

DLBA Special Events & Sponsorship

February 13, 2024

DLBA Conference Room



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

I. CALL TO ORDER – Robert Marquez, Chair

Members:

Robert Marquez (Chair), Amy Chambers (Vice Chair), Claudia Ayala, Greg Beck, Judy Estrada, Rhonda Love, Silissa Uriarte Smith, Jennifer Totah-Wolfe, Clay Wood

DLBA Staff:

Austin Metoyer, President & CEO
Justine Nevarez, Community Outreach & Events Manager
Stew Stephens, Programming Assistant

2. ACTION ITEM: Approve minutes from January 9, 2024 Special Events & Sponsorship Committee Meeting

Staff Report



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3a. Art Walk Recap

- [Instagram Reel](#)
 - 5,561 accounts reached (3,512 followers, 2,049 non-followers)
 - 9,399 plays
 - 352 interactions
- Placer:
 - 9.6k Visitors in East Village 4pm-10pm

3b. Date Night Preview

- Thursday, February 22 from 6-9pm
- Pine Ave from Broadway to 3rd
- Ryck Jane & The Homies, Broken Spirits Distillery, Aerial Butterflies, restaurant specials at \$15/30 \$30/60 \$45/90 price point



**DT
LB**

DATE NIGHT

Join us on Pine Avenue for an unforgettable evening of entertainment, restaurant specials, cocktails, and more!

Thursday, Feb. 22 | 6 to 9PM
Pine Ave (between Broadway & 3rd Street)
DLBA.org/DateNight


DOWNTOWN
LONG BEACH
ALLIANCE

 
@DLBA
DTLB.ORG

Sponsored by

**BROKEN
SPIRITS**
DISTILLERY
EST. 2000 — L.A., CA

Chairperson Report



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

4a. Chairperson's Report – Marquez

- Project Groups – First Meeting
 - Group 1 – Sponsorship Recruitment
 - Silissa, Rhonda, Claudia
 - Group 2 – Venue Directory
 - Rhonda, Amy, Greg
 - Group 3 – Retail Event
 - Jennifer, Clay, Judy

4a. Group I – Sponsorship Recruitment

- January – meet with MarCom to identify changes to be made to sponsorship deck & create marketing plan, and make edits to sponsorship deck
- February – identify potential sponsors within the community & create database
- March – begin promoting on social media & sending to orgs on database
- April+ – continue sharing sponsorship deck & recruiting sponsors

4a. Group 2 – Venue Directory

- January – add new establishments to existing database
- February – send form to property owners
- March – update directory
- April – first draft due
- May – final draft due
- June – meet with MarCom to create marketing plan
- July – market directory and host open house at featured properties inviting event organizers to check out the spaces
- August+ - continue sharing directory

4a. Group 3 – Retail Event

- January – host info session for EV retailers to gain insight & finalize name
- February – meet with MarCom to create marketing plan & announce event to retailers
- March – continue gathering info from businesses
- April – announce event to public & begin selling tickets
- May – event!

5. OLD BUSINESS

Microgrant Report

- Completed:
 - Spooky Saturday 10/23
 - ADDSTEAM Innovation Summit 10/26-27
 - ArtBar LB 11/9
 - Banjee Ball 10 Year Anniversary 12/2
 - Musique Sur La Mer-ry Holiday Concert 12/10
 - Winter in Willmore 12/16
 - Cat Lady Drag Bingo 1/6
 - Sold out event, made \$1860 for kittens, Ficklewood Cidery would like to work with us again
 - ManiFEST 1/11 CANCELLED
 - KLBP Live Street Event 1/20
 - - LBTv came to cover us, although I do not know when that story will air. - More than a dozen people applied for shows or to get media training with KLBP. - Representatives from area businesses and organizations stopped by to tour the station.
 - Madly Film Screening & Benefit 2/6 CANCELLED
- Upcoming:
 - When Art Happens 3/23

6. NEW BUSINESS

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

8. ADJOURNMENT