



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Amy Chambers, Chair

Silissa Uriarte-Smith, V. Chair

Judy Estrada

Rob Marquez

Clay Wood

Claudia Ayala

Jennifer Totah-Wolfe

Greg Beck

STAFF:

Justine Nevarez
Community Outreach &
Events Manager

Stewart Stephens
Programming Assistant

SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MINUTES

Tuesday, September 10, 2024

9:30 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Voting Present: Amy Chambers, Judy Estrada, Rob Marquez, Claudia Ayala, Greg Beck.

Voting Absent: Silissa Uriarte-Smith, Clay Wood, Jennifer Totah-Wolfe.

Staff: Justine Nevarez, Stewart Stephens.

Guests: None.

1. Call to Order – Amy Chambers, Chair
Meeting Presentation. Called to order **9:44 AM.**
2. **ACTION: Approval of Minutes from [August 13, 2024](#) Special Events & Sponsorships Committee Meetings.**
MOTION: 1st: Estrada; 2nd: Beck.
VOTE: None Opposed. No Abstentions. Motion Passes.
3. STAFF REPORT – Justine Nevarez, Community Outreach & Events Manager
 - a. Microgrant Report
 - b. Summer on Pine Recap
 - c. FY 23-24 Events Recap
 - (3a.) Nevarez provided a review of all the Microgrant events that took place over the course of the fiscal year. We are still awaiting 2 payments and final reports from microgrant events, and PARA Hoedown will be holding its event in subsequent weeks. Chambers asked what happens with the money that was awarded to events which never took place, to which Nevarez replied that the funds are reallocated within the department.
 - (3b.) Nevarez provided a recap of the Summer on Pine events and activations, using a chart that depicted the statistics from the 2 weeks of the closure. The Viva LB activation brought between 3-5K people to the area over a 4 hour period. Though the public seemed to enjoy the various events, the 2-week closure received mixed reception, especially from the businesses which advocated most for this closure. These businesses claimed that the closure slowed business over the course of the 2 weeks, though they have been advocating for the closure to bring more business since the COVID lockdowns (and street closures). Marquez asked if the Alliance is more focused on events or business promotion/advancement, stating that Altar Society was the most happy with the closure, largely because they took advantage of the situation to promote themselves and their own afterparty events. Ayala reminded the group that activating a space is not a guarantee that it will bring more business, as has been the case at Shoreline Village. Nevarez stated that few of the businesses within the closure area came ready to promote themselves and earn business from the changes the closure brought. Despite the negative reception from some of these businesses, the activations brought a lot of people into Downtown and had a lot of fun. The Alliance did what it had planned and promised, and overall we feel good about our part in cultivating this closure.
 - (3c.) Nevarez provided a recap of all the DTLB Alliance signature events that took place in the FY23-24. New Years Eve at the waterfront brought in around



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\$17,500 in sponsorships. Date Night on Pine, though free to the public brought in \$2895. Celebrate DT + Artwalk did around \$1005 in revenue and over \$15,000 in sponsorships. Sip, Shop, and Stroll brought in \$4975 in revenue and \$2500 in sponsorships. Many people, business owners, and participants were very happy with this retail event, and we are planning to continue this event for the subsequent year. It also garnered lots of onsite ticket sales. Taste of Downtown: Pine & Promenade was very successful, but the numbers are still being evaluated. Artwalk + UbeFest, while positively received by vendors and attendees, this event did not generate any revenue or sponsors for the agency. Taste of Downtown: Waterfront brought in \$28,316 and \$5000 in sponsorships, though most of the restaurants ran out of food too soon.

4. CHAIRPERSONS REPORT – Chambers

- a. Sponsorship Deck Updates
 - b. Microgrant Report
 - c. Venue Directory
- Chambers provided a review (and a prospective for the coming year) of the 3 working group projects. Group 1, the Sponsorship Deck will be redone with a whole new events slate. They will focus on a street closure for NYE. Working with the Fire Department on these street closures has been difficult as their requirements have become more strict. The city requires water barricades, police cars, and bollards. Ayala and Uriarte-Smith will be providing further info on the Microgrant report. Group 2, the Venue Directory, has been put on hold. The group may decide to revive the project for the FY24-25, but will require more support from the committee members to develop the Directory. Group 3, the Retail Event (Sip, Shop, and Stroll), is still awaiting final reporting info, but the event was successful enough that it will be held again in future years.

5. Old Business

6. New Business

- Nevarez provided a slate of events, which will take place in the FY24-25. The list is as follows:
 - Bar Crawl (Date/Time TBD)
 - NYE Party on Pine (Queen Mary will be doing fireworks at midnight only)
 - 1/18 Mocktail Crawl
 - 2/8 Artwalk + Black History Month with CDI
 - 3/14 BikeFest at Catalina Landing
 - April Celebrate DT
 - 5/3 Sip, Shop, and Stroll
 - 5/18 Post Pride Afterparty
 - 6/11 Taste of DT
 - 6/14 Juneteenth
 - Summer: LB Walls
 - 7/12 Artwalk
 - August: Waterfront Beer & Wine + KCRW Summer Nights
 - Buskerfest (this event has most consistently been asked to return. Seal Beach has a good system with permitting buskers that could be a good model for us, and we should plan to do more research on the City's Occasional Event Permit process.)



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- Nevarez updated the committee on new appointments for the FY24-25 including Clay Wood's appointment as the Chair of the committee and the new Vice Chair Clare Le Bras.
 - Marquez announced that he will be leaving Grey LB which will be going back to solely running the wedding venue.
7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
Adjourned at **10:34 AM.**

NEXT SPECIAL EVENTS & SPONSORSHIPS COMMITTEE MEETING:

Thursday, November 14, 2024

10:00 AM

Location: DTLB Alliance Conference Room (100 W Broadway, Suite 235)

***Mission: Cultivate, preserve, and promote a healthy, safe
and prosperous Downtown for all***

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