



**DOWNTOWN
LONG BEACH
ALLIANCE**

DLBA Marketing & Communication Committee Objective:

Develop monthly promotional topics and marketing tactics to drive visitors and residents to Downtown Long Beach in a Post-COVID environment.

What's the Marketing & Communication Committee's goal?

- **Promote the Destination** - Increase consumer and resident interest and visitation - Inspire people to visit, spend, live and work Downtown.
- **Promote the Organization** - Demonstrate the impact and value of the organization on all fronts. Emphasis on Business Recruitment & Retention - Inspire new business to consider, inquire and ultimately move Downtown.

What's the Marketing & Communication Committee's Challenge?

Get Visitors, Residents and Businesses **to** consider Downtown Long Beach for activities and opportunities **by** showing them that Downtown Long Beach is the best and safest place to spend their time and money as they emerge from COVID lockdown.

Audience Insights:

Downtown Long Beach Residents - We must instill confidence in their emergence by showing them Downtown Long Beach is open and safe.

Downtown Long Beach Visitors - We have everything a family, friends or couple needs to experience a diverse set of activities post COVID, no matter their interests or comfort level. The thing you always wanted to do but never did? We have it. The drink you always wanted to try? We have it. Bike path? We have it. Beach? That too. The more we show, the more people understand we have what they're looking for.

Downtown Long Beach Business Owners - We tout the virtues of the many diverse businesses in DTLB. We also use these stories to showcase the virtues of the DTLB market and DLBA as an advocate for those considering doing business in DTLB.

What should we deliver each month?

A series of ideas and themes that the DLBA marketing team can consider implementing on an ongoing basis. Concepts should consider all possible channels, including online and offline promotion. This could include (but is not limited to social media, email newsletters, advertising, etc). Questions for ideation:

- What do people consider before emerging from lockdown?
- What types of experiences are people looking for most?
- How do we help people know what's open and what protocols exist?
- How do we help people explore DTLB digitally if they're considering a visit?
- Who can we spotlight to speak about the virtues of DTLB?