



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Amy Chambers, Chair

Rhonda Love, Vice-Chair

Claudia Ayala

Kat Engel

Judy Estrada

Robert Marquez

Jimmy Spicer

Silissa Uriarte Smith

Clay Wood

STAFF

Austin Metoyer, CEO

Justine Nevarez,
Community Outreach &
Events Manager

Kelsey Mader,
Executive Assistant

Amanda Barrera,
Administrative Assistant

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Long Beach, CA 90802
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SPECIAL EVENTS & SPONSORSHIP COMMITTEE MINUTES

Tuesday, September 12, 2023

9:30 AM

DLBA Conference Room
100 W Broadway, Ste 120
Long Beach, CA 90802

Voting Present: Amy Chambers, Rhonda Love, Rob Marquez, Silissa Uriarte-Smith, Clay Wood.

Voting Absent: Judy Estrada, Claudia Ayala, Jimmy Spicer, Kat Engel.

DLBA Staff: Stew Stephens, Amanda Barrera, Justine Nevarez.

1. **CALL TO ORDER** and **INTRODUCTIONS** – Amy Chambers, Chair
Meeting Presentation. Called to order 9:35 AM.
2. **RECOMMENDED ACTION: Approve minutes from July 11, 2023 Special Events & Sponsorship Committee Meeting and review notes from August 8, 2023 Committee Meeting.**
VOTE: 1st: Love; 2nd: Uriarte-Smith.
MOTION: None opposed. No Abstentions. Motion Passes.
3. **STAFF REPORT** –Justine Nevarez, Community Outreach & Events Manager
 - a. **Preview of remaining Summer Events**
 - Nevarez provided a preview of the upcoming events in the Summer Events Series:
 - ‘Summer Lunch Picnic’ is already expecting more participants than the previous one (20-30 attendees). Scheduled for 9/20.
 - ‘Date Night on Pine’ will take place in conjunction with Mayor Richardson’s office, bar services hosted by Rosemallows, nearby restaurants providing menu specials for event attendees, and an anticipated attendance far less than the maximum capacity of 500 (chairs available).
 - b. **Evaluation of 22-23 Events** – updates, review, and figures provided by Nevarez.
 - **Review of NYE fireworks shows:**
 - Attendance figures from recent years: 5,390 visitors (‘22/23); 3,000 (‘19); 3,250 (‘18).
 - Social Media: 24,956 impressions; 2,094 engagements.
 - Sponsors: Harbor Breeze
 - Nevarez is still hoping for a drone show in future years’ events (\$40,000).
 - **Celebrate Downtown Review**
 - Visitors: 400 (2022: 800)
 - Social Media: 31,400 impressions; 568 engagements.
 - The committee wants to do a cost analysis for the event; future years’ ‘Spirit of Downtown Awards’ may be given at a future Tast of Downtown event.
 - **Taste of Downtown East Village**
 - Attendance: 2279 (‘23); 1467 (‘22); 2695 (‘19)
 - Social Media: 49,996 impressions; 2,879 engagements; 724 clicks
 - Sponsors: LB Heritage, Pedal Movement, Padre, Beachwood Brewing, & HiLo Liquor



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- In future years this event may become a 'Sip & Saunter' with more emphasis on beverages and shopping.
 - **Downtown Beach Streets**
 - Visitors: 4592 ('23)
 - Social Media: 42,312 impressions; 3,613 engagements; 36 clicks
 - Sponsors/Partners: Rosemallows, Harvelle's, Grey LB
 - The tracking area was larger than could provide an accurate attendance estimation (the number also doesn't include kids, of which there were many attending Beach Streets, or people without mobile devices).
 - **Taste of Downtown Pine & Promenade**
 - Visitors: 4,418 ('23); 2,885 ('22); 2,536 ('19)
 - Social Media: 14,940 impressions; 965 engagements
 - Sponsors: Mosaic, Port of LB, Studio I-I I, Padre, Aster, Partake Collective, Pedal Movement, 200 W Ocean, The Breakfast Bar, LB Heritage
 - The intention for next year's Taste of Downtown on Pine will be to have a street closure for a much larger Taste event.
 - Marquez inquired about how the social media impressions are gathered and whether or not those paid/unpaid promotions for events are worth the social media benefit, or whether other promotional avenues would make more sense.
 - Summer Event Series updates provided by Nevarez.
 - 7/29 Roller disco figures: 16,252 impressions; 481 engagements; 253 clicks
 - Picnic: 9,881 impressions; 291 engagements; 122 clicks
 - Sponsors & Partners: Mosaic, Pedal Movement, Flying Embers
 - Figures not yet available for second roller disco, but sales numbers were doubled from the first roller disco (better attendance may be due to event taking place at night instead of in the afternoon – more families, adults, after work hours, etc).
 - Wood advises advertising that kids under a certain age/shoe-size will need their own skates as many were turned away – lowest rental size was adult 3.
 - **Waterfront Taste of Downtown**
 - Visitors: 2043 ('23) – one of the largest yet; 945 ('22); 858 ('19)
 - Social Media: 23,721 impressions; 3,528 engagements; 372 clicks
 - Sponsors: Shoreline Village, Padre, Aster, bark! bark!, CBC Blair, Partake Collective, Pedal Movement, 200 W. Ocean, The Breakfast Bar, Auld Dubliner, Beachwood Brewing.
 - Salissa took interest in other events taking place around the same time, that may have contributed to such high numbers.
 - Wood recommends of having exit polls at the end to gather more information/opinions about how people heard about the event, what they enjoyed, etc.
4. **CHAIRPERSONS REPORT – Chambers**
- a. **Group I Update – Smith**
 - Smith and Love discuss having stricter responsiveness requirements for grant award recipients or creating an ask associated with the grant money, to avoid



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applicants wasting DLBA effort and time – requiring each applicant to do “due diligence.”

- Smith recommends dividing longer group orientations into multiple 1hr. meetings to avoid fatigue for grant applicants.
 - b. Group 2 Update – Estrada
 - Smith inquires about a comprehensive sponsor list which may be made available as a report for the committee in the future to determine valuable sponsorships/partnerships.
 - Marquez recommends moving beyond downtown sponsorships into more external corporate money as many small downtown businesses may struggle to offer much, while a corporate sponsorship could offer much more, and potentially bolster the events offerings/activations.
 - c. Group 3 Update – Marquez
 - Correcting the business owner info for a more accurate database has been time-consuming, Love offers to assist with the collection of information for this Google document. [PROVIDE LINK?]
5. OLD BUSINESS
6. NEW BUSINESS
- The committee discusses growing the sponsorship deck.
 - Nevarez asks the committee to consider goals for the next fiscal year, which may be implemented for the upcoming orientations, committee group introductions, etc.
 - The committee discusses which members will be leaving the committee: Kat Engels & Jimmy Spicer. These seats will be filled by 2 [unnamed] prospective community members.
 - The committee reminds one another of some other upcoming events in or near the downtown area:
 - Viva Long Beach (Marquez), Long Beach Gives (Smith), Mosaic & Arts Council George Floyd Storefront window boards exhibit (Love).
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT
- Adjourned at 10:45 AM

NEXT SPECIAL EVENTS COMMITTEE MEETING:

Tuesday, October 10, 2023

9:30AM

In Person (100 W Broadway, Ste 120, Long Beach)

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

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All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.