

MONTHLY HIGHLIGHTS

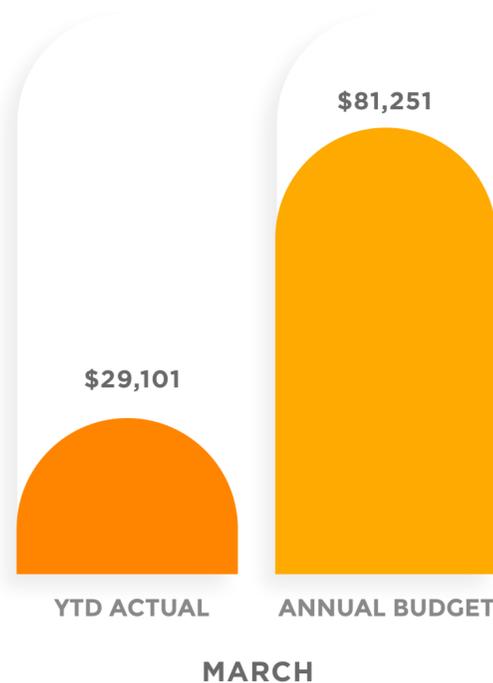
(AS OF 03/31/2019)

- 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



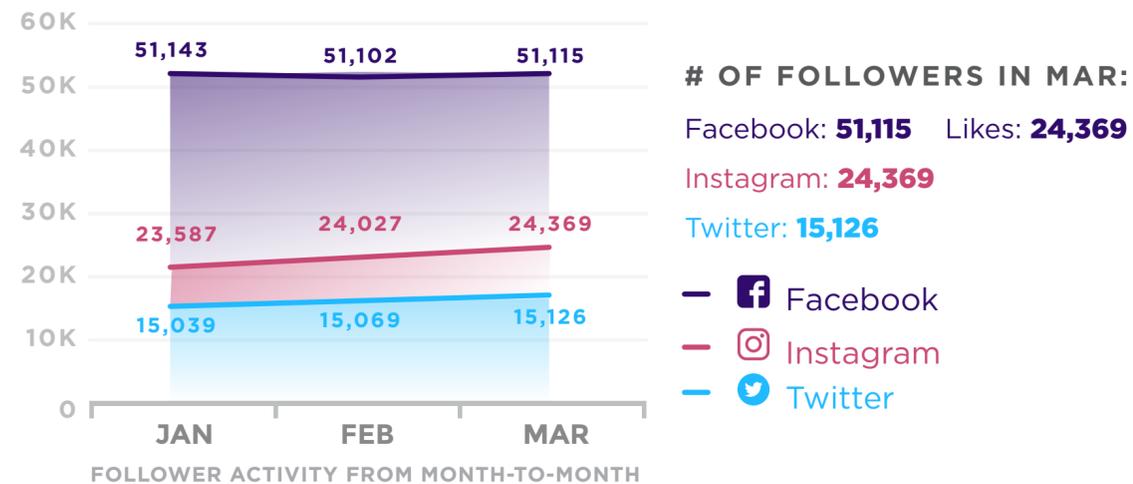
SOCIAL MEDIA (Q1 2019)

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.

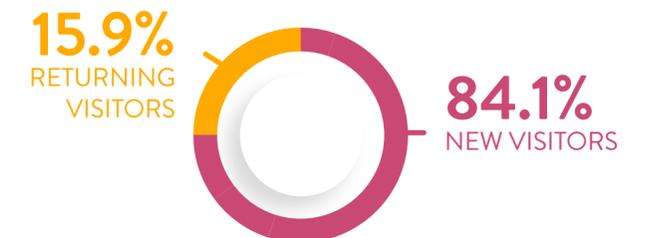
ACTIONS

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

UPDATE: INTERACTIVE

WEBSITE STATS

JAN - MAR USERS
13,433



HOW ARE PEOPLE GETTING TO DLBA WEBSITE?

