MONTHLY HIGHLIGHTS
(AS OF 05/31/2019)

- May’s top Instagram posts featured Water’s Edge Winery, Long Beach’s Pride Parade, and the new Pacific Visions exhibit at the Long Beach Aquarium
- The next Marketing and Communications Committee Meetings is June 4th at 4:30 PM
- MAY MEDIA COVERAGE:
  - LB Post | 7 Things to do; Bicycle Movie Drive-in
  - We Like LA | Live After Five & Bicycle Movie Drive-in
  - Press Telegram | Taste of Downtown
  - Gazettes Newspaper | Economic Development Pitchfest

DEPT. FINANCIAL HEALTH
**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019**

SPENDING - YTD**

ANNUAL GOALS

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

26K ENGAGEMENTS
CLICKS, SHARES OR COMMENTS
1.6M IMPRESSIONS
NUMBER OF TIMES CONTENT IS DISPLAYED

SOCIAL MEDIA STATS

# OF FOLLOWERS IN MAY:
Facebook: 51,413 Likes: 24,817
Instagram: 25,600
Twitter: 15,269

PUBLICIZING OUR PROGRESS
Publicize DLBA’s public safety, public realm and economics development efforts and success.

TOP UNIQUE WEBSITE PAGES VIEWS

<table>
<thead>
<tr>
<th>MONTH</th>
<th>PAGE TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>DLBA Home Page</td>
</tr>
<tr>
<td>March</td>
<td>Events Page</td>
</tr>
<tr>
<td>March</td>
<td>Taste of Downtown</td>
</tr>
<tr>
<td>April</td>
<td>Interactive Map</td>
</tr>
<tr>
<td>April</td>
<td>Entrepreneurship &amp; Small Business Educational Series</td>
</tr>
<tr>
<td>May</td>
<td>Long Beach Pride Festival Event Page</td>
</tr>
</tbody>
</table>

DOWNTOWN SCENE NEWSLETTER
(SUBSCRIBER ACTIVITY)

- Subscribers: 10,515
- Open Rate: 16.5%
- Click Rate: 1.9%

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

ACTIONS
PUBLISHED 7 NEW STORIES
ON NEWS SECTION OF DLBA WEBSITE
https://downtownlongbeach.org/news/

UPDATE: INTERACTIVE

WEBSITE STATS

HOW ARE PEOPLE GETTING TO DLBA WEBSITE?

- MAY: 47.6% ORGANIC SEARCH | 28.3% DIRECT | 10.6% SOCIAL MEDIA | 10.4% REFERRAL
- APR: 46.5% ORGANIC SEARCH | 25.4% DIRECT | 11.7% SOCIAL MEDIA | 16.5% REFERRAL
- MAR: 54.8% ORGANIC SEARCH | 25.5% DIRECT | 11.6% SOCIAL MEDIA | 8% REFERRAL
- FEB: 49.6% ORGANIC SEARCH | 31.3% DIRECT | 11.2% SOCIAL MEDIA | 13.7% REFERRAL

PUBLISHED 7 NEW STORIES
ON NEWS SECTION OF DLBA WEBSITE
https://downtownlongbeach.org/news/