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**

- **March**
  - **TOTAL ATTENDANCE**: 29,250
  - **LIVES IN DTLB**: 46%
  - **VISITING DTLB**: 29%
  - **AVERAGE AGE**: 34
  - **AVERAGE SPEND**: $26
  - **OVERALL RATING**: 9/10
  - **TOTAL ECONOMIC RETURN**: $1,106,945

- **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

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**SPECIAL EVENTS**

**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.

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**EVENT SPONSORSHIP FUNDS RAISED**

**YTD ACTUAL**

<table>
<thead>
<tr>
<th>Event</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYE:</td>
<td>$2,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>SHOP SMALL SATURDAY:</td>
<td>$1,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

**SPENDING - YTD & REVENUE - YTD**

- **MARCH**:
  - **YTD ACTUAL**: $93,876
  - **ANNUAL BUDGET**: $347,718
  - **YTD ACTUAL**: $23,650
  - **ANNUAL BUDGET**: $119,722

**REVENUE - YTD**

- **MARCH**: $10.5K
- **ANNUAL BUDGET**: $50K

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**ANNUAL HIGHLIGHTS**

- **YTD EVENT STATS**
  - **2017 - 2018**
  - **TOTAL ATTENDANCE**: 29,250
  - **LIVES IN DTLB**: 46%
  - **VISITING DTLB**: 29%
  - **AVERAGE AGE**: 34
  - **AVERAGE SPEND**: $26
  - **OVERALL RATING**: 9/10
  - **TOTAL ECONOMIC RETURN**: $1,106,945

- **Oct '18 - Mar '19**
  - **TOTAL ATTENDANCE**: 3,300
  - **LIVES IN DTLB**: 46%
  - **VISITING DTLB**: 29%
  - **AVERAGE AGE**: 34
  - **AVERAGE SPEND**: $24
  - **OVERALL RATING**: 9/10
  - **TOTAL ECONOMIC RETURN**: $80,031