



East Village Association – District Identity & Placemaking (DIP) Committee
Thursday, March 7, 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 February 1, 2024 Meeting** *Action Item* P. 2 - 4
4. **Confirmed Events**
 - a. East Village Block Party on Opening Weekend / Justin & Robyn
5. **New Events, Promotions, Fundraising & Councils**
 - a. Olive Public Relations Status Report / Eleanor Lazar P. 5 - 9
 - i. TelevisaUnivision as Spanish Radio Media Partner / Ethan Olsen *Action Item* P. 10 - 11
6. **Tecture Wayfinding Signage Project / Chris Gomez & Ethan** *Action Item*
7. **World Design Capital 2024 Community-Oriented Grant – Update / Dominic LiMandri** P. 12 - 13
8. **Citylight Website Public Art Widget Addition / Chris** *Action Item* P. 14
9. **East Village Sponsorship Guide / Chris**
10. **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.
11. **Next Meeting: Thursday, April 4, 2024, at 2:00pm**
UCSD Park & Market (1100 Market Street #321)
12. **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, February 1, 2024, at 2:00pm
UCSD Park & Market (1100 Market Street #321)

PRESENT: Chan Buie, Manny Rodriguez, Hasan Ahmed, Niko Podimatis, Mirelle Schwalbach

STAFF: Dominic Li Mandri, Ethan Olsen, Nick Angulo, Eleanor Lazar, Jennifer Von Stauffenberg

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 District Manager, Dominic Li Mandri. The District Identity & Placemaking (DIP) Committee gave round table introductions.	1. No action taken
2. Non-Agenda: Public Comment Introductions and Announcements	2. Nothing to report.	2. No action taken
3. Minutes from January 4, 2024 Meeting	3. The minutes from January 4, 2024, were reviewed.	3. Manny Rodriguez moved to accept the January 4, 2024, minutes. Chan Buie seconded the motion. Hasan Ahmed abstained. Motion passed.
4. Confirmed Events a. East Village Block Party on Opening Weekend	4.a. Dominic announced that the East Village Block Party on Opening Weekend will now be held on Saturday, March 30, 2024, from 10:00am to 4:30pm. Niko Podimatis of ItsFarOut reported that the Block Party Permit is in process through the City of San Diego.	4.a. No action taken

EAST VILLAGE ASSOCIATION

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 Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

<p>b. Taste of East Village</p>	<p>Niko stated that vendors, musicians, and volunteers are being coordinated and urged any interested participants to reach out to staff.</p> <p>4.b. Dominic announced that the 2024 Taste of East Village event will be hosted on Wednesday, August 28, and Thursday, August 29, from 4:00pm to 8:00pm. Dominic added that these dates do not conflict with any Padres home games. Fuse will be coordinating participating establishments and sponsors in the coming months.</p>	<p>4.b. No action taken</p>
<p>5. Public Relations, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations Status Report</p> <p>b. Olive Public Relations EVA 2024 Timeline</p> <p>c. East Village Tree Lighting & Holiday Market – Sat., 11/30</p> <p>d. Padres Pedal the Cause Letter of Support – Sat., 4/7</p> <p>e. Pedal the Cause Banner Program</p>	<p>5.a. Eleanor Lazar gave an update on Olive’s public relations activities in the East Village.</p> <p>5.b. Eleanor presented the Olive Public Relations EVA 2024 timeline. Jennifer Von Stauffenberg added that she anticipates Olive doing more national pitching in effort to paint East Village as a destination hot spot in San Diego. Jennifer added that ideas for media can be relayed to EVA staff for consideration.</p> <p>5.c. Dominic Li Mandri reported that staff would like to move the from East Village Tree Lighting & Holiday Market on Saturday, November 30, 2024. Dominic announced that this proposed date will precede December Nights in Balboa Park and will ideally spark additional attendance enthusiasm.</p> <p>5.d. Dominic Li Mandri reported that the Padres Pedal the Cause reached out to EVA staff in efforts to acquire a letter of support for the event on Saturday, April 7, 2024.</p> <p>5.e. Ethan Olsen reported that Padres Pedal the Cause requested a banner rental program in</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. Chan Buie moved to recommend the EV Tree Lighting date be moved to November 30, 2024 to the Board. Niko Podimatis seconded the motion. Motion passed unanimously.</p> <p>5.d. Hasan Ahmed moved to approve a letter of support for the Padres Pedal the Cause event. Chan Buie seconded the motion. Motion passed unanimously.</p> <p>5.e. No action taken</p>

<p>Rental Request</p> <p>f. Tecture Wayfinding Signage Project</p>	<p>East Village. Ethan reported that the program will encompass 7th Avenue which utilizes 11 banner poles in total for a net \$200 to EVA.</p> <p>5.f.i. Dominic reported that staff held a meeting with the KPFF structural engineers this week to discuss the due process involved with planting the pole structure into the ground. Dominic noted that the Tecture time & materials will be waived. Dominic noted that a civil engineer may be needed, however is offered through KPFF.</p> <p>Chan Buie recommended that staff again pursue hanging the signage on buildings instead of on custom made street poles. The DI&P Committee expressed discontent with Tecture continuing to seek further EVA funding to roll out the project.</p> <p>5.f.ii. Report captured in above section.</p>	<p>5.f. No action taken</p>
<p>6. Old Business</p>	<p>6. Nothing to report.</p>	<p>6. No action taken</p>
<p>7. Next District Identity & Placemaking (DIP) Committee Meeting</p>	<p>7. The next EVA District Identity & Placemaking (DIP) Committee will be held on Thursday, March 7, 2024, at 2:00pm.</p> <p>Ethan noted that all DIP Committee meetings will now be held at UCSD Park & Market (1100 Market Street Classroom #321).</p>	<p>7. No action taken</p>
<p>8. Adjournment</p>	<p>8. Meeting adjourned.</p>	<p>8. Hasan Ahmed moved to adjourn the meeting. Manny Rodriguez seconded the motion. Motion passed unanimously.</p>

Minutes taken by: Ethan Olsen, New City America.



EVA DI&P Meeting
PR Agenda
 Thursday, March 7, 2024

PITCHING

Current/Upcoming Focus

- Black History Month Spotlight
- Women's History Month Spotlight
- East Village Block Party (Short Leads)
- Why the Padres Home Neighborhood is one to Watch (National)

WRITING

Current/Upcoming

- San Diego Downtown News March Article
- San Diego Downtown News April Article
- Women's History Month Spotlight
- Opening Weekend Block Party (Short Leads)
- Why the Padres Home Neighborhood is one to Watch (National)
- Best Dog Friendly Spots in East Village | Pamper your Pooch in Time for National Pet Day

Black History Month Spotlight

SECURED COVERAGE

- **2/22 secured online coverage on CBS 8**
 - Online share of segment that highlighted different Black-owned businesses in East Village
- **2/22 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment highlighted Dancing Around the Oak Tree and Hey Sugar in East Village
- **2/22 secured broadcast coverage on CBS 8 (News at 7:00 am) - teaser**
 - Teaser segment highlighted Dancing Around the Oak Tree and Hey Sugar in East Village
- **2/17 secured print coverage in San Diego Union-Tribune**
 - Roundup of food news throughout San Diego included the expansion of Hey Sugar in East Village and the business partnership with East Village Tavern+Bowl
- **2/16 secured online coverage on San Diego Union-Tribune**
 - Roundup of food news throughout San Diego included the expansion of Hey Sugar in East Village and the business partnership with East Village Tavern+Bowl
- **2/16 secured online coverage on News Break**
 - Syndicated San Diego Union-Tribune roundup of food news throughout San Diego that included the expansion of Hey Sugar in East Village and the business partnership with East Village Tavern+Bowl

- **2/12 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.) - teaser**
 - Teaser for on-site segments which highlighted Black-owned businesses in East Village including Hey Sugar! and Boutique Vino to celebrate Black History Month
- **2/12 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
 - Rerun of on-site segments that highlighted Black-owned businesses in East Village including Hey Sugar! and Boutique Vino to celebrate Black History Month
- **2/12 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.) - teaser**
 - Teaser for on-site segments which highlighted Black-owned businesses in East Village including Hey Sugar! and Boutique Vino to celebrate Black History Month
- **2/12 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
 - On-site segments highlighted Black-owned businesses in East Village including Hey Sugar! and Boutique Vino to celebrate Black History Month
- **2/12 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.) - teaser**
 - Teaser for on-site segments which highlighted Black-owned businesses in East Village including Hey Sugar! and Boutique Vino to celebrate Black History Month
- **2/12 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
 - On-site segments highlighted Black-owned businesses in East Village including Hey Sugar! and Boutique Vino to celebrate Black History Month
- **2/7 secured newsletter coverage on SD Today**
 - Newsletter included public art wall by Jihmye Collins at 14th and J streets in East Village in celebration of Black history month
- **2/7 secured online coverage on SD Today**
 - Roundup of murals and public art to enjoy while celebrating Black history month includes the public art wall by Jihmye Collins at 14th and J streets in East Village

SECURED INTEREST

- **2/14 secured interest with ABC 10**
 - Interested and would like to set something up in EV at one of the local businesses for their 4 pm show
- **2/7 secured interest with San Diego Union-Tribune**
 - Set up an interview with Justus from Boutique Vino and would like to include more East Village business updates in column moving forward

East Village Block Party on Opening Weekend (Long Leads)

SECURED COVERAGE

- **3/1 secured print coverage in San Diego Family Magazine**
 - Monthly events roundup featured the East Village Opening Weekend Block Party, including details of the event
- **2/15 secured coverage on San Diego Tourism Authority**
 - Roundup of spring events in San Diego includes the 12th Annual Opening Weekend Block Party in East Village
- **1/24 secured online coverage on SD Today**
 - Daily newsletter included the announcement of the Block Party with a link to the event site
- **1/21 secured online coverage on THERE San Diego**
 - Feature highlights all the details of the event
- **1/17 secured online coverage on DoSD**
 - Roundup of upcoming events includes the 12th Annual East Village Block Party

SECURED INTEREST

- **2/29 secured interest with PubClub**
 - Will run an online story and would also like to set up an interview with Ethan and some of the beer vendors
- **2/29 secured interest with DoSD**
 - Will include event in DoSD roundup
- **2/29 secured interest with CBS 8**
 - Would like to set something up Friday 3/29 for Block Party
- **2/28 secured interest with FOX 5**
 - Would like to set up a block party preview on Opening Day and on 3/29
- **2/28 secured interest with Gente Bonita Magazine**
 - Would like to set up a tour and interview vendors at the event
- **2/22 secured interest with CBS 8**
 - Would like to set up interviews at businesses on opening Day 3/28
- **2/13 secured interest with San Diego Business Journal**
 - Interested in the story of Robyn and Justin and will consider
- **2/5 secured interest with KYXY**
 - Would like to have a booth setup and do a live broadcast from the block party
- **1/30 secured interest with San Diego Union-Tribune**
 - Slated for upcoming events roundup
- **1/30 secured interest with Coast News Group**
 - Would like to run a feature on East Village businesses and Petco but needs to check with team for bandwidth
- **1/22 secured interest with SD Today**
 - Will highlight in newsletter and upcoming roundups
- **1/18 secured interest with LOCALE Magazine**
 - Will consider for upcoming event roundups
- **1/17 secured interest with Presidio Sentinel**
 - Interested in featuring in March edition

Other**SECURED COVERAGE**

- **2/20 secured online coverage on SD Today**
 - Article included Taste of East Village in a roundup of 'Taste of' events in San Diego
- **2/20 secured newsletter coverage on SD Today**
 - Newsletter included Taste of East Village in a roundup of 'Taste of' events in San Diego
- **2/9 secured broadcast coverage on FOX 5 (Morning News at 7 a.m.) - teaser**
 - Teaser for in studio segment which featured Joey and Kevin from TNT Pizza celebrating national pizza day
- **2/9 secured broadcast coverage on FOX 5 (Morning News at 9 a.m.) - teaser**
 - Teaser for in studio segment which featured Joey and Kevin from TNT Pizza celebrating national pizza day
- **2/9 secured broadcast coverage on FOX 5 (Morning News at 9 a.m.)**
 - In studio segment featured Joey and Kevin from TNT Pizza celebrating national pizza day
- **2/6 secured online coverage on San Diego Downtown News**
 - Contributed article includes many places to spend Valentine's Day in East Village this

month



- **2/6 secured print coverage in San Diego Downtown News**
 - Contributed article includes many places to spend Valentine’s Day in East Village this month

SOCIAL MEDIA

Recap & Highlights

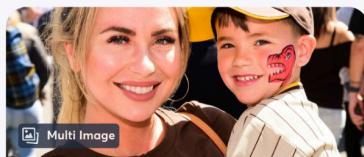
- Gained 252 new followers
- Earned 195K impressions on social posts (50% increase)
- Earned over 2.4K engagements on social posts
- Promoting East Village Block Party
 - Facebook event page has 1801 responses to date

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

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	118	6642	1740	147583
 EastVillageSD	134	11537	705	47062

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

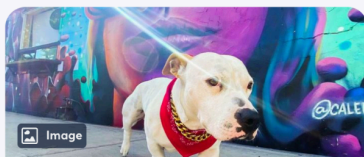
Best performing content published during the selected period.



Feb 26, 2024 · East Village San Diego

The East Village Block Party on Opening Weekend is the perfect...

Reach	7,593
Engaged users	1,056
Clicks	520
Other clicks	650
Engagement rate per reach	13.9%
Engagement rate per impression	11.8%



Feb 4, 2024 · East Village San Diego

City streets & Sunday treats with a trusty sidekick. 🐶👉 Every stroll is a...

Reach	2,170
Engaged users	236
Clicks	7
Other clicks	55
Engagement rate per reach	10.9%
Engagement rate per impression	8.8%



Feb 10, 2024 · East Village San Diego

Love is in the air and it's sweeter than ever! ❤️ Don't miss out on spreadin...

Reach	3,168
Engaged users	248
Clicks	101
Other clicks	65
Engagement rate per reach	7.8%
Engagement rate per impression	6%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Feb 15, 2024 · EastVillageSD

Step up to the plate and swing into spring at the 12th Annual East Villa...

Reach	2,685
Comments	4
Likes	180
Saves	18
Engagement	279
Engagement rate per reach	10.4%
Engagement rate per impression	9.8%



Feb 26, 2024 · EastVillageSD

The East Village Block Party on Opening Weekend is the perfect...

Reach	2,225
Comments	2
Likes	149
Saves	14
Engagement	221
Engagement rate per reach	9.9%
Engagement rate per impression	8.7%



Feb 14, 2024 · EastVillageSD

No shortage of love in #EastVillageSD! 💕 Sending love an...

Reach	1,225
Comments	1
Likes	55
Saves	0
Engagement	56
Engagement rate per reach	4.6%
Engagement rate per impression	4.4%



February 9, 2024

East Village Association – East Village Block Party Opening Weekend 2024
RE: TelevisaUnivision San Diego – March 30th Event

Dear Event Partner,

KLNQ Que Buena 106.5FM and KLQV Amor 102.9 FM would like to present this Promotional Proposal in support of the East Village Block Party Opening Weekend event on Saturday, March 30, 2024. The proposal provides you with information pertaining to all the turn-key elements of this promotion. Our stations look forward to participating in this family-friendly event and are committed to providing substantial on-air exposure!

Wednesday, March 20th, 2024, through Saturday, March 30th On-Air Promotional Campaign

KLNQ Que Buena 106.5FM and KLQV Amor 102.9 FM will promote the East Village Block Party Opening Weekend Event as a fun, family-friendly way to spend the day. Our pre-recorded promotional announcements will include complete info including all the fun and information that you can find at this event!

Total pre-recorded promotional announcements: **30 promotional announcements total across both stations**

Saturday, March 30th, 2024 – Event Day On-Site Support

KLNQ Que Buena 106.5FM and KLQV Amor 102.9 FM will have a promotions team on site at the event in East Village representing both stations with a 10x10 canopy for each station with music, and prizes. Additional details TBD and will be confirmed as we get closer to the event.

TOTAL PROMOTIONAL VALUE: \$22,500


In return for the promotional support offered, **East Village Block Party Opening Weekend** will provide TelevisaUnivision San Diego all the following sponsorship elements associated with the event:

- **KLNV Que Buena 106.5FM and KLQV Amor 102.9 FM** listed as Official and Exclusive Spanish-language Radio Event Sponsors in promotional materials wherever possible.
- Space for two 10x10 canopies **for both radio stations** in a high-traffic/high-visibility location at the event
- Copy points approved to use for on-air promotional announcements.
- Opportunity for TelevisaUnivision San Diego to include a third-party sponsor with their own booth on site. (Pending approval and confirmation)

By signing below, both parties agree to deliver and execute the above promotional elements.

East Village Block Party

Date _____



Mauricio Gonzalez
Activations Manager
TelevisaUnivision San Diego

Date 2/09/24


[Create New Account](#)
[Log In](#)

COMMUNITY-DRIVEN DESIGN GRANTS PROGRAM

San Diego Tijuana World Design Capital 2024 seeks applications from eligible San Diego-based nonprofit arts, culture and design organizations; cultural districts; Small Local Business Enterprise (SLBE); Real Estate Business Improvement Districts (PBIDs); Business Improvement Districts (BIDs); and other nonprofit community and business associations for the design, development and presentation of WDC 2024-related activities, such as programs, projects and projects in San Diego; Business Improvement Districts (BIDs); and other nonprofit community and business partnerships for the design, development and presentation of WDC 2024-related activities, such as programs, projects and initiatives in communities and neighborhoods in the nine San Diego City Council Districts.

Funded by the City of San Diego, the WDC 2024 Community-Oriented Design Grant Program (Grant Program) enables nonprofit organizations, and other commercial entities located within the geographic boundaries of the City of San Diego, to design, develop and implement human-centered activities that support the goals of WDC 2024 and respond to one or more of the major focus areas of WDC 2024.

UPDATE!!!: The deadline has passed. Applications are no longer being accepted.

San Diego Tijuana Capital Mundial del Diseño 2024 busca solicitudes de organizaciones elegibles de arte, cultura y diseño sin fines de lucro con sede en San Diego; distritos culturales; Small Local Business Enterprise (SLBE); Real Estate Business Improvement Districts (PBIDs); Business Improvement Districts (BIDs); y otras asociaciones comunitarias y empresariales sin fines de lucro para el diseño, desarrollo y presentación de actividades relacionadas con WDC 2024, tales como programas, proyectos e iniciativas en San Diego; Business Improvement Districts (BIDs); y otras asociaciones comunitarias y empresariales sin ánimo de lucro para el diseño, desarrollo y presentación de actividades relacionadas con el WDC 2024, como programas, proyectos e iniciativas en comunidades y barrios de los nueve Distritos del Ayuntamiento de San Diego.

Financiado por el Ayuntamiento de San Diego, el Programa de Subvenciones de Diseño Orientado a la Comunidad WDC 2024 (Programa de Subvenciones) permite a las organizaciones sin ánimo de lucro, y a otras entidades comerciales situadas dentro de los límites geográficos del Ayuntamiento de San Diego, diseñar, desarrollar y poner en marcha actividades centradas en el ser humano que apoyen los objetivos de WDC 2024 y respondan a una o más de las principales áreas de interés de WDC 2024.

Las solicitudes, sólo aceptadas a través de este portal, deberán presentarse antes de las 17:00 horas del miércoles 31 de enero de 2024.

Actualización de la aplicación: En la página WDC2024.org Grants hay disponible una versión descargable de las Directrices del Programa de Subvenciones. **17:00 horas del miércoles 7 de febrero de 2024.** En la página WDC2024.org Grants hay disponible una versión descargable de las Directrices del Programa de Subvenciones.

WORLD DESIGN CAPITAL 2024

The World Design Capital designation is a year-long program of the World Design Organization (WDO) that showcases how cities use design to improve the lives of their residents. Through a competitive process San Diego and Tijuana were selected together for the richness and diversity of our history, culture and design community, and for our commitment to cross-border collaboration. World Design Capital 2024 (WDC 2024) showcases our region as a global destination for arts, culture, innovation and design. We will bring millions of residents together with world leaders to celebrate, exchange ideas and demonstrate how cities can develop collaboratively, united by the physical spaces, economies and cultures we share. San Diego Tijuana is the first cross-border region to be designated World Design Capital by the WDO. This is the first time a U.S. city has been selected. We hold this title along with cities such as Valencia, Spain; Seoul, South Korea; and Cape Town, South Africa.

WDC 2024 is managed by San Diego Tijuana World Design Capital 2024, the non-profit organization that coordinates and oversees the region's planning, programming, execution and community involvement in the WDC 2024 designation. It was founded by five organizing partners who share an interest in furthering the goals of WDC 2024: the Burnham Center for Community Advancement, the City of San Diego, the City of Tijuana, Design Forward Alliance and The Design Lab at UC San Diego.

La designación de Capital Mundial del Diseño es un programa de un año de duración de la Organización Mundial del Diseño (WDO) que muestra cómo las ciudades utilizan el diseño para mejorar la vida de sus residentes. A través de un proceso competitivo San Diego y Tijuana fueron seleccionados juntos por la riqueza y diversidad de nuestra historia, cultura y comunidad de diseño, y por nuestro compromiso con la colaboración transfronteriza. World Design Capital 2024 (WDC 2024) muestra nuestra región como un destino global para las artes, la cultura, la innovación y el diseño. Reuniremos a millones de residentes con líderes mundiales para celebrar, intercambiar ideas y demostrar cómo las ciudades pueden desarrollarse en colaboración, unidas por los espacios físicos, las economías y las culturas que compartimos. San Diego Tijuana es la primera región transfronteriza designada Capital Mundial del Diseño por la WDO. Es la primera vez que una ciudad estadounidense ha sido seleccionada. Tenemos este título junto con ciudades como Valencia, España; Seúl, Corea del Sur; y Ciudad del Cabo, Sudáfrica.

WDC 2024 está gestionada por San Diego Tijuana World Design Capital 2024, la organización sin ánimo de lucro que coordina y supervisa la planificación, programación, ejecución y participación de la comunidad de la región en la designación WDC 2024. Fue fundada por cinco socios organizadores que comparten el interés por promover los objetivos de WDC 2024: el Burnham Center for Community Advancement, el Ayuntamiento de San Diego, el Ayuntamiento de Tijuana, Design Forward Alliance y The Design Lab de la UC San Diego.

WDC 2024 GOALS

1. To showcase all that our region has to offer and position ourselves as a global destination for arts, culture, innovation and design transformation.
2. To be an example to the design world and show how cities can develop collaboratively, united by the physical spaces, economies and cultures they share, rather than divided by what makes us different.
3. Strengthen the way our region thinks and works together, both now and beyond 2024.
4. We want cross-border collaboration and community-driven design to be applied to all of our work as a region, so that they can help solve some of our most pressing problems.
5. Emphasize community-driven design that includes as many different voices, perspectives and experiences as possible in the promotion and execution of human-centered design principles.

OBJECTIVOS DE WDC 2024

1. Mostrar todo lo que nuestra región tiene que ofrecer y posicionarnos como un destino global para las artes, la cultura, la innovación y la transformación del diseño.
2. Ser un ejemplo para el mundo del diseño y mostrar cómo las ciudades pueden desarrollarse en colaboración, unidas por los espacios físicos, las economías y las culturas que comparten, en lugar de divididas por lo que nos diferencia.
3. Reforzar el modo en que nuestra región piensa y trabaja unida, tanto ahora como después de 2024.
4. Queremos que la colaboración transfronteriza y el diseño impulsado por la comunidad se apliquen a todo nuestro trabajo como región, para que puedan ayudar a resolver algunos de nuestros problemas más acuciantes.
5. Hacer hincapié en el diseño impulsado por la comunidad que incluya tantas voces, perspectivas y experiencias diferentes como sea posible en la promoción y ejecución de los principios del diseño centrado en el ser humano.

From: Jim Blakeslee <jim.blakeslee@geocentric.com>
Sent: Thursday, January 11, 2024 7:05 AM
To: Christopher M. Gomez <chris@newcityamerica.com>
Subject: Re: EVA - add Murals to Website

Similar to RiNo, like this for DTLA?

<https://downtownla.com/explore/dtla-art-trail>

4 hours = \$600.

There's a landing page template, then a detail page template for every mural or art piece.

a little trickier, because there's also a cross-filter by artist + a history of the wall (murals that got painted over) that is probably overkill here)

To do the initial upload, we'd need a CSV file for the artwork and a folder of the related imagery.

Jim Blakeslee

President, Geocentric

Office 301.960.4724 • Mobile 301.442.2218

On 1/10/24 12:23 PM, Christopher M. Gomez wrote:

Hey Jim,

What would the cost be for us to update the EVA site to showcase murals like the RiNo district?

Chris

CHRISTOPHER M. GOMEZ

Brand Communications & Public Affairs Director

New City America, Inc.

2210 Columbia Street

San Diego, CA 92101

Toll: [888-356-2726](tel:888-356-2726)

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X: [NewCityAmerica](https://twitter.com/NewCityAmerica)