



East Village Association of San Diego – Marketing & Special Events Committee  
 Wednesday, December 14, 2022 at 12:30pm  
 Spaces Makers Quarter (845 15th Street, 2nd Floor) or via  
 Zoom Virtual Meeting: <https://us02web.zoom.us/j/84390680245>  
 or call 1-669-900-6833 / Meeting ID: 843 9068 0245 / Password: 092101

1. Zoom Meeting Protocol & Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair  
*All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.*
2. Continuing Virtual Meetings Pursuant to AB 361 *Action Item* P. 3  
*Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.*
3. Non-Agenda: Public Comment & Announcements
4. Minutes from September 8, 2022 & November 16, 2022 Minutes *Action Item* P. 4 - 7
5. Events (Proposed & Approved)
  - a. East Village Holiday Market & Tree Lighting *Wrap-Up*
  - b. Opening Day Block Party Thu., 3/30/23
    - i. Event Concept
    - ii. Event Footprint
    - iii. Padres Partnership
    - iv. Sponsor Guide
  - c. Shamrock – 3/17/23 *Action Item* P. 8 - 12
  - d. Padres Pedal the Cause – 3/18/23 *Action Item*
  - e. Hot Chocolate Run – 3/19/23 *Action Item* P. 13 - 16
6. Branding & Marketing
  - a. Event Management Task Force & Trigger RFP *Action Item* P. 17 - 19
  - b. Zoom Webinar Service Cancellation *Action Item*
  - c. Holiday Banners & Décor
  - d. Public Relations RFP P. 20 - 23
  - e. Website Redesign RFP P. 24 - 25
7. Placemaking
  - a. EVSD Trashcan Plates Replacement – Update
  - b. EVSD Wayfinding/Placemaking Signs – Update
8. Other

## EAST VILLAGE ASSOCIATION OF SAN DIEGO

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845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636  
 Email: [info@EastVillageSanDiego.com](mailto:info@EastVillageSanDiego.com) ▪ Website: [www.EastVillageSanDiego.com](http://www.EastVillageSanDiego.com)  
 Facebook / Instagram/ Tik Tok / Twitter: [@EastVillageSD](https://www.instagram.com/EastVillageSD) ▪ [#EastVillageSD](https://www.facebook.com/EastVillageSD)

**9. Old Business**

*It is the practice of the LIA 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.*

- a. East Village Sub-District Identity
- b. Logo & Brand Guide

**10. Next Marketing & Special Events Committee Meeting***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 Dominic Li Mandri at 619-233-5009 or via email at [dominic@newcityamerica.com](mailto:dominic@newcityamerica.com) at least 48-hours prior to the meeting. VIRTUAL MEETING / COVID-19. Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all EVA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

### **Findings**

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

### **Additional Requirements**

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



East Village Association – Marketing & Special Events  
 Wednesday, November 16, 2022, at 12:00pm  
 In-Person: Tavern Bowl (930 Market St. San Diego, CA 92101)  
 Zoom: <https://us06web.zoom.us/j/84390680245>  
 or call 1-669-900-6833 / Meeting ID: 843 9068 0245 / Password: 92101

PRESENT Terry McCleary, Robyn Spencer, Justin Navalle  
 GUESTS Chan Buie, Brad Weber, Kim McKibben, Tom Massaiat, Mary Soriano  
 STAFF Chris Gomez, Dominic Li Mandri, Ethan Olsen, Dianne T. Serna De León

MINUTES:

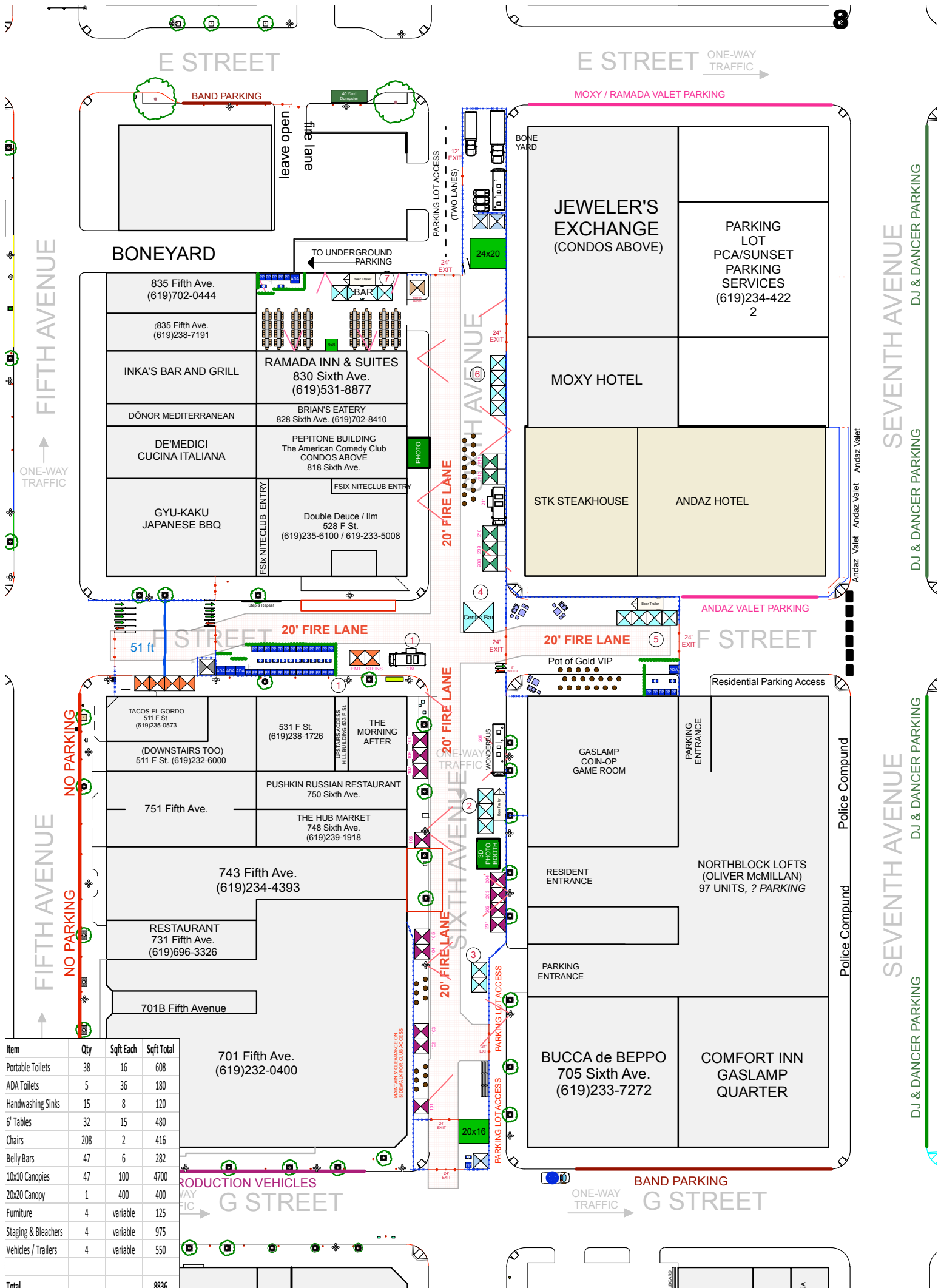
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions	1. The meeting was called to order at 12:04pm by EVA District Manager, Dominic Li Mandri.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. The Board and Committee will need to ratify a vote during the beginning of each meeting to state that they will continue to meet via Zoom until comfortable resuming in-person.	2. Robyn Spencer moved to accept the vote to continue meeting via Zoom. Justin Navalle seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment Introductions and Announcements	3. Nothing to report	3. No action taken
4. Recap from May 13, 2022, Meeting	4. Dominic stated that the Minutes were not acquired in time so we would table the recap from May 13, 2022 meeting until the following Marketing & Special Events Committee meeting.	4. No action taken
5. Events (Proposed &		





<p>c. San Diego Info Career Center Coop Ad Proposal</p>	<p>6.c. Chris announced that the San Diego Info Career Center Coop offers an advertising system primarily as a guide for Tourists when individuals enter San Diego on cruise ships. Chris stated that there are 8 advertising spots for \$750 per slot and that this may be an ideal way to sponsor the East Village neighborhood and businesses with maps and printed pieces.</p>	<p>6.c. Robyn Spencer moved to authorize staff to contact East Village businesses. Justin Navalle seconded the motion. Motion unanimously approved.</p>
<p>d. County of San Diego Neighborhood Reinvestment Grant</p>	<p>6.d. Dominic reported that he is meeting with D1 County Board of Supervisor’s office soon to identify projects in line with the Supervisor’s priorities for the East Village area.</p>	<p>6.d. Robyn Spencer moved to authorize staff to pursue grant opportunities at the County level. Justin Navalle seconded the motion. Motion unanimously approved.</p>
<p>e. Public relations Task Force &amp; Trigger RFP</p>	<p>6.e. Chris presented acquiring a public relations firm to shed a new light on the coverage of East Village. An RFP would need to be issued to choose a service provider/project facilitator.</p>	<p>6.e. Robyn Spencer moved to authorize staff room to explore a public relations firm. Justin Navalle seconded the motion. Unanimously approved.</p>
<p>f. Website Redesign Task Force &amp; Trigger RFP</p>	<p>6.f. Chris presented the idea of a full EVA website redesign. An RFP would need to be issued to choose a service provider/project facilitator.</p>	<p>6.f. Robyn Spencer moved to authorize staff to explore a website redesign. Justin Navalle seconded the motion. Unanimously approved.</p>
<p>g. East Village Sub-District Identity</p>	<p>6.g. Chris suggested the brand strategy of segmenting East Village into four different brands and give this task to a firm to redesign East Village Sub Districts and provide each with a unique identity. Chris also suggested that East Village have wayfinding signage which presents an opportunity for a gateway display.</p> <p>Dominic agreed and added that East Village is a very large district and to split the district based on East Village community feedback. Dominic added that staff will be working on identifying the natural neighborhood barriers in the coming weeks.</p>	<p>6.g. No action taken</p>

h. Logo & Brand Guide	6.h. Chris presented the idea of moving forward with a new EVA logo and brand guide with the subdistrict formations being a key influence.	6.h. No action taken
7. Placemaking  a. Trashcan Signage Replacement Campaign	7. Justin added that he has placemaking directional signs that are branded with EVA and QR codes. Justin stated that Tecture, a design and fabrication company, crafted the wayfinding signs and they now need distributed.  7.a. Dominic reported that he and Ethan Olsen cleared EVA's public storage container and found a box of new EVA branded trash can signs that staff will proceed in swapping out with signs currently on EV receptacles. The fieldwork in performing this task will inform staff suggestions on neighborhood identity and district branding ideas.	7. No action taken  7.a. No action taken
8. Other	8. Nothing to report.	8. No action taken
9. Old Business	9. Chris stated that there were no old business items currently and informed that moving forward, old business involves the discussion of previous meetings.	9. No action taken
10. Next Marketing & Special Events Committee Meeting	10. Robyn stated that the second Friday of each Month has been standard for Marketing & Special Events Committee meetings. The next meeting will be held on Friday, December 9, 2022, at 12:00pm.	10. No action taken

Minutes taken by: Ethan Olsen, New City America.



Item	Qty	Sqft Each	Sqft Total
Portable Toilets	38	16	608
ADA Toilets	5	36	180
Handwashing Sinks	15	8	120
6' Tables	32	15	480
Chairs	208	2	416
Belly Bars	47	6	282
10x10 Canopies	47	100	4700
20x20 Canopy	1	400	400
Furniture	4	variable	125
Staging & Bleachers	4	variable	975
Vehicles / Trailers	4	variable	550
<b>Total</b>			<b>8836</b>

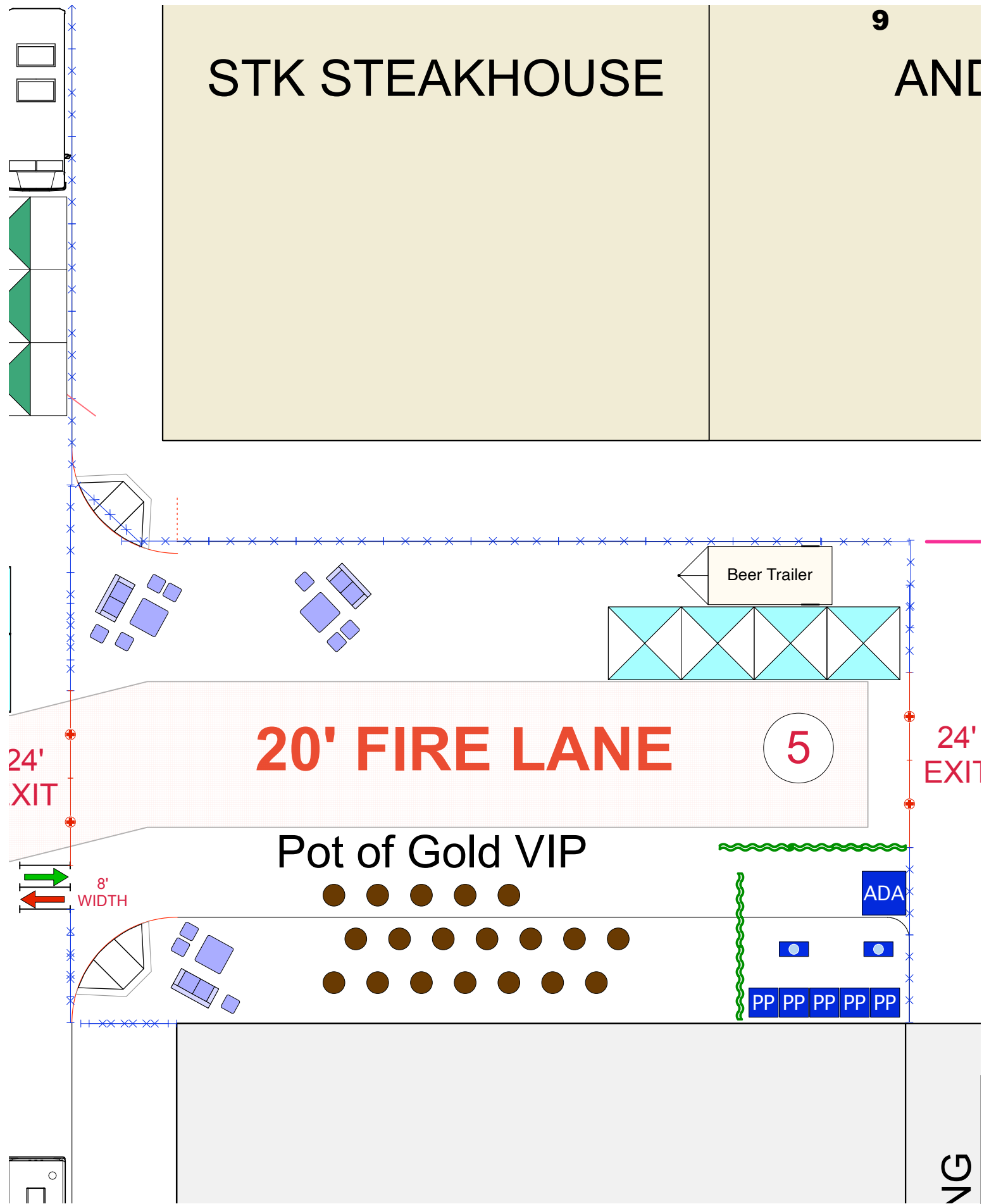
**Total Area: 59,815 sqft**  
**Items and Objects: 8,835 sqft**  
**Net Area: 50,980 sqft**

**Net / 10 Capacity: 5,098**  
**Exit Width: 1,776 inches**



SYMBOLS LEGEND		
	6' x 12' Fence Panel	
	6' Fence w/ Screen	
	Bikerack Barricade (7')	
	Emergency Gate	
	Decorative Trellis	
	Small Bleachers	
	Power Generator	
	Media Booth	
	ADA Toilet	
	6' Table	
	Stage	

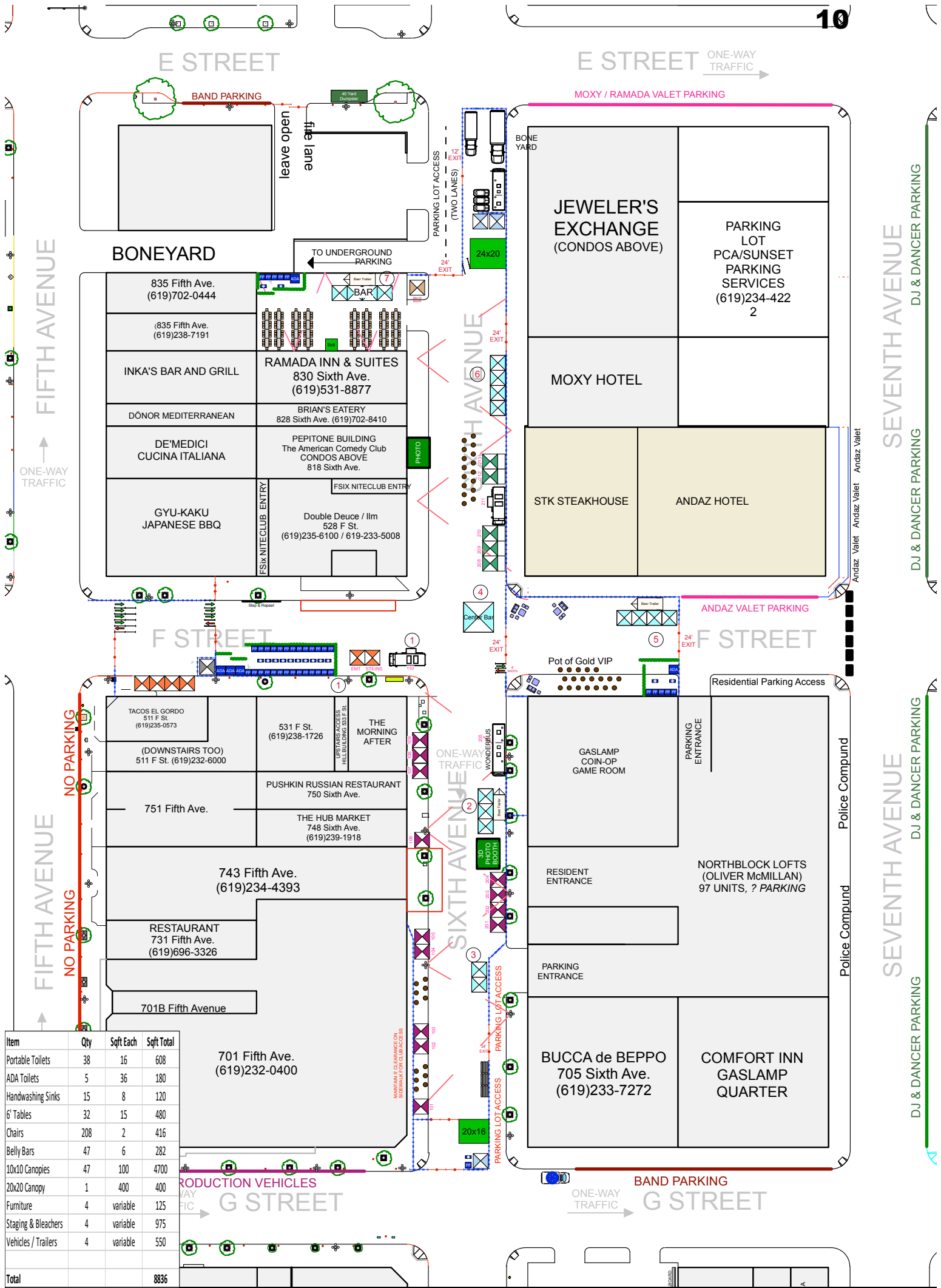
DRAWING INFO	
EVENT NAME:	<b>Shamrock 2022</b>
PRODUCER:	<b>McFarlane Promotions</b>
DRAWN BY:	<b>Seth James Ellis</b>
EVENT DATE:	<b>March 12, 2022</b>
UPDATED ON:	<b>March 10, 2022</b>
DRAWING SCALE:	<b>1:930 (at 8.5" x 14")</b>





1 Pot of Gold VIP  
Scale: 1:200

 	SYMBOLS LEGEND	DRAWING INFO																																																						
VIP Area: 7,800 sqft. Items: 850 sqft. Net Area: 6,950 sqft. Net / 10 = 695  Exit Width: 672 inches	<table border="0"> <tr> <td></td> <td>6' x 12' Fence Panel</td> <td></td> <td>Vendor Booth</td> <td></td> <td>Media Booth</td> </tr> <tr> <td></td> <td>6' Fence w/ Screen</td> <td></td> <td>Food Vendor Booth</td> <td></td> <td>Portable Toilet</td> </tr> <tr> <td></td> <td>Bikerack Barricade (7')</td> <td></td> <td>Event Activations</td> <td></td> <td>ADA Toilet</td> </tr> <tr> <td></td> <td>Emergency Gate</td> <td></td> <td>Box Office</td> <td></td> <td>Handwashing Sink</td> </tr> <tr> <td></td> <td>Decorative Trellis</td> <td></td> <td>Bar Canopy</td> <td></td> <td>6' Table</td> </tr> <tr> <td></td> <td>Small Bleachers</td> <td></td> <td>Hospitality / Prod.</td> <td></td> <td>40 yd. Dumpster</td> </tr> <tr> <td></td> <td>Power Generator</td> <td></td> <td>Belly Bar</td> <td></td> <td>Stage</td> </tr> </table>		6' x 12' Fence Panel		Vendor Booth		Media Booth		6' Fence w/ Screen		Food Vendor Booth		Portable Toilet		Bikerack Barricade (7')		Event Activations		ADA Toilet		Emergency Gate		Box Office		Handwashing Sink		Decorative Trellis		Bar Canopy		6' Table		Small Bleachers		Hospitality / Prod.		40 yd. Dumpster		Power Generator		Belly Bar		Stage	<table border="0"> <tr> <td>EVENT NAME:</td> <td><b>Shamrock 2022</b></td> </tr> <tr> <td>PRODUCER:</td> <td><b>McFarlane Promotions</b></td> </tr> <tr> <td>DRAWN BY:</td> <td><b>Seth James Ellis</b></td> </tr> <tr> <td>EVENT DATE:</td> <td><b>March 12, 2022</b></td> </tr> <tr> <td>UPDATED ON:</td> <td><b>March 10, 2022</b></td> </tr> <tr> <td>DRAWING SCALE:</td> <td></td> </tr> </table>	EVENT NAME:	<b>Shamrock 2022</b>	PRODUCER:	<b>McFarlane Promotions</b>	DRAWN BY:	<b>Seth James Ellis</b>	EVENT DATE:	<b>March 12, 2022</b>	UPDATED ON:	<b>March 10, 2022</b>	DRAWING SCALE:	
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## RE: Hot Choco Run 2023 + Shamrock 2023

McKenna Jensen <mckenna@mcfarlanepromotions.com>

Tue 12/6/2022 5:52 PM

To: Laurel McFarlane <laurel@mcfarlanepromotions.com>; Christopher M. Gomez <chris@newcityamerica.com>

Cc: King, Justine <JRKing@sandiego.gov>; tbladecki@venturesendurance.com <tbladecki@venturesendurance.com>; Michael Trimble <michael@gaslamp.org>; Dominic Li Mandri <dominic@newcityamerica.com>; Ethan Olsen <ethan@newcityamerica.com>

 1 attachments (2 MB)

San Diego Shamrock Festival 2022 18.0 - March 10[90].pdf;

Hi Chris!

Its great to e-meet you. Ive attached the ShamROCK map for you to review.

ShamROCK is a St. Paddy's Day Block Party that's happening from 4pm – 11pm. The event is fully enclosed and ticketed as it is 21+. We have 3 stages, vendors, games, and multiple bars serving cocktails and beer.

You can check out our event site [HERE](#).

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**From:** Laurel McFarlane <laurel@mcfarlanepromotions.com>

**Sent:** Tuesday, December 6, 2022 4:30 PM

**To:** Christopher M. Gomez <chris@newcityamerica.com>

**Cc:** King, Justine <JRKing@sandiego.gov>; tbladecki@venturesendurance.com; Michael Trimble <michael@gaslamp.org>; Dominic Li Mandri <dominic@newcityamerica.com>; Ethan Olsen <ethan@newcityamerica.com>; McKenna Jensen <mckenna@mcfarlanepromotions.com>

**Subject:** Re: Hot Choco Run 2023 + Shamrock 2023

McKenna will you please send the information over to Chris thank you

Laurel McFarlane

(she/her/hers)

McFarlane Promotions, Inc. | The Shift Studio | The EventTea

San Diego Event Coalition

President

656 5<sup>th</sup> Avenue, Ste. B

San Diego, CA 92101

619-392-0548 – cell

[www.mcfarlanepromotions.com](http://www.mcfarlanepromotions.com)

[www.sandiegoeventcoalition.com](http://www.sandiegoeventcoalition.com)

On Dec 6, 2022, at 4:08 PM, Christopher M. Gomez <[chris@newcityamerica.com](mailto:chris@newcityamerica.com)> wrote:

Thank you, Justine!

Hi Travis and Laurel, Can you send me the event details and site maps so we can include in our upcoming Special Events & Marketing Committee Meeting?

Thanks,

Chris

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**CHRISTOPHER M. GOMEZ**

*Brand Communications & Public Affairs Manager*

New City America, Inc.

2210 Columbia Street

San Diego, CA 92101

Toll: 888-356-2726

Phone: 619-233-5009

Fax: 619-239-7109

Website: [NewCityAmerica.com](http://NewCityAmerica.com)

Facebook: [New City America, Inc.](https://www.facebook.com/NewCityAmerica,Inc.)

Twitter: [@NewCityAmerica](https://twitter.com/NewCityAmerica)

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**From:** King, Justine <[JRKing@sandiego.gov](mailto:JRKing@sandiego.gov)>

**Sent:** Tuesday, December 6, 2022 3:03 PM

**To:** [tbladecki@venturesendurance.com](mailto:tbladecki@venturesendurance.com) <[tbladecki@venturesendurance.com](mailto:tbladecki@venturesendurance.com)>; Laurel McFarlane <[laurel@mcfarlanepromotions.com](mailto:laurel@mcfarlanepromotions.com)>

**Cc:** Michael Trimble <[michael@gaslamp.org](mailto:michael@gaslamp.org)>; Christopher M. Gomez <[chris@newcityamerica.com](mailto:chris@newcityamerica.com)>

**Subject:** Hot Choco Run 2023 + Shamrock 2023

Hi Travis, Hi Laurel –

I wanted to e-introduce you to one another as you both have a special event taking place the same weekend in March 2023. Based on what I can tell from your special event permit applications, there should be no conflict as Shamrock is on 3/17 occurring on 6<sup>th</sup> Ave, and the Hot Chocolate Run is on 3/19 in East Village.

The Hot Choco Run will be loading in the days prior, so Travis, please be aware that the Shamrock event is occurring. Similarly, please coordinate as needed for load-out.

Again, I do not see there being much overlap, if at all, but for vendor load-in/loadout, and for overall awareness, I did want to get all parties on board.

Let me know if you have any questions, thank you.

**Justine Rush (King)**

Special Events & Filming Office



**RE: Hot Choco Run 2023 + Shamrock 2023**

Bladecki, Travis &lt;tbladecki@venturesendurance.com&gt;

Fri 12/9/2022 6:47 AM

To: Christopher M. Gomez &lt;chris@newcityamerica.com&gt;; McKenna Jensen &lt;mckenna@mcfarlanepromotions.com&gt;; Laurel McFarlane &lt;laurel@mcfarlanepromotions.com&gt;

Cc: King, Justine &lt;JRKing@sandiego.gov&gt;; Michael Trimble &lt;michael@gaslamp.org&gt;; Dominic Li Mandri &lt;dominic@newcityamerica.com&gt;; Ethan Olsen &lt;ethan@newcityamerica.com&gt;

Hi Chris,

Here you go – see details below.

**Description:**

Join the chocolate movement that's taking over the country! This race has it all – three distances, premium swag, and a post-race chocolate experience with fondue, hot chocolate, and sweets. For the third year in a row, we're proud to partner with St. Jude Children's Research Hospital® to help end childhood cancer and other life-threatening diseases.

**Tentative start times:**

6:45am – 5K

7:45am – 10K/15K

**General Timeline:**

Thursday 3/16 – Saturday 3/18: buildout in Petco Park Tailgate Lot, minor/non-impactful course prep

Sunday 3/19 – Event Day, impacts outside of Tailgate Lot expected 6:30am-12noon

Thanks!

Travis


**Travis Bladecki**  
**Event Operations Manager**

Ventures Endurance

[tbladecki@venturesendurance.com](mailto:tbladecki@venturesendurance.com) | [219-393-9511](tel:219-393-9511) | [VenturesEndurance.com](http://VenturesEndurance.com)
**USA TODAY NETWORK**

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**From:** Christopher M. Gomez <chris@newcityamerica.com>**Sent:** Wednesday, December 7, 2022 1:38 PM**To:** Bladecki, Travis <tbladecki@venturesendurance.com>; McKenna Jensen <mckenna@mcfarlanepromotions.com>; Laurel McFarlane <laurel@mcfarlanepromotions.com>**Cc:** King, Justine <JRKing@sandiego.gov>; Michael Trimble <michael@gaslamp.org>; Dominic Li Mandri <dominic@newcityamerica.com>; Ethan Olsen <ethan@newcityamerica.com>**Subject:** Re: Hot Choco Run 2023 + Shamrock 2023

Thank you, Travis.





Can you send me the event details as well? Event description, Timeline, Event Time, etc?

# Hot Chocolate Run San Diego






## 5K Route

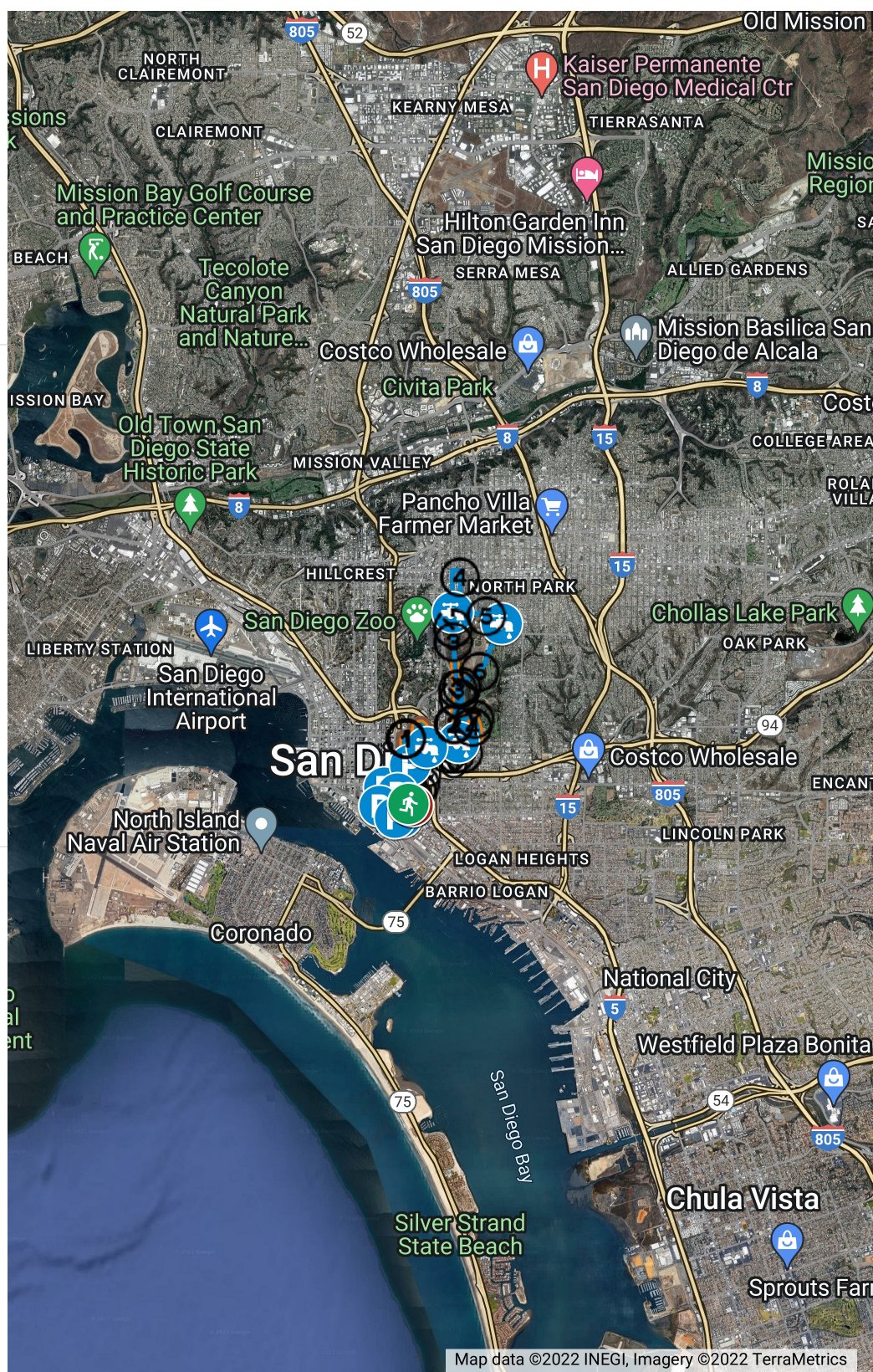
-  HC San Diego - 5K
-  Start - 5K
-  Finish - 5K
- ① Mile 1 - 5K
- ② Mile 2 - 5K
- ③ Mile 3 - 5K

## 10K Route





-  HC San Diego - 10K
-  Start - 10K
-  Finish - 10K
- ① Mile 1 - 10K
- ② Mile 2 - 10K
- ③ Mile 3 - 10K
-  5K Split - 10K
- ④ Mile 4 - 10K
- ⑤ Mile 5 - 10K
- ⑥ Mile 6 - 10K

## 15K Route







-  HC San Diego - 15K
-  Start - 15K
-  Finish - 15K
- ① Mile 1 - 15K
- ② Mile 2 - 15K
- ③ Mile 3 - 15K
-  5K Split - 15K
- ④ Mile 4 - 15K
- ⑤ Mile 5 - 15K
- ⑥ Mile 6 - 15K
-  10K Split - 15K
- ⑦ Mile 7 - 15K
- ⑧ Mile 8 - 15K
- ⑨ Mile 9 - 15K

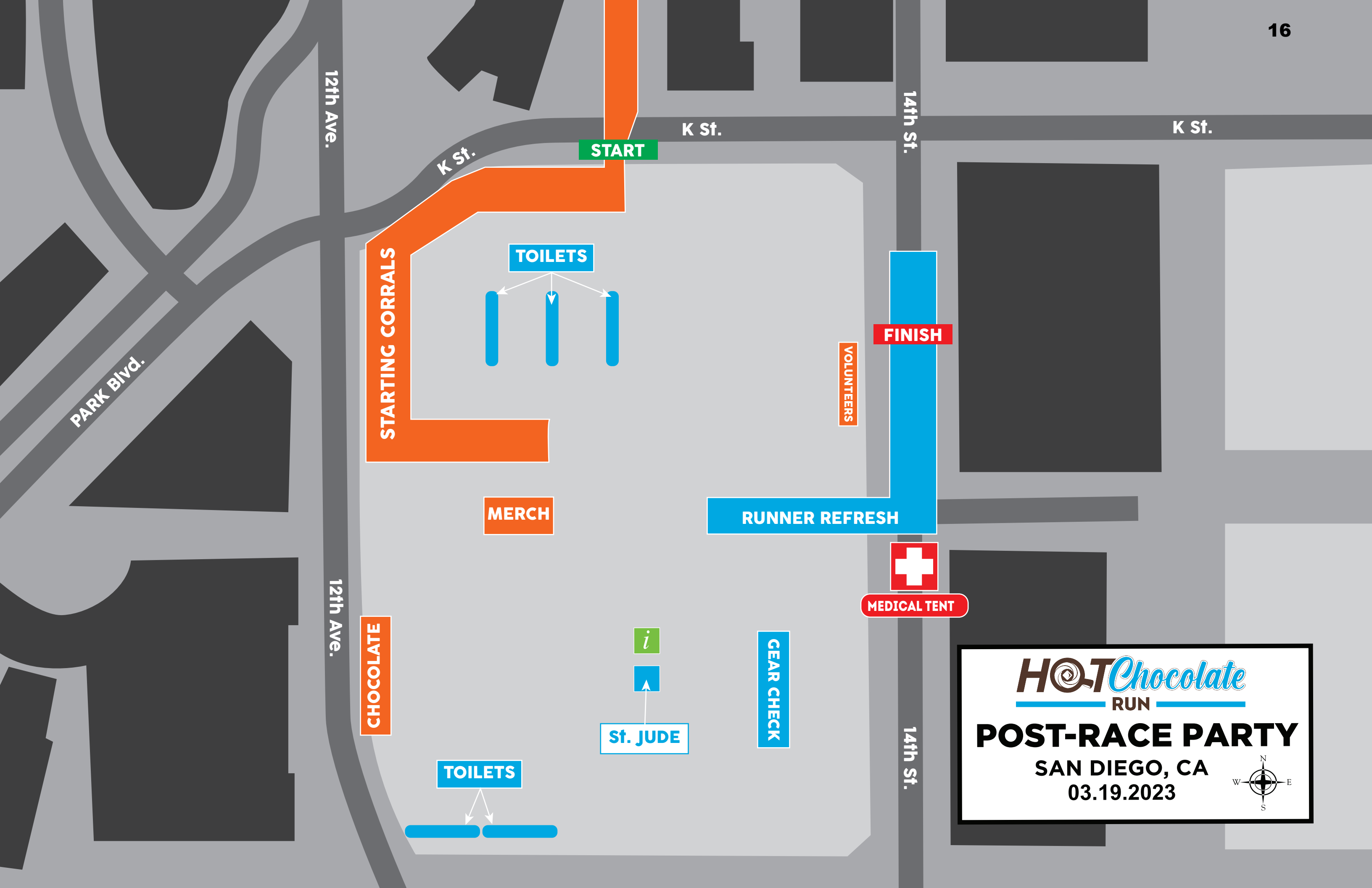


### Aid Stations

-  Aid Station 1 - B & 16th
  -  Aid Station 2 - Florida & Upas
  -  Aid Station 3 - 28th & Thorn
  -  Aid Station 4 - 24th & A
- 

### Parking Options

-  Parking
  -  Parking
  -  Parking
  -  Parking
  -  Parking
  -  Parking
-



**HOTChocolate**  
 RUN  
**POST-RACE PARTY**  
 SAN DIEGO, CA  
 03.19.2023





## REQUEST FOR PROPOSAL FOR EVENT PLANNING CONSULTANT

East Village Association (EVA) is seeking proposals for event planning and implementation services. The intent of the Request for Proposals (RFP) is to identify and select an experienced planning consultant, firm or team that will be responsible for support, coordination, planning, and execution of various EVA hosted events with an option of extending the agreement annually. **Preferred vendor and bidding each event, but preferred has first right of refusal.**

Founded in 2008, EVA, a 501c3 nonprofit corporation, was created to manage the East Village Business Improvement District whose primary goal is to represent the various businesses while promoting the neighborhood as a destination via special events and marketing. Today, EVA represents over 700 businesses and hosts over 6 major events held on the City of San Diego streets and right-of-way.

With several major events slotted for 2023, the EVA is looking to secure a consultant to develop, execute and manage the following events with the possibility to manage more EVA hosted events.

- Opening Day Block Party – March 30, 2023
- Movies in the Park – TBD
- Night Market – TBD
- First Fridays – TBD
- Taste of East Village – TBD / There may be four (4), one (1) for each subdistrict.
- Holiday Market & Tree Lighting – December 2023

### SCOPE OF WORK

A consultant is being sought to provide the following services for the EVA:

- Internal Support – Coordinate efforts amongst EVA staff
  - Develop and manage event planning timeline.
  - Participate in staff/committee meetings, approximately once a month leading up to the event, once every two weeks two months before the event.
  - Coordinate with EVA staff to assure event planning is progressing in a timely manner, that all deadlines are met, and event is staying within approved budget.
  - Distribute all necessary information to event committee members.
- AV & Photographer Support
  - Identify all AV needs for the event/venue.
  - Work with AV company on requirements for events.
  - Coordinate with photographer and/or videographer.
- Venue
  - Develop and provide necessary information regarding venue layout, AV, etc.

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- Work with EVA staff on event décor planning.
  - Work with the venue contacts to ensure all service vendors (caterers, production company, musicians, etc.) have prior access to the venue for walk-through, as needed.
  - Solicit 3-5 bids and manage selection/contracting process for potential service vendors from each of the following categories: local licensed caterers (food and drink), valet (if needed), event décor, production, and others, as needed.
  - Coordinate Services with all selected service vendors.
- Event Vendors & Registration
    - Solicit event vendors to participate at events.
    - Verify all event vendors County Health Permits (if applicable), general liability insurance, and all other State, County, City permits required are current before event.
    - Collect fees from event vendors and prepare accounting of all revenues received to offset expense of event.
    - Build and manage event vendor registration database in coordination with EVA staff.
- Day-of Event Support
    - Create logistics, program, and contact list for service vendors for staff, volunteers, AV support and others as needed.
    - Provide on-site supervision and event flow management and event vendors during the event.
    - Manage event registration (with support from EVA volunteers) and distribution of materials (programs, handouts, etc.)
    - Coordinate with event and service vendors re: access, placement, timing, payment, etc.
    - Coordinate with event and service vendors to assure event venue is cleared of materials and debris, as per requirements provided by venue/City.
    - Other day-of tasks as necessary.
- Other Activities
    - Attend and help oversee walk-throughs and rehearsal.

#### ELIGIBILITY REQUIREMENTS

EVA is seeking an experienced event planning consultant with the following qualifications. Please address these points:

- Professional background of each administrative and/or project staff person that will be assigned to this project.
- Proven capability to perform the work on schedule and with quality.
- Knowledge, skills, and experience relevant to the implementation of conference logistics.
- Creative meeting/event planning.

#### RESPONDING TO THE RFP

Each response to the RFP must include the following information:

- A response to the Eligibility Requirements set forth above.
- A detailed budget –not to exceed \$18,000– that shows a breakdown of costs for the vendor (e.g. the costs for each staff person, the cost of supplies, etc.)
- Projected timeline for key event planning activities.
- Provide a list of at least two (2) references from clients worked with in the last three (3) years. If available, provide two (2) references for contractors, sub-contractors. The list must include

contact names, phone numbers, address, email addresses, and name of project. Indicate the length of time worked with each reference and in what capacity.

- Pictures/videos of prior events.
- Statement agreeing to sign a one (1) year contract (2023) with an option to extend two years (2023-2024.)

#### FILING DEADLINE

Please submit your proposal by **Date**. All proposals should be sent via email in PDF format to Dominic Li Mandri at [info@eastvillagesandiego.com](mailto:info@eastvillagesandiego.com). If there are any questions prior to submission, please send via email. An interview may be required.

EVA anticipates selecting the consultant by **Date** with the project beginning upon contract execution.



## REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS & SOCIAL MEDIA SERVICES

Contact: Dominic Li Mandri  
District Manager  
[info@eastvillagesandiego.com](mailto:info@eastvillagesandiego.com)  
East Village Association

Date of Issue: **Date Released**

Deadline: **Date Deadline**, by 5:00 PM

East Village Association (EVA) is requesting proposals for planning, coordination, implementation, and administration of public relations services including, but not limited to, social media.

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and administer public relations services and social media management and to leverage coverage about East Village San Diego. Efforts are intended to enhance the brand of the district and support the growth of its economic tourism.

The selected vendor will be retained for one-year for signed contract with the potential of a contract extension and possible increased services with an increased budget.

### Overview

The prospective vendor replying to this RFP will be or represent a firm, company or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of public relations and social media strategies, and how vendor would approach the projects outlined below. Proven experience in destination marketing, district and/or multi-tenant shopping/dining centers marketing, public relations and social media management are recommended. Target markets include those local, national and Baja California media outlets.

The public relations goal of EVA is to leverage earned media in target markets to promote East Village San Diego as a unique destination in the greater Downtown San Diego area.

Priorities include promoting:

1. East Village San Diego as a premier destination and neighborhood;
2. Special events;
3. Seasonal promotions and special initiatives; and
4. New projects and businesses.

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Management of:

1. Crisis communications.

The social media goal of EVA is to organically grow followers and engage on three to four social media platforms ([Facebook](#), [Instagram](#), [TikTok](#) & [Twitter](#)). The platform focus may change based on new and active industry outlets coming online (i.e., Snapchat, YouTube, etc.).

Priorities include:

1. Posting 2-3 posts per week;
2. Create content strategy;
3. Strategic advertising;
4. Create event pages to promote upcoming EVA events; and
5. Engaging followers when inquiries are made.

Outside of the public relations and social media goals, EVA would like to be sure that the selected vendor understands the following:

1. All press releases, media/public communications, and social media posts must be reviewed and approved by assigned EVA administrative staff member before publishing.
2. All spokespersons must be reviewed with and approved by EVA Special Events & Marketing (SE&M) Committee Chair or assigned administrative staff member.
3. Vendor will provide monthly status public relations and social media reports for Board and SE&M Committee to review.
4. Vendor to have staff member present at Board and SE&M Committee to go over monthly reports.
5. Vendor may be requested to have a Spanish speaking staff member act as EVA spokesperson for interviews with Latin and/or Mexican media outlets.
6. Additional advertising/boosting budget will be allocated above contract amount.

#### Proposal Requirements

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Overview. Please provide the following:

1. Cover Letter: A letter signed by an officer of the firm/company/corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
2. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors\* to perform work. Please include:
  - a. Resumes and biographies of all principals assigned to the project;
  - b. List of capabilities corresponding to the Overview;
  - c. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved; and
  - d. References from similar projects your firm/company/corporation has undertaken.

*\* If any element of the work will be subcontracted, please provide the same information for the subcontracting firm.*

3. Approach: Provide a detailed description of your approach to Overview.

#### Submission Requirements

Prospective service providers should submit an electronic version of your proposal to [info@eastvillagesandiego.com](mailto:info@eastvillagesandiego.com) with a confirmation call to Chris Gomez at 619-454-1596 once you have sent proposal to verify receipt on or before **Date** at 5:00 PM.

Proposals should be titled "EVA PR & SM RFP," and addressed to:

Terry McCleary, President  
c/o East Village Association  
1041 Market Street #200  
San Diego, CA 92101

#### Provisions

EVA assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

EVA also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of East Village San Diego.

A contract between EVA and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

EVA is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.



## REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS & SOCIAL MEDIA SERVICES

East Village Association (EVA), a management association that oversees the vibrant business district in Downtown San Diego known as East Village. EVA represents the businesses of the district and uses a portion of the revenues from the assessments to promote East Village San Diego and its stakeholders. EVA is seeking a professional services contractor to provide public relations and social media management for the Association's initiatives, activities, and events.

The contract period shall commence upon the contract being awarded for one (1) year; with the potential to extend the contract for an additional year. In the next year's contract, there may be additional services requested including, but not limited to, additional social media support, blog copywriting, etc. Additional services will be projected in the new year's budget. The budget for the initial term of this proposal is \$65,000 with an additional budget for social media advertising.

The selected firm shall be responsible for securing traditional media and managing social media platforms for special events, new initiatives, and manage crisis communications on behalf of the Association and collaborate with East Village San Diego stakeholders through EVA administrative staff. The selected firm shall work with the Association for strategic planning, media coverage, press releases, social media campaigns, email marketing, media tracking/analytics, etc.

Proposals should include past and existing work with business districts, assessment districts and/or large multi-tenant shopping/dining centers; please include at least 3 references. They must be submitted to the Association Office by **Date**, at 5:00 p.m.

Please address to:  
Terry McCleary, President  
c/o East Village Association  
1041 Market Street #200  
San Diego, CA 92101

Or e-mail to Dominic Li Mandri, District Manager: [info@eastvillagesandiego.com](mailto:info@eastvillagesandiego.com).

For more information, please contact Dominic Li Mandri at 619-241-1900.

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## REQUEST FOR PROPOSAL FOR A RESPONSIVE CMS WEBSITE DESIGN

Released on **Date**

East Village Association (EVA) is a non-profit 501(c)(3) Business Improvement District (BID) that is requesting proposals for a newly designed responsive public-facing CMS website.

### DESCRIPTION

- a. The developer must design the website to the EVA Marketing & Special Events (M&SE) Committee's approval.
  1. Staff will give design ideas for the developer to work from; and
  2. The developer will provide a BETA website, before the site is published to the public, for EVA M&SE Committee and staff to approve.
- b. The website must contain a home page, events page, business listing page and a generic page design to be used as needed.
- c. The website needs to be responsive and reactive to various mobile devices.
- d. The website must be designed in an user-friendly platform for staff to be able to update easily.
- e. The website needs to have the potential to expand.
- f. The website must be created to maximize SEO.
- g. The website must meet all current accessibility requirements.

### BUDGET

- a. The budget range is \$7,000-\$10,000.
  1. The EVA M&SE Committee has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
  2. Hosting fees are not included in this budget range.
- b. The EVA M&SE Committee has given staff authorization to move forward with this project immediately after the firm is selected (Projected date: **Date**).

### TERMS AND CONDITIONS

- a. EVA must own, have full administrative rights, and have the right to customize HTML coding.
- b. Terms of proposal:
  1. Proposals must be submitted in a PDF to Christopher Gomez at [chris@newcityamerica.com](mailto:chris@newcityamerica.com) by **Date**, no later than 5:00pm. Applicants must call Chris Gomez at 619-454-1596 to confirm receipt.
  2. Proposals should be addressed to:
 

Terry McCleary, President  
East Village Association  
1041 Market Street #200  
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  3. All proposals must include a statement of authorization to bid by a principal of the responding firm.

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4. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

PROPOSAL TO INCLUDE

- a. Executive summary;
- b. Qualifications and experience: relevant case histories with screen shots and links to design and formatting examples;
- c. Project timeline;
- d. Break-down of cost by production hours, tools, functionalities and potential additional fees;
- e. Biographies of all who will work on the account; and
- f. Professional references.