



BID

Small Business Marketing & Branding Partnership

Long Beach Convention & Visitors Bureau
& The Long Beach Economic Development Department



What is the BID Small Business Marketing Partnership?

The City of Long Beach Economic Development Department and the Long Beach Convention and Visitors Bureau have created a plan to support hospitality-focused businesses throughout the Business Improvement Districts.



What does this mean for you?

Marketing opportunities at a heavily discounted rate!

SPECIAL RATE:

\$100 YEARLY



BID Stakeholder Membership Benefits

- Business Website listing on **VisitLB.com**
- 10 **Images**
- Special **Promotions** section on VisitLB.com
- One **Category** Listing
- **Reels, TikTok, Youtube Shorts** One reel (video) filmed and produced per business. The video will cover various aspects of the business, including the visitor's experience.
- The reel will be shared on #VisitLB **social channels** and embedded on the business listing web page. We will give the video to the businesses for them to utilize, and we will use it for b-roll.
- Social Media **Inclusion** throughout the year
- Opportunity to participate in social media **influencer visits**
- Business **Referral** Program, which connects businesses to convention clients
- **Networking** Opportunities



Instagram Reels

“While regular feed posts still have their place on Instagram, Reels are the number one tactic for reaching new audiences.”

- Later, *Social Media Management Platform*

Influencer Partnerships

@LosAngeles_Eats



2,167,279 Plays

@FirstDateGuide



1,164,605 Plays

@PaulsFoodHaul



217,971 Plays



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About the EDD

The mission of the Economic Development Department is to create equitable economic opportunities for workers, investors, and entrepreneurs.



About the CVB

The mission of the Bureau is to contribute to the economic development of the City of Long Beach by selling, marketing and promoting Long Beach as a destination for meetings, conventions, tradeshow and tourism.