

# Marketing & Communications Committee Meeting

May 2, 2023

DLBA Conference Room



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all*

**Prior Vice Chair, Cameron Andrews, Calls Meeting to Order**

**Taking Attendance:**

**Roll Call: Cameron Andrews, Ashley Chiddick, Ryan La Rosa, Nathan Lasker, Melissa Urena, Michael Vitug, Patrick Michel**

## 2. Minutes

Action: Approve minutes April 4, 2023 Meeting

Roll Call: Cameron Andrews, Ashley Chiddick, Ryan La Rosa,  
Nathan Lasker, Melissa Urena, Michael Vitug, Patrick Michel

# 3. Chairperson's Report

## 3. Working Group Updates

### **Group A Update (East Village Project):**

- Melissa Urena
- Members: Nathan Lasker, Patrick Michel, Michael Vitug

### **Group B (North Pine Project):**

- Lead: Ryan La Rosa
- Members: Cameron Andrews, Ashley Chiddick

# 5. Staff Report

Asia Morris

DLBA Communications & Marketing Manager



## **DLBA** COMMUNITY BUDGET FORUMS

We want to hear from **YOU**, our Downtown community, on how DLBA should spend its fiscal year 2024 budget.

*Join us for a conversation on how we can best support Downtown, and hear from DLBA staff on past and future initiatives.*



# **COMMUNITY BUDGET FORUM RECAP**



# FY24 BUDGET FEEDBACK FROM COMM FORUM

## MARKETING & COMMUNICATIONS

Telling the story of Downtown happenings accurately and positively to promote the public image of Downtown Long Beach. This includes marketing campaigns that promote Downtown as a whole and as a collection of unique neighborhoods, generate visitors and customers to local businesses, highlight and celebrate the diversity of Long Beach and build awareness of Alliance programs and services.



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

GOALS AND STRATEGIES	\$\$\$
Develop a comprehensive marketing & communications strategy	
Continually seek ways to build awareness of DLBA and educate stakeholders about DLBA's role and value proposition	
Increase use of online platforms to promote the people, businesses, and activities in Downtown	
Re-think DLBA's role in the production of events	



## 5B. Social Media, Digital Marketing & Communications Analytics

# Analytics Overview

## Media Coverage April 2 – May 1, 2023 \*

- **Downtown Long Beach:**

- **417 (+113%)** media mentions for DTLB (Patch.com: Long Beach Celebrates Nat'l Bike Month in May, Urbanize: LB City Council Signs Off on 900-unit City Place redevelopment, Streets are sweet for 2023 GP, as attendance records topple, and more GP articles)
- **\$7.92M (+\$1.23M)** ad equivalency (combined reach of the media outlets that mentioned DTLB in various articles)

- **DLBA**

- **6 articles (-95%)** (LBPost and LB Press-Telegram: DLBA opens microgrant applications to support community events, Press-Telegram: Here's what to know about the Grand Prix Foundation, committee of 300, Patch: LB Health Dep Invites Comm to Walk to Play Day, LBPost: Filming near Downtown this week will close lanes and limite parking, DLBA says)
- **\$29.69K \$113.51K (+ \$83.2K)** ad equivalency (combined reach of the media outlets that mentioned DLBA in various articles)

# **DLBA Social Media Channel Stats (Feb/March 2023)**

<input type="checkbox"/> Facebook	<b>Mar: 52,283 / April: 52,293</b>
<input type="checkbox"/> Instagram	<b>Mar: 33,478 / April: 33,525</b>
<input type="checkbox"/> Twitter	<b>Mar: 17,079 / April: 17,023</b>
<input type="checkbox"/> LinkedIn	<b>Mar: 968 / April: 968</b>
<input type="checkbox"/> Total	<b>Mar: 103,808 / April: 103,826</b>



# DLBA Social Media Channel Stats (March/April 2023)

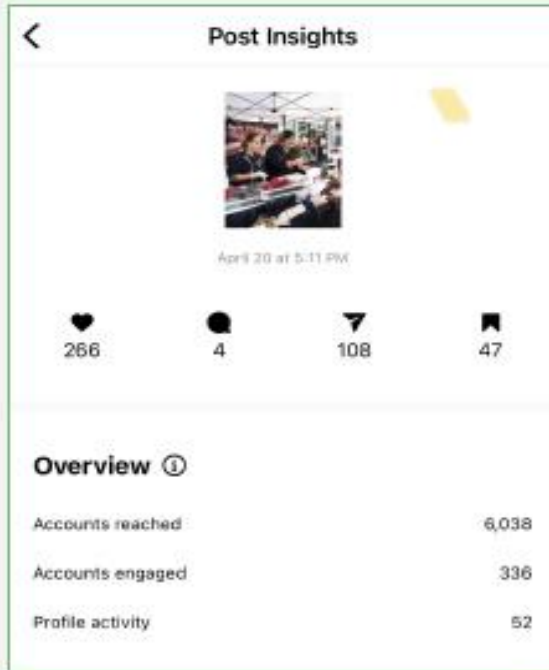
More focus on Reels:

- National Record Store Day
- Celebrate Downtown

# Top Performing Posts

The best performing posts of the month.

#1



**Taste of Downtown** (4 Days Away)

Top Post on Instagram & FB (Boosted)

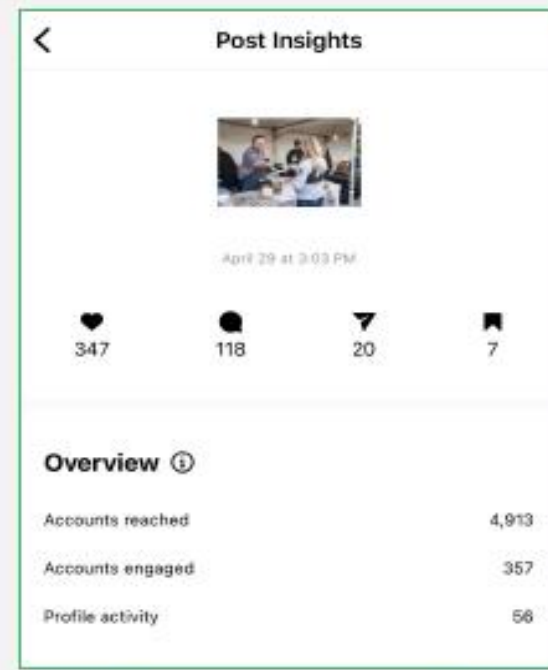
#2



**Grand Prix links to DT Scene**

Top Post on Instagram & FB

#3



**TOD Giveaway**

Top Post on IG

# Analytics Overview

## March/April Newsletter Performance \*

### **(The new) Downtown Scene**

March: Avg. Open Rate 30%, Click Rate 1.4%

April: Avg. Open Rate 32%, Click Rate 2.9

### **Business Resource Newsletter**

March: Avg. Open Rate 42%, Click Rate 3.5%

April: Avg. Open Rate 46%, Click Rate 2.6%

### **Mochi's Corner (new weekly round up)**

March: Avg. Open Rate 72%, Click Rate 15%

April: Avg. Open Rate 58%, Click Rate 4.8% (April 1: 66%, April 15: 62%, April 29: 52%)

### **Stay Informed Advisory**

March: Avg Open Rate 56% 0.12%

April: Avg Open Rate 54%, Click Rate 0.79%

## 5C. Update on Ongoing Marketing & Communications Campaigns



# Downtown Scene Newsletter Revamp





1ST STREET, BETWEEN ELM & LINDEN

**May 10 + 11**  
East Village | 5-30-10pm

TICKETS FOR ONLY  
**20 \$20**


**FREE**  
ADMISSION  
+Live Music


**TASTE**  
OF DOWNTOWN  
IS BACK!



**DOWNTOWN  
LONG BEACH  
ALLIANCE**  
OUR DOWNTOWN. ONE DOWNTOWN.



 dlba

 **dlba 🚨GIVEAWAY ALERT🚨** Get your taste buds giving away (2) \$20 ticket packs for our upcoming Downtown events: 📍 East Village (5/10-5/11), 📍 6/8), 📍 Waterfront (8/9-8/10). With the Taste ticket you can enjoy various bites and use these tickets at all upcoming Taste of Downtown events. Plus, there are drinks, and more. 📍 Enter now as our first event in East Village is only two weeks away!

📍 To enter the opportunity drawing, please follow the following steps:

1. Follow @dlba
2. Like this post
3. Tag two friends you want to take with you in the comments

\*\*\*

📍 The giveaway is open from Saturday, April 29 5!


⚠️ Please note that participating entries must have a public Instagram profile. One entry per account.

- Entries must be posted by Friday, May 5 11:59 P
- Must complete all steps and follow our page and post for the drawing.
- Three random winners will be selected and contacted. Winner must respond within 24 hours. Otherwise considered forfeited, and another person will be selected.

⚠️ Disclaimer: This giveaway is not sponsored, associated with Instagram, Inc.

[View insights](#)

📍 🗨️ 📍

 Liked by districtwine and 333 others  
1 DAY AGO

# Taste of Downtown

**Downtown Long Beach** @DLBA · Apr 26



Help shape the future of Downtown Long Beach by joining the DLBA's Board of Directors! Visit our website to see if you're eligible to serve. The application period is open now and closes May 19. Click the link for more information!

: [downtownlongbeach.org/Board2024](https://downtownlongbeach.org/Board2024)

HELP SHAPE  
THE FUTURE  
OF DTLB

Join the DLBA  
Board of Directors  
Apply by May 19, 2023



# Board Election Campaign

# Community Events Microgrant Program



TOURISM

## Downtown Long Beach Alliance launches community events mi- crogrant program



by Tess Kazenoff  
April 28, 2023



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# Coffee, Conversations, & Clean Up

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- Saturday May 6 & every other Saturday from 10:30 AM - 12 PM



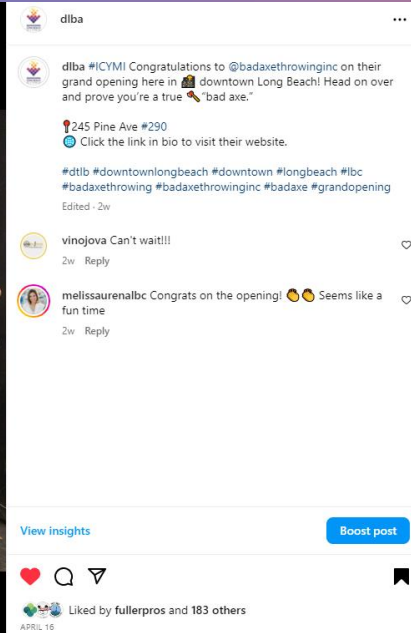
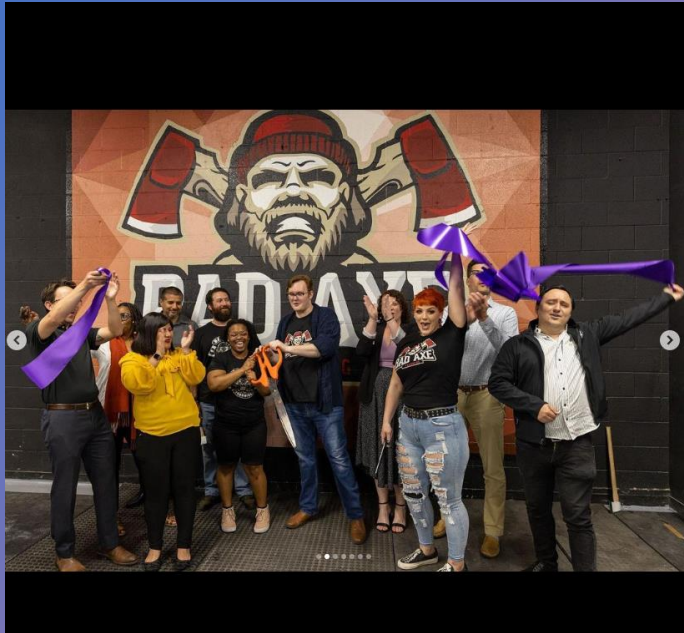
# Coffee, Conversations, & Clean up

lincoln / park

**Saturday May 6th**  
**10:30am – 12pm**  
**at the Library Terrace**

**with Millie Liao**  
**#MakeNoiseToday**  
Youth Intern





- Bad Axe Throwing
- Grand Opening April 7th

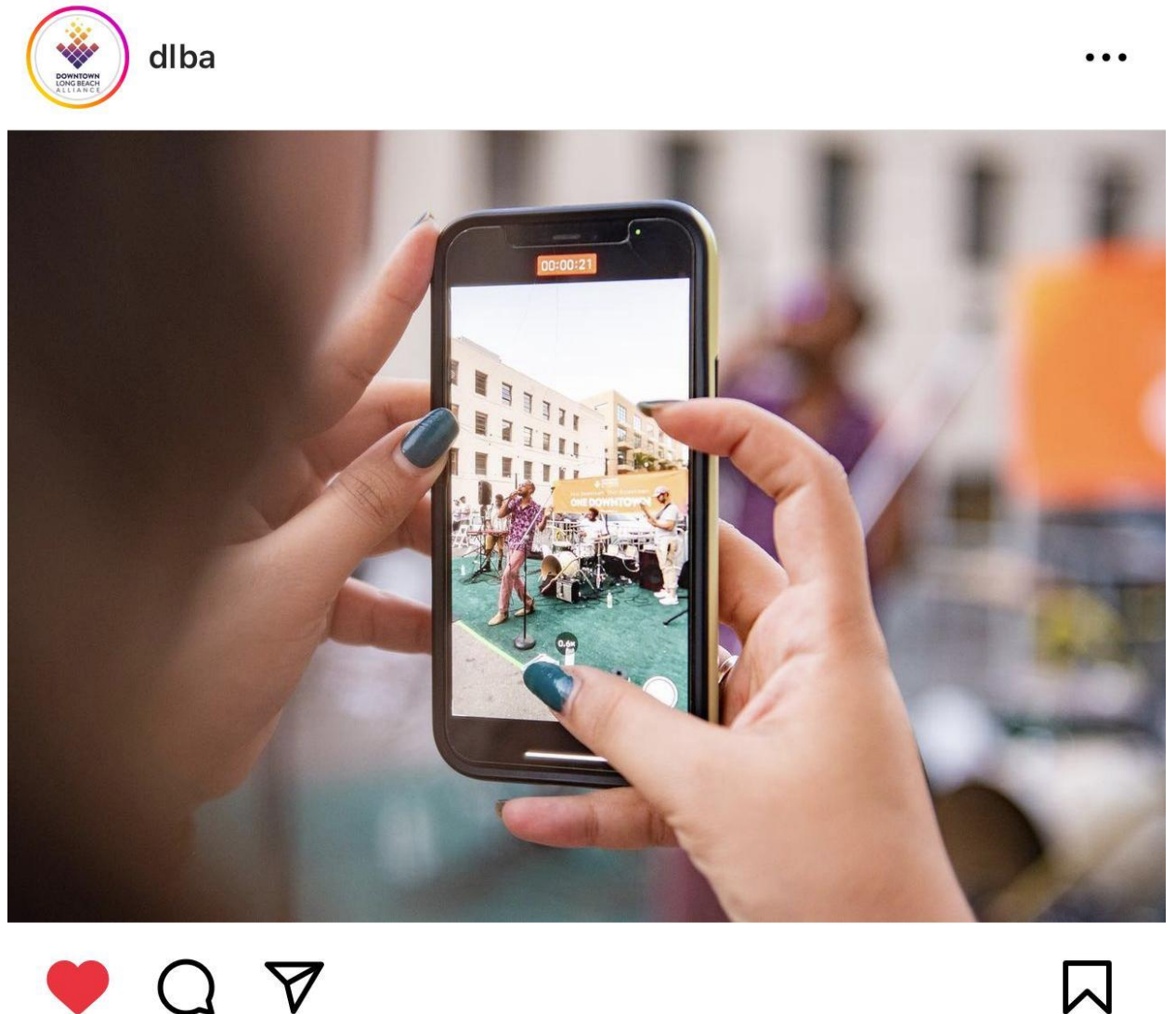


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# We Are Hiring!

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- Clean and Safe Team
- Digital Media Coordinator
- Business Navigator



**5. Old Business**

**6. New Business**

**7. Public Comment (3 min on all non  
agenda items)**

**8. Adjournment**

**Next Meeting “IN PERSON”  
Tuesday, June 6, 2023**