

DTLB Alliance

Special Events & Sponsorship

October 10, 2024

DTLB Alliance Conference Room



Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all

I. CALL TO ORDER & INTRODUCTIONS – Clay Wood, Chair

Members:

Clay Wood (Chair), Clare Le Bras (Vice Chair), Robert Marquez, Judy Estrada, Isaac Svensson, Alex Escobar, Brendan Le, James Turner

DTLB Alliance Staff:

Austin Metoyer, President & CEO

Justine Nevarez, Community Outreach & Events Manager

- 2. ACTION ITEM:** Approve minutes from September 10, 2024 Special Events & Sponsorship Committee Meeting

Staff Report



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3a. FY 23-24 Events Recap

- 10/14 – Arts Month Art Walk
- 12/2 – Roller Disco
- 12/31 - NYE Fireworks at the Waterfront
- 1/13 – Art Walk
- 2/22 – Date Night on Pine
- 4/13 – Celebrate Downtown + Art Walk
- 5/11 – Sip Shop & Stroll
- 5/19 – Post Pride Parade Party
- 6/12-13 – Taste of Downtown: Pine & Promenade
- 7/13 – Art Walk + Summer of Ube
- 8/14-15 – Taste of Downtown: Waterfront
- 8/24-9/7 – Summer on Pine



DTLB's
**SUMMER
ON PINE**
EVENT SERIES!
AUG 24 - SEP 7

Sponsored by
Pedal Movement 

ROLLER DISCO
Thursday, Aug. 29 | 5-9pm
(Pine Ave. between Broadway and 3rd St.)

 **DOWNTOWN
LONG BEACH
ALLIANCE**

The poster features a vibrant illustration of five people roller skating on a purple and blue checkered floor. The skaters are wearing colorful, retro-style clothing and roller skates. The background is dark purple with a large, glowing globe in the upper right corner. The text is in a playful, bubbly font.

3b. Microgrant Report

- [Awardees](#): October 1, 2024 – March 30, 2025
 - Fri. 10/18 6-10pm - Friday Night FHAM
 - Sat. 10/26 12-4pm - LB Vintage Pop-up
 - Sun. 10/27, 11/2, 12/8 11am - MSLMO Concert Series
 - Sat. 12/7 5-9pm - Winter in Willmore
 - Sat. 1/25 2-5pm - Safe Spaces Directory Launch
 - TBD February - Project XLB Community Health Day



Chairperson Report



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4a. Chairperson's Report – Wood

- Recap 23-24
 - Group 1 – Sponsorship Recruitment
 - Group 2 – Venue Directory
 - Group 3 – Retail Event
- Committee Group Projects Discussion

Goal #1: Identify & Recruit Sponsors to Help Cover Costs of Events

- Update [sponsorship deck](#)
- Research companies that sponsor & keep a [database](#)
- Make contact then introduce DTLB Alliance staff

Goal #2: Business Outreach Assistance

- Assist DTLB Alliance staff with recruiting businesses to participate in events
- Survey businesses and answer questions to gain their participation

Goal #3: Bring More Events to DTLB

- Brainstorming session

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENTS (three minutes on all non-agenda items)

8. ADJOURNMENT