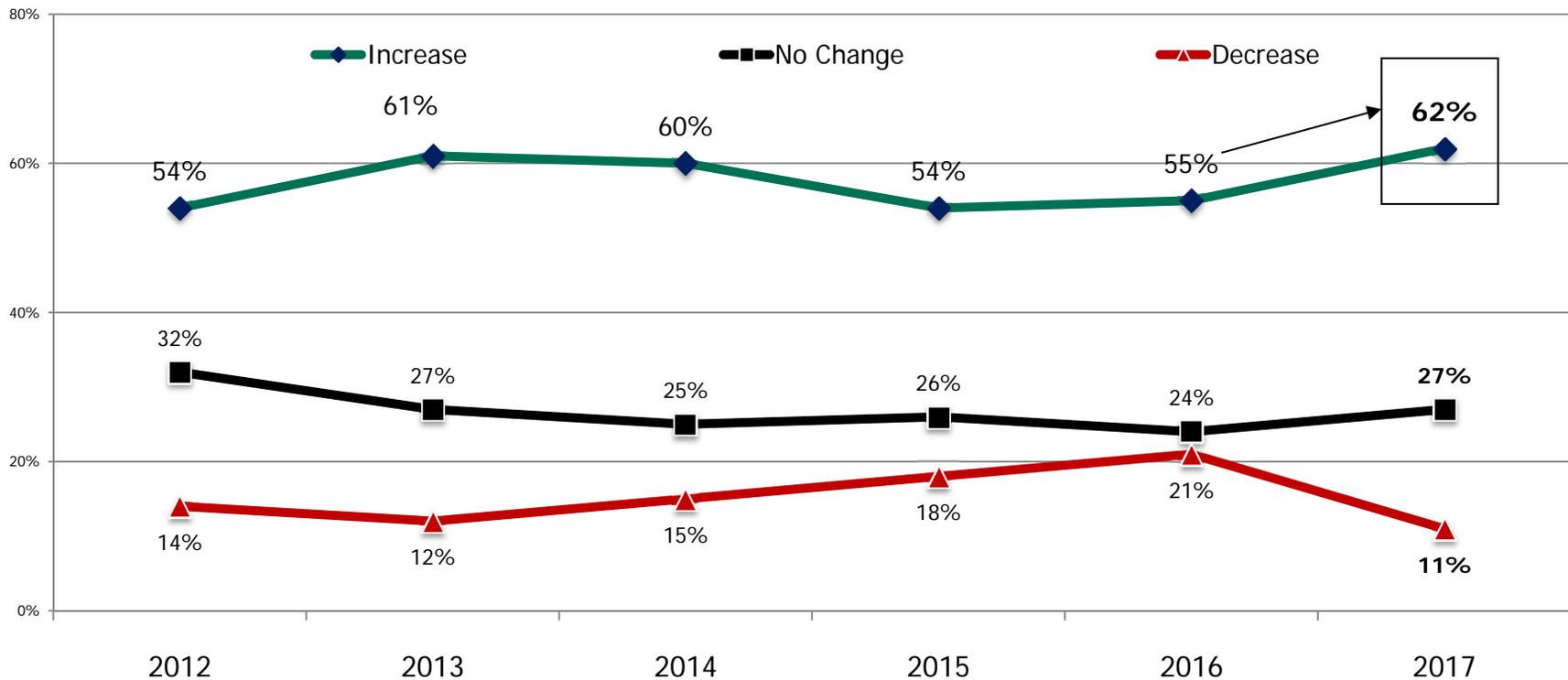
- **Majority of LB Small Business optimistic about prospects for the Long Beach economy.**



Q: Do you feel the economy for small business in the Long Beach region will...?

Expectations for 2017: More Sales and Revenues

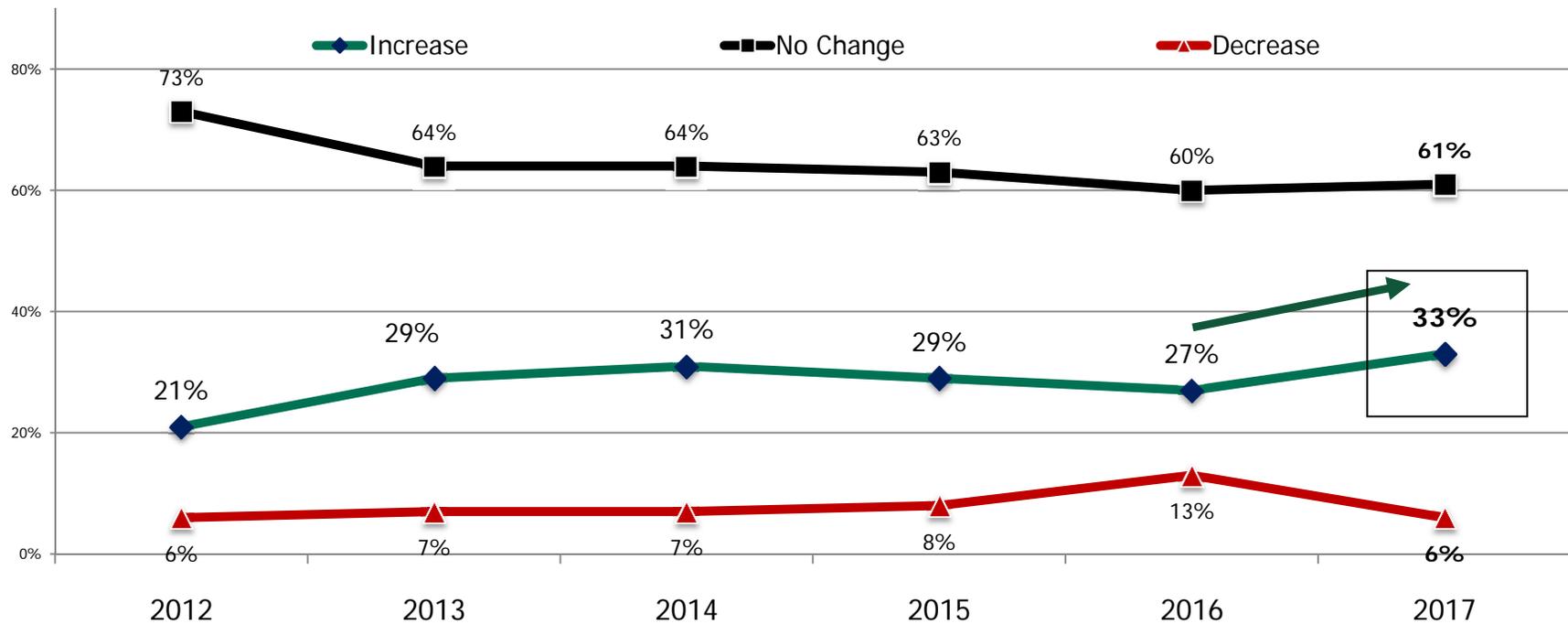
- Many more small business owners (62%) anticipate higher sales and revenues this coming year.



Q: Do you believe your business sales and revenues will increase, decrease or be unchanged in 2017?

Expectations for 2017: More Hiring Expected

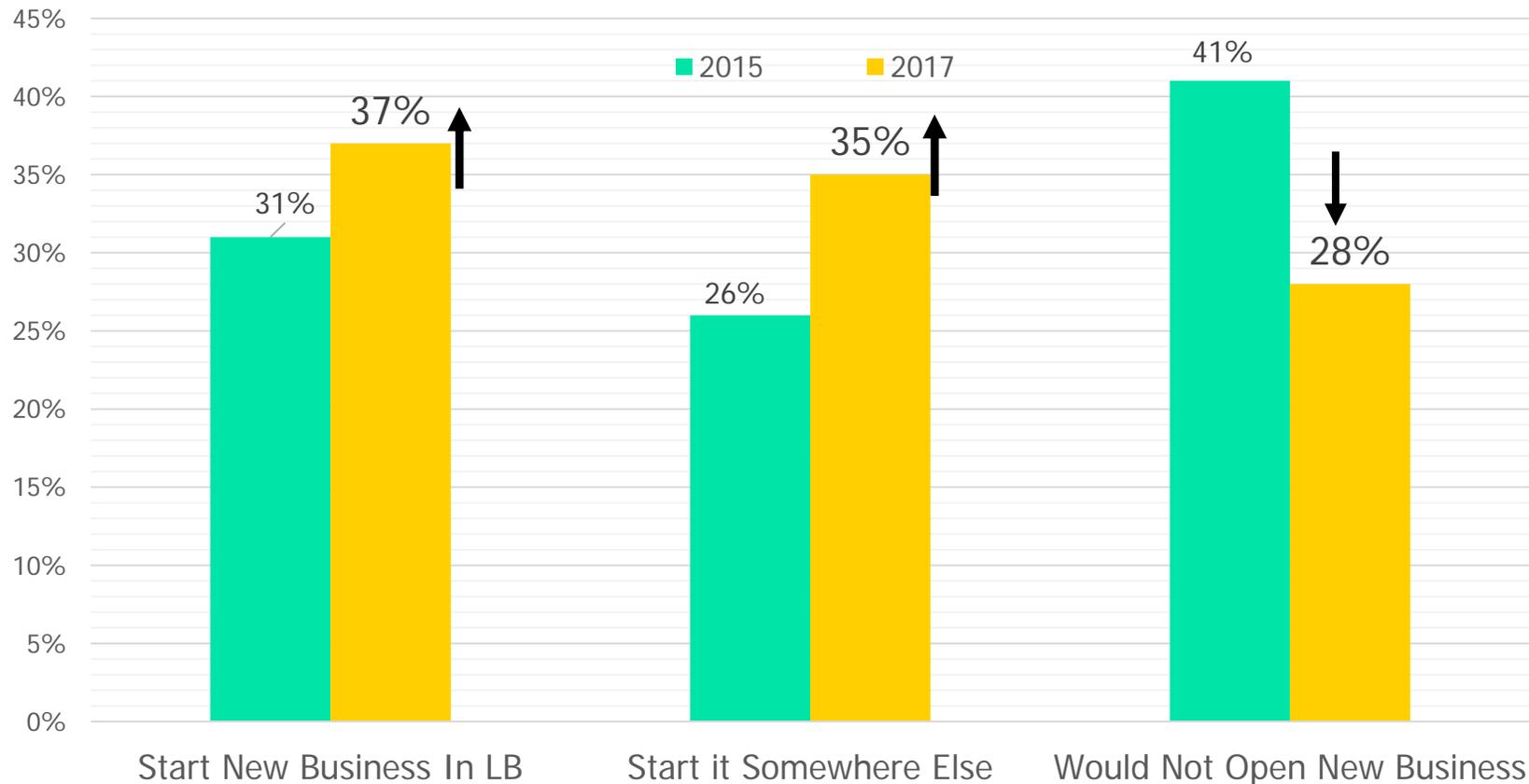
- **Business optimism translates into more hiring. One-third of small business owners anticipate hiring more people in the coming year; Higher than in previous years.**

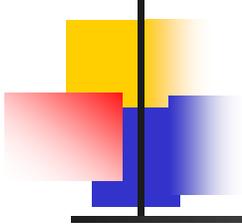


Q: Do you believe your hiring of new employees will increase, decrease or be unchanged in 2017?

Would You Start a New Business in Long Beach Today?

Optimism Translates into More Interest In Opening New Businesses in the Coming Year

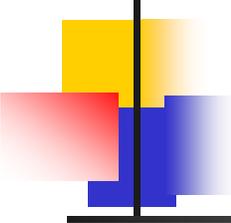




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JOB PERFORMANCE

ASSESSMENTS OF CITY GOVT

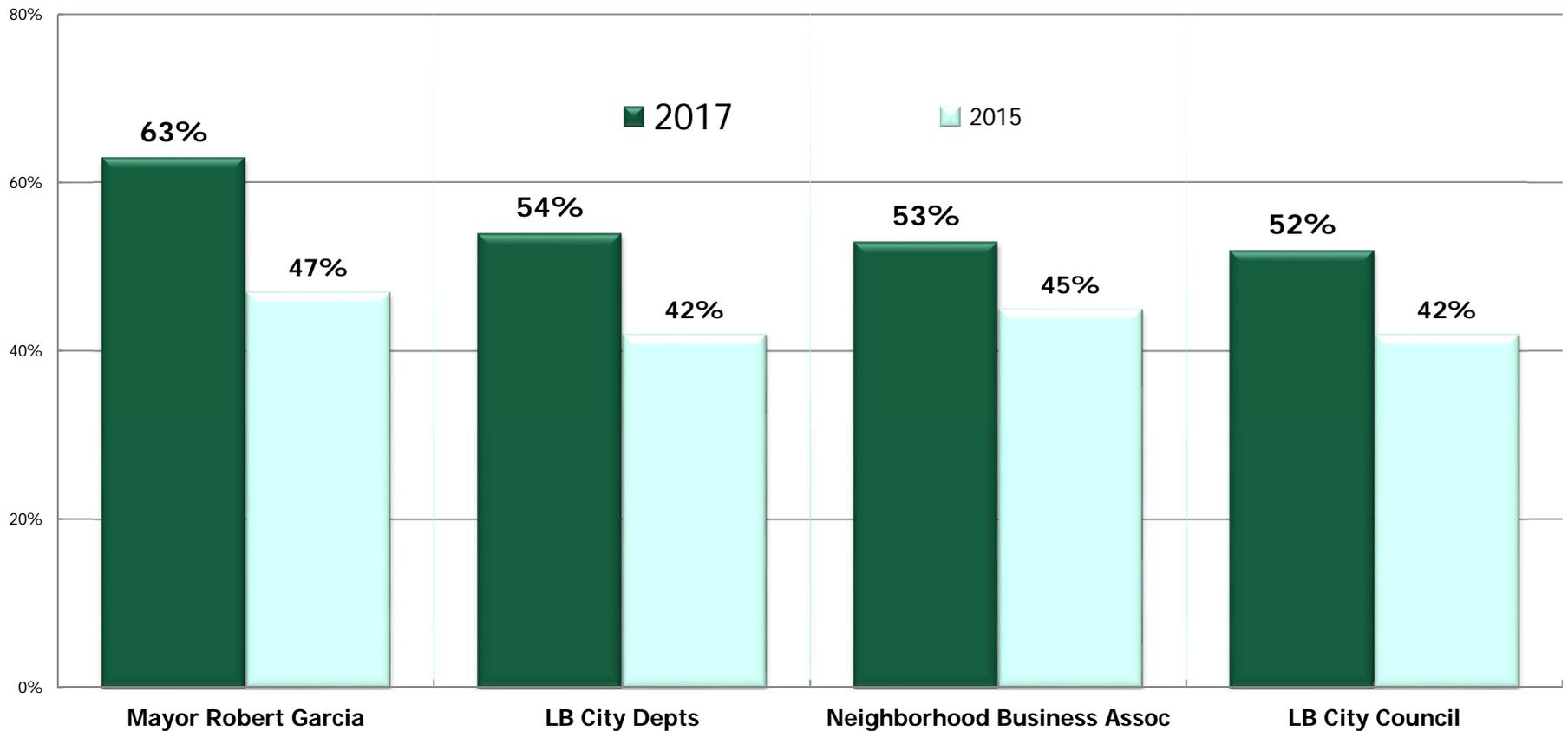


Questions Answered Here

- *How Does Long Beach Small Business View the Job Performance of Long Beach City Government in Supporting Small Business?*

Job Performance Ratings: 2017 vs 2015

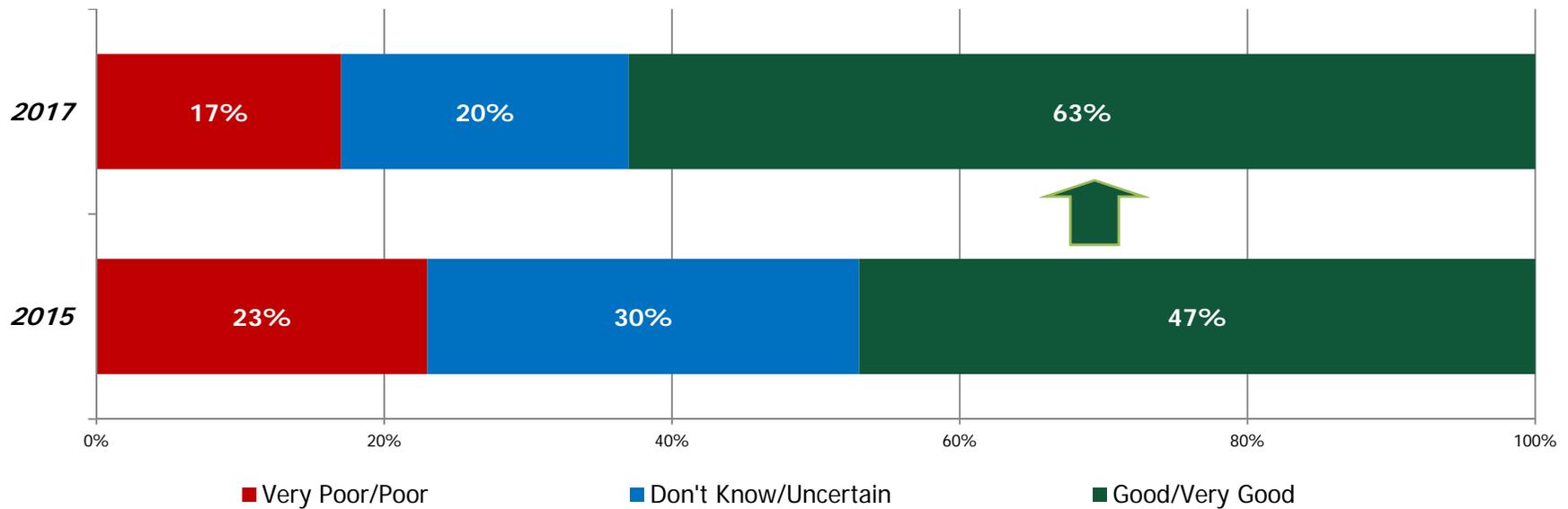
Q: Is _____ doing a good job in supporting small business in Long Beach?



Small Business Rating

Job Performance: Mayor Garcia

Mayor Garcia's job performance is rated more positively today by more small businesses. Increased familiarity with the Mayor's activities is a factor as is a decline in poor performance grades.



Q: Do you feel LB Mayor Robert Garcia is doing a very good, good, poor or very poor job in supporting small business in Long Beach today?

Small Business Rating

Job Performance: Mayor Garcia

**North Long Beach
(90805, 90807)**

Very Good/Good: 60%

Poor/Very Poor: 20%

Not Sure: 20%

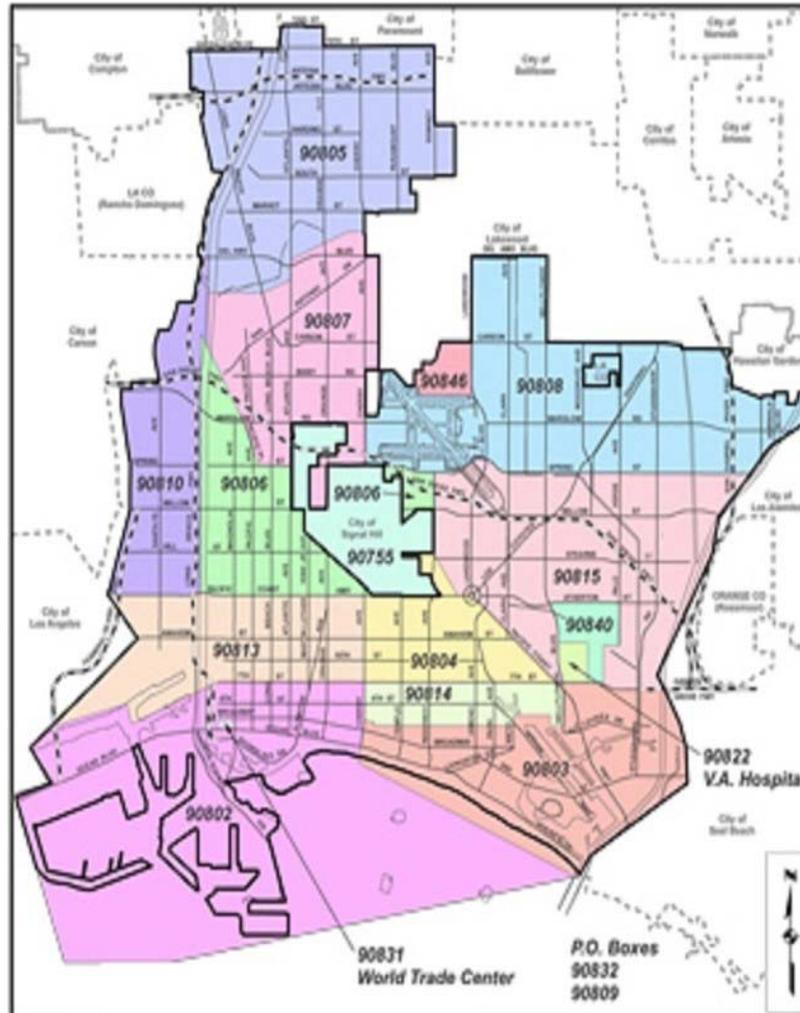
**Downtown, West Long
Beach, Signal Hill**

**(90813, 90810, 90806,
90802, 90755, 90831)**

Very Good/Good: 63%

Poor/Very Poor: 16%

Not Sure: 21%



**Rating is high
across all areas
of the City.**

**North East Long Beach
(90815, 90808, 90846)**

Very Good/Good: 64%

Poor/Very Poor: 16%

Not Sure: 20%

**South East Long Beach
(90803, 90814, ,90804,
90822, 90840)**

Very Good/Good: 60%

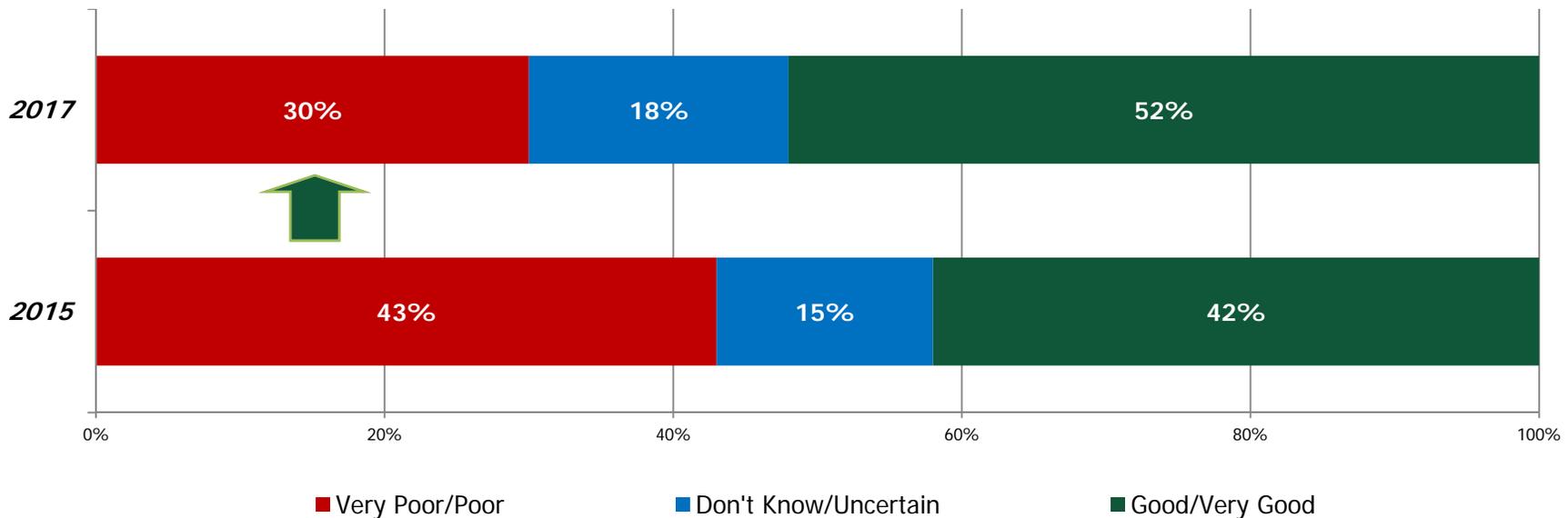
Poor/Very Poor: 18%

Not Sure: 22%

Small Business Rating

Job Performance: LB City Council

LB City Council job performance ratings are improving. LB City Council experienced a large % decline in poor performance ratings.



Q: Do you feel the LB City Council is doing a very good, good, poor or very poor job in supporting small business in Long Beach today?

Small Business Rating

Job Performance: LB City Council

More variation across the City contributes to lower overall job performance grades for the LB City Council compared to other institutions.

Above Avg. Positive Job Rating

**North Long Beach
(90805, 90807)**
Very Good/Good: 56%
Poor/Very Poor: 24%

Most Positive Job Rating

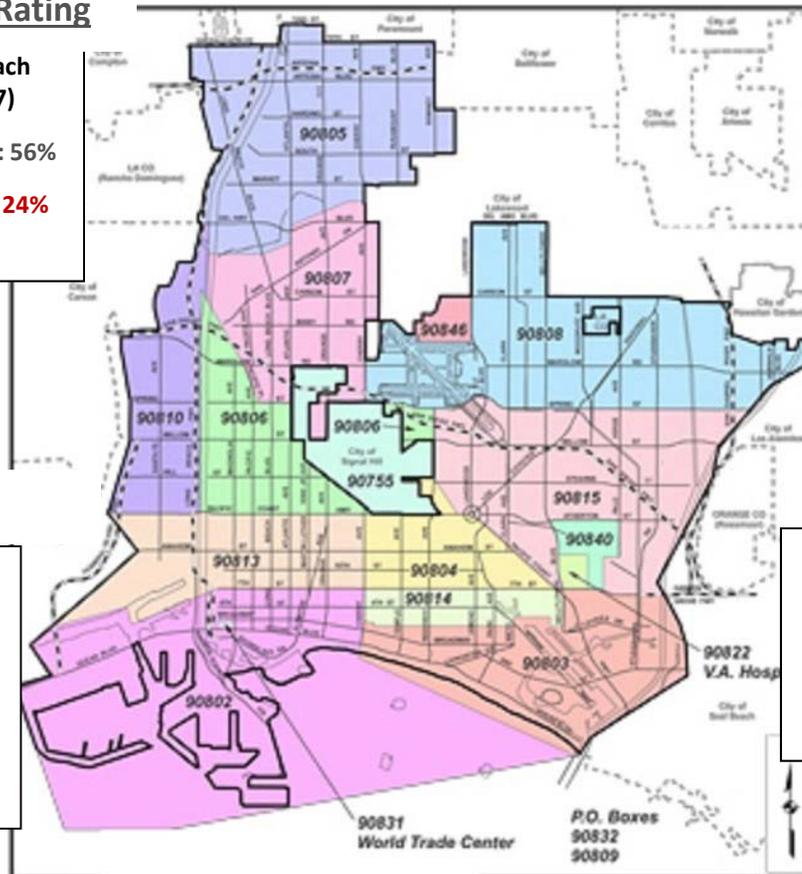
**Northeast Long Beach
(90815, 90808, 90846)**
Very Good/Good: 61%
Poor/Very Poor: 23%

Above Job Rating

**Downtown, West Long Beach, Signal Hill
(90813, 90810, 90806, 90802, 90755, 90831)**
Very Good/Good: 51%
Poor/Very Poor: 31%

Least Positive Job Rating

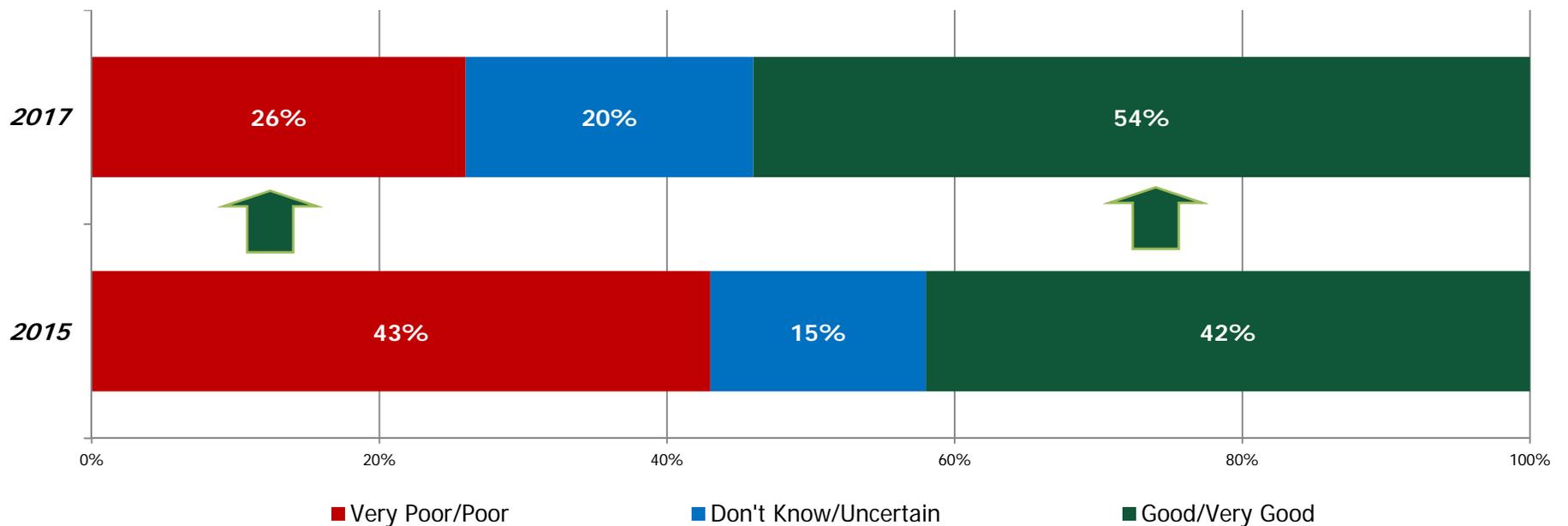
**Southeast Long Beach
(90803, 90814, 90804, 90822, 90840)**
Very Good/Good: 45%
Poor/Very Poor: 36%



Small Business Rating

Job Performance: LB Depts./Agencies

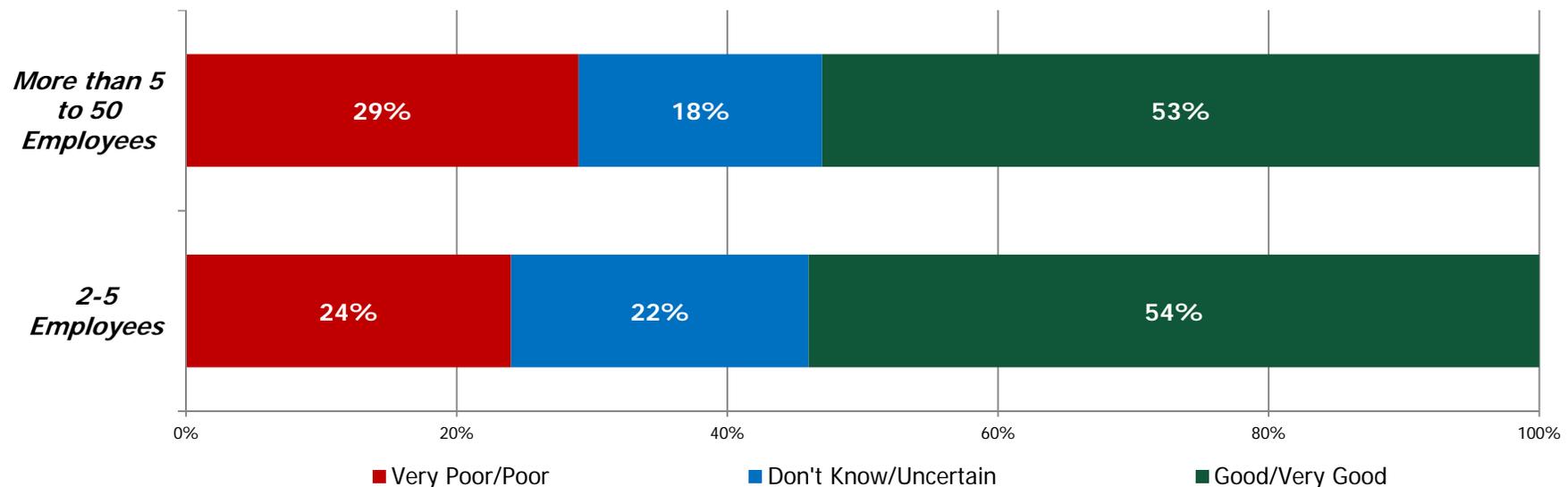
LB small business attitudes toward local departments/agencies are improving the most. Majority of LB small businesses give LB Departments and Agencies a good job performance grade today. Large decline in poor ratings is significant!



Q: Do you feel LB City Departments and Agencies are doing a very good, good, poor or very poor job in supporting small business in Long Beach today?

Job Performance: LB Depts./Agencies By Size of Small Business

LB Departments and Agencies are serving micro small businesses and larger small businesses equally as well. Not differences in job performance assessments between these two groups.

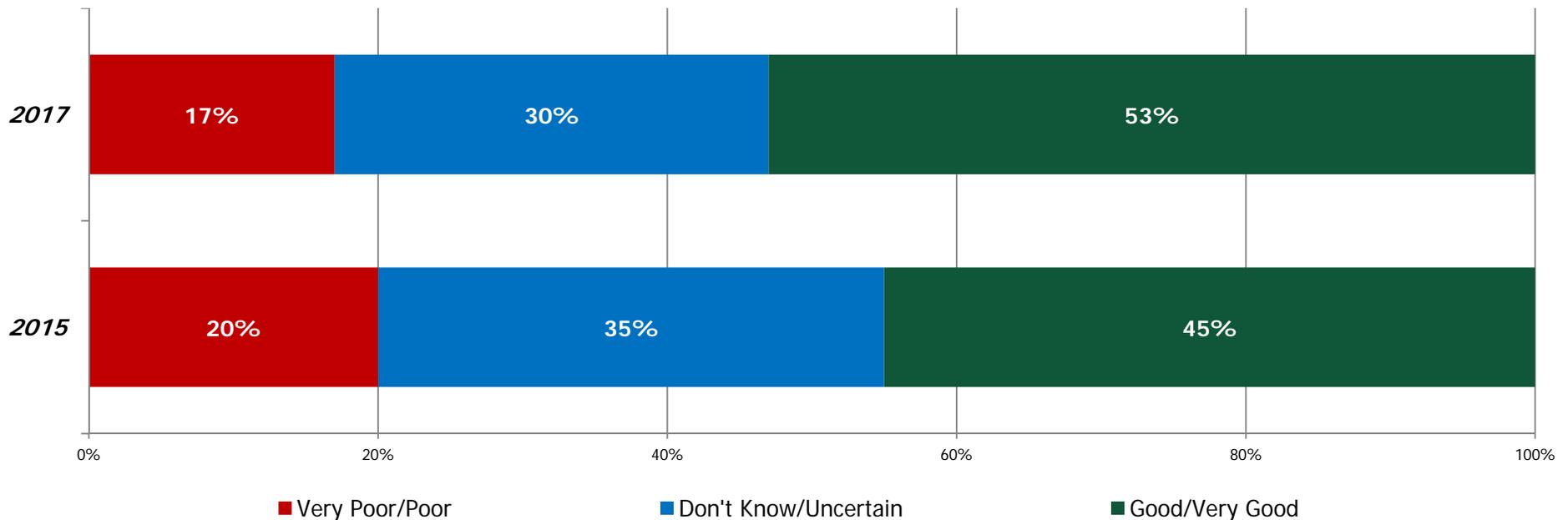


Q: Do you feel LB City Departments and Agencies are doing a very good, good, poor or very poor job in supporting small business in Long Beach today?

Small Business Rating

Job Performance: Bus. Improve Dist.

Majority of small business give positive job ratings to their neighborhood BID. A big challenge for neighborhood business districts is awareness of BIDs and the services that are offered.

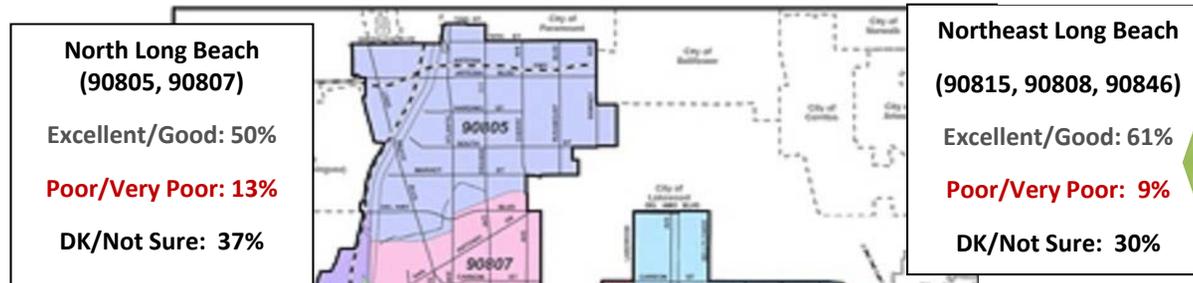


Q: Do you feel your Neighbor Business Associating is doing a very good, good, poor or very poor job supporting small business in Long Beach today?

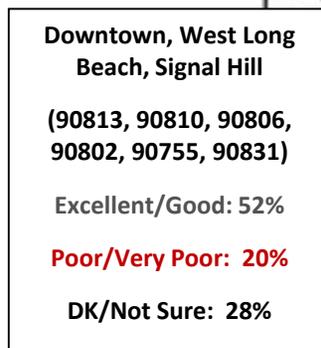
Small Business Rating Job Performance: Bus. Improve Dist.

There is significant variation in BID job performance ratings in different areas of LB. Grades are highest among small business in Northeast Long Beach and lowest in the Southeast part of the City.

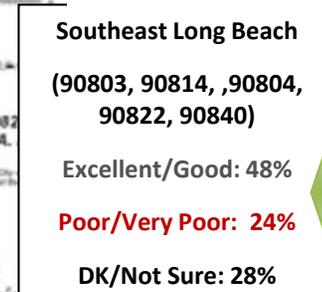
Most Positive Job Rating

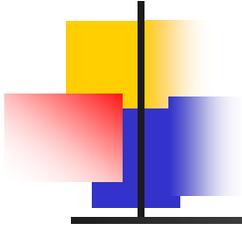


At Average Job Ratings



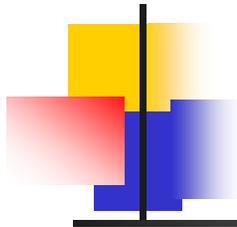
Least Positive Job Rating





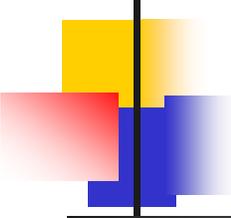
CSULB-CBA Long Beach Small Business Monitor

***SMALL BUSINESS CONCERNS
AND DESIRES?***



Questions Answered Here

- ***What Are the Most Important Concerns of Long Beach Small Business in 2017?***



What Are the Problems You Have Today In Your Business?

- *Finding skilled employees* and *small business fees and taxes* top the list of concerns today.

	2017
<i>Finding Skilled Employees</i>	61%
<i>Small Business Fees and Taxes</i>	60%
<i>Consistent Cash Flow</i>	47%
<i>Raising Working Capital</i>	45%
<i>Finding and Keeping Customers</i>	43%
<i>Access to Low Cost Credit</i>	39%

Rating of Very Important Problem

What Are the Problems You Have Today In Your Business? By Business Start Decision

- Starting new LB business is driven by availability of good customers. Those starting elsewhere need more skilled employees and lower fees/taxes. Cash flow and capital needs keep those from thinking of starting a new small business in LB.

	2017	Start Bus In Long Beach	Start Bus Elsewhere	Won't Start Business
<i>Finding Skilled Employees</i>	61%	59%	63%	56%
<i>Small Business Fees and Taxes</i>	60%	54%	75%	60%
<i>Consistent Cash Flow</i>	47%	40%	45%	58%
<i>Raising Working Capital</i>	45%	38%	39%	46%
<i>Finding and Keeping Customers</i>	43%	37%	47%	45%
<i>Access to Low Cost Credit</i>	39%	41%	38%	36%

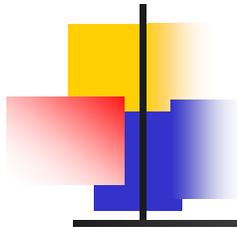
Rating of Very Important Problem

What Are the Problems You Have Today In Your Business? By Business Size

- **Key Difference – More larger small business have greater difficulty finding skilled employees today than do micro-small business.**

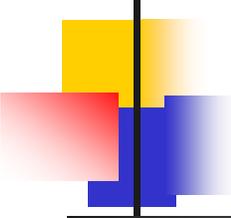
	2017	2-5 Employees	6-50 Employees
<i>Finding Skilled Employees</i>	61%	54%	69% ← <i>Also top reason for starting business elsewhere</i>
<i>Small Business Fees and Taxes</i>	60%	63%	63%
<i>Consistent Cash Flow</i>	47%	47%	47%
<i>Raising Working Capital</i>	45%	46%	43%
<i>Finding and Keeping Customers</i>	43%	44%	42%
<i>Access to Low Cost Credit</i>	39%	38%	39%

Rating of Very Important Problem



Questions Answered Here

- ***What Can City Gov't Do to Help Small Business?***



What Can City Gov't Do To Help Small Business in Long Beach?

Two thirds cite streamline regulations and local tax incentives to invest in business and hire new employees. Helping promote LB small business is a third area where City could be helpful.

	2015	2017
<i>Streamline Regulations/Process</i>	62%	62%
<i>Tax Incentives to Invest and Hire</i>	50%	62%
<i>MKTG Promoting LB Business</i>	59%	60%
<i>Help Facilitate Access To Credit</i>	53%	53%
<i>Free WiFi</i>	42%	42%

↑ Largest Increase

Q: What should be done to help you grow your small business? – Rating Very Important

What Can City Gov't Do To Help Small Business in Long Beach? By Business Start Decision

- Streamline regulations and tax incentives are “prices of entry” meaning these actions are desired by a majority of small business regardless their intentions. But to keep and **grow small businesses in Long Beach requires an investment in the Long Beach consumer economy** with effective marketing **and** helping small business gain **access to credit specifically targeted to build new business in the City.**

	2017	Start Bus In Long Beach	Start Bus Elsewhere	Won't Start Business
Streamline Regulations/Process	62%	69%	64%	51%
Tax Incentives to Invest and Hire	62%	59%	65%	62%
MKTG Promoting LB Business	60%	48%	63%	66%
Help Facilitate Access To Credit	53%	45%	57%	58%
Free WiFi	42%	33%	48%	44%

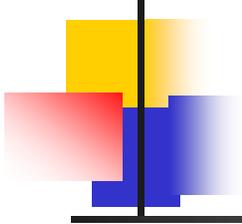
Q: What should be done to help you grow your small business? – Rating Very Important

What Can City Gov't Do To Help Small Business in Long Beach? By Business Start Decision

- Streamline regulations and tax incentives again tops the list of “prices of entry” regardless business size. Micro small business are more desirous of marketing to help drive new customers to Long Beach businesses, while larger ones are more focused on tax incentives to invest and hire new employees.

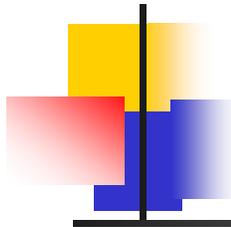
	2017	2-5 Employees	6-50 Employees
Streamline Regulations/Process	62%	64%	59%
Tax Incentives to Invest and Hire	62%	62%	62%
MKTG Promoting LB Business	60%	64%	51%
Help Facilitate Access To Credit	53%	53%	53%
Free WiFi	42%	41%	43%

Q: What should be done to help you grow your small business? – Rating Very Important



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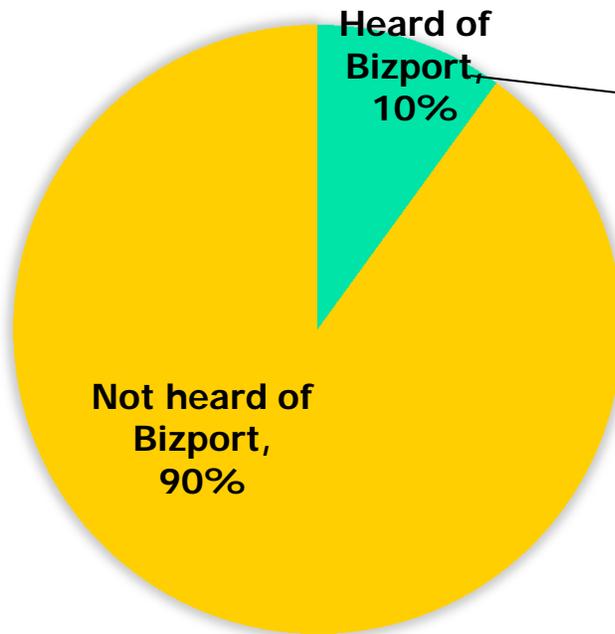
WHAT ABOUT BIZPORT?



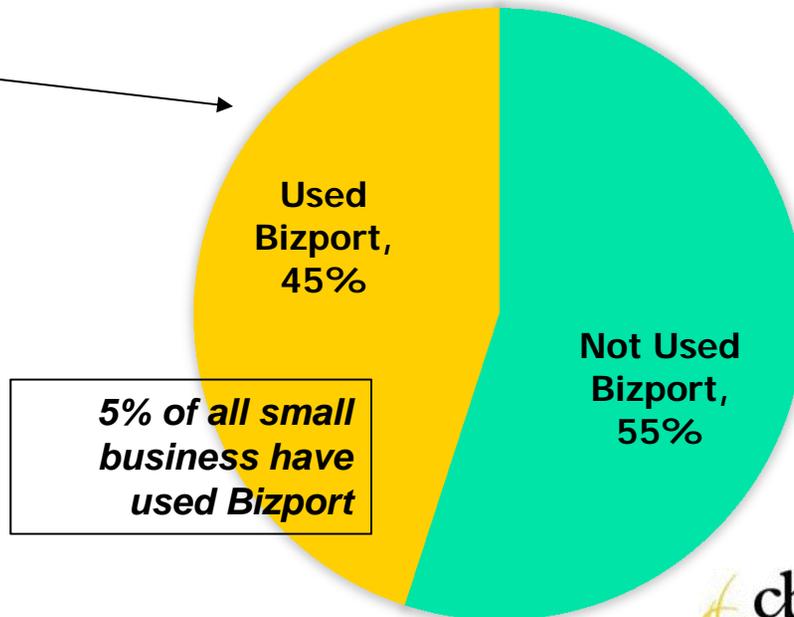
Bizport: Heard of/Used?

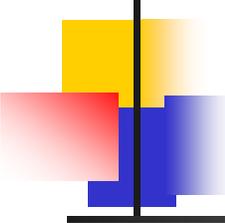
Q: The City of Long Beach offers a new online serviced called Bizport. At Bizport entrepreneurs and small business owners can get help on business planning, city permitting, hiring and other assistance to start or grow a business in the City.

Have You Heard of Bizport?



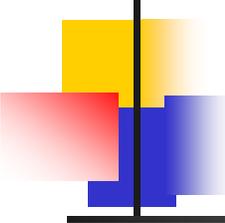
**Have You Used Bizport?
Among Those Aware**





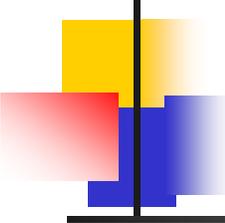
Long Beach Small Business Monitor: 2017 Summary - Expectations

- ***LB Small Business' Are Positively Optimistic About 2017***
- ***Business optimism translates into more expected hiring in the coming year.***
- ***Optimism Translates into More Interest In Opening New Small Businesses in the Coming Year***



Long Beach Small Business Monitor: 2017 Summary – Job Approval Ratings

- ***2/3 of LB Small Business owners feel Mayor Garcia is doing a good/ excellent job supporting small business – up 15% since 2015***
 - ***Positive job approval ratings are consistent across all areas of the City***
- ***Job approval ratings are more positive for City Departments, City Council and BIDs – though not as strong as Mayor.***
- ***Ratings of City Departments have improved the most.***



Long Beach Small Business Monitor: 2017 Summary – Small Business Concerns

- **Finding enough skilled employees continues to top the list of concerns of LB Small Business**
- **Streamline regulations and tax incentives are “prices of entry” meaning these actions are desired by a majority of small business regardless their intentions. But to actually keep and grow small businesses in Long Beach requires an investment in the Long Beach consumer economy.**

Future Research

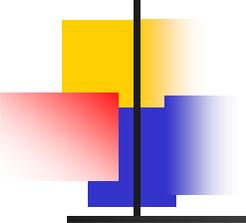
- **Small Business Monitor Surveys – Continual data analysis and Internet survey panel built from 2012 – 2017 surveys.**
- **CBA has database of 6,000 Long Beach small businesses with the following identification data which can be mined for insights.**

S_DUNSNUMBER
S_COMPANYNAME
S_SECONDARYNAME
S_STREETADDRESS
S_CITY
S_STATE
S_ZIPCODE
S_ZIP4
S_PHONE
S_GIVENNAME

S_MIDDLEINITIAL
S_SURNAME
S_SURNAMESUFFIX
S_PREFIX
S_TITLENAM
S_STATUSINDICATOR
S_SUBSIDIARYINDICA
TOR
S_POPULATIONCODE
S_LINEOFBUSINESS
S_MANUFACTURINGIN
DICATOR
S_PRIMARYSIC
S_FIPSCODE

S_TRACT
S_BLOCKGROUP
S_DMA
S_MSA
S_NIELSONSIZE
S_CENSUSDIVISION
S_CENSUSREGION
S_TIMEZONE
S_CBSACODE
S_CBSADIVISION
S_CBSAMSAMET
S_CBSAMCSAMET
S_REPLICATE

S_SALESVOLUME
S_EMPLOYEESH
S_EMPLOYEEESTOTAL
S_LIKELYCELLULAR
S_2010CENSUSBLOCK



***CSULB – CBA Long Beach
Small Business Monitor***



THANK YOU!

For More Information:

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Department of Marketing

College of Business Administration

California State University, Long Beach

