

Marketing & Communications Committee Meeting

April 3, 2024

DLBA Conference Room



**DOWNTOWN
LONG BEACH
ALLIANCE**

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

I. Chair Ashley Chiddick, Calls Meeting to Order

Taking Attendance:

Roll Call: Ashley Chiddick, Cameron Andrews,
Claudia Ayala, Ryan La Rosa, Samantha Mehlinger,
Patrick Michel, Melissa Urena, Amlin Kotei, James
Tir

2. Minutes

ACTION: Approve minutes from February 8, 2024 meeting.

Roll Call: Ashley Chiddick, Cameron Andrews, Claudia Ayala, Ryan La Rosa, Samantha Mehlinger, Patrick Michel, Melissa Urena, Amlin Kotei, James Tir

3. Staff Report

Asia Morris

DLBA Communications & Marketing Manager

3a. Programs & Upcoming Events

- Foot Work Records Grand Opening: April 5
- Friends of Lincoln Park Clean up: April 6, 10 AM
- Link & Learn at Altar Society, April 10
- Art Walk - Celebrate Downtown Edition April 13
- Dark Art Emporium Grand Opening, April 13
- Saffria Sage Soaps Grand Opening: April 13
- Mug to Mug at Sake Secret: April 16
- Acura Grand Prix of LB: April 19-21
- Food Series Workshop Course #2 at Studio One Eleven: April 24
- Board Application Period Closes: April 26

3b. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage Feb. 1 - Feb. 29, 2024 *

- **Downtown Long Beach:**

- **201 (-20%) media mentions for DTLB** (Signal Tribune: Things to do in Long Beach - *Lincoln Park Clean Up mentioned*, Urbanize: Aster apartments unwrapped at 125 LB Blvd, High Times: The Pharcyde: An Interview w/ the Hip-Hop Luminaries - *Cali Vibes on DTLB Waterfront mentioned*, Signal Tribune: LB may expand electric shuttle program to more locations, Press-Telegram: Black leaders celebrate “Black Excellence” with Cesar Chavez Elementary students, The Registry: \$122M in Financing Secured for 185-Room Fairmont Breakers Hotel in Long Beach, Daily Breeze: Things to do March 1-7 - *The Education Series mentioned*)
- **\$1.44M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

- **DLBA**

- **3 articles (-40%)** (LB Business Journal: Want to organize a community event Downtown? DLBA is offering microgrants of up to \$750, Press-Telegram Out & About: Things to do in LB, South Bay areas Feb. 23-28 - *The Education Series mentioned*)
- **\$4.87K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

Analytics Overview

Media Coverage March 1 - March 31, 2024 *Meltwater Analytics, 2023

• **Downtown Long Beach:**

- **182 (-13%) media mentions for DTLB** (We Like LA/KNBC: Grand Prix mentions, Signal Tribune: LB Public Radio asking for public's help to keep going -KLBP has been operating in DTLB since 2018, Signal Tribune: DTLB Art Walk, Press-Telegram: Help hunt for 1,000 tiny ducks at the Queen Mary's Easter Brunch, Urbanize Los Angeles: Trammel Crow Residential gets \$200M loan for Alexan West End in Long Beach, Several outlets: 'planned takeovers' at Del Amo/South Bay malls referencing The Pike's incident, Discover Los Angeles: Discover Real Life Barbie Locations in Los Angeles -*DTLB mentioned*)
- **\$2.74M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

• **DLBA**

- **9 articles (+200%)** (Signal Tribune: DTLB Art Walk takeover returns in April, Press-Telegram: DTLB Alliance's Art Walk Returns in April, Long Beach Post/Sourcing Journal: Brawling Teens Shut Down LB Outlet Mall, Popular Resistance: LB Hotel Workers to Earn Highest Minimum Wage -*the Downtown Long Beach Alliance has estimated that every dollar spent in a local business generates about 40 cents in additional "spillover" revenue on items like parking, eating and shipping*, Grunion Gazette Calendar: Education Series PitchMania,)
- **\$72.78K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

DLBA Social Media Channel Stats

(January / February / March 2024)

<input type="checkbox"/> Facebook	Jan 55,406 / Feb 55,381 / March 55,377
<input type="checkbox"/> Instagram	Jan 38,583 / Feb 38,903 / March 39,377
<input type="checkbox"/> Twitter / X	Jan 16,746 / Feb 16,758 / March 16,739
<input type="checkbox"/> LinkedIn	Jan 1,187 / Feb 1,223 / March 1,245
<input type="checkbox"/> Threads	Jan 4,398 / Feb 4,575 / March 4,763
<input type="checkbox"/> Total	Jan 116,320 / Feb 116,840 / March

Sprout Analytics 2023* **117,501

Analytics Overview

January/February 2024 Newsletter Performance *

Downtown Scene Newsletter

Jan: Avg Open Rate 54%, Click Rate 3.1%

Feb: Avg Open Rate 52%, Click Rate 2%

March: Avg Open Rate 48%, Click Rate 3.1%

Business Resource Newsletter

Jan: Avg Open Rate 36%, Click Rate 2.5%

Feb: Avg Open Rate 34%, Click Rate 1.7%

March: Avg Open Rate 35%, Click Rate 1.4%

Mochi's Corner

Jan: Avg Open Rate 25%, Click Rate 1.6% (Issue with bot subscribers, so numbers are skewed)

Feb: Avg Open Rate 34%, Click Rate 3.9%

March: Avg Open Rate: 39%, Click Rate 3.7%

Stay Informed: DTLB Advisories

Jan: Avg Open Rate 53%, Click Rate 1%

Feb: Avg Open Rate 53%, Click Rate 2.4%

March: Avg Open Rate 54%, Click Rate 1.8%

3c. Update on Ongoing Marketing & Communications Campaigns

Downtown Scene Newsletter - February



Hot Off the Press: Downtown Long Beach Alliance's 2024 Events Lineup!

Feb 1, 2024 | [Events, News](#)



Better Together: The Inspiring Story of East Village's Women Business Owners

Feb 29, 2024 | [Events, News](#)



Celebrate Black History Month: Discover Downtown's Black-Owned Businesses

Feb 1, 2024 | [Events, News](#)

February has been officially recognized as Black History Month in our country since 1976, when President Gerald Ford called upon Americans to “seize the opportunity to honor the too-often neglected accomplishments of Black Americans in every area of endeavor...

[Read More](#)



Honoring Legacy, Building Tomorrow: Black Owned Businesses Tell Their Stories

Feb 29, 2024 | [Events, News](#)



Blooms and Gifts Galore: Prepare for Valentine's Day in Downtown Long Beach

Feb 1, 2024 | [Events, News](#)



Meet the Clean & Safe Team Employees of the Quarter: Bolivar Esquivel & Rudolph Pugh, Jr.

Feb 26, 2024 | [Events, News](#)



Love, Laughter, and Longevity: Inside the Heartwarming Tales of 3 Downtown Date Night Couples

Feb 15, 2024 | [Events, News](#)

Downtown Scene Newsletter - March



Meet Veronica Giron, DLBA's New Homeless Outreach Coordinator

Mar 16, 2024 | Events, News



A Heartfelt Sendoff: East Village Bids Farewell to 6th And Detroit and Community Garden during March 9 Event

Mar 4, 2024 | Events, News



From Boardroom to Community: The Inspiring Women at the Helm of Downtown's Revitalization

Mar 28, 2024 | Events, News



Footsteps to Friendship: The Spirited Story of Long Beach's Walking Club Sisterhood

Mar 14, 2024 | Events, News

- By Cheantay Jensen When the Long Beach Walking Club meets for its weekly rendezvous with the pavement, they're hard to miss. The throng of women clad in leggings and sneakers, many leading their dogs or pushing strollers, claim the sidewalk. Their two-mile walk is...

[Read More](#)



Join the Celebration: DTLB Art Walk and Celebrate Downtown to Merge for an Unforgettable Evening

Mar 28, 2024 | Events, News



Green in the City: Downtown's Urban Gardens Bloom Amidst Change

Mar 14, 2024 | Events, News



Shine a Light on a Downtown Hero: Nominations Open for Spirit Awards

Mar 14, 2024 | Events, News

Economic Development Events



Giveaways!



dlba and modicas_eat_now

dlba 🌟 Big Update & \$150 Giveaways for Date Night on Pine Avenue on Feb. 22! 🌟

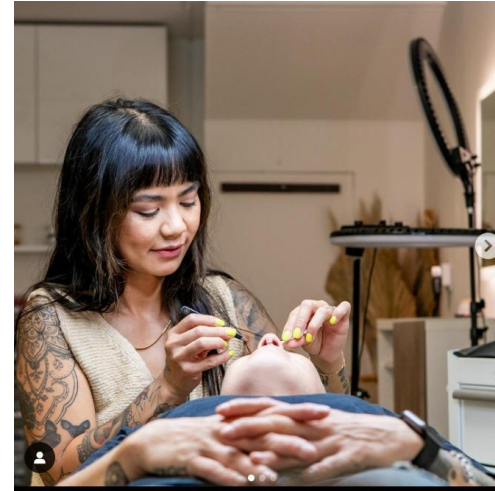
Swipe ➡️ to see the excitement coming your way!
1) Picture-perfect moments from our previous Date Nights, 2) Our BRAND NEW wristband options guide, and 3) A sneak peek at the deliciousness waiting for you at Modica's Deli!



Liked by steeners and 340 others
February 16

Add a comment...

Post



dlba and wildflowerbeautyandbrows

dlba 🌟 GIVEAWAY ALERT! 🌟 Get ready for the ultimate pampering session at Wildflower Beauty + Brows! We're giving away 2 gift cards worth \$250 each, so you can shine at our DTLB Date Night event on Thursday, Feb 22! Here's how to enter:

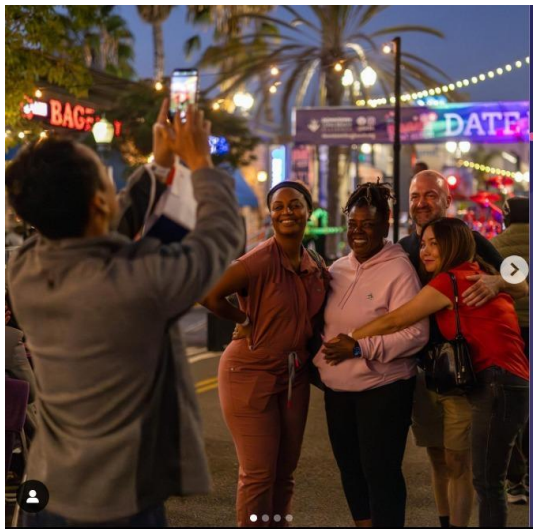
- 1) Follow us @dlba and @wildflowerbeautyandbrows 🌸
- 2) Double tap this post ❤️



Liked by steeners and 350 others
February 3

Add a comment...

Post



dlba and modicas_eat_now

dlba 🌟 Big Update & \$150 Giveaways for Date Night on Pine Avenue on Feb. 22! 🌟

Swipe ➡️ to see the excitement coming your way!
1) Picture-perfect moments from our previous Date Nights, 2) Our BRAND NEW wristband options guide, and 3) A sneak peek at the deliciousness waiting for you at Modica's Deli!



Liked by steeners and 340 others
February 16

Add a comment...

Post



dlba and councilwoman_mary_zendejas

dlba 🌟 GIVEAWAY ALERT! 🌟 Get ready to spice up your Mardi Gras celebrations with some Cajun goodness in Downtown! We're giving away 3 \$150 gift cards to Stinkin Crawfish of Long Beach located near Broadway & Pine Ave., just in time for the Mardi Gras event at Shoreline Village this Saturday, Feb. 10! 🍤🌮

- To enter:
➕ Follow @dlba, @stinkincrawfish_lbc and



Liked by steeners and 302 others
February 6

Add a comment...

Post

Date Night Feb. 22



DATE NIGHT

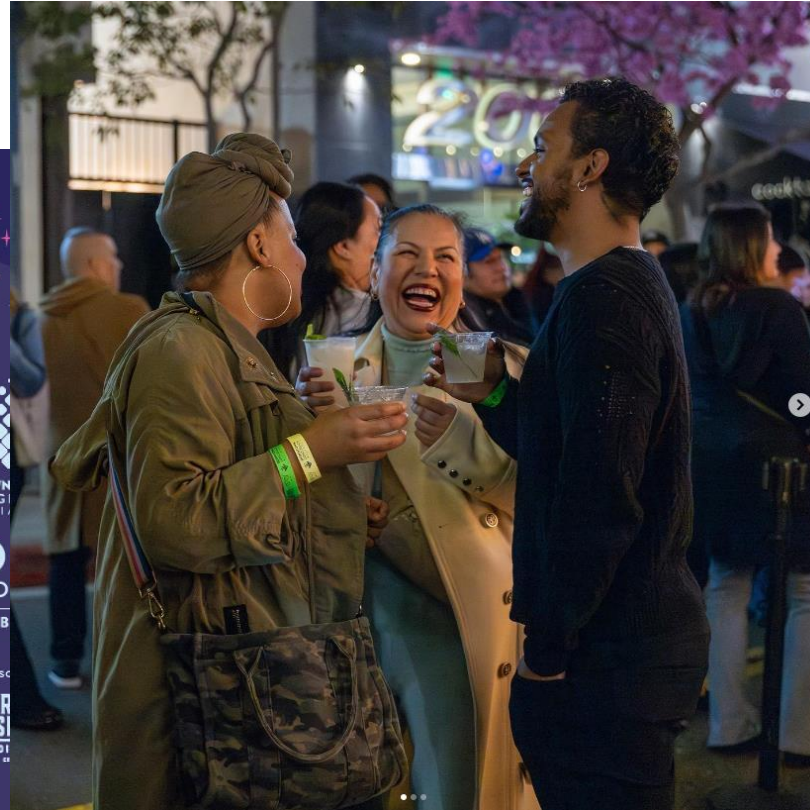
Join us on Pine Avenue for an unforgettable evening of entertainment, restaurant specials, cocktails, and more!

DT LB

DOWNTOWN LONG BEACH ALLIANCE

Sponsored by

BRISBANE DISTRICT



dlba and rexrichardsonlb

dlba Grateful beyond words for the incredible success of Date Night on Pine! 🌟 Huge shoutout to our phenomenal sponsors, vendors, and participating restaurants for making it all possible. Your support made the night unforgettable! ❤️

- 🌟 @rexrichardsonlb
- 🍷 @ryckjane
- 🍹 @brokenspiritsdistillery
- 🦋 @aerialbutterflies
- 🍺 @ismbrewing
- 🌟 @grey_lb
- 🍷 @alegriacocinalatina
- 🍷 @altarsocietybrewingco
- 🍷 @michaelsdowntown
- 🍷 @sevillalb
- 🍷 @loperaristorante
- 🍷 @johnnyrocketslong
- 🍷 @theaveragerestaurant
- 🍷 @stinkincrawfish_lbc
- 🍷 @theordinarie
- 🍷 @bobeaurooftap
- 🍷 @georgesgreekcafevine
- 🍷 @congregationbc
- 🍷 @agaveskitchen_

Excited for what's next? Stay tuned for details on our next event! 🌟 #DateNightonPine #CommunityLove

[View insights](#) [Boost post](#)

❤️ 💬 📍

Liked by jamesahumada and 128 others

February 23

😊 Add a comment... [Post](#)

DTLB Art Walk: Celebrate Downtown Edition April 13



Art Walk
DOWNTOWN LONG BEACH
Celebrate Downtown Edition
SAT, APRIL 13 | 4 – 9 pm | dtlb.org/art-walk

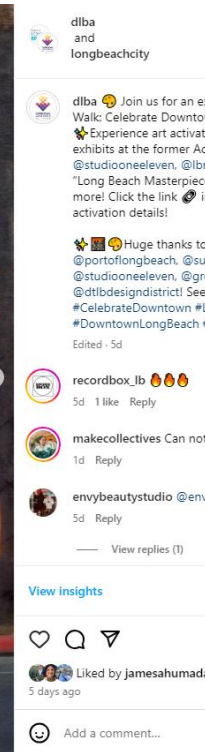
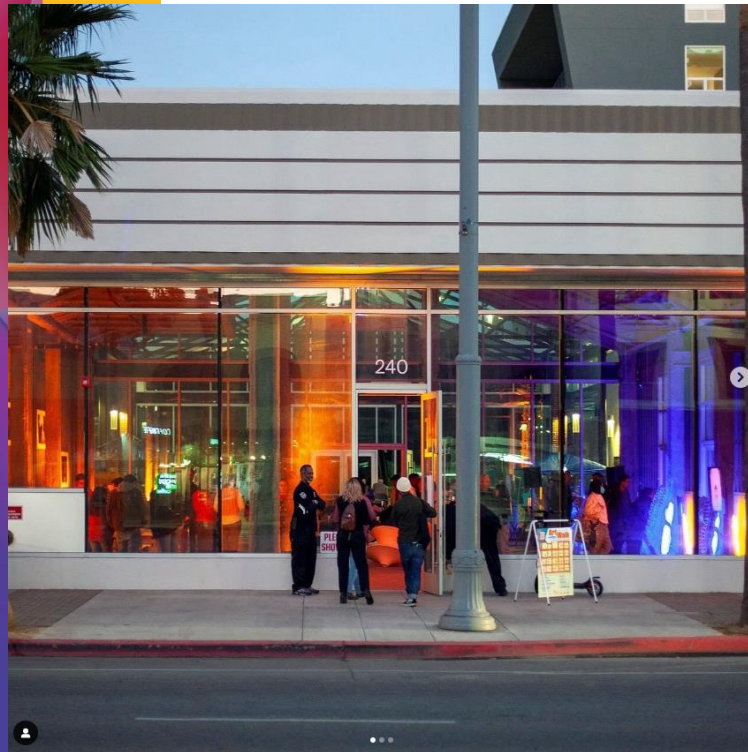




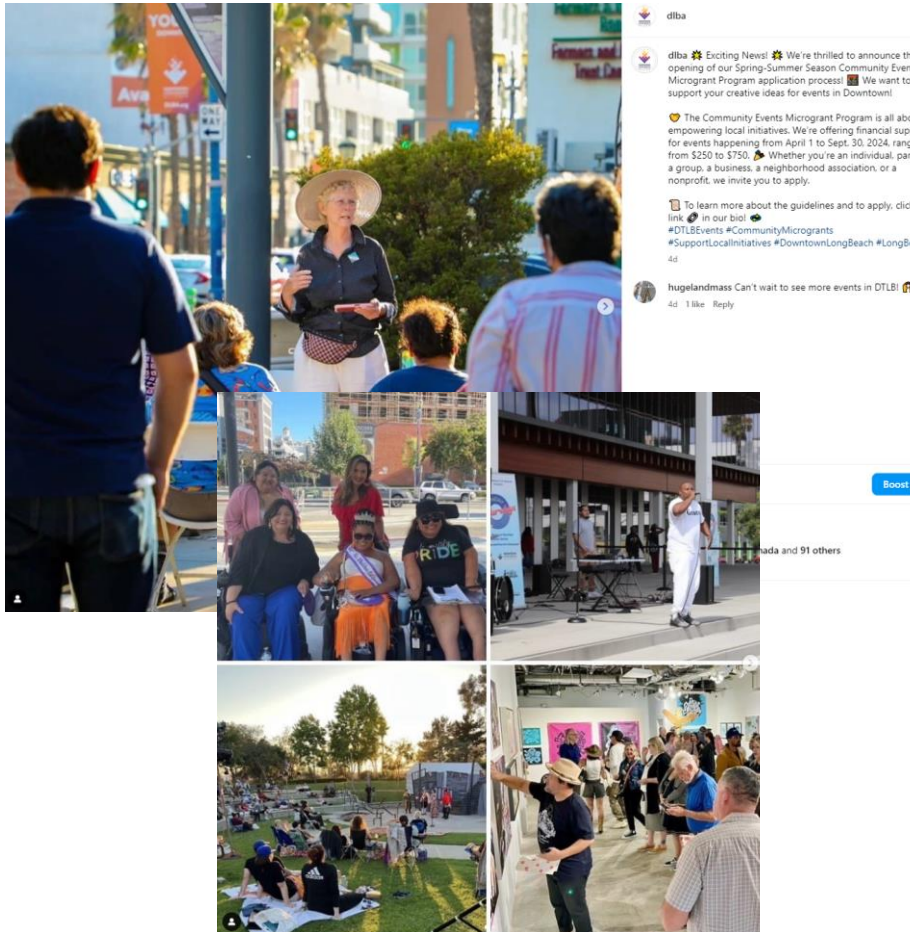






Community Events Microgrant



DLBA received 25 applications! (+5)

LONG BEACH
BUSINESS JOURNAL

Become a member

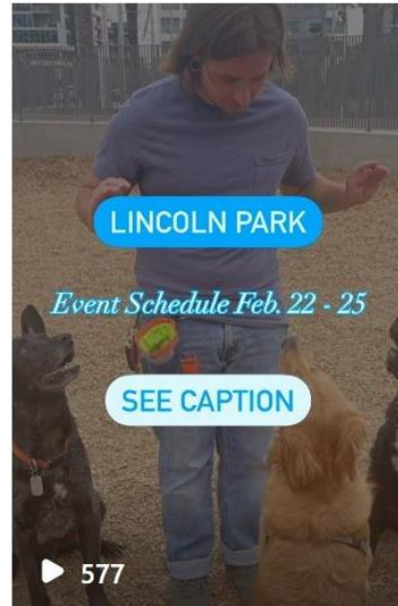
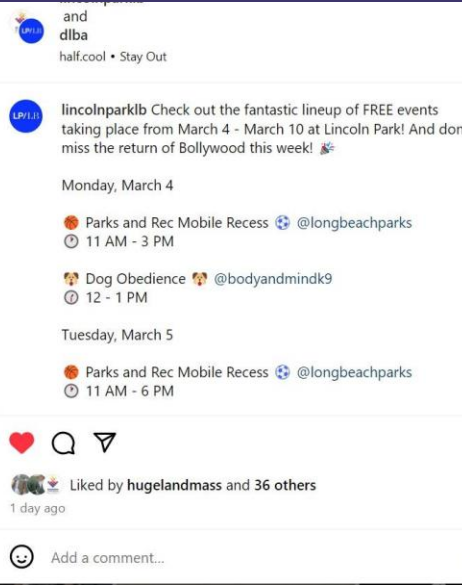
BUSINESS

Want to organize a community event Downtown? DLBA is offering microgrants of up to \$750

by Alicia Robinson February 2, 2024



Lincoln Park Events



MarComm Committee Reels!



dlba and eastvillageartsdistrict
SugarBeats • Run It Up

dlba 🍣 East Village Eats: From quick bites to indulgent spreads, discover delicious sushi in #DTLB! Head to Maru Maki for speedy service and wallet-friendly prices and treat yourself to an impressive sushi spread at Sushi Mafia!

- 🍣 @marumakisushi
745 E Broadway
- 🍣 @sushimafialb
649 E Broadway

📌 Credit & special thanks to DLBA Committee Members: @brooklynshanti, @patrickmichel, and @melissaurenalbc! #SushiSpotlight #EastVillageEats #LongBeachFoodie #LongBeach #DowntownLongBeach #DTLB

3d

7,658

Like Comment Share

Liked by soneenaa and 139 others
3 days ago

Add a comment... Post



dlba and bmoreproteinpub
Jumbo • Good Juju

dlba Exploring two hidden gems 💎 in The East Village Arts District 🌟. First up, BMORE Protein Pub, where Chef Rod serves up love in the form of his signature oven-baked pizza - Yelp's top 25 can't be wrong! 🍕💕 Then, dive into the eclectic world of Record Box, a paradise for vinyl enthusiasts with the coolest in-store vibe 🎧.

- 🍕 @bmoreproteinpub
707 E Ocean Blvd. Unit D
- 🎧 @recordbox_lb
324 Elm Ave.

📌 credit & special thanks to: @shellshott_fam @brooklynshanti @patrickmichel @melissaurenalbc #HiddenGems #CulinaryAdventure #VinylHunt #EatLovePlay #DiscoverEastVillage #DTLB #DowntownLongBeach #LongBeach

February 24

13.4K

Like Comment Share

Liked by soneenaa and 314 others

Add a comment... Post



dlba and melissaurenalbc
Deuxhyun • Slow It Down (Instrumental)

dlba Join us for a day of self-care in Downtown's East Village Arts District with DLBA Committee Member @melissaurenalbc! Come along for the journey as we prioritize self-love and pampering in the vibrant @eastvillageartsdistrict! 🌿🧘🏻💆🏻

- ☕ Sip & Savor: Melissa starts her day with a cozy cardamom latte at @groundhideoutlb.
356 E 4th St.
- 🌿 Green Therapy: Explore @thescarletflowershop as Melissa brings home a new leafy friend.
443 E Broadway
- 🧘🏻 Ultimate Relaxation: Melissa unwinds with a rejuvenating 1-hour massage at @bob_the_chiropractor.
416 E Broadway

January 27

Like Comment Share

Liked by austin2levingston and 139 others

Add a comment... Post

3i. Opposite of Ordinary Campaign

(Ryan La Rosa)

4. Break Out Sessions

- a. Group A to continue work on North Pine Reel project (Melissa, Patrick, Sam)
- b. Group B to continue work on Pine & Promenade project (Ashley, Cameron, Ryan, Amlin)

5. Committee Projects Discussion

- a. Group A Updates & Needs (Melissa Urena)
- b. Group B Updates & Needs (Ashley Chiddick)

6. Old Business

7. New Business

**8. Public Comment (3 min on all non
agenda items)**

9. Adjournment

Next Meeting “IN PERSON”

May 1 at 4PM