### MONTHLY HIGHLIGHTS

**AS OF 9/1/2018**

- Media Coverage:
  - Long Beach Post - Bicycle Drive-In
  - Press-Telegram - Bicycle Drive-In
  - Additional coverage for Bicycle Drive-In: Daily Breeze, Fire Newsfeed, Whittier Daily News, OC Register, Newstral.com
- Gazette: Snapshot - Office Market
- Press Release/Media Alert: Snapshot - Office Market, DLBA hires Jennifer Arenas, SAM Bicycle Drive-In
- Averaging an increase of 100 new followers per week
- Next Marketing & Communications Committee Meeting – September 4 @ 4pm

### DEPARTMENT FINANCIAL HEALTH

**DLBA Fiscal Year: Oct 1, 2017 - Sept 30, 2018**

**Spending - YTD**

**$99,600**

**YTD ACTUAL**

**$53,969**

**ANNUAL BUDGET**

*Financial information does not include personnel costs

**MONTHLY HIGHLIGHTS**

- June 2018
  - Subscriber Count in July: 9,935
  - Open Rate Q1: 18.4% Q2: 15.5%

### SOCIAL MEDIA (Q3 2018)

- **24K Engagements**
- **1.6M Impressions**

### SOCIAL MEDIA STATS

**AS OF 7/31/18**

**FOLLOWER ACTIVITY FROM MONTH-TO-MONTH**

- **# OF FOLLOWERS IN JULY:**
  - Facebook: 50,791
  - Instagram: 20,600
  - Twitter: 14,935

**RETURNING VISITORS** 13%

**NEW VISITORS** 87%

### DOWNTOWN SCENE NEWSLETTER

**Subscriber Activity**

- **May:** 36
- **June:** 72
- **July:** 457

**ECONOMIC DEVELOPMENT**

- **May:** 560
- **June:** 397
- **July:** 494

**EVENTS**

- **May:** 1,856
- **June:** 3,386
- **July:** 3,792

**NEWS/PRESS**

- **May:** 756
- **June:** 628
- **July:** 387

**PUBLIC REALM**

- **May:** 218
- **June:** 261
- **July:** 273

**PUBLIC SAFETY**

- **May:** 228
- **June:** 1,335
- **July:** 224

**Subscriber Count in July:** 9,935

**Open Rate Q1:** 18.4% Q2: 15.5%

### ANNUAL GOALS

1. Publicize Long Beach’s appeal and promote local events and businesses.

2. Publicize DLBA’s public safety, public realm and economic development efforts and success.

3. Develop and promote a complete suite of branded materials featuring the new DLBA brand, logo and website.

### ACTIONS

**Website refresh in progress**

**Expected September Launch**

- **1.38 Street banner installation**
  - Phase 1 Completed: 80 on Broadway, Pine Ave, Third Street, Fourth Street, Long Beach Blvd
  - Phase 2: 51 to be installed by May 2018
  - **TOTAL: 131 STREET POLE BANNERS**

**Travel Signal Panels installed on Pine Ave.**

- Promoted signature events & 1.38 Un-Square tag
  - **40 PANELS TOTAL**

### WEBSITE STATS

**JUNE USERS** 4,964

**JULY USERS** 4,709

**ACCOUNT ACTIVITY FROM MONTH TO MONTH**

- **Facebook:** 147
- **Instagram:** 329
- **Twitter:** 643

**FOLLOWER ACTIVITY FROM MONTH TO MONTH**

- **Facebook:** 324
- **Instagram:** 165
- **Twitter:** 80

**WEBSITE PAGE VIEWS**

**AS OF 9/1/2018**

**Organic Search**

- **36 May**
- **July:** 72

**Direct**

- **3% May**
- **June:** 23%
- **July:** 34%

**Referral**

- **3% May**
- **June:** 10%
- **July:** 31%

**Social Media**

- **3% May**
- **June:** 9%
- **July:** 31%