

DTLB Alliance

Special Events & Sponsorship

May 14, 2026

DTLB Alliance Conference Room



Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all

I. CALL TO ORDER – JUDY ESTRADA, VICE CHAIR

Roll Call:

Alex Escobar (Chair), Robert Marquez, Judy Estrada (Vice Chair), Brendan Le, Michele Valencia, Michael Vitug, Shawnese Armstrong, Christy Caldwell

DTLB Alliance Staff:

Austin Metoyer, President & CEO

Rodrigo Rodarte, Sr. Placemaking & Activations Manager

Greg Daniels, Event Coordinator

Koda Strider, Administrative Services Coordinator

2. ACTION: APPROVAL OF MINUTES– April 9, 2026

- Approved Mar 12, 2026 Meeting Minutes
- Received an update report from DTLB Alliance Staff
 - Event Summary of Events to Date
 - Staff update – new position
 - Chairperson's report – working groups report back
 - Discussion of Committee Working Groups
- Public comment from Mike Rocco of Shannon's

ACTION: Approve Minutes from April 9 Special Events & Sponsorship Committee Meeting

3. Staff Report



Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all

New Staff Introduction – Greg Daniels, Event Coordinator

- Previously: events for luxury high-rise complex
- Knott's Berry Farm
- LA Dodgers



DTLB LIVE! | Apr. 18 | PROMENADE



DTLB LIVE! | MAR. 21 | PROMENADE

-29% vs. Average DTLB Live!
+15% vs. average Saturday (last 2 months)

At-a-Glance

Total Attendance: ~1,141

Peak: 700 at 6pm

Participating Businesses: N/A



Participating businesses N/A



Sponsors:

- Port of Long Beach

PAWS ON THE PROMENADE | May 5 | PROMENADE

At-a-Glance

Total Attendance: ~44



FY 25-26 DTLB ALLIANCE EVENTS CALENDAR (MAY.– OCT.)

May

- May 5: Paws on the Promenade
- May 9 : Friends of Lincoln Park Cleanup
- May 15: Bike to Work Day Popup
- May 16: DTLB Live!
- May 17: Gateway to Pride

June

- June 2: Paws on the Promenade
- June 13: Friends of Lincoln Park Cleanup
- June 11 – 27: World Cup Watch Parties
 - 7 Major Activations
 - June 12: 3-9 PM
 - June 18: 4-9 PM
 - June 19: 10AM-6PM
 - June 20: 8AM-4PM
 - June 25: 2-10PM
 - June 26: 10AM-8PM
 - June 27: 12-7:30 PM
- June 20: Juneteenth on Prom

July

August

- August 4: Paws on the Promenade
- August 8 : Friends of Lincoln Park Cleanup
- August 15: DTLB Live!
- August 22: Taste of Downtown +KCRW

September

- September 1: Paws on the Promenade
- September 12: Friends of Lincoln Park Cleanup
- TBD Dance Downtown Revolution
 - 4 Activations
- September 19: DTLB Live!

October

- Fright Fest TBD
- DTLB Live TBD
- A+D Walk TBD



RUNNING LIST OF SPONSORSHIPS

- Taste of Downtown: \$2,500, *Port of Long Beach*
- DTLB Live: \$5,000 (*Two \$2,500 sponsorships*), *Port of Long Beach*
- Mutt Mitt Stations: \$1,000, *Port of Long Beach*
- EVAD Mural: \$1,000, *Port of Long Beach*

RUNNING LIST OF VOLUNTEER NEEDS FOR FUTURE EVENTS

- Participant survey collection at events
- Human arrow / information at larger footprint events
 - A+D Walk
- Attendants at Alliance-operated activity booths (support paid staff, not replace)
 - Children's activities
 - Crafting table
 - Beer sales
 - Ticket booth
 - Downtown Difference merch / info booth

4. Chairperson Report



Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown

4. Committee Group Project Discussion

Goal 1: Sponsorships & Fundraising

Members: Escobar, Marquez, Estrada, Armstrong, & Caldwell

Goal 2: Volunteer Program & Engagement

Members: Valencia, Le, Evans, & Vitug

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENTS (three minutes on all non-agenda items)

8. ADJOURNMENT

DTLB Alliance

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Next Meeting: June 11th, 2026

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