

Marketing & Communications Committee Meeting

June 6, 2023

DLBA Conference Room



DOWNTOWN
LONG BEACH
ALLIANCE

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

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, Claudia Ayala, Samantha Mehlinger

2. Minutes

Action: Approve minutes May 2, 2023 Meeting

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

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

3. Working Group Updates

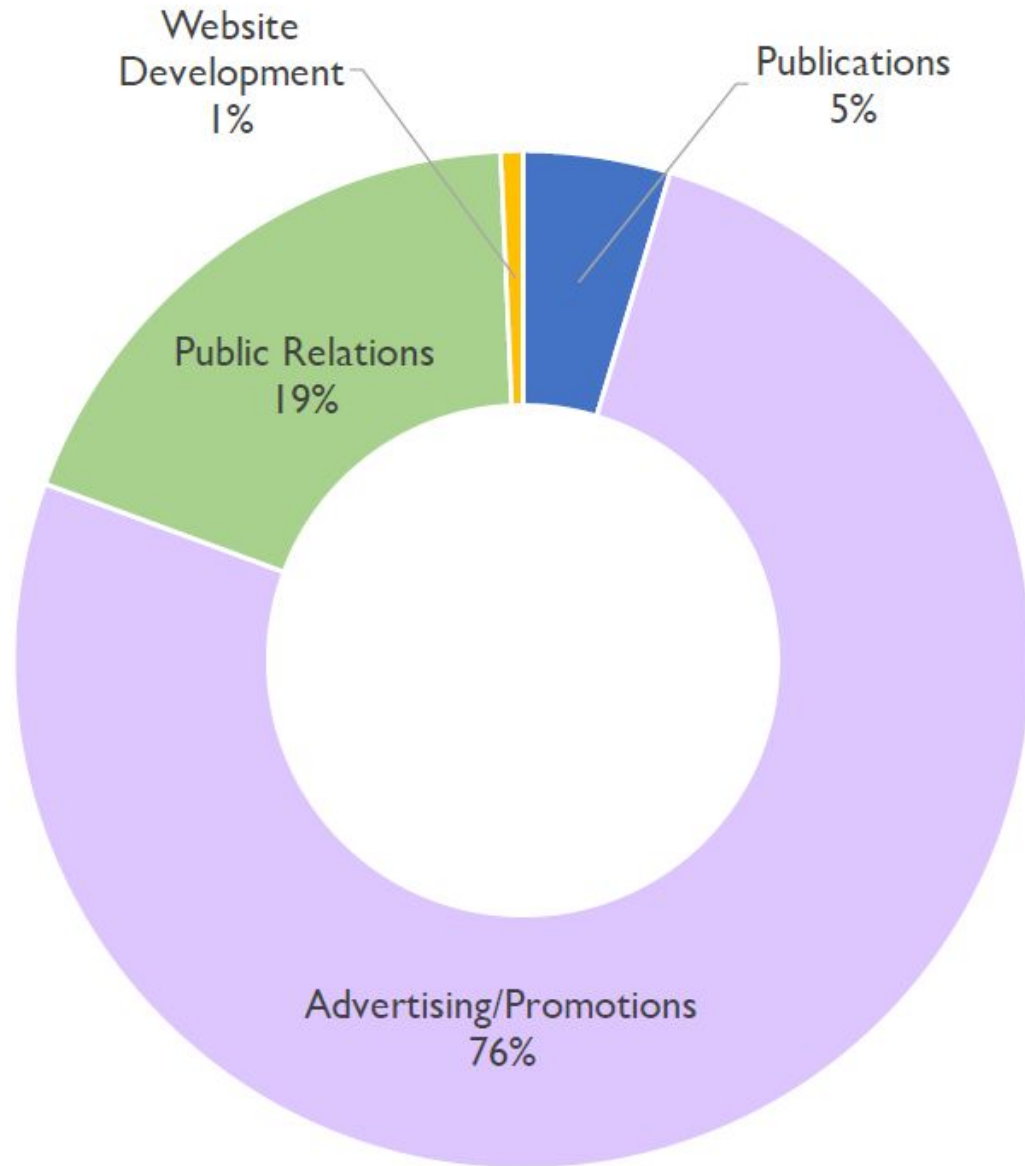
Samantha Mehlinger and Claudia Ayala working group selection.

4. Staff Report

Asia Morris

DLBA Communications & Marketing Manager

4A. FY24 Budget Discussion Continued



MARKETING & COMMUNICATIONS:

- Shop Small Saturday
- Gift Card Giveaways
- One Downtown Campaign
- Signal Wrap Advertising
- Unfiltered Photo Contest
- Online Advertising
- Social Media Presence

Budget Community Forum Feedback

- Promotion of people, businesses, and activities in Downtown
- Develop a comprehensive MarComms strategy
- More Campaigns that include/highlight seniors
- Build awareness of DLBA (lowest vote)

Committee Meeting May 2 Feedback

- Podcast, highlighting small biz resources
- Neighborhood/artist t shirt, swag collab
- Senior skip day
- Refresh “One Downtown” Campaign



i. Brainstorm Session for Update to “One Downtown” Campaign

- Neighborhood focus
- Promote “DTLB” as a destination
- New campaign vs. refresh
- Identity swag, branding components

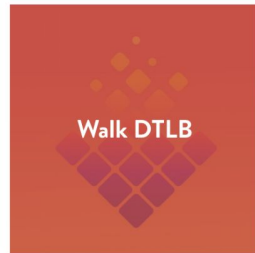
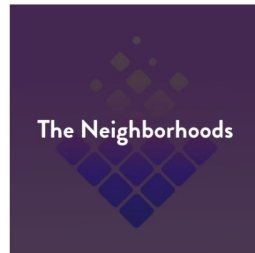
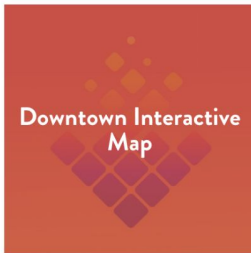
One Downtown Overview: A roadmap for economic recovery, based on the idea that Downtown means different things to different people, but there is a **shared connection**.

- Businesses featured through signal wraps and street pole banners
- Promotions and messaging through outdoor media, the internet and print materials
- Grants for entrepreneurs of color, women-owned businesses, retail pop-ups and support for other businesses such as restaurants requesting permanent parklets.
- Shopping and dining guides
- Meet Your Neighbor: a video series connecting business owners with Downtown residents
- My Downtown: video series to showcase the daily routines of various stakeholders enjoying Downtown destinations and businesses.
- “One Kind Act,” a program to highlight giving in Downtown by building awareness of those who make a difference in the community. DLBA Safety ambassadors also distributed gift cards at random to encourage giving and showcasing local businesses.



Why One Downtown?

Downtown Long Beach has character rooted in history, while continuously expanding and challenging itself. Always remembering where it came from, and always open to positive change and growth, Downtown Long Beach has emerged as a destination offering something for everyone.



i. Brainstorm Session for Update to “One Downtown” Campaign

- Neighborhood focus
- Promote “DTLB” as a destination
- New campaign vs. refresh
- Identity swag, branding components

One Downtown.

My Downtown. Your Downtown. Our Downtown.

What's our next message?

4B. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage May 1 – June 1, 2023 *

• **Downtown Long Beach:**

- **311 (-27%) media mentions for DTLB** (LBPost: Varden Hotel could be demolished for housing; sign to be saved, StreetsBlog LA: LB Opens New Mark Bixby Walk/Bike Path along Harbor Bridge, Press-Telegram: Bicyclists, Pedestrians Revel in Car-Free Downtown During Beach Streets, Eater LA events round up: Taste East Village)
- **\$3.14M (-\$4.79M) Ad equivalency media coverage** (combined reach of the media outlets that mentioned DTLB in various articles)

• **DLBA**

- **8 articles (+33%)** (Press-Telegram: DTLB on the road to recovery, economic report says, Press Telegram: Beach Streets will take over DTLB next weekend, StreetsBlog LA: Beach Streets Downtown 2023, LBPost: Stroll and Savor Returns to Belmont Shore, and other foodie events throughout the summer, The Registry: 900-Unit Mosaic project Gets Approval from Long Beach City Council, LBPost: Things to do in Long Beach this week including... food, books and film festivals)
- **\$10.74K (-\$104.79K) Ad equivalency media coverage** (combined reach of the media outlets that mentioned DLBA in various articles)

DLBA Social Media Channel Stats (April/May 2023)

- Facebook April: 52,293 / May: 52,312**
- Instagram April: 33,525 / May: 33,842**
- Twitter April: 17,023 / May: 16,965**
- LinkedIn April: 968 / May: 1,000**
- Total April: 103,826 / May: 104,119**

Analytics Overview

April/May Newsletter Performance *

Downtown Scene

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

May: Avg. Open Rate 29%, Click Rate 2.0%

(May 11: 31%, May 25: 30%, Upcoming Bike Events Reminder: 34.4%, Unopened eBlast: 4.4%)

Business Resource Newsletter

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

May: Avg. Open Rate 46%, Click Rate 2.4%

Mochi's Corner

April: Avg. Open Rate 58%, Click Rate 4.8%

May: Avg. Open Rate 64%, Click Rate 6%

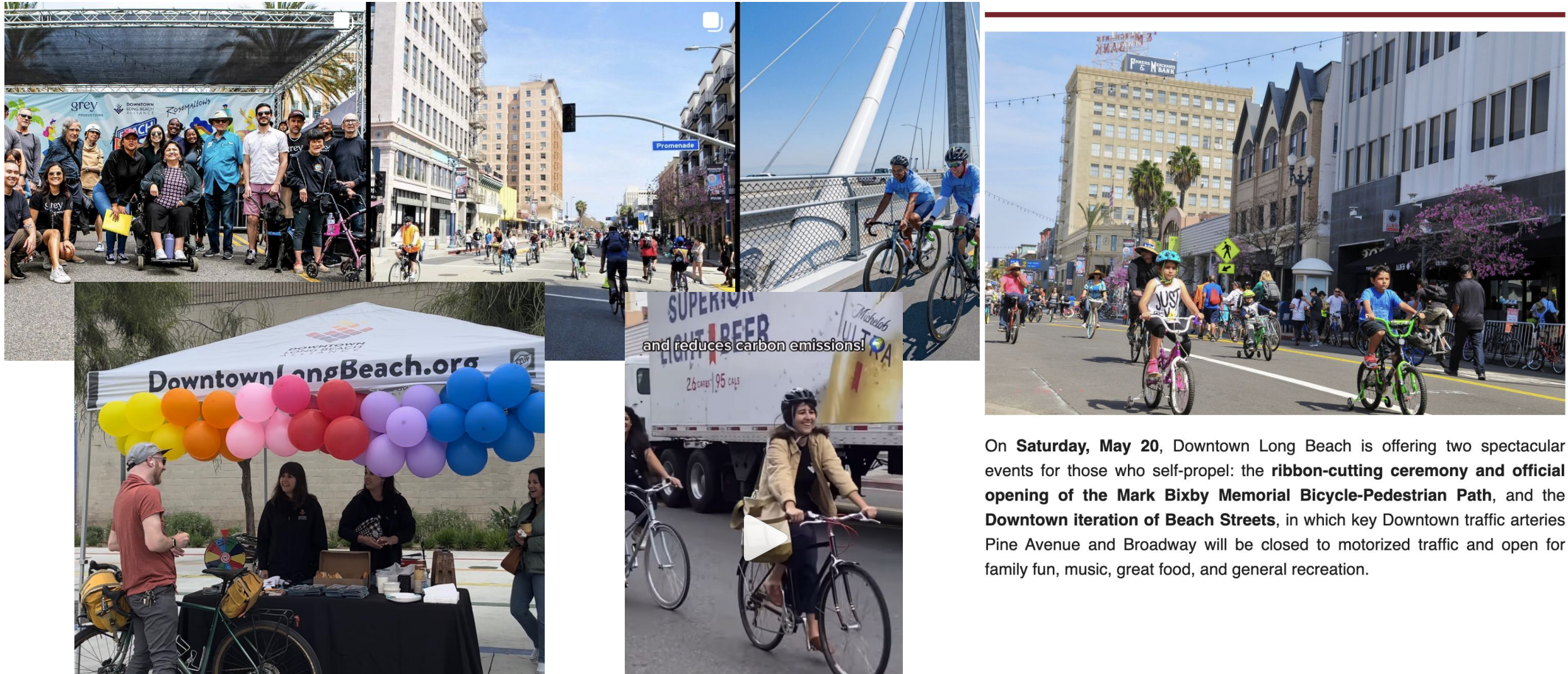
Stay Informed Advisory

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

May: Avg Open Rate 52%, Click Rate 1.4%

Bike Month + Bike to Work Week

May 20: A Momentous Day for Pedal Powered Transportation in Downtown



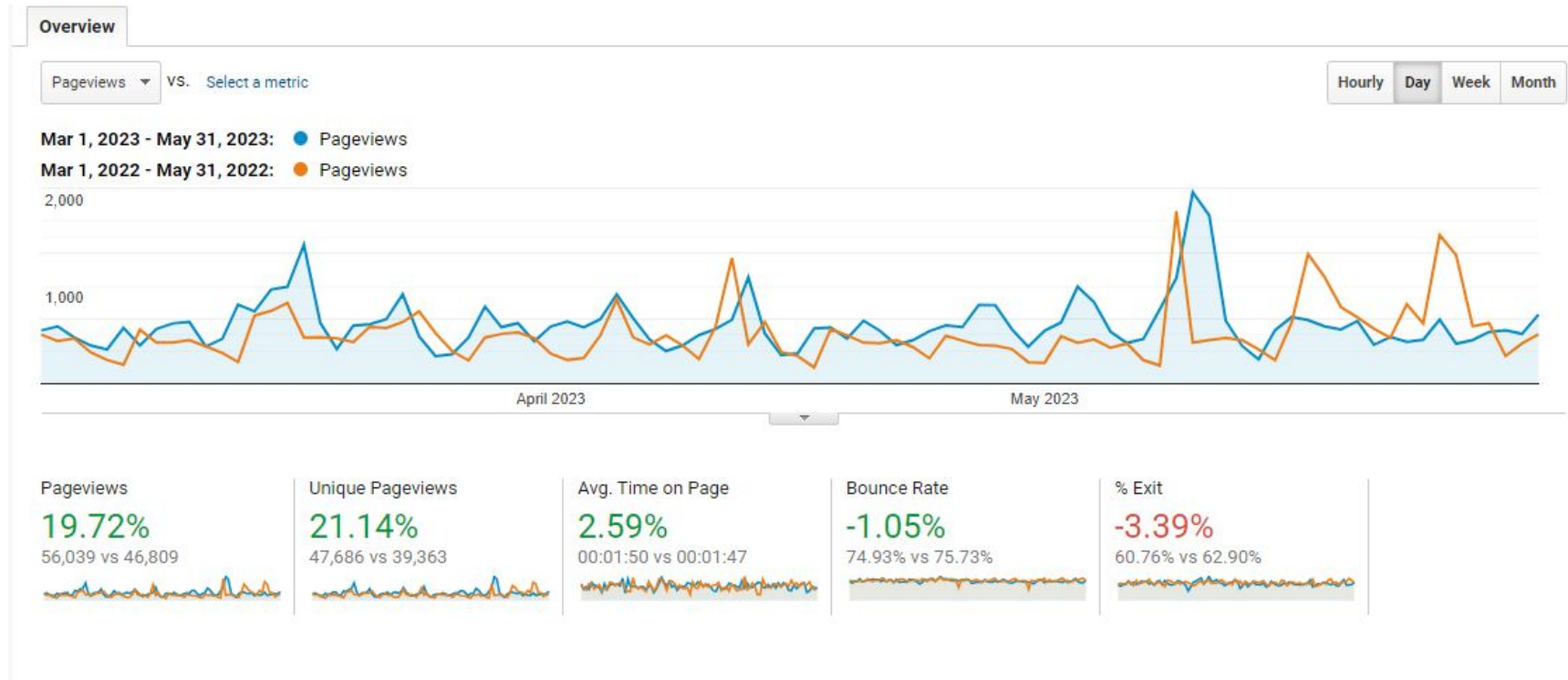
On **Saturday, May 20**, Downtown Long Beach is offering two spectacular events for those who self-propel: the **ribbon-cutting ceremony and official opening of the Mark Bixby Memorial Bicycle-Pedestrian Path**, and the **Downtown iteration of Beach Streets**, in which key Downtown traffic arteries Pine Avenue and Broadway will be closed to motorized traffic and open for family fun, music, great food, and general recreation.

Analytics Overview

2022 vs. Present Web Performance *

Exit Rate = The exit rate does not take into consideration how many pages the visitor looked at. It only looks at the exits compared to the total visits.

Bounce rate = Single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.



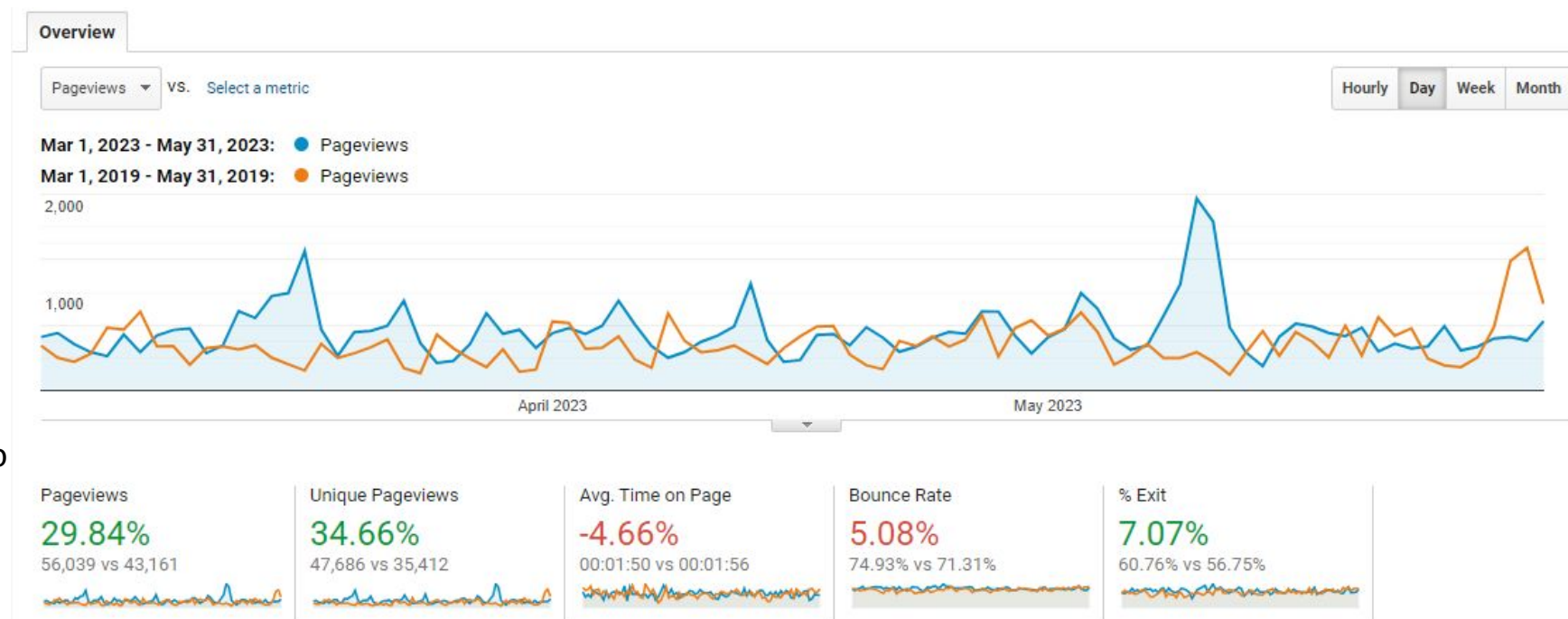
*Using March to now since that is when new direction was more-or-less implemented

Analytics Overview

2019 vs. Present Web Performance

Takeaways

- CY performing better than previous year and pre-pandemic figures
- Audience has grown
- Aim to grow Avg. Time
- Why?
 - Attributing social media/newsletter strategy to drawing more web traffic back to website
 - More events and specials being promoted
 - Less focus just on Org., more on community, businesses
 - Direct PR outreach for Taste



4C. Update on Ongoing Marketing & Communications Campaigns

Taste of Downtown Pine & Promenade June 7 & 8



**TASTE
OF DOWNTOWN
IS BACK!**

June 7+8
Pine & Promenade | 5:30-10pm
BETWEEN 1ST & 3RD STREET

DOWNTOWN LONG BEACH ALLIANCE
OUR DOWNTOWN. ONE DOWNTOWN.

L.A. News, Food, Culture & Events

WE :) LIKE L.A.

THINGS TO DO

Things To Do in Los Angeles This Week [6-5-2023 to 6-9-2023]

JUNE 5, 2023 BY BRIAN CHAMPLIN AND CHRISTINA CHAMPLIN

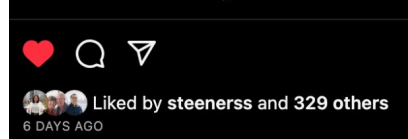


dlba 📢 **GIVEAWAY ALERT** 📢 Get your taste buds ready! We are giving away another \$20 ticket packs for our upcoming Taste of Downtown events: 📍 Pine Ave. (6/7-6/8), Waterfront (8/9-8/10). With the Taste ticket packs, you can enjoy various bites and drinks at these tickets at any of our upcoming Taste of Downtown events. Plus, there will be more drinks, and more. 🍷 Enter now as our Taste of Downtown event is only one week away!

📌 To enter the opportunity drawing, please complete the following steps:

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

📌 The giveaway is open from Tuesday, June 6th 12:00pm to Thursday, June 8th 11:59pm.



❤️ 💬 📌

👤 Liked by steenerss and 329 others

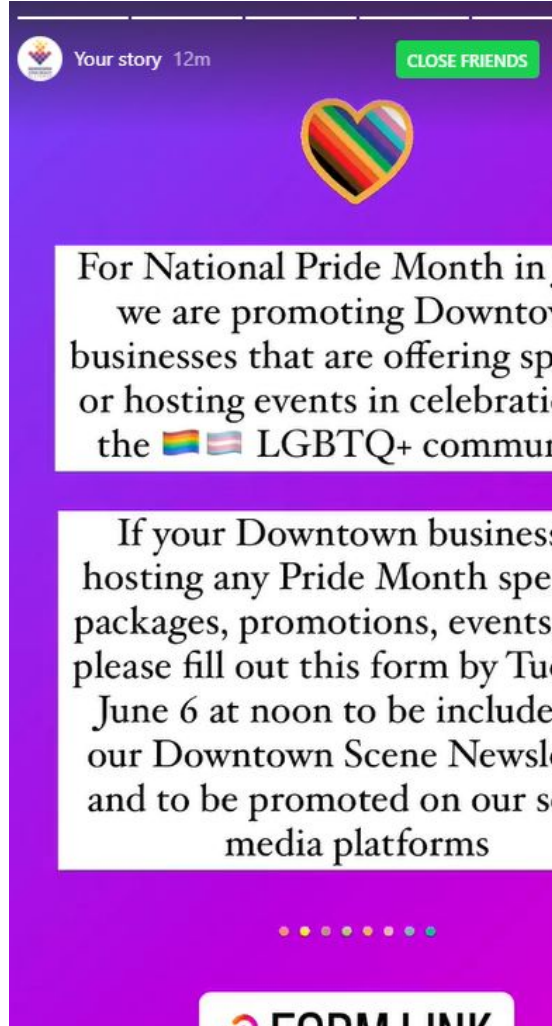
6 DAYS AGO



Food for Days! Taste is coming to Pine & Promenade June 7 and 8



Pride Month in DTLB!



Pride Month Marketing Opportunity

Friendly reminder to submit your **Pride Month** specials, promotions, events, etc. by **Wednesday, May 24 at noon** by filling out this form.

For **National Pride Month in June**, Downtown Long Beach Alliance is promoting Downtown businesses that are offering special packages, promotions, events, or hosting events in celebration of the LGBTQ+ community.

If your Downtown business is hosting any Pride Month special packages, promotions, events, etc., please fill out this form by **Tuesday, June 6 at noon** to be included in our **Downtown Scene Newsletter** and to be promoted on our social media platforms, including **Facebook** (53K followers)!

SUBMIT YOUR PRIDE MONTH SPECIALS, PROMOTIONS, EVENTS, ETC. BY WEDNESDAY, MAY 24 AT NOON



Coffee, Conversations & Clean Up

Saturday, June 3
& every other
Saturday from
10:30 AM - 12
PM at Lincoln
Park



**Coffee,
Conversations,
& Clean up**

Saturday June 3rd
10:30am – 12pm
at the Library Terrace

with Pedal Movement
Director of Community Engagement
Justin Harris

lincoln / park



lincolnparklib.com



Coffee,
Conversations,
& Clean up

**Micromobility
Solutions for
Everybody**

Saturday June 3rd
10:30am – 12:00pm
at the Library Terrace

with
Justin Harris
Director of Community Engagement
Pedal Movement



Coffee,
Conversations,
& Clean up

This new series of meetups in Lincoln Park is an opportunity for residents, civic, and community leaders to gather and discuss how we can create and foster positive momentum in our Downtown.

lincoln / park

for friends
& neighbors
since 1880



Grand Openings: Zuzu's Petals

Grand Opening and
Ribbon Cutting
Ceremony, June 1



5. Old Business

6. New Business

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

8. Adjournment

Next Meeting “IN PERSON”

TBD due to July 4 Holiday