

Marketing & Communications Committee Meeting

August 7, 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 July 10, 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: Waterfront: Aug. 14 & 15
- Lincoln Park Clean Up: Aug. 10
- DTLB Link & Learn: Aug. 14
- Brokers by the Beach: Aug. 15
- Mug to Mug: Aug. 20
- Bike to Work Day: Aug. 20
- Board Meeting: Aug. 21
- Summer on Pine (Multiple Events): Aug. 24 - Sept. 7
- DTLB Food Series: Aug. 28

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

3b. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage July 1 - 31, 2024 *Meltwater Analytics, 2024

• **Downtown Long Beach:**

- **549 (-44%) media mentions for DTLB** (Long Beach Post, Press-Telegram: Shoemaker Bridge street impacts, NBC: Queen Mary to open most haunted room, Long Beach Post: Dark Harbor to feature 4 new mazes, Multiple outlets: Queen Mary, spookiest stays, spookiest hotels, etc., Multiple Outlets: Coverage/announcements of Midsummer Scream, Los Angeles Daily News, Signal Tribune, Grunion Gazette: LB Disability Pride coverage, Los Angeles Times: 10 L.A. Staircase walks with breathtaking ocean views, Insider Travel Report: New/Renovated hotels in U.S. - Marriott Long Beach mentioned, Secret LA: 10 Places to go throwing for LA Lumberjacks - Bad Axe on Pine mentioned, LBPost: Ubuntu cafe opens, Multiple Outlets: Olympics 2028 venues - Marathon swimming, triathlon, waterpolo, handball in DTLB)
- **\$16.29M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

• **DTLB Alliance**

- **4 mentions (-97%)** (South Bay Community News, Signal Tribune: DTLB Art Walk)
- **\$2.83K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

DLBA Social Media Channel Stats (June/July 2024)

<input type="checkbox"/> Facebook	June 53,437 / July 53,386
<input type="checkbox"/> Instagram	June 41,195 / July 41,619
<input type="checkbox"/> Twitter / X	June 16,692 / July 16,684
<input type="checkbox"/> LinkedIn	June 1,342 / July 1,360
<input type="checkbox"/> Threads	June 5,626 / July 5,908
<input type="checkbox"/> TikTok	July 82
<input type="checkbox"/> Total	June 118,292 / July 119,039

Analytics Overview

May/June 2024 Newsletter Performance *

Downtown Scene Newsletter

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

July: Avg Open Rate 46%, Click Rate 4.1%

Business Resource Newsletter

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

July: Avg Open Rate 38%, Click Rate 0.30%

Mochi's Corner

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

July: Avg Open Rate 53%, Click Rate 0.74%

Stay Informed: DTLB Advisories

July: (No advisories sent this month)

3c. Update on Ongoing Marketing & Communications Campaigns

Downtown Scene Newsletter - July



**Meet the Clean & Safe Team
Employees of the Quarter:
Enrique & Anisel**

Jul 2, 2024 | Clean and Safe, Downtown Scene Newsletter



**Immerse Yourself in Creativity at
DTLB Art Walk July 13**

Jul 11, 2024 | Downtown Scene Newsletter, Events



**The July DTLB Art Walk Set to be
an All-Day, All-Night Art Fest**

Jul 10, 2024 | Downtown Scene Newsletter, Press



**Your Ultimate Guide to 4th of
July in Long Beach: Fireworks,
Cruises, and More!**



**Meet Sara Payne, The Clean &
Safe Team's New Manager with an
Eye for Hospitality**

Jul 22, 2024 | Events, News



**Beat the Heat: DTLB's Coolest
Ice Cream and Frozen Treats
Guide**

Jul 18, 2024 | Downtown Scene Newsletter



**Inked in History: Visit Downtown
Long Beach's Iconic Tattoo Shops**

Jul 18, 2024 | Downtown Scene Newsletter

New Newsletter Headers



DTLB Giveaways



DOWNTOWN SCENE OPPOSITE OF ORDINARY

BEAT THE HEAT: DTLB'S COOLEST ICE CREAM & FROZEN TREATS GUIDE

DOWNTOWN LONG BEACH ALLIANCE



dtlbali...

This giveaway must be your Instagram profile. Winners will be selected Monday, August 11, 2025.

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.

inspired 2w 1 like

jossing_around @ryschorr @longbeachcreamery our fave 🥰 2w 2 likes Reply

ru.uby @longbeachcreamery @chefnataliaaaa <3333 2w Reply

strawberrygooblin @pumpkabones and @longbeachcreamery

View insights

Liked by jamesahumada and 103 others July 19

Add a comment...

dtlbali... and 3 others

Self Care Giveaway Alert!

We're celebrating International Self Care Day with a \$150 gift card giveaway! One lucky winner will be selected to win the perfect combo to pamper yourself and enjoy some indulgent self-care! See instructions below for your chance to win \$50 to @envybeautystudio and \$100 to @modicas_eat_now!

Treat yourself to some well-deserved self-care! 🌸💆‍♀️

TO ENTER:

- Follow us @dtlbali..., @envybeautystudio, @modicas_eat_now, & @eastvillageartsdistrict
- Drop your favorite self care emojis in the comments (No entry limits, so comment away!)
- Like this post

This giveaway closes Friday, July 26 at 9 AM. All entrants must be 18+ 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 Friday, July 26 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.

Good luck, and may your self-care journey be filled with relaxation and great food! 🍷🥂



DOWNTOWN SCENE OPPOSITE OF ORDINARY

JAZZ LEGENDS TO UNITE IN LONG BEACH FOR THE 35TH ANNUAL JAZZ FESTIVAL

DOWNTOWN LONG BEACH ALLIANCE

dtlbali... and longbeachjazzfestival

Giveaway Alert!

Celebrate the 35th Annual Jazz Festival with us at Marina Green Park! Enjoy three days of soulful tunes, vibrant performances, and unforgettable moments from August 9 - 11. 🎷🎸 Read more about the event at the Linktree 📄 in our bio! We're giving away 2 pairs of general admission tickets to two lucky winners! Don't miss out on your chance to experience the magic of jazz live!

August 9 - 11
6 - 10 PM
Marina Green Park (386 E Shoreline Dr.)

TO ENTER:

- Follow us @dtlbali..., & @longbeachjazzfestival
- Tag someone in the comments that you'll bring with you (No entry limits, so comment away!)
- Like this post

This giveaway closes Wednesday, August 7 at midnight. All entrants must be 18+ 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 Thursday, August 8 by 2 PM, or we'll have to choose another contestant. ⚠️ This giveaway is not affiliated with Instagram, Inc.

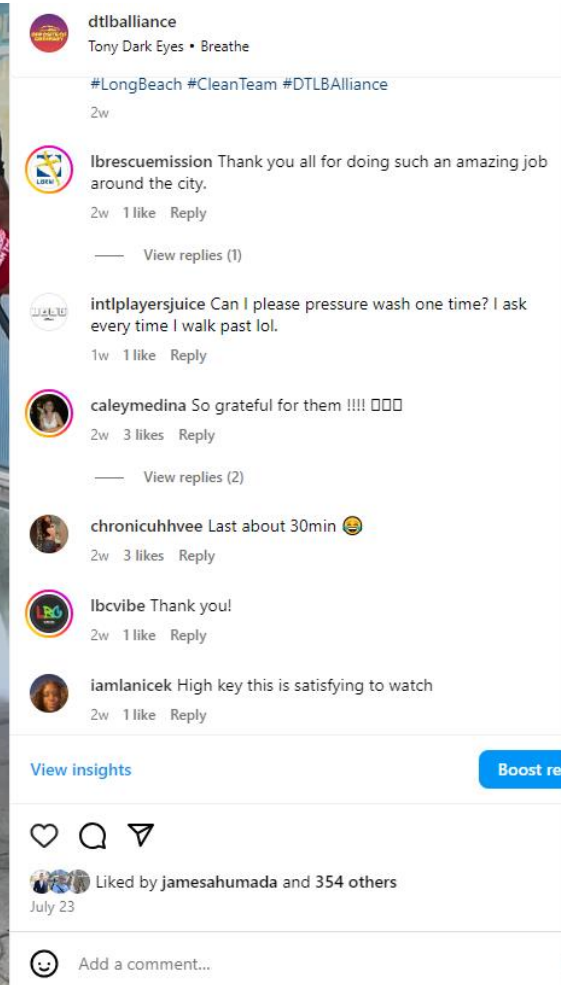
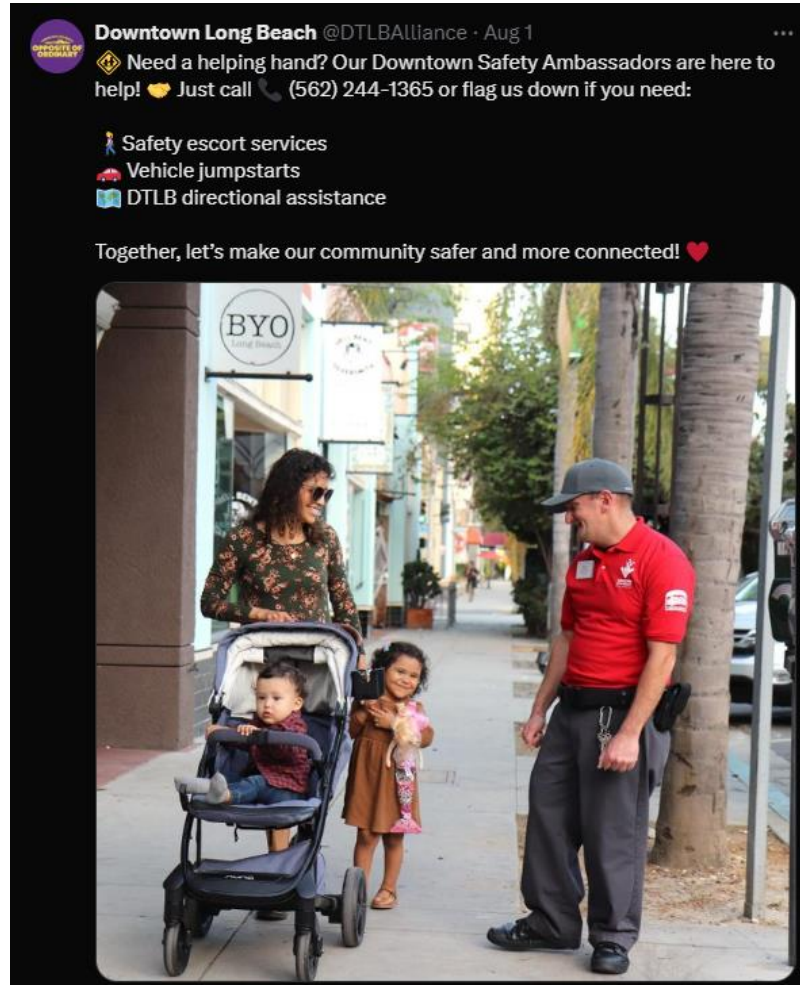
Please note: We will never ask for your personal information beyond an email or phone number to claim your prize. We will never request credit card information.

View insights

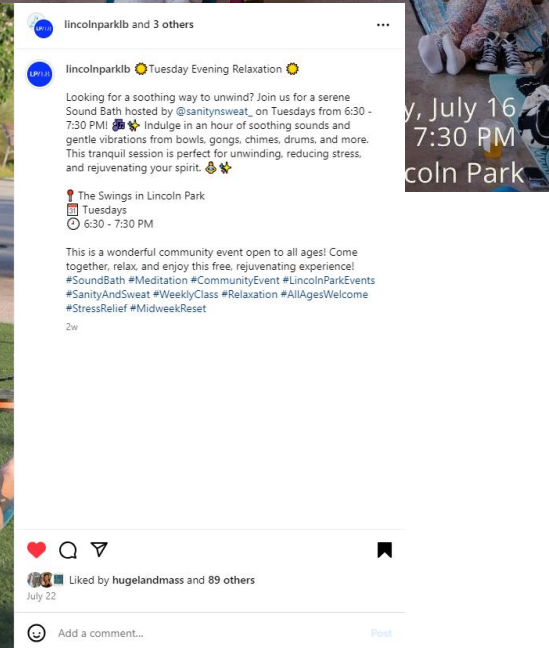
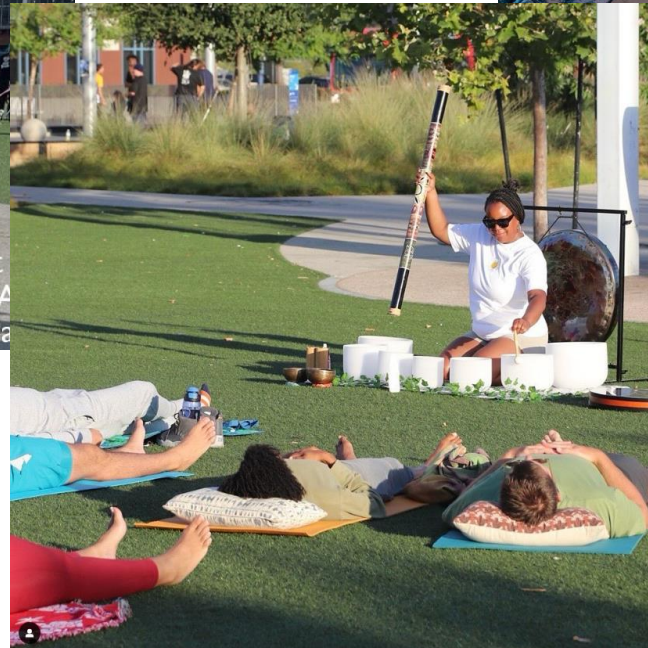
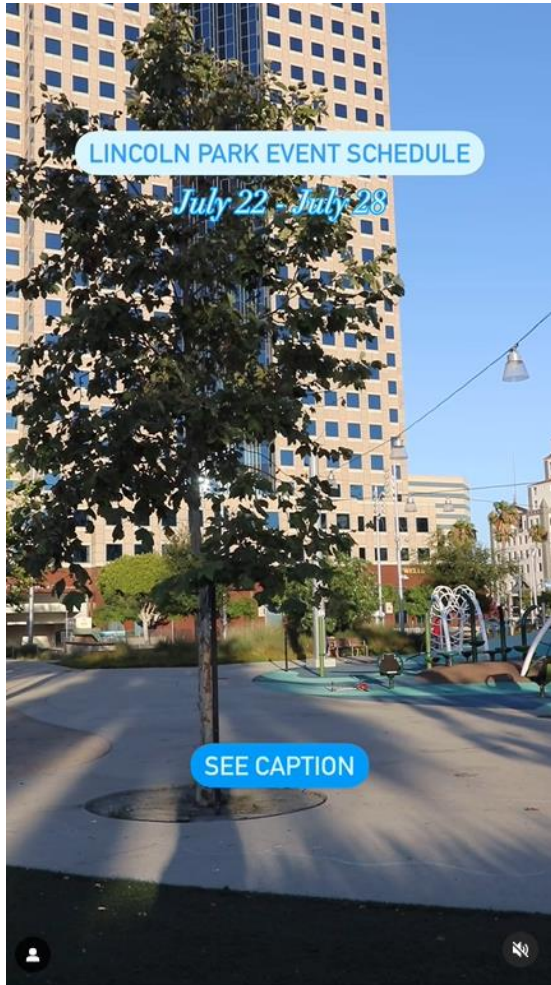
Liked by jamesahumada and 51 others 1 day ago

Add a comment...

Clean & Safe Team Promotion & Awareness



Lincoln Park Events



July 16
7:30 PM
Lincoln Park

4. Discussion around Olympics 2028

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, September 4 at 4PM