

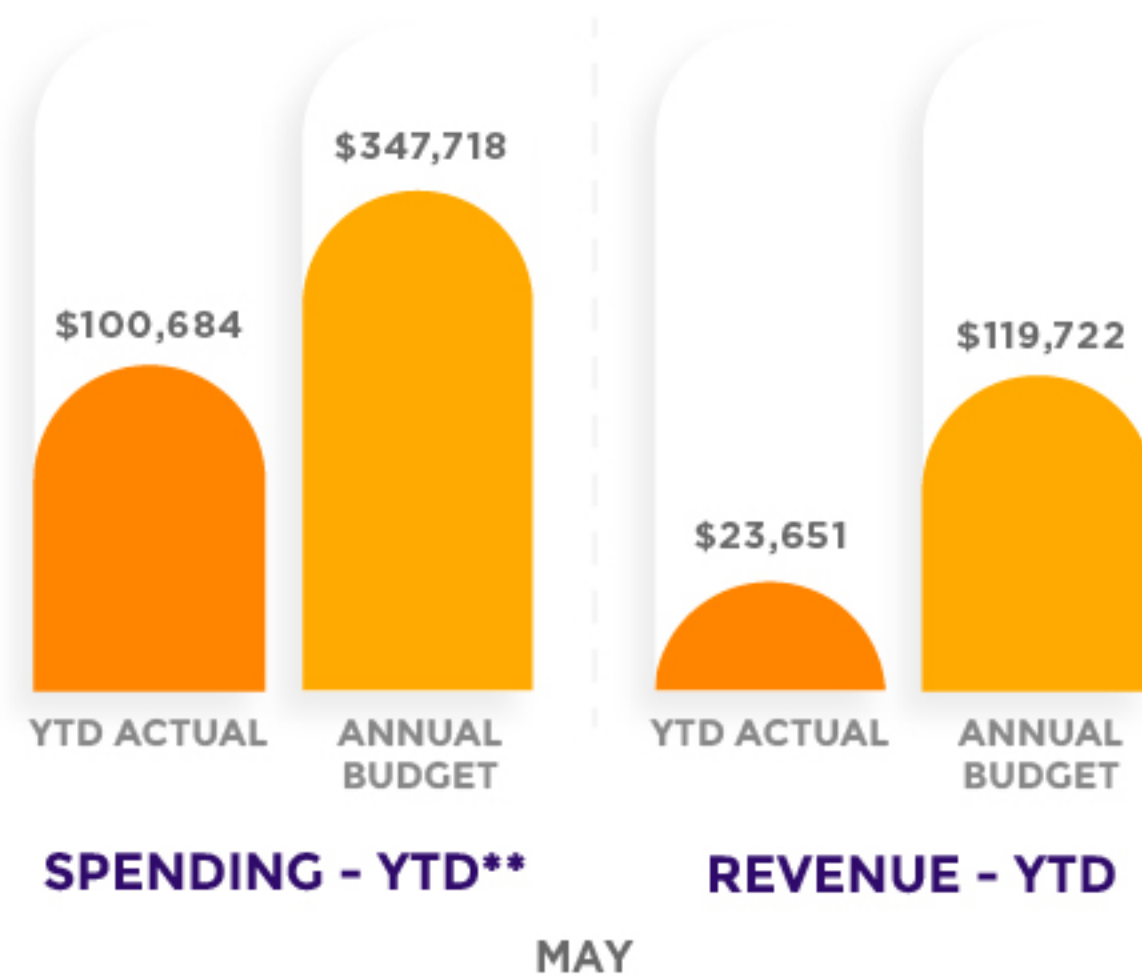
## MONTHLY HIGHLIGHTS

(AS OF 05/31/2019)

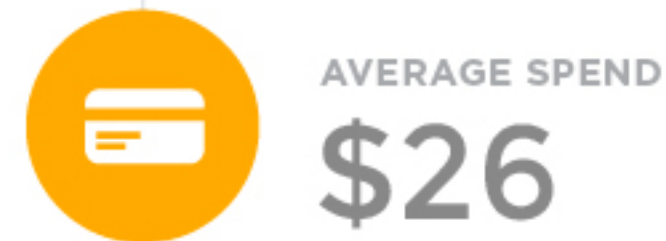
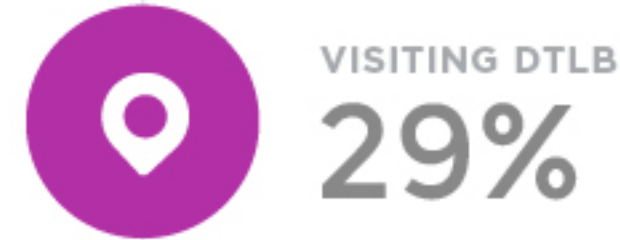
- May Live After 5 highlighted Bike Month with a Bicycle Drive In along the Promenade, along with local bike vendors and community organizations
- The next Marketing and Communications Committee meeting is on June 4th at 4:30 PM
- Taste of Downtown kicked off May 29th-30th in the East Village Arts District 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

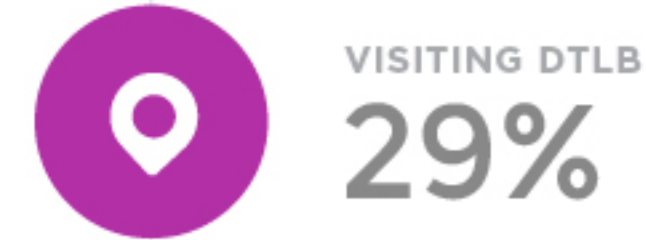
\*\*DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019



## YTD EVENT STATS 2017 - 2018



## YTD EVENT STATS Oct '18 - May '19



## ANNUAL GOALS

### EVENT EVALUATION

1. 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

	GOAL	ACTUAL
NYE:	\$2,000	\$7,500
SHOP SMALL SATURDAY:	\$1,000	\$3,000
TASTE OF DOWNTOWN:	\$3,700	Commitments from Port of LB, Public Works, AMLI 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

