

Marketing & Communications Committee Meeting

June 5, 2024

DTLB Alliance 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 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 1 - May 31, 2024 *Meltwater Analytics, 2024

• **Downtown Long Beach:**

- **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**

- **10 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)

<input type="checkbox"/> Facebook	April 55,377 / May 55,352
<input type="checkbox"/> Instagram	April 40,045 / May 40,598
<input type="checkbox"/> Twitter / X	April 16,702 / May 16,687
<input type="checkbox"/> LinkedIn	April 1,270 / May 1,325
<input type="checkbox"/> Threads	April 5,028 / May 5,289
<input type="checkbox"/> Total	April 118,422 / May 119,251

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%

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

May 9, 2024 | Downtown Scene Newsletter, Events



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

May 9, 2024 | Downtown Scene Newsletter, Events



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

May 22, 2024 | Downtown Scene Newsletter, Public Realm



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

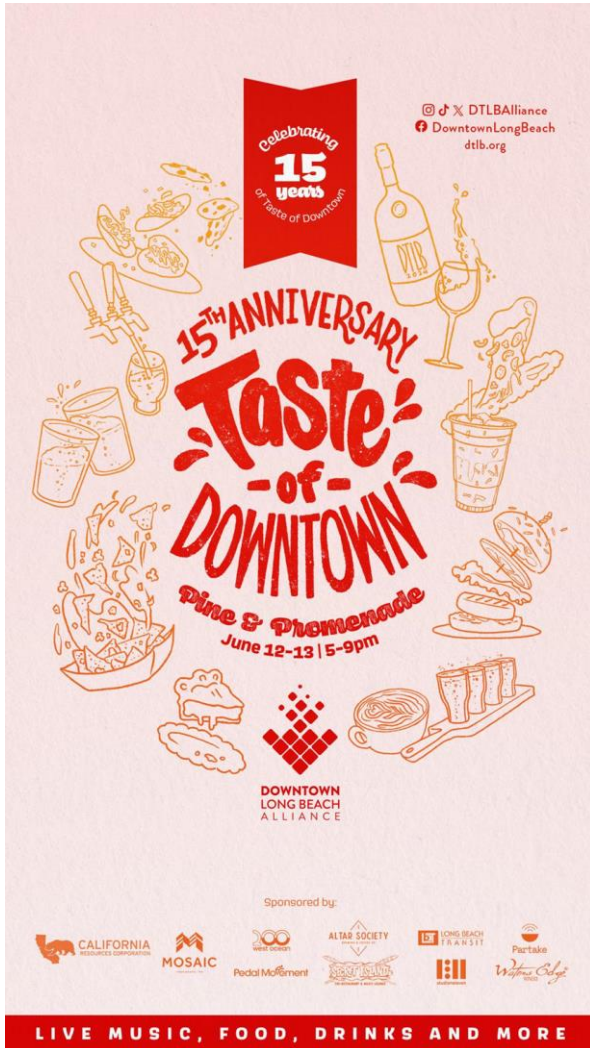
May 22, 2024 | Downtown Scene Newsletter, Public Realm



A Summer of Art & Design in DTLB

May 23, 2024 | Downtown Scene Newsletter, Public Realm

TODT: Pine & Prom: June 12 & 13



DTLB Giveaways



dtlb Alliance ✨ 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 @dtlb Alliance, @wildflowerbeautyandbrows, & @eastvillageartsdistrict
 ❤️ Like this post
 ✨ Tag someone in the comments you'd take on a pamper date! (No entry limits, so tag away!)
 ⌚ 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



dtlb Alliance

dtlb Alliance ! 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! 🍷🎵 || 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, @mosaicdtlb, and Pine & Promenade restaurants.
 📅 June 12 - 13
 ⌚ 5 - 9 PM

TO ENTER:
 + Follow us @dtlb Alliance
 ❤️ 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
 #DowntownLongBeach #DTLB



dtlb Alliance and longbeachcity

dtlb Alliance 🚲 Event Location Update! Join us on Friday, May 31 from 4 - 9 PM at Cesar Chavez Park (401 Golden Ave) for your chance to win one of TWO free bikes at our Movie Night + Bike Giveaway featuring Moana! 🍷

!!Note: This event is no longer at Lincoln Park!!

🌟 Event Highlights 🌟

🎁 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! 🚲 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

5d

Lincoln Park Events



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

ST BY STAFF REPORT · JUNE 3, 2024 · 2 MINUTE READ · 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**

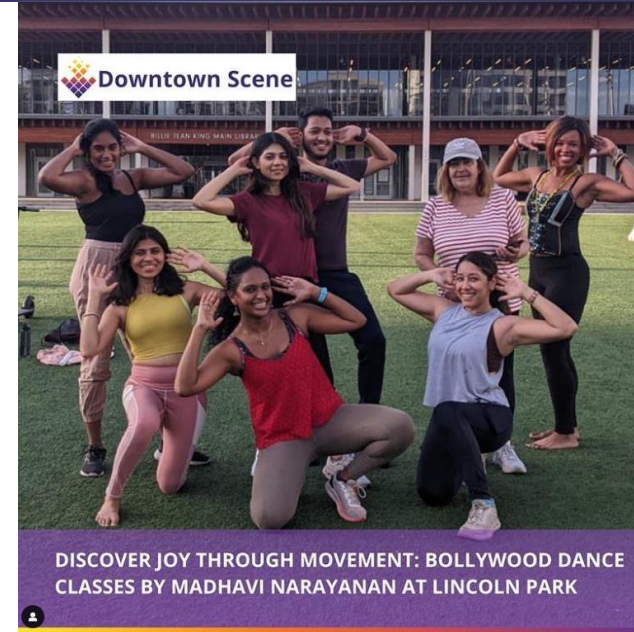
**WE WILL HAVE PIZZA , MUSIC
AND MORE!**



FOR MORE INFORMATION CALL (562) 570-3551

#ParksMakeLB

FOLLOW US @LONGBEACHPARKS



DISCOVER JOY THROUGH MOVEMENT: BOLLYWOOD DANCE CLASSES BY MADHAVI NARAYANAN AT LINCOLN PARK



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

dtballiance and 2 others

dtballiance Discover joy through movement 🌟 Dive into the vibrant world of Bollywood dance with Madhavi Narayanan at Lincoln Park. 📍 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

isha.bollypop Love this! ❤️
6d · 3 likes · Reply

View insights [Boost post](#)

Liked by jamesahumada and 28 others
6 days ago

Add a comment...

lincolnparklb and 2 others

lincolnparklb Dive into action with us at Lincoln Park! This Saturday, lend a hand to keep our community park looking pristine. 🌿 Your efforts make all the difference! Join us for a morning of community spirit, laughter, 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

6d

Liked by jamesahumada and 43 others
6 days ago

Add a comment...

Fresh Start

Fresh Start 2024

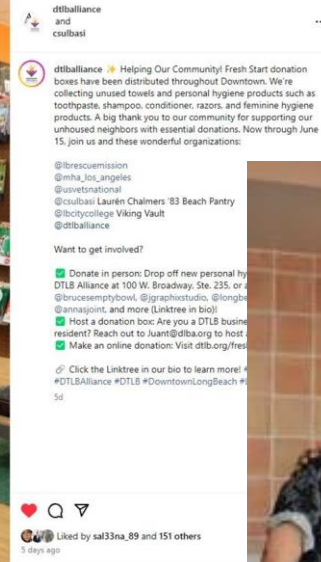
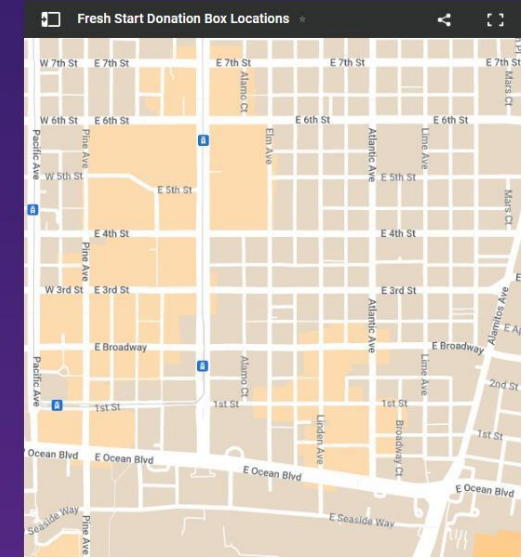
Donate today to help the unhoused in Downtown



Donate In-Person (businesses and individuals)

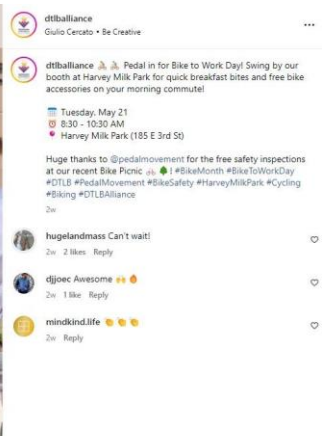
Throughout Downtown, several businesses and residential towers are hosting a Fresh Start Donation Box where individuals can drop off much needed personal hygiene products. This includes bath towels, toothbrushes, soap, brushes, deodorant, and feminine products.

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!

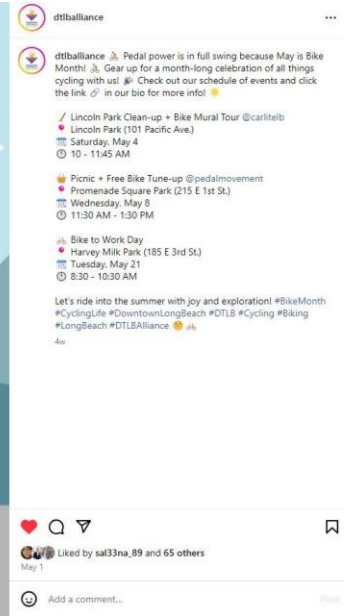


HELP US COLLECT HYGIENE PRODUCTS FOR OUR UNHOUSED NEIGHBORS!

BIKE MONTH



**WE'RE OUT
HERE FOR BIKE
MONTH
CELEBRATING
AT**



4. Budget FY24/25 Discussion

a. Community Budget Forum Recap

How can funds be best designated to tell the unfolding story of DTLB through our Downtown Scene Newsletter?

Seniors
- sign ups
- stories
- not on social

Positive Stories:
- Business Features
- Transit
- Pet Stories

Focus on
LB as a
whole to build
following

Small biz
spotlights

intern/
student writer
EVENTS!
LBCC
CSULB

70% LB
30% CS

"LB Scene"
LBC one
scene

word-of-mouth,
fliers
cars

handbooks
& events
clear to clear
messaging

too
limited
hi-lo

- Seniors: They read emails, and aren't on social media
 - Newsletter sign ups
 - How to promote DT Scene to seniors
- Story ideas
 - Business features
 - Transit
 - 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 funds would be best spent to market DTLB's small businesses during Shop Small & the holiday season?

gift card giveaways!

guide

judging day for lights
winners promoted more
influencer

gift wrapping station

carolers

dark art

cider tasting

street closure

PR!
comp.

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

If we had limitless funds, what
programs or projects would you
want to see from marketing?

Cross-disciplinary event

Art & food
food & music

Sip was great!
(felt like an
adventure)

live feeds (IG)
interviews
w/ businesses

volunteers!
marketing events
participation

- 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 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

Wednesday, July 3 at 4PM