

Marketing & Communications Committee Meeting

June 6, 2022

DLBA Zoom Conference Room



DOWNTOWN
LONG BEACH
ALLIANCE

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

Chairperson Monica Calls Meeting to Order

Taking Attendance:

Roll Call: Monica Garrett, Cameron Andrews, Amy Chambers, Sal Flores, Ryan La Rosa, Aimee Mandala, Vanessa Nunez, Michael Vitug

2. Minutes

Action: Approve minutes from May 2, 2022 Meeting

Roll Call: Monica Garrett, Cameron Andrews, Amy Chambers, Sal Flores, Ryan La Rosa, Aimee Mandala, Vanessa Nunez, Michael Vitug

3. Chairperson's Report

Monica Garrett, Chair

3A. MarCom Committee Meeting Timing

Discussion Points

- ☐ Move meeting to new day?
- ☐ Move meeting to new time?
- ☐ Set meeting date for July (due to holiday)

3B. Discussion of New Goal

- ☐ **Campaign to encourage remote workers to spend time in Downtown during the week**

4. Staff Report

Michael Berman

DLBA Communications Manager

4A. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage May 1- 30, 2022

- **Downtown Long Beach: 49** articles
 - 374M in potential reach; \$3.4M ad equivalency
- **DLBA: 5** articles (Business Survey; Taste of Downtown; Fresh Start)
 - 1M potential reach; \$10K in ad equivalency

May Newsletter Performance

- **Downtown Scene:** Open Rate **27.3%**, Click Rate **2.1%**.
 Past Year: Open Rate **11.4%**, Click Rate **1.3%**
- **PBID Newsletter:** Open Rate **66.4%; 400 subscribers**
- **Business Resource Newsletter:** Avg. Open Rate **40.4%**, Click Rate **3.9%**
- **Stay Informed DTLB Advisories:** Avg. Open Rate **46.6%**, Click Rate **2%**

Top Posts by Impressions (Twitter)



Downtown Long Beach @DLBA

"Seas the day" aboard the AquaLink this summer! 🌊

Starting on Monday, May 30, the [@lbtransit](#) AquaLink will expand its service to 7-days a week. It's a 40 minute one-way ride from the aquarium to the Alamitos Bay dock.

To learn more about visit:
<http://ridelbt.com/aqualink>
pic.twitter.com/mNW07M0mvu

Impressions	5,484
Total engagements	126
Link clicks	40
Detail expands	32
Media engagements	20
Likes	20
Retweets	8
Profile clicks	6



Downtown Long Beach @DLBA

Taste of Downtown is next week! Who else is excited? 🍴

Your downtown favorite restaurants like Padre will serving samples of its delicious Latin fusion food.

Buy your tasting tickets today:
<https://bit.ly/TasteOfDowntown2022> ...

[#TasteDTLB](#) pic.twitter.com/YVtY2iUI5m

Impressions	2,133
Total engagements	93
Link clicks	34
Detail expands	29
Likes	15
Profile clicks	6
Retweets	5
Hashtag clicks	2
Replies	1
Media engagements	1



Downtown Long Beach @DLBA

DLBA's Taste of Downtown IS back and in person! 🍴

Come down to East Village on May 25-26 to taste that delicious cuisine [#DTLB](#) has to offer! Admission is free and tasting tickets are only \$1 so hurry and get yours today:
<https://bit.ly/TasteOfDowntown2022> ...


[#TasteDTLB](#) pic.twitter.com/kZRs6bbrll

Impressions	1,202
Total engagements	33
Detail expands	15
Link clicks	8
Likes	3
Retweets	2
Media engagements	2
Profile clicks	2
Replies	1

Overperforming Posts (Facebook)

Downtown Long Beach
2 weeks ago

5 days until Taste of Downtown! 🍴 George's Greek Cafe is among the many restaurants showcasing best dishes at the East Village event. The restaurant opened in 1999 and still uses the original recipes from George's wife. Be sure to buy your tasting tickets to try some of their dishes: <https://bit.ly/TasteOfDowntown2022>



1.1x 15 +5 2 +0 3 +1

Downtown Long Beach
1 week ago


Taste of Downtown is less than 2 hours away and our vendors are hard at work setting up! 🍴 Here is a list of the participating restaurants: The Auld Dubliner Jersey Mikes Padre Latin Table Utopia Long Beach Taco Co. Hi Lo Liquor Beachwood Brewery The Ordinarie Ladie Kakes The Breakfast Bar Buono's Pizzeria Cheri's Caribbean Kitchen Rosemallows & Fonda Tobala... [See More](#)

Taste of Downtown: East Village
Taste of Downtown showcases DTLB's culinary culture, where restaurants offer samples of their best dishes in one location!
[EVENTBRITE.COM](https://www.eventbrite.com)



0.8x 13 +1 0 -2 3 +1

Boost unavailable for ads



New Traffic Ad
May 23, 2022 at 3:16 PM
ID: 6277302184345

Interactions
221 reactions 82 shares

Performance

Reach		Engagements		Results	
Total	55,038	Reactions	221	Link clicks	1,144
Reach	55,038	Reactions	221	Cost per result	\$0.79
		Comments	--	Link clicks	1,144
		Shares	82		

Overperforming Posts (Instagram)



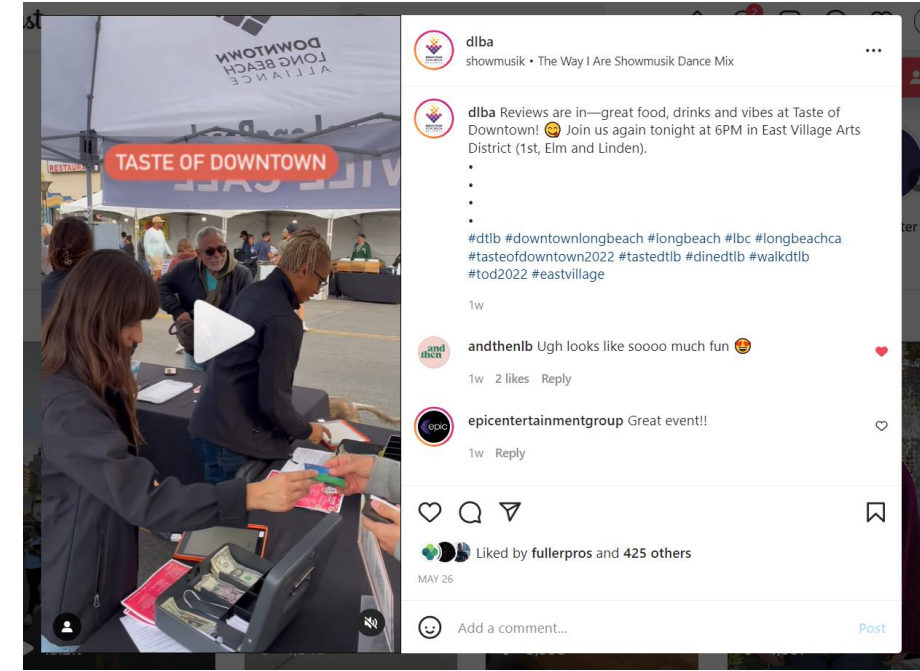
DLBA's Taste of Downtown IS back! We are excited to announce that all events in the series this year will be in person. 🍴 Come down to the East Village on May 25 and 26 from 6PM to 10PM to taste that delicious cuisine #DTLB has to offer! Admission is free and tasting tickets are only \$1 so hurry and get yours to avoid long lines at the event (link in bio). #dtlb #downtownlongbeach #longbeach #lbc #longbeachca #dtlbevent #lbevent #shopsmall #shoplocal #shopdtlb #supportlongbeach #supportdtlb #supportlocal #smallbusiness #tastedtlb #tasteofdowntown #tod22

1.2x 114 +16 5 +1



📺 TASTE OF DOWNTOWN GIVEAWAY 📺 2 followers will win \$40 worth of tickets to taste your way through Downtown. How to Enter: 1. Make sure you're following us (@dlba) 2. In the comments, tag 3 friends The giveaway ends on Monday, 5/23 at midnight. Winners will be selected at random. Tickets are valid for the entire 2022 Taste of Downtown series. #dtlb #downtownlongbeach #longbeach #lbc #longbeachca #tasteofdowntown2022 #tastedtlb #dinedtlb #walkdtlb #tod2022 #eastvillage

8.3x 528 +432 305 +301



4B. Update: MarCom Campaigns

☐ **Taste of Downtown Event Series**

IN-PERSON
TASTE
OF DOWNTOWN
IS BACK!

EAST VILLAGE / MAY 25 & 26
1ST ST BETWEEN ELM & LINDEN

FREE
ADMISSION
+Live Music

PURCHASE \$1 TASTING TICKETS
AVOID THE LINE, BUY ONLINE



<https://bit.ly/TasteofDowntown2022>

IN-PERSON
TASTE
OF DOWNTOWN
IS BACK!

PINE & PROMENADE / JUNE 29 & 30
PINE AVE, HARVEY MILK PARK & MOSAIC

FREE
ADMISSION
+Live Music

PURCHASE \$1 TASTING TICKETS
AVOID THE LINE, BUY ONLINE



<https://bit.ly/TasteofDowntown2022>

IN-PERSON
TASTE
OF DOWNTOWN
IS BACK!

WATERFRONT / AUGUST 24 & 25
MARINA GREEN

FREE
ADMISSION
+Live Music

PURCHASE \$1 TASTING TICKETS
AVOID THE LINE, BUY ONLINE



<https://bit.ly/TasteofDowntown2022>

- 5. Old Business
- 6. New Business
- 7. Public Comment
- 8. Adjournment