

DLBA Special Events & Sponsorship

February 14, 2023

DLBA Hybrid Session



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

I. CALL TO ORDER and INTRODUCTIONS – Amy Chambers, Chair

Members:

Rhonda Love (Vice Chair), Claudia Ayala, Kat Engel, Judy Estrada, Robert Marquez, Jimmy Spicer, Silissa Uriarte Smith, Clay Wood

DLBA Staff:

Austin Metoyer, President & CEO

Justine Nevarez, Special Projects Coordinator

Kelsey Mader, Executive Assistant

- 2. ACTION ITEM:** Approve minutes from December 13, 2022 Special Events & Sponsorship Committee Meeting

Staff Report



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

3. Staff Report – Metoyer

3a. Update on In-person Hybrid Meetings



3b. Review of New Year's Eve Fireworks Shows

- 9pm & midnight shows
- Free marketing campaign for participating DTLB retailers & restaurants
- Free transportation options
- Sponsors
- Downtown Placer visitor stats:
 - 2022 – 78.3k
 - 2021 – 81.85k
 - 2019 – 91.53k



3b. Review of New Year's Eve Fireworks Shows

Marketing Stats

- **Social Media (Combined Channels)**
 - Posts 14
 - Reach: 24, 956
 - FB Likes: 88
 - Insta Likes: 2,094
 - Comments: 51
 - Instagram Reel: 56,200 (CVB boost); 7 likes
- **DLBA NYE 2022 Feature Blast via Newsletter (9,100 subscribers)**
 - 32% open rate, 93 clicks to website
 - Last minute ideas for NYE 2022 in DTLB
 - Featured about 20 local business, attractions
 - Dec. 29 push
- **DLBA NYE 2022 Website Page Views (Nov-Dec 2022)**
 - 13,500 total views
 - 11,500 unique views
- **CVB Jumbo Tron Promo (Outside Theater on Ocean)**
 - Ran for about three weeks in December
 - Also promoted on Edison Theater Marquee

3c. Preview of Celebrate Downtown

- Parks Commission meeting Thursday, February 16
- Event Thursday, March 23
- 5:30pm-8:30pm
- Lincoln Park
- DTLB food & beverage businesses
- Live music
- Activities
- Spirit of Downtown Awards



Chairperson Report



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4. Chairperson Report – Chambers



4a. Group I Update – Smith/Nevarez

Create Sponsorship Application Scoring Criteria & Timeline for Non-DLBA Events

1. **Nov-Jan: Finalize Sponsor Application, Timeline, scoring criteria**
2. Jan/early Feb: Announce grant opportunity to community – late spring/summer 2023
3. Late March/April: Evaluate and select sponsorship recipients
4. Ongoing after award: Evaluate deliverables of sponsorship

4b. Group 2 Update - Estrada

Finalize Sponsorship Deck & Recruit Sponsors for DLBA
Signature Events & Programs

- ~~1. Nov: ID DLBA department needs~~
2. Dec: Approve deck/ID sponsors
3. Jan/Feb: Sponsor Outreach/Introduce to staff

4c. Group 3 Update - Marquez

Develop an Events & Activities Guide for Prospective Organizers & Promoters

- ~~1. Nov/Dec: Online and partner research for samples~~
- ~~2. Nov/Dec: Identify elements of guide~~
3. Jan/Feb: Walk audits to identify guide locations
4. Feb/Mar: Selection of locations/formatting of guide
5. April/May: Draft Guide/ID partners and recipients
6. June: Market guide to community

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENTS (three minutes on all non-agenda items)

8. ADJOURNMENT