

DLBA Special Events & Sponsorship

May 9, 2023

DLBA Conference Room



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, Community Outreach & Events Manager

Kelsey Mader, General Manager

2. ACTION ITEM: Approve minutes from April 11, 2023 Special Events & Sponsorship Committee Meeting

Staff Report



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

3. Staff Report – Nevarez

3a. Event Permitting Discussion with Tasha Day, Special Events & Filming Office
- POSTPONED to June 13

3b. Preview of Taste of Downtown: East Village

- Wednesday & Thursday, 5:30pm-10pm
 - 10 restaurants
 - 2 bar sponsors
 - 3 event sponsors
 - 5 activities



**TASTE
OF DOWNTOWN
IS BACK!**

1ST STREET, BETWEEN ELM & LINDEN

May 10 + 11
East Village | 5:30-10pm

TICKETS FOR ONLY
20 \$20

 **FREE** ADMISSION
+Live Music

Sponsored by

LONG BEACH HERITAGE PADRE Pedal Movement  **DOWNTOWN
LONG BEACH
ALLIANCE**

3c. Preview of Beach Streets

- Music festival on N Pine
- Beer & wine festival on Promenade
- Eco fair on 1st



BEACH STREETS DOWNTOWN
SATURDAY, MAY 20, 2023 11AM - 5PM

PINE AVE • E BROADWAY • CHERRY AVE

The poster features a map of downtown Long Beach streets with a red highlighted route from Pine Ave to E Broadway to Cherry Ave. Landmarks like Pacific Station, Long Beach Convention & Entertainment Center, and Shoreline Bike Path are marked. At the bottom, an illustration shows a person walking a dog, a person on a skateboard, a person on a scooter, and a person on a bicycle against a city skyline background.

BEACHSTREETS.COM FOLLOW US ON    #BEACHSTREETSLB OPEN STREETS MADE POSSIBLE BY  Metro CITY OF LONG BEACH

3d. DLBA Community Budget Forums

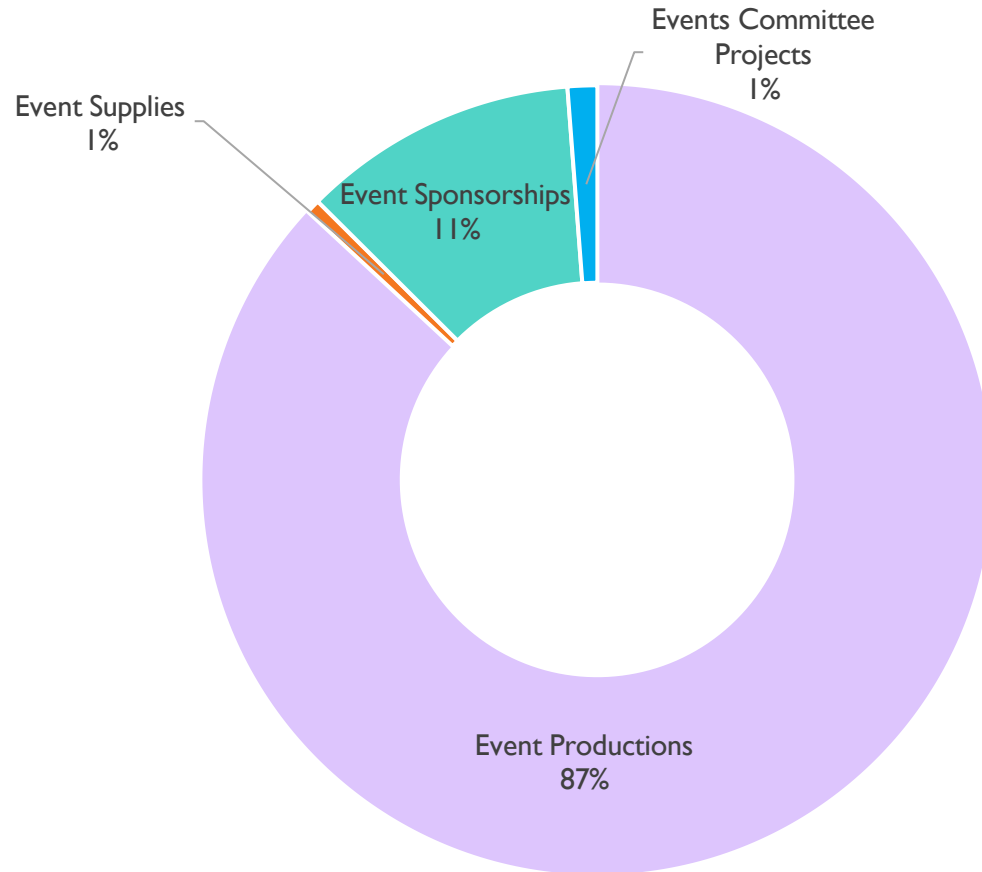
DLBA COMMUNITY BUDGET FORUMS

We want to hear from you, our Downtown community. Learn about DLBA's 2024 fiscal year budget directly from the team.

Join us for an opportunity to provide input on how next year's funds might be used to best support Downtown.



SPECIAL EVENTS



SPECIAL EVENTS:

- Signature Events include:
 - New Year's Eve
 - Celebrate Downtown
 - Taste of Downtown
- Sponsorship events include:
 - Juneteenth
 - Dia de los Muertos
 - KCRW Summer Nights with LB Walls

Total Budget: \$247,428

SPECIAL EVENTS



STAFF REPORT – 22/23 DEPARTMENT PROGRAMS

- Event Production **\$215,000**
 - Taste of Downtown
 - East Village
 - Pine Ave
 - Waterfront
 - Celebrate Downtown
 - New Year's Eve
 - Community Space Entertainment Activation

STAFF REPORT – 22/23 DEPARTMENT PROGRAMS

- Event Sponsorship **\$28,000**
 - Juneteenth
 - Dia de Los Muertos
 - KCRW Summer Nights with LB Walls

STAFF REPORT – 22/23 DEPARTMENT PROGRAMS

- Events Committee Project **\$8,000**
 - Community Microgrant Program

STAFF REPORT – 23/24 DEPARTMENT PROGRAMS IDEAS

- New Opportunities

- Live music throughout DTLB
- Movies in the park
- Roller skating
- Picnic on Pine
- Lunch time activations

- Expanded Programs

- Revamp current events
- Partner with other organizations
- More funding for Community Events Grant

Chairperson Report



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

4. Chairperson Report – Chambers



4a. Group I Update – Smith

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