

Marketing & Communications Committee Meeting

July 10, 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 June 5, 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

- DTLB Art Walk: July 13, Noon to Midnight
- Monthly Bike to Work Day: July 16
- Mug to Mug: July 16
- The Making of a Design District Panel Discussion: July 18
- Long Beach Disability Pride Celebration: July 26
- DTLB Food Series: July 31
- Taste of Downtown: Waterfront: Aug. 14 & 15

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

3b. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage June 1 - 30, 2024 *Meltwater Analytics, 2024

• **Downtown Long Beach:**

- **965 (+176%) media mentions for DTLB** (4th of July Fireworks Coverage: Press-Telegram, CNBC, Patch, Beachcomber, Long Beach Post, and More, Press-Telegram: Pirate invasion coverage, Sports Travel: 2028 Olympics, Queen Mary Coverage: showing up on lots of lists for “Top 10” or “Best Quirky Hotels,” etc., Summer Events Coverage - Reggae Fest, Day Trip, Long Beach Walls, Father’s Day, Taste of Downtown, Sowing’s Earth Fair, LA Beek Week)
- **\$13.48M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

• **DTLB Alliance**

- **130 mentions (+1200%)** (Grunion Gazette: Things to Do-Taste of Downtown, We Like LA: Things to Do-Taste of Downtown, Signal Tribune: Free Lincoln Park events, The Daily Dispatcher: Cheryl Roberts recognized as a 2024 Top Agent (The Pike Outlets), CSULB Honored in Run-Up to 75th Anniv as Fundraising Campaign Tops \$31M-Austin mentioned as an inaugural honoree of The Beach’s 49 Under 49)
- **\$35.98K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

DLBA Social Media Channel Stats (May/June 2024)

<input type="checkbox"/> Facebook	May 53,446 / June 53,437
<input type="checkbox"/> Instagram	May 40,598 / June 41,195
<input type="checkbox"/> Twitter / X	May 16,687 / June 16,692
<input type="checkbox"/> LinkedIn	May 1,325 / June 1,342
<input type="checkbox"/> Threads	May 5,289 / June 5,626
<input type="checkbox"/> Total	May 117,345 / June 118,292

Analytics Overview

May/June 2024 Newsletter Performance *

Downtown Scene Newsletter

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

June: Avg Open Rate 50%, Click Rate 3.7%

Business Resource Newsletter

May: Avg Open Rate 33%, Click Rate 2.6%

June: Avg Open Rate 37%, Click Rate 2.7%

Mochi's Corner

May: Avg Open Rate 45%, Click Rate 2.7%

June: Avg Open Rate 46%, Click Rate 4.3%

Stay Informed: DTLB Advisories

May: Avg Open Rate 53%, Click Rate 1.0%

June: (No advisories sent this month)

3c. Update on Ongoing Marketing & Communications Campaigns

Downtown Scene Newsletter - June



Savor Summer at Pine & Promenade: Celebrate 15 Years of Taste of Downtown with Food, Fun, and Festivities!

Jun 6, 2024 | [Downtown Scene Newsletter, Events](#)

Join us June 12-13 for a culinary celebration featuring Downtown's top chefs, live music, and free admission! Join the celebration of the 15th anniversary of Taste of Downtown! The Pine & Promenade edition, the second in the three-part seasonal series, will...

[Read More](#)



Ignite Your Child's Curiosity: High Tech STEAM Adventures Await at Scholars Collective!

Jun 6, 2024 | [Downtown Scene Newsletter, Events](#)

How would you like to get your 4 to 14-year-old child involved this summer with a place where learning never stops -- but neither does the fun? Scholars Collective at 236 E 3rd St., Ste 100C, with its combination of expert staff, old-school activities, and...

[Read More](#)



DTLB Welcomes Broken Spirits: A 10-Year Dream Realized with Grain-to-Glass Spirits and Texas-Style Comfort Food

Jun 6, 2024 | [Downtown Scene Newsletter, Events](#)

Master Distiller Massimiliano Stecca surveyed the crowd at Broken Spirits Distillery that filled the new establishment and gathered on the sidewalk to help celebrate its grand opening. "This is a 10-year passion project," he said. "It's surreal to see this happening..."

[Read More](#)



Discover World-Class Performing Arts in Downtown Long Beach This Summer

Jun 20, 2024 | [Downtown Scene Newsletter, Events](#)

Performing arts shows in L.A. are plentiful during the summer -- but the logistics and expenses for a trip up there can be daunting. Good news: There is a full spectrum of world-class performing arts offerings right here in Downtown Long Beach! Check out the greatness...

[Read More](#)



Celebrate National Selfie Day with These 8 Iconic Downtown Backdrops

Jun 20, 2024 | [Downtown Scene Newsletter, Events](#)

A selfie isn't just a photo; It's a historical document that you were there! With the right background, one selfie says a thousand words about the amazing time you were having, and how cool the place was where you were having it. Downtown has plenty of selfie settings...

[Read More](#)

DTLB Art Walk: July 13



Artwalk DOWNTOWN LONG BEACH **25+** Activations!

SAT, JULY 13 | dtlb.org/art-walk

DTLBAlliance | DowntownLongBeach | dtlb.org

Free Bike Valet by Pedal Movement

New Long Beach Walls Murals

Parking

Map streets: 7TH STREET, 6TH STREET, 5TH STREET, 4TH STREET, 3RD STREET, BROADWAY, 1ST STREET, PINE AVE, LONG BEACH BLVD, ELM AVE, LINDEN AVE, ATLANTIC AVE, LIME AVE.

ACTIVATIONS

- Summer of Ube**
1 - 8 PM | East Village Arts District
- Pottery Market**
1 - 8 PM | Clay on First & Cone 11 Studio
- Tiny Terrors 7th Annual Group Show**
6 - 9 PM | Dark Art Emporium
- 2nd Saturday Art Walk**
4 - 9:30 PM | Hellada Art Gallery
- Art by Nadine Ali**
2 - 4 PM | East Village Cafe
- Art Beyond Skin**
2 - 6 PM | Paper Crane Studio
- Art & Accessories by @frankyshandmade**
3 - 7 PM | Sushi Mafia
- Michele Rene & Michael Biagiotti**
12 - 6 PM | Fitness Identity Training
- Local Artists**
3 - 7 PM | Envy Beauty Studio
- The Mix Up: All Vinyl DJs, Live Artist, Art Showcase**
1 - 8 PM | Record Box
- Chris Eckert: Overload**
5 - 9 PM | LBMA Downtown
- 9th Anniversary Celebration**
2 - 10 PM | Foot Work Records
- Juan Santooz & Dakin Auret: House Music All Vinyl!**
2 - 6 PM | Foot Work Records
- Art by Kacie Lyn Martinez: @kacielynm**
3 - 7 PM | Ethiki!
- Nick Batzdorf Exhibit**
4 - 9 PM | blu Prints Gallery
- CONTINUUM**
5 - 9 PM | SpaceTime Collaborative
- 13th Anniversary Celebration**
12 - 9 PM | Beachwood Blendery
- Dog Paw Paint Workshop at Muse Lab**
4 - 7 PM | RDC-Studio One Eleven
- Film Screening: The Genius of Place: The Life and Work of Geoffrey Bawa**
4 - 6 PM | RDC-Studio One Eleven
- Artist Village**
2 - 7 PM | Grey LB
- Be Here Now presents Dear Long Beach**
7 PM - 12 AM | Grey LB
- Open House**
12 - 7 PM | The Raven and The Wolves
- Art by Dave Van Patten, James Carey, and Kashira Edghill + DJ Jasper Cordon**
6 - 9 PM | ISM Brewing
- Inkwell Long Beach featuring Dave Van Patten**
4 - 7 PM | Broadstone Inkwell
- Photographer @juan.visuals**
1 - 7 PM | The Ordinary Tavern
- While West LB co-organized by Hunnibuzz**
2 - 11 PM | Altar Society Brewing Co.
- Joy of Color**
5 - 8 PM | Loiter Galleries
- ManiFEST Neighborhood Block Party**
4 - 7 PM | North Pine Neighborhood Alliance
- Hedwig & the Angry Inch**
8 PM | The Garage Theatre

grey LB | CA | **THE FUBE FEST** | Pedal Movement



DTLB Giveaways



dtballiance | GIVEAWAY CLOSED!

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 @dtballiance, @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 #BrowsOnTees #LashLift #MakeupMagic #SummerGlow #DowntownLongBeach #DTLB #IlluminateDowntown

Edited: 5w

firsthome2foreverhome Tagging myself 🥰
5w Reply

👍👍👍 Liked by sa33na, 89 and 163 others
June 3



dtballiance and 3 others

dtballiance | GIVEAWAY CLOSED!

GIVEAWAY ALERT! 🎉 and a huge THANK YOU to our incredible bar sponsors @allstarsocietyforwiningsco, @secretslantdtki, and @wevineryby for making the upcoming Taste of Downtown: Pine & Promenade event possible! We are grateful for your support and partnership in bringing this amazing event to life. 🍷 Join us June 12 & 13 from 5 - 9 PM for an incredible night with amazing food, drinks, live music, and activations!

GIVEAWAY DETAILS! 🎉 We are giving away 2 sets of 40 tasting tickets each! 🍷

TO ENTER:
➕ Follow us @dtballiance
❤️ Like this post
👉 Tag the business you're excited to visit and a friend you want to take! (No entry limits, so tag away!)

🕒 This giveaway closes Tuesday, June 11 at noon.

The event is free to enter! Tasting tickets are \$1 each, with food samples costing between 2 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 Tuesday, June 11 at 2 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.

Swipe 📄 to see a detailed map of the event layout, including all participating businesses and menu options! Visit the link in our bio for more information! 🍷

👍👍👍 Liked by sa33na, 89 and 162 others
June 21

dtballiance and 2 others

dtballiance | GIVEAWAY CLOSED!

🎉 Win a 4th of July Experience Like No Other! 🎉 This 4th of July, get ready to experience a night of spectacular celebrations! We're thrilled to offer one lucky winner an unforgettable prize package in partnership with @citycruises, @cityexperiences, and @massyastore valued at over \$600!

Set sail on the Long Beach 4th of July Premier Dinner Cruise with @citycruises! Enjoy breathtaking views of the fireworks over the water, a gourmet dinner, and live entertainment with this Silver Ticket Package! But that's not all! Get the perfect 4th of July look with \$100 in gift cards from @massyastore, a trendy men's clothing store in North Pine. Whether you're looking for something casual or a bit more stylish, Masaya has you covered!

TO ENTER:
➕ Follow us @dtballiance, @massyastore, @cityexperiences & @citycruises
👉 Tag someone you'll take with you on the dinner cruise! (No entry limits, so tag away!)

🕒 Like this post
🕒 This giveaway closes Sunday, June 30 at midnight.

All entrants must be 21+ and live in the contiguous United States. Make sure your Instagram profile is public and be ready to claim your prize! Winners will be randomly selected and must respond by Monday, July 1 by 2 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 out on this chance to make your 4th of July truly unforgettable! 🎉

👍👍👍 Liked by sa33na, 89 and 112 others
June 28



dtballiance and eastvillageartsdistrict

dtballiance | GIVEAWAY CLOSED!

GIVEAWAY ALERT! 🎉 Support the vibrant @eastvillageartsdistrict and get a chance to win one of THREE \$75 gift cards to one of your favorite local spots! 🍷 With eclectic options ranging from dining, shopping to beauty and tech services, there's something for everyone! Tag or write out the name of one of these amazing locations for the chance to win! (some do not have Instagram)

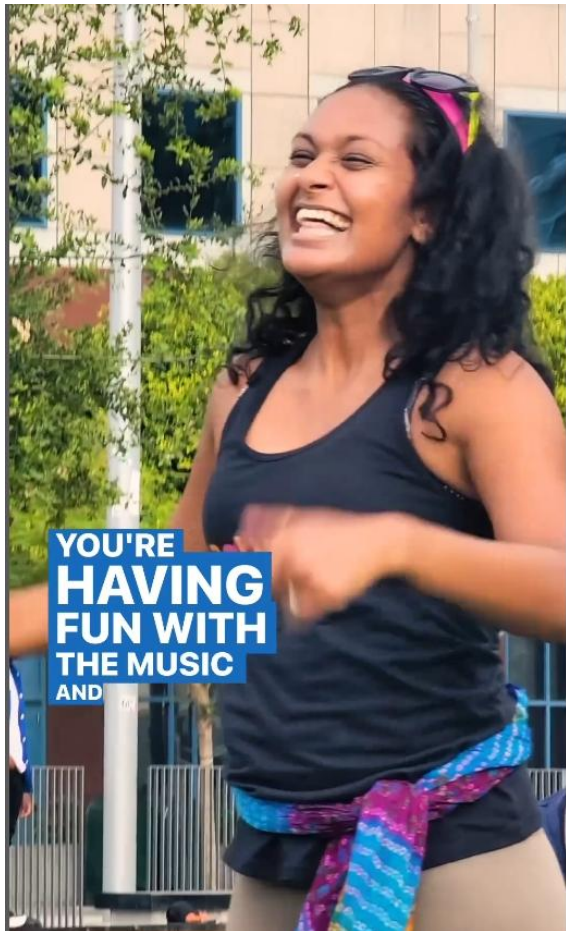
- @wevineryby
- @thaidistrict
- @zeppsigns
- @culturnemohrooms
- @cremedelacrepell
- Wawa Restaurant
- @rightmaiz
- @sushimafab
- @wabisabivillagemarket
- Mary's Beauty Salon
- @custom_iphones_and_repairs
- Queen's Nails
- @makecolleives
- @helbentalsverasmith
- @recircelhome
- @wildflowerbeautyandbrows
- @waxblush
- @wax_candy
- @felinepodsocialclub
- @recorobow_b

TO ENTER:
❤️ Like this post
➕ Must follow @dtballiance & @eastvillageartsdistrict
👉 Tag or write the name of a business you want to win a gift card to in the comments! 🍷 One comment = one entry. No entry limits, so comment away!

👍👍👍 Liked by sa33na, 89 and 162 others
June 21



Lincoln Park Events



visitlb and 3 others
Original audio

visitlb #DidYouKnow there is a free Bollywood dance class every Wednesday at 5:30pm at Lincoln Park in Downtown Long Beach? Meet new people, have fun, and get moving with Madhavi from Bollypop!

#visitlb #visitlongbeach #longbeach #bollywood #bollypop #bollywooddance #danceclass #longbeachstuff #dtlb

1d

jessethelopez Fun video! The dynamic duo is back 🍷
1d 3 likes Reply

aztec_rootz Are you sure it's safe???? Homeless????
22h 1 like Reply

marinacedraschitranslates Yeah baby! Go LB. I'll be there next Wednesday! Yeah. LA's got nothing on us now 🍷🍷
1d 1 like Reply

andrea618carrasco OMG!!! Yesssss!!!!
1d Reply

ishap.30 Love this ❤️❤️
1d 1 like Reply

parvey ❤️❤️❤️❤️❤️❤️
1d Reply

intrepidwellness.val Omg fun!!!!
1d 1 like Reply

12thhouse amazing !!! 🌟🌟
1d 1 like Reply

Liked by **kelsey mader** and 283 others
1 day ago



lincolnparklb and 2 others

lincolnparklb Join us for a double dose of community fun! Lincoln Park next Saturday, June 29! First, join us for a clean-up at @lincolnparklb and help keep the park pristine (the first 10 people to arrive will receive a free Friends of Lincoln Park t-shirt) 🌟

Afterward, stick around for @councilwoman_mary_zendejas 3rd Annual Independence Day Dog Parade and enjoy the festivities with our furry friends. 🐾 Together, we can create a cleaner greener park and celebrate with a pawsome parade!

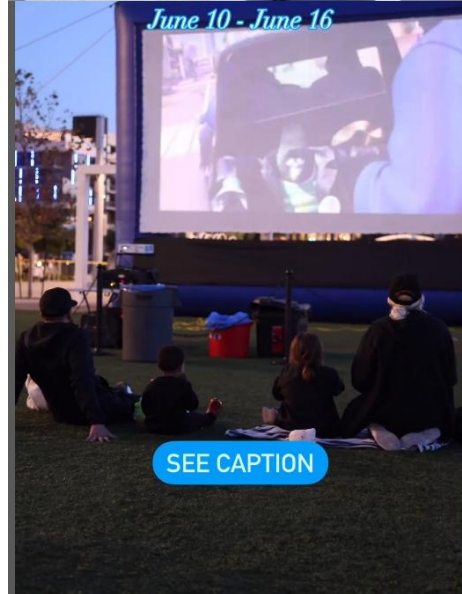
• The Swings in Lincoln Park
Saturday, June 29
🕒 9 - 10 AM (Clean-Up)
🕒 10 AM - 12 PM (Dog Parade)

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

Edited · 2w

a_tale_of_two_wieners We are signed up for the PAWrade! 🐾
2w 1 like Reply
View replies (1)

Liked by **sal33na_89** and 53 others
June 24



Monday, June 10

- Parks and Rec Mobile Recess @longbeachparks 11 AM - 3 PM
- Dog Obedience @bodyandmindk9 12 - 1 PM

Tuesday, June 11

- Parks and Rec Mobile Recess @longbeachparks 11 AM - 6 PM
- Parks and Rec Walking Group @longbeachparks 5 - 6 PM

Wednesday, June 12

- Parks and Rec Mobile Recess @longbeachparks 11 AM - 6 PM
- Dog Obedience @bodyandmindk9 12 - 1 PM
- Intro to Fitness @longbeachparks 5 - 6 PM
- Bollywood Dance @madhavionthemove 5:30 - 6:30 PM

Thursday, June 13

Liked by **jamesahumada** and 23 others
June 10



Opposite of Ordinary Launch



Downtown Long Beach Alliance (DTLB Alliance)

Like swan boats & IndyCars. Like bar crawls & art walks. Welcome to where the Opposite of Ordinary lives. |

#DTLB



MarComm Committee Projects



4. Fall Campaigns Discussion

- a. Unfiltered
- b. Illuminate Downtown (Shop Small)

Unfiltered 2023



**2023 UNFILTERED PHOTO CONTEST
WINNERS**

dtballiance and 2 others
Jumbo • Bell Out

dtballiance 📸 We're absolutely thrilled to reveal the top finalists 🏆 of our annual DTLB Unfiltered Photo Contest out of over 240 total submissions! This contest is a tribute to the incredible charm, variety, and energy of Downtown Long Beach, as seen through the eyes of skilled photographers of all backgrounds.

Thank you to @artslb, @happilybeardedafter, and to all of our amazing participants! 🙌

📷 Photo Credit:
@xris_512
@longbeachliferadiotv
@robertocarlos.la
@low_kate
@lastraniera
@thedorianmode
@leogift
@laddvisionphotography
@bothetvguy
@shotsbytahoeboy
@thebbring
@ekkodubs
@cielorotheography
Ariel James Odvina
Casey Crissman

#DTLBUnfiltered #PhotoContestWinners #LongBeach
#DowntownLongBeach #Unfiltered2023
#UnfilteredPhotoContest

33w

lastraniera All of these photos are so incredible, what a beautiful representation of one of my favourite places on earth. Congrats everyone on your great talents!

33w 3 likes Reply

👍 🗨️ 📄

👍 Liked by Jamesahumada and 151 others
November 17, 2023



dtballiance and 2 others
Downtown Long Beach

dtballiance 📸 Calling all photographers! Our annual Unfiltered photo contest ends tonight. The deadline to submit your best shots of #DTLB is tonight (Sunday) at 11:59PM.

For more info and to submit, visit dtlbunfiltered.com

📷 "Up, Up & Away" by Joseph Sarto for Unfiltered 2022

Huge thanks to @artslb and @happilybeardedafter for collaborating with us on this years contest!

37w

👍 🗨️ 📄

👍 Liked by Jamesahumada and 76 others
October 22, 2023

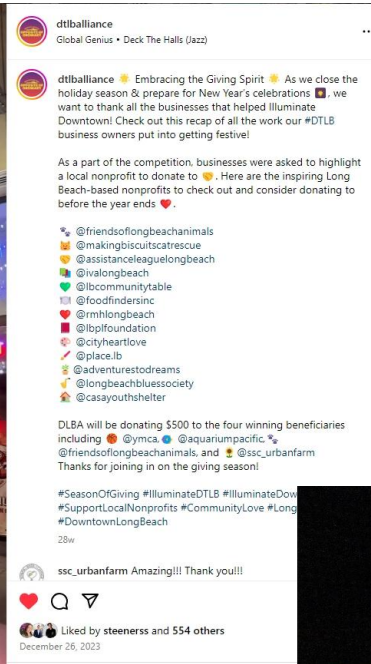


OCTOBER 1-22
DTLBUNFILTERED.COM

Arts COUNCIL
FOR LONG BEACH

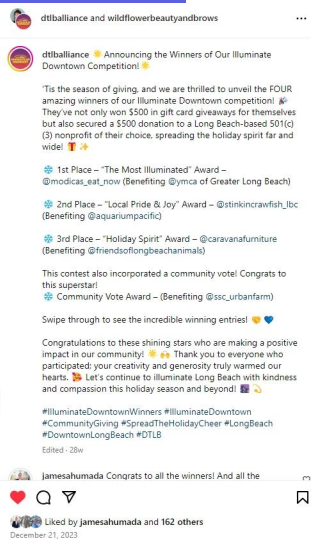
DOWNTOWN
LONG BEACH
ALLIANCE

Illuminate Downtown (Shop Small)



- Why should your business participate you may ask?**
- 1. Festive Spirit:** Ignite the holiday spirit by illuminating and decorating your business or building in creative and vibrant ways.
 - 2. Visibility:** Get featured! The DLBA and city partners will showcase the storefronts of participating businesses on social media and on websites throughout the holiday season, giving you a spotlight in the heart of downtown.
 - 3. Give and Receive:** To enter, you must also select a Long Beach 501(c)(3) non-profit that your business would like to support. The winning entries will earn \$500 in donations to the nonprofit of their choice.

Nov. 6 Registration Opens	Nov. 25 Public Voting Opens	Nov. 25 Shop Small Saturday	Nov. 28 City Tree Lighting 6 PM	Dec. 9 Lincoln Park Lighting	Dec. 10 Registration Closes	Week of Dec. 11 Judging Occurs	Week of Dec. 18 Winners Announced



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, August 7 at 4PM