



Downtown Chula Vista Association – District Identity & Placemaking Committee

Wednesday, January 17, 2024, at 9:00am

In Person: DCVA Office (353 Third Avenue, Chula Vista, 91910)

Virtual Meeting: <https://us06web.zoom.us/j/88117581170>

or call 1-669-444-9171 / Meeting ID: 881 1758 1170 / Passcode: 1982

- 1) Roll Call & Meeting Etiquette / Ron Richie, Chair & Kevin Lewis, Co-Chair
- 2) Non-Agenda Public Comment & Announcements (3-Minute Max Per Person)  
*Please keep comments directed to the downtown-related items.*
- 3) Review of Minutes from December 20<sup>th</sup>, 2023 Meeting *Action Item*      P. 2 - 7
- 4) Public Relations & Promotions: P. 8 - 13
  - a. Olive Public Relations Status Report
  - b. DCVA RFP for Public Relations & Social Media Services – Update
  - c. RFP Task Force Meeting Date & Timeline for Review of Responses
- 5) Events – Confirmed & Proposed:
  - a. Amps & Ales 2024 Task Force Meeting – Update
  - b. Downtown Chula Vista – San Diego FC Preliminary Discussion on District Event
  - c. Draft Annual Sponsor Deck for District Events
- 6) Placemaking & Improvements:
  - a. Downtown Banner Program Policy Task Force Meeting
  - b. Third Avenue Tables, Chairs Sets Roll-Out on Third Avenue
  - c. Downtown Planter Placement Walkthrough Set
- 7) Other Business
- 8) Next Meeting:      Wednesday, February 21, 2024, at 9:00am
- 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 353 Third Avenue, Chula Vista, CA 91910 and on the Downtown Chula Vista 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 Michelle T de Mercado at 619-422-1982 or via email at [info@downtownchulavista.com](mailto:info@downtownchulavista.com) at least 48-hours prior to the meeting.



## Downtown Chula Vista Association – District Identity & Placemaking Committee

Wednesday, December 20, 2023, at 9:00am

In Person: DCVA Office (353 Third Avenue, Chula Vista, 91910)

Virtual Meeting: <https://us06web.zoom.us/j/88117581170>

or call 1-669-444-9171 / Meeting ID: 881 1758 1170 / Passcode: 1982

PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Ron Richie

ABSENT: Jose Barajas, Eric Vaca

GUESTS: Jacob Rocha and Curt Brooker (FUSE Events via Zoom), Sydney Costales and Cree Jones (Olive PR via Zoom)

STAFF: Dominic Li Mandri and Michelle T. de Mercado

### MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Roll Call & Zoom Etiquette / Ron Richie, Chair & Kevin Lewis, Co-Chair	The meeting was called to order at 9:00 am, by Dominic Li Mandri.	<b>No action taken.</b>
2. Public Comment (3-Minute Max Per Person)	Nothing to report.	<b>No action taken.</b>
3. Review of Minutes from November 15th, 2023, Meeting	The minutes from November 15, 2023, meeting were reviewed on pages 2-7 of the agenda.	<b>Ron Richie moved to approve the minutes. Kevin Lewis seconded the motion. Unanimously approved.</b>
4. Review of Minutes from December 6 <sup>th</sup> ,	The minutes from the December 6, 2023, Special Meeting were reviewed on pages 8-13 of the agenda.	<b>Ron Richie moved to approve the minutes.</b>

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

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2023, Special Meeting		<b><i>Kevin Lewis seconded the motion. Unanimously approved.</i></b>
5. Public Relations & Promotions:		
5.a. Olive Public Relations Status Report	5.a. Sydney Costales and Cree Jones provided a PR and social media recap on pages 14-19 of the agenda.	<b><i>5.a. No action taken.</i></b>
5.b. Travel Host February Issue Paid Ad and Editorial Feature for Downtown CV	<p>5.b. Dominic shared an email he received from Sydney Costales regarding the potential of the District in a paid ad and editorial feature in the upcoming Travel Host February Issue.</p> <p>Dominic reported that Downtown Chula Vista could be featured in the magazine's upcoming February issue and timely for the upcoming Taste of Third event.</p> <p>Dominic reported that a full-page ad and a full-page editorial feature will cost \$1,000.00.</p> <p>Dominic notified the Committee that the deadline for final submission will be on January 12, 2024.</p> <p>Dominic reported there is money in the Advertising and Promotions budget.</p> <p>Dominic added that this would be a terrific opportunity to promote the businesses within the District.</p> <p>Sydney added that Travel Host is a national magazine and that copies can be found in airports, visitor centers, and hotels.</p> <p>Sydney shared that the February issue will be featuring restaurants.</p>	<p><b><i>5.b. Kevin Lewis moved to approve for Sydney Costales to commission the article and to connect with the restaurants on Third Avenue that will be highlighted. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.</i></b></p>
5.c. DCVA draft RFP for Public Relations & Social Media Services & Task Force	<p>5.c. Dominic presented the previous REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS &amp; SOCIAL MEDIA SERVICES on pages 21-24 of the agenda.</p> <p>Dominic shared that the intent is to issue the RFP,</p>	<b><i>5.c. Dr. Gonzalo Quintero moved to authorize staff to update and finalize the draft RFP with the</i></b>

	<p>convene as a task force to review and then come back as a committee to make the recommendation.</p> <p>Dominic pointed to the previous RFP provided in packet and had gone ahead and “highlighted” the points needing to be changed/updated.</p> <p>Dominic recommended that the RFP deadline be set for January 23, 2024, meet as a task force on January 31, 2024, then schedule an early Special DI&amp;P meeting in February in time for the February Executive and Board of Directors’ meeting.</p> <p>Dominic reminded the Committee that the next Board of Directors meeting will be on Wednesday, February 14, 2024.</p> <p>Cree Jones recommended the timing of any decision should take into consideration the need for transition time between vendors.</p> <p>Dominic agreed with Cree’s recommendation and suggested beginning any new contract on March 1, 2024, with a needed month transition period in February.</p>	<p><b><i>updated recommendations made by the Committee. Ron Richie seconded the motion. Unanimously approved.</i></b></p>
<p>6) Events – Confirmed &amp; Proposed</p> <p>a. 2024 Master Events Calendar</p> <p>b. Status of Amps &amp; Ales 2024</p>	<p>6.a. Dominic presented a draft 2024 Master Calendar to the Committee on page 25 of the agenda.</p> <p>Dominic reported that there are some events on the calendar that have not been confirmed in May with a potential car show and in July with the potential Padres Block/Watch Party.</p> <p>Dominic reported that the City of Chula Vista had posted an RFP for an event management company highlighting the Downtown Chula Vista Block Party as a potential event.</p> <p>6.b. Dominic reported that there is a need for further discussion on the status of Amps &amp; Ales.</p>	<p><b><i>6.a. No action taken.</i></b></p> <p><b><i>6.b. Kevin Lewis moved to approve the formation of a Task</i></b></p>

	<p>Curt Brooker agreed and was open to discussion with the Committee.</p> <p>Curt commented that having the event in September, later in the year, event goers had a beer festival “event fatigue.”</p> <p>Curt recommended for the Committee to consider pushing the event this year to June.</p> <p>Curt requested getting approval from the Organization to allow 60-90 days out to get the needed sponsorship.</p> <p>Curt said there is robust growth potential for the event as there has been in the past two years, from six hundred participants to eight hundred participants.</p> <p>Jacob Rocha agreed with the calendar change for the event to be in June.</p> <p>Jacob believed that the Organization has established relationships for sponsorship consideration.</p> <p>Jacob requested an April deadline to obtain sponsorship.</p> <p>Dominic asked how much did the event cost last year with the reduced footprint in Memorial Park.</p> <p>Jacob reported that production cost was approximately \$21,000.00.</p> <p>Jacob added that ticket revenue was \$21,000.00.</p> <p>Jacob shared that Fuse would need to raise \$12,000.00 to \$15,000.00 in sponsorship revenue this year.</p> <p>Jacob confirmed that Fuse raised approximately \$13,000.00 last year for the event.</p> <p>Dr. Gonzalo Quintero asked how much the Organization lost in 2022.</p> <p>Jacob confirmed that \$10,900.00 was the amount</p>	<p><b><i>Force to explore the planning and financial benchmarks for Amps &amp; Ales 2024, ensuring the feasibility for the Association, but to allow for Fuse Events to continue solicitation until further clarification is received. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.</i></b></p>
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	<p>lost to the Association at last year's Amps &amp; Ales.</p> <p>Kevin Lewis suggested that May and June are better months for the Amps &amp; Ales as there are no confirmed beer events in those months.</p> <p>Dr. Gonzalo Quintero asked Fuse what qualities does the Amps &amp; Ales event have to entice attendance?</p> <p>Jacob reminded the Committee's decision to continue making Amps &amp; Ales a "music centric" event.</p> <p>Curt shared that the beer environment is changing but reminded the Committee that Amps &amp; Ales is the only venue of this kind in the South Bay.</p> <p>Kevin asked Fuse to confirm if they could get sponsorship by March 1<sup>st</sup> if the event were to be on June 1<sup>st</sup>, if provided a sixty-day timeline.</p> <p>Kevin Lewis recommended duplicating the event's footprint from last year.</p> <p>Dominic recommended the formation of a task force to allow a more robust conversation on the event's planning.</p> <p>Curt voiced his concerns about the formation of a task force and Fuses' opportunity for sponsorship, adding that staff is meeting with Stella Artois in early January.</p> <p>Cree asked for specifics for event promotions with the discussed 60–90-day timeline.</p> <p>Dominic clarified that the 60-90 timeline is more for sponsorships and not for ticket sales.</p> <p>Curt requested for the Committee to assume that the event is going forward and to begin forward with promotion.</p> <p>Dominic addressed the Committee on their thoughts for the formation of the task force.</p> <p>Curt asked the Committee to allow him to start seeking lead sponsors within the next 30 days.</p>	
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6.c. Progress on Draft Annual Sponsor Deck for District Events	6.c. Dominic spoke to Nick Angulo, NCA Special Event Staff Manager, and shared that he should have the finalized Annual Sponsor Deck available by mid-January.	<b>6.c. No action taken.</b>
<b>7. Placemaking &amp; Improvements</b>		
7.a. Downtown Banner Program Policy Task Force	<p>7.a. Dominic recapped the presentation that was provided by David Perloff earlier in December with the potential of a monetized banner program within the District.</p> <p>Dominic reported that there are approximately one hundred double-sided banner brackets on Third Avenue.</p> <p>Dominic asked the Committee to consider NCA staff to create policy parameters like the one established in East Village.</p> <p>Dominic requested the formation of a task force to formulate the draft policy and the map for modifications to suit Third Avenue.</p>	<b>7.a. Dr. Gonzalo Quintero recommended the formation of a task force to review and to discuss policy parameters. Kevin Lewis seconded the motion. Unanimously approved.</b>
7.b. Progress on roll-out of Third Avenue Tables, Chairs Sets & Planters	<p>7.b. Dominic reported that the roll out of the tables and chairs is still contingent on the hiring of the new part-time employee who will be locking up at night.</p> <p>Dominic reported that a third full-time employee has been hired and is currently going through training. Dominic reported that he is still waiting for direction for the planters and their placement from the City of Chula Vista.</p>	<b>7.b. No action taken.</b>
8. Next Meeting:	The next District Identity and Placemaking meeting will take place on Wednesday, January 17, 2024, at 9:00am	<b>No action taken.</b>
9. Adjournment	The meeting adjourned at 9:48 am.	<b>Kevin Lewis moved to adjourn the meeting. Ron Richie seconded the motion. Unanimously approved.</b>

Minutes taken by: Michelle Lee Thomas de Mercado, NCA Staff



## DCVA DI&P Meeting PR & Social Media Report

Wednesday, January 17, 2024



### PITCHING

#### Current/Upcoming Focus

- Taste of Third (long leads)
- New Year, New Businesses in Downtown Chula Vista

### WRITING

#### Current/Upcoming

- Chula Vista Star News February
- Amps & Ales (long leads)
- Taste of Third (short leads)
- San Diego's Up-and-Coming Neighborhood (national)
- DI&P Agenda

#### New Year, New Business

#### SECURED OPPORTUNITY

- **1/8 secured opportunity with FOX 5**
  - Scheduled segment with Paw Pleasers on 1/9
- **1/11 secured opportunity with CBS 8**
  - Scheduled interviews with El Cholo's Kid, Kalaveras, and Dominic on 1/12

#### SECURED INTEREST

- **1/8 secured interest with FOX 5**
  - Would like to schedule interview with Dominic, waiting on dates

#### Holiday Essentials in Downtown Chula Vista

#### SECURED COVERAGE

- **1/3 secured print coverage in San Diego Union Tribune**
  - Article highlighted Craft on Third and all they're bringing to the community
- **1/3 secured online coverage on San Diego Union Tribune**
  - Article highlighted Craft on Third and all they're bringing to the community
- **12/22 secured broadcast coverage in KSDY 50**
  - Segment featured an interview with Paw Pleasers should stop by this holiday season
- **12/21 secured broadcast coverage in KSDY 50**
  - Segment featured an interview with Kathryn from Craft on Third about why viewers should stop by this holiday season
- **12/20 secured broadcast coverage in KSDY 50**
  - Segment featured an interview with Rosa from Eazy Toyz about why viewers should stop by this holiday season
- **12/19 secured broadcast coverage in KSDY 50**
  - Segment featured an interview with Jose from Mmm..Cakes about why viewers should stop by this holiday season



- **12/18 secured broadcast coverage in KSDY 50**
  - Segment featured different businesses in Downtown Chula Vista to support during the holiday season including Lime in the Coconut and Grind House
- **12/18 secured online coverage on Hispanos Unidos**
  - Article featured an interview with Dominic Li Mandri about the different businesses to shop at for the holiday season in Downtown Chula Vista

### **Taste of Third Avenue (long-lead)**

#### **SECURED COVERAGE**

- **1/10 secured online coverage on San Diego Magazine**
  - Roundup featured the return of the Annual Taste of Third to Downtown Chula Vista, inviting readers to purchase their tickets
- **1/8 secured online coverage on There San Diego**
  - Article featured the return of the Annual Taste of Third to Downtown Chula Vista, inviting readers to purchase their tickets
- **1/7 secured print coverage in San Diego Union Tribune**
  - Events roundup featured the return of the Annual Taste of Third to Downtown Chula Vista, inviting readers to purchase their tickets
- **1/5 secured online coverage on San Diego Union Tribune**
  - Events roundup featured the return of the Annual Taste of Third to Downtown Chula Vista, inviting readers to purchase their tickets
- **12/29 secured print coverage in San Diego Union Tribune**
  - Article featured the announcement for the return of Taste of Third, a culinary experience in Downtown Chula Vista
- **12/20 secured newsletter coverage on DoSD**
  - Newsletter featured the return of Downtown Chula Vista's 28th Annual Taste of Third, including details of the event.

#### **SECURED OPPORTUNITY**

- **1/8 secured broadcast opportunity with KUSI**
  - Segment scheduled with Dominic for 1/19
- **1/8 secured broadcast opportunity with CBS 8**
  - Scheduled segment on 3/20 with Dominic and two restaurants (TBD)
- **1/6 secured online opportunity with Hispanos Unidos**
  - Will include in their weekly 'Five Things to Do' article
- **1/3 secured online opportunity with CBS 8**
  - Would like to schedule segment to tease event in the coming weeks when we've locked in the restaurants

#### **SECURED INTEREST**

- **1/3 secured broadcast interest with CBS 8 - Shannon**
  - Flagged event for coverage consideration for weekend morning show
- **1/3 secured interest with SDUT - Carlos**
  - Flagged for consideration closer to event date
- **1/3 secured interest with ABC 10 - Enedina**
  - Flagged for consideration closer to event date
- **1/3 secured interest with KPBS - Alexander**
  - Looped in South Bay reporter to coordinate interviews
- **1/3 secured interest with San Diego Magazine - Jackie**
  - Would like to include in February issue, requested photos of Third Avenue and businesses

- **1/3 secured interest with El Latino - Carolina**
  - Would like to feature more information about the event in the new year
- **12/20 secured interest with Star News - Albert**
  - Would like to schedule interviews for the event after the New Year
- **12/20 secured interest with SDUT - Carlos**
  - Saved information for closer to the event, interested in including information about event in article
- **12/19 secured interest with FOX 5 - Raoul**
  - Would like to schedule a segment for TOTA

### **Starlight Night Parade & Festival (12/3)**

#### **SECURED COVERAGE**

- **12/3 secured online coverage on KSDY 50**
  - Article featured video footage of the tree lighting, performances, interviews, and the parade itself
- **12/3 secured broadcast coverage on KSDY 50**
  - Segment featured video footage of the tree lighting, performances, interviews, and the parade itself
- **12/3 secured broadcast coverage on CBS 8 (News at 6:30 pm)**
  - Segment featured live footage of the event
- **12/3 secured broadcast coverage on KUSI (News at 6:00 pm)**
  - Segment featured live footage of the event
- **12/3 secured broadcast coverage on KUSI (News at 6:00 pm)**
  - Segment featured live footage of the event
- **12/3 secured broadcast coverage on CBS 8 (News at 5:00 pm)**
  - Segment featured live footage of the event
- **12/3 secured broadcast coverage on KUSI (Weekend News at 9:30 am)**
  - Segment includes details of the event and an interview with the Mayor
- **12/3 secured broadcast coverage on NBC 7 (News at 8:00 am)**
  - Segment included details of the Starlight Parade and Festival
- **12/3 secured broadcast coverage on NBC 7 (News at 7:30 am)**
  - Segment includes details of the event and an interview with the Mayor
- **12/3 secured broadcast coverage on NBC 7 (News at 7:30 am)**
  - Segment included Starlight Parade during weather report
- **12/3 secured broadcast coverage on NBC 7 (News at 7:00 am)**
  - Teaser segment that included details of the Starlight Parade and Festival
- **12/3 secured broadcast coverage on KUSI (News at 6:00 am)**
  - Segment included details of the Starlight Parade and Festival
- **12/2 secured broadcast coverage on KUSI (News at 11:00 pm)**
  - Segment included details of the Starlight Parade and Festival
- **12/2 secured broadcast coverage on KUSI (News at 11:00 pm)**
  - Segment includes details of the event and an interview with the Mayor
- **12/2 secured broadcast coverage on NBC 7 (News at 11:00 pm)**
  - Teaser segment that included details of the Starlight Parade and Festival
- **12/2 secured broadcast coverage on KUSI (News at 10:00 pm)**
  - Segment includes details of the event and an interview with the Mayor
- **12/2 secured broadcast coverage on FOX5 (News at 10:00 pm)**
  - Segment included details of the Starlight Parade and Festival and footage of previous years' parades

- **12/2 secured broadcast coverage on KUSI (News at 6:00 pm)**
  - Segment included details of the Starlight Parade and Festival
- **12/1 secured broadcast coverage on ABC 10 (News at 11:00 pm)**
  - Segment included Starlight Parade during weather report
- **12/1 secured broadcast coverage on ABC 10 (News at 11:00 pm)**
  - Segment included Starlight Parade during weather report
- **12/1 secured broadcast coverage on NBC 7 (news at 6:00 pm)**
  - Segment includes details of the event and an interview with the Mayor and Dominic
- **12/1 secured broadcast coverage on CBS 8 (news at 1:00 pm)**
  - Segment included details of the Starlight Parade and Festival
- **12/1 secured broadcast coverage on ABC 10 (News at 12:00 pm)**
  - Segment included details of the Starlight Parade and Festival
- **12/1 secured broadcast coverage on CBS 8 (news at 11:00 am)**
  - Segment included details of the Starlight Parade and Festival
- **12/1 secured print coverage in San Diego Union Tribune**
  - Events roundup includes details of the Starlight Parade and Festival
- **12/1 secured print coverage in San Diego Union Tribune en Espanol**
  - Events roundup includes details of the Starlight Parade and Festival
- **12/1 secured online coverage on El Latino**
  - Article includes details of the Starlight Parade and Festival
- **12/1 secured online coverage on San Diego Union Tribune**
  - Events roundup includes details of the Starlight Parade and Festival
- **12/1 secured online coverage on NBC 7**
  - Weekend events roundup includes details of the Starlight Parade and Festival
- **12/1 secured print coverage in San Diego Union Tribune**
  - Events roundup includes details of the Starlight Parade and Festival
- **12/1 secured broadcast coverage on FOX 5 (News at 9:00 am)**
  - Segment featured the Starlight Parade, including details of the event, in a list of things to do this weekend
- **12/1 secured broadcast coverage on CBS 8 (Mornings at 7:00 am)**
  - Teaser segment featured Catt from San Diego Markets, Dominic, and other vendors discussing what attendees can expect when they stop by the Starlight Nights Parade & Festival this weekend
- **12/1 secured broadcast coverage on CBS 8 (Mornings at 7:00 am)**
  - Teaser segment featured Catt from San Diego Markets, Dominic, and other vendors discussing what attendees can expect when they stop by the Starlight Nights Parade & Festival this weekend
- **12/1 secured online coverage on CBS 8**
  - Online version of segment that featured Catt from San Diego Markets, Dominic, and other vendors discussing what attendees can expect when they stop by the Starlight Nights Parade & Festival this weekend
- **12/1 secured broadcast coverage on ABC 10 (News at 6:00 am)**
  - Segment featured the Starlight Parade during the weather report
- **12/1 secured broadcast coverage on ABC 10 (News at 6:00 am)**
  - Segment featured students from Montgomery High School about their involvement in the Starlight Parade and Festival
- **12/1 secured broadcast coverage on CBS 8 (Mornings at 5:00 am)**
  - Segment featured the Starlight Parade, including details of the event
- **12/1 secured broadcast coverage on ABC 10 (Mornings at 5:00 am)**

- Segment featured the Starlight Parade, including details of the event
- **12/1 secured broadcast coverage on NBC 7 (News at 5:00 am)**
  - Segment featured an interview with Dominic and the Mayor about the Starlight Parade, including details of the event.
- **12/1 secured broadcast coverage on CBS 8 (Mornings at 4:30 am)**
  - Segment featured an interview with Dominic and the Mayor about the Starlight Parade, including details of the event.
- **12/1 secured broadcast coverage on NBC 7 (News at 11:00 pm)**
  - Segment featured an interview with Dominic and the Mayor about the Starlight Parade, including details of the event.
- **12/1 secured broadcast coverage on ABC 10 (News at 11:00 pm)**
  - Segment featured students from Montgomery High School about their involvement in the Starlight Parade and Festival

### Other



#### **SECURED COVERAGE**

- **12/29 secured online coverage on Star News**
  - Article featured the Starlight Parade in a roundup of events in the South Bay this past year
- **12/8 secured online coverage on Star News**
  - Contributed article featured a new business update and a recap of the Starlight Parade and Festival
- **12/8 secured online coverage on NewsBreak**
  - Syndicated Star News contributed article that featured a new business update and a recap of the Starlight Parade and Festival

### SOCIAL MEDIA

- Recap / Highlights:
  - Gained 529 total new followers
  - Garnered over 156K total impressions
  - Earned 4K total engagements

#### **Analytics (Last 30 days as of Jan 11)**

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Downtown Chula Vista [IG]	325	11440	1749	58407
 Downtown Chula Vista [FB]	191	12703	2251	97573

TikTok: 328 followers // 1046 likes

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

Best performing content published during the selected period.



Dec 28, 2023 • Downtown Chula Vista [FB]

Step into the New Year with local threads and vintage vibes. 🧵📍...

📶 Reach	6,122
👤 Engaged users	831
🖱️ Clicks	180
🖱️ Other clicks	650
Engagement rate per reach	13.6%
Engagement rate per impression	9.9%



Dec 19, 2023 • Downtown Chula Vista [FB]

Downtown Chula Vista is aglow with holiday magic, and we can't get...

📶 Reach	6,957
👤 Engaged users	904
🖱️ Clicks	86
🖱️ Other clicks	356
Engagement rate per reach	13%
Engagement rate per impression	10.2%



Dec 24, 2023 • Downtown Chula Vista [FB]

Sending warm wishes for a happy holiday! 🎄💙🏠 Eric Scire &...

📶 Reach	1,214
👤 Engaged users	57
🖱️ Clicks	8
🖱️ Other clicks	7
Engagement rate per reach	4.7%
Engagement rate per impression	4.6%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jan 4, 2024 • Downtown Chula Vista [IG]

Dive into the rich tapestry of history and excitement that is Downtown...

📶 Reach	4,616
💬 Comments	6
❤️ Likes	433
💾 Saves	14
📈 Engagement	478
Engagement rate per reach	10.4%
Engagement rate per impression	10.2%



Dec 19, 2023 • Downtown Chula Vista [IG]

Downtown Chula Vista is aglow with holiday magic, and we can't get...

📶 Reach	3,094
💬 Comments	1
❤️ Likes	341
💾 Saves	4
📈 Engagement	363
Engagement rate per reach	11.7%
Engagement rate per impression	11.1%



Dec 26, 2023 • Downtown Chula Vista [IG]

Downtown Chula Vista just got a whole lot spicier! 🌶️🔥 @kalaveras....

📶 Reach	3,934
💬 Comments	6
❤️ Likes	223
💾 Saves	11
📈 Engagement	268
Engagement rate per reach	6.8%
Engagement rate per impression	6.5%