



East Village Association – District Identity & Placemaking (DIP) Committee
 Thursday, October 5, 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 September 7, 2023, Meeting *Action Item* P. 2 - 6
4. Events
 - a. East Village Oktoberfest – Recap Sat., 9/30
 - b. First Fridays – Update
 - c. East Village SALUTES! – Update Sun., 11/12 P. 7 - 8
 - d. East Village Holiday Market & Tree Lighting – Update Sat., 12/9 P. 9 - 10
 - e. East Village Opening Weekend Block Party RFP – Update
5. Public Relations, Promotions, Fundraising & Councils
 - a. Olive Public Relations Status Report P. 11 - 17
 - b. Event & Asset Sponsor Round Up
6. Placemaking & Improvements
 - a. EVA Banner Pole Rental Policy and Corridor Pricing P. 18 - 20
7. Other Business
8. 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.
9. Next DI&P Committee Meeting: First Thursday of the Month at 2:00pm
UCSD Park & Market, Rm. 321
10. 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

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
 Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
 Facebook / Instagram/ Tik Tok / Twitter: @EastVillageSD ▪ #EastVillageSD



East Village Association - District Identity & Placemaking (DIP) Committee
 Thursday, September 7, at 2:00pm
 Spaces (845 15th Street, 2nd Floor)

PRESENT: Robyn Spencer, Justin Navalle, Chan Buie, Manny Rodriguez, Simon Andrews, Davis Newton, Dayna Hill, Curt Brooker, Joyce Summer

STAFF: Dominic Li Mandri, Ethan Olsen, Chris Gomez, Nick Angulo, Eleanor Lazar (Olive PR)

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 EVA District Manager, Dominic Li Mandri at 2:01pm. The District Identity & Placemaking (DIP) Committee gave round table introductions.	1. <i>No action taken</i>
2. Non-Agenda: Public Comment Introductions and Announcements	2. Joyce Summer announced that DSDP hired Clayton Fowler as their new Downtown Community Engagement Representative. Manny Rodriguez announced that on Thursday, August 31, a community park cleanup was held at Fault Line Park in East Village. Manny reported DSDP, Parks & Recreation, City Staff, one Pinnacle representative and approximately twenty residents attended the park cleanup. Manny reported that Parks & Recreation has the only ongoing dialogue with Pinnacle Management regarding the contracted Fault Line Park maintenance.	2. <i>No action taken</i>
3. Minutes from August 3, 2023 Meeting	3. The minutes from August 3, 2023, were reviewed.	3. <i>Justin Navalle moved to accept the August 3, 2023, minutes. Chan Buie seconded the motion. Robyn Spencer abstained. Motion</i>

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		<i>passed.</i>
4. Events		
a. Taste of East Village – Update	<p>4.a. Dominic reported that the Taste event was a success. The Taste’s Day 1 check-in was sponsored and held at the new Radian Apartments. The Taste’s Day 2 check-in was sponsored and held at the Park 12 Apartments. Davis Newton of Park 12 stated that the Taste went well and several tickets were raffled off which generated more traction for the event. Dominic commended Curt Brooker for holding a successful event given the condensed planning timeline.</p> <p>Curt Brooker of Fuse Events recapped the Taste of East Village. Curt stated that restaurant participation was a challenge due to Comic-Con activations. Curt summarized by stating that feedback from participants were positive and restaurants gave generously sized samples.</p> <p>Justin Navalle reported the inaugural Taste was a great start for the East Village event.</p>	<i>4.a. No action taken</i>
b. East Village Artisan Market Powered by Las Jefas Market – Update	<p>4.b. Dominic reported that EVA staff has been in discussions with Las Jefas Market to design a monthly reoccurring East Village Artisan Market. Las Jefas Market stated that they are experiencing slow engagement with vendor sign-ups and have only been able to confirm 10 vendors thus far. Dominic reported that Las Jefas is attributing this slow sign-up rate generally to the space being new and relatively unknown, which has resulted in vendor hesitancy to commit when compared to other venues and locations.</p> <p>Las Jefas added that the November 25, 2023, and December 23, 2023, dates will likely be cancelled due to the market dates being so close to the holidays from a customer-traffic perspective. Las Jefas Market and EVA staff recommend postponing the launch of the EV Artisan Market until the new year, launching in January 2024 instead.</p>	<i>4.b. No action taken</i>
c. East Village Oktoberfest Partnership – Update	<p>4.c. Justin Navalle reported that It’s Far-Out and EVA are partnering to produce the 7th Annual East Village Oktoberfest on Saturday, September 30, from 1:00pm to 7:00pm. Justin announced that the Oktoberfest will</p>	<i>4.c. No action taken</i>

	<p>have 2 stages of entertainment, a classic car show, a mechanical bull activation, 8 local beer companies and food vendors from within the East Village. Justin requested that the EVA DIP Committee members attend, invite and volunteer for the Oktoberfest event.</p>	
d. First Fridays – Update	<p>4.d. Ethan Olsen discussed taking over operations of the First Fridays event in East Village. Ethan reported that First Fridays is a business-oriented networking event where several different businesses host one another. First Fridays is a monthly mixer designed to meet East Village neighbors and better establish a sense of community and business partnership. Ethan reported that Robyn and Lizzie Broughton of Tailored Salon has a Facebook page with 37 business contacts that have historically participated in First Fridays. Ethan stated that the event is anticipated to begin in the Fall.</p>	<i>4.d. No action taken</i>
e. East Village Salutes!	<p>4.e. Ethan stated that EVA staff is producing a Veteran’s Day commemorative event called East Village Salutes! on Sunday, November 12, 2023, held at Park 12 in the entrance plaza. Ethan reported that East Village Salutes! will commemorate armed forces and highlight veterans and veteran owned businesses. The event will include a music activation, kids’ activation, and veteran owned business vendor booths.</p>	<i>4.e. No action taken</i>
f. East Village Holiday Market & Tree Lighting – Update	<p>4.f. Chris Gomez reported that the East Village Holiday Market & Tree Lighting will be held at Quartyard and 13th Street and announced that the Special Events application has been submitted. Chris noted that Catt White of San Diego Markets will be securing vendors for 13th Street. Chris stated that the photos with Santa activation and frame decorating station will be moved out of Quartyard to increase activity within the Holiday Market.</p>	<i>4.f. No action taken</i>
g. East Village Opening Weekend Block Party RFP – Update	<p>4.g. Chris announced that the East Village Opening Weekend Block Party RFP is currently being revised by staff and will be officially posted in the coming weeks.</p>	<i>4.g. No action taken</i>
5. Public Relations,		

<p>Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations Status Report</p>	<p>5.a. Eleanor Lazar provided the Committee with the Public Relations & Social Media report. Eleanor reported that the Taste of East Village was a huge success with TV News coverage from KUSI, CBS, NBC, ABC and FOX stations.</p> <p>Eleanor noted that Olive has been working with owner of BESHOCK Ramen, Ayaka Ito in her launch of Asa Café, Sushi Gaga, and Bar Kamon all in the East Village. Eleanor stated that Olive is working full force on Oktoberfest promotion.</p>	<p><i>5.a. No action taken</i></p>
<p>6. Placemaking & Improvements</p> <p>a. 'I HeART EV' Banners – Update</p> <p>b. Banner Pole Rental Pricing Menu</p> <p>c. EVA Website Venues Page</p> <p>d. Tecture Wayfinding Signage Project – Update</p>	<p>6.a. Dominic reported that the 'I HeART EV' initial banners are now displayed within the East Village neighborhood. Dominic stated that the concepts portray bright, vibrant colors with public art selected from murals within the East Village community.</p> <p>Simon Andrews reported that the banners are very impactful for neighborhood recognition.</p> <p>6.b. Ethan announced that several organizations have reached out to staff regarding the rental of EVA owned banner poles. Ethan reported that SD Street Banners recommended implementing pricing on a per-pole rental per-month basis in the \$20 to \$30 price range. Dominic reported that staff will return with a draft policy at the October DIP meeting.</p> <p>6.c. Chris reported that staff will be adding a venues page to the EVA website. Chris noted that the page will showcase locations in the East Village that can be rented out for events such as conferences, weddings, and parties.</p> <p>6.d. Chris gave an update on the Tecture Wayfinding Signage Project. Chris stated that the signage will be mounted on poles on south facing sunlit corners to avoid business permits and potential issues with construction. Chris announced that Tecture provided quotes on different pole design options and staff recommends pole option 2 at \$4,900 per pole. As a</p>	<p><i>6.a. No action taken</i></p> <p><i>6.b. No action taken</i></p> <p><i>6.c. No action taken</i></p> <p><i>6.d. No action taken</i></p>

<p>e. EVA Sub-District Brand Workshopping Presentation and Dates – Update</p>	<p>consensus vote, the DIP Committee voted for option 2 at a vote of 4-1. Dominic stated that the design element is now approved, the expense will then be brought to the Parking and Mobility Committee for further review.</p> <p>6.e. Dominic gave an update on the EVA subdistrict community workshops. Dominic reported that staff is temporarily pausing the subdistrict operation until boundary conversations are finalized with prominent stakeholders in East Village. Chris stated that staff recommendation is to begin the EVA subdistrict community workshop operation in January of 2024.</p>	<p><i>6.e. No action taken</i></p>
<p>7. Other</p>	<p>7. Nothing to report.</p>	<p><i>7. No action taken</i></p>
<p>8. Old Business</p>	<p>8. Nothing to report.</p>	<p><i>8. No action taken</i></p>
<p>9. Next District Identity & Placemaking (DIP) Committee Meeting</p>	<p>9. Ethan stated that the next EVA Marketing & District Identity & Placemaking (DIP) Committee will be held on Thursday, October 5, 2023, at 2:00pm.</p> <p>Meeting adjourned.</p>	<p><i>9. No action taken</i></p>

Minutes taken by: Ethan Olsen, New City America.

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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EAST VILLAGE HOLIDAY MARKET & TREE LIGHTING

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 Holiday Market & Tree Lighting 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 Holiday Market & Tree Lighting 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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EVA DI&P Meeting
PR Agenda
Thursday, October 5, 2023

PITCHING

Current/Upcoming Focus

- East Village Oktoberfest (Long Leads)
- East Village Oktoberfest (Short Leads)
- East Village Salutes (Long Leads)
- East Village Holiday Market & Tree Lighting (Long Leads)
- Ayaka Ito's New Dining Concepts Spotlight
- Hispanic Owned Businesses in East Village Spotlight

WRITING

Current/Upcoming

- San Diego Downtown News October Article
- San Diego Downtown News November Article
- East Village Oktoberfest (Short Leads)
- East Village Salutes (Long Leads)
- East Village Holiday Market & Tree Lighting (Long Leads)
- Ayaka Ito's New Dining Concepts Spotlight
- Hispanic Owned Businesses in East Village Spotlight

East Village Holiday Market & Tree Lighting (Long Leads)

SECURED INTEREST

- **9/26 secured interest with San Diego Magazine**
 - Would like to include in December calendar

East Village SALUTES! (Long Leads)

SECURED INTEREST

- **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

East Village Oktoberfest

SECURED COVERAGE

- **9/29 secured broadcast coverage on FOX 5 (Morning News at 9 am) - teaser**
 - Teaser for live segment

- **9/29 secured broadcast coverage on FOX 5 (Morning News at 9 am)**
 - Live segment at the studio included an interview with Justin and some of the other vendors
- **9/29 secured broadcast coverage on CBS 8 (Mornings at 7 am)**
 - Broadcast report shared highlights from the live segments and details of the event
- **9/29 secured broadcast coverage on ABC 10 (10News This Morning at 5 am)**
 - Broadcast mentioned East Village in a roundup of Oktoberfest events kicking off this weekend
- **9/29 secured online coverage on There San Diego**
 - Newsletter included the event banner and ticket link
- **9/29 secured online coverage on DoSD**
 - Newsletter included the event in a roundup of upcoming beer events
- **9/29 secured online coverage on San Diego Beer News**
 - Newsletter included the event in a roundup of upcoming beer events
- **9/29 secured online coverage on Axios**
 - Newsletter included the event in the upcoming events section
- **9/29 secured online coverage on Axios**
 - Roundup of Oktoberfest events included mention of East Village
- **9/29 secured online coverage on San Diego Dialed In**
 - Article included East Village Oktoberfest in roundup of best things to do this weekend
- **9/29 secured online coverage on Patch**
 - Weekend roundup includes the East Village Oktoberfest with link to the event site
- **9/29 secured online coverage on Times of San Diego**
 - Weekend roundup includes the East Village Oktoberfest with link to the event site
- **9/29 secured online coverage on NBC 7 Online**
 - Weekend roundup includes the East Village Oktoberfest with link to the event site
- **9/29 secured online coverage on Telemundo 20**
 - Weekend roundup of events includes the East Village Oktoberfest
- **9/29 secured online coverage on Telemundo 20**
 - Roundup of Oktoberfest events includes East Village Oktoberfest
- **9/28 secured broadcast coverage on CBS 8 (The Four at 4)**
 - Broadcast report shared highlights from the live segments and details of the event
- **9/28 secured broadcast coverage on ANC 10 (10News Middy)**
 - Live report from East Village with recorded interview at TNT Pizza
- **9/28 secured broadcast coverage on ABC 10 (10News at 5 pm)**
 - Report from East Village with recorded interview at TNT Pizza
- **9/28 secured broadcast coverage on ABC 10 (10News at 5 pm) - teaser**
 - Teaser for live segment
- **9/28 secured online coverage on 10News Online**
 - Online share of the story about TnT pizza
- **9/28 secured online coverage on News Break**
 - Syndicated 10News online share of the story about TnT pizza
- **9/28 secured online coverage on Yahoo! News**
 - Syndicated 10News online share of the story about TnT pizza
- **9/28 secured print coverage in San Diego Reader**
 - East Village Oktoberfest is included in the roundup of Beer events
- **9/28 secured online coverage on SD Today**
 - East Village Oktoberfest was included in the roundup of events for the weekend
- **9/28 secured online coverage on News Break Originals**

- Shared the link to the CBS 8 segment
- **9/28 secured online coverage on Head Topics US**
 - Syndicated KPBS event listing for the East Village Oktoberfest
- **9/28 secured broadcast coverage on CBS 8 (Mornings at 7 am)**
 - Live segment from the back lot previewing Oktoberfest including many vendors like El Rey Tacos and Knotty Brewing
- **9/28 secured broadcast coverage on CBS 8 (Mornings at 7 am) - teaser**
 - Teaser for live segment
- **9/28 secured broadcast coverage on CBS 8 (Mornings at 7 am) -teaser**
 - Teaser for live segment
- **9/28 secured online coverage on CBS 8 Online**
 - Online share of the live segment
- **9/28 secured broadcast coverage on 10News (This Morning at 5 am) - teaser**
 - Teaser for live segment
- **9/28 secured broadcast coverage on 10News (This Morning at 5 am) - teaser**
 - Teaser for live segment
- **9/28 secured broadcast coverage on 10News (This Morning at 5 am) - teaser**
 - Teaser for live segment
- **9/28 secured broadcast coverage on 10News (This Morning at 5 am)**
 - Live report from East Village including interview with Justin from Quartyard
- **9/28 secured broadcast coverage on 10News (This Morning at 6 am)**
 - Live report from East Village with recorded interview at TNT Pizza
- **9/28 secured broadcast coverage on 10News (This Morning at 6 am) - teaser**
 - Teaser for live segment
- **9/28 secured broadcast coverage on 10News (This Morning at 6 am)**
 - Live report from East Village including an interview with Chad from Karl Strauss and Sam from Ketch Brewing
- **9/28 secured online coverage on 10News Online**
 - Online share of the live segment
- **9/29 secured broadcast coverage on KUSI (Good Evening San Diego at 4 pm)**
 - Broadcast segment includes a live interview with Justin from Quartyard
- **9/27 secured online coverage on San Diego Sun**
 - Weekly newsletter includes the Oktoberfest banner with a link to the site
- **9/27 secured online coverage on SoCal Pulse**
 - Weekend roundup includes the East Village Oktoberfest with a description of some of the food, drink and music and a link to the event site
- **9/26 secured online coverage on San Diego Magazine**
 - Roundup of upcoming events includes the area's Oktoberfest events with a mention and link to the East Village Oktoberfest
- **9/26 secured online coverage on San Diego Tourism Authority**
 - Roundup of local events includes the East Village Oktoberfest
- **9/26 secured online coverage on News Break**
 - Syndicated San Diego Tourism Authority roundup of local events includes the East Village Oktoberfest
- **9/25 secured online coverage on Eater San Diego**
 - Roundup of San Diego foodie news includes a mention of East Village Oktoberfest with a link to the event site
- **9/25 secured online coverage on News Break**
 - Syndicated Eater San Diego roundup of San Diego foodie news which includes a mention

- of East Village Oktoberfest with a link to the event site
- **9/25 secured online coverage on MSN**
 - Syndicated Eater San Diego roundup of San Diego foodie news which includes a mention of East Village Oktoberfest with a link to the event site
- **9/24 secured online coverage on San Diego Sun**
 - Weekly newsletter includes the Oktoberfest banner and the event was included in the roundup of events for this week
- **9/24 secured online coverage on San Diego Union-Tribune**
 - Feature includes the East Village Oktoberfest in a roundup of Oktoberfest events in San Diego
- **9/24 secured print coverage in San Diego Union-Tribune**
 - Feature includes the East Village Oktoberfest in a roundup of Oktoberfest events in San Diego
- **9/23 secured online coverage on NBC 7 San Diego**
 - Roundup of Oktoberfest events in San Diego County includes Oktoberfest in East Village with a link to the website
- **9/23 secured online coverage on News Break**
 - Syndicated NBC 7 roundup of Oktoberfest events in San Diego County includes Oktoberfest in East Village with a link to the website
- **9/23 secured online coverage on US Head Topics**
 - Syndicated NBC 7 roundup of Oktoberfest events in San Diego County includes Oktoberfest in East Village with a link to the website
- **9/23 secured online coverage on Ground News**
 - Syndicated NBC 7 roundup of Oktoberfest events in San Diego County includes Oktoberfest in East Village with a link to the website
- **9/23 secured print coverage in The Coast News**
 - Roundup of fall activities and events around San Diego and beyond includes East Village Oktoberfest
- **9/20 secured online coverage on San Diego Sun**
 - Included East Village Oktoberfest graphic in e-newsletter
- **9/20 secured print coverage in San Diego Union-Tribune**
 - Roundup of Oktoberfest events in San Diego County includes the East Village Oktoberfest including some of the activities, music and food planned for the event and a link to the website
- **9/19 secured online coverage on San Diego Union-Tribune**
 - Roundup of Oktoberfest events in San Diego County includes the East Village Oktoberfest including some of the activities, music and food planned for the event and a link to the website
- **9/19 secured online coverage on US Head Topics**
 - Syndicated San Diego Union-Tribune roundup of Oktoberfest events in San Diego County includes the East Village Oktoberfest including some of the activities, music and food planned for the event and a link to the website
- **9/19 secured online coverage on THERE San Diego**
 - Roundup of San Diego Oktoberfests includes East Village with a link to the event website
- **9/19 secured online coverage on The Coast News**
 - Roundup of fall activities and events around San Diego and beyond includes East Village Oktoberfest
- **9/19 secured online coverage on San Diego Red**
 - Roundup of Oktoberfest events in San Diego County includes the East Village

Oktoberfest

- **9/19 secured online coverage on Yahoo! Noticias**
 - Syndicated San Diego Red roundup of Oktoberfest events
- **9/19 secured online coverage on Yahoo! vida y estilo**
 - Syndicated San Diego Red roundup of Oktoberfest events
- **9/18 secured online coverage on San Diego Sun**
 - Video features the details of East Village's Oktoberfest
- **9/17 secured online coverage on FOX 5**
 - Roundup of Oktoberfest events coming up in San Diego included the East Village event
- **9/17 secured online coverage on Ground News**
 - Syndicated Fox 5 roundup of Oktoberfest events coming up in San Diego which included the East Village event
- **9/17 secured online coverage on Yahoo! News**
 - Syndicated Fox 5 roundup of Oktoberfest events coming up in San Diego which included the East Village event
- **9/15 secured online coverage on DoSD**
 - Included East Village Oktoberfest in a Fall Roundup
- **9/15 secured online coverage on San Diego Sun**
 - Feature includes all of the details of this year's Oktoberfest including the breweries participating, the food and music, and how to get tickets
- **9/13 secured online coverage on SD Today**
 - Roundup of Oktoberfest events in San Diego was featured in their newsletter
- **9/12 secured online coverage on SD Today**
 - Roundup of Oktoberfest events in San Diego this fall includes the details of the East Village event and a link for tickets
- **9/12 secured online coverage on News Break**
 - Syndicated SD Today roundup of Oktoberfest events in San Diego this fall which includes the details of the East Village event and a link for tickets
- **9/10 secured online coverage on San Diego Sun**
 - Weekly roundup of events included Oktoberfest
- **9/6 secured online coverage on THERE San Diego**
 - Roundup of things to do in San Diego this month included East Village Oktoberfest with a link back to the full feature on the event
- **9/5 secured online coverage on THERE San Diego**
 - Feature shares all the details and promotional photos for the event with a link to tickets
- **9/2 secured online coverage on SD Beer News**
 - Article includes the details of the event with a link to the event website
- **9/1 secured online coverage on Ranch & Coast**
 - East Village's Oktoberfest was highlighted in the What Next Section
- **8/30 secured print coverage in Ranch & Coast**
 - East Village's Oktoberfest was highlighted in the What Next Section

Other**SECURED COVERAGE**

- **9/28 secured print coverage in Arrived Magazine**
 - East Village is highlighted in the "City Tours" section which highlights Faultline Park, Wild Dove Boutique, Space 4 Art, Sparks Gallery and more, and in the Dining section where Cafe 222, Callie and Cowboy Star are included
- **9/28 secured print coverage in Ranch & Coast**

- Roundup of fall news and events in San Diego includes the opening of Asa Bakery and Café, Sushi Gaga and Bar Kamon by Akaya Ito in East Village
- **9/18 secured online coverage on THERE San Diego**
 - Feature highlights the opening of the three new concepts by chef Ayaka Ito: Asa Bakery, Sushi Gaga, and Bar Kamon
- **9/9 secured online coverage on San Diego Union-Tribune**
 - Feature highlights the work of Vicki Lawrence of Dancing Around the Oak Tree Art Studio located in East Village and serving San Diego's disabled community
- **9/9 secured print coverage in San Diego Union-Tribune**
 - Feature highlights the work of Vicki Lawrence of Dancing Around the Oak Tree Art Studio located in East Village and serving San Diego's disabled community
- **9/9 secured online coverage on Head Topics US**
 - Syndicated San Diego Union-Tribune feature highlights the work of Vicki Lawrence of Dancing Around the Oak Tree Art Studio located in East Village and serving San Diego's disabled community
- **9/9 secured online coverage on Daily Advent**
 - Syndicated San Diego Union-Tribune feature highlights the work of Vicki Lawrence of Dancing Around the Oak Tree Art Studio located in East Village and serving San Diego's disabled community
- **9/8 secured online coverage on San Diego Union-Tribune**
 - Roundup of food and beverage news this week includes the opening of Asa Bakery, Bar Kamon, and Sushi Gaga
- **9/8 secured print coverage in San Diego Union-Tribune**
 - Roundup of food and beverage news this week includes the opening of Asa Bakery, Bar Kamon, and Sushi Gaga
- **9/3 secured online coverage on San Diego Downtown News**
 - Contributed article includes all of the details for Oktoberfest and details about the artisan market
- **9/1 secured print coverage in San Diego Downtown News**
 - Contributed article includes all of the details for Oktoberfest and details about the artisan market
- **9/1 secured online coverage on San Diego Food Finds**
 - Article highlights the opening of three restaurants by sake sommelier and restaurateur, Ayaka Ito and business partner Masaki Yamauchi in East Village: Bar Kamon, Asa Bakery and Sushi Gaga

SECURED INTEREST

- **9/27 secured interest with CBS 8**
 - Segment scheduled for 10/2 with Casa Octavio and City Tacos to highlight Hispanic business owners in EV

SOCIAL MEDIA

Recap & Highlights


- Gained 355 new followers
- Earned 177K impressions on social posts
- Earned over 2K engagements on social posts
- Promoted Oktoberfest event

SOCIAL MEDIA ANALYTICS (Last 30 days as of Sept 28)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
East Village San Diego	140	6057	995	98373
EastVillageSD	215	11312	1020	78445

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


Best performing content published during the selected period.



Sep 19, 2023 · East Village San Diego

Did you know? There's a Japanese bakery in #EastVillageSD! 🍡🇯🇵 Fro...


👤 Reach	317
📊 Engaged users	20
👁️ Clicks	0
👁️ Other clicks	8
Engagement rate per reach	6.3%
Engagement rate per impression	6%



Sep 3, 2023 · East Village San Diego

Dust off your lederhosen because Oktoberfest is back, and it's bigger...

👤 Reach	18,411
📊 Engaged users	1,061
👁️ Clicks	310
👁️ Other clicks	895
Engagement rate per reach	5.8%
Engagement rate per impression	2.9%



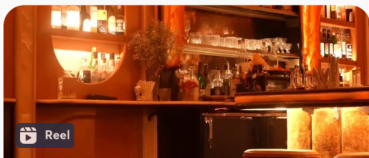
Sep 10, 2023 · East Village San Diego

Visit San Diego sure knows how to savor the flavors of East Village! 🍷...

👤 Reach	199
📊 Engaged users	11
👁️ Clicks	0
👁️ Other clicks	5
Engagement rate per reach	5.5%
Engagement rate per impression	5.1%

Top content - Instagram (Based on engagement)

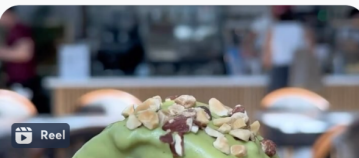
Best performing content published during the selected period.



Sep 5, 2023 · EastVillageSD

Step into the secret world of @youngbloodcocktails hidden insid...

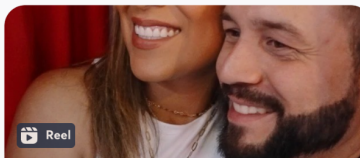
👤 Reach	4,744
💬 Comments	5
❤️ Likes	257
📌 Saves	63
📊 Engagement	458
Engagement rate per reach	9.7%
Engagement rate per impression	9.1%



Sep 19, 2023 · EastVillageSD

Did you know? There's a Japanese bakery in #EastVillageSD! 🍡🇯🇵 Fro...

👤 Reach	3,094
💬 Comments	4
❤️ Likes	183
📌 Saves	41
📊 Engagement	320
Engagement rate per reach	10.3%
Engagement rate per impression	9.2%



Sep 13, 2023 · EastVillageSD

East Village is a playground for families seeking weekend fun! 🍷...

👤 Reach	4,196
💬 Comments	9
❤️ Likes	90
📌 Saves	5
📊 Engagement	118
Engagement rate per reach	2.8%
Engagement rate per impression	2.5%



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 170 poles are available for banners. Poles display 24"x 52" and 30"x 94" size banners.

APPROVAL PROCESS:

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)

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

<i>Street</i>	<i>Pole Count</i>	<i>Cost</i>
<input type="checkbox"/> <i>10th Avenue</i>	<i>55</i>	<i>\$1,650 (\$30) 20% upcharge</i>
<input type="checkbox"/> <i>11th Street</i>	<i>62</i>	<i>\$1,860 (\$30) 20% upcharge</i>
<input type="checkbox"/> <i>Broadway</i>	<i>X</i>	
<input type="checkbox"/> <i>F Street</i>	<i>X</i>	

STANDARD COORIDOR

<input type="checkbox"/> <i>7th Avenue</i>	<i>30</i>	<i>Bulk Price Increments of 10 (\$25)</i>
<input type="checkbox"/> <i>Island Avenue</i>	<i>X</i>	
<input type="checkbox"/> <i>Market Street</i>	<i>X</i>	
<input type="checkbox"/> <i>J Street</i>	<i>X</i>	

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 EVA.

Draft