**MONTHLY HIGHLIGHTS (AS OF 9/1/2018)**

- Live After 5 on third Thursday of each month
  - August 16 will be at The Loop & North Pine

- Taste of Downtown Series:
  - Waterfront August 29 - 30 at Rainbow Marina Boardwalk, Between The Yardhouse & Q’s Smokehouse. Fireworks on Wed. 8/29

- Summer and Music Series:
  - Bicycle Drive In happened on Aug. 4 on North Pine and was a success! Attendance clocked at 1,242
  - Buskerfest September 8, 5-11 pm on 1st Street and Linden

- Next Marketing & Communications Committee Meeting – September 4 @ 4pm

**DEPARTMENT FINANCIAL HEALTH**

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

**Spending - YTD**

- **$195,838**
  - YTD ACTUAL
  - ANNUAL BUDGET

**Revenue - YTD**

- **$340,770**
  - YTD ACTUAL
  - ANNUAL BUDGET

**Event & Sponsorship Revenue - YTD**

- **$110,150**
  - YTD ACTUAL
  - ANNUAL BUDGET

**Event Stats (2016 - 2017)**

- **Total Attendance**: 29,250
- **50% Lives in DTLB**
- **34% Visiting DTLB**
- **Average Age**: 35

**YTD Event Stats (2017 - 2018)**

- **Total Attendance**: 16,492
- **46% Lives in DTLB**
- **31% Visiting DTLB**
- **Average Age**: 34

**Overall Rating**

- **2016 - 2017**: 8/10
- **2017 - 2018**: 9/10

**Total Economic Return**

- **2016 - 2017**: $1,106,945
- **2017 - 2018**: $427,369

**Annual Goals**

1. Reduce reliance on DLBA funding of special events by generating greater revenue

**Sponsorships**

- NYE Goal: $7,000
- NYE Actual: $13,500
- Taste of Downtown Goal: $1,000
- Taste of Downtown Actual: $2,500
  - Port of Long Beach
- Summer & Music Goal: $10,000
- Summer & Music Actual: $19,400
  - Port of Long Beach
  - InterTrend Communications
  - Councilwoman Lena Gonzales
  - The Pie Bar
  - Plant Junkie
  - Councilwoman Jeannine Pearce
  - MADE by Millworks

**Monthly Highlights**

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**Financial Information** does not include personnel costs.