

# DLBA Special Events & Sponsorship

June 14, 2022

DLBA Zoom Session



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

## I. CALL TO ORDER– Rhonda Love, Chair

### Members:

Laurie Gray, Judy Estrada, Dwayne Horton, Robert Marquez, Walid Nasserdeen, Josh Rockwell, Amy Stock, Silissa Uriarte Smith

### DLBA Staff:

Broc Coward, COO

Justine Nevarez, Special Projects Coordinator

Kelsey Mader, Executive Assistant

**2. ACTION ITEM:** Approve minutes from May 10, 2022 Special Events & Sponsorship Committee Meeting

### 3. GUEST SPEAKER– Steve Sheldon, Epic Entertainment Discussion of national and local events

#### Steve's Events-Related Experience:

- Award-winning event producer
- Live events & immersive entertainment experiences
- 20+ years experience
- Queen Mary's Dark Harbor, CHILL, Princess Diana Exhibit, events across the country
- Former DLBA Marketing Manager



# Staff Report



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## 4. STAFF REPORT – Justine Nevarez, Special Projects

- a. Recap on Taste of Downtown: East Village
  - i. May 25 & 26
  - ii. 21 restaurants, bars, sponsors, retail, and performers
  - iii. \$3,750 in sponsorship
  - iv. \$27,000 in ticket sales vs \$32,000 in 2019
  - v. Social media stats:
    - a. Total posts: 44
    - b. Reach: 120,981
    - c. Impressions: 31,161
    - d. Likes: 1,418
    - e. 11,300 views of Instagram Reel (most popular to date):

<https://www.instagram.com/p/CeCFksJgBqf/>



**DOWNTOWN  
LONG BEACH  
ALLIANCE**  
OUR DOWNTOWN. ONE DOWNTOWN.

**IN-PERSON  
TASTE  
OF DOWNTOWN  
IS BACK!**

**EAST VILLAGE / MAY 25 & 26 / 6PM-10PM**  
1ST BETWEEN ELM & LINDEN

**FREE**  
ADMISSION  
+Live Music

**PURCHASE \$1  
TASTING TICKETS  
AVOID THE LINE,  
BUY ONLINE**

Buy tickets For only  
**20 \$20**

Sponsored by:

The Artyf Debouder  
Brewing & Restaurant **Beachwood** BREWING THE ORDINARY.  
AN AMERICAN TAPERY **GEORGE'S GREEK CAFE**

**HI-LO** **PADRE** **Pedal Moment** **FONDA TOBALA** 



<https://bit.ly/TasteOfDowntown2022>

## 4. STAFF REPORT – Justine Nevarez, Special Projects

- a. Update on Taste of Downtown
  - i. June 29 & 30
  - ii. Pine & Promenade between 1<sup>st</sup> & 3<sup>rd</sup>
  - iii. 30+ restaurants, bars, and sponsors
  - iv. Retail and non-profit participation
  - v. Permits, marketing and sponsorships
  - vi. Final Taste: August 24 & 25 at the Waterfront



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LONG BEACH  
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OUR DOWNTOWN. ONE DOWNTOWN.

**IN-PERSON  
TASTE  
OF DOWNTOWN  
IS BACK!**

**PINE & PROMENADE / JUNE 29 & 30**  
PINE AVE, HARVEY MILK PARK & MOSAIC

**FREE**  
ADMISSION  
+Live Music

**PURCHASE \$1 TASTING TICKETS  
AVOID THE LINE, BUY ONLINE**

<https://bit.ly/TasteofDowntown2022>



## 4. STAFF REPORT – Justine Nevarez, Special Projects

- b. Update on Juneteenth
  - i. Saturday, June 18 (11 AM – 4 PM)
  - ii. Rainbow Lagoon
  - iii. DLBA sponsorship: includes marketing to Downtown stakeholders



2020 poster



#### 4. STAFF REPORT – Justine Nevarez, Special Projects

- c. Update on Downtown Runners Series
  - i. HOKA: LB Sole Magic 10 mile/10k/5k
  - ii. August 20, 5:30pm-8pm
  - iii. Starts and ends at Beachwood Brewing
  - iv. Restaurant participation
  - v. DLBA sponsorship includes technical support with permitting process and promotion



Beachwood  
BREWING



HOKA®

# Chairperson Report



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## 5. Chairperson Report – Love

### Updates on FY 2021-22 Committee Projects

1. Sponsorship decks for DLBA Events - Smith
2. Identifying Downtown events and recruit organizers - Love
3. DLBA Sponsorship Request Application & Criteria - Smith
4. Retail business promotion event - Stock

## 5ai. Group I: Sponsorship decks for DLBA Events - Smith

**Lead: Silissa Uriarte Smith**

**Members: Josh Rockwell, Laurie Gray, Judy Estrada**

**Milestones:**

~~November-January: Review and mark up existing sponsorship deck.~~

~~January/February: Finalize sponsorship Deck.~~

February-May: Recruit Sponsors.

April-September: Audit and evaluate sponsorship deliverables for events.

## 5a.ii. Group 2: Identifying Downtown events and recruit organizers - Love

**Lead:** Rhonda Love

**Members:** Amy Stock, Dwayne Horton, Judy Estrada

**Milestones:**

~~November-January: Determine process for evaluating/surveying events that may be attractive to the public.~~

February-March: Determine methods for recruiting promoters/organizers to take over events.

April-August: Recruit for 2023

## 5aiii. Group 3: DLBA Sponsorship Request Application & Criteria - Smith

**Lead:** Silissa Uriarte Smith

**Members:** Rhonda Love, Judy Estrada, Josh Rockwell

**Milestones:**

~~November-January: Review existing examples and criteria~~

~~February-March: Develop draft criteria and process for committee/DLBA staff review.~~

April: Finalize process and criteria

May: Determine timing of launch to the community

## 5aiv. Group 4: Retail business promotion event - Stock

**Lead:** Amy Stock

**Members:** Robert Marquez, Laurie Gray, Judy Estrada

**Milestones:**

~~November-January: Determine type of event.~~

~~February-April: Develop event purpose, logistics, timeline, launch date, and budget.~~

May-July: Title, graphics, partners, sponsors.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT