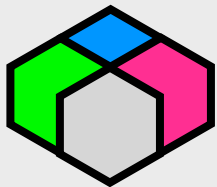


“DESIGNED WITH AN EYE TOWARD MOBILIZATION RATHER THAN MINIATURIZATION”

DLBA



**Geoffiti**  
Mobile CMS

## CHANGING THE GAME

### CASE STUDY OF CALIFORNIA DOWNTOWN ASSOCIATION CRYSTAL EAGLE WINNER - DOWNTOWN LONG BEACH

The world of communications has changed dramatically in recent years with the evolution of social media and mobile marketing. Consumer outreach has taken a turn toward the interactive as marketers work to understand how these new and rapidly growing mediums can be used to build stronger relationships with existing customers and to attract new business.

Social media and mobile communications are quickly becoming an essential part of the marketing mix for many businesses that are using resources like Facebook, Twitter, YouTube, LinkedIn and other outlets to engage and connect with their customers. In a world increasingly driven by the latest techno-gadgets and electronic media, it is more important than ever for businesses to keep up with consumer trends in order to effectively communicate their messages.

The next step in the progression of new media technology is the development of custom mobile applications that allow consumers and businesses to connect interactively via smartphone devices using an “App.” However, with costs that can range from \$15,000-\$50,000 for development and implementation of such technology, the concept is not feasible for many small and mid-sized business owners.

In late 2009, the DLBA recognized that an opportunity existed for the Downtown community to benefit from the development of such a tool and began conceptualizing its uses. With more than 5.5 million tourists, convention-goers and visitors annually, a growing residential population of 31,000 (more than 460,000 city-wide) and with more than 1,800 business and commercial property owners, the potential uses for a Downtown APP were seemingly limitless.

The DLBA’s Marketing & Special Events Task Force, made up of business owners, civic partners and residential representatives, helped to develop a ‘wish list’ of functionality for the would-be App and a number of community meetings solicited input from a diverse audience of stakeholders.

In January 2010, the DLBA met with Geoffiti to discuss the concept and present a comprehensive list of perceived needs and potential uses for a Downtown mobile application. Enthusiastic about the unique nature of the project and the opportunity to develop such a tool that would benefit the community as a whole, Geoffiti agreed to partner with the DLBA in making this concept a reality.

Introduced in April 2010, the Downtown Long Beach App is available at no cost for download on the iPhone, with plans to expand to other smartphone platforms in the near future.

### IMPACT

The Downtown Long Beach iPhone and Android App combines the latest mobile technology with the most up-to-date information about the urban center’s parking, transportation, dining, entertainment and event activities.

## FEATURES



Enabled directory of all Downtown businesses, including a detailed description, address, phone number, website link, map and directions.



“Parked Here” function allows users who may be unfamiliar with the area to bookmark the location where they parked and access walking directions back to the location from wherever they are in Downtown.



Interactive parking map identifying public parking lots and garages, including address, phone number, rates, validation information, hours of operation, directions and the ability to share a specific garage location electronically with friends.



Calendar of Events displays a comprehensive list of events, including a description and website link.



Interactive Route Maps display public transportation routes and stops, parking meter districts, bike routes and racks and pedicab service areas.



Calendar of Events displays a comprehensive list of events, including a description and website link.



Delivers special promotions to customers



Delivers up to the minute messages to users about safety, street closures, and more.

Designed with an eye toward mobilization rather than miniaturization, the DLBA worked closely with Geoffiti to ensure that the Downtown App is successful at going beyond simply creating a website optimized for mobile devices. Translating data sent via live feed from the DLBA's website and online database, the App's forward-thinking design repackages the information and presents it in an intuitive and easily-navigable format.

The Downtown Long Beach App offers visitors and residents a convenient and easy-to-use tool for accessing information on-the-go.

## TRANSFERABILITY

The DLBA has worked with Geoffiti to make the platform developed for the Downtown Long Beach App available to other cities, downtowns, business improvement districts and similar organizations at a significantly reduced cost. Features and interfaces can be customized to fit each community's needs, eliminating the need for other organizations to spend time and financial resources to replicate this advanced technology.

## GETTING CONNECTED – STAYING ENGAGED

Moving forward, the Downtown Long Beach App will evolve and improve based on the needs of our community. The DLBA will continue to work closely with civic partners such as the Long Beach Area Convention & Visitors Bureau, the City of Long Beach, the Long Beach Arts Council, the Downtown Residential Council and others to ensure that visitors, residents and businesses are aware and able to take advantage of this exceptional tool.

Call 646.543.8436 or visit [geoffiti.com](http://geoffiti.com) to

*Get Started*