

# DLBA Special Events & Sponsorship

May 21, 2024

DLBA Conference Room



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

## I. CALL TO ORDER – Amy Chambers, Chair

### Members:

Amy Chambers (Chair), Silissa Uriarte Smith (Vice Chair), Robert Marquez Claudia Ayala, Greg Beck, Judy Estrada, Rhonda Love, 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 April 9, 2024 Special Events & Sponsorship Committee Meeting

# Staff Report



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

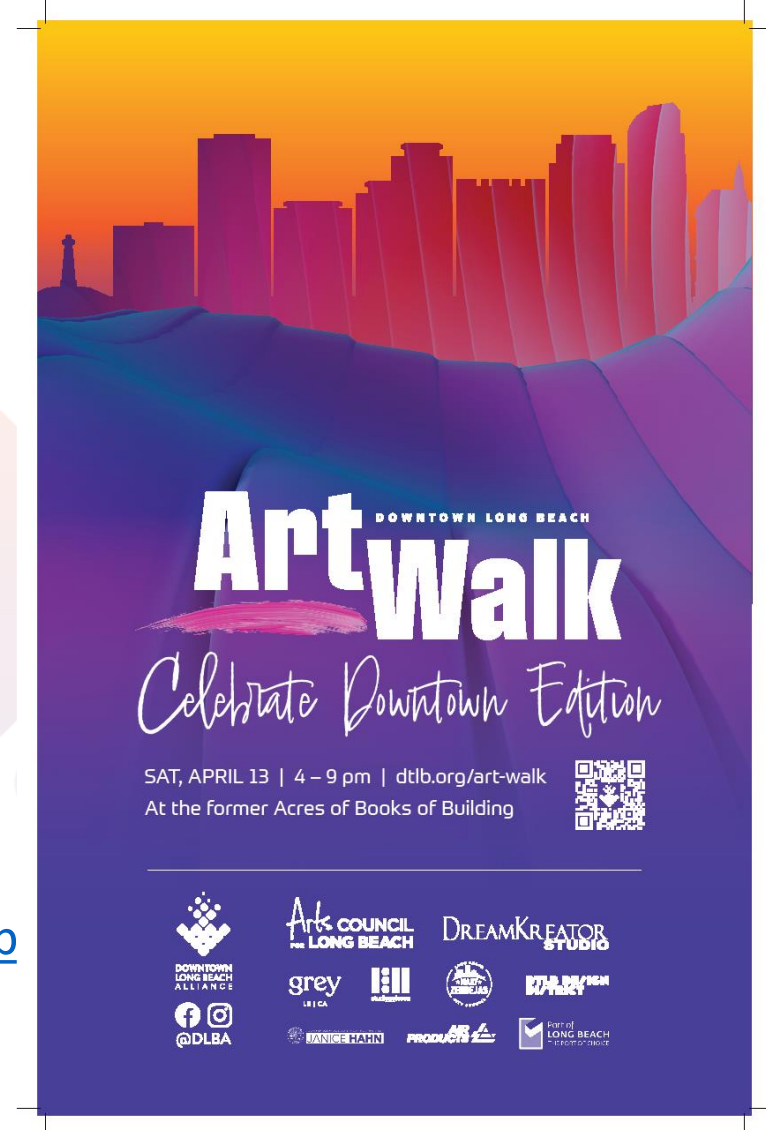
### 3a. Microgrant Report

- **Awardees**

- **April 13 – The LGBTQ Center “Queer Prom”**
- **April 13 – Record Box “Covers”**
- **TBD– Willmore “Earth Day” RESCHEDULING**
- **May 5 – CarLite LB “Downtown Transit Tour”**
  - 1. 15 people showed up (two had to leave early) 2. We supported seven downtown Long Beach businesses: Leo's Mexican Grill, Sugar Taco, Cinco de Mayo Restaurant, La Condesa Oaxaca, Birria de Res Estilo de Tijuana, The Funnel Factory, and Historic Carousels, Inc. 3. We used bike share, Metro rail, and the Passport bus during the event - expanding knowledge of the various transit options in Downtown LB. Each participant received a pre-loaded TAP card to ride the A-Line and a ride on the Pike Ferris Wheel. Our visibility during the event was a success. A lot of people saw us walking and riding and asked what we were doing and were excited to hear about it and said it was a great idea saying they wish they had known about it more. Our attendees want to make this event bigger with the name "Sin Coche de Mayo" where we support local businesses without driving a car on Cinco de Mayo. We made an Instagram Reelz that has had over 700 plays and four shares within one day of posting it. [https://www.instagram.com/reel/C6oXBR\\_x-gM/?igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C6oXBR_x-gM/?igsh=MzRIODBiNWFIZA==)
- **May 26 – LB Bike CoOp “Fixit Days”**
- **June TBD – Kacey Music “Motown Medley”**
- **June 14 – Partake Collective “Night Market”**
- **June 15 – Dawning Days “Men’s Mental Health Awareness”**
- **June 22 – A2theZshow “Sam Soul Same Love”**
- **July 26 – LB Disability Pride**
- **August 3 – PARA “Downtown Hoedown”**

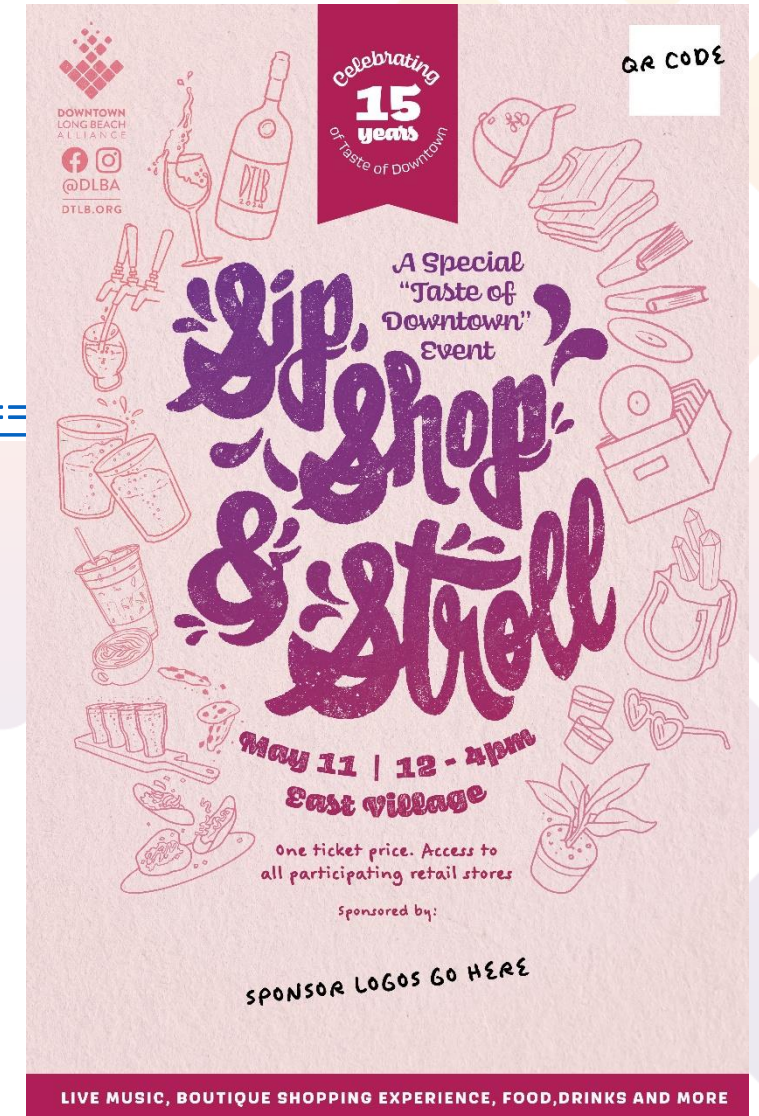
## 3b. Celebrate Downtown + Art Walk Recap

- Saturday, April 13 4-9pm
- 2500 attendees throughout the day
- Acres of Books, East Village (1<sup>st</sup> st, 3<sup>rd</sup> st), LBMA, Promenade, Studio One Eleven
- Spirit of Downtown Awardees:
  - Sinead Finnerty-Pyne, Studio One Eleven
  - Andrew Fiorentino & Sacha Braddock, North East Village Neighborhood Assoc.
  - Ron Hodges & Riley Hodges, Shannon's Corner
  - Evelyn Avila, Long Beach Walking Club
  - Jim Goodin, Ocean Residents Community Assoc.
- RECAP:  
[https://www.instagram.com/p/C5zRB1zM96o/?utm\\_source=ig\\_web](https://www.instagram.com/p/C5zRB1zM96o/?utm_source=ig_web)  
[ZA==](#)



### 3c. Sip, Shop & Stroll Recap

- Saturday, May 11 noon-4pm
- East Village Retailers: Ocean-4<sup>th</sup>, Elm-Linden
- 22 retailers, 14 food, 10 beverage
- RECAP: [https://www.instagram.com/reel/C7C4 - avGQz/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C7C4 - avGQz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)



### 3d. Taste of Downtown: Pine & Promenade Preview

- Wednesday & Thursday, June 12 & 13, 5-9pm
  - Need volunteers 😊
- Pine & Promenade from 1<sup>st</sup>-3<sup>rd</sup>
- Street closure





## **3e. Budget Discussion**



**DTLB Alliance  
Community Budget Forum**

**May 15, 5 to 7 PM | DTLB Alliance Offices - 100 W. Broadway, Ste. 235**

 **DOWNTOWN  
LONG BEACH  
ALLIANCE**   [DTLBAlliance](#)  [DowntownLongBeach](#) [DTLB.org](#)

# Chairperson Report



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

## 4a. Chairperson's Report – Chambers

- Project Groups –
  - Group 1 – Sponsorship Recruitment
    - Silissa, Rhonda, Claudia
  - Group 2 – Venue Directory
    - Rhonda, Robert, 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
- MICROGRANT REPORT

## 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! Survey participants & attendees
- June - report

5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT