

# DTLB Alliance

# Special Events & Sponsorship

## December 12, 2024

DTLB Alliance Conference Room



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

## I. CALL TO ORDER – Clay Wood, Chair

### Members:

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

### DTLB Alliance Staff:

Austin Metoyer, President & CEO

Justine Nevarez, Community Outreach & Events Manager

2. **ACTION ITEM:** Approve minutes from November 14, 2024 Special Events & Sponsorship Committee Meeting

# Chairperson Report



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

## **4a. Chairperson's Report – Wood**

- Committee Project Groups
  - 1. Recruit Sponsors: Clare, James, Alex
  - 2. Outreach Assistance: Alex, Rob, Isaac, Clare
  - 3. Event Organizers to DTLB: Judy, Michael, Brendan

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

- Recent Sponsors:
  - Port of LB
  - Arts Council for LB
  - Aster
  - Inkwell
  - 200 W Ocean
  - AMLI
  - Mosaic
  - CA Resources Corp.
  - Studio One Eleven
  - Shoreline Village
  - LB Transit
  - Partake Collective
  - Hyatt Regency
  - Supervisor Janice Hahn

## **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 #2: Business Outreach Assistance**

- 2025 Events:
  - Jan. 16 – Mocktail Crawl (TBD)
  - Feb. 8 – Art + Design Walk (Black History Month)
  - Mar. 15 – St. Paddy’s + Bike Fest
  - Apr. 5 - Art + Design Walk (Celebrate Downtown)
  - May 3 – Sip, Shop & Stroll
  - Jun. 11 & 12 – Taste of Downtown: Pine & Promenade
  - Jul. 12 - Art + Design Walk
  - Aug. 16 – Waterfront Beer & Wine Fest + KCRW Summer Nights

## **Goal #3: Bring More Events to DTLB**



## **Goal #3: Bring More Events to DTLB**

- Events that have come to Downtown:
  - Taco & Tequila Fest
  - KCRW Summer Nights
  - LA Design District
  - LB Walls (formerly Pow Wow)
- Events we'd love to see in Downtown:
  - 626 Night Market
  - KROQ's Secret Summer Concert Series

# Staff Report



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## 3a. Pre-Holiday Bar Crawl Recap

- Participating bars:
  - Agaves
  - Alegria
  - Altar
  - Anna's Joint
  - Baby Bros
  - ISM
  - Sevilla
- Stats:
  - Registered: 153
  - Returned charms: 86
  - People on Pine/promenade during event: 1.3k at peak
  - Press: featured in Grunion Gazette
  - Socials:



## **3b. Mocktail Crawl Preview**

- Participating bars:
  - Bo beau
  - Signups close 12/19
- Featuring a mocktail demo at a few bars
- Live music at each bar
- “vision board” theme for charms
- Graphics in progress



### 3c. Art + Design Walk (2/8) Preview

- Artist & host signups just began
- Confirmed exhibitions:
  - **Studio One Eleven**
    - THUMS Island visioning exhibition - Nathan Amundson and Brian Trimble (3rd Street)
    - Laser Light Competition and laser cutter demo (promenade side)
    - Muse Apothecary Popup (promenade side)
  - **Promenade**
    - CD1 – Black History Month event
    - LBCC Architecture Program - Tiny House (TBD)
    - Poster Territory wants to do a collab with the Af. Am. Cultural Center (tolerance or black lives matter collections, or both)
    - Parking Day-style event
      - Open call to Design District (and educational institutions – CSULB, LBCC, etc) .
      - [Ocean LB](#) - Alejandra Perez is organizing community youth event and/or participating in Parking Day
      - [KLPB radio](#) – public broadcast from the sidewalk and/or Parking Day
      - LB Community Design Center Mentorship program – student involvement TBD - Parking Day
  - **Acres of Books**
    - CSULB Design Department Exhibition
    - Renaissance HS (TBD)
  - **Intertrend**
    - Edison Theatre (TBD)
    - Projection mapping on Psychic Temple for Lunar New Year
  - **Lincoln Park**
    - Arts Council Exhibition - Billie Jean King Library
  - **LBMA DT**
    - Paul said they will coordinate an opening (TBD)

### 3d. Microgrant Report

- Awardees: October 1, 2024 – March 30, 2025
  - **Fri. 10/18 6-10pm - Friday Night FAHM**
  - **Sat. 10/26 12-4pm - LB Vintage Pop-up**
    - 251-500 attendees; sales were greater than past 2 events combined
  - **Sun. 10/27, 11/2, 12/8 11am - MSLMO Concert Series**
  - **Sat. 12/7 5-9pm - Winter in Willmore**
    - 475+ attendees; 13 market vendors, 6 kids activities, 50 kids received \$10 gift card, 4 tree packages, 2 food trucks, falling snow!
  - ~~**Sat. 1/25 2-5pm - Safe Spaces Directory Launch CANCELLED**~~
  - Sun. 2/22 11am-2pm- Project XLB Community Health Day



5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT