

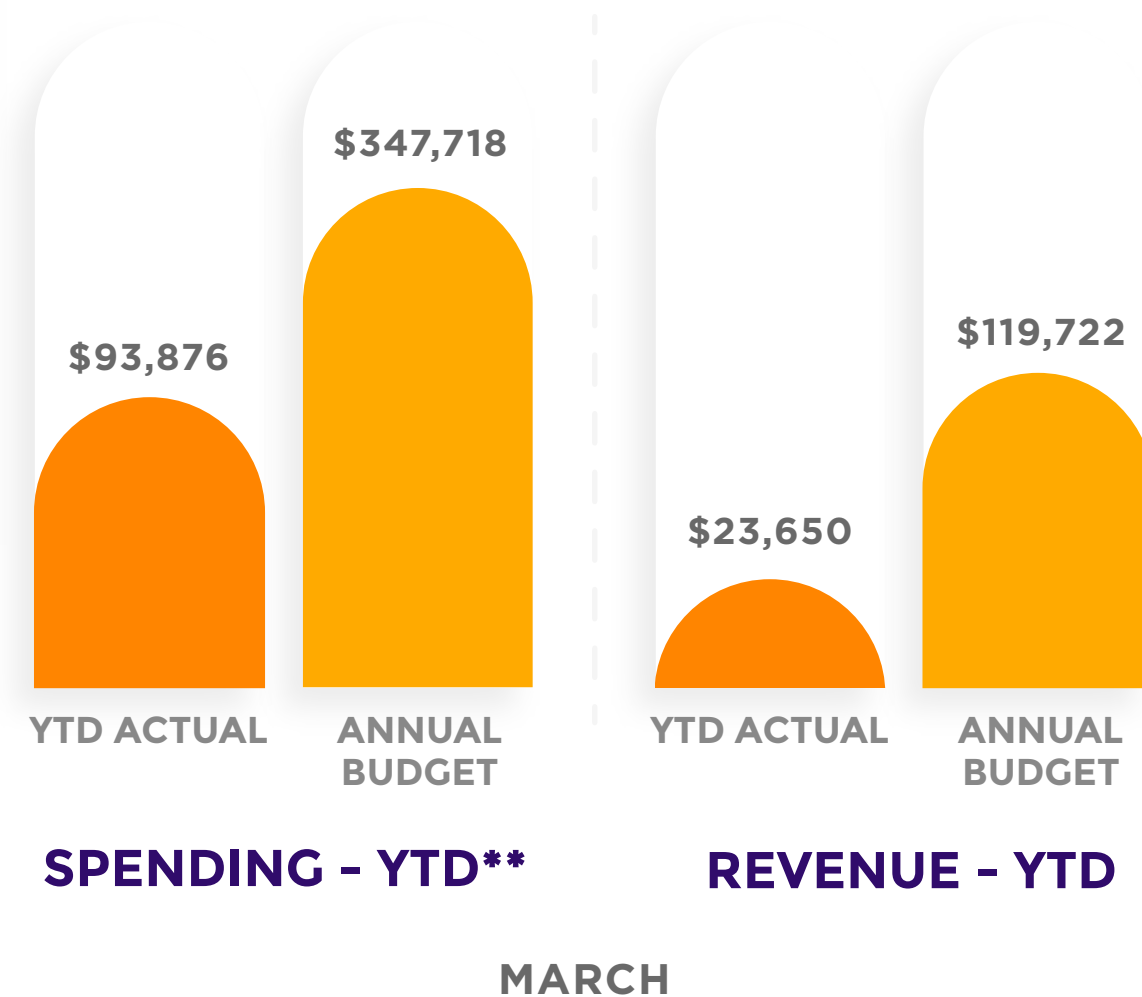
MONTHLY HIGHLIGHTS

(AS OF 03/31/2019)

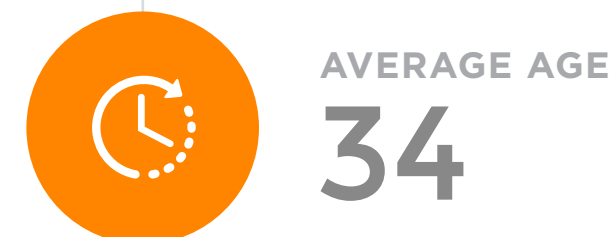
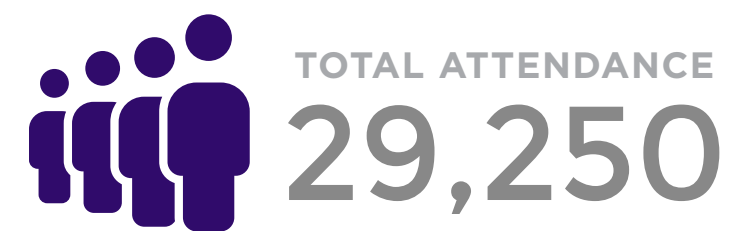
- March's Live After 5 highlighted female owned businesses, artists, musicians, and makers.
- Live After 5 nearly tripled its business participation from January (12 Businesses) to March (34 Businesses).
- DLBA's annual Celebrate Downtown program will be a component of April's Live After 5. The program will highlight the organization's accomplishments, goals for the coming year, and recognize our annual Spirit of Downtown award winners during this program.
- Next Marketing & Communication Committee Meeting: April 2nd @ 4:30pm.

DEPT. FINANCIAL HEALTH

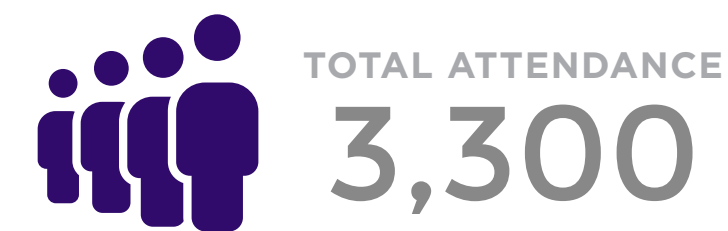
**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019



YTD EVENT STATS 2017 - 2018



YTD EVENT STATS Oct '18 - Mar '19



ANNUAL GOALS

EVENT EVALUATION

1. Work with DLBA staff to create an evaluation template that reviews measurable details and offers feedback for each event & then review 2017-18 events to make recommendations for 2019-20 events

STAKEHOLDER OUTREACH

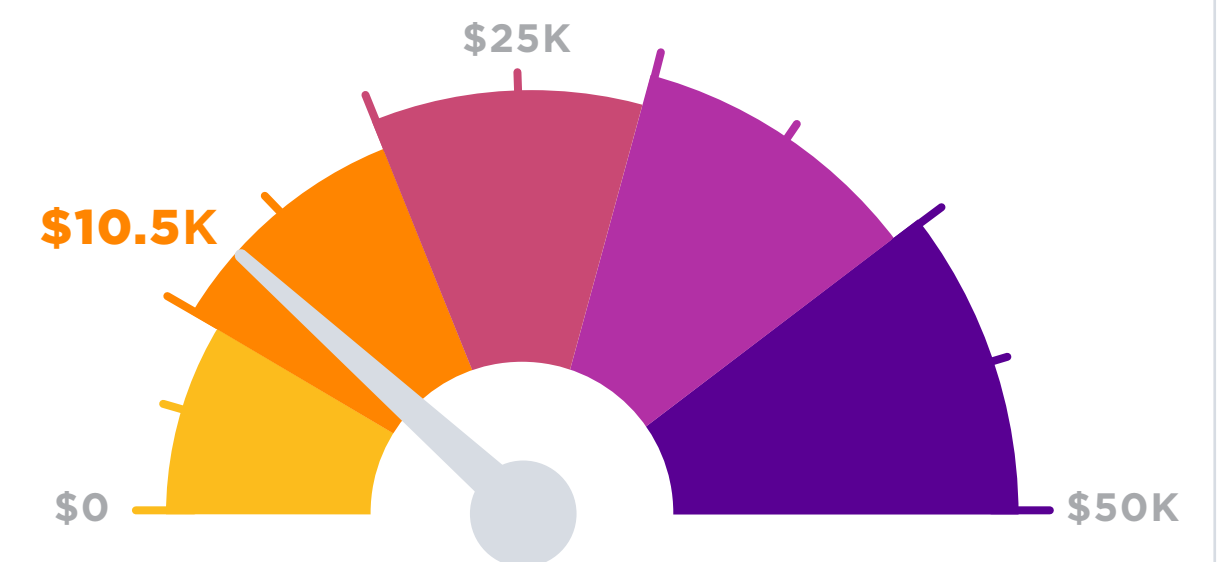
2. Adopt an engagement and outreach plan targeting a new generation of Downtown advocates

SPONSORSHIPS

3. Review and Update Sponsorship Deck for each Event Series

SPONSORSHIPS

	GOAL	ACTUAL
NYE:	\$2,000	\$7,500
SHOP SMALL SATURDAY:	\$1,000	\$3,000



EVENT SPONSORSHIP FUNDS RAISED

MONTHLY HIGHLIGHTS

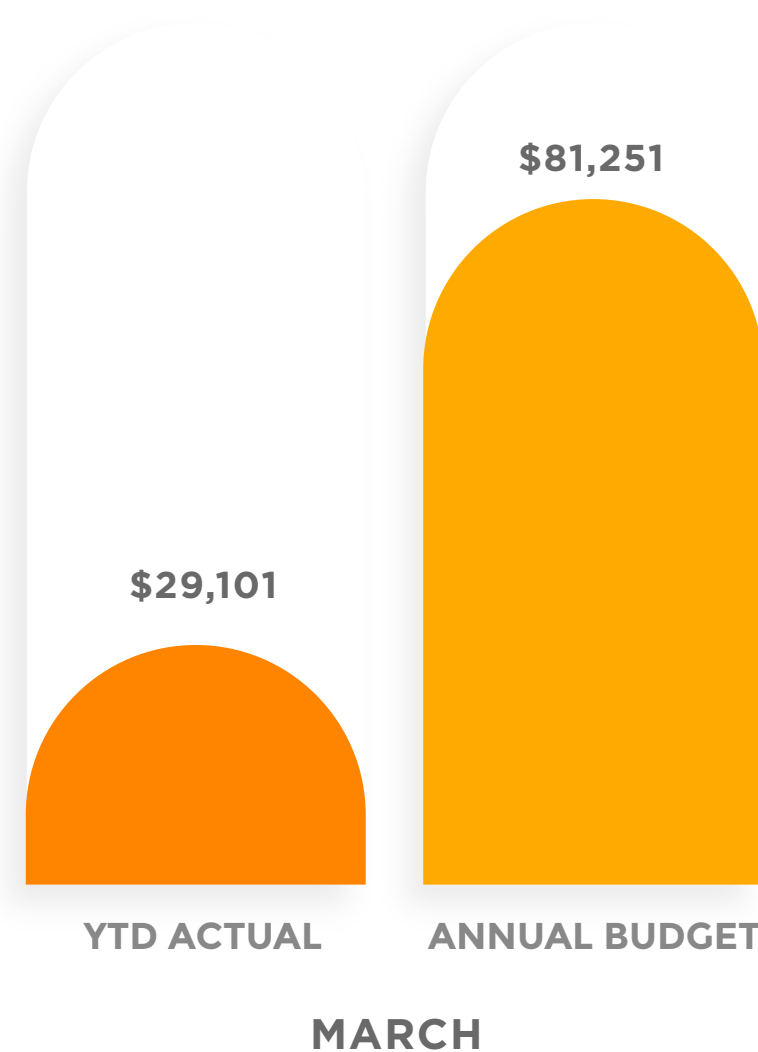
(AS OF 03/31/2019)

- MEDIA COVERAGE:**
 - Daily 49er - Live After Five
 - Gazettes Newspaper - Board Nominations
 - LBBJ - New Placemaking Manager
 - Press Telegram - Winter Workshop
- Website interactive map is currently being connected to the new Salesforce CRM
- Next Marketing & Communication Committee Meeting: April 2nd @ 4:30pm.

DEPT. FINANCIAL HEALTH

**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019

SPENDING - YTD**



ANNUAL GOALS



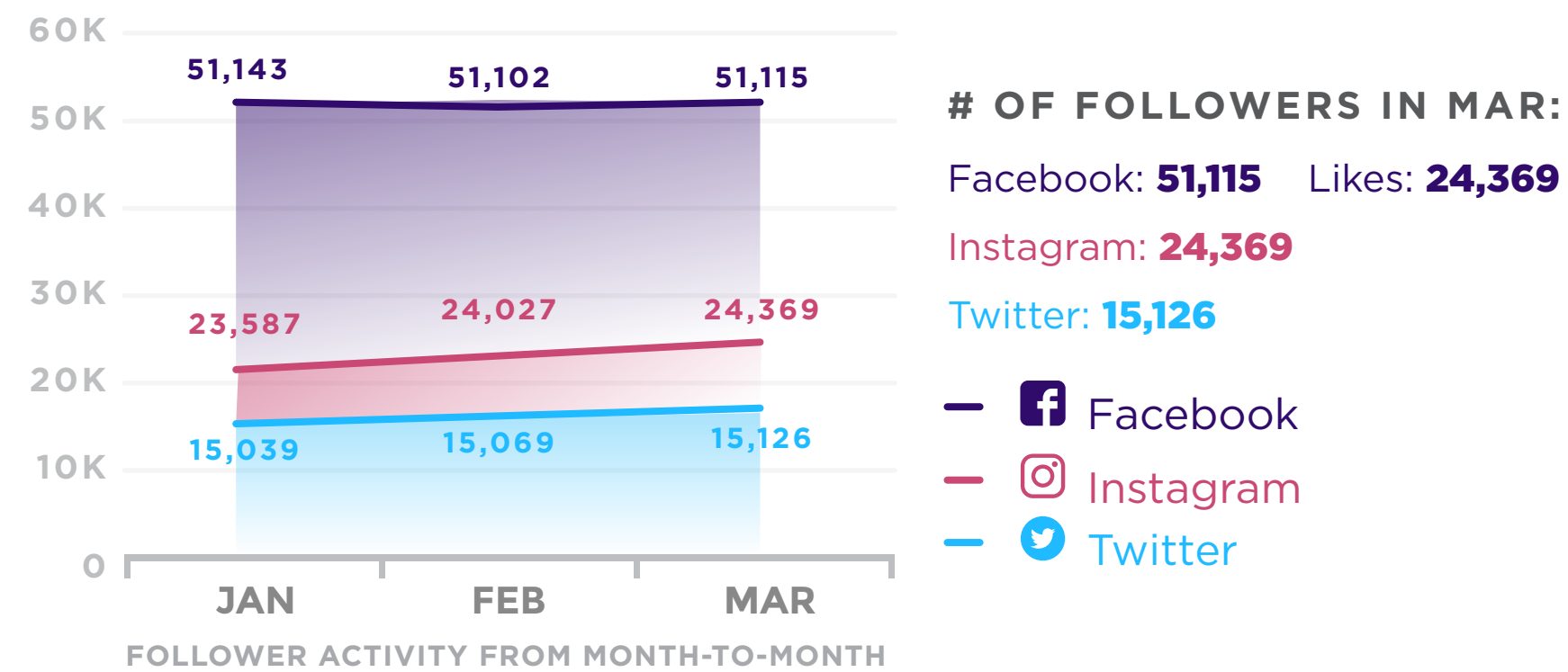
SOCIAL MEDIA (Q1 2019)

Publicize Long Beach's appeal and promote local events and businesses.

33k ENGAGEMENTS
CLICKS, SHARES OR COMMENTS

2.9M IMPRESSIONS
NUMBER OF TIMES CONTENT IS DISPLAYED

SOCIAL MEDIA STATS (AS OF 3/28/19)



PUBLICIZING OUR PROGRESS

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

TOP UNIQUE WEBSITE PAGES VIEWS

	JANUARY	FEBRUARY	MARCH
1	DLBA Home Page	DLBA Home Page	DLBA Home Page
2	Events Page	Events Page	Events Page
3	Winter Workshop	Interactive Downtown Map	Interactive Downtown Map

DOWNTOWN SCENE NEWSLETTER (Q1 2019)

(SUBSCRIBER ACTIVITY)



PROMOTING THE BRAND

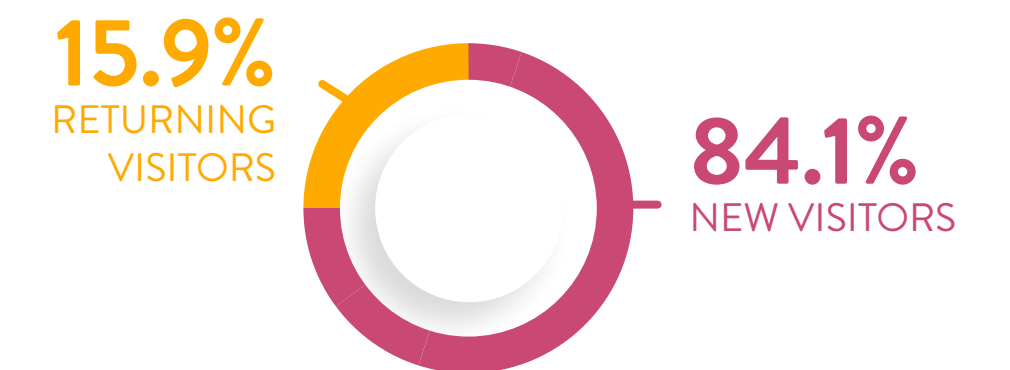
Develop and promote a complete suite of branded materials featuring the new DLBA brand, logo and website.

ACTIONS

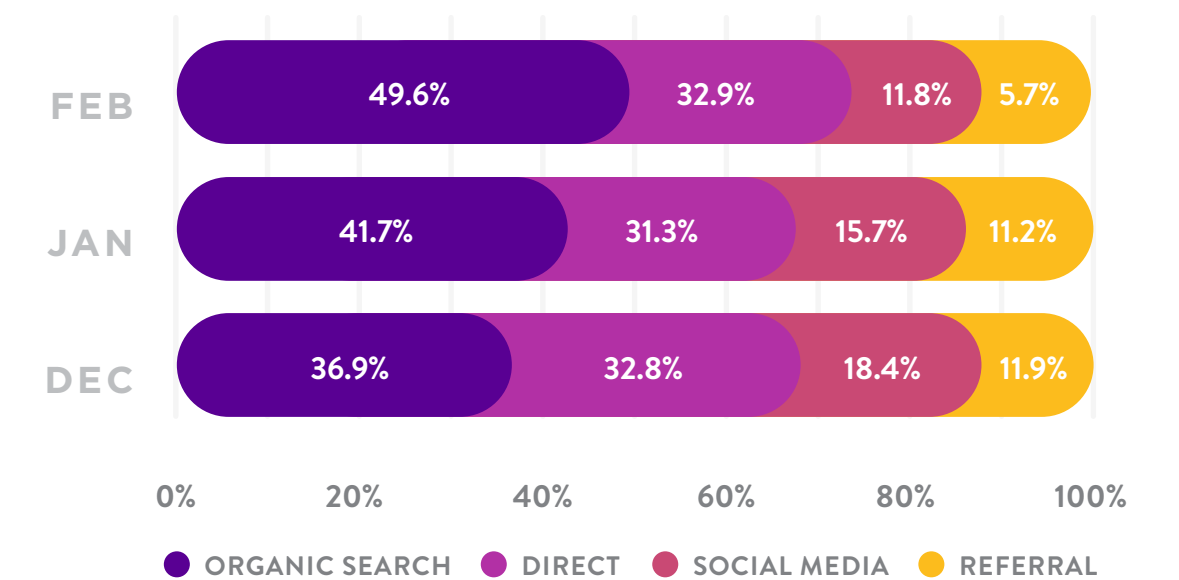
8 TRAFFIC SIGNAL WRAPS DISPLAYING UPCOMING SUMMER 2019 EVENTS WILL BE ADDED IN DOWNTOWN

UPDATE: INTERACTIVE

WEBSITE STATS



HOW ARE PEOPLE GETTING TO DLBA WEBSITE?



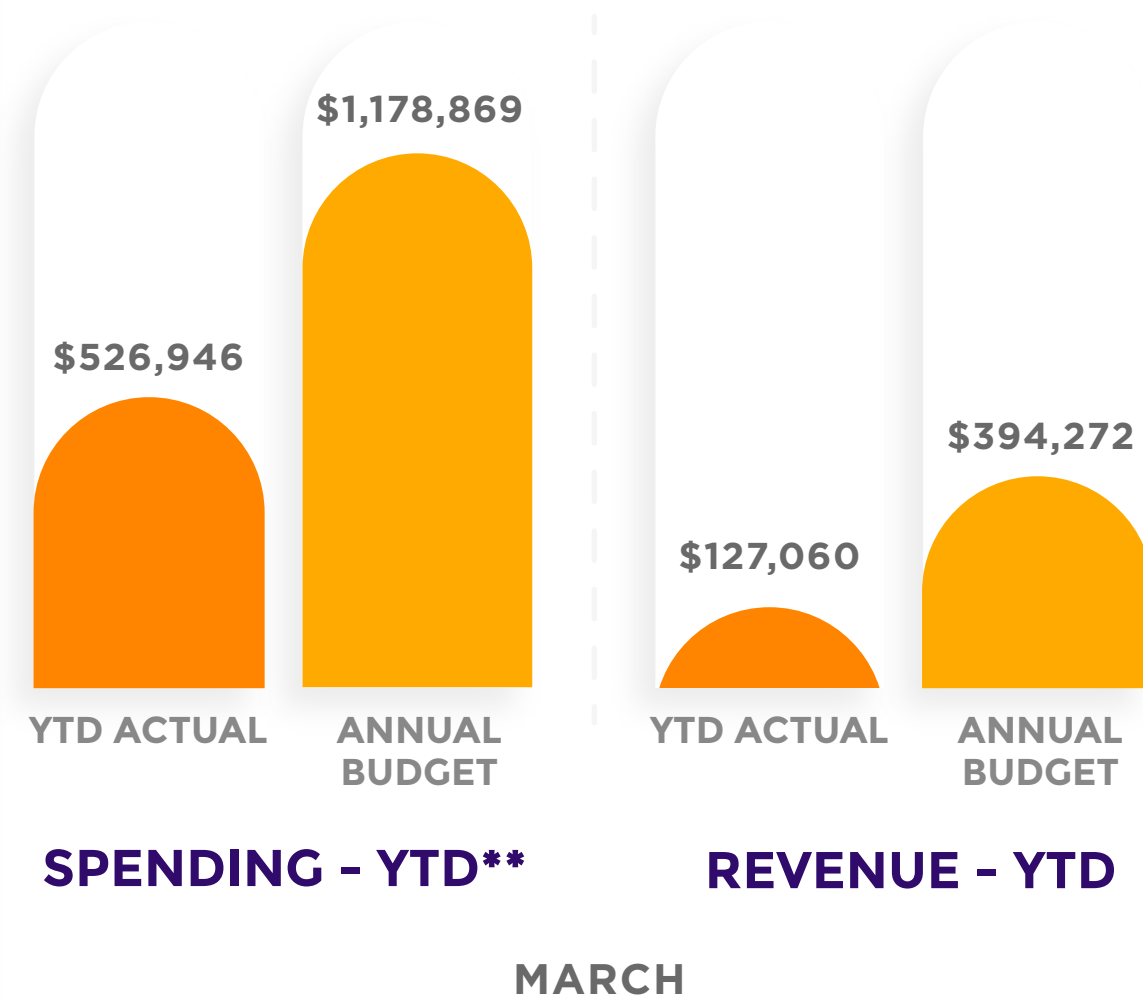
MONTHLY HIGHLIGHTS

(AS OF 03/31/2019)

- DLBA's Clean & Safe team members logged over 1,000 contacts with Downtown businesses in March alone
- Motorized Scooters are illegal on sidewalks, but can be ridden in Downtown's bike lanes
- The DLBA has released an updated walking map of Downtown -- be sure to ask a Clean and Safe ambassador for a copy!
- Next Public Safety Committee Meeting: April 24th @ 4pm

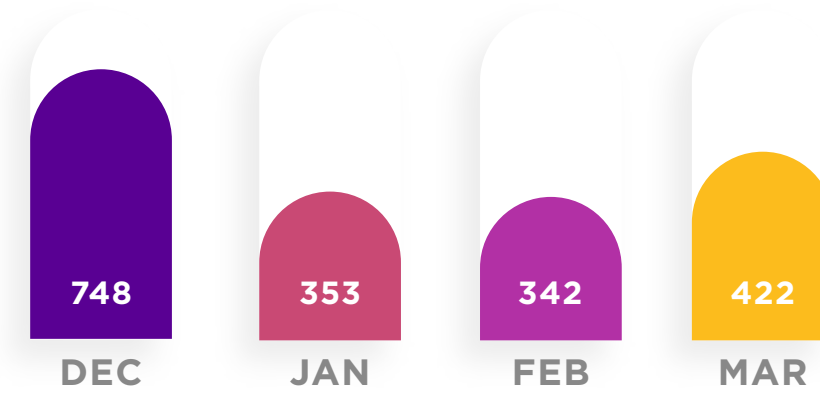
DEPT. FINANCIAL HEALTH

**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019



CLEAN & SAFE STATS (DEC 18'-MAR 19')

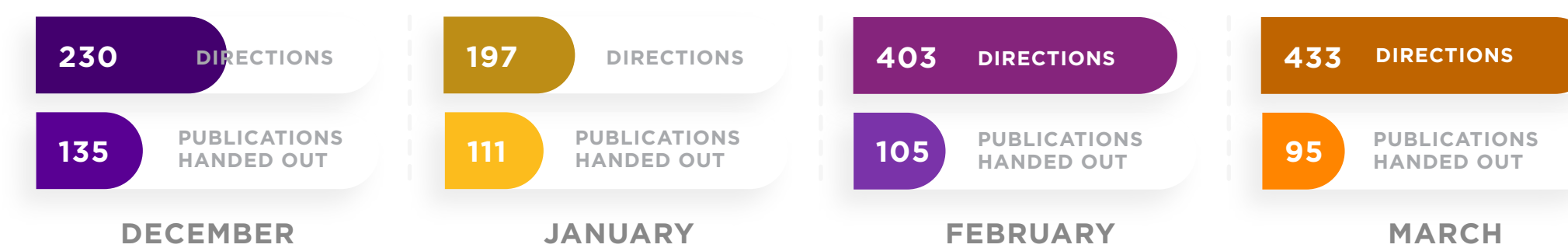
GRAFFITI STICKER REMOVAL



STREET PERSON CONTACTS



SAFETY AMBASSADOR ASSISTANCE



ANNUAL GOALS

- DLBA DOCENT PROGRAM**
DLBA DOCENT PROGRAM: Create a Docent Volunteer Program for stakeholders interested in sharing information about Downtown and DLBA programs
- DECEMBER - JANUARY FACT FINDING
- FEBRUARY - APRIL DEVELOP PROGRAM ELEMENTS
- MAY - JUNE DESIGN COLLABORATION
- JULY - AUGUST INTEGRATION/IMPLEMENTATION

- PEDESTRIAN SAFETY**
Develop an outreach campaign coordinated with enforcement agencies to address bicycles and scooters on sidewalks in the Downtown.
- DECEMBER - JANUARY FACT FINDING
- FEBRUARY/MARCH DEVELOP PROGRAM ELEMENTS
- APRIL DESIGN COLLABORATION w/CITY
- MAY - JUNE EDUCATION/ENFORCEMENT
- GO LONG BEACH APP**
Develop a community outreach program to increase awareness of the GoLongBeach app among Downtown Stakeholders.
- DECEMBER - JANUARY FACT FINDING
- FEBRUARY/MARCH DEVELOP PROGRAM ELEMENTS
- APRIL/MAY GRAPHIC DESIGN W/DLBA STAFF
- JUNE - AUGUST IMPLEMENTATION

MONTHLY HIGHLIGHTS

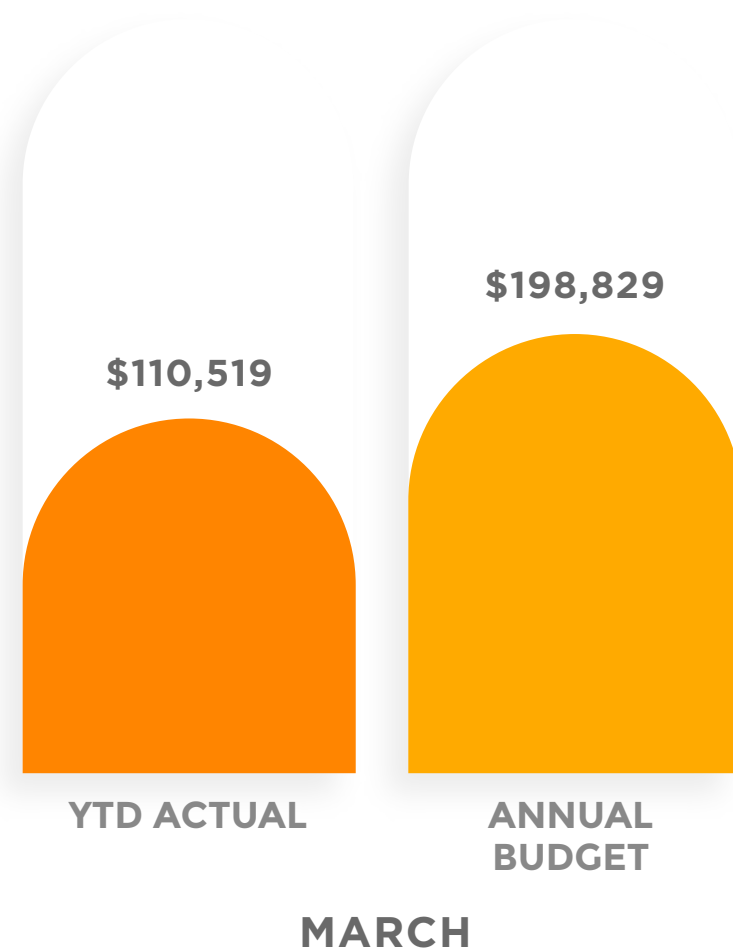
(AS OF 03/31/2019)

- The DLBA is excited to announce our new public realm manager, Mariah Hoffman!
- Sidewalk Wayfinding Decals have begun installation throughout Downtown
- Next Public Realm Committee meeting: April 18th @ 4pm

DEPT. FINANCIAL HEALTH

**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019

SPENDING - YTD**



ANNUAL GOALS

1

WORKING GROUP 1: VICTORY/SANTA CRUZ PARK DESIGN GUIDELINES

Develop guiding principles for design and renovation of victory and Santa Cruz Parks located on the southern side of Ocean Blvd. in Downtown Long Beach in anticipation of proposed revisions by City of Long Beach in 2020

- ✓ **OCTOBER - DECEMBER**
Research existing park guidelines and meet with city staff
- ✓ **JANUARY - FEBRUARY**
Determine method of outreach to property owners and tenants along the Ocen Blvd. corridor in DTLB
- 3 **MARCH - APRIL**
Perform outreach to property owners and tenants along Ocean Blvd corridor in DTLB
- 4 **MAY - JULY**
Develop guiding principles based on stakeholder feedback and DLBA's vision 2020
- 5 **AUGUST**
Submit recommended guiding principles to City of Long Beach
- 6 **SEPTEMBER**
Advocate for indusion recommended guiding principles in the design guidelines being developed by City of Long Beach

2

WORKING GROUP 2: "EXPLORE DOWNTOWN" SIDEWALK DECALS

Survey businesses and stakeholders for feedback on DLBA's Pilot Program "Explore DTLB Sidewalk Decals" and provide recommendations to DLBA for determining whether to continue, modify or terminate the program.

- ✓ **JANUARY - FEBRUARY**
Develop survey questions and determine method(s) for engaging businesses and stakeholders
- 2 **MARCH - APRIL**
Give feedback for design of outreach and survey materials
- 3 **MAY - JUNE**
Conduct outreach and survey of businesses and stakeholders
- 4 **JUNE - JULY**
Review and organize feedback
- 5 **AUGUST - SEPTEMBER**
Develop and deliver recommendations for DLBA

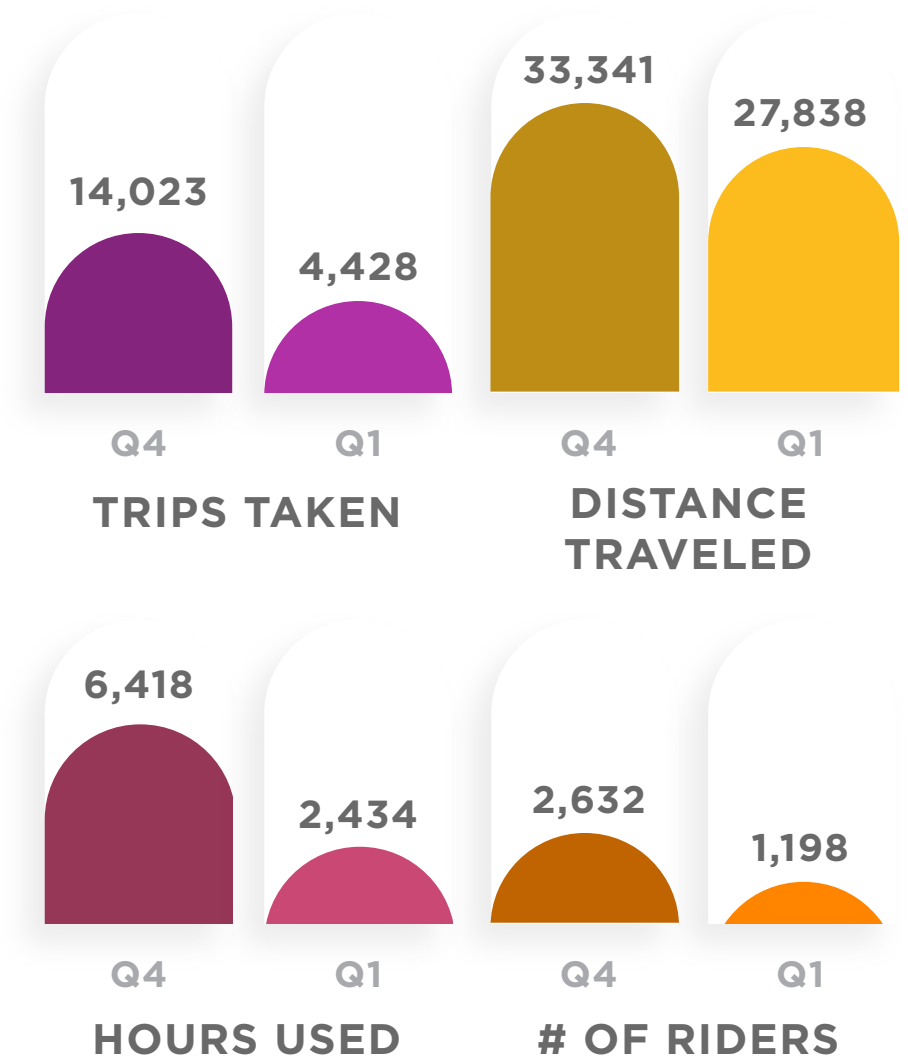
3

WORKING GROUP 3: ART IN THE PUBLIC RIGHT-OF-WAY

Introduce an art installation in an underutilized location in DTLB

- ✓ **JANUARY - MARCH**
Identify type of art installation
- 2 **APRIL - JUNE**
Develop project plan
- 4 **JULY - AUGUST**
Identify budget and potential funding
- 5 **SEPTEMBER**
Provide recommendations for implementation of public art installation

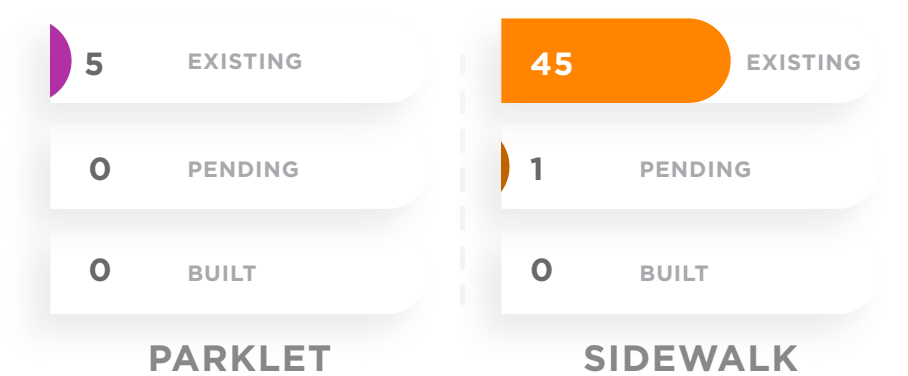
DTLB BIKE SHARE (Q4 2018 - Q1 2019)



DTLB PEDESTRIAN ACTIVITY



DINING PERMITS



MONTHLY HIGHLIGHTS

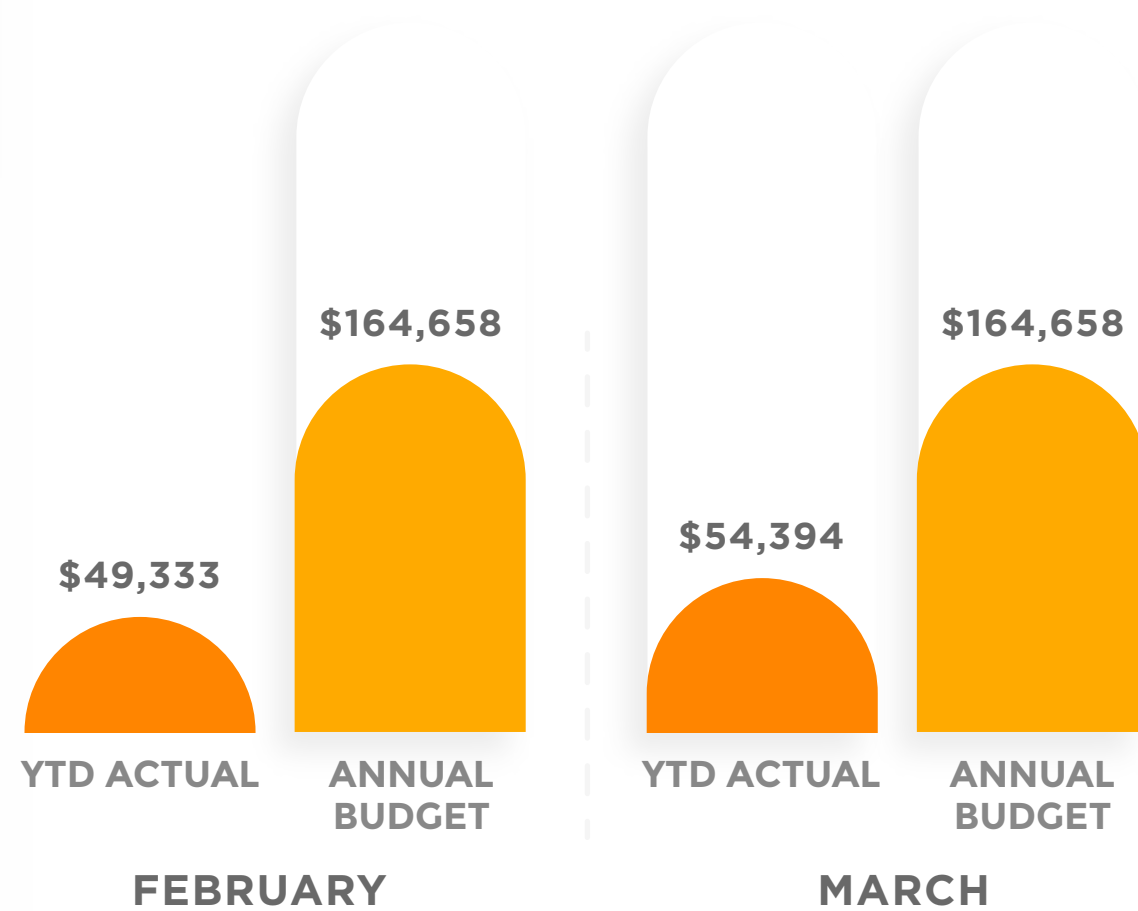
(AS OF 03/31/2019)

- Hosted 1 Million Cups Long Beach, at CommonGrounds Workspace on March 6th, :Pop Up Commercials and Coco Jack presented.
- Hosted final Winter Small Business Workshop on March 23rd, focusing on marketability and trademark protection
- The next 1 Million Cups Long Beach will be April 3rd at CommonGrounds Workspace
- The 2019 Long Beach Regional Economic Forum will be April 18th at the Long Beach Convention Center

DEPT. FINANCIAL HEALTH

**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019

SPENDING - YTD**



ANNUAL GOALS

A1

STREAMLINED BUSINESS ASSISTANCE

Assist developers and entrepreneurs navigate city permitting and entitlement process by helping to streamline the regulatory process.



A2

VIBRANT STOREFRONTS

Attract ground floor retail options that align with the desires of the changing residential demographic



A3

SUPPORTING ENTREPRENEURS

Support new and existing businesses through the continuation of the DLBA's Small Business and Woman-Owned Business Accelerator Grant program

MARCH
Develop grant program fundraising pitch deck



MARCH
Develop pitch deck for lending institution



APRIL
Present fundraising pitch deck to DLBA Board.



APRIL
Host 3rd Annual Entrepreneurship & Small Business Education Series + Pitchfest



A4

CAPITALIZE ON OFFICE SPACE

Attract large scale employers to build critical mass with a balanced mix of Downtown residents and employees

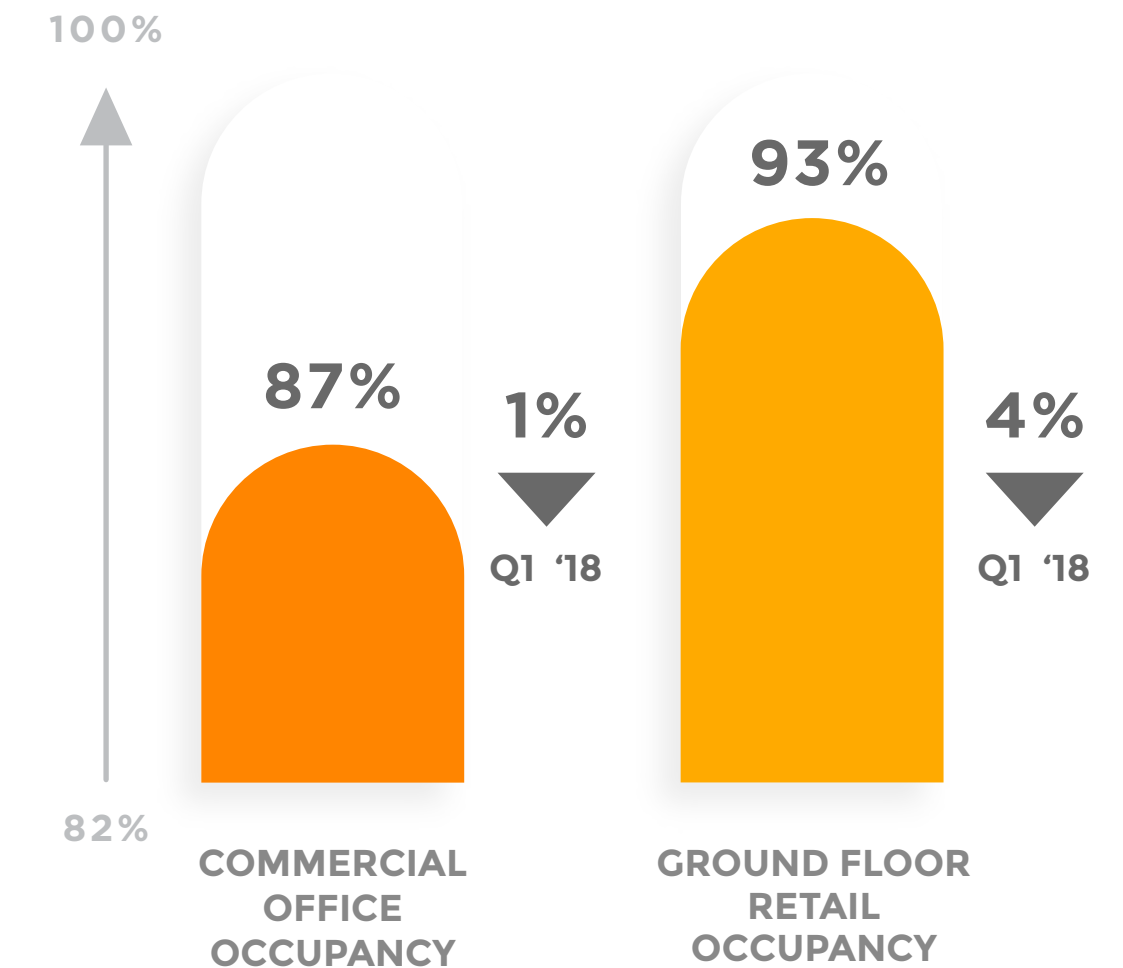
APRIL
Hosting Canadian delegation of potential employers at CSLUB Regional Economic Forum, Downtown Office Tour & DLBA Reception



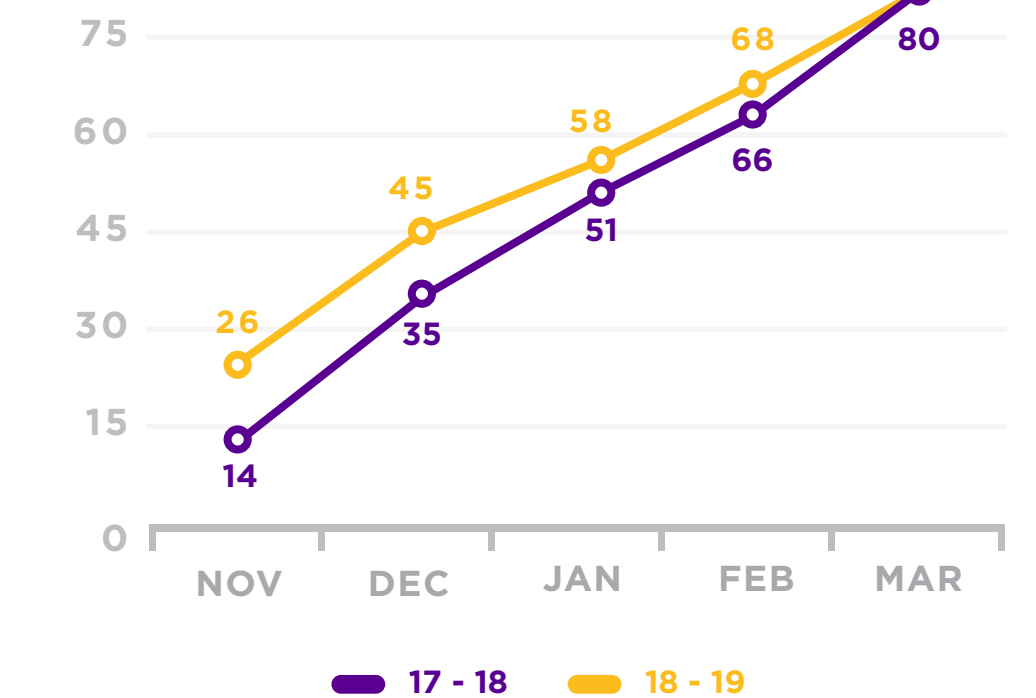
CITY OF LONG BEACH, DLBA, BROKERS
Monthly Office Space Working Group.



DTLB MARKET Q1 - 2009



NET NEW BUSINESSES



BUSINESS LICENSE APPROVAL

