

# Marketing & Communications Committee Meeting

May 1, 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 April 3, 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

Communications & Marketing Manager

## 3a. Programs & Upcoming Events

- Friends of Lincoln Park Clean up + Bike Mural Tour: **May 4**
- “May the 4th” Death Star Disco: **May 4, 8** - midnight @ Altar Society
- Earth Day Festival @ Sowing Seeds of Change: **May 4**, 11AM - 3PM
- Picnic + Free Bike Tune Up: **May 8**, 11:30AM-1:30PM @ Promenade Park
- Sip, Shop & Stroll: A Special Taste of Downtown Event: **May 11, 12** - 4PM
- Community Budget Forum: **May 15**, @ DTLB Alliance Offices
- Bike to Work Day: **May 21**, 8:30 - 10:30AM @ Harvey Milk Park
- Mug to Mug at The Pie Bar: **May 21**, 10 - 11AM
- Long Beach BBQ Festival: **May 25**, 12 - 9PM @ Shoreline Aquatic Park
- DTLB Food Series (Networking): **May 29**, 6 - 7:30PM @ Partake Collective

**(For details and more events, visit [downtownlongbeach.org/events](https://downtownlongbeach.org/events))**

## 3b. Social Media, Digital Marketing & Communications Analytics

# Analytics Overview

## Media Coverage April 1 - April 30, 2024 \*Meltwater Analytics, 2024

- **Downtown Long Beach:**

- **241 (+32%) media mentions for DTLB** (Lots of Grand Prix coverage, Patch.com: It's Fuego For 'Cinco de Maya,' Live Music at Brunch..., Press-Telegram: Here Are This Year's Long Beach Pride Parade Grand Marshals, What Now LA: A New Sushi Spot is Replacing Maru Maki, LB Post: Metro A Line train in LB gets a new look promoting Taiwan tourism (Intertrend mentioned), Urbanize LA: Here's how metro wants to spend funds from canceled 710 widening (Shoemaker Bridge), Signal Tribune: Celebration of the Young Child returns)
- **\$3.99M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

## Media Coverage

- **DTLB Alliance**

- **2 articles (-78%) (Actually 5 articles)** (Grunion Gazette, Signal Tribune, LB Watch Dog, Press Telegram, We Like LA: all covered DTLB Art Walk)
- **\$1.64K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

# **DLBA Social Media Channel Stats**

## **(March/April 2024)**

<input type="checkbox"/> <b>Facebook</b>	<b>March 55,377 / 55,377</b>
<input type="checkbox"/> <b>Instagram</b>	<b>March 39,377 / 40,045</b>
<input type="checkbox"/> <b>Twitter / X</b>	<b>March 16,739 / 16,702</b>
<input type="checkbox"/> <b>LinkedIn</b>	<b>March 1,245 / 1,270</b>
<input type="checkbox"/> <b>Threads</b>	<b>March 4,763 / 5,028</b>
<input type="checkbox"/> <b>Total</b>	<b>March 117,501 / 118,422</b>



# Analytics Overview

## March/April 2024 Newsletter Performance \*

### **Downtown Scene Newsletter**

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

April: Avg Open Rate 50%, Click Rate 2.6%

### **Business Resource Newsletter**

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

April: Avg Open Rate 35%, Click Rate 1.8%

### **Mochi's Corner**

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

April: Avg Open Rate 43%, Click Rate 3.8%

### **Stay Informed: DTLB Advisories**

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

April: Avg Open Rate 55%, Click Rate 4.4%

## 3c. Update on Ongoing Marketing & Communications Campaigns

# Downtown Scene Newsletter - April



**Celebrate 15 Years of Flavor: Sip, Shop & Stroll Through the East Village**

Apr 24, 2024 | [Downtown Scene Newsletter](#), [Events](#)



**Visionaries Transforming DTLB: Spirit of Downtown Award Winners!**

Apr 24, 2024 | [Downtown Scene Newsletter](#), [Events](#), [News](#)



**Beyond the Track: Discover Long Beach's Hidden Gems During Grand Prix Race Weekend**

Apr 17, 2024 | [Events](#), [News](#)



**Paws-itively Heartwarming: Inside the Lives of Downtown's Pet-Loving Community**

Apr 11, 2024 | [Events](#), [News](#)

Happy National Pet Day! Take a stroll in Downtown around 6 PM and notice an amazing phenomenon; scores of dogs and their owners out for their evening walks. We spoke to some of them (the owners, that is) and discovered common threads in their responses: All of them...

[Read More](#)



**Pit Stop Perfection: Navigate DTLB's Premiere Hotel Bars for Race Day**

Apr 17, 2024 | [Downtown Scene Newsletter](#), [Events](#), [News](#)



**Meet Clean & Safe Employees of the Quarter: Pablo & Patrick**

Apr 23, 2024 | [Clean and Safe](#), [Downtown Scene Newsletter](#), [Events](#), [News](#)



**Cheers to Comedy & Karaoke: Downtown's Best Spots to LOL and Sing Your Heart Out!**

Apr 11, 2024 | [Events](#), [News](#)



# Sip, Shop & Stroll: May 11



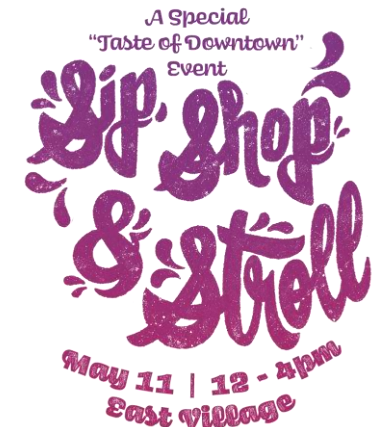
Celebrating **15** years of Taste of Downtown

A Special "Taste of Downtown" Event  
**Sip, Shop & Stroll**  
May 11 | 12 - 4pm  
East Village

One ticket price | Access to all participating retail stores, bites & sips

**LIVE MUSIC, BOUTIQUE SHOPPING EXPERIENCE, FOOD, DRINKS AND MORE**

DOWNTOWN LONG BEACH ALLIANCE  
@DLBA  
DTLB.ORG



A Special "Taste of Downtown" Event  
**Sip, Shop & Stroll**  
May 11 | 12 - 4pm  
East Village



# May is Bike Month!



lincolnparklb and carlitelb

lincolnparklb 🚲 Join us on Saturday, May 4 for an exciting day of community engagement and exploration at the upcoming Lincoln Park Clean up + Bike Mural Tour! 🌿🚲 This event, in partnership with @carlitelb, blends community spirit with the joy of exploring our local murals! The mural tour will end at 11:45 AM with a meet-up at @doghauslb where everyone can enjoy a well deserved meal! 🍌

Saturday, May 4  
🕒 10 - 11:45 AM (Mural tour ends at @doghauslb)  
📍 The Swings at Lincoln Park

Don't miss out on this exciting Bike Month edition of our LincolnParkCleanUp management #BikeMonth DowntownLongBeach #DTLB

**SAT | MAY 4TH @ 10 A**

**BIKE LANE CLEAN UP** + *Bike Mural Tour* AT LINCOLN PARK

Meetup @ Lincoln Park  
101 Pacific Ave., Long Beach

Cleanup is in Lincoln Park and in bike lanes on Magnolia and Broadway.

Wear Hi-Vis if cleaning in bike lanes. Do not obstruct lane users.

Cleaning supplies provided by DLBA and Car-Lite LB.

Bring your bike, lock, helmet, sun protection, water, and money for food.

Mural tour is ~35 Min. and less than 3 miles

Ride ends at Dog Haus on 3rd and Promenade for lunch.

**MURAL TOUR ROUTE**



**SCHEDULE**

- 10:00A CLEANUP
- 11:00A MURAL TOUR MEETUP
- 11:10A ROLLOUT
- 11:45A END AT DOG HAUS

CAR-LITE LONG BEACH | DOWNTOWN LONG BEACH ALLIANCE



**MAY IS BIKE MONTH!**

**MAY 4 10 AM - 12 PM**  
**LINCOLN PARK CLEAN UP + BIKE MURAL TOUR**  
LINCOLN PARK (101 PACIFIC AVE.)

**MAY 8 11:30 AM - 1:30 PM**  
**PICNIC + FREE BIKE TUNE-UP**  
PROMENADE SQUARE PARK (215 E 1ST ST.)

**MAY 21 8:30 - 10:30 AM**  
**BIKE TO WORK DAY**  
(BIKE GEAR GIVEAWAYS & BREAKFAST TO-GO!)  
HARVEY MILK PARK (185 E 3RD ST.)

DTLB.ORG | @DLBA | DOWNTOWN LONG BEACH ALLIANCE



# DTLB Gift Card Giveaways





# Lincoln Park Events





# Fresh Start

Fresh Start 2024

Donate today to help the unhoused in Downtown



**MAY 1 - JUNE 15**

Learn More & Donate Online



**FRESH START**  
ASSISTING OUR UNHOUSED NEIGHBORS



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**DONATE**

- SHAMPOO & SOAP
- TOOTHPASTE & BRUSHES
- UNUSED TOWELS
- HYGIENE PRODUCTS

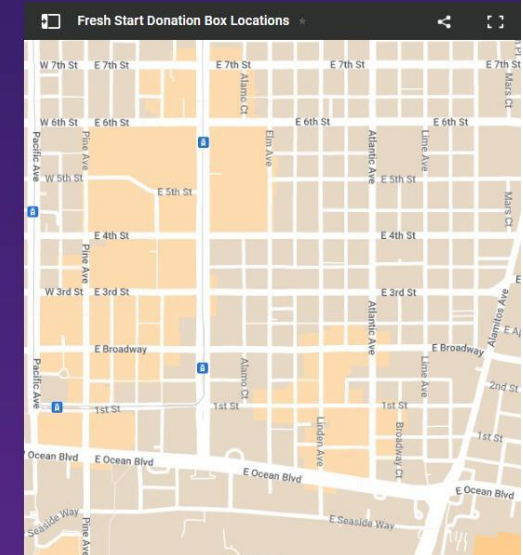
Questions? [DTLB.org/FreshStart](http://DTLB.org/FreshStart)  
Email: [JuanT@dlba.org](mailto:JuanT@dlba.org)



## Donate In-Person (businesses and individuals)

Throughout Downtown, several businesses and residential towers are hosting a Fresh Start Donation Box where individuals can drop off much needed personal hygiene products. This includes bath towels, toothbrushes, soap, brushes, deodorant, and feminine products.

To host a Drop Box, please reach out to [JuanT@dlba.org](mailto:JuanT@dlba.org). Drop your donations off at any of the participating businesses in the map below!





# Midyear Update



Copies available at DTLB Alliance office  
and [dtlb.org/press-media](https://dtlb.org/press-media)

# Community Budget Forum



## **DTLB Alliance Community Budget Forum**

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



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**@DLBA | DTLB.org**

## 4. Budget FY24/25 Discussion

## 5. Break Out Sessions

- a. Group A to work on North Pine Reel Project
- b. Group B to work on Pine & Prom Project

## 6. Committee Projects Discussion

- a. Group A Updates & Needs
- b. Group B Updates & Needs

**7. Old Business**

**8. New Business**

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

**10. Adjournment**

**Next Meeting**

*June 5 at 4PM*