



An Enterprise Zone Success Story:
Portfolio Coffeehouse
Long Beach, California

Portfolio Coffeehouse, a popular neighborhood coffee shop and café, recently learned about the benefits of the Enterprise Zone Program. Located in a quaint area with several other local, independent shops, Portfolio Coffeehouse has been a Long Beach fixture for over two decades.

Prior to receiving Enterprise Benefits the coffee shop would bring in pre-made sandwiches and muffins and was unable to grow its workforce of 30 part-time employees. Now that the company is receiving Enterprise Zone credits it is able to expand its operations and hire additional employees.

“With assistance from the Long Beach Enterprise Zone we can now make food on site for our customers, which will make Portfolio Coffeehouse even more popular,” says Kerstin Kansteiner, owner of Portfolio Coffeehouse. “We are thrilled to be able to hire more people and are committed to hiring local Long Beach residents.”

Portfolio Coffeehouse is a shining example of a small business leaving its footprint in the shaping of the city. Now, because of the Enterprise Zone Program it can grow and continue to provide much enjoyed coffee, food, art and entertainment for many years to come.

California’s Enterprise Zone Program was established in 1984 in order to stimulate business investment in depressed areas of the state and create job opportunities for local residents. The Enterprise Zone Program is one of the state’s most successful economic development tools – combating poverty and unemployment in disadvantaged areas of our state and encouraging business growth and expansion.