

2020: THE YEAR IN REVIEW

ADVOCACY

- ✓ Regularly participated in City Council meetings
 - ✓ Advocated on behalf of businesses at City Council and Planning Commission meetings
 - ✓ Worked with City Staff on COVID-19 support programs including:
 - Private Property Permitting & Activation
 - Temporary Sidewalk Permitting & Activation
 - ✓ Worked with the Business Recovery Ad Hoc Committee on support programs including:
 - \$4.4 million small business loan program
 - \$250,000 marketing and promotion campaign "Carlsbad is Calling"
 - ✓ Gift Carlsbad Business Recovery Program collaboration
- 83** participating businesses
- \$80,000+** in economic activity generated
- ✓ Joint communications during pandemic in collaboration with the City of Carlsbad, Carlsbad Chamber of Commerce and Visit Carlsbad
- 5** live webinars **24** emails
- ✓ **52** business to business email updates regarding business resources and recovery efforts



REACH

9,321

Facebook followers

19,261

Instagram followers

52

Newsletters

260

Newsletter articles

5,600

Newsletter subscribers

POSTS

440

Facebook posts

402

Instagram Main Feed

2,459

Instagram Stories

WEBSITE

251,344

Annual Page Views

30,000

Monthly visits

78

Website blogs



ARTS & CULTURE

66 Local artists promoted through online Art in the Village Gallery

35 Local crafters supported at Makers Market event

40 Businesses showcased in Fall & Holiday Village Art Activation

ARTICLES & PROMOTION

24 Coast News Articles

10 Carlsbad Business Journal articles

WEEKLY FARMERS MARKET

75

Local Farmers & Artisans Supported

1,800

Average Weekly Attendance

\$1,075,850

Annual Economic Impact