

A white t-shirt with a red and white graphic, possibly a stylized 'E' or a logo, is shown. A screwdriver with a black handle and a silver tip is positioned in the bottom right corner. Overlaid on the t-shirt is the text 'CITY OF EL SEGUNDO & YELP ELITE 2023' in white, and 'EL SEGUNDO START HERE' in blue and orange below it.

**CITY OF EL SEGUNDO
& YELP ELITE**

2023

EL SEGUNDO

START HERE

TOUR DE El Segundo

March 30, 2023



EL SEGUNDO
START HERE



ABOUT THE EVENT

City of El Segundo welcomed and hosted Yelp Elite members for an evening to taste and experience downtown El Segundo.

Goal: To build awareness and interest of the city as a destination to attract visitors to "Start Here."



100

YELP ELITE MEMBERS

WHO ARE THE YELP ELITE?



Elite Yelp community is an influential diverse group of passionate writers, photographers, and adventurers.

Elite- worthiness is based on a number of things, including well-written reviews, high quality photos and a detailed personal profile.

PARTNERS



RICHMOND
BAR & GRILL



METRO CAFE



ROCK & BREWS



GROUP LEADERS



RESULTS & METRICS

1M+

Local Yelp Emails
Sent to Subscribers



SOCIAL MEDIA



+33K
VIEWS

Promo Sizzle Reel

+6K
VIEWS

Event Recap Reel



1.6K
PHOTOS

69
REVIEWS

MEDIA COVERAGE



KNBC-TV CA Live

22K+
LOCAL VIEWERSHIP

Top 20

Tour De El Segundo



JASON L.



I never really looked closely or even realized that this city had a downtown area with a pretty good selection of restaurants and bars (especially for its size). After today I've definitely had my mind changed and I'm going to have to come back...because they were all great!



SARAH H.



I drive by El Segundo every day and I never had any idea about everything that El Segundo has!...I am so grateful to have had this opportunity to try so many different and amazing flavors, as well as experience, the rich history in our first stop at the Old Town Music Hall.



THANK YOU