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**

$29,101

$81,251

ANNUAL GOALS

1. Social Media (Q1 2019)
   Publicize Long Beach’s appeal and promote local events and businesses.

   ![Social Media Stats](image)
   
   - 33K Engagements: Clicks, shares or comments
   - 2.9M Impressions: Number of times content is displayed

2. 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</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>DLBA Home Page</td>
</tr>
<tr>
<td>February</td>
<td>DLBA Home Page</td>
</tr>
<tr>
<td>March</td>
<td>DLBA Home Page</td>
</tr>
<tr>
<td></td>
<td>Events Page</td>
</tr>
<tr>
<td></td>
<td>Interactive Downtown Map</td>
</tr>
</tbody>
</table>

3. 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:

WEBSITE STATS

Jan - Mar Users: 13,433

15.9% Returning Visitors
84.1% New Visitors

How Are People Getting to DLBA Website?

<table>
<thead>
<tr>
<th>Month</th>
<th>Organic Search</th>
<th>Direct</th>
<th>Social Media</th>
<th>Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>41.3%</td>
<td>31.3%</td>
<td>15.7%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Feb</td>
<td>49.6%</td>
<td>32.9%</td>
<td>11.8%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Dec</td>
<td>34.9%</td>
<td>18.4%</td>
<td>15.9%</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

Downtown Scene Newsletter (Subscriber Activity)

Subscribers: 9,874
Open Rate: 14.5%
Click Rate: 1.7%