



long beach
airport

where the going is easy®

Public Affairs Highlights and Initiatives July and August 2022

Advertising/Marketing

Long Beach Airport (LGB) continues to market itself to the community through its support of community events. LGB was recognized in the Disabled Resources Center Annual Awards program, and we continued to support the Press Telegram's Newspapers in Education program which runs through the end of the year.

¡FIESTA EN EL VECINDARIO!
Sábado 13 de agosto
1- 3PM
Rose Park
8th y Orizaba

Ciclovía y Sorteo de Cascos

Trae tus ruedas, pasea por la pista y recibe un casco GRATIS!
Ya tienes un casco?
Traélo y nos aseguraremos de que te quede bien

VISITA RPNA.ORG OR EMAIL INFO@RPNA.ORG
INSTAGRAM @RoseParkLB

TICHEN CLINIC FOR CHILDREN WALK & ROLL LONG BEACH long beach airport

FOURTH FRIDAYS

DISCO DAYS OF SUMMER

AUG 26 6-9PM

Port of LONG BEACH THE PORT OF CHOICE FOURTH STREET long beach airport

WWW.4THSTREETLONGBEACH.COM

Join Councilman Daryl Supernaw at a
COMMUNITY CONCERT!
Friday, August 19, 2022

Event produced in partnership with
long beach airport

6:30 PM @ El Dorado Park West
WITH KNYGHT RYDER

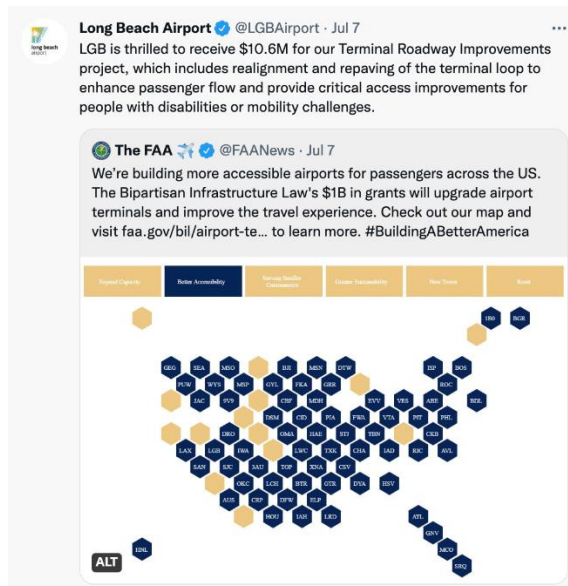


We updated our website and destination postcard to reflect the newest nonstop destination via Southwest Airlines – New Orleans. Seasonal service to Louis Armstrong New Orleans International Airport (MSY) begins on January 8 through March 2023. In addition to the new Sunday flights, Southwest offers daily service throughout the year between Long Beach and New Orleans through the airline’s point-to-point network. LGB now offers nonstop service to 17 destinations!



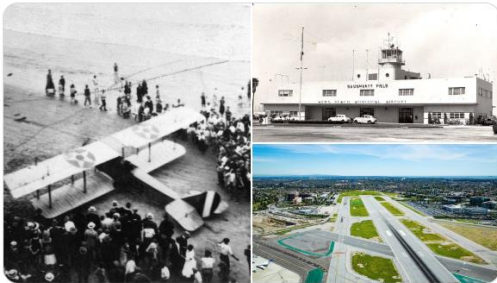
Community Outreach

We continued to engage with the community via our social media channels. In July, we observed Independence Day, promoted our newest destinations and green initiatives, celebrated receipt of a \$10.6M grant for our Terminal Roadway Improvements project and provided construction updates.



In August, we shared historical images on #TransformationTuesday, spotlighted great reasons to #FlyLGB and celebrated National Aviation Day and National Dog Day via social media.

Long Beach Airport @LGBAirport · Aug 19
Here's some quick #LongBeach history for #NationalAviationDay! LGB's early origins began with biplanes taking off and landing on the beach in the early 1900s. In 1941, our historic terminal was dedicated. Today, our footprint - including over 200 businesses - covers 1,166 acres.



Long Beach Airport @LGBAirport · Aug 26
Happy #NationalDogDay! 🐕 Whether they serve our travelers or just pass through, we love seeing them around the airport. 🌟



LGB participated in the 2022 Long Beach Pride Parade in July. Crowds cheered as our float passed along the parade route and Team LGB distributed thousands of sunglasses to promote Long Beach Airport.



In August, we participated in the Rose Park Neighborhood Association Block Party and Ride Rodeo and Fourth Fridays on 4th Street where we engaged local residents.



LGB had a presence at the End of Summer Concert at El Dorado Park and the Uptown Jazz Festival at Houghton Park where music filled the air!

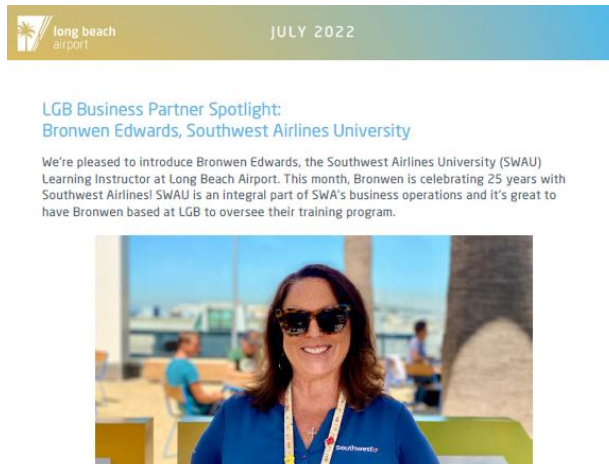


Knyght Ryder Concert a Huge Success!

Thanks to all who joined us Friday night for the End of Summer Concert featuring Knyght Ryder. We had a huge turnout, and the dance floor was packed the entire time. Also thanks to CD4 resident, Christina Martinez, for reaching out to request the event. We're happy we could deliver on the request, and let's do it again next year! Special thanks to the Long Beach Airport for co-sponsoring, to Special Events for their help and to CD4 staff, Isabel, Ana and Ramon for organizing the event.



We published our monthly edition of the Business Partner Brief. In July, our featured partner was Bronwen Edwards, the Southwest Airlines University Learning Instructor at Long Beach Airport.



In July, we hosted four tours of Long Beach Airport for 60 people, including Tucker Adult School Special Education, Chance Light/Rossier School, College Internship Program and a family of three. And in August, we hosted four tours for 48 people, including representatives from Cambodia Town and students from Tincher Preparatory School who met the LGB team at Fire Station 16.



In August, we welcomed 16 enthusiastic student interns from the Long Beach City Prosecutor's Office for a guided tour of LGB and the Virgin Orbit facilities. They chatted with Airport Director Cynthia Guidry and explored our new Ticketing Lobby, concourse and historic terminal, learning about the history of aviation in Long Beach and our plans for future projects. And a behind-the-scenes look at the Virgin Orbit facilities introduced them to what it takes to build a rocket!

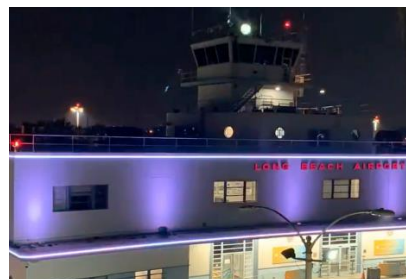


A group of professionals with the Women's Transportation Seminar – Los Angeles chapter enjoyed their airport tour and were especially excited to hear about LGB's Phase II Terminal Area Improvements from our Engineering team.



Customer Experience

Our historic terminal was illuminated red, white and blue in honor of Independence Day!



Our LGB Live! Summer Concert Series provided travelers with a variety of live, outdoor performances throughout July and August.



Through a collaboration with Able ARTS Work, an exhibit showcasing talented local artists was installed in July. CORE 2021, contains 14 pieces in a variety of mediums curated by Able ARTS Work, a nonprofit that provides inclusive services for individuals with developmental disabilities, autism and all people through creative arts therapies and education. The artwork was printed and installed on large construction barriers near the new Baggage Claim area and will remain on display through December.



A new directional sign for passengers who park in Parking Structure B was produced to enhance wayfinding to the Terminal, Ticketing Lobby and TSA Checkpoint.



Government Affairs

We launched our first short-term volunteer program this summer. Three Los Alamitos High School students, who are interested in aviation and engineering careers, welcome travelers at Long Beach Airport. They will receive community service hours and are assigned to pre-security customer experience duties in the Ticketing Lobby and Baggage Claim areas to answer questions and direct travelers. They've been a great addition to the LGB team!



Our Engineering and Finance Divisions represented Long Beach Airport at a Creating Opportunities for Diversity and Equality networking event in August and met one-on-one with diverse small business owners. The event was hosted by the Construction Management Association of America and was an excellent opportunity to highlight Long Beach's Disadvantages Business Enterprise program, which aims to ensure non-discrimination in the award and administration of federally-funded contracts, such as those funded by FAA dollars. We are continually implementing strategies to foster small business participation in our contracting process.



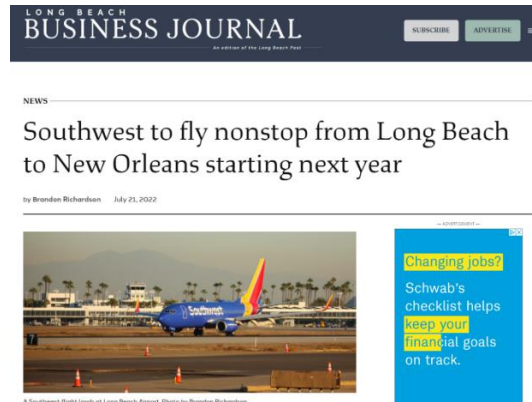
Long Beach Airport was honored to partner with the Long Beach Convention & Visitors Bureau to welcome representatives from Southwest Airlines' corporate offices for a tour of LGB and our beautiful beachside city, as part of an effort to help market Long Beach to their customers.



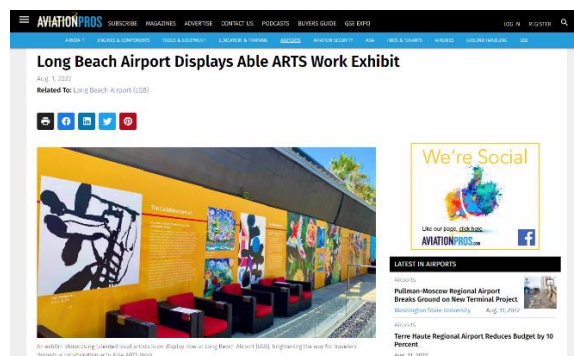
Media

There were 91 earned media placements in July. The stories that garnered the most interest focused on Southwest Airlines launching its new route from LGB to New Orleans, passenger traffic in June, and more than \$10 million in Bipartisan Infrastructure

Law funding coming to LGB for the Terminal Roadway Improvements project to improve passenger flow and provide critical Americans with Disabilities Act (ADA) enhancements.



There were 33 earned media placements in August. The stories that garnered the most interest focused on our new Able ARTS Work exhibit and commercial passenger activity in June and July.



Social Media

Facebook was up to 20,080 likes in July. The post with the greatest reach (16,332):

Long Beach Airport

Published by Lindsey Ann [?] · July 15 ·

DUN DUN...Air jaws has landed in the LBC! The A-170 blimp is 178 feet long and cruises at 35 knots. Keep an eye out for him over the weekend! #SharkWeek

Performance for your post

16,332 People Reached

650 Reactions, Comments & Shares

410 Like	183 On Post	227 On Shares
47 Love	26 On Post	21 On Shares
31 Haha	14 On Post	17 On Shares
17 Wow	3 On Post	14 On Shares
80 Comments	35 On Post	45 On Shares
70 Shares	70 On Post	0 On Shares

576 Post Clicks

219 Photo views	2 Link clicks	355 Other clicks
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NEGATIVE FEEDBACK

1 Hide post 0 Hide all posts

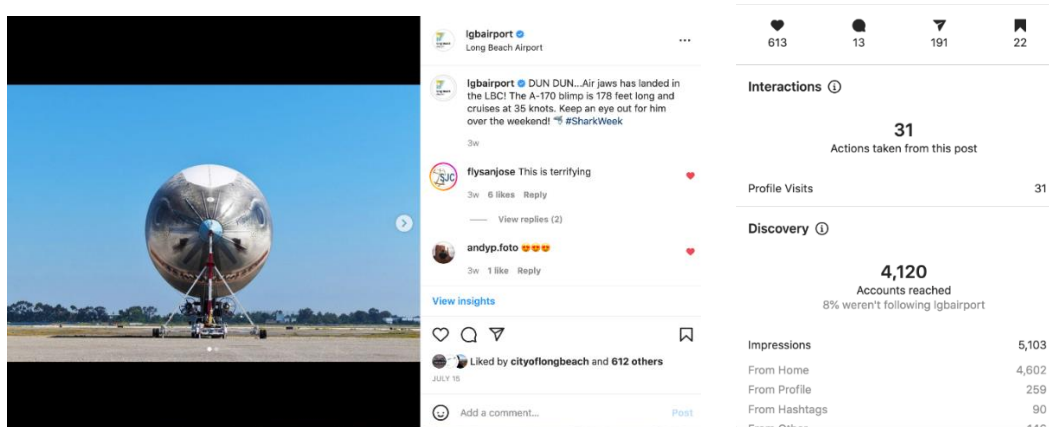
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

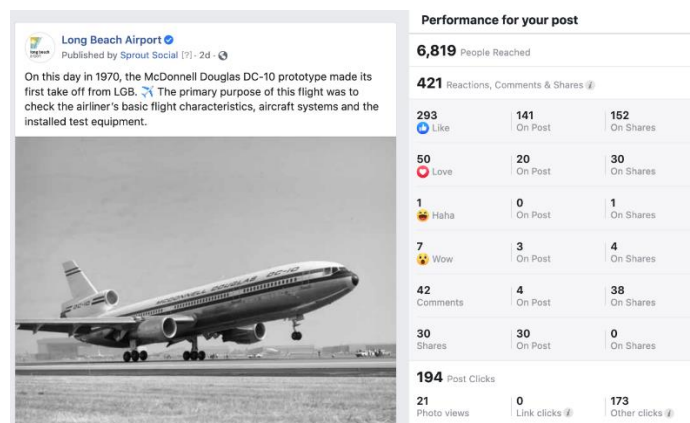
Twitter was up to 14,630 followers in July. Tweets generated 46,300 impressions. The post with the most interest:



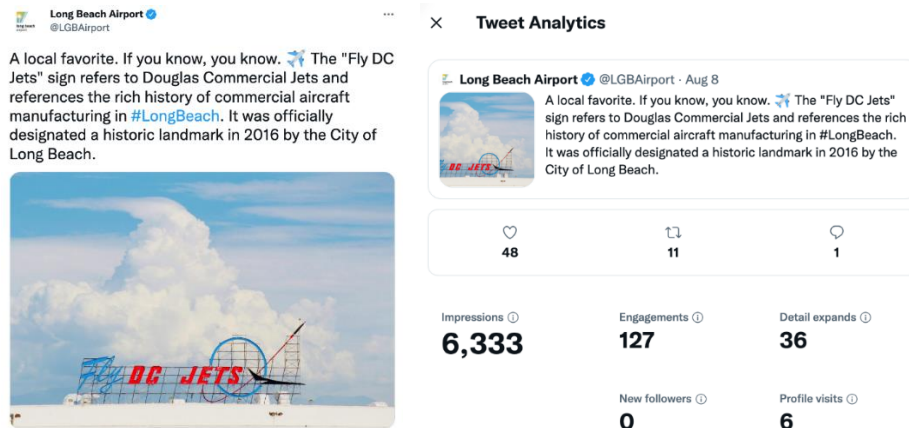
Instagram was up to 10,296 followers in July. Posts averaged 179 likes each. The most popular post:



Facebook was up to 20,279 likes in August. The post with the greatest reach (6,819):



Twitter was up to 14,649 followers in August. Tweets generated 40,000 impressions. The post with the most interest:



Instagram was up to 10,457 followers in August. Posts averaged 161 likes each. The most popular post:

