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**

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<th>YTD ACTUAL</th>
<th>ANNUAL BUDGET</th>
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<tr>
<td>MAY</td>
<td>$100,684</td>
<td>$347,718</td>
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<tr>
<td>REVENUE - YTD</td>
<td>$23,651</td>
<td>$119,722</td>
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YTD EVENT STATS 2017 - 2018

- TOTAL ATTENDANCE 29,250
- LIVES IN DTLB 46%
- VISITING DTLB 29%
- AVERAGE AGE 34
- AVERAGE SPEND $26
- OVERALL RATING 8.6/10
- TOTAL ECONOMIC RETURN $575,619

YTD EVENT STATS Oct '18 - May '19

- TOTAL ATTENDANCE 3,860
- LIVES IN DTLB 46%
- VISITING DTLB 29%
- AVERAGE AGE 34
- AVERAGE SPEND $24
- OVERALL RATING 9/10
- TOTAL ECONOMIC RETURN $93,751

ANNUAL GOALS

EVENT EVALUATION
1. Work with DLBA staff to create an evaluation template that reviews measurable data 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.

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<th>SPONSORSHIPS</th>
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EVENT SPONSORSHIP FUNDS RAISED

- $0
- $25K
- $40.2K
- $50K

- $2,000
- $7,500
- $1,000
- $3,000
- $3,700
- $5,000
- $5,000
- $25K
- $40.2K
- $50K

- Commitments from Port of LB, Public Works, AMLI Park Broadway
- Commitments from Port of LB, Public Works
- Commitments from POWWOW, Public Works, LB Transit