

Marketing & Communications Committee Meeting

September 19, 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 from August 1, 2023 Meeting

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

3. Working Group Presentations

Group A (East Village Project):

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

Group B (North Pine Project):

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

Group A: East Village Neighborhood Project

Overview

Increase the awareness of East Village Arts District in April through September by promoting established and/or unique businesses in the area to residents and visitors by creating and posting Instagram Reels.

KPI

Number of videos completed (Operational Metric) Goal: 2 reels per committee member

Social media analytics (Performance Metric) Goal: 3K views per Reel

Pedestrian traffic (Placer.ai; Performance Metric) Goal: Increased foot traffic

Revenue/traffic data (Performance Metric) Goal: Business increase

The Businesses

Each committee member picked their favorite businesses. We highlighted:

- Modica's
- Rose Park Roasters
- Padre's
- Blink Donkey
- District Wine
- Utopia
- Sushi Mafia
- Maru Maki
- Ground Hideout Coffee
- Bob The Chiropractor
- Scarlett Flower
- BMore Protein Pub
- East Village Cafe
- Burke Mercantile
- Make Collectives
- 6th And Detroit
- Record Box

The Reels

The reels were created to show residents and visitors how to spend a day, a lunch break, or an afternoon in East Village

- Lunch Break In East Village: Modica's & Coffee Roasters
 - 9,339 views
- Afternoon Break In East Village: Burke Mercantile & East Village Coffee
 - Collaboration with VisitLB
 - 6,030 views
- Eclectic Shopping Experience In East Village: Make Collectives, 6th and Detroit
 - Collaboration with VisitLB
 - 11,500 views
- Happy Hour in East Village: Padre's & Blind Donkey
 - 5,146 views

Soon to be edited/posted:

- Date Night in East Village: Utopia & District Wine
- East Village for Sushi Lovers: Maru Maki & Sushi Mafia
- Hidden Gems Of East Village: BMore Protein & Record Box
- Day of Self Care in East Village: Ground Hide Out, Scarlett Flower, Bob The Chiropractor

Recommendations

- Engagement: committee members to like, share, and respond to comments with further local insight (where to park, favorite thing off the menu, best days/times to visit, if you like x you should also check out x)
- Invite Highlighted Business To Collaboration
- Voice over
- Encourage foot traffic to business by offering gift cards (comment x below for chance to win gift card)
- Increased exposure to the highlighted business by posting “behind the scenes” footage as stories
- Increase exposure to the highlighted business by creating carousel posts from still photography
- name the series and create part 1 part 2 etc

Group B: North Pine Business/Neighborhood Activation

Overview

The project was to work alongside North Pine stakeholders to identify insights and virtues that will draw visitors and attention to the area.

Methodology

Our research focused on key audience stakeholders – Business Owners, Residents, Visitors - who live their own North Pine experience. By talking to multiple sources - through digital surveys and in person focus groups - we were able to identify key challenges and opportunities.

Results

Business Owners - This group is aware of the challenges they face but they're optimistic and collaborative. The challenges they face on a daily basis have helped them emerge stronger, more opportunistic, and at their most creative. Every day is a challenge, but those aren't viewed negatively because there just isn't time to dwell.

Residents - This is a proud group who while vocal about the challenges they face living downtown, are downtown and in North Pine for a reason. This is a group that's proud of the history and more knowledgeable about North Pine history and legacy than anyone else in the city. They want more people, more activation, more commerce, and ultimately more neighbors.

Visitors - North Pine is not in the consideration set for visitors. From name recognition to feet on the ground, it mostly stops at 4th Street. It's needs less reluctance, and more awareness.

Biggest Challenges

- Lack of understanding of geography and visit opportunities - people just don't know what's there.
- Safety - Perception that North Pine is unsafe.
- Parking - Routinely conveyed as a reason people don't come, while ample parking abounds.
- Lack of story - Outside of a couple notable businesses, North Pine doesn't have a brand.

Opportunities

- Have the neighborhood speak for itself - signature business owners who have had success should be highlighted and given the chance to tell their own North Pine story.
- Focus messaging directly at the biggest challenges - Attach safety ambassadors to danger areas, Highlight parking opportunities, etc.

Recommendations

- Develop a North Pine specific brand focused on the present - wholly unique and creative businesses that are thriving. North Pine makes pies, sake, heavy metal themed pizzas, and a whole lot more if you'll come look.
- Mentions of history are important, but we want to be careful not to focus on what North Pine "used to be." Instead, we want to feature what it currently is and help people get there.
- North Pine has a chance to emerge as a downtown crown jewel for those willing to walk just a little bit further. If you are, the rewards are there for you.

4. Group Discussion Continued

a. Break Out Sessions

- i. Group A & B to discuss potential projects for next year**
- ii. Discuss Group A & B members**

5. Staff Report

Asia Morris

DLBA Communications & Marketing Manager

5A. Upcoming Events

Summer Lunch Picnic Activation – September 20, 11:30 AM - 1:30 PM

Long Beach Gives - September 21

Date Night on Pine – September 28, 6 - 9 PM

Lincoln Park Coffee, Conversation, & Clean Up – Sept 30, 10:30 AM - Noon

Unfiltered – October 1-22

Picnic Blanket Loteria at Lincoln Park – October 14

Art Walk - October 14

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

5B. Social Media, Digital Marketing & Communications Analytics

Analytics Overview

Media Coverage Aug 1 - Aug 31, 2023 *

- **Downtown Long Beach:**

- **63 (+24%)** media mentions for DTLB (Multiple outlets: City Awarded \$5.3M to Fund Additional Homeless Aid Programs, Long Beach Pride, DT Plan Open House, 34th Annual Jazz Festival, Long Beach Walls, Taste of DT Waterfront,)
- **\$2.21M Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DTLB in various articles)

- **DLBA**

- **3 articles (-25%)** (Long Beach Post: Say goodbye to summer with the last Taste of Downtown this week, Press Telegram: Another View: A rich history and bright future for Downtown (Austin's OpEd), Long Beach reveals 2024 budget that focuses on 2028 Olympics, investing in West Long Beach (Changes to DT Waterfront, new advertising district)
- **\$5.05K Ad equivalency media coverage** (combined potential reach of the media outlets that mentioned DLBA in various articles)

DLBA Social Media Channel Stats (July/August 2023)

<input type="checkbox"/> Facebook	July 54,314 / Aug 54,381
<input type="checkbox"/> Instagram	July 34,327 / Aug 36,360
<input type="checkbox"/> Twitter / X	July 16,845 / Aug 16,819
<input type="checkbox"/> LinkedIn	July 1,027 / Aug 1,062
<input type="checkbox"/> Total	July 106,513 / Aug 108,622

 **Top Performing Videos**

The best performing videos of the month.

#1



Today marks the grand finale of 🍷 Taste of Do...

🎧 Adrian Berenguer - Little Things

August 10 · Duration 0:37

▶ 17185 ❤️ 600 💬 13 ⚙️ 237 📌 42

Final Day of TODT

#1 Top Reel on Instagram | #3 on Facebook

#2



Looking for a 🚶 walkable, eclectic 🛍️ shopping...

🎧 dlba - Original audio

August 26 · Duration 0:28

▶ 11223 ❤️ 126 💬 2 ⚙️ 26 📌 24

East Village Shopping

#2 Top Reel on Instagram | #1 on Facebook

#3



Insights



😊 There is still time to participate in our Summ...

🎧 dlba - Original audio

August 3 · Duration 0:54

Summer Scavenger Hunt

#3 Top Reel on Instagram

Analytics Overview

July/August Newsletter Performance *

Downtown Scene

July: Avg Open Rate 61%, Click Rate 3.5%

August: Avg Open Rate 59%, Click Rate 2.8%

Business Resource Newsletter

July: Avg Open Rate 52%, Click Rate 7.5%

August: Avg Open Rate 49%, Click Rate 5.4%

Mochi's Corner

July: Avg Open Rate 69%, Click Rate 14%

August: Avg Open Rate 65%, Click Rate 6.5%

Summer Scavenger Hunt

257 total sign ups! (Up 100+ from previous year)




Downtown Scene

Top 10 Photos from Discover DTLB:
Summer Scavenger Hunt


DISCOVER DOWNTOWN
summer
SCAVENGER HUNT


DOWNTOWN
LONG BEACH
ALLIANCE



 **Aplace18**
Completed Literature Lovers for 300 points.



 **dlba**

 **dlba** 📢 Giveaway Alert! 📢 We have two messages from @bob_the_chiropractor that we are giving away to participants of 🌟 Discover Downtown: Summer Scavenger Hunt! Starting at 5:30 PM, the first 50 people to complete the Bonus Giveaway Challenge: Architecture Appreciation will be entered to win. Take a selfie with your favorite #DTLB architecture 🏠 and submit it to complete the challenge and enter the contest.

The two winners will be contacted directly through the app (Eventzee) on Friday, July 28.

If you haven't signed up yet, the 🌟 Summer Scavenger Hunt runs through 📅 Aug. 20. It's easy to do in just three steps! Click the link 🔗 in our bio to join the hunt.

#SummerScavengerHunt #DiscoverDowntown #DowntownLongBeach #LongBeach #Downtown

5d

 **Mahatma19**
Completed Outdoor Art Gallery for 350 points.



5C. Update on Ongoing Marketing & Communications Campaigns

East Village Reel Project



dlba and visitlb
Original audio

dlba Follow along as @dlba Committee Member, Samantha takes you to a couple of her favorite 🏪 shops in #DTLB's East Village.

Grab a ☕ coffee or a 🥤 smoothie from @eastvillagecafelb and head to @burkemercantile to shop for a wide variety of 🍷 and 🧥 apparel.

For more shops in East Village and all over Downtown Long Beach, visit the link 📍 in our bio.

Did you know DLBA is made up of dozens of community and committee volunteers? Samantha, VP of Communications & Marketing @visitlb, is one of the folks helping us spotlight the unique character of the @eastvillageartsdistrict!

Special thank you to @patrickmichel, @melissaurenalbc and @brooklynshanti!

#ShopDTLB #DowntownLongBeach #Downtown #LongBeach #DTLB #EastVillageArtsDistrict

6d

[View insights](#)

[Boost post](#)



Liked by jamesahumada and 117 others
6 DAYS AGO

Add a comment...



Last two Reels:
Sept. 12: 5.9K
Aug. 26: 11.5K Views



Long Beach Blvd Signal Pole Sign Wraps



Storefront Vinyl Wraps



Downtown Scene Newsletter - August

Stay Local, Shop Trendy: 6 Must-Visit Boutiques Putting DTLB on the Map



Located throughout DTLB's distinct neighborhoods, District to North Pine, you simply can't replicate the i each of these shops so thoughtfully provides. With curated to offer visitors a feast for the eyes, DTLB more than just apparel, but a unique weekend or week anywhere else.

Feed the Fish, Say Hi to the Sea Lions During Capt. Nilda's Glass Bottom Boat Eco Tours



Standing on the Downtown shoreline and gazing out to sea is a sure way to fire up your imagination. A Long Beach Glass Bottom Boat Eco-Tour will take up where that leaves off, giving you fresh vantage points from which you can study what's offshore — above and below the ocean's surface.

[READ MORE](#)

Level Up Your Comic Con Experience: Insider Insights and Comic Store Hotspots



With the return of [Long Beach Comic Con](#), filled with festival enthusiasts and their shared love of all things comic, LBA's Vice President of Administration, check out these 3 DTLB co

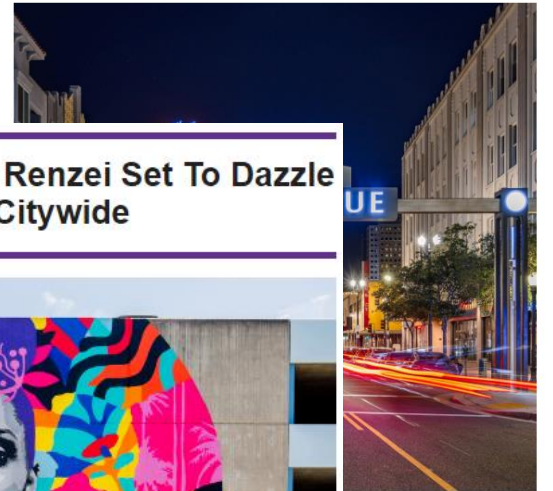
Long Beach Walls and Art Renzei Set To Dazzle in DTLB and Citywide



"Follow Your Bliss" is the theme of this year's [Long Beach Walls and Art Renzei Festival](#), a spectacular art event designed to connect the various Long Beach communities with each other and with art lovers across the globe. Downtown will figure prominently in this week-long festival (Aug. 14 -19), playing host to several events and installations, the opening ceremony, and the closing party.

[READ MORE](#)

Calling All Photographers: 'Long Beach Night Walks' Capture DTLB in a New Light



The character of Downtown is lent Travis Stock-Tucker and the Downtown streets and Tucker's monthly Long Beach

Community Events Microgrant Program fall/winter

BUSINESS

Downtown Long Beach Alliance launches community events microgrant program



by Tess Kazenoff

April 28, 2023

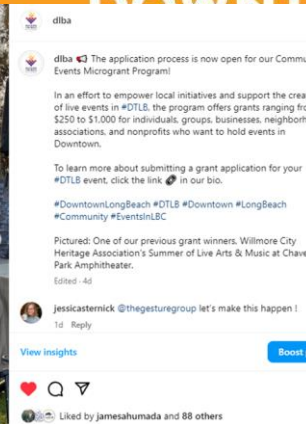


EMPOWERING LOCAL INITIATIVES

DOWNTOWN
LONG BEACH
ALLIANCE

COMMUNITY EVENTS
MICROGRANT PROGRAM

DOWNTOWNLONGBEACH.ORG/MICROGRANTS



Date Night on Pine, Sept. 28

RSVP AT [DOWNTOWNLONGBEACH.ORG/DATENIGHT2023](https://downtownlongbeach.org/datenight2023)



downtownlongbeach.org/datenight2023

**DTLB's
SUMMER
EVENT SERIES!**

DATE NIGHT

*Live music by
Chadwick Bishop
& The Zaferia Pros*

Thursday, September 28
6-9pm
Pine Ave.
(between 1st & 3rd)



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DTLB's Summer Event Series



**DTLB'S
SUMMER
EVENT SERIES!**

ROLLER DISCO

Saturday, September 9 | 4-9pm | Mosaic
(The Promenade between 3rd & 5th)

Sponsored by
MOSAIC Pedal Movement **FLYING EMBERS**



SUMMER LUNCH PICNIC

Wednesday, July 19, August 16, September 20
From 11:30am-1:30pm | Promenade Park

**DTLB'S
SUMMER
EVENT SERIES!**

DOWNTOWN



Coffee, Conversations & Clean up

Saturday, Aug 26 featured
guest speaker Tony Damico
of Long Beach Fresh

The next event on Sept. 30
will feature Veronica
Gonzalez of the Library
Foundation



Coffee,
Conversations,
& Clean up



with Tony Damico of
Long Beach Fresh

lincoln / park

Long Beach
Fresh

Saturday August 26
10:30am – 12pm
at the Library Terrace



Friends of
Lincoln Park
Meeting &
Clean up

Library Terrace
Saturday, Sept. 9 @ 10am

lincoln / park

5. Old Business

6. New Business

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

8. Adjournment

Next Meeting “IN PERSON”

October 17 at 4 PM