

MONTHLY HIGHLIGHTS

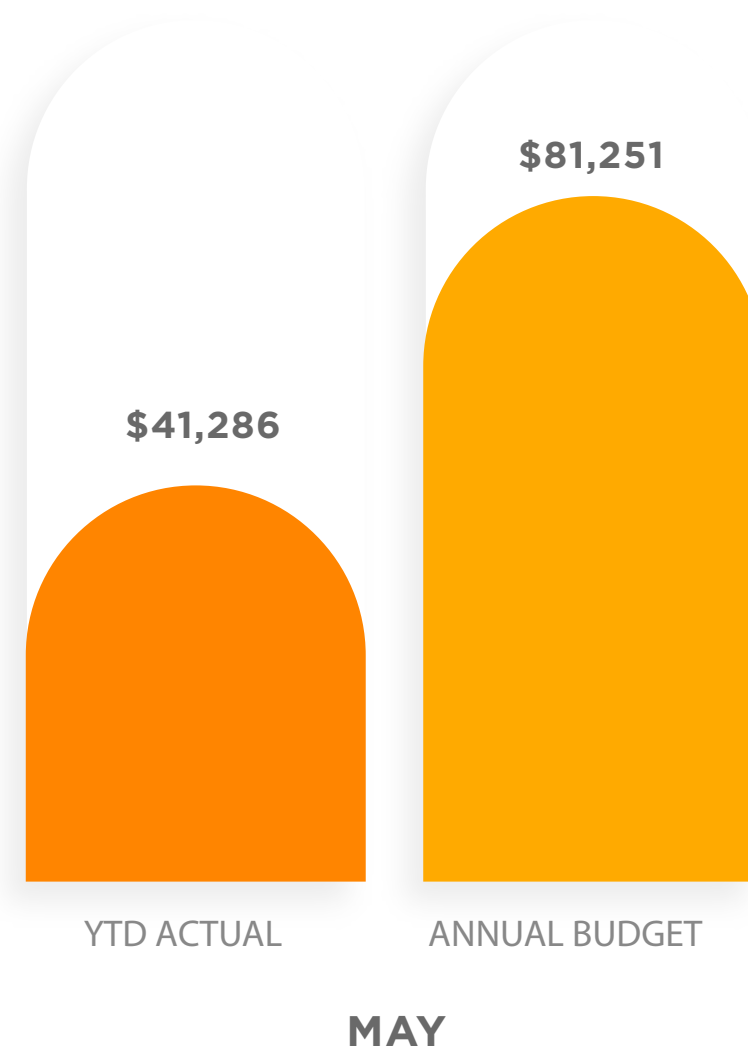
(AS OF 05/31/2019)

- 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:**
 - LBBJ | Entrepreneur and Small Business Education Series
 - Gazettes Newspaper | Bike to Work Day Pit Stop
 - Gazettes Newspaper | Taste of Downtown
 - 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

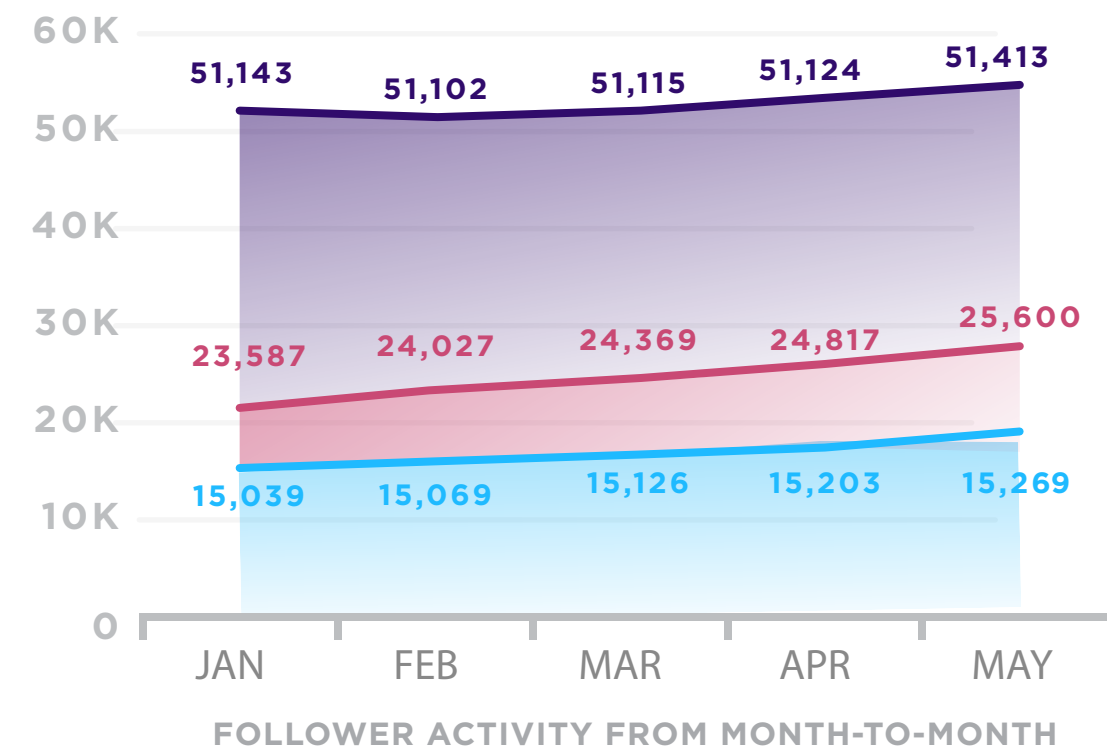


1 SOCIAL MEDIA (Q2 2019)

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 (AS OF 5/31/19)



OF FOLLOWERS IN MAY:

Facebook: **51,413** Likes: **24,817**

Instagram: **25,600**

Twitter: **15,269**

- Facebook
- Instagram
- Twitter



2 PUBLICIZING OUR PROGRESS

Publicize DLBA's public safety, public realm and economics development efforts and success.

TOP UNIQUE WEBSITE PAGES VIEWS

	MARCH	APRIL	MAY
1	DLBA Home Page	Events Page	Taste of Downtown
2	Events Page	Interactive Map	Events Page
3	Interactive Downtown Map	Entrepreneurship & Small Business Educational Series	Long Beach Pride Festival Event Page

DOWNTOWN SCENE NEWSLETTER (Q2 2019)

(SUBSCRIBER ACTIVITY)

10,515 SUBSCRIBERS

16.5% OPEN RATE

1.9% CLICK RATE



3 PROMOTING OUR BRAND

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

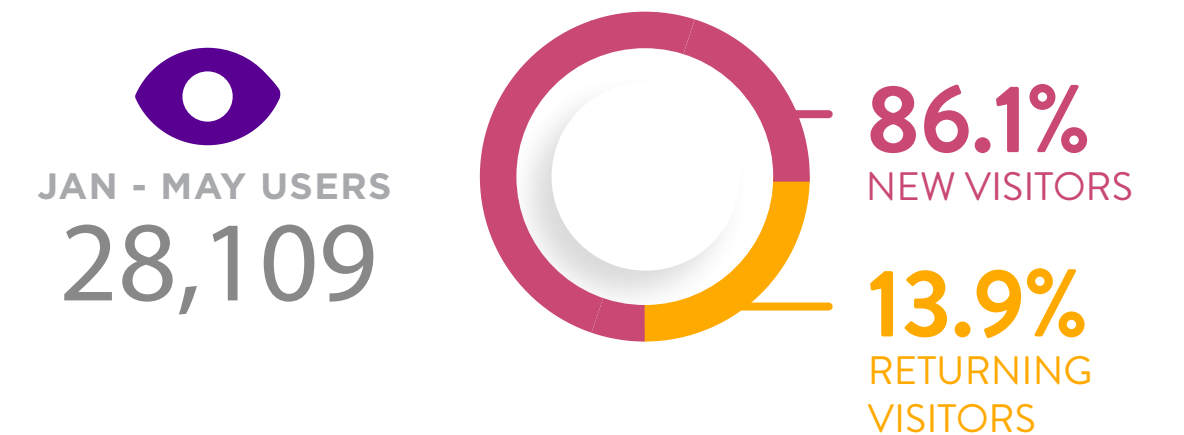
ACTIONS

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?

