

Marketing & Communications Committee Meeting

November 6, 2024

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 September 4, 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

- Nov. 21: DTLB Pre-Holiday Bar Crawl
- Nov. 21, Nov. 30, Dec. 4: Shop Small Flash Sales
- Nov. 21 - Dec. 6: Illuminate Downtown
- Nov. 25 - Jan. 1: DTLB Ornament Hunt
- Nov. 30: Shop Small Saturday, Ube Makers Mart (East Village)
- Nov. 30: Loiter/Mosaic Lighting Installation Launch Party
- Dec. 4: Christmas Tree Lighting

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

3b. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

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

• **Downtown Long Beach:**

- **1.21K (+120%) media mentions for DTLB** (Long Beach Post, Hoodline: LB unveils digital map to transform vacant spaces into business hubs; We Like L.A., NBC: Queen Mary events - 90th anniversary, dark harbor; Signal Tribune: Dia de los Muertos Nov. 2; Thrillest: How to take public transit to LA landmarks; Food & Bev Mag: Local Current now open at Marriott LB; ArchDaily, MSN.com, : Summer Olympics venues; We Like L.A., Press-Telegram: Taste of DT Waterfront, Press-Telegram: 35th Annual Jazz Fest returns, LATimes: Sonoratown coming to DTLB)
- **\$21.16M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

• **DTLB Alliance**

- **40 mentions (+900%)** (Summer on Pine: Press-Telegram, Signal Tribune, LBPost, KTLA5, We Like L.A., LB Watchdog, LongBeachize; Long Beach begins citywide homeless sweeps: Los Angeles Times)
- **\$2.73M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

Analytics Overview

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

• Downtown Long Beach:

- **981 (+27%)** media mentions for DTLB (Press-Telegram+: Dia de los Muertos, Forbes+: Queen Mary's Dark Harbor, LBPost: 555 Steakhouse Turns 40...)
- **\$19.92M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

Media Coverage

• DTLB Alliance

- **3 mentions (-96%)** (Long Beach Post: DTLB Art + Design Walk, Webinar Wednesdays mentions, Signal Tribune: Long Beach considering a MEHKO program, allowing residents to sell home-cooked foods, Alliance mentioned as supporter)
- **\$3.15K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB Alliance in various articles)

DTLB Alliance Social Media Channel Stats (August/September/October 2024)

<input type="checkbox"/> Facebook	August 53,353 / September 53,256 / October 53,252
<input type="checkbox"/> Instagram	August 41,998 / September 42,565 / October 42,605
<input type="checkbox"/> Twitter / X	August 16,677 / September 16,667 / October 16,641
<input type="checkbox"/> LinkedIn	August 1,368 / September 1,376 / October 1,383
<input type="checkbox"/> Threads	August 6,201 / September 6,500 / October 6,851
<input type="checkbox"/> TikTok	August 106 / September 129 / October 140
<input type="checkbox"/> Total	August 119,703 / September 120,493 / October 120,872

Analytics Overview

August/September/October 2024 Newsletter Performance *

Downtown Scene Newsletter

August: Avg Open Rate 49%, Click Rate 3.8%

September: Avg Open Rate 50%, Click Rate 3.6%

October: Avg Open Rate 47%, Click Rate 4.8%

Business Resource Newsletter

August: Avg Open Rate 27%, Click Rate 2.0%

September: Avg Open Rate 35%, Click Rate 2.3%

October: Avg Open Rate 36%, Click Rate 2.3%

Mochi's Corner

August: Avg Open Rate 50%, Click Rate 4.8%

September: Avg Open Rate 47%, Click Rate 2.7%

October: Avg Open Rate 49%, Click Rate 5.6%

Stay Informed: DTLB Advisories

August: Avg Open Rate 50%, Click Rate 0.98%

September: Avg Open Rate 54%, Click Rate 1.1%

October: Avg Open Rate 52%, Click Rate 1.8%

3c. Update on Ongoing Marketing & Communications Campaigns

Downtown Scene Newsletter - September



Running the 40th Annual Long Beach Marathon? These Spots Will Get You Race-Ready!

Sep 11, 2024 | [Downtown Scene Newsletter](#), [Featured Events](#)



Building a Stronger Downtown: Long Beach Gives Lifts Local Nonprofits

Sep 12, 2024 | [Downtown Scene Newsletter](#), [Featured Events](#)



Pumpkin Spice Season is Here: Discover These Must-Try Fall Drinks in Downtown Long Beach

Sep 26, 2024 | [Downtown Scene Newsletter](#), [Featured Events](#)



Unmissable 2024-25 Events at Long Beach Terrace Theater: Broadway Hits, Symphony's 90th, Trevor Noah & More!

Sep 11, 2024 | [Downtown Scene Newsletter](#), [Featured Events](#)



Explore the Spirit of Fall: Top Local Shops for Cozy, Spiritual, and Eerie Finds in Long Beach

Sep 26, 2024 | [Downtown Scene Newsletter](#), [Featured Events](#)

Downtown Scene Newsletter - October



Meet the Clean & Safe Team Employees of the Quarter: Carmen Carballo and Joseph Marshall

Oct 10, 2024 | [Downtown Scene Newsletter](#)



Halloween in Downtown: Bar Crawls, Costume Parties & Frightful Festivities!

Oct 24, 2024 | [Downtown Scene Newsletter](#)



DTLB Art + Design Walk is Back! Experience Live Art, Music, and More in Downtown Long Beach

Oct 10, 2024 | [Downtown Scene Newsletter](#)



Holiday Cheer Returns: Long Beach's Illuminate Downtown Contest is Back!

Oct 24, 2024 | [Downtown Scene Newsletter](#), [Featured Events](#)

Economic Development Programs



Shop Small / Holiday Activities



Enter to Win a Gift Card to Miracle at The Ordinarie!

🎵 DTLB PRE-HOLIDAY 🎵
BAR CRAWL

**THURSDAY, NOV. 21 / 6-10 PM
PINE & PROMENADE**



ILLUMINATE DOWNTOWN

A DTLB storefront holiday decorating contest to spur and support shopping local this holiday season. Register, Decorate, Win & Give Back!

- ✓ Nov. 21 - Public Online Voting Begins
- ✓ Nov. 30 - Shop Small Saturday
- ✓ Dec. 2 - Deadline to Register
- ✓ Week of Dec. 2 - Judging Occurs!
- ✓ Week of Dec. 9 - Winners Announced!

dtlb.org/illuminate



Scan to register & for more info!

\$500 IN PRIZES IN SUPPORT OF WINNING BUSINESSES!

Shop Small. Shop Local

Shop Small Flash Sales!

Nov. 21, Nov. 30, Dec. 4

First 50

customers receive a free item from participating Downtown businesses (\$10 value)



DTLBAlliance | DowntownLongBeach | dtlb.org

OPPOSITE OF ORDINARY

#SHOPSMALLDTLB

Webinar Wednesdays (AI Marketing for Business)

WEBINAR WEDNESDAYS

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

Meets virtually
every Wednesday



Small Business Tax Webinar

with **Roy A Chaney**
Senior Stakeholder Liaison
Internal Revenue Service

Lesson 4:

What you Need to Know About
Federal Taxes When Hiring
Employees/Contractors

 *Wednesday*
30 October 2024


 *Start At*
2:00 PM

[Register Now](#)



Clean & Safe Team Promotion & Awareness




 dtlb Alliance Shoutout to our incredible Clean & Safe Team for keeping DTLB looking its best! 🙌👉

👉 From using the powerful spinner machine to providing safety escort services, they're dedicated to keeping DTLB clean and welcoming for everyone. 🙌👉 Want to learn more about the amazing work they do? Check out the link 📍 in our bio for more info!


#CleanAndSafe #PressureWashing #DowntownLongBeach #LongBeach #CleanTeam #DTLBAlliance #DTLB

7w


 mommiminx That beat 🙌

7w 2 likes Reply


— View replies (2)

 jayanthony Thank you for using my instrumental for your reel!


4w Reply

 antiochlb We appreciate the Safe team!!! 🙌👉

6w 1 like Reply


 rosalieandrea They clean outside my apartment and I appreciate them so much 🙌👉

7w 4 likes Reply

 lbcvibe Thank you for your great work and effort to keep downtown clean! 🙌


6w 1 like Reply

👍 🗨️ 📌

 Liked by hugelandmass and 89 others

September 30




 dtlb Alliance 🙌 Meet Brandon Kiper, our awesome ATLV driver, who's out there every day keeping the bike lanes and curb lines around DTLB spotless! 🙌 Even though the ATLV isn't winning any speed races, Brandon's making sure our streets are always sparkling! 🙌 The Clean & Safe team is on it—from pressure washing to keeping DTLB looking fresh every day! 🙌👉

🙌👉 Want to learn more about the amazing work they do? Check out the Linktree 📍 in our bio for all the details!


#CleanAndSafe #PressureWashing #DowntownLongBeach #LongBeach #CleanTeam #DTLBAlliance #DTLB

4w


 ambermaesthetics I always see him keep our streets clean thank you 🙌

4w 4 likes Reply


— View replies (1)

 alexrorealtor I always see him


3w 1 like Reply

 all_typ_promotion 🙌👉🙌👉🙌👉

4w 3 likes Reply

 d_seanb 🙌👉🙌👉🙌👉


4w 2 likes Reply

 g2_switzer Thank you for keeping the streets clean

4w 2 likes Reply

🙌👉 View hidden comments

👍 🗨️ 📌

 Liked by austin2levingston and 108 others

October 19

Committee Reels



dtlb Alliance ✨ Find Your Next Vintage Treasure at Long Beach Vintage Etc. ✨

Step into 7,000 sqft of pure vintage bliss right in the heart of North Pine! 📍 Whether you're hunting for mid-century modern treasures, stunning rhinestone jewelry, true vintage fashion, '50s nostalgia, or '90s kitsch - this shop has it all! 🥰

Swing by and find something fabulously unique for your home or wardrobe! 🛍️ ✨

📍 @lbevintage_etc
📍 737 Pine Ave
📅 Open: Sun - Tues | 11 AM - 6 PM

❤️ Did you know the DTLB Alliance is made up of dozens of community and committee volunteers? Special thank you to committee member @samanthamehlinger for helping us spotlight the businesses of #DTLB's #NorthPine neighborhood.

#VintageFinds #LongBeachShopping #RetroVibes #LongBeach #DowntownLongBeach #SupportLocal #NorthPineLB

4w

jauntygirl Looking cute, Sam! Btw, I've found quite a few treasures at Long Beach Vintage 🥰

4w 2 likes Reply

— View replies (1)

pipsonpatterson 🍷 🍷 🍷

4w 3 likes Reply

imyourvintagegal 🍷

4w 3 likes Reply

❤️ 🗨️ 📌

Liked by austin2levinston and 280 others
October 18



dtlb Alliance ✨ Discover a hidden gem in the North Pine Neighborhood of DTLB! ✨

@sakesecret is your go-to spot for all things sake! Whether you're a seasoned enthusiast or just curious, this spot offers an authentic experience in Japanese sake culture 🍷. With 1-hour parking just around the corner, it's easier than ever!

📍 460 Pine Ave.
🕒 Hours:
Wed/Thu: 2 - 8 PM
Fri/Sat: 1 - 9 PM
Sun: 12 - 8 PM

❤️ Did you know the DTLB Alliance is made up of dozens of community and committee volunteers? Special thank you to committee member @firsthometoforeverhome for helping us spotlight the businesses of #DTLB's #NorthPine neighborhood.

Tag your sake squad and plan your visit today! 🍷
#SakeSecret #ShopSipLearn #LongBeachEats #NorthPine #SupportLocal #DTLB #LongBeach

7w

lbcvibe We love downtown LB!

7w Reply

mindkind.life ❤️

7w Reply

anthonyasantos1981 🍷 🍷 🍷 🍷 🍷

7w 1 like Reply

❤️ 🗨️ 📌

Liked by sal33na_89 and 150 others
September 26



dtlb Alliance ✨ Visit Coffee Station for your perfect pick-me-up! ✨

Looking for your next favorite spot in DTLB's North Pine neighborhood? Whether you're stopping in for a bold Turkish coffee, refreshing smoothie, or sweet baklava, you'll leave feeling energized and connected! ☕ Bonus of stopping by Coffee Station: enjoy 2 hours of FREE parking just steps away!

📍 @coffeestation.lb
📍 440 Pine Ave
🕒 Hours: Mon-Fri: 8 AM - 6 PM; Sat 7 AM - 7 PM

❤️ Did you know the DTLB Alliance is made up of dozens of community and committee volunteers? Special thank you to committee member @lbfoodcoma for helping us spotlight the businesses of #DTLB's #NorthPine neighborhood.

Come by, grab a coffee, and be part of the Coffee Station family! ☕
📍 #DTLB #CoffeeStationVibes #DowntownLongBeach #LongBeach #Coffee

10w

andrea618carrasco How did i not know if this gem?!?! 🍷

10w Reply

— View replies (1)

antiochlb We love this spot! 🍷

9w 1 like Reply

— View replies (1)

nurcisco ❤️ ❤️

10w 1 like Reply

❤️ 🗨️ 📌

Liked by sal33na_89 and 293 others
September 9

4. Committee Projects Overview & Discussion

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

5. Working Group Breakout Sessions

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

6. Old Business

7. New Business

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

9. Adjournment

Next Meeting

Wednesday, Dec. 4 at 4:00 PM