

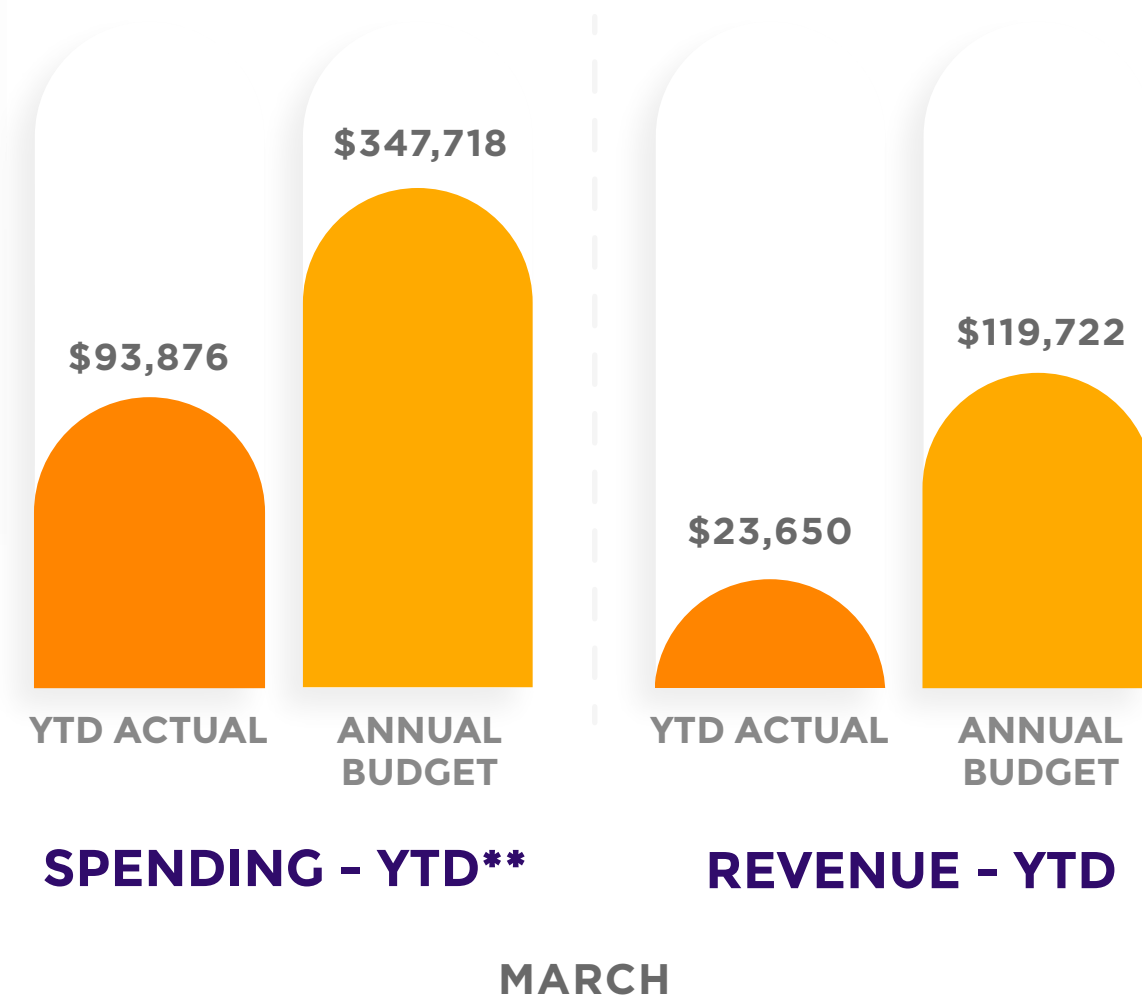
MONTHLY HIGHLIGHTS

(AS OF 03/31/2019)

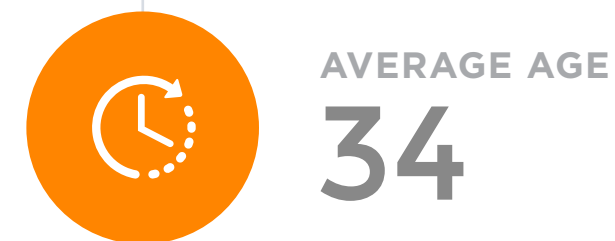
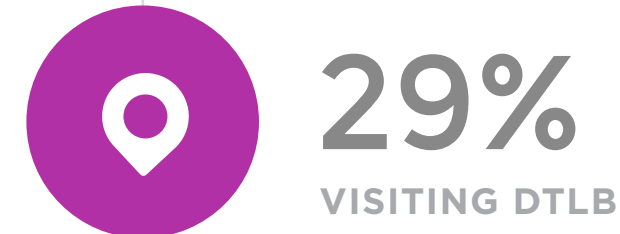
- March's Live After 5 highlighted female owned businesses, artists, musicians, and makers.
- Live After 5 nearly tripled its business participation from January (12 Businesses) to March (34 Businesses).
- DLBA's annual Celebrate Downtown program will be a component of April's Live After 5. The program 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

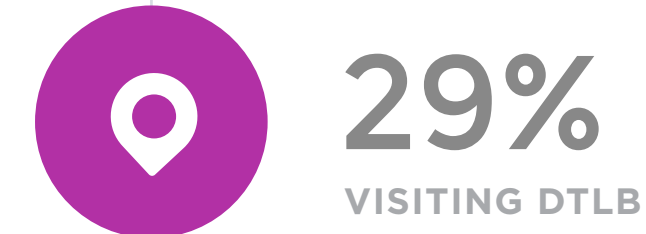
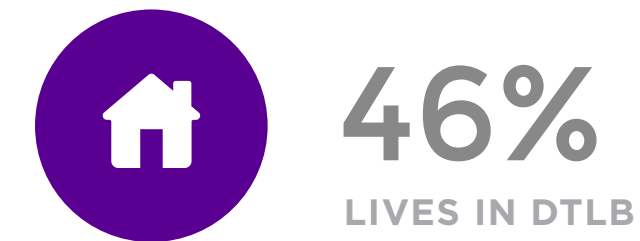
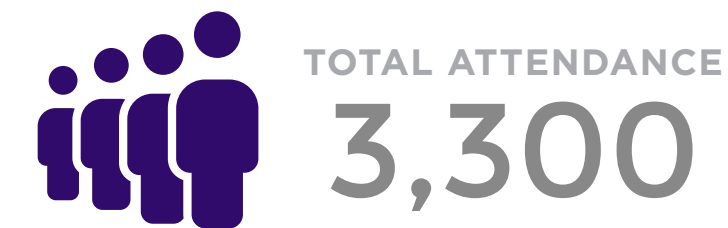
**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019



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

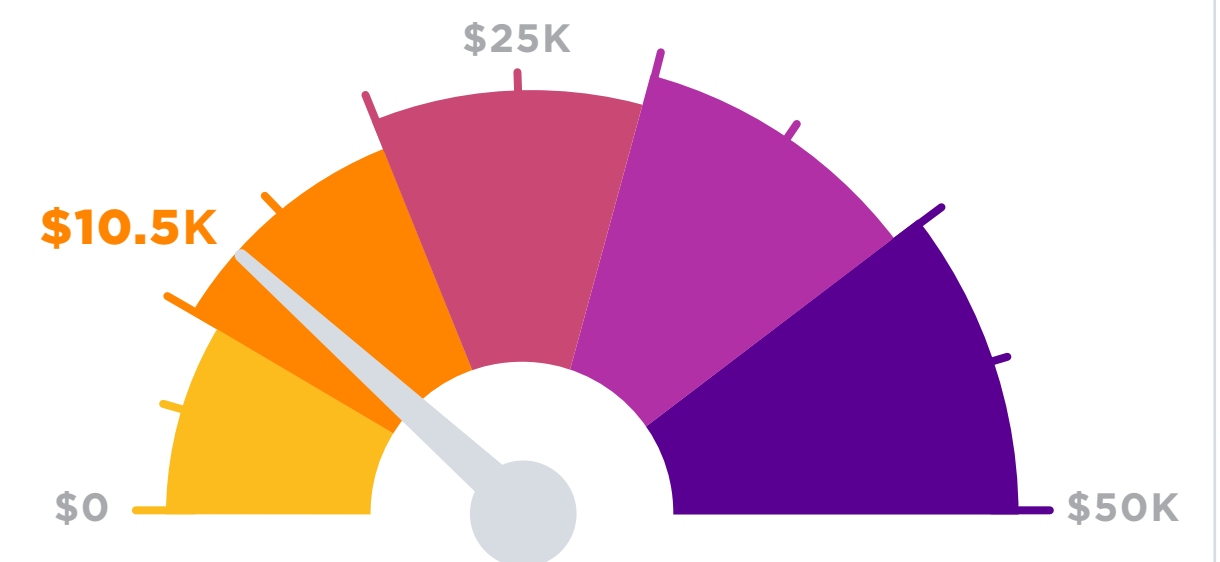
2. Adopt an engagement and outreach plan targeting a new generation of Downtown advocates

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