MONTHLY HIGHLIGHTS
(AS OF 04/30/2019)

- Celebrate Downtown had over 400 RSVPs! The night highlighted the organization’s achievements and goals, as well as recognizing Downtown stakeholders who made a difference in the community.
- April’s Live After 5 had 40 participating businesses throughout Downtown!
- Next Marketing and Communications Committee Meeting: May 7th @ 4:30 pm and May 30th @ 4:30pm
- Taste of Downtown kicks off May 29th in East Village.
- May’s Live After 5 will feature a Bicycle Drive-In on the Promenade North Lot

DEPT. FINANCIAL HEALTH
**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019

MARCH

SPENDING - YTD**
- $99,295 YTD ACTUAL
- $347,718 ANNUAL BUDGET
- $26,651 YTD ACTUAL
- $119,722 ANNUAL BUDGET

REVENUE - YTD

SPECIAL EVENTS

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 - Apr '19
- TOTAL ATTENDANCE: 3,660
- LIVES IN DTLB: 46%
- VISITING DTLB: 29%
- AVERAGE AGE: 34
- AVERAGE SPEND: $24
- OVERALL RATING: 9/10
- TOTAL ECONOMIC RETURN: $89,751

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

S P O N S O R S H I P S

<p>| EVENT SPONSORSHIP FUNDS RAISED |</p>
<table>
<thead>
<tr>
<th>GOAL</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYE:</td>
<td>$2,000</td>
</tr>
<tr>
<td>SHOP SMALL SATURDAY:</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

EVENT SPONSORSHIP

<table>
<thead>
<tr>
<th>BUDGET</th>
<th>YTD ACTUAL</th>
<th>ANNUAL BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>$26,651</td>
<td>$119,722</td>
</tr>
<tr>
<td>$10.5K</td>
<td>$25K</td>
<td>$50K</td>
</tr>
</tbody>
</table>

REVENUE - YTD**

<table>
<thead>
<tr>
<th>BUDGET</th>
<th>YTD ACTUAL</th>
<th>ANNUAL BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>$99,295</td>
<td>$347,718</td>
</tr>
<tr>
<td>$99,295</td>
<td>$347,718</td>
<td>$347,718</td>
</tr>
</tbody>
</table>

SPENDING - YTD**