



CALIFORNIA STATE UNIVERSITY
LONG BEACH

College of Business

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Long Beach Small Business Monitor

Post-Pandemic: Helping Small Business Recover and Thrive

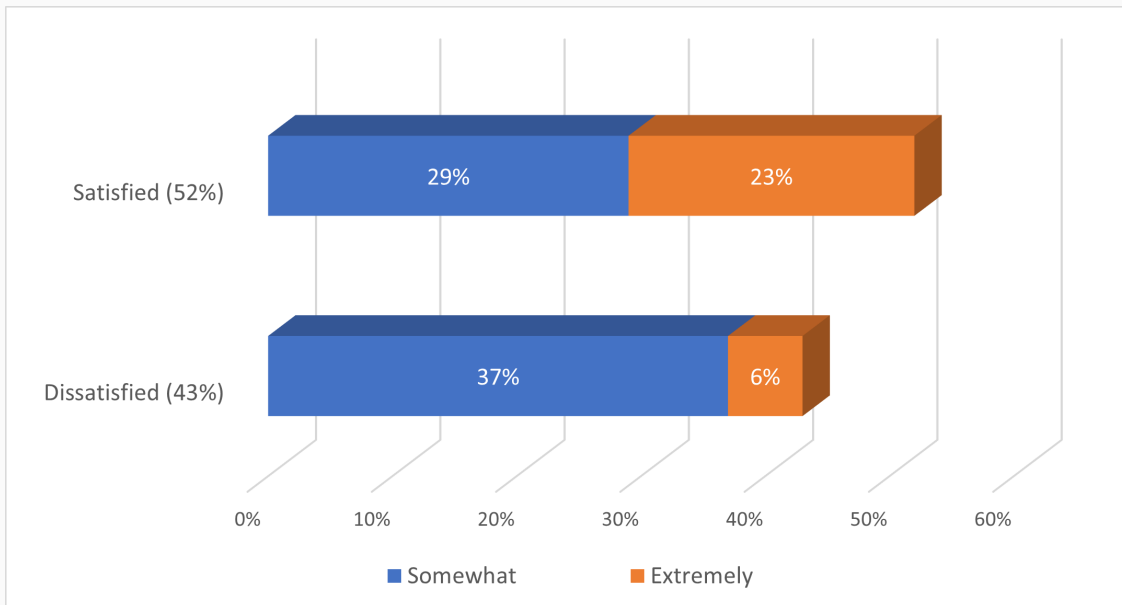
After many months of difficulties and heartbreak during the pandemic crisis, Long Beach small businesses are poised to reopen fully on June 15th! Yet even ahead of this date small businesses are reporting many more customers as the Long Beach community ventures outside, anxious to shop and eat at their favorite local spots.

In this issue of the College of Business Long Beach Small Business Monitor, we asked Long Beach small business people how they rate the response of local government in supporting local business during the pandemic crisis, and what they would find most helpful as they navigate re-openings and a return to growth, post-pandemic.

Majority Satisfied with Response of Local Gov't

A majority of Long Beach small business people give local government relatively high marks for its response to helping small business during the pandemic crisis. As the numbers below show, 52% say they were satisfied with the how local government responded to the needs of small business during the pandemic crisis, with 23% reporting they were extremely satisfied. Forty-three percent (43%) said they were dissatisfied, but just 6% of Long Beach small business people were extremely dissatisfied with the response of local government to their needs during the crisis.

How satisfied/dissatisfied are you with how local government has responded to the needs of small business during the pandemic crisis?



Unsure = 5%

Local Gov't Response?	Somewhat	Extremely
Satisfied (52%)	29%	23%
Dissatisfied (43%)	37%	6%

What Can Local Government Do to Help Long Beach Small Businesses Recover and Thrive?

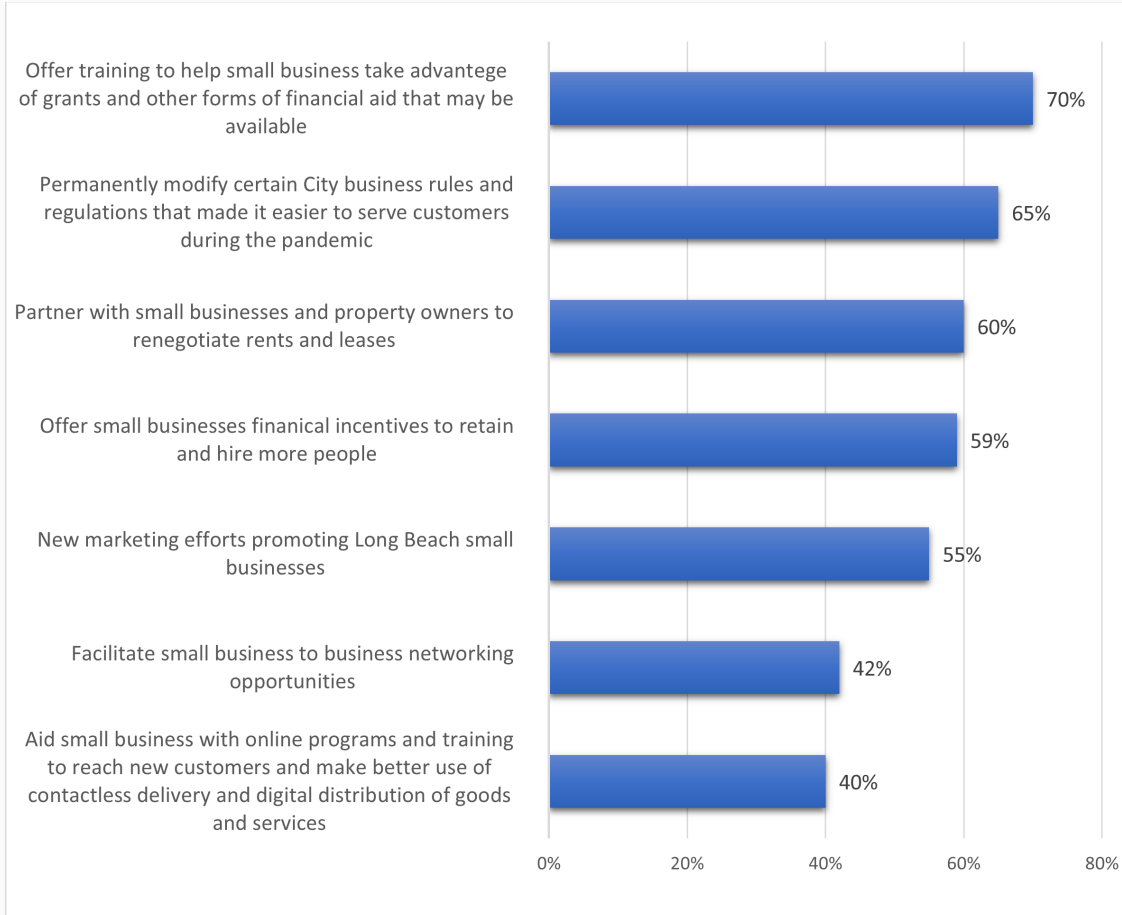
In the survey, we asked Long Beach small business people to prioritize their needs and range of actions that local government might take to help their small business recover and thrive post-pandemic. In the table and chart below are the results.

At the top of the list are two items supported by more than 2 out of 3 local small business people: 1) Offer training and support to take advantage of small business financial aid that may be available (70%), and 2) Make permanent some of the changes in rules and regulations during the pandemic that made it easier to serve customers and do business (65%).

Next are two actions that 3 in 5 local small business people would like done including, 3) Partner with owners and small businesses in helping to renegotiate rents and leases (60%), and 4) Offer small business financial incentives to retain and hire more people (59%).

How important are these actions that local government can take in helping your small business recover and thrive post-pandemic?

% Saying Very Important



How important are these actions local government can take to help Long Beach small business recover and thrive post-pandemic?	% Very Impt
Offer training to help small business take advantage of grants and other forms of financial aid that may be available	70%
Permanently modify certain City business rules and regulations that made it easier to serve customers during the pandemic	65%
Partner with small businesses and property owners to renegotiate rents and leases	60%
Offer small businesses financial incentives to retain and hire more people	59%
New marketing efforts promoting Long Beach small businesses	55%
Facilitate small business to business networking opportunities	42%
Aid small business with online programs and training to reach new customers and make better use of contact-less delivery and digital distribution of goods and services	40%

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Visit the [Long Beach Small Business Monitor Web site](#) to learn more about survey methods, purpose and goals, and to access archives of past small business surveys and reports.

Next Issue

What Are the Most Pressing Concerns of Long Beach Small Business Today?



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