



long beach
airport

where the going is easy®

Public Affairs Highlights and Initiatives June 2021

Advertising/Marketing

We unveiled a new marketing video on our webpage, www.lgb.org/hawaii, to highlight the advantages of starting a Hawaiian vacation at Long Beach Airport (LGB). By the end of the month, our video reached more than 21,600.



We worked with California State University Long Beach to promote LGB in their visitor guide. The digital guide is emailed to approximately 60,000 current and prospective students and their parents and families, campus visitors, faculty and staff, event attendees, alumni and more.



Community Outreach

We continued to engage with the community via our social media channels. In June, we celebrated our award-winning historic terminal building's 80th birthday, appreciated travelers who continued to #MaskUp and posted stunning images of military aircraft spotted at LGB. And Astronaut Shane Kimbrough shared a fantastic photo of our Runway 12-30 from the International Space Station, which we further shared on our social channels.



We hosted our first Airport tour for the public since tours were paused at the beginning of the pandemic. A family, comprised of a grandmother and three grandchildren, enjoyed their tour on June 8 and another tour took place on June 19 for a couple and their son.

We initiated plans to host our Festival of Flight once again. This popular event will have limited capacity to 10,000 attendees and will utilize an online registration system for free tickets and timed entry.

We published our monthly edition of the *Business Partner Brief*. In June, our featured business partner was Paradies Lagardère Retail at Long Beach Airport and its general manager, Jackie Harper:

LGB Business Partner Spotlight: Paradies Lagardère Retail

This month, we're introducing Jackie Harper and her team at Paradies Lagardère Retail. Jackie joined the retail team at LGB 13 years ago and daily utilizes all aspects of her vast retail career experience and knowledge of human resources and operations to manage the shops.

Q: Can you tell us about Paradies Lagardère Retail operations at Long Beach Airport?

A: Since the end of 2012, there has been a beautiful retail shop in each concourse - CNBC in the south concourse and 562 Experience/Long Beach Business Journal in the north concourse. The north shop has a distinctive style that reflects the Long Beach area and complements the concourse. Our shops are designed to provide the travel essentials that LGB customers need.

In addition to snacks, magazines and beverages, we have an assortment of souvenir merchandise and other convenience items that our customers request. Fun facts: Our top selling item is water (all types)! Peanut M&Ms are the top selling candy. The bestselling magazine is People. And our customers love anything with the California bear/flag graphic as their favorite souvenirs.

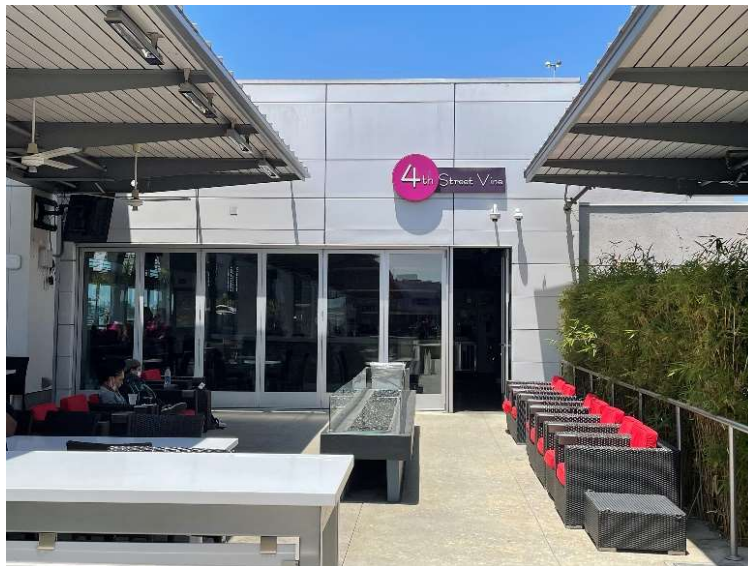


Customer Experience

After a yearlong hiatus due to the pandemic, our LGBLive! summer concert series returned to the Airport. Travelers can enjoy live performances Thursday and Friday evenings until August 27.



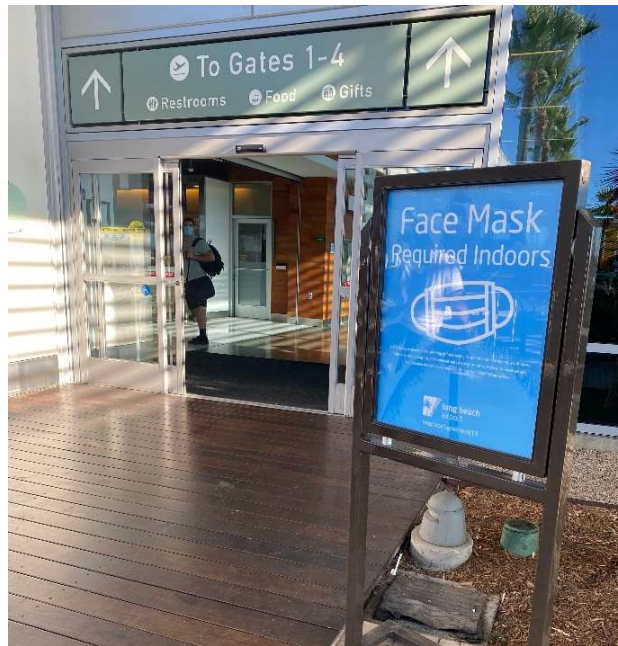
Due to growing demand from our travelers, 4th Street Vine Wine & Beer Bar reopened to serve beverages and a limited food menu. With its relaunch, all our dining concessions, except for George's Greek Café, are available.



Our historic terminal was illuminated in honor of Juneteenth and rotating rainbow colors to celebrate Pride Month; we shared the videos on our social media channels.



We updated our face mask signs to reflect, per TSA mandate, face masks are required indoors. Travelers may now remove masks when enjoying the outdoor garden concourse and plaza areas.



Government Affairs

Director Cynthia Guidry and LGB's rich aviation history were featured in a video for Accelerate Long Beach, a free quarterly economic forum hosted by the Long Beach Economic Partnership and the Cal State University, Long Beach Office of Economic Research, which shined a spotlight on the economics of spaceflight.



Airport employees partnered with the American Red Cross and participated in a blood donation drive in June.

Director Cynthia Guidry shared her perspective about the economic and health impacts

of COVID-19 on the aviation industry as a panelist for the Airport Director's 20/20 Vision Forum, hosted by Airport Minority Advisory Council (AMAC). Cynthia joined representatives from Hartsfield-Jackson Atlanta International Airport, Houston Airport System, Birmingham Airport Authority, Richmond International Airport and the Chicago Department of Aviation.



2021 AMAC 36TH ANNUAL AIRPORT **BUSINESS DIVERSITY** CONFERENCE
HONORING THE LEGACY, PERFECTING THE PRESENT & BUILDING FOR THE FUTURE
Hosted by Hartsfield-Jackson Atlanta International Airport
JUNE 14-16, 2021
Virtual Event

AIRPORT DIRECTORS' 20/20 VISION FORUM:
ADDRESSING THE ECONOMIC AND HEALTH IMPACT OF COVID-19 ON THE AVIATION INDUSTRY

Join us and hear from Airport Directors who lead some of our nation's key airports! Presented in a "talk show" format—this year's forum provides a relaxed environment for the diverse group of Airport Directors to explore and discuss the positive and negative impacts of the COVID-19 pandemic on aviation operations, health, air service, economic development, job creation, tourism and trade.

MODERATOR

PANELISTS

Marshall J. Taggart, Jr.
Chair, AMAC Airport Leadership Collective / At-Large Director, AMAC Board of Directors

Bairam Bheodari
Interim General Manager, Hartsfield-Jackson Atlanta International Airport

Mario Diaz
Airport Director, Houston Airport System

Cynthia Guidry
Director, Long Beach Airport

Ron Mathieu
President & CEO, Birmingham Airport Authority

Perry Miller
President & CEO, Richmond International Airport

Jamie L. Rhee
Commissioner, Chicago Department of Aviation

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THE AMAC FOUNDATION

Hartsfield-Jackson
Atlanta International Airport

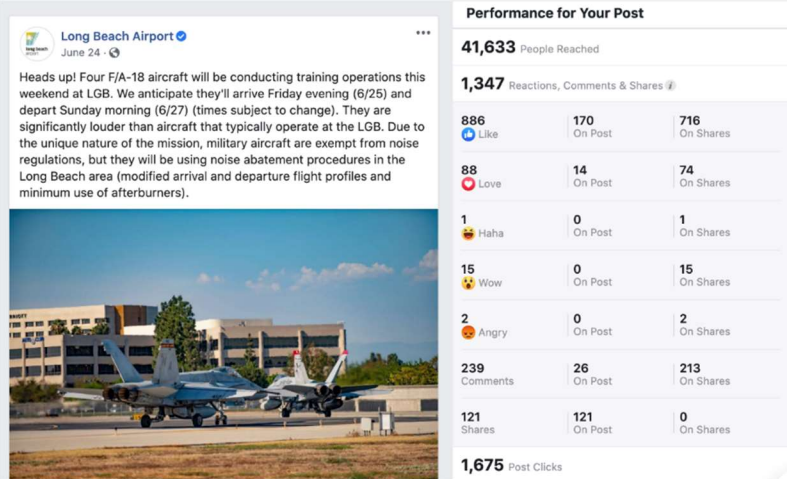
CDA
CHICAGO DEPARTMENT OF AVIATION

Media

There were 131 earned media placements in June. The top stories were a tour hosted by Southwest Airlines for business travel managers, the May passenger numbers, the Long Beach Economic Partnership's space and technology event and Relativity Space's move to establish their headquarters in the former Boeing property adjacent to Long Beach Airport.

Social Media

In June, Facebook was up to 18,787 likes. The post with the greatest reach (41,633):



Twitter was up to 13,826 followers in June. Tweets generated 99,000 impressions. The Twitter post with the most interest:



Instagram was up to 8,858 followers in June. The posts averaged 164 likes each. The most popular Instagram post:

