

DLBA Special Events & Sponsorship

July 16, 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, 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 June 18, 2024 Special Events & Sponsorship Committee Meeting

Staff Report



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3a. Microgrant Report

- Awardees

- April 13 – The LGBTQ Center “Queer Prom”
- April 13 – Record Box “Covers”
- May 5 – CarLite LB “Downtown Transit Tour”
- May 26 – LB Bike CoOp “Fixit Days”
- June 15 – Dawning Days “Men’s Mental Health Awareness”
- **June 22 – A2theZshow “Same Soul Same Love”**
 - Under 250 attendees, Attendance and Diversity: The event achieved a 100% attendance rate, with every ticket holder attending. This successful turnout was notably diverse, encompassing a wide range of cultures and ethnic groups, reflecting the inclusive appeal of the film. Media Coverage and Community Engagement: The screening was covered by a local Long Beach photographer known for promoting black artists in the LGBT community. This media coverage not only documented the event but also highlighted its significance in supporting underrepresented artists. Audience Engagement and Impact: The post-screening Q&A session was highly effective, generating in-depth discussions on serious real-life topics such as COVID-19 and miscarriages. The audience's positive reception and active participation in these discussions underscore the film's impact and relevance.
- **June 29– Willmore “Earth Day”**
 - Under 250 attendees, 1. Attendance - 125 guests attended the event. 2. Food - Distribution of fresh produce to our community from Grow2Zero. 3. Media Coverage - Press telegram wrote an article piece on the event: https://www.presstelegram.com/2024/06/13/for-a-good-cause-sowing-seeds-of-change-is-bringing-its-3rd-annual-earth-fair-back-to-long-beach/?fbclid=IwZXh0bgNhZW0CMTEAAR1StGLsgBuh-VW6QMO7LaWzuiuuhLkMpm6iPQ4xSyufAroiESKsEGNxYLI_aem_v5q9glOBZG_1BecFEhqzz Q 4. We had amazing organizations join us - GroundEd, Beekeepers, LB Reuses, Arts Council, LB Sustainability, and more.
- **July 19– Partake Collective “Night Market”**
- **July 26 – LB Disability Pride**
- **August 3 – PARA “Downtown Hoedown”**

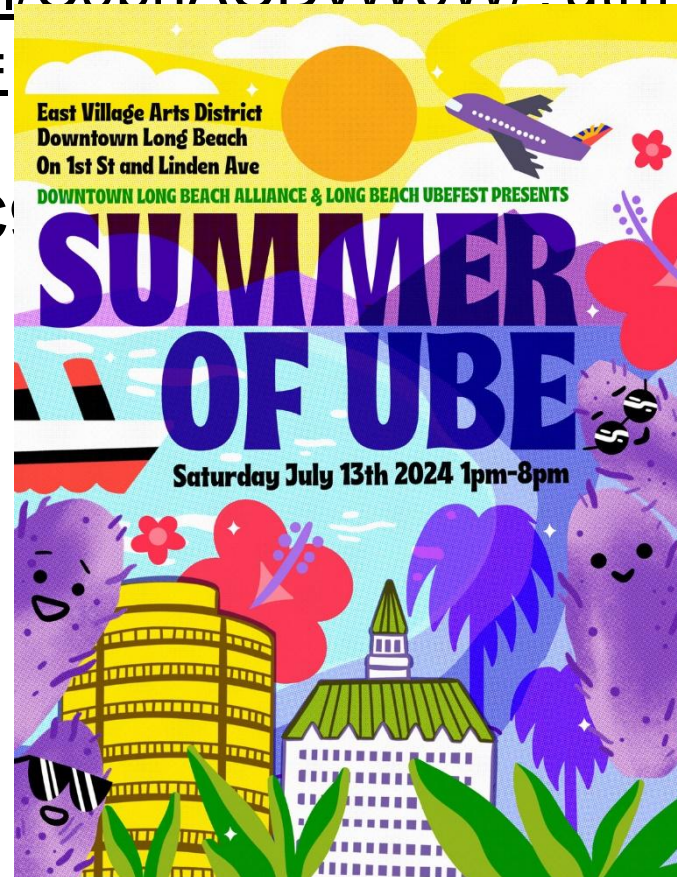
3b. Art Walk

- **Ube recap:**

https://www.instagram.com/reel/C9bhACDvW5W/?utm_source=igshare&igsh=MzRIODBiNWFIZA==

- **Map:**

<https://www.instagram.com/p/C...>



3c. Taste of Downtown: Pine & Promenade Recap

- Wednesday & Thursday, June 12 & 13, 5-9pm
- Pine & Promenade from 1st-3rd
- Street closure
- Instagram:
https://www.instagram.com/reel/C8Njo4JywwX/?utm_source=DbiNWFIZA==
- Ticket Sales: \$29,868 (\$23,214 in 2023) (\$16,188 in 2022)
- Sponsorships: \$14,000
- Attendance: 15k between 2 days

TASTE OF DOWNTOWN: PINE & PROMENADE SOCIAL MEDIA PERFORMANCE REPORT

**Reach by Social Media Platform:
Views & Impressions**

Instagram	170,465
Facebook	16,417
LinkedIn	924
Twitter	715
Threads	512

**Engagement by Social Media
Platform: Likes, Comments, & Shares**

Instagram	6,146
Facebook	594
LinkedIn	279
Twitter	22
Threads	11

Posts Per Platform

Instagram	10	Twitter	2
Facebook	4	Threads	5
LinkedIn	3		

**Top Performing Content From
All Platforms:**



Like: 436
Comment: 12
Views: 34,905



Like: 459
Comment: 6
Views: 33,423



Like: 644
Comment: 863

Instagram Stories Shared: 43



3d. Taste of Downtown: Waterfront Preview

- Wednesday & Thursday, August 14 & 15, 5-9pm
- Shoreline Drive near Yard House

3e. FY 24-25 Events Calendar Preview

CALENDAR	EVENT	LOCATION
Oct	Music & Bar Crawl	Pine & Prom
Nov	Shop Small Art Walk	EV
Dec	NYE Drone Show & Pine Ave Fest	Pine & WF
Jan	x	x
Feb	Vday Art Walk + Date Night	EV
Mar	Celebrate DT	tbd
Apr	Bike Fest	WF
May	Mothers Day Art Walk	EV
Jun	TOD Pine & Prom	Pine & Prom
Jul	Sip Shop Stroll	EV
Aug	Waterfront Beer & Wine Fest	WF
Sep	KCRW Summer Nights	Pine & Prom

Chairperson Report



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4a. Chairperson's Report – Chambers

- Project Groups –
 - Group 1 – Sponsorship Recruitment
 - Silissa, Claudia
 - Group 2 – Venue Directory
 - 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