MONTHLY HIGHLIGHTS

(AS OF 05/31/2019)

- May Live After 5 highlighted Bike Month with a Bicycle Drive In along the Promenade, along with local bike vendors and community organizations
- The next Marketing and Communications
 Committee meeting is on June 4th at 4:30 PM
- Taste of Downtown kicked off May 29th-30th in the East Village Arts District with 22 participating restaurants and 13 East Village Businesses
- May Taste of Downtown sales surpassed projected revenues for both nights by 25%!
- The next installment of Taste of Downtown is June 26th on Pine Avenue

DEPT. FINANCIAL HEALTH

**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019



MAY

REVENUE - YTD

SPENDING - YTD**

YTD EVENT • STATS 2017 - 2018 TOTAL ATTENDANCE LIVES IN DTLB 46% VISITING DTLB 29% AVERAGE AGE 34 AVERAGE SPEND \$26 *** OVERALL RATING TOTAL ECONOMIC RETURN \$575,619



ANNUAL GOALS

EVENT EVALUATION

 Work with DLBA staff to create an evaluation template that reviews measurable details and offers feedback for each event & then review 2017-18 events to make recommendations for 2019-20 events

STAKEHOLDER OUTREACH

2. Adopt an engagement and outreach plan targeting a new generation of Downtown advocates

SPONSORSHIPS

3. Review and Update Sponsorship Deck for each Event Series

SPONSORSHIPS .

NYE: \$2,000 \$7,500 SHOP SMALL SATURDAY: \$1,000 \$3,000 TASTE OF DOWNTOWN: \$3,700 Commitments from Port of LB, Public Works, AML Park Broadway LIVE AFTER 5: \$5,000 Commitments from Port of LB, Public Works POWWOW CLOSING EVENT: \$5,000 Commitments from POWWOW, Public Works, LB Transit \$25K			
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