



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

1. **Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair**
2. **Non-Agenda: Public Comment & Announcements**
3. **Minutes from October 5, 2023, Meeting** **Action Item** P. 2 - 5
4. **Events**
 - a. Taste of East Village Profit & Loss Report P. 6
 - b. East Village SALUTES! – Update Sun., 11/12 P. 7 - 9
 - c. East Village Holiday Market & Tree Lighting – Update Sat., 12/9 P. 10 - 11
 - d. 2024 East Village Opening Weekend Block Party RFP **Action Item**
 - e. East Village Oktoberfest 2024 Partnership **Action Item**
 - f. EVA Jog-a-Thon Letter of Support **Action Item** P. 12
5. **Public Relations, Promotions, Fundraising & Councils**
 - a. Olive Public Relations Status Report P. 13 - 18
 - b. San Diego Tourism Authority (SDTA) – Gerry Granados **Action Item** P. 19 - 21
 - c. Quartyard East Village Mural Campaign – Justin Navalle **Action Item**
6. **Other Business**
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 DI&P Committee Meeting: ~~Cancel December DI&P Committee Meeting~~** **Action Item**
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, October 5, 2023, at 2:00pm
Spaces (845 15th Street, 2nd Floor)

PRESENT: Robyn Spencer, Justin Navalle, Manny Rodriguez, Simon Andrews, Hasan Ahmed Dayna Hill, Gerry Granados, Brian Rubinstein, Matt Williams

STAFF: Ethan Olsen, Dominic Li Mandri, Nick Angulo, Eleanor Lazar, Dianne T. Serna

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 2:05pm. The District Identity & Placemaking (DIP) Committee gave round table introductions.	1. No action taken
2. Non-Agenda: Public Comment Introductions and Announcements	2. Robyn Spencer shared that Target will be postponing their opening in East Village indefinitely. Target signed a 15-year lease and will continue to pay the rent. Robyn suggested that the space can potentially be used for pop-up events or other activations. Manny Rodriguez pitched the concept to have a 'Baker's Quarters' subdistrict to showcase Bakeries near East Village Green. Hasan Ahmed voiced his disconcert. Ethan stated that this concept is still in the discussion phase, just as the subdistrict conversation within East Village.	2. No action taken
3. Minutes from September 7, 2023 Meeting	3. The minutes from August 3, 2023, were reviewed.	3. Justin Navalle moved to accept the August 3, 2023, minutes. Manny Rodriguez seconded the motion. Hasan

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ 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)

		<i>Ahmed abstained. Motion passed.</i>
4. Events		
a. East Village Oktoberfest- Recap	<p>4.a. Justin stated that Oktoberfest was one of the largest street closures in the East Village and the event was a tremendous success. Justin Navalle thanked everyone for their support.</p> <p>Robyn offered feedback she received regarding the event. More restrooms, food options, wine and Hefeweizen were among some of the suggestions for next year.</p>	4.a. No action taken
b. First Fridays – Update	4.b. Ethan Olsen reported that First Fridays will be placed on hold until the start of 2024. This will allow ample time to gather the necessary information to start the event off strong.	4.b. No action taken
c. East Village SALUTES!	<p>4.c. 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>	4.c. No action taken
d. East Village Holiday Market & Tree Lighting – Update	<p>4.d. Ethan reported that the East Village Holiday Market & Tree Lighting 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. There will also be photos with Santa activation and a frame decorating station.</p> <p>Ethan announced that a 15-foot Christmas tree will be going up on top of the shipping container at Quartyard at the end of November.</p>	4.d. No action taken
e. East Village Opening Weekend	4.e. Ethan reported that the East Village Opening Weekend Block Party RFP has been completed and posted.	4.e. No action taken

<p>Block Party RFP-Update</p>	<p>Once submissions are received a task force will then be initiated to go over different options. Once candidates have been interviewed, we will bring it back to DI&P to decide on a candidate by Friday, November 3, 2023.</p> <p>The East Village Opening Weekend Block Party will take place on Saturday, March 30, 2023.</p>	
<p>5. Public Relations, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations Status Report</p> <p>b. Event & Asset Sponsor Round up</p>	<p>5.a. Eleanor Lazar provided the Committee with the Public Relations & Social Media report.</p> <p>Hasan Ahmed inquired about having flyers of maps created to call out all the public art murals throughout East Village.</p> <p>5.b. Nick Angulo reported that EVA staff is producing an event & asset sponsor round up form where all events will be listed out for potential sponsorship opportunities. Nick stated that this would be finalized early in the year in a bundled format for organizations to budget and select how they would like to allocate their sponsorship donations.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p>
<p>6. Placemaking & Improvements</p> <p>a. EVA Banner Pole Rental Policy and Corridor Pricing</p>	<p>6.a. Ethan shared the EVA Banner Pole Rental Policy and Corridor Pricing on pages 18-20. Ethan stated that staff will be working to address the number of banner poles by street for future rentals.</p>	<p>6.a. No action taken</p>
<p>7. Other</p>	<p>7. Hasan revisited the Baker's Quarters conversation once again and expressed his discontent.</p> <p>Dominic Li Mandri reiterated that these concepts are still in the discussion phases and have not been finalized.</p>	<p>7. No action taken</p>
<p>8. Old Business</p>	<p>8. Justin Navalle requested staff to add the East Village murals campaign as a topic for the next agenda. Justin has a Quartyard mural event</p>	<p>8. No action taken</p>

	<p>concept comparable to ArtWalk San Diego that he would like to share with the DIP Committee.</p> <p>Robyn requested staff to add the San Diego Tourism Authority to the next agenda for Gerry Granados to formally introduce himself and provide promotional exposure opportunities to the EVA.</p>	
9. Next District Identity & Placemaking (DIP) Committee Meeting	9. The next EVA Marketing & District Identity & Placemaking (DIP) Committee will be held on Thursday, November 2, 2023, at 2:00pm. Ethan noted that November will be the final DIP Committee meeting at the Spaces (845 15th Street, 2nd Floor Conference Room) location.	9. No action taken
10. Adjournment	10. Meeting adjourned at 2:51pm.	10. Hasan Ahmed moved to adjourn the meeting. Robyn Spencer seconded the motion. Motion passed unanimously.

Minutes taken by: Dianne T. Serna, New City America.

9:29 PM

10/16/23

Accrual Basis

FUSE EVENTS
2023 Taste of East Village
All Transactions

	Oct 16, 23
Ordinary Income/Expense	
Income	
FESTIVAL EVENTS	
Exhibitor / Sponsor Tier	4,000.00
Ticket Sales	14,880.00
Donations	205.00
VIP Parking	180.00
Total FESTIVAL EVENTS	19,265.00
Total Income	19,265.00
Cost of Goods Sold	
COST OF EVENT PRODUCTION	
Wages Allocated to Events	8,500.00
Restaurant Supplies	683.82
Direct Event Marketing	775.09
Signage	400.00
Event Photography	300.00
Staffing for Event	560.00
Other/Misc Event Costs	6.24
Total COST OF EVENT PRODUCTION	11,225.15
Total COGS	11,225.15
Gross Profit	8,039.85
Net Ordinary Income	8,039.85
Other Income/Expense	
Other Income	
50-50 Split	-4,019.93
Total Other Income	-4,019.93
Net Other Income	-4,019.93
Net Income	4,019.92

EAST VILLAGE SALUTES!

LOCATION // Park 12 (Park Boulevard & 10th Avenue)

DATE // Sunday, November 12, 2023

TIME // 12:30pm to 4:30pm

In celebration of Veterans Day and to honor all who have served our Country, the East Village Association is excited to announce the first annual East Village SALUTES! Taking place on Sunday, November 12th from 12:30pm to 4:30pm in the plaza at Park 12 Luxury Apartments, the celebration will feature Veteran owned business vendor booths, live musical performances, kid-friendly activations and fun for the whole family. The popular Marine Band San Diego will also get attendees pumped with a performance from 2:00pm to 3:00pm.

The celebration aims to honor those who serve and have served in the armed forces and showcase how Veterans continue to serve the Downtown community. The free event is open to the public and all ages are invited to attend. Be sure to stop by after the Veterans Day Parade!

SPONSORSHIP LEVELS

- **Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- **Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- **Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

The East Village Association (EVA) is a 501(c)(3) Corporation. Any contributions made to EVA are considered tax-deductible. Please consult with your financial advisor for more details.





SPONSORSHIP LEVELS

Check one of the options below.

- Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: East Village Association
Mail to: 1041 Market Street #200, San Diego, CA 92101
Email to: Info@EastVillageSanDiego.com

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A CELEBRATION HONORING ALL
THOSE THAT HAVE SERVED OUR
NATION AND PROTECTED COUNTRY

EAST VILLAGE



SALUTES!

**SUNDAY,
NOVEMBER 12**

12:30PM-4:30PM

PARK 12 PLAZA
(PARK BOULEVARD
& TENTH AVENUE)

MUSICAL PERFORMANCE
VETERAN-OWNED VENDORS
ACTIVATIONS
KIDS ACTIVITIES
EV BREWING BEER GARDEN

COWBOY STAR
RESTAURANT AND BUTCHER SHOP

PARK 12
COLLECTION

Hey Sugar!

BUB'S
@ THE BALLRACK



SPECIAL PERFORMANCE
MARINE BAND SAN DIEGO JAZZ BAND



EASTVILLAGESDSALUTES.COM • #EASTVILLAGESD #EASTVILLAGESALUTES



EAST VILLAGE TREE LIGHTING & HOLIDAY MARKET

LOCATION // Quartyard at Market & 13th, and 13th between Market & Island

DATE // Saturday, December 9, 2023

TIME // 3:00pm-7:00pm

On Saturday, December 9th, the East Village Association will be hosting the 6th Annual East Village Tree Lighting & Holiday Market for local residents, San Diegans, and visitors.

The Association will be partnering with the Quartyard to activate their outdoor venue with delicious food, live music, photos with Santa and more. We will also be closing 13th Street between Market Street and Island Avenue for a specialty curated holiday market with vendors and artisans that create and sell one-of-a-kind gifts that everyone is bound to love.

Below are several opportunities in which your company can support the success of the East Village community and this holiday season. The sponsorship level benefits can be adjusted to be sure that you receive the best exposure for your support.

SPONSORSHIP LEVELS

- **Diamond Level / \$10,000**
Gold Level + "Presenting" sponsorship.
- **Platinum Level / \$5,000**
Silver Level + Mention on TV spots and social media.
- **Gold Level / \$2,500**
Silver Level + 10x10 Exhibitor Booth space.
- **Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- **Bronze Level / \$500**
Logo on website with hyperlink.

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East Village Tree Lighting & Holiday Market Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level / \$10,000**
Gold Level + "Presenting" sponsorship.
- Platinum Level / \$5,000**
Silver Level + Mention on TV spots and social media.
- Gold Level / \$2,500**
Silver Level + 10x10 Exhibitor Booth space.
- Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- Bronze Level / \$500**
Logo on website with hyperlink.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: East Village Association
Mail to: 1041 Market Street #200, San Diego, CA 92101
Email to: Events@EastVillageSanDiego.com

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October 30, 2023

Natasha Collura
City of San Diego
Office of Special Events

Re: Urban Discovery Academy – Jog-a-Thon: Wednesday, February 28, 2024

Dear Natasha,

On behalf of the East Village Association, Inc. (EVA), the nonprofit corporation that manages the East Village Business Improvement District (BID), this letter serves as EVA's support for the Urban Discovery Academy Jog-a-Thon event in East Village on 14th Street between E and F Streets on February 28, 2024.

This support is given with the understanding that Tony Romano, the Facilities Director of Urban Discovery Academy, and the City of San Diego Special Event staff complies with the City's requirements and keeps in communication with East Village businesses, residents and property owners should any issues arise.

Please call 619-546-5636 if you need further information.

Sincerely,

A handwritten signature in dark blue ink, appearing to read 'Dominic Li Mandri', written over a horizontal line.

Dominic Li Mandri
District Manager
East Village Association, Inc.
1041 Market Street #200
San Diego, CA. 92101

EAST VILLAGE ASSOCIATION

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



EVA DI&P Meeting
PR Agenda
Thursday, November 2, 2023

PITCHING

Current/Upcoming Focus

- East Village Salutes (Long Leads)
- East Village Salutes (Short Leads)
- East Village Holiday Market & Tree Lighting (Long Leads)
- E-Vil Pumpkin Patch Spotlight
- Longest Standing Businesses in East Village Spotlight

WRITING

Current/Upcoming

- San Diego Downtown News November Article
- San Diego Downtown News December Article
- East Village Salutes (Short Leads)
- East Village Holiday Market & Tree Lighting (Long Leads)
- E-Vil Pumpkin Patch Spotlight
- Longest Standing Businesses in East Village Spotlight

East Village Pumpkin Patch

SECURED COVERAGE

- **10/25 secured broadcast coverage on KUSI (Good Morning San Diego at 5 am)**
 - Recap of 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
- **10/24 secured broadcast coverage on KUSI (Good Morning San Diego at 9 am)**
 - Morning wrap-up report included mention of the onsite segment and the upcoming event
- **10/24 secured broadcast coverage on KUSI (Good Evening San Diego at 5 pm)**
 - Recap of 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
- **10/24 secured broadcast coverage on KUSI (Good Morning San Diego at 5 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
- **10/24 secured broadcast coverage on KUSI (Good Morning San Diego at 6 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
- **10/24 secured broadcast coverage on KUSI (Good Morning San Diego at 6 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
- **10/24 secured broadcast coverage on KUSI (Good Morning San Diego at 6 am)**
 - Broadcast segment included all the activities and schedule planned for the E-Vill Pumpkin Patch at The Lost Abbey including food from Doggos Gus, pumpkin painting and carving and more
- **10/24 secured broadcast coverage on KUSI (Good Morning San Diego 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
- **10/24 secured broadcast coverage on KUSI (Good Morning San Diego 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
- **10/24 secured broadcast coverage on KUSI (Good Morning San Diego at 7 am)**
 - Broadcast segment included all the activities and schedule planned for the E-Vill Pumpkin Patch at The Lost Abbey including food from Doggos Gus, pumpkin painting and carving and more
- **10/23 secured online coverage on SD Today**
 - Roundup of pumpkin patches in San Diego County includes the East Village Pumpkin Patch
- **10/23 secured online coverage on There San Diego**
 - Article featured the East Village Pumpkin Patch with details on time, pricing and food/drinks offered by Doggos Gus and The Lost Abbey
- **10/18 secured online coverage on San Diego Union-Tribune**
 - Article included East Village Pumpkin Patch in roundup of Halloween activities in San Diego
- **10/17 secured online coverage on DoSD**
 - Roundup of pumpkin patch experiences throughout the county includes The East Village Pumpkin Patch at The Church by Lost Abbey including the pumpkins available for purchase and the painting station

SECURED INTEREST

- **10/27 secured interest with San Diego Beer News**
 - Will include in events section in weekly newsletter
- **10/25 secured interest with FOX 5**
 - In-studio segment with Kelly, Doggos Gus and The Lost Abbey scheduled for Friday, October 27

East Village Holiday Market & Tree Lighting (Long Leads)

SECURED INTEREST

- **10/16 secured interest with North County Sun**
 - Holding for winter edition
- **10/10 secured interest with LOCALE Magazine**

- Requested more photos of the event for potential inclusion in holiday roundups
- **10/10 secured interest with Ranch & Coast**
 - Considering for November or December column depending on theme
- **10/4 secured interest with San Diego Family Magazine**
 - Considering inclusion in December issue
- **9/26 secured interest with San Diego Magazine**
 - Would like to include in December calendar

East Village SALUTES! (Long Leads)

SECURED COVERAGE

- **10/25 secured print coverage in San Diego Family Magazine**
 - Print roundup of November events in San Diego County includes East Village Salutes
- **10/25 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
- **10/25 secured online coverage on San Diego Magazine**
 - Roundup of San Diego November events includes East Village SALUTES! with a link to the event site
- **10/25 secured online coverage on News Break**
 - Syndicated San Diego Magazine roundup of San Diego November events which includes East Village SALUTES! with a link to the event site
- **10/25 secured online coverage in CNBC News Today**
 - Syndicated San Diego Magazine roundup of San Diego November events which includes East Village SALUTES! with a link to the event site
- **10/17 secured online coverage on There San Diego**
 - Feature highlights all of the events and activities planned for the day including the San Diego Marine Band Jazz Ensemble
- **10/17 secured online coverage on San Diego Family Magazine**
 - Roundup of Veterans Day events in San Diego County includes East Village Salutes
- **10/11 secured radio coverage on Jam'n 95.7**
 - Radio broadcast included the East Village SALUTES in a roundup of upcoming community events
- **10/11 secured radio coverage on Jam'n 95.7**
 - Radio broadcast included the East Village SALUTES in a roundup of upcoming community events
- **10/9 secured online coverage on Presidio Sentinel**
 - Feature includes all of the details of the upcoming Veterans Day event with a quote from Ethan and some highlights to look forward to
- **10/5 secured print coverage in Presidio Sentinel**
 - Feature includes all of the details of the upcoming Veterans Day event with a quote from Ethan and some highlights to look forward to

SECURED INTEREST

- **10/23 secured interest with San Diego Union-Tribune**
 - Will feature in Veteran's Day roundup
- **10/18 secured interest with San Diego Sun**
 - Will highlight in events roundup for EV
- **10/17 secured interest with San Diego Business Journal**
 - Interested in setting up an interview with one of the Veteran owned businesses

- **10/6 secured interest with SD Today**
 - Will feature in Veteran's Day roundup
- **10/6 secured interest with DoSD**
 - Will feature event in newsletter in coming weeks
- **9/12 secured interest with San Diego Magazine**
 - Will include East Village Salutes in November Calendar and requested images
- **8/31 secured interest with Ranch & Coast**
 - Sharing with contributing writer who covers Veterans and military for inclusion in November issue

Other

SECURED COVERAGE

- **10/22 secured online coverage on La Jolla Mom**
 - Article is a feature on East Village and includes many fun things to do and businesses to visit in the neighborhood
- **10/20 secured online coverage on SD Today**
 - Feature highlights East Village as the Scorpio, citing the public art, restaurants and community events that energize the neighborhood
- **10/19 secured online coverage on San Diego Sun**
 - Article is a roundup of the results of the Downtown Dining Readers' Poll which included the winners in East Village: Callie, Cowboy Star and Beshock Ramen
- **10/18 secured online coverage on The Meadville Tribune**
 - Syndication of San Diego Union-Tribune article featuring the work of Vicki Lawrence of Dancing Around the Oak Tree Art Studio located in East Village and serving San Diego's disabled community
- **10/7 secured online coverage on San Diego Downtown News**
 - Contributed article includes many cozy places to visit during the fall season in East Village and also highlights some of the upcoming events
- **10/6 secured print coverage in San Diego Downtown News**
 - Contributed article includes many cozy places to visit during the fall season in East Village and also highlights some of the upcoming events
- **10/6 secured broadcast coverage on NBC 7 (News at 5 pm)**
 - Segment included information about Target backing out of the East Village neighborhood and included an interview with Marco
- **10/6 secured broadcast coverage on NBC 7 (News at 6 pm)**
 - Segment included information about Target backing out of the East Village neighborhood and included an interview with Marco
- **10/6 secured online coverage on NBC 7 Online**
 - Online share of broadcast segment which included information about Target backing out of the East Village neighborhood and included an interview with Marco
- **10/6 secured online coverage on US Head Topics**
 - Syndicated NBC 7 online share of broadcast segment which included information about Target backing out of the East Village neighborhood and included an interview with Marco
- **10/6 secured online coverage on AOL**
 - Syndicated NBC 7 online share of broadcast segment which included information about Target backing out of the East Village neighborhood and included an interview with Marco
- **10/6 secured online coverage on Ground News**



- Syndicated NBC 7 online share of broadcast segment which included information about Target backing out of the East Village neighborhood and included an interview with Marco
- **10/6 secured online coverage on News Break**
 - Syndicated NBC 7 online share of broadcast segment which included information about Target backing out of the East Village neighborhood and included an interview with Marco
- **10/2 secured broadcast coverage on CBS 8 (Mornings at 6 am) - teaser**
 - Teaser for segment which included interviews with City Tacos and Casa Octavio to celebrate Hispanic Heritage month
- **10/2 secured broadcast coverage on CBS 8 (Mornings at 7 am)**
 - Segment included interviews with City Tacos and Casa Octavio to celebrate Hispanic Heritage month

SOCIAL MEDIA

Recap & Highlights




- Gained 259 new followers
- Earned 88K impressions on social posts
- Earned over 1.4K engagements on social posts
- Promoted Oktoberfest, E-Vil Halloween Pumpkin Patch & East Village Salutes

SOCIAL MEDIA ANALYTICS (Last 30 days as of Oct 26)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	92	6186	617	45072
 EastVillageSD	167	11373	755	43216

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

Best performing content published during the selected period.

 <p>Oct 25, 2023 · East Village San Diego</p> <p>Who's up for a slice?! 🍕 And let us know, are you adventurous enough t...</p> <p>👤 Reach 1,093</p> <p>👥 Engaged users 23</p> <p>👁️ Clicks 1</p> <p>👁️ Other clicks 15</p> <p>📊 Engagement rate per reach 12%</p> <p>📊 Engagement rate per impression 2%</p>	 <p>Oct 18, 2023 · East Village San Diego</p> <p>Fall festivities await at the East Village Pumpkin Patch! Make your...</p> <p>👤 Reach 1,124</p> <p>👥 Engaged users 68</p> <p>👁️ Clicks 46</p> <p>👁️ Other clicks 24</p> <p>📊 Engagement rate per reach 10.4%</p> <p>📊 Engagement rate per impression 5.8%</p>	 <p>Oct 14, 2023 · East Village San Diego</p> <p>No need to travel far for jaw-dropping vistas! #EastVillageSD is your...</p> <p>👤 Reach 1,033</p> <p>👥 Engaged users 42</p> <p>👁️ Clicks 10</p> <p>👁️ Other clicks 14</p> <p>📊 Engagement rate per reach 4.1%</p> <p>📊 Engagement rate per impression 4%</p>
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Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Oct 8, 2023 · EastVillageSD

Raise your glass to the era of elegance and innovation at @Bar.Kamon, the...

👁️ Reach 2,090

💬 Comments 0

❤️ Likes 102

📌 Saves 24

📊 Engagement 162

Engagement rate per reach 7.8%

Engagement rate per impression 7%



Oct 25, 2023 · EastVillageSD

Who's up for a slice?! 🍕 And let us know, are you adventurous enough t...

👁️ Reach 1,573

💬 Comments 6

❤️ Likes 106

📌 Saves 14

📊 Engagement 158

Engagement rate per reach 10%

Engagement rate per impression 9.5%



Oct 14, 2023 · EastVillageSD

No need to travel far for jaw-dropping vistas! #EastVillageSD is your...

👁️ Reach 1,772

💬 Comments 2

❤️ Likes 97

📌 Saves 4

📊 Engagement 103

Engagement rate per reach 5.8%

Engagement rate per impression 5.2%

San Diego Convention Center

Digital Signage



A FLEXIBLE, TARGETED AND CAPTIVATING SOLUTION FOR DISPLAY ADVERTISING.

By advertising on our high-definition LED displays, you have the opportunity to reach hundreds-of-thousands of high-spending, out-of-town visitors while they pass through our lobbies.

Rates

PREMIUM DISPLAY ADVERTISING

Includes 15 second ad placement on 11 advertising network displays and 6 large-format LED walls. Large format LED walls are added inventory to Premium advertisers when not in use by convention groups.

\$800 monthly

DISPLAY ADVERTISING

Includes 10 second ad placement on 11 advertising network displays

\$480 monthly

All contracts will run through June 30 or December 31 annually.

Creative Best Practices

- Video ads are the most attention-capturing format. It's important to include a strong call-to-action.
- QR codes are highly recommended as attendees can quickly navigate to a link and it removes barriers to response. Special offers are recommended to attract visitors. The QR can also link to a map application to help visitors navigate to your business. All creative including QR code creation is the responsibility of the advertiser.
- Upon request, the SDTA team can make referrals for vendors to support ad creation.
- Ad creative may be updated during the contract term at the advertisers request.

Specs

FILE FORMAT

- Still Files: JPEG, PNG
- Video Files (15 or 10 seconds based on ad purchased, no audio): MPEG-4, H.264

RESOLUTION

1920 x 1080px (1080p)

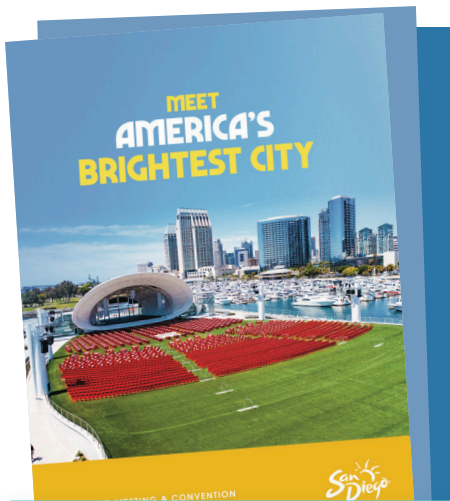
COLOR

RGB color only

Delivery

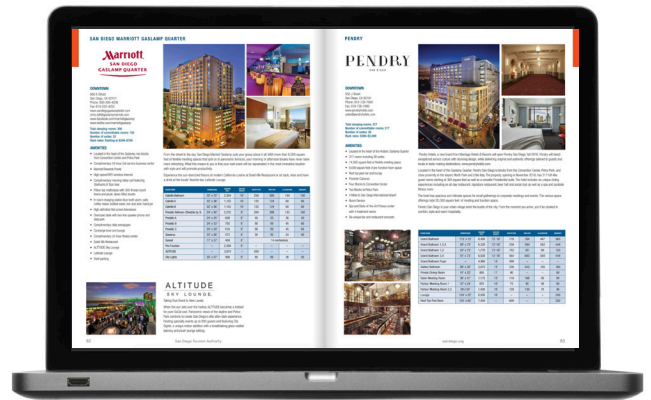
Materials due two weeks prior to contract start date. Send materials to ads@sandiego.org. All ad materials subject to the approval of the SDTA.

Meeting & Convention Planner's Guide



5,000 guides

printed + online + email
 distributed to key decision
 makers annually



CIRCULATION & DISTRIBUTION

The Official Meeting & Convention Planner's Guide is the trusted resource for professional planners actively researching where to book their next event in San Diego.

DISTRIBUTION

- 5,000 guides are distributed to key decision makers annually. 3,500 guides direct-mailed annually to clients
- Reach planners and drive qualified traffic to your site through integrated reach in the digital version available on SanDiego.org/Meetings
- Fresh audience - Reaches brand new business, not booked in San Diego in the past five years
- Includes bonus trade show distribution at over 50 annual industry events.

Rates & Dates

SPACE CLOSE: **MARCH 31**

MATERIAL DUE: **APRIL 14**

GUIDES AVAILABLE: **JULY 2023**

ADVERTISING RATES:

Two-page Spread	Back Cover	Back of Tab*	Full Page
\$14,000	\$10,200	\$9,800	\$8,500
1/2 Page	1/4 Page	1/8 Page**	Listing***
\$6,600	\$4,300	\$960	\$500

* Not available in Hotel section.

** Venues, Transportation, Meeting, Teambuilding sections.
 Not available in Hotel section.

*** Included with any ad in the Hotel and Venue sections.
 Can be purchased separately in Hotel and Venue Sections.

SOCIAL MEDIA STORY

Each week the San Diego Tourism Authority entices our social audiences to visit through engaging stories posted to Instagram.

FOLLOWERS:

Instagram 350,000

RATES:

Story Sponsor \$1,000

Story Takeover \$2,500

Engagement:

Average Views 32,000

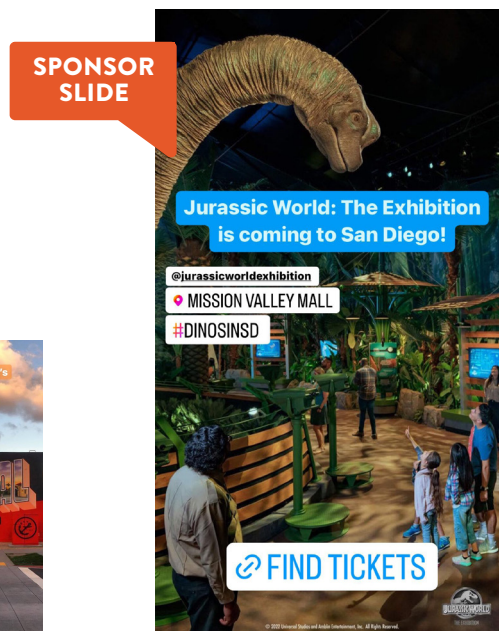
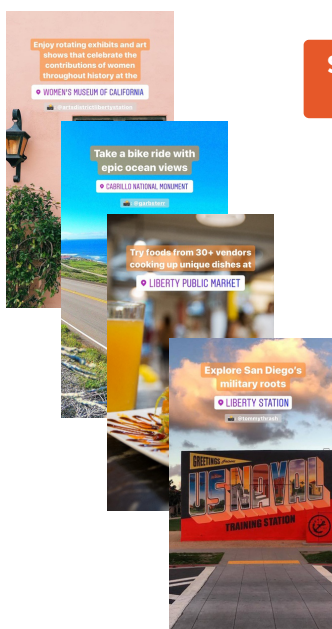
Average Clicks 700

MEMBERS HAVE TWO GREAT OPTIONS.

Story sponsorship featuring two slides at the beginning and end of an SDTA story, or a complete takeover of a story.

Story Elements:

SDTA stories are typically 6-7 slides in length, with the sponsor being acknowledged on slide 1, and have full content access, and the 'click link' call to action on the final slide.



Creative Best Practices:

Use your most eye-catching image, create a short tagline that brings the user into the experience, add a location tag and compelling call to action.