

MONTHLY HIGHLIGHTS

(AS OF 04/30/2019)

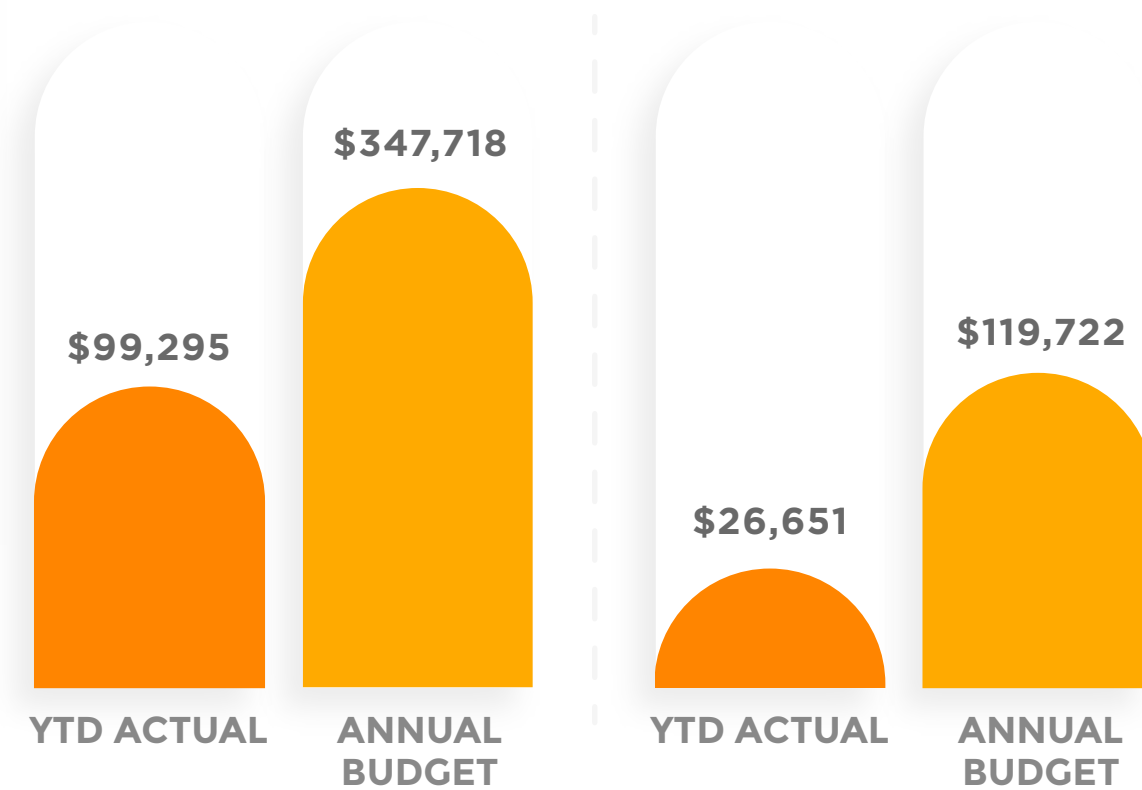
- Celebrate Downtown had over 400 RSVPs! The night highlighted the organization's achievements and goals, as well as recognizing Downtown stakeholders who made a difference in the community.
- April's Live After 5 had 40 participating businesses throughout Downtown!

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

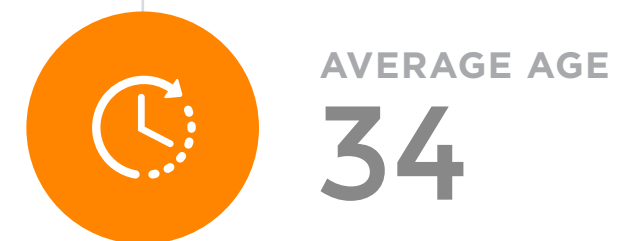
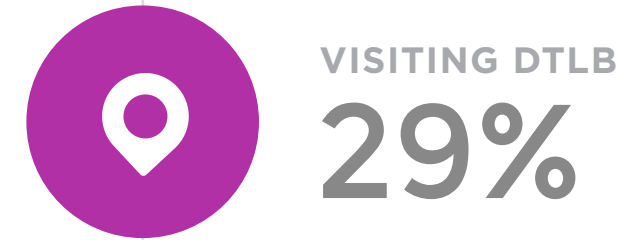


SPENDING - YTD**

REVENUE - YTD

MARCH

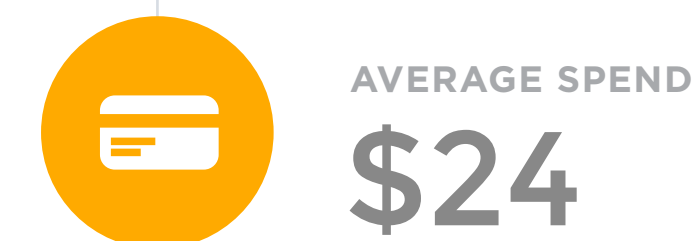
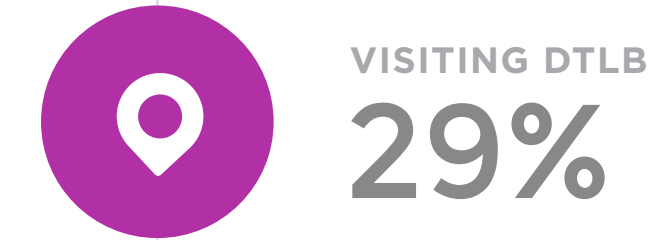
YTD EVENT STATS 2017 - 2018



OVERALL RATING
8.6/10

TOTAL ECONOMIC RETURN
\$575,619

YTD EVENT STATS Oct '18 - Apr '19



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

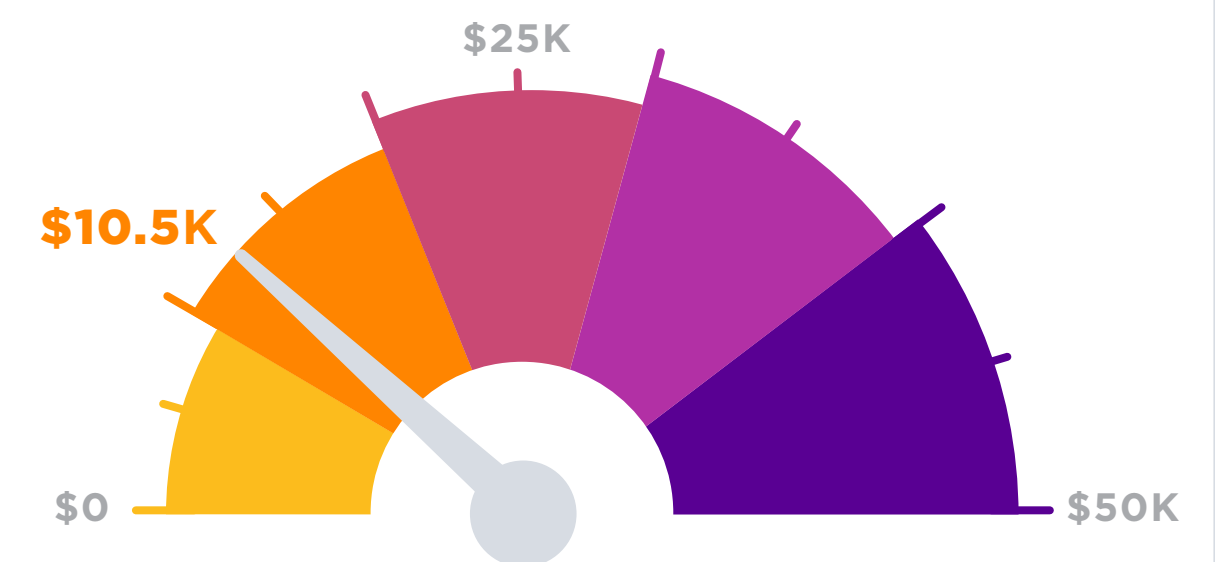
2. Adopt an engagement and outreach plan targeting a new generation of Downtown advocates

SPONSORSHIPS

3. Review and Update Sponsorship Deck for each Event Series

SPONSORSHIPS

	GOAL	ACTUAL
NYE:	\$2,000	\$7,500
SHOP SMALL SATURDAY:	\$1,000	\$3,000



EVENT SPONSORSHIP FUNDS RAISED