

SPECIAL EVENTS

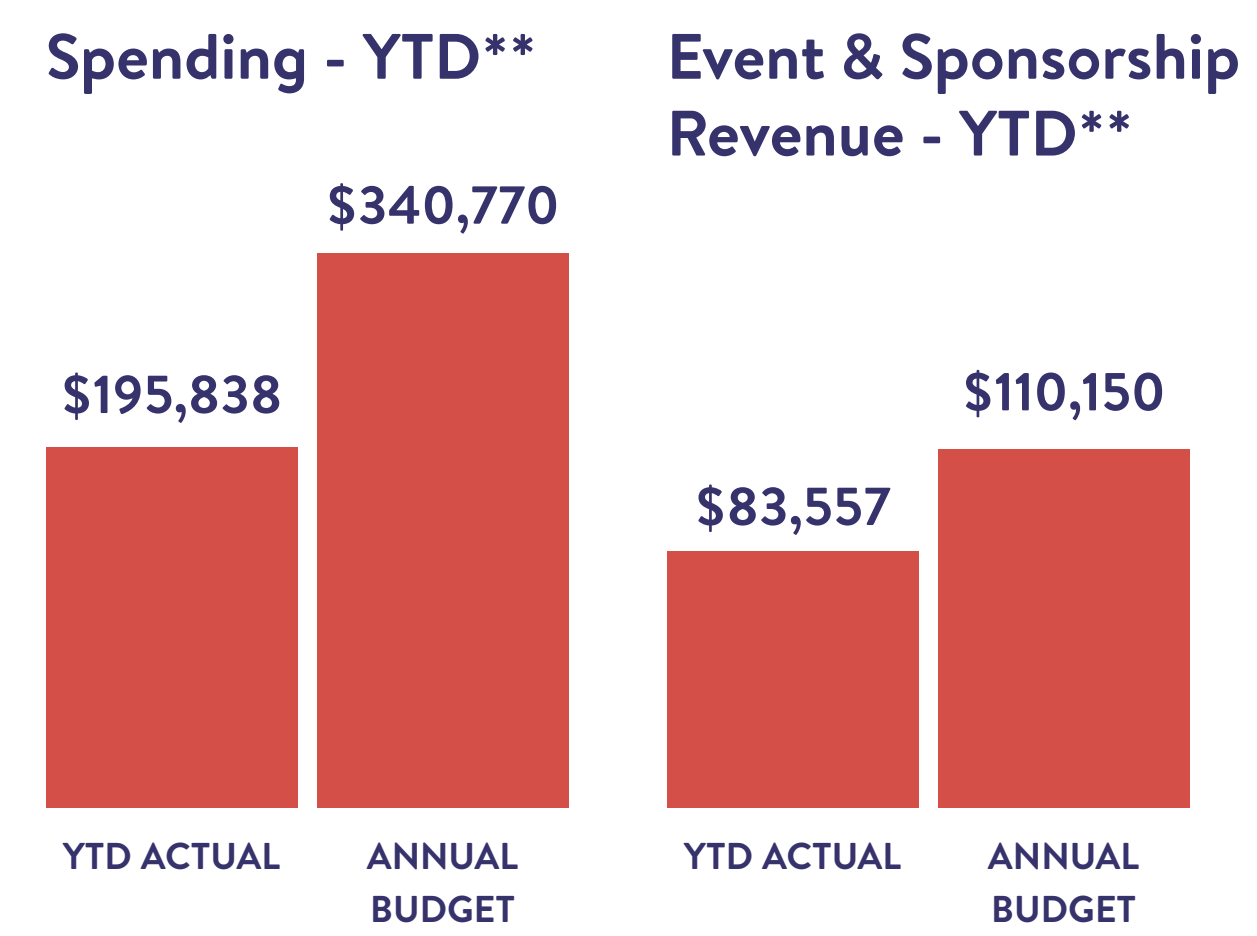
MONTHLY HIGHLIGHTS

(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



*Financial information does not include personnel costs

EVENT STATS

2016 - 2017



Total Attendance
29,250



50%
Lives in DTLB



34%
Visiting DTLB



Average Age
35



Average Spend
\$30



Overall Rating
8/10

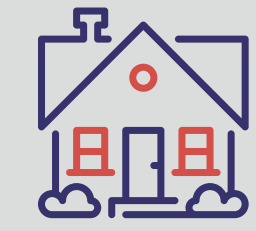
Total Economic Return
\$1,106,945

YTD EVENT STATS

2017 - 2018



Total Attendance
16,492



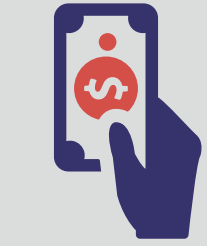
46%
Lives in DTLB



31%
Visiting DTLB



Average Age
34



Average Spend
\$25



Overall Rating
9/10

Total Economic Return
\$427,369

ANNUAL GOALS

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

SPONSORSHIPS

NYE Goal: **\$7,000**

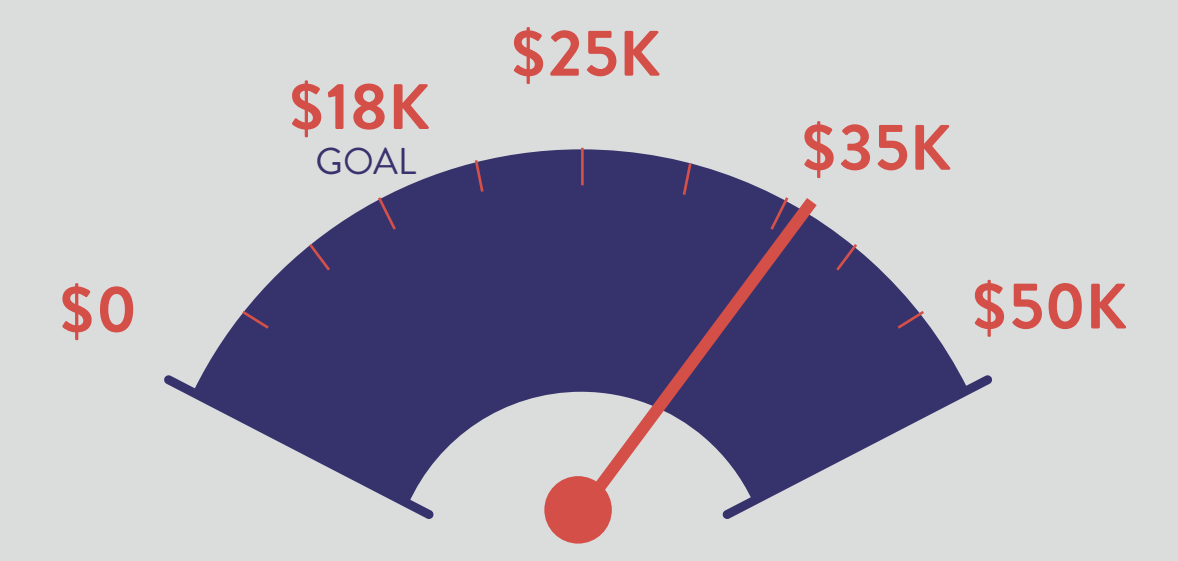
NYE Actual: **\$13,500**

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



EVENT SPONSORSHIP FUNDS RAISED