

Marketing & Communications Committee Meeting

September 8, 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, Michael Vitug

2. Minutes

Action: Approve minutes from August 2, 2021 meeting

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

3. Chairperson's Report

Alishia Holmes-Watson, Chair

3A. A Year at a Glance

- I. October - November:
 - I. Determine Working Group Goals
- II. January - March:
 - I. Working Group Goal 1: Concepts for Seasonal Activities/Promotions
 - II. Working Group Goal 2: Guest Perspectives for Downtown Scene
- III. April - September:
 - 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

3B. 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.

3C. Working Group Progress

- I. 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. Review Draft Strat Plan Framework

Goal 3: Market and promote Downtown as a whole and as a collection of unique neighborhoods

- A. Develop a comprehensive marketing & communications strategy
- Identify Downtown's unique assets and differentiators (e.g. waterfront location, collection of neighborhoods, etc.) and develop a strategy for communicating Downtown's value proposition, in alignment with the City
 - Understand the new Downtown market and what has/hasn't changed as a result of COVID
 - Help to further define and promote Downtown's unique distinct neighborhoods
 - Identify key audiences and tailored strategies to reach these audiences

Goal 3: Market and promote Downtown as a whole and as a collection of unique neighborhoods

- B. Continually seek ways to build awareness of DLBA and educate stakeholders about DLBA's role and value proposition
- Improve communications and outreach to residents; including regular touch points and communications with neighborhood associations, property managers, and homeowner associations
 - Additional communication with new businesses to explain the PBIA fee and the value it provides
 - Utilize the strategic planning process and the new plan document to educate stakeholders about what DLBA does, and doesn't do

Goal 3: Market and promote Downtown as a whole and as a collection of unique neighborhoods

- C. Re-think DLBA's role in the production of events
- Identify events DLBA wants to continue to produce and those that it does not
 - For events DLBA no longer wants to produce, identify whether there are other entities that want to take on the responsibility
 - Help to facilitate events produced by other entities that meet a set of defined criteria (e.g. events that celebrate different cultures of Long Beach; promote distinct neighborhoods and/or are supportive of local retailers)
 - Identify events (for production or sponsorship) that help to promote retail businesses and not just restaurant/hospitality

Goal 3: Market and promote Downtown as a whole and as a collection of unique neighborhoods

- D. Increase use of online platforms to promote the people, businesses, and activities in Downtown
- Consider locations for digital signage
 - Explore the cost and benefit of utilizing geo-targeting technology
 - Upgrade the DLBA website to include more use of video; produce segments to promote various market sectors, lifestyles, and entertainment
 - Continue to create content and stories for social media
 - Utilize virtual event formats as front-end marketing campaigns

4B. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage August 1 - August 31, 2021

- **Downtown Long Beach: 60** articles – including LB Post, Press-Telegram, LBBJ, Yahoo Entertainment
- 94M in potential reach; \$ 878K in ad equivalency
- **DLBA: 9** articles – in LB Post, LBBJ, Press-Telegram
- 1.6M potential reach; \$15K in ad equivalency

Newsletter Performance

- **August Downtown Scene:** Open Rate 21%, Click Rate 3%. **Past Year:** Open Rate 13%, Click Rate 2.1%
- **Business Resource Newsletter:** August Avg. Open Rate 27%, Click Rate 4.5%
- **Stay Informed DTLB Advisories: N/A;** For 2021: Avg. Open Rate 47.4%, Click Rate 3%

Social Media Performance August 2021 vs. August 2020

Platform	Audience Change	Impressions	Engagement
Twitter	17,419 vs. 17,211	42,456 vs. 41,321	748 vs. 1,069
Facebook	51,837 vs. 52,440	160,970 vs. 283,044	3,623 vs. 9,143
Instagram	32,778 vs. 32,494	106,143 vs. 158,026	1,580 vs. 4,654
LinkedIn	722 vs. 575	1,612 vs. 1,437	69 vs. 80

4C. Update on Marketing & Communications Campaigns

Marketing Campaigns

Los Angeles Magazine – Photography has been updated. Photos need to be edited, and we are currently determining whether or not to postpone the campaign's restart due to increasing COVID cases.

One Downtown – Working on campaign roll-out schedule for early-October. Have already determined which projects to launch with and are completing steps necessary to execute.

Dine Out DTLB - Recently verified current hours and businesses with outdoor dining to update our map. Currently 77 businesses featured.

Shop DTLB - Promoting business sign-ups to build our directory. Currently 33 businesses featured.

Indulge DTLB – Page is live. Currently promoting directory sign-ups. 8 businesses featured.

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