



East Village Association – District Identity & Placemaking (DIP) Committee
Thursday, January 4, 2024 at 2:00pm
UCSD Park & Market (1100 Market Street #321)

1. **Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair**
2. **Non-Agenda: Public Comment & Announcements**
3. **Minutes from November 2, 2023 Meeting** **Action Item** P. 2 - 5
4. **Events**
 - a. East Village Artisan Market – Update
 - b. East Village SALUTES! *Wrap-Up*
 - c. East Village Holiday Market & Tree Lighting *Wrap-Up*
 - d. East Village Opening Weekend Block Party Sat., 3/30
 - e. 2024 Taste of East Village Dates Wed & Thu.
8/28-8/29
5. **Public Relations, Promotions, Fundraising & Councils**
 - a. Olive Public Relations Status Report P. 6 - 14
 - b. East Village Banner Program
 - i. Banner Rental Guide Approval **Action Item** P. 15 - 17
 - ii. FY25 Funding New Banner Series
6. **Placemaking & Improvements**
 - a. Tecture Wayfinding Signage Project
 - i. Approval of Additional Permitting Funds for KPFF Engineer's Stamp **Action Item** P. 18
 - ii. Amendment on Initial Prototype Design **Action Item** P. 18
7. **Old Business**

It is the practice of the EVA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.
8. **Next Meeting: Thursday, February 8, 2024 at 2:00pm**
UCSD Park & Market (1100 Market Street #321)

9. Adjournment **Action Item**

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ethan Olsen at 619-546-5636 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.

EAST VILLAGE ASSOCIATION



East Village Association - District Identity & Placemaking (DIP) Committee
Thursday, November 2, 2023, at 2:00pm
Spaces (845 15th Street, 2nd Floor Conference Room)

PRESENT: Robyn Spencer, Justin Navalle, Garry Reynolds, Gerry Granados

STAFF: Ethan Olsen, Dominic Li Mandri, Eleanor Lazar

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair	1. The meeting was called to order by the EVA Assistant District Manager, Ethan Olsen at 2:06pm. The District Identity & Placemaking (DIP) Committee gave round table introductions.	1. No action taken
2. Non-Agenda: Public Comment Introductions and Announcements	2. Garry Reynolds, owner of The Pupper Club at 161 14th Street by Mission Brewery, reported that homelessness issues in his area are extremely prevalent and expressed his severe concerns to the Committee. Dominic recommended Garry contact Officer Larry Turner of SDPD and report the aforementioned issues to Clean & Safe.	2. No action taken
3. Minutes from October 5, 2023 Meeting	3. The minutes from October 5, 2023, were reviewed.	3. Justin Navalle moved to accept the October 5, 2023, minutes. Robyn Spencer seconded the motion. Motion passed unanimously.
4. Events		
a. Taste of East Village Profit & Loss	4.a. Ethan presented the Taste of East Village Profit & Loss report. Ethan stated that the Taste	4.a. No action taken

EAST VILLAGE ASSOCIATION

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<p>Loss Report</p> <p>b. East Village SALUTES! – Update</p> <p>c. East Village Tree Lighting & Holiday Market – Update</p> <p>d. East Village Opening Weekend Block Party RFP-Update</p>	<p>was a great community event and generated \$4,019.92 in net profit to the EVA.</p> <p>4.b. Ethan reported that Chan Buie, a 20+ year Navy Veteran and EV business owner, has been working with EVA staff to produce a Veteran’s Day commemorative event called East Village Salutes! Ethan stated that the event will take place on Sunday, November 12, 2023, at Park 12 in the entrance plaza.</p> <p>East Village SALUTES! will commemorate armed forces and highlight veterans and veteran owned businesses. The event will include a music activation, a kids’ activation by the YMCA, a performance from the San Diego Marine Band and 10-12 veteran owned business vendor booths.</p> <p>4.c. Ethan presented the East Village Tree Lighting & Holiday Market Sponsor Guide and reported that staff is actively pursuing donations and encouraged the Committee to share the guide with their organizations and community partners.</p> <p>Ethan reported that the East Village Tree Lighting & Holiday Market will take place on Saturday, December 9, 2023, at Quartyard and 13th Street. Catt White of San Diego Markets will be securing vendors for 13th Street. Justin Navalle of Quartyard will secure entertainment both inside of Quartyard, and outside on 13th Street. There will also be photos with Santa activation and a frame decorating station.</p> <p>4.d. Ethan reported that four East Village Opening Weekend Block Party RFP candidates have been reviewed and deliberated by the RFP Task Force. The RFP Task Force has asked staff to conduct an interview with ItsFarOut, LLC and to clarify and further negotiate the proposal. The interview will be held on Monday, November 6 and then elevated to the EVA Executive Committee and Board for further deliberation.</p> <p>The East Village Opening Weekend Block Party will take place on Saturday, March 30, 2023.</p>	<p>4.b. No action taken</p> <p>4.c. No action taken</p> <p>4.d. No action taken</p>
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<p>e. East Village Oktoberfest 2024 Partnership</p> <p>f. EVA Jog-a-Thon Letter of Support</p>	<p>4.e. Ethan stated that the 2023 East Village Oktoberfest was a tremendous success and was organized through a partnership between ItsFarOut and EVA and alluded to the same partnership in 2024. EVA will assist through non-profit support, street closure permitting event production and marketing.</p> <p>4.f. Ethan presented the request from the Urban Discovery Academy for a letter of EVA support for the Academy's annual Jog-a-Thon event in the East Village on Wednesday, February 28, 2024.</p>	<p>4.e. Robyn Spencer moved to approve the partnership between ItsFarOut and EVA for the East Village Oktoberfest in 2024. Garry Reynolds seconded the motion. Justin Navalle abstained. Motion passed.</p> <p>4.f Robyn Spencer moved to approve sending a letter of support for the Urban Discovery Academy's annual Jog-a-Thon in the East Village. Justin Navalle seconded the motion. Motion passes unanimously.</p>
<p>5. Public Relations, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations Status Report</p> <p>b. San Diego Tourism Authority (SDTA) – Gerry Granados</p> <p>c. Quartyard East Village Mural Campaign – Justin Navalle</p>	<p>5.a. Eleanor Lazar provided the Committee with the Public Relations & Social Media report. Eleanor reported that the East Village Pumpkin Patch and East Village SALUTES! have been primary points of emphasis.</p> <p>5.b. Gerry Granados of the San Diego Tourism Authority presented opportunities for enhanced exposure to the EVA. Gerry offered a variety of packages with price quotes to the Committee.</p> <p>Ethan reported that EVA budgets do not currently have funding allocated for this expense, however this can be explored in FY25.</p> <p>5.c. Justin Navalle asked that the Quartyard East Village Mural Campaign discussion be tabled until 2024 for a more formalized proposal.</p>	<p>5.a. No action taken</p> <p>5.b. Robyn Spencer moved to authorize staff to evaluate the SDTA packages for enhanced EVA exposure upon FY25 budgets. Justin Navalle seconded the motion. Motion passed unanimously.</p> <p>5.c. No action taken</p>

6. Other Business	6. Nothing to report.	6. No action taken
7. Old Business	7. Nothing to report.	7. No action taken
8. Next District Identity & Placemaking (DIP) Committee Meeting	<p>8. Ethan stated that historically EVA Board & Committee meetings have gone dark in the month of December and announced that he was explicitly asked by Robyn Spencer to cancel the December DIP Committee meeting.</p> <p>The next EVA Marketing & District Identity & Placemaking (DIP) Committee will be held on Thursday, January 4, 2023, at 2:00pm.</p> <p>Ethan noted that DIP Committee meetings will be held at UCSD Park & Market (1100 Market Street Classroom #321) starting in January of 2024.</p>	8. Motion passed by consensus.
9. Adjournment	9. Meeting adjourned.	9. Motion passed by consensus.

Minutes taken by: Ethan Olsen, New City America.



EVA DI&P Meeting
PR Agenda
Thursday, January 4, 2024

PITCHING

Current/Upcoming Focus

- East Village SALUTES! (Short Leads)
- East Village Holiday Market & Tree Lighting (Long Leads)
- East Village Holiday Market & Tree Lighting (Short Leads)
- New Year's Eve in East Village
- Fulfill your 2024 Resolutions in East Village
- Opening Weekend Block Party (Long Leads)

WRITING

Current/Upcoming

- San Diego Downtown News January Article
- San Diego Downtown News February Article
- New Year's Eve in East Village
- Fulfill your 2024 Resolutions in East Village
- Opening Weekend Block Party (Long Leads)

New Year's Eve Celebrations in East Village

SECURED COVERAGE

- **12/20 secured online coverage on DOSD**
 - Roundup of NYE activities in San Diego in the daily newsletter included the NYE Bash at Punchbowl Social
- **12/20 secured online coverage on San Diego Union-Tribune**
 - Roundup of New Year's Eve events includes the R&B Block Party East Coast New Years Eve and the PROPER NYE at Petco Park
- **12/20 secured online coverage on SD Today**
 - Roundup of NYE celebrations in San Diego includes the R&B Block Party East Coast NYE at Quartyard, NYE Bash and Punchbowl Social and the FNGRS CRSSD Presents Proper NYE/NYD 2024 at Petco Park

SECURED INTEREST

- **12/22 secured interest with KUSI**
 - Setting up segments in studio on 12/26 and 12/28 to highlight New Year's Eve happenings

- **12/19 secured interest with CBS 8**
 - Setting up segments in studio on 12/26 and 12/29 to highlight New Year's Eve Happenings
- **12/18 secured interest with THERE San Diego**
 - Will consider highlighting New Year's Eve Happenings in East Village

East Village Holiday Market & Tree Lighting (Long Leads)

SECURED COVERAGE

- **12/10 secured online coverage on The San Diego Sun**
 - Weekly newsletter included a photo of the East Village Tree Lighting and Holiday Market and link to the photo essay
- **12/9 secured online coverage on The San Diego Sun**
 - Photo essay included a recap of the event and many photos
- **12/7 secured online coverage on Patch (San Diego)**
 - Roundup of weekend events includes the 6th Annual East Village Tree Lighting & Holiday Market
- **12/7 secured online coverage on NBC San Diego**
 - Weekend roundup of events in San Diego included the East Village Tree Lighting and Holiday Market
- **12/7 secured online coverage on Presidio Sentinel**
 - Feature includes all of the details of the event including the tree lighting, vendors, Santa Claus and a quote from Ethan
- **12/7 secured online coverage on THERE San Diego**
 - Daily newsletter included the tree lighting with a photo
- **12/7 secured broadcast coverage on KUSI (Good Morning San Diego at 9:00 am)**
 - Segment included a performance by the Bowersox Duo to end the hour
- **12/7 secured broadcast coverage on KUSI (Good Morning San Diego at 9:00 am)**
 - Backlot segment highlighting the tree lighting with Ethan, Brijet and the Elizabeth Bowersox Duo
- **12/7 secured broadcast coverage on KUSI (Good Morning San Diego at 9:00 am) - teaser**
 - Teaser for segment highlighting the tree lighting with Ethan, Brijet and the Elizabeth Bowersox Duo
- **12/7 secured broadcast coverage on CBS 8 (Mornings at 7 am)**
 - Backlot segment with Ethan, Brijet and other vendors including Nono Jose Empanadas and Jamul Candle Co.
- **12/7 secured broadcast coverage on CBS 8 (Mornings at 7 am) - teaser**
 - Teaser for backlot segment with Ethan, Brijet and other vendors including Nono Jose Empanadas and Jamul Candle Co.
- **12/7 secured broadcast coverage on CBS 8 (Mornings at 6 am) - teaser**
 - Teaser for backlot segment with Ethan, Brijet and other vendors including Nono Jose Empanadas and Jamul Candle Co.
- **12/7 secured online coverage on CBS 8 Online**
 - Online share of backlot segment with Ethan, Brijet and vendors including Nono Jose Empanadas and Jamul Candle Co.
- **12/7 secured print coverage in San Diego Reader**
 - Weekend roundup of events in San Diego included the East Village Tree Lighting and Holiday Market
- **12/7 secured online coverage on SD Today**
 - Daily newsletter included the East Village Tree Lighting and Holiday Market in the events

section

- **12/7 secured online coverage on Thrillist**
 - Weekend roundup of events in San Diego included the East Village Tree Lighting and Holiday Market
- **12/6 secured online coverage on San Diego Union-Tribune**
 - Weekend roundup of events in San Diego included the East Village Tree Lighting and Holiday Market
- **12/6 secured online coverage on San Diego Magazine**
 - Weekend roundup of events in San Diego included the East Village Tree Lighting and Holiday Market
- **12/5 secured broadcast coverage on KUSI (Good Evening San Diego at 4:00 pm) – teaser**
 - Teaser for segment about the tree lighting which included an interview with Ethan and Catt
- **12/5 secured broadcast coverage on KUSI (Good Evening San Diego at 4:00 pm) – teaser**
 - Teaser for segment about the tree lighting which included an interview with Ethan and Catt
- **12/5 secured broadcast coverage on KUSI (Good Evening San Diego at 4:00 pm)**
 - Segment about the tree lighting included an interview with Ethan and Catt
- **12/5 secured online coverage on DoSD**
 - Roundup of holiday market events included the EV Holiday Market & Tree Lighting Ceremony
- **12/5 secured print coverage in Presidio Sentinel**
 - Article includes all of the holiday festivities planned for the event with a quote from Ethan
- **12/4 secured online coverage on THERE San Diego**
 - Roundup of December events includes the EV Holiday Market & Tree Lighting
- **12/4 secured online coverage on News Break**
 - Feature includes the details of the event including music, vendors and the tree lighting with a link to the event site
- **12/3 secured online coverage on San Diego Union-Tribune**
 - Roundup of holiday traditions in San Diego includes the EV Holiday Market & Tree Lighting
- **12/3 secured print coverage in San Diego Union-Tribune**
 - Roundup of holiday traditions in San Diego includes the EV Holiday Market & Tree Lighting
- **12/1 secured print coverage in San Diego Downtown News**
 - Contributed article includes all of the details of the Holiday Market and Tree Lighting as well as a look ahead at some events coming up in the New Year
- **12/1 secured online coverage on SD News**
 - Roundup of December events includes the EV Holiday Market & Tree Lighting
- **12/1 secured print coverage in San Diego Magazine**
 - Roundup of events includes the EV Holiday Market & Tree Lighting
- **12/1 secured print coverage in San Diego Family Magazine**
 - Roundup of holiday events included the Holiday Market and Tree Lighting
- **11/29 secured online coverage on North County Sun**
 - Roundup of upcoming events includes the East Village Tree Lighting
- **11/27 secured online coverage on San Diego Magazine**
 - Roundup of December events includes the East Village Holiday Market & Tree Lighting
- **11/27 secured online coverage on News Break**

- Syndicated San Diego Magazine roundup of December events includes the East Village Holiday Market & Tree Lighting
- **11/27 secured online coverage on DoSD**
 - Roundup of holiday events included the Holiday Market and Tree Lighting
- **11/26 secured online coverage on The San Diego Sun**
 - Roundup of holiday events included the Holiday Market and Tree Lighting
- **11/25 secured print coverage in the San Diego Union-Tribune**
 - Roundup of holiday events included the Holiday Market and Tree Lighting
- **11/24 secured online coverage on Times of San Diego**
 - Roundup of holiday events included in the weekend newsletter and includes the Holiday Market and Tree Lighting
- **11/23 secured online coverage on The San Diego Sun**
 - Roundup of holiday events included the Holiday Market and Tree Lighting
- **11/21 secured online coverage on San Diego Union-Tribune En Español**
 - Roundup of upcoming holiday events includes the Holiday market and tree lighting which the same article that was shared in the English language version last week
- **11/20 secured online coverage on THERE San Diego**
 - Feature includes all of the details of the Tree Lighting and Holiday Market including live music, vendors, and tree lighting
- **11/14 secured online coverage on Ranch & Coast**
 - Roundup of upcoming holiday events in San Diego included the East Village Tree Lighting & Holiday Market
- **11/13 secured online coverage on San Diego Union-Tribune**
 - Roundup of upcoming holiday events includes the Holiday market and tree lighting
- **11/13 secured online coverage on US Head Topics**
 - Syndicated roundup of upcoming holiday events which includes the Holiday market and tree lighting
- **11/8 secured online coverage on SD Today**
 - Roundup of holiday events in San Diego County includes the East Village Tree Lighting & Holiday Market
- **11/1 secured print coverage in Ranch & Coast**
 - Roundup of upcoming holiday events in San Diego included the East Village Tree Lighting & Holiday Market

East Village SALUTES!

SECURED COVERAGE

- **11/12 secured online coverage on The San Diego Sun**
 - Roundup of events included EV SALUTES!
- **11/12 secured broadcast coverage on 10News (This Morning at 5 am Sunday)**
 - Segment sharing all of the event details and video of the interview with Old Town Soap Company
- **11/12 secured broadcast coverage on 10News (This Morning at 6 am Sunday)**
 - Segment sharing all of the event details and video of the interview with Old Town Soap Company
- **11/12 secured broadcast coverage on 10News (This Morning at 6 am Sunday)**
 - Segment sharing all of the event details and video of the interview with Old Town Soap Company
- **11/12 secured broadcast coverage on 10News (This Morning at 8 am Sunday)**
 - Segment sharing all of the event details and video of the interview with Old Town Soap Company

Company

- **11/12 secured broadcast coverage on 10News (News at 6 pm Sunday)**
 - Segment sharing all of the event details and video of the interview with Old Town Soap Company
- **11/12 secured broadcast coverage on 10News (News at 11 pm Sunday)**
 - Segment sharing all of the event details and video of the interview with Old Town Soap Company
- **11/12 secured broadcast coverage on 10News (News at 11 pm)**
 - Segment sharing all of the event details and video of the interview with Old Town Soap Company
- **11/12 secured broadcast coverage on NBC 7 (News Today at 7 am)**
 - Report shared the details of the event
- **11/12 secured broadcast coverage on CBS 8 (News Live at 5 pm)**
 - Recorded segment and recap of the event
- **11/12 secured broadcast coverage on CBS 8 (News Live at 6:30 pm)**
 - Recorded segment and recap of the event
- **11/12 secured broadcast coverage on KUSI (News at 6 pm)**
 - Recorded segment featuring Ethan and the Marine Band
- **11/12 secured broadcast coverage on KUSI (News at Ten)**
 - Recorded segment featuring Ethan and the Marine Band
- **11/12 secured online coverage on San Diego Union-Tribune**
 - Roundup of Veterans Day celebrations includes East Village Salutes!
- **11/12 secured print coverage in the San Diego Union-Tribune**
 - Roundup of Veterans Day celebrations includes East Village Salutes!
- **11/11 secured print coverage in the San Diego Union-Tribune**
 - Roundup of Veterans Day celebrations includes East Village Salutes!
- **11/11 secured broadcast coverage on 10News (This Morning at 5 am Saturday)**
 - Segment sharing all of the event details and video of the interview with Old Town Soap Company
- **11/10 secured online coverage on Fox 5 Online**
 - Online share of the backlot segment
- **11/10 secured online coverage on Yahoo! News**
 - Syndicated Fox 5 online share of the backlot segment
- **11/10 secured online coverage on Fox 5 Online**
 - Roundup of Veterans Day events includes EV SALUTES!
- **11/10 secured online coverage on Yahoo! News**
 - Syndicated Fox 5 roundup of Veterans Day events includes EV SALUTES!
- **11/10 secured online coverage on News Break**
 - Syndicated Fox 5 roundup of Veterans Day events includes EV SALUTES!
- **11/10 secured broadcast coverage on 10News (This Morning at 5 am) – teaser**
 - Teaser for live segment includes interview with Old Town Soap Company
- **11/10 secured broadcast coverage on 10News (This Morning at 5 am) – teaser**
 - Teaser for live segment includes interview with Old Town Soap Company
- **11/10 secured broadcast coverage on 10News (This Morning at 5 am) – teaser**
 - Teaser for live segment includes interview with Old Town Soap Company
- **11/10 secured broadcast coverage on 10News (This Morning at 5 am)**
 - Live segment includes interview with Old Town Soap Company
- **11/10 secured broadcast coverage on 10News (This Morning at 5 am) – teaser**
 - Teaser for live segment includes interview with Old Town Soap Company

- **11/10 secured broadcast coverage on 10News (This Morning at 6 am)**
 - Live segment includes interview with Old Town Soaps
- **11/10 secured broadcast coverage on 10News (This Morning at 6 am)**
 - Live segment includes interview with Ethan and Chan from Hey Sugar
- **11/10 secured broadcast coverage on 10News (Midday at 11 am) – teaser**
 - Teaser for live segment includes interview with Old Town Soap Company
- **11/10 secured broadcast coverage on 10News (Midday at 11 am)**
 - Live segment includes interview with Old Town Soaps
- **11/10 secured broadcast coverage on KUSI (Good Morning San Diego at 8 am) – teaser**
 - Teaser for live segment includes interview with Ethan and Kemi from Savage Bee-Ches
- **11/10 secured broadcast coverage on KUSI (Good Morning San Diego at 8 am) – teaser**
 - Teaser for live segment includes interview with Ethan and Kemi from Savage Bee-Ches
- **11/10 secured broadcast coverage on KUSI (Good Morning San Diego at 8 am)**
 - Live segment includes interview with Ethan and Kemi from Savage Bee-Ches
- **11/10 secured broadcast coverage on FOX 5 (Morning News at 9 am)**
 - Segment shared all of the details of the event
- **11/10 secured online coverage on Times of San Diego**
 - Roundup of weekend events includes EV SALUTES!
- **11/10 secured online coverage on News Break**
 - Syndicated Times of San Diego roundup of weekend events includes EV SALUTES!
- **11/10 secured online coverage on Press Bee**
 - Syndicated Times of San Diego roundup of weekend events includes EV SALUTES!
- **11/10 secured online coverage on MSN**
 - Syndicated Times of San Diego roundup of weekend events includes EV SALUTES!
- **11/9 secured online coverage on Patch (San Diego)**
 - Roundup of weekend events includes EV SALUTES!
- **11/9 secured online coverage on THERE San Diego**
 - Daily newsletter includes EV SALUTES!
- **11/9 secured online coverage on San Diego Magazine**
 - Daily newsletter includes EV SALUTES!
- **11/9 secured online coverage on News Break Originals**
 - Feature includes all the details of the East Village SALUTES! event
- **11/9 secured print coverage in San Diego Reader**
 - Roundup of events in San Diego includes East Village SALUTES!
- **11/8 secured broadcast coverage on CBS 8 (Mornings at 6 am) – teaser**
 - Teaser for live segment included interviews with Ethan, Navy veteran Chan from Hey Sugar and the Marine Band San Diego
- **11/8 secured broadcast coverage on CBS 8 (Mornings at 7 am) – teaser**
 - Teaser for live segment included interviews with Ethan, Navy veteran Chan from Hey Sugar and the Marine Band San Diego
- **11/8 secured broadcast coverage on CBS 8 (Mornings at 7 am) – teaser**
 - Teaser for live segment included interviews with Ethan, Navy veteran Chan from Hey Sugar and the Marine Band San Diego
- **11/8 secured broadcast coverage on CBS 8 (Mornings at 7 am)**
 - Live segment included interviews with Ethan, Navy veteran Chan from Hey Sugar and the Marine Band San Diego
- **11/8 secured online coverage on CBS 8 Online**
 - Online share of live segment included interviews with Ethan, Navy veteran Chan from Hey Sugar and the Marine Band San Diego

- **11/8 secured online coverage on News Break**
 - Syndicated CBS 8 online share of live segment included interviews with Ethan, Navy veteran Chan from Hey Sugar and the Marine Band San Diego
- **11/7 secured online coverage on San Diego Magazine**
 - Roundup of things to do in San Diego this weekend includes East Village SALUTES!
- **11/7 secured online coverage on THERE San Diego**
 - Roundup of things to do in November around San Diego includes East Village SALUTES!
- **11/6 secured online coverage on SD Today**
 - Roundup of events in the Daily Newsletter includes East Village SALUTES!
- **11/5 secured print coverage in the San Diego Union-Tribune**
 - Roundup of Veterans Day events in San Diego County includes East Village SALUTES!
- **11/5 secured online coverage on The San Diego Sun**
 - The Urban Calendar section in the Sunday newsletter included East Village SALUTES!
- **11/3 secured online coverage on SD Today**
 - Roundup of Veterans Day celebrations throughout the county includes East Villages SALUTES!
- **11/3 secured print coverage in SD Downtown News**
 - Contributed article includes all the details of the East Villages SALUTES! event plus a look ahead at the festivities planned for the holiday season in East Village
- **11/3 secured online coverage on SD News**
 - Contributed article includes all the details of the East Villages SALUTES! event plus a look ahead at the festivities planned for the holiday season in East Village
- **11/2 secured online coverage on DoSD**
 - Roundup of upcoming events includes East Village SALUTES!
- **11/2 secured online coverage on THERE San Diego**
 - Feature on the East Village SALUTES! event includes all of the details including food, veteran-owned businesses, activities and live music including the San Diego Marine Band's Jazz Ensemble
- **11/1 secured online coverage on San Diego Union-Tribune**
 - Roundup of Veterans Day events in San Diego County includes East Village SALUTES!
- **11/1 secured online coverage on Newstral**
 - Roundup of Veterans Day events in San Diego County includes East Village SALUTES!
- **11/1 secured print coverage in San Diego Navy/Marine Corps Dispatch**
 - Roundup of events honoring Veterans Day includes East Village SALUTES!
- **11/1 secured print coverage in San Diego Family Magazine**
 - Roundup of family-friendly events in November includes East Village SALUTES!
- **11/1 secured print coverage in San Diego Magazine**
 - Event roundup for November includes East Villages Salutes with a mention of the live music, activities for the family and veteran-owned vendors
- **10/29 secured online coverage on San Diego Sun**
 - Urban Calendar roundup of events included East Village SALUTES!
- **10/27 secured online coverage on SD News**
 - Roundup of events includes East Village SALUTES! including the veteran-owned business vendor booths, live musical performances from San Diego Marine Band's Jazz Ensemble, and family-friendly activities

East Village Pumpkin Patch

SECURED COVERAGE

- **10/29 secured broadcast coverage on KUSI (Good Morning San Diego, Weekend at 7 am) –**

teaser

- Teaser for broadcast segment which included all the activities and schedule planned for the E-Vil Pumpkin Patch at The Lost Abbey including food from Doggos Gus, pumpkin painting and carving and more
- **10/29 secured broadcast coverage on KUSI (Good Morning San Diego, Weekend at 7 am)**
 - Broadcast segment included all the activities and schedule planned for the E-Vil Pumpkin Patch at The Lost Abbey including food from Doggos Gus, pumpkin painting and carving and more
- **10/27 secured online coverage on FOX 5 San Diego**
 - Online share of backlot segment which included details about the E-Vil Pumpkin Patch at The Church by Lost Abbey and included Doggos Gus highlighting the pumpkin decorating activities, beer and food available at the event
- **10/27 secured online coverage on Yahoo! News**
 - Syndicated online share of backlot segment which included details about the E-Vil Pumpkin Patch at The Church by Lost Abbey and included Doggos Gus highlighting the pumpkin decorating activities, beer and food available at the event
- **10/27 secured broadcast coverage on FOX 5 (Morning News at 7 am) – teaser**
 - Teaser for Fox 5 backlot segment included details about the E-Vil Pumpkin Patch at The Church by Lost Abbey and included Doggos Gus highlighting the pumpkin decorating activities, beer and food available at the event
- **10/27 secured broadcast coverage on FOX 5 (Morning News at 7 am) – teaser**
 - Teaser for Fox 5 backlot segment included details about the E-Vil Pumpkin Patch at The Church by Lost Abbey and included Doggos Gus highlighting the pumpkin decorating activities, beer and food available at the event
- **10/27 secured broadcast coverage on FOX 5 (Morning News at 7 am)**
 - Backlot segment included details about the E-Vil Pumpkin Patch at The Church by Lost Abbey and included Doggos Gus highlighting the pumpkin decorating activities, beer and food available at the event
- **10/27 secured online coverage on San Diego Beer News**
 - Roundup of weekly beer events included The East Village Pumpkin Patch and The Church by Lost Abbey
- **10/27 secured online coverage on San Diego Beer News**
 - Newsletter highlighted the East Village Pumpkin Patch and their partnership with The Lost Abbey in their 'Upcoming Event's section

Other**SECURED COVERAGE**



- **12/1 secured print coverage in San Diego Downtown News**
 - Article includes all of the details of the Holiday Market and Tree Lighting as well as a look ahead at some events coming up in the New Year
- **11/27 secured online coverage on San Diego Downtown News**
 - Article includes all of the details of the Holiday Market and Tree Lighting as well as a look ahead at some events coming up in the New Year
- **11/2 secured online coverage on SD News**
 - Roundup of Downtown San Diego news includes the opening of Asa Bakery, Bar Kamon and Sushi Gaga in East Village

SOCIAL MEDIA

Recap & Highlights

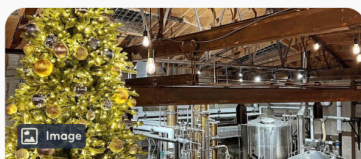
- Gained 277 new followers
- Earned 170K impressions on social posts (65% increase over last month)
- Earned over 3.7K engagements on social posts (79% increase over last month)
- Promoted Tree Lighting event
- Promoted Small Business Season

SOCIAL MEDIA ANALYTICS (Last 30 days as of Dec 29)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	106	6370	2182	114651
 EastVillageSD	171	11443	1482	55267

Top content - Facebook (Based on engagement rate per reach)

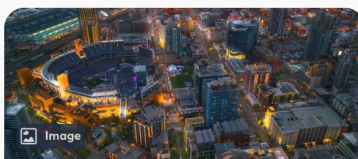
Best performing content published during the selected period.



Dec 19, 2023 · East Village San Diego

Our local businesses are sleighin' the holiday game! 🎄🌟 Come join the...

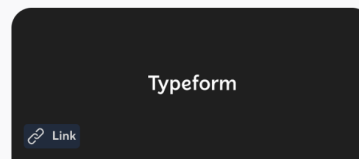
📶 Reach	1,887
👤 Engaged users	181
👁️ Clicks	14
👁️ Other clicks	42
Engagement rate per reach	9.6%
Engagement rate per impression	6.7%



Dec 15, 2023 · East Village San Diego

Sunset views and EV hues – the perfect way to bid farewell to the...

📶 Reach	33,760
👤 Engaged users	1,857
👁️ Clicks	759
👁️ Other clicks	599
Engagement rate per reach	5.5%
Engagement rate per impression	4.8%



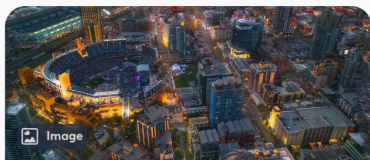
Dec 6, 2023 · East Village San Diego

FRED service started in 2016 as a way to give people in San Diego a...

📶 Reach	329
👤 Engaged users	16
👁️ Clicks	9
👁️ Other clicks	7
Engagement rate per reach	4.9%
Engagement rate per impression	4.8%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Dec 15, 2023 · EastVillageSD

Sunset views and EV hues – the perfect way to bid farewell to the...

📶 Reach	8,645
💬 Comments	10
❤️ Likes	770
📌 Saves	120
📈 Engagement	998
Engagement rate per reach	11.5%
Engagement rate per impression	11.4%



Dec 1, 2023 · EastVillageSD

Unveiling the flavors of Contemporary Korean cuisine at...

📶 Reach	3,164
💬 Comments	3
❤️ Likes	174
📌 Saves	25
📈 Engagement	298
Engagement rate per reach	9.4%
Engagement rate per impression	8.6%



Dec 10, 2023 · EastVillageSD

We had so much fun celebrating the season at the East Village Tree...

📶 Reach	1,516
💬 Comments	1
❤️ Likes	81
📌 Saves	1
📈 Engagement	89
Engagement rate per reach	5.9%
Engagement rate per impression	5.5%



East Village San Diego Street Banner Program Application

Spanning across 130 blocks, East Village is San Diego's largest downtown neighborhood encompassing the streets between Seventh Avenue to 17th Street. With over 700 businesses scattered around the neighborhood, hundreds of restaurants, hotels, art galleries, unique retail, gathering spots, and of course, PETCO Park, home to the San Diego Padres, call East Village their home.

The East Village Banner Program provides local businesses and organizations an opportunity to promote their business, event, or cause. The East Village Banner Program offers organizations the ability to use colorful, exciting, and extremely effective banners to convey information about special events to visitors and residents of the urban East Village environment.

The East Village Association, Inc. (EVA) is a nonprofit corporation 501c3 that manages the East Village Business Improvement District.

Please complete the following information so we may assist you with your banner program:

APPLICANT INFORMATION:

Name of Organization: _____ Date: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

EVENT INFORMATION:

Name of Event: _____ Event Dates: _____

Requested dates for banner placement: From: _____ To: _____

Number of banners requested: (minimum of 30 banners required) _____

Note: Approximately 400 banners are available for rental. Street poles display banner sizes 24"x 52" and 30"x 94".

EAST VILLAGE ASSOCIATION

1041 Market Street #200 ■ San Diego, CA 92101 ■ Phone 619-546-5636
 Email: info@EastVillageSanDiego.com ■ Website: www.EastVillageSanDiego.com
 Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ■ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

APPROVAL PROCESS:

East Village Association, Inc. will review and approve, or deny, each banner application. If the banner program is approved, the applicant is responsible for arranging and paying for all aspects of the banner program: design, production, installation and coordination, City of San Diego permit, as well as required insurance. Our full-service banner consultant handles every aspect of the execution of this process, apart from the actual banner design.

BANNER DISPLAY FEES:

The EVA monthly display fee for use is as follows (please initial your selection):

HIGH TRAFFIC COORIDOR (\$30 Per Banner)

<i>Street Name</i>	<i>Banner Count</i>	<i>Cost</i>
<input type="checkbox"/> 10th Avenue	36	\$1,080
<input type="checkbox"/> 11th Street	54	\$1,620
<input type="checkbox"/> Broadway	54	\$1,620
<input type="checkbox"/> F Street	84	\$2,520
<input type="checkbox"/> Market Street	42	\$1,260

STANDARD COORIDOR (\$20 Per Banner)

<i>Street Name</i>	<i>Banner Count</i>	<i>Cost</i>
<input type="checkbox"/> E Street	14	\$280
<input type="checkbox"/> G Street	16	\$320
<input type="checkbox"/> 7th Avenue	10	\$200
<input type="checkbox"/> Island Avenue	30	\$600
<input type="checkbox"/> J Street	26	\$520
<input type="checkbox"/> Imperial Street	32	\$640

FULL EAST VILLAGE BANNER PROGRAM BUYOUT: \$10,660

NOTE: The above fees do not include banner production, installation or city permits.

A 50% deposit payment is due upon approval of the application to reserve space. This deposit is non-refundable. The remaining payment is due one week prior to installation date. Banner locations can be requested, but not guaranteed unless other arrangements have been made (additional fees may apply).

BANNER PROGRAM DETAILS:

All programs are responsible for complying with all East Village Business Improvement District (BID) and City of San Diego requirements regarding promotional content. Welcome Banners are permitted in the City of San Diego when used to promote a local event or city amenity. They are not permitted for advertising or content that is simply commercial. Banners are not for promoting products. If a company is sponsoring an event for brand recognition, the brand can be used but is regulated by sponsor restrictions. Banners are not for "call to action" campaigns. Quotes like "visit us at Booth # 723" or "visit our website for more details" are not permitted. Sponsor logos are restricted to only 5% of the total banner area.

East Village Banners are in the following sizes:

- 30"w x 94"h. 5% or 141 square inches is approximately an 8" x 17.6" rectangle or an 11.9" x 11.9" square.
- 24"w x 52"h.

NOTE: Non-profits will receive a 20% rental price deduction. Non-profit banner designs must have content preapproved by East Village Association.

Ethan Olsen

From: Kyle Preish <kyle@tectureinc.com>
Sent: Friday, December 1, 2023 1:13 PM
To: Ethan Olsen; Alex Resler
Cc: David Michael; Dominic Li Mandri; Christopher M. Gomez
Subject: Re: EVA Tecture Signage

Hi Ethan,

In a quick follow up to my previous email, we met with KPFF (structural engineering) to analyze the Signage Pole variables. We will need their stamp for the Permit Documents.

I have included Alex Resler, our inhouse PM for the project. He can outline the strategies that KPFF outlined, as the strategies will affect the overall cost for installation.

Best,

On Thu, Nov 30, 2023 at 11:24 AM Kyle Preish <kyle@tectureinc.com> wrote:

Hi there Ethan,

Thanks for your check-in email. I'm just playing a bit of catchup from a holiday week away.

That is great news about the approval of the \$49k for the poles. As far as creating an initial pole out of workflow with the rest, we will unfortunately have to increase the cost of this first item since it's workflow falls outside the overall. There is an economy of materials and movement when doing a bulk order. This economy does not exist when creating one, and so we will need to increase the cost by 50%, bringing the total for that unit \$7,350. Also, should there be significant alterations to the design after we create the first one, those changes would affect the pricing for the remainder. Should I amend the CO to include this charge?

Marco Polo seems like a great option. Please create a thread so we can chat? He will effectively serve as the permit runner, or will he also be creating the required drawings? My assumption is that Tecture will have to provide the drawings and documents to Marco for permitting. If this is the case, you can still sign the T&M CO for permitting documents, but the NTE can be way lower.(40 hours?).

I don't like to nickel and dime, but in agreeing to uphold the pricing from our agreement 2.5 years ago, our budget is extremely tight. I just want to safeguard against scope creep that may impact our already tight budget. I hope that you understand.

Please let me know if we need to jump on a call or if you have any questions.

Kyle

On Fri, Nov 17, 2023 at 12:03 PM Ethan Olsen <ethan@newcityamerica.com> wrote:

Hi Kyle,