

# UPDATE

*on* DIVERSITY  
OUTREACH



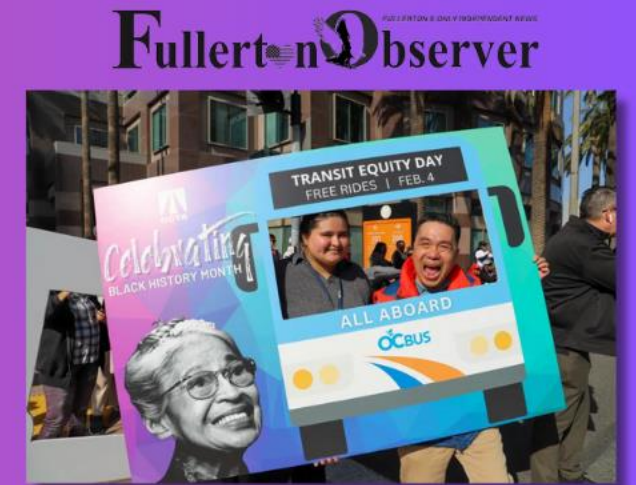
# DIVERSITY OUTREACH

## OBJECTIVES

- Connecting with content
- Connecting with commerce
- Connecting with culture



# Connecting with Content





# Connecting with Community

MEANINGFUL METRICS *for* DIVERSE COMMUNITIES

**JANUARY TO OCTOBER 2023**

**45** Large-Scale Events  
**51,300** Event Participants  
**32,267** Booth Visitors



Cinco de Mayo Festival in Anaheim



Cultural Events throughout O.C.



Resource Fairs in Anaheim



OC Pride in Santa Ana

# Connecting with Commerce

## MEANINGFUL METRICS *for* DIVERSE SMALL BUSINESSES



**19** OPEN PROCUREMENT FLYERS



**59** DIVERSITY BUSINESS EVENTS



**12,300** PARTICIPANTS



**3** MESSAGES FOR BUSINESSES:

- SHARE INFO. ON PROCUREMENT PROCESS
- PROVIDE HELP FOR BIDDERS
- AWARD MORE THAN \$184.9 MILLION TO DIVERSE BUSINESSES IN FISCAL YEARS 2021-2022 & 2022-2023



**4** WEBINARS ON PROCUREMENT WITH 190 BUSINESS OWNERS



**9** ADS FOR DIVERSE BUSINESS ORGANIZATIONS

# Connecting with Culture

UPCOMING ENGAGEMENT *for* DIVERSE CULTURES

## DIA DE LOS MUERTOS



**NOV. 4** 4TH STREET IN SANTA ANA



**FEBRUARY 2024** YEAR OF THE DRAGON



**FEB. 3, 2024** DOWNTOWN ANAHEIM



**MARCH 2024** IRVINE