Marketing & Communications Committee Meeting

June 5, 2024 DTLB Alliance Conference Room



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 May 1, 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

- Taste of Downtown: Pine & Promenade: June 12 & 13, 5 to 9 PM
- Link & Learn at Naree Thai: June 12, 5:30 to 7 PM
- Juneteenth at Rainbow Lagoon: June 15
- Mug to Mug at PanIQ Room: June 18
- Day Trip Festival: June 22
- ORCA Mixer at Gaucho Beach: June 24
- Long Beach Walls: June 24 30
- DTLB Food Series at The Hubb: June 26

(For details and more events, visit downtownlongbeach.org/events)



3b. Social Media, Digital Marketing & Communications Analytics



Analytics Overview

Media Coverage May I - May 31, 2024 * Meltwater Analytics, 2024

Downtown Long Beach:

- O 376 (-18%) media mentions for DTLB (KNBC: LAWineFest returns to LB as June begins, Press-Telegram: 5th annual Long Beach Architecture Week returns starting May 29, Daily Breeze: LB honors military, city's naval history with Memorial Day tribute, Long Beach Post: Thai District in DTLB captures the flavor of Northern Thailand, What Now LA: Local Current to Debut Inside DTLB's New Marriott, Patch: Edgar Allen Poe Speakeasy Pops Up in Queen Mary, Pride Coverage: Press-Telegram, USTimesMirror, Los Angeles Blade, Patch, MSN.com, and more.
- \$14.38M Ad equivalency media coverage (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

DTLB Alliance

- IO articles (+233%) (Press-Telegram: LB's arts industries are crucial to the local economy but still recovering from pandemic, Signal Tribune: Downtown Long Beach Alliance releases Midyear Update highlighting goals and finances for first half of 2022-24, LBPost: Things to Do Sip, Shop & Stroll mentioned)
- \$35.98K Ad equivalency media coverage (combined potential reach of the media outlets that mentioned DLBA in various articles)



DLBA Social Media Channel Stats (April/May 2024)

- **Given Series April 55,377 / May 55,352**
- □ Instagram April 40,045 / May 40,598
- **Twitter / X** April 16,702 / May 16,687
- LinkedIn April 1,270 / May 1,325
- Threads
 April 5,028 / May 5,289
- □ Total April 118,422 / May 119,251

*Sprout Analytics 2024



Analytics Overview

April/May 2024 Newsletter Performance *

Downtown Scene Newsletter

April: Avg Open Rate 50%, Click Rate 2.6% May: Avg Open Rate 52%, Click Rate 2.6%

Business Resource Newsletter

April: Avg Open Rate 35%, Click Rate 1.8% May: Avg Open Rate 33%, Click Rate 2.6%

Mochi's Corner

April: Avg Open Rate 43%, Click Rate 3.8% May: Avg Open Rate 45%, Click Rate 2.7%

Stay Informed: DTLB Advisories

April: Avg Open Rate 55%, Click Rate 4.4% May: Avg Open Rate 53%, Click Rate 1.0%

* Mailchimp analytics (Previous 30 Days, 2024)



3c. Update on Ongoing Marketing & Communications Campaigns



Downtown Scene Newsletter - May



Hot Trends for Hotter Days: Find Your Summer Look at These Chic Downtown Shops



Pride & Progress: How Long Beach's LGBTQ+ Entrepreneurs Are Shaping a More Inclusive City

May 9, 2024 Downtown Scene Newsletter, Events



Discover Joy through Movement: Bollywood Dance Classes by Madhavi Narayanan at Lincoln Park

May 21, 2024 | Downtown Scene Newsletter, Events



Dive into Summer: Your Guide to DTLB's Best Festivals

May 22, 2024 Downtown Scene Newsletter, Public Realm



Riding Towards Change: The Inspiring Stories Behind 3 Long Beach Bike Advocates

May 22, 2024 Downtown Scene Newsletter, Public Realm



A Summer of Art & Design in DTLB

May 23, 2024 Downtown Scene Newsletter, Public Reelm



TODT: Pine & Prom: June 12 & 13





DTLB Giveaways





dtlballiance

dtlballiance !! GIVEAWAY IS CLOSED !!

℅ GIVEAWAY ALERT! ※ We're giving away 2 sets of 40 FREE tickets to Taste of Downtown: Pine & Promenade!

Experience an unforgettable evening with live music and DJs, bite-size food samples, and delicious beer, wine, and cocktails crafted by Downtown's talented chefs, brewers, and mixologists! 1 There will also be unique activities like a roller disco you can enjoy within the event! 🧍

Pine Ave between 1st and 3rd St, with hubs at @pedalmovement, @mosaic.dtlb, and Pine & Promenade restaurants. m June 12 - 13 0 5 - 9 PM

TO ENTER-+ Follow us @dtlballiance

Like this post

Tag a friend you'd bring along! (No entry limits, so tag away!)
 This giveaway closes Friday, May 31 at noon.

The event is free to enter! Tasting tickets are \$1 each, with food samples costing between 3 and 7 tickets, and drinks ranging from 2 to 9 tickets. Tasting tickets can be purchased on the day of the event.

Make sure your Instagram profile is public and be ready to claim your prize if you win! Winners must respond to claim their prize by Friday, May 31 at 2PM, or we'll have to choose another contestant. 🛦 This giveaway is not affiliated with Instagram, Inc.

Don't miss out on this chance to celebrate the best of our community! Good luck! 🍀 #TasteofDowntown #PineAndPromenade #DowntownLongBeach #Giveaway #Foodies #LiveMusic #CommunityLove #DTLB

an a Danah dilama Danah

dtlballiance 🍀 GIVEAWAY ALERT! ≽

Summer is just around the corner, and it's time to treat yourself to a day of pampering! We're giving away a \$250 gift card to one lucky winner at @wildflowerbeautyandbrows, your go-to spot for stunning cosmetic tattoos, perfect brows, lush lash lifts, and flawless makeup! 🏫 💖

TO ENTER:

*

+ Follow us @dtlballiance, @wildflowerbeautyandbrows, & @eastvillageartsdistrict

Uke this post

Tag someone in the comments you'd take on a pamper date! (No entry limits, so tag away!) ① This giveaway closes Wednesday, June 5 at noon.

One lucky winner will be announced on Wednesday, June 5.

Make sure your Instagram profile is public and be ready to claim your prize! Winners must respond by Wednesday, June 5 at 5 PM, or we'll have to choose another contestant. 🔥 This giveaway is not affiliated with Instagram, Inc. Please note: We will never ask for your personal information beyond an email or phone number to claim your prize. We will never request credit card information.

Don't miss your chance to glow this summer! Good luck! 🍀 🦂 *This giveaway is part of the Illuminate Downtown program. #Giveaway #PamperYourself #WildflowerBeautyAndBrows #CosmeticTattoo #BrowsOnFleek #LashLift #MakeupMagic #SummerGlow #DowntownLongBeach #DTLB #IlluminateDowntown



longbeachcity

dtlballiance and

dtlballiance 📫 🚴 Event Location Update! Join us on Friday. May 31 from 4 - 9 PM at ^e Cesar Chavez Park (401 Golden Ave) for your chance to win one of TWO free bikes at our Movie Night + Bike Giveaway featuring Moana 🎕

INote: This event is no longer at Lincoln Park.

🔅 Event Highlights 🦂

T Epic Giveaways: Arrive early for your chance to win one of TWO bikes and a variety of awesome bike accessories, all thanks to our amazing friends at @pedalmovement! 36 🖀 The drawing will happen before the movie begins, so don't miss out! & Free Bike Valet: Ride over and enjoy peace of mind with Pedal Movement's complimentary bike valet service. Your bike will be safe and sound! 🚴 🔒 🚆 Movie: Get cozy as Moana starts at dusk. courtesy of

@longbeachparks!

Celebrate with us and keep the biking spirit alive all year round! See you there! #BikeMonth #BikeGiveaway #PedalMovement #Moana #DTLB

#CommunityFun #DowntownLongBeach #KeepBiking #CesarChavezPark #LongBeach



Lincoln Park Events

Signal Tribune

сq

Downtown LB's Lincoln Park offering extensive lineup of free events throughout summer

ST BY STAFF REPORT - JUNE 3, 2024 - @ 2 MINUTE READ - P NO COMMENTS



Long Beach Parks, Recreation & Marine FRIDAY NIGHT SKATE JAM AT LINCOLN PARK

JOIN THE ASK FOUNDATION (@ASKLONGBEACH) AND PRM FOR A FUN EVENING AT LINCOLN SKATE PARK

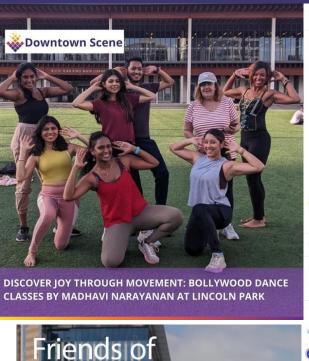
June 7, 2024

5 - 7 p.m. ADDRESS: 101 PACIFIC AVE, LONG BEACH CA 90802

WE WILL HAVE PIZZA , MUSIC AND MORE!

FOR MORE INFORMATION CALL (562) 570-3551 #ParksMakeLB FOLLOW US @LONGBEACHPARKS (70)





Clean up

Saturday, June 1 10 – 11:30 AM

at The Swings in Lincoln Park

dtlballiance and 2 others

dtiballiance Discover joy through movement! # Dive into the vibrant world of Bollywood dance with Madhavi Narayanan at Lincoln Park **1** Madhavi's passion for dance and her journey in sharing Bollywood's vibrant energy is truly inspiring. From her early beginnings to becoming a beloved dance instructor in our community!

Join us for Bollywood Wednesdays and experience the magic for yourself:

Lincoln Park (101 Pacific Ave.)
 5:30 - 6:30 PM
 Wednesdays

Read Madhavi's full story in our latest Downtown Scene article by clicking the link @ in our bio. Let's dance together and celebrate movement. culture. and joy! @ * #BollywoodDance #LincolnPark #DowntownLongBeach #DanceWithJoy #DTLB #LongBeach #DTLBAlliance 6d

6d 3 likes Reply

View insights

Boost post

Vois ago Liked by jamesahumada and 28 others

Add a comment.

IncolnparkIb Dive into action with us at Lincoln Park! This Saturday, lend a hand to keep our community park looking pristine. If Your efforts make all the difference! Joinus for a morning of community spirit. Jaughter, and the great outdoors. Together, we can create a cleaner, greener space for everyone to enjoy!

The Swings in Lincoln Park
 Saturday, June 1
 10 - 11:30 AM

Bring your friends, and let's make it happen! #LincolnParkCleanUp #CommunitySpirit #Volunteer #DTLB #LongBeach #DowntownLongBeach #LincolnPark

V 0 V	
Gays ago	a and 43 others

Add a comment.



Fresh Start

Fresh Start 2024

Donate today to help the unhoused in Downtown



HELP US COLLECT HYGIENE PRODUCTS FOR OUR UNHOUSED NEIGHBORS!

dtlballiance Otis McDonald • Stand Together dtlballiance 🌾 待 Teamwork Robb as they deliver Fresh Sta Downtown. A big shout-out t support our unhoused neigh year, from May 1 to June 15,

@lbrescuemission @mha_los_angeles @usvetsnational @csulbasi Laurén Chalmers ' @lbcitycollege Viking Vault @dtlballiance

incredible organizations belo

Want to get involved? Donate in person: Drop of DTLB Alliance at 100 W. Broad @confidential_coffee, @Jgray @5thavebagelrylongbeach, (and many more at the link in bio!

Host a donation box: Are you a DTLB business owner or resident? Reach out to Juant@dlba.org to host a donation box inside your building or business. Make an online donation: Visit dtlb.org/freshstart to donate.

S Click the link in our bio to learn more! #freshstart2024 #DTLBAlliance #DTLB #DowntownLongBeach #LongBeach 3w

anthonysantos1981 🖤 🤞 💪 💪 3w 1 like Reply whilewestlb 💧 🙌 6 3w 1 like Reply V Q V

Liked by sal33na_89 and 95 others



0

0

and csulbasi

@mha_los_angeles Dusvetsnationa

Want to get involved?

Odtiballiance

V 0 V

@lbcitycollege Viking Vault

#DTLBAlliance #DTLB #Downtow

bowl, @jgraphixst

•

dtlballiance 🐎 Helping Our Community! Fresh Start donation boxes have been distributed throughout Downtown. We're collecting unused towels and personal hygiene products such as toothpaste, shampoo. conditioner, razors, and feminine hygiene products. A big thank you to our community for supporting our unhoused neighbors with essential donations. Now through June 15. join us and these wonderful organizations:

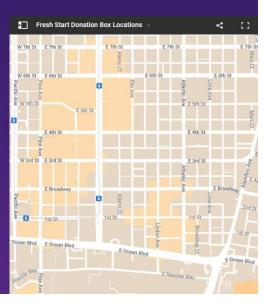




Donate In-Person (businesses and individuals)

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. Drop your donations off at any of the participating businesses in the map below!





MAY 37 MAY 8 BIKE MONTH MAY 27 PICNIC + FREE BIKE KΞ NELUP EAR GIVEAWAYS & BREAKFAST 1 dtlballiance Giulio Cercato • Be Creative 4 - 9 PM 11:30 AM - 1:30 PM 8:30 - 10:30 AM HARVEY MILK PARK (185 E 3RD ST) CESAR CHAVEZ PARK (401 GOLDEN AVE) dtlballlance 🚴 🚴 Pedal in for Bike to Work Dayl Swing by our booth at Harvey Milk Park for quick breakfast bites and free bike *) PROMENADE SQUARE PARK (215 E 1ST ST.) accessories on your morning commutel Tuesday. May 21 8:30 - 10:30 AM Harvey Milk Park (185 E 3rd St) Huge thanks to @pedalmovement for the free safety inspections at our recent Bike Picnic to the \$1#BikeMonth #BikeToWorkDay #DTLB #PedalMovement #BikeSafety #HarveyMikPark #Cycling #Biking #DTLBAlliance 444 11. hugelandmass Can't wait! Ø 10 Zw 2 likes Reply djjoec Awesome 🙌 💧 0 2w 1like Reply mindkind.life 💿 💿 🕤 WE'RE OUT 2w Reply HERE FOR BIKE MONTH Pedal Movement DTLB.ORG | @DLBA DTEB.ORG | @DTEBALLIANCE CELEBRATING dtlballiance dtlballiance • and 2 others AAY IS dtlballiance 🎄 Pedal power is in full swing because May is Bike Month! 🎄 Gear up for a month-long celebration of all things cycling with usl 🖗 Check out our schedule of events and click dtlballiance 🍦 with us on Tueso Park. • 185 E 30 the link & in our bio for more infol Our booth will / Lincoln Park Clean-up + Bike Mural Tour @carlitelb making it super work! Don't mis Lincoln Park (101 Pacific Ave.) Saturday. May 4 your day with so 10 - 11:45 AM Picnic + Free Bike Tune-up @pedalmovement Promenade Square Park (215 E 1st St.) What to Ex MAY 4 10 AM - 12 PM Grab-and-go Fun bike acc Wednesday. May 8 (11:30 AM - 1:30 PM COLN PARK CLEAN UP See you there! #CyclingCom Bike to Work Day Harvey Milk Park (185 E 3rd St.) LINCOLN PARK (101 PACIFIC AVE.) #Downtown Tuesday. May 21 (1) 8:30 - 10:30 AM 2.00 _diamonds.for MAY 11:30 AM - 1:30 PM Let's ride into the summer with joy and exploration! #BikeMonth 8 PICNIC + FREE BIKE Zw 1 like Reg #CyclingLife #DowntownLongBeach #DTLB #Cycling #Biking #LongBeach #DTLBAlliance PROMENADE SQUARE PARK (215 E 1ST ST.) 8:30 - 10:30 AM MAY **BIKE TO WORK DAY** 21 E GEAR GIVEAWAYS & BREAKFAST TO-HARVEY MILK PARK (185 E 3RD ST) V D V V Q V Cuill Call Liked by sal33na_89 and 65 others DOWNTOWN DTLB.ORG | @DLBA Add a comment...



4. Budget FY24/25 Discussion

a. Community Budget Forum Recap



How can funds be best designated to tell the unfolding Story of DILB through our Downtown Scene Newsletter? pus m US as a built whole to built Positive Stopier: - Businer Features Seniors - SIMM UPS -Transit 6 lowing - stones - not on social - Pet Stories internet uniter Events! internet uniter Events! usuges and uniter the states internet uniter to the states of the states internet uniter to the states of the stat 10.105 K 108 Same" usc one SUN two in mited hi-10

- Seniors: They read emails, and aren't on social media
 - Newsletter sign ups
 - How to promote DT Scene to seniors
- Story ideas
 - Business features
 - \circ Transit
 - \circ Pet stories
 - Small biz spotlights
- Student writers (LBCC/CSULB)
- Expand coverage outside of DTLB



For 2023 Shop Small / season of giving, we introduced the Illuminate Storefront lighting competition. How do you Think fund & Would be best spent to Market DTCB's small businesses during Shop small \$ the holiday season? gift card give aways! carolers care art dark art ider testim quide judging Day for hights street dusure winners promised more influencer

- Gift Card Giveaways
- A "judging day" during Illuminate competition
 O Winners promoted more
- Shop Small Guide (pamphlet)
- Events/activation ideas:
 - Gift wrapping station
 - \circ carolers
 - cider tasting (Sip, Shop & Stroll: Shop Small Edition)



If we had limitless funds, what programs or projects would you Want to see from Markening? White was Oross-disciplinance een t MACFood Good a matic Live leads (TE) Internetives Internetives Sip has great! (felt like an Alventure

- Cross-disciplinary events
 - Art & food
 - Food & music
- More interviews with businesses
- Marketing volunteer opportunities for DTLB Alliance events



Ideas from May Committee Mtg

- Promenade/Broadstone/Broken Spirits: find ways to boost promotions to the businesses on that strip, asking if we might be able to preempt these new openings with a marketing campaign focused on new Promenade business.
- Solve for DT businesses not talking/networking and suggested a promotional campaign (or funding) intended to empower businesses to cross-promote, communicate, and get to know one another and develop the overall DT community.
 - DTLB Passport (craft passport)
- Marketing DTLB to regional markets outside of LB. This might include more money towards advertising (on tv, radio, internet, and news orgs in neighboring cities and counties to promote widespread tourism to the area).



5. Break Out Sessions

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



6. Committee Projects Discussion

a. Group A Updates & Needsb. Group B Updates & Needs



7. Old Business

8. New Business

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

10. Adjournment

Next Meeting

Wednesday, July 3 at 4PM