

MONTHLY HIGHLIGHTS

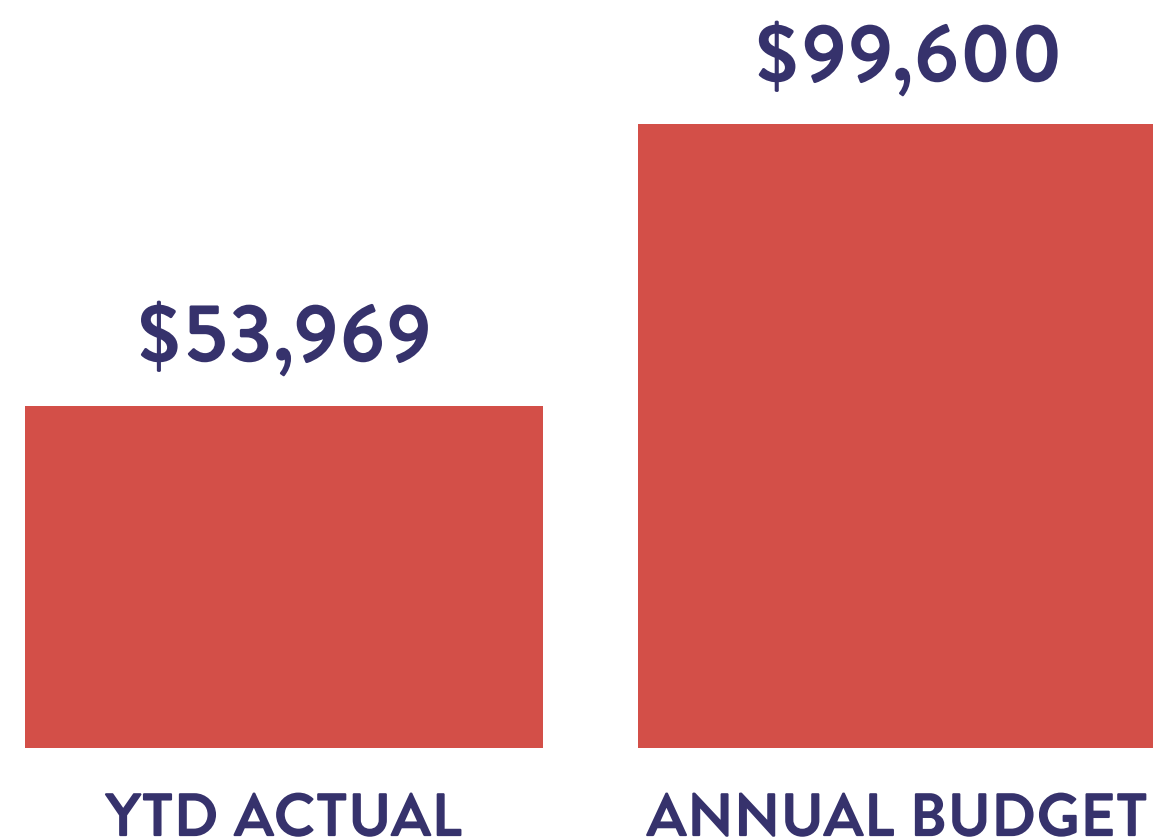
(AS OF 9/1/2018)

- 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**



*Financial information does not include personnel costs

ANNUAL GOALS

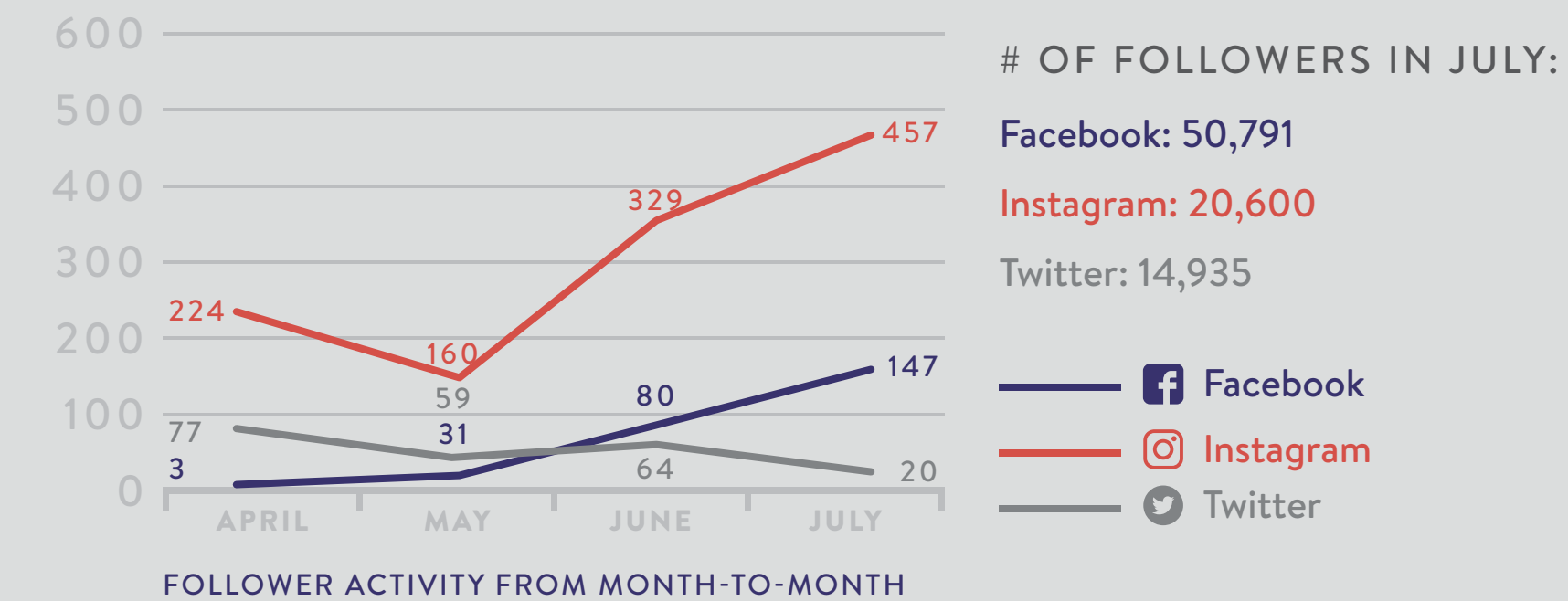
1. Publicize Long Beach’s appeal and promote local events and businesses.

SOCIAL MEDIA (Q3 2018)

24K Engagements CLICKS, SHARES OR COMMENTS **1.6M** Impressions NUMBER OF TIMES CONTENT IS DISPLAYED

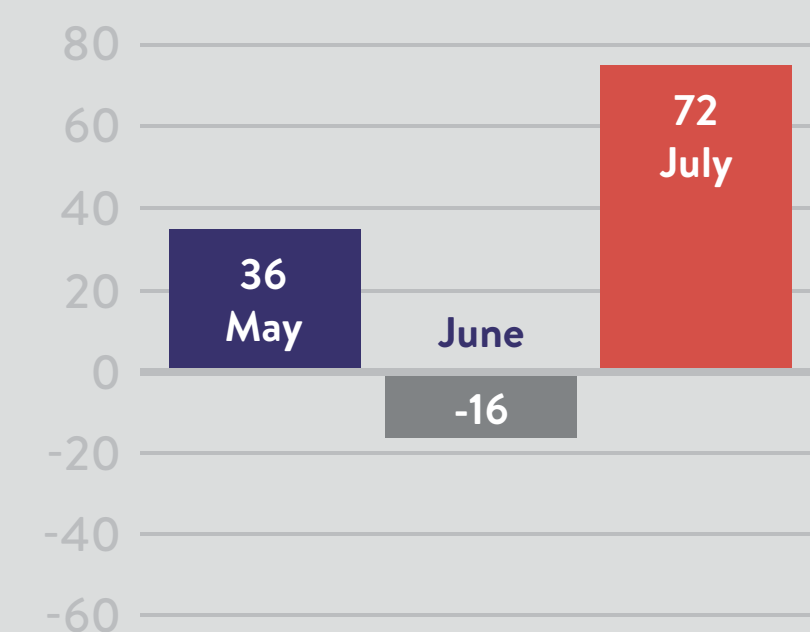
SOCIAL MEDIA STATS

(AS OF 7/31/18)



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

DOWNTOWN SCENE NEWSLETTER (SUBSCRIBER ACTIVITY)



UNIQUE WEBSITE PAGE VIEWS

	MAY	JUNE	JULY
ECONOMIC DEVELOPMENT	560	397	494
EVENTS	1,856	3,386	3,192
NEWS/PRESS	756	628	387
PUBLIC REALM	318	261	273
PUBLIC SAFETY	228	1,335	224

Subscriber Count in July: **9,935**
 Open Rate Q1: **18.4%** Q2: **15.5%**

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

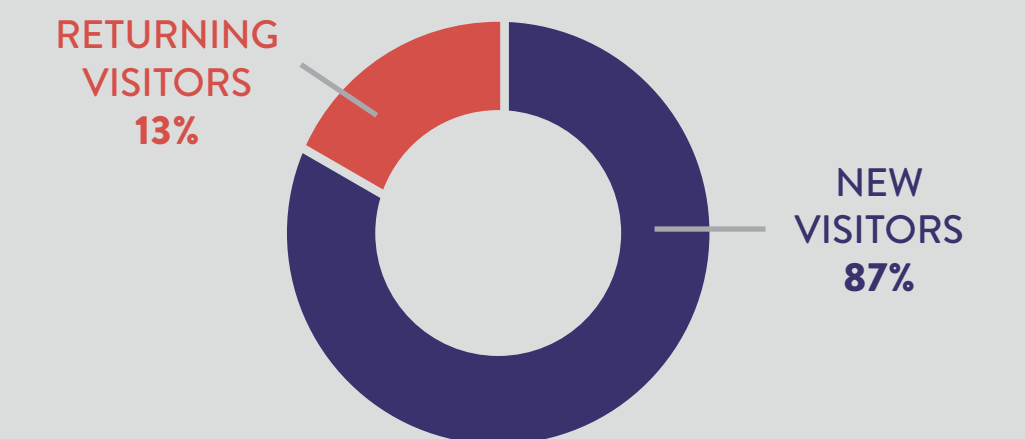
ACTIONS

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



HOW ARE PEOPLE GETTING TO DLBA WEBSITE?

