

Marketing & Communications Committee Meeting

January 8, 2025

DTLB Alliance Conference Room



DOWNTOWN
LONG BEACH
ALLIANCE

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

I. Chair Claudia Ayala, Calls Meeting to Order

Taking Attendance:

Roll Call: Cameron Andrews, Claudia Ayala, Ryan La Rosa, Samantha Mehlinger, Patrick Michel, Melissa Urena, James Tir, Natalie Leighton, Ashley Smith

2. Minutes

ACTION: Approve minutes from November 6, 2024 meeting.

Roll Call: Cameron Andrews, Claudia Ayala, Ryan La Rosa, Samantha Mehlinger, Patrick Michel, Melissa Urena, James Tir, Natalie Leighton, Ashley Smith

3. Staff Report

Asia Morris

Communications & Marketing Manager

3a. Programs & Upcoming Events

- Jan. 7: Paws on the Promenade
- Jan. 8, 15, 22, 29 : Webinar Wednesdays
- Jan. 9, 16, 23, 30: DTLB Food Series
- Jan. 14: State of the City
- Jan. 16: The Great Mocktail Mixer: Dry January Bar Crawl
- Jan. 20: MLK Day of Service (DTLB Volunteer Opportunities in East Village, North Pine neighborhoods)
- Jan. 21: Mug to Mug at ISM Brewing

(For details and more events, visit downtownlongbeach.org/events)

3b. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage November 1-30, 2024 *Meltwater Analytics, 2024

• **Downtown Long Beach:**

- 449 (-53%) media mentions for DTLB (**LBPost, Signal Tribune, LB Press-Telegram, We Like L.A., Beachcomber, LAist, Hotels Magazine:** Fairmont Breakers Opening, Shop Small Saturday-Ube Makers Mart, Christmas Tree Lighting, Queen Mary's 12 Days of Christmas, 555's 40th Anniversary, DTLB Pre-Holiday Bar Crawl, Apocalypse: Zombieland, Raven & the Wolves Art Show, Roger Penske Purchase of GPLB, Restaurants Open on Thanksgiving, Dreamstate SoCal, Assemblymember Haney's Visit to DTLB, Where to Watch Election Results, QM's 90th Anniversary, Dia de Los Muertos Parade & Festival)
- **\$19.23M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

• **DTLB Alliance**

- **5 mentions (+25%)** (Grunion Gazette: DTLB Pre-Holiday Bar Crawl, LBPost: State officials tour DTLB-Matt Haney visit *also covered by El Latino San Diego, Streetsblog LA: Metro Rider Updates (tap to exit), LBPost: Monday Morning Coffee mention)
- **\$2.73M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

Analytics Overview

Media Coverage December 1 - 31, 2024 *Meltwater Analytics, 2024

• Downtown Long Beach:

- **697 (+46%)** media mentions for DTLB (Forbes, **LB Press-Telegram**, **LBPost**, **Signal Tribune**, **CBS News**, **We Like L.A.**, **LAist**, **Patch**, **Random Lengths News**, **NBC Los Angeles** **Los Angeles Times**, **LA Taco**, **VinePair**, **LB Business Journal**: QM's NYE Fireworks Show, QM's 12 Days of Christmas, Transit Offering Free NYE Rides, Olive & Rose coverage, Fairmont Breakers Opening, LB Heritage Architecture Walking Tours, This must be Long Beach (several DT businesses mentioned), Garage Theater's Launch of 'Steam Powered rocket Ride to the Moon', Dia de Los Muertos Coverage, QM's Dark Harbor, 555 Steakhouse Turns 40, Dog-Friendly Places to Eat, Drink and Play (ISM), Senior Center Moving, LB ranked among top U.S. cities for boutique shopping, XMas Tree Lighting Coverage, It's a Drag to Give,
- **\$13.8M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

• DTLB Alliance

- **14 mentions (+180%)** (Los Angeles Times: Assembly member Haney's visit covered, LB Press-Telegram: It's a Drag to Give, Austin mentioned, LBPost: Local nonprofit founder Oba Totton featured, Alliance as a supporter)
- **\$775.13K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB Alliance in various articles)

DTLB Alliance Social Media Channel Stats (November/December 2024)

<input type="checkbox"/> Facebook	November 53,253 / December 53,216
<input type="checkbox"/> Instagram	November 42,737 / December 43,263
<input type="checkbox"/> Twitter / X	November 16,359 / December 16,327
<input type="checkbox"/> LinkedIn	November 1,386 / December 1,400
<input type="checkbox"/> Threads	November 6,871 / December 6,903
<input type="checkbox"/> TikTok	November 150 / December 158
<input type="checkbox"/> Total	November 120,756 / December 121,267

Analytics Overview

November/December 2024 Newsletter Performance *

Downtown Scene Newsletter

November: Avg Open Rate 51.4%, Click Rate 5.2%

December: Avg Open Rate 43.5%, Click Rate 4.1%

Business Resource Newsletter

November: Avg Open Rate 33.1%, Click Rate 2.3%

December: Avg Open Rate 43.1%, Click Rate 2.2%

Mochi's Corner

November: Avg Open Rate 51.5%, Click Rate 2.9%

December: Avg Open Rate 32.3%, Click Rate 2.8%

Stay Informed: DTLB Advisories

November: Avg Open Rate 54%, Click Rate 2.1%

December: Avg Open Rate 54.9%, Click Rate 1.4%

3c. Update on Ongoing Marketing & Communications Campaigns

Downtown Scene Newsletter - November



Why Shop Small Saturday Matters: Unique Gifts, Festive Fun, and Local Support in DTLB

Nov 7, 2024 | [Downtown Scene Newsletter](#), [Featured Events](#)



Inside DTLB's Homeless Outreach: How a Dedicated Team is Changing Lives Every Day

Nov 7, 2024 | [Downtown Scene Newsletter](#)



Live Elevated: A Look Inside 4 Stunning Downtown Long Beach Apartments with Top Amenities

Nov 21, 2024 | [Downtown Scene Newsletter](#)



Dining Out for Thanksgiving? Try These 14 DTLB Spots for a Delicious Meal

Nov 21, 2024 | [Downtown Scene Newsletter](#), [Events](#), [News](#)

Downtown Scene Newsletter - December



Ring in 2025: Downtown Long Beach's Best NYE Parties!

Dec 19, 2024 | News



From The Nutcracker to Boat Parades: Long Beach's Holiday Highlights

Dec 5, 2024 | News



From Tacos to Distilleries: Discover the New Businesses Transforming Downtown

Dec 19, 2024 | News



Festive Decor and Frosty Cocktails: Your Holiday Bar Guide

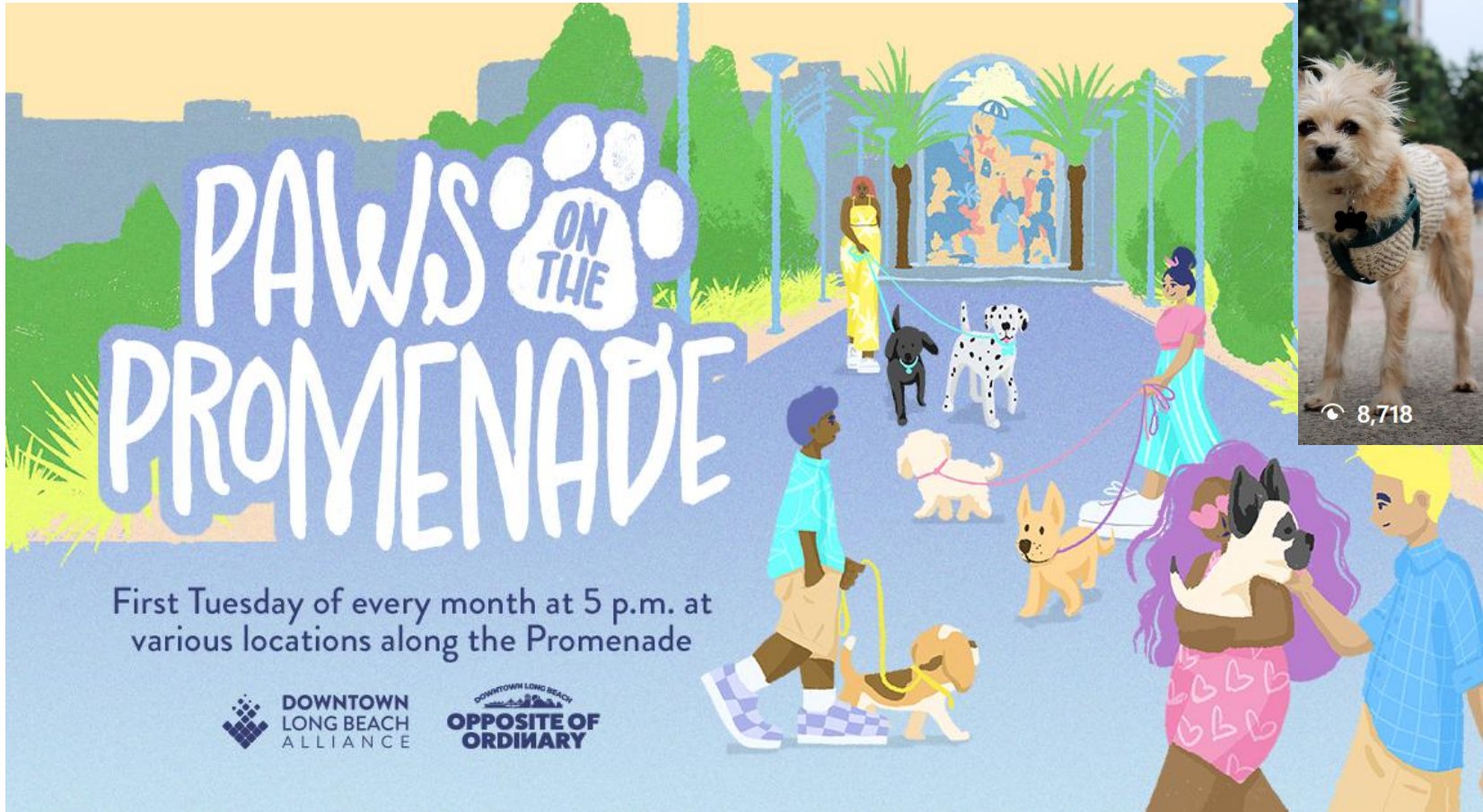
Dec 5, 2024 | Events, News



Deck the Halls and Savor the Flavors: DTLB Restaurants Open During the Holidays

Dec 19, 2024 | Events, News

Paws on the Promenade



The Great Mocktail Mixer: Dry January Mocktail Crawl



**THE GREAT
MOCKTAIL
MIXER**

Join the Dry January Mocktail Crawl in DTLB!

THURSDAY, JAN. 16, 6 - 10PM

Mix, Mingle, and Collect Charms
**EXPERIENCE MOCKTAIL DEMOS AND
LIVE MUSIC ALONG THE WAY!**

 DOWNTOWN
LONG BEACH
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 [DTLBAlliance](#) |  [DowntownLongBeach](#) | [dtlb.org](#)

 **OPPOSITE OF
ORDINARY**



Webinar Wednesdays (AI Marketing for Business)



**WEBINAR
WEDNESDAYS**

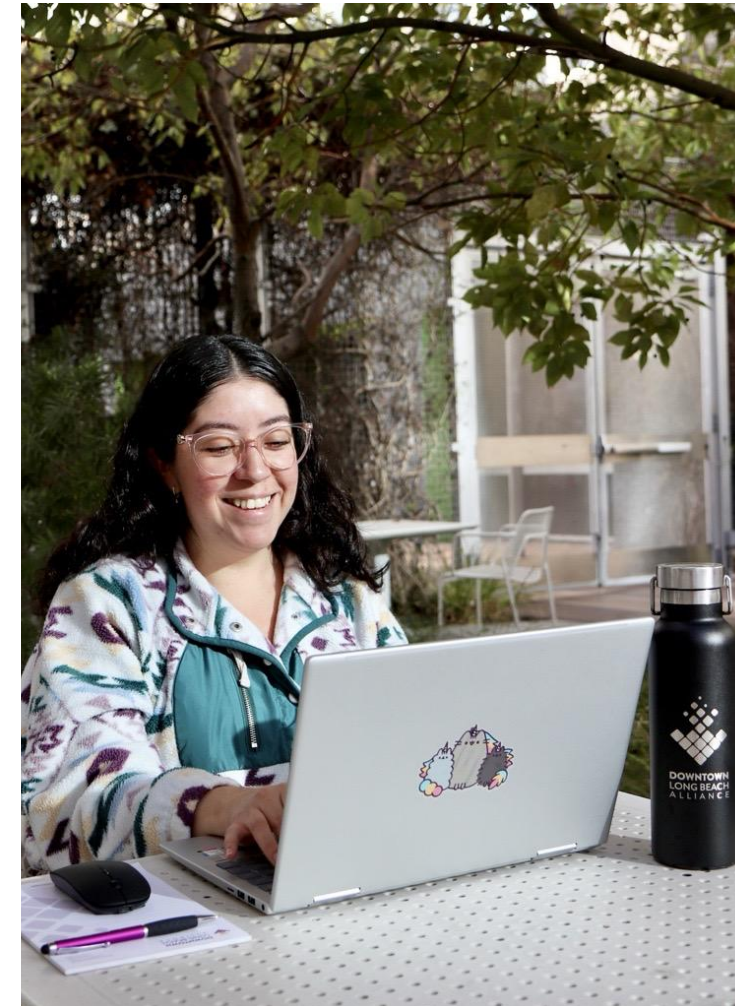
**SMALL BUSINESS
EDUCATION, ONE
WEDNESDAY AT A TIME!**

Meets virtually
every Wednesday



 **DOWNTOWN
LONG BEACH
ALLIANCE**

downtownlongbeach.org/webinar



Mug to Mug (Business-to-Business Exchange)

Next Event

Date: Tuesday, Jan. 21

Time: 10 - 11 AM

Location: ISM BRewing

MUG TO MUG

A CAFFEINATED DOWNTOWN BUSINESS-TO-BUSINESS EXCHANGE

3rd Tuesday of every month • 10-11 AM • Starting October 17





DTLB Food Series

downtownlongbeach.org/foodseries



DOWNTOWN LONG BEACH
FOOD
SERIES



The Education Series

**THE EDUCATION SERIES:
FOR ENTREPRENEURS &
SMALL BUSINESSES**

**SATURDAYS,
FEBRUARY 1 – MARCH 8, 2025**

9AM-12PM

Register for **FREE**

[Bit.ly/educationseries](https://bit.ly/educationseries)



New Lincoln Park Programs!

LONG BEACH PARKS, RECREATION AND MARINE PRESENTS
Lincoln Park
101 PACIFIC AVE LONG BEACH CA, 90802

Toddler Time

Safe social play for toddlers

Montessori play

Tuesdays-Fridays
11:00 am - 12:00 pm

For ages 8 months - 4 years old
Practice shapes and colors
Games
Pretend play
Story time

FOR MORE INFORMATION, VISIT LBPARKS.ORG OR CALL 562.570.3551


#ParksMakeLB

FOLLOW US @LONGBEACHPARKS



LONG BEACH PARKS, RECREATION AND MARINE PRESENTS

BASKETBALL CLINIC



LINCOLN PARK
101 PACIFIC AVE
LONG BEACH CA, 90802
Tuesdays-Fridays
12:00 pm-1:00 pm

On the basketball courts
Come on by, whether you would like to learn the fundamentals, need some conditioning or would like to play pick-up games.

FOR MORE INFORMATION, VISIT LBPARKS.ORG OR CALL 562.570.3551

#ParksMakeLB

FOLLOW US @LONGBEACHPARKS



Long Beach Parks, Recreation & Marine Presents

Knitting & Sewing Workshop



Lincoln Park
101 Pacific Ave. Long Beach, CA 90802
Tuesdays-Fridays
1:00 pm - 2:00 pm

Connect and dive into this creative hobby.
Perfect for all skill levels!
All materials are provided but you are welcome to bring your own materials

FOR MORE INFORMATION, VISIT LBPARKS.ORG OR CALL 562.570.3551

#ParksMakeLB

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LONG BEACH PARKS, RECREATION & MARINE PRESENTS

DANCE FITNESS WITH ZIANN



LINCOLN PARK
101 PACIFIC AVE
LONG BEACH, CA 90802

FRIDAYS
1:00 pm-2:00 pm
COME AND EXERCISE WITH ZIANN ON THE TURF
PERFECT FOR ALL SKILL LEVELS

FOR MORE INFORMATION, VISIT LBPARKS.ORG OR CALL 562.570.3551

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LONG BEACH PARKS, RECREATION AND MARINE PRESENTS

BADMINTON SESSIONS



LINCOLN PARK
101 PACIFIC AVE LONG BEACH, CA 90802
TUESDAYS-FRIDAYS
3:00 PM-4:00 PM
ON THE TURF
ALL MATERIALS ARE PROVIDED
NO EXPERIENCE NECESSARY

FOR MORE INFORMATION, VISIT LBPARKS.ORG OR CALL 562.570.3551

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LONG BEACH PARKS, RECREATION & MARINE PRESENTS

CHESS CLUB



LINCOLN PARK
101 PACIFIC AVE.
LONG BEACH, CA 90802

TUESDAYS-FRIDAYS
2:00 PM-3:00 PM
ON THE TURF
TABLES AND CHAIRS WILL BE PROVIDED

COME LEARN AND ENGAGE WITH CHESS PLAYERS
ALL MATERIALS ARE PROVIDED
EVERYONE IS WELCOME
NO EXPERIENCE NECESSARY

FOR MORE INFORMATION, VISIT LBPARKS.ORG OR CALL 562.570.3551

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LONG BEACH PARKS, RECREATION & MARINE PRESENTS

YOGA CLASS WITH LAURA JANE



FRIDAYS
10:30 AM-11:30 AM
LINCOLN PARK
101 PACIFIC AVE. LONG BEACH, CA 90802

FIND YOUR INNER PEACE AND BALANCE.
JOIN US FOR CLASSES ON THE TURF.
BRING YOUR MAT AND WATER AND ENJOY ONE HOUR OF YOGA
NO EXPERIENCE NECESSARY

FOR MORE INFORMATION, VISIT LBPARKS.ORG OR CALL 562.570.3551

#ParksMakeLB

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LONG BEACH PARKS, RECREATION & MARINE PRESENTS

ARTS & CRAFT WORKSHOP



Tuesdays-Fridays
4:00 pm-5:00 pm

LINCOLN PARK
101 PACIFIC AVE LONG BEACH CA 90802

UNLEASH YOUR CREATIVITY!
JOIN OUR ARTS & CRAFTS AND EXPLORE YOUR ARTISTIC TALENTS! WHETHER YOU'RE A BEGINNER OR AN EXPERIENCED ARTIST EVERYONE IS WELCOME
ARTS & CRAFTS WILL BE PROVIDED
STAFF WILL TEACH YOU HOW TO COMPLETE THE CRAFT OF THE DAY

FOR MORE INFORMATION, VISIT LBPARKS.ORG OR CALL 562.570.3551

#ParksMakeLB


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Pine Ave Traffic Signal Wraps

**Like
lowriders
and
high rises.**



**OPPOSITE OF
ORDINARY**
 DTLB.ORG


**OPPOSITE OF
ORDINARY**
 THAI DISTRICT

YOU ARE HERE * LOCATED AT 145 LINDEN AVE., STE. E



EAST VILLAGE ARTS DISTRICT





Andre Angles, @thaidistrict

For more info on Thai District and other DTLB businesses...
Scan the QR code!


DTLB SAFETY AMBASSADORS ARE HERE TO HELP!

Call (562) 244-1365
Seven Days a Week for:
 • Directions in DTLB
 • Safety Escort
 • Vehicle Jump Start
 scan for details



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**OPPOSITE OF
ORDINARY**
 CARAVANA FURNITURE

YOU ARE HERE * LOCATED AT 975 LONG BEACH BLVD.



NORTH PINE




Wendy & Moless Ortiz, @caravanafurniture


For more info on Caravana Furniture and other DTLB businesses...
Scan the QR code!

DTLB SAFETY AMBASSADORS ARE HERE TO HELP!

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 • Safety Escort
 • Vehicle Jump Start
 scan for details


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**Like a
historic sign
and vintage
finds.**


**OPPOSITE OF
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 DTLB.ORG


**OPPOSITE OF
ORDINARY**
 Herbal Shea

YOU ARE HERE * LOCATED AT 794 PINE AVE.



NORTH PINE



Shanika Thomas, @indigomess_tribeals

For more info on Herbal Shea and other DTLB businesses...
Scan the QR code!

DTLB SAFETY AMBASSADORS ARE HERE TO HELP!

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 • Vehicle Jump Start
 scan for details


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DTLB Art + Design Walk: Feb. 8



4. ACTION: Approval of Working Group Members

- a. Group A: Pine & Promenade Reels
- b. Group B: Waterfront Outreach Planning

4a. Group A Pine & Promenade Reels

Melissa Urena

Patrick Michel

James Tir

Natalie Leighton

4b. Group B Waterfront Outreach Planning

Claudia Ayala

Cameron Andrews

Ryan La Rosa

Sam Mehlinger

Ashley Smith

5. Working Group Breakout Sessions

- a. Group A: Discuss timeline, next steps, videos, roles
- b. Group B: Discuss timeline, next steps, outreach, roles

6. Old Business

7. New Business

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

9. Adjournment

Next Meeting

Wednesday, February 5 at 4:00 PM