

# Marketing & Communications Committee Meeting

May 3, 2021

DLBA Zoom Conference Room



**DOWNTOWN**  
**LONG BEACH**  
**ALLIANCE**

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

# Chairperson Alishia Calls Meeting to Order

Taking Attendance:

Roll Call: Alishia Holmes-Watson, Cameron Andrews, Jane Delorenzis, Sal Flores, Michael Gold, Ryan La Rosa, Aimee Mandala, Vanessa Nunez, Markel Ringer

## 2. Minutes

Action: Approve minutes from April 5, 2021 meeting

Roll Call vote: Alishia Holmes-Watson, Cameron Andrews, Jane Delorenzis, Michael Gold, Sal Flores, Ryan La Rosa, Aimee Mandala, Vanessa Nunez, Markel Ringer

# 3. Chairperson's Report

Alishia Holmes-Watson, Chair

## 4A. Working Group Progress

- I. Working Group Goal 1: Develop a series of promotional topics and marketing tactics to drive visitors and residents to Downtown Long Beach.
- II. Working Group Goal 2: Discuss how to effectively utilize a calendar post ideation

## 4. Staff Update

**Michael Berman, Communications Manager**

**Lauren Mayne, Digital Marketing & Social Media Coordinator**

# 4A. Social Media, Digital Marketing & Communications Analytics

# Analytics Overview

## Media Coverage April 1 - April 30, 2021

- **Downtown Long Beach:** 239 articles in pubs such as LB Post, LB Business Journal, The Grunion, KFI AM
  - 215M in potential reach; \$2.0m in ad equivalency
- **DLBA:** 5 articles. LBP, LB Business Journal, Eater LA
  - 280K in potential reach; \$3.4K in ad equivalency

## Newsletter Performance

- **April Downtown Scene:** Open Rate 12.2%, Click Rate 1.3%. **Past Year:** 13.6%.
- **Business Resource Newsletter April Avg.:** Open Rate 25.1% Click Rate 2.9%  
(YTD: Open Rate 24%, Click Rate 2.9%)
- **Stay Informed DTLB Advisories:** April: Open Rate 42% Click Rate .3%  
(Oct thru late Jan: Open Rate 42.8%, Click Rate 5%)

## Social Media Performance April vs. YTD

- Audience change: Twitter 38 vs. 127, Facebook 100 vs. 171, Instagram 330 vs. 877, LinkedIn 14 vs. 11
- Impressions change: Twitter 48,287 vs 175,310, Facebook 252,174 vs. 513,847, Instagram 179,370 vs. 259,837, LinkedIn 1,874 vs. 1,933
- Engagement change: Twitter 1,006 vs. 4,685, Facebook 8,184 vs. 21,433, Instagram 3,296 vs. 8,617, LinkedIn 97 vs. 94



# 4B. Update on Marketing & Communications Campaigns

# Marketing Campaigns

**Studio LBP** – Entering an agreement with Studio LBP to help facilitate our overall marketing efforts. They're currently helping with website updates, a VTOD promo video, and will be streaming our May Downtown Discussions event.

**Los Angeles Magazine** - Restarting campaign again with additional collateral sent via OC and Pasadena magazines.

**Marketing Video “Support DTLB”** – Determining what content needs to be refreshed in order to reflect current health order status.

**Dine Out DTLB** - Recently verified current hours and businesses with outdoor dining to update our map. Currently 74 businesses featured.

**Shop DTLB** - Promoting business sign-ups to build our directory. Online promotions ongoing. Currently 31 businesses featured.

**Workout DTLB** - Most contacted businesses were not yet ready to be marketed. DLBA will reach out to them again in about a couple of weeks, allowing them time to fully reopen.

**Indulge DTLB** – Landing page has been completed. Page will launch tomorrow (5/4).

# 4C. Department Dashboard and Budget

# MARKETING & COMMUNICATIONS

## APRIL HIGHLIGHTS

(AS OF 04/30/21)



- In April, Marketing focused on promotion of the Earth Day Virtual Taste of Downtown, the Entrepreneur Education Series, and the continued promotion of the gift card giveaway program.
- DLBA revised its design and navigational menus on department overview pages for a more mobile-friendly experience.
- The next Marketing and Communications meeting is Monday, May 3rd at 4:30 PM.



## COMMITTEE GOALS & TIMELINE (FY 20/21)

1

**GOAL 1** DEVELOP A SERIES OF PROMOTIONAL ACTIVITIES/PUBLIC-FACING ELEMENTS TO ENCOURAGE BROADER EXPLORATION OF DOWNTOWN BY TOURISTS AND RESIDENTS (STRATEGIC PLAN ACTIONS: D1.1)

**1 MARCH - APRIL**

- Create and launch Spring concepts

**2 APRIL - MAY**

- Create 1-2 summer oriented concepts

**3 JUNE - JULY**

- Launch Summer Activity

**4 AUGUST - SEPTEMBER**

- Create holiday themed concepts
- Analyze metrics from previous activities

2

**GOAL 2** IDENTIFY FACES OF DOWNTOWN WITH UNIQUE STORIES, INTERESTING ROLES, OR RELEVANT PERSPECTIVES TO PEN GUEST COLUMNS IN THE DOWNTOWN SCENE NEWSLETTER WITH THE OBJECTIVE OF INCREASING READERSHIP AND ENGAGEMENT (STRATEGIC PLAN ACTIONS: E3.)

**1 DECEMBER - SEPTEMBER (MONTHLY)**

- Select and confirm an individual whose perspective is likely to boost interest in the newsletter/will diversify newsletter content for a guest column, or a Q&A or video chat with a Committee Member.



## METRICS (AS OF 04/30/21)

FY 2020/2021



20

DLBA PRESS RELEASES



2,317,380

IMPRESSIONS  
ACROSS ALL SOCIAL MEDIA PLATFORMS

## APRIL SOCIAL MEDIA STATS

ENGAGEMENTS	IMPRESSIONS	FOLLOWERS
772	35,733	17,139
2,869	158,112	32,706
7,494	228,730	52,219



TWITTER



INSTAGRAM



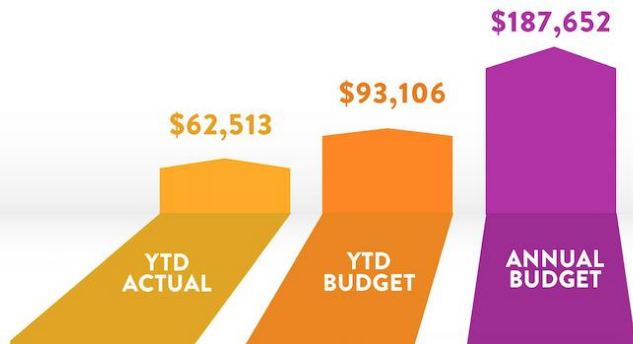
FACEBOOK



## FINANCE (AS OF 03/31/21)

### SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21



The Marketing and Communications Department works with Downtown stakeholders and community partners who make up the Marketing and Communications Committee to guide progress in areas of advertising, outreach and media communications. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit [downtownlongbeach.org/about-dlba/](http://downtownlongbeach.org/about-dlba/)

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- 5. Old Business**
- 6. New Business**
- 7. Public Comment**
- 8. Adjournment**