



Downtown Chula Vista Association – Special District Identity & Placemaking Committee

Friday, May 17, 2024, at 10:30am

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) Presentation from Scott Davis with Travel Host Re: Upcoming Summer Publication
- 4) Review of Minutes from April 19, 2024 Meeting *Action Item* P. 2 - 3
- 5) Public Relations & Promotions:
 - a. Olive Public Relations Status Report P. 4 - 8
 - b. Third Avenue Landmark Sign Upgrade and Ribbon-Cutting Ceremony
- 6) Events – Confirmed & Proposed:
 - a. San Diego FC Chrome Ball Event – Recap
 - b. Lemon Festival – Update
 - c. South Bay Food & Wine Festival Concept – Update
 - d. Local Media Partnership for Dia De Los Muertos Celebration *Action Item* P. 9 - 10
 - e. Proposal for Las Jefas Markets Partnership on Dia Event *Action Item* P. 11 - 13
- 7) Placemaking & Improvements:
 - a. Final Letter of Support from DCVA on Curb Café Encroachment Program P. 14
 - b. Downtown Planter Placement Locations – Timeline for Implementation
 - c. Downtown Chula Vista Draft Banner Program Policy *Action Item* P. 15 - 17
- 8) Old Business:
 - a. ~~MacDonald Park Plaza Design & Park Way~~
- 9) Next Meeting: Wednesday, June 19, 2024 at 9:00am
- 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 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 at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee/Board quorum or are allowed to vote.

WHERE CULTURE & COMMUNITY MEET



**Downtown Chula Vista Association
Special District Identity & Placemaking Committee
Friday, April 19, 2024, at 10:30 am
In Person: DCVA Office (353 Third Avenue, Chula Vista, 91910)
Virtual Meeting: <https://us06web.zoom.us/j/88117581170>
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PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Ron Richie

ABSENT: Jose Barajas, Eric Vaca

GUESTS: n/a

STAFF: Chris Gomez and Nick Angulo

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 Chris Gomez.	No action taken.
2. Public Comment (3-Minute Max Per Person)	Nothing to report.	No action taken.
3. Review of Minutes from March 20th, 2024, Meeting	The minutes from March 20, 2024, were reviewed on pages 2-7 of the agenda.	Dr. Gonzalo Quintero moved to approve the minutes. Kevin Lewis seconded the motion. Unanimously approved.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

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<p>4. Placemaking & Improvements</p> <p>4.a. Discussion on Third Avenue Curb Café Program</p>	<p>4.a. Dr. Gonzalo Quintero provided a draft letter to the Committee for their review to show support for the continuation of the curb café program on Third Avenue.</p> <p>Kevin Lewis suggested changing the letters verbiage from first person to third person.</p> <p>Chris provided additional insight into the Association to work with the City on needed steps for the curb café to continue and to consider having members of the Board to sign the document in support.</p> <p>Dr. Gonzalo suggested that he would provide an updated letter for review at the Executive Committee meeting and to make the recommendation to the Board.</p> <p>Chris suggested that the letter not include demands rather ask for the City of Chula Vista to provide a long-term resolution that would be a benefit to the economic development.</p>	<p>4.a. Ron Richie moved for Dr. Gonzalo Quintero to draft a letter in favor of the continuation of the curb café program to the City of Chula Vista and to be brought to the Executive Committee for a final review and with a recommendation to the Board. Kevin Lewis seconded. Unanimously approved.</p>
<p>5. Old Business</p>	<p>Nothing to report.</p>	<p>No action taken.</p>
<p>6. Next Meeting</p>	<p>The next District Identity and Placemaking meeting will take place on Wednesday, May 15, 2024, at 9:00am.</p>	<p>No action taken.</p>
<p>7. Adjournment</p>	<p>The meeting adjourned at 9:18 am.</p>	<p>The meeting was adjourned by consensus.</p>

Minutes taken by: Michelle L. Thomas de Mercado, NCA Staff



DCVA DI&P Meeting PR & Social Media Report

Wednesday, May 15, 2024



PITCHING

Current/Upcoming Focus

- Arts & Culture in Downtown Chula Vista
- Lemon Festival LL
- SDFC Chrome Ball Tour | Local Artists
- SDFC Chrome Ball Tour | Chula Vista

WRITING

Current/Upcoming

- Chula Vista Star News June
- DCV Dia De Los Muertos LL
- DCV Neighborhood Spotlight | Newest Updates to the Neighborhood
- DI&P Agenda
- Travel Host Summer issue editorial page

Lemon Festival (Long Leads)

SECURED COVERAGE

- **5/2 secured newsletter coverage on DoSD**
 - Newsletter featured details of Annual Lemon Festival
- **4/24 secured online coverage on KPBS**
 - Article featured details of the Annual Lemon Festival in their events calendar

SECURED OPPORTUNITY

- **5/8 secured opportunity with CBS 8**
 - Scheduled segment for 8/11
- **5/7 secured opportunity with Gente Bonita Magazine**
 - Will feature information about event in upcoming issue
- **4/30 secured opportunity with DoSD**
 - Will feature in newsletter and on social
- **4/29 secured opportunity with There San Diego**
 - Will be promoting event on their website
- **4/29 secured opportunity with CBS 8**
 - Scheduled segment for 7/17
- **4/25 secured opportunity with Chula Vista Living**
 - Will create video and post about event
- **4/24 secured opportunity with NBC 7**
 - Would like to coordinate segment closer to event date
- **4/24 secured opportunity with FOX 5**
 - Would like to coordinate segment week of the event
- **4/23 secured opportunity with KYXY**
 - Will highlight event on her station, may be interested in coordinating interviews

- **4/23 secured opportunity with The Star News**
 - Would like to feature in upcoming article and begin coordinating interviews

SECURED INTEREST

- **5/1 secured interest with North County Sun**
 - Asked for event materials

SDFC Chrome Ball Tour | Chula Vista

SECURED COVERAGE

- **5/4 secured broadcast coverage on KUSI**
 - Secured 2 segments that featured live footage of the SDFC Chrome Ball Tour Chula Vista
 - 5/4 KUSI (News at 10:00 pm)
 - 5/4 KUSI (News at 6:00pm)
- **5/4 secured broadcast coverage on CBS 8**
 - Secured 3 segments that featured live footage of the SDFC Chrome Ball Tour Chula Vista
 - 5/4 CBS 8 (News at 7:00pm)
 - 5/4 CBS 8 (News at 6:00pm)
 - 5/4 CBS 8 (News at 5:00pm)
- **5/3 secured broadcast coverage on 101.5**
 - Secured 3 segments that featured details the SDFC Chrome Ball Tour in Downtown Chula Vista
 - 5/3 101.5 (2:00pm)
 - 5/3 101.5 (1:00pm)
 - 5/3 101.5 (1:00pm)
 - 5/3 101.5 (12:00pm)
- **5/3 secured online coverage on FOX 5/KUSI**
 - Article featured details of SDFC Chrome Ball Tour in Downtown Chula Vista
 - 5/3 Syndicated on Yahoo! News
- **5/3 secured online coverage on NBC 7**
 - Article featured details of SDFC Chrome Ball Tour in Downtown Chula Vista
 - 5/3 Syndicated on Ground News
- **5/3 secured online coverage on CBS 8**
 - Article featured details of SDFC Chrome Ball Tour in Downtown Chula Vista
 - 5/3 Syndicated on 777 Score
- **5/3 secured online coverage on CBS 8**
 - Article featured details of SDFC Chrome Ball Tour in Downtown Chula Vista
- **5/3 secured online coverage in Hispanos Unidos**
 - Weekend Roundup featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **5/3 secured print coverage in the San Diego Union-Tribune**
 - Weekend Roundup featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **5/3 secured online coverage in Hispanos Unidos**
 - Article featured the artist that will be at San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **5/3 secured online coverage in Aaxis San Diego**
 - Weekend Roundup featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **5/3 secured newsletter coverage in Aaxis San Diego**

- Newsletter featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **5/3 secured newsletter coverage in DoSD**
 - Newsletter featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **5/3 – 4/29 secured broadcast coverage on ABC 10**
 - Secured 8 segments that featured San Diego FC Chrome Ball Tour in Downtown Chula Vista in weather report
 - 5/3 ABC 10 (News at 6:00pm)
 - 5/3 ABC 10 (News at 12:00pm)
 - 5/3 ABC 10 (News at 6:00am)
 - 5/3 ABC 10 (News at 5:00am)
 - 5/1 ABC 10 (Morning at 6:00am)
 - 4/30 ABC 10 (News at 11:00am))
 - 4/30 ABC 10 (News at 6:00am)
 - 4/29 ABC 10 (News at 11:00am)
- **5/3 – 5/1 secured broadcast coverage on KUSI**
 - Secured 7 segments that featured interview with Chula Vista Mayor about San Diego FC Chrome Ball Tour in Downtown Chula Vista
 - 5/3 KUSI (News at 9:00am)
 - 5/3 KUSI (News at 5:00am)
 - 5/1 KUSI (News at 4:00pm)
 - 5/1 KUSI (News at 7:00am)
 - 5/1 KUSI (News at 7:00am) – Teaser
 - 5/1 KUSI (News at 6:00am)
 - 5/1 KUSI (News at 6:00am) – Teaser
- **5/3 secured broadcast coverage on FOX 5**
 - Secured 2 segments that featured interview with SDFC, artists and a view of kids playing soccer about San Diego FC Chrome Ball Tour in Downtown Chula Vista
 - 5/3 FOX 5 (News at 7:00am)
 - 5/3 FOX 5 (News at 7:00am) – Teaser
- **5/2 secured coverage on CBS 8**
 - Secured 8 segments and 1 online article featuring an interview with SDFC about the SDFC Chrome Ball Tour Chula Vista
 - 5/2 CBS 8 online
 - 5/2 CBS 8 (News at 8:00am)
 - 5/2 CBS 8 (News at 7:00am)
 - 5/2 CBS 8 (News at 7:00am)
 - 5/2 CBS 8 (News at 6:00am)
 - 5/2 CBS 8 (News at 6:00am) – Teaser
 - 5/2 CBS 8 (News at 6:00am) – Teaser
 - 5/2 CBS 8 (News at 5:00am)
- **5/1 secured print coverage in San Diego Reader**
 - Weekend Roundup featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **5/1 secured broadcast coverage on NBC 7**
 - Secured one segment that featured an interview with SDFC about the Downtown Chula Vista Chrome Ball Tour
 - 5/1 NBC 7 (News at 11:00am)

- **5/1 secured online coverage in San Diego Magazine**
 - Weekend Roundup featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **4/29 secured online coverage in the San Diego Union-Tribune**
 - Weekend Roundup featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **4/29 secured broadcast coverage on FOX 5**
 - Secured 2 segments that featured an interview with SDFC about the Downtown Chula Vista Chrome Ball Tour
 - 4/29 FOX 5 (News at 4:00pm)
 - 4/29 FOX 5 (News at 4:00pm)
- **4/29 secured online coverage in The Star News**
 - Article featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **4/29 secured online coverage in the San Diego Union-Tribune**
 - Article featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista in a roundup of community events
- **4/28 secured print coverage in the San Diego Union-Tribune**
 - Article featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista in a roundup of community events
- **4/25 secured online coverage in Chula Vista Living**
 - Article featured details of the upcoming San Diego FC Chrome Ball Tour stop in Downtown Chula Vista
- **4/18 secured online coverage in DoSD**
 - Newsletter included event information

Craft Breweries in DCV

SECURED OPPORTUNITY

- **4/29 secured interest with KUSI**
 - Would like to coordinate segment with multiple craft breweries
- **4/10 secured opportunity with I Like Beer podcast**
 - Will be interviewing Dominic and brewery owners on 5/31

Other

SECURED COVERAGE

- **4/26 secured opportunity with Travel Host**
 - Will include DCV in Summer issue

General

- Coordinated with SDFC team and local vendors to promote Chrome Ball Tour Chula Vista stop
- Jennifer and team met with Chris and Nick to provide insight and discuss Univision contract
- Discuss new photo shoot for Downtown Chula Vista

SOCIAL MEDIA

- Recap / Highlights:
 - Gained 487 total new followers
 - Garnered over 181K total impressions (14% increase)
 - Earned 6.7K total engagements (18% increase)
 - Promoted San Diego FC Chrome Ball Tour

- Promoted national days, holidays, and happenings such as Earth Day, National Pet Day, and National Beer Day

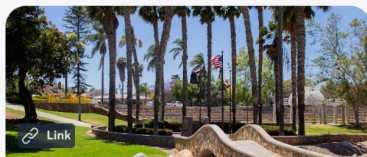
Analytics (Last 30 days as of May 7)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Downtown Chula Vista [IG]	290	12,546	2,455	79,576
 Downtown Chula Vista [FB]	197	47	4,210	101,583

TikTok: 427 followers // 1121 likes

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

Best performing content published during the selected period.



Apr 16, 2024 · Downtown Chula Vista [FB]

As the countdown to Earth Day begins, let's amplify our love for...

Reach	2,011
Engaged users	249
Clicks	88
Other clicks	153
Engagement rate per reach	12.4%
Engagement rate per impression	7.8%



Apr 21, 2024 · Downtown Chula Vista [FB]

From intimate gatherings to grand celebrations, our community offers...

Reach	2,322
Engaged users	229
Clicks	24
Other clicks	177
Engagement rate per reach	9.9%
Engagement rate per impression	7.4%



Apr 9, 2024 · Downtown Chula Vista [FB]

Rooted in rich history, our community stands as the beating heart of the...

Reach	6,678
Engaged users	658
Clicks	309
Other clicks	277
Engagement rate per reach	9.9%
Engagement rate per impression	9.1%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 9, 2024 · Downtown Chula Vista [IG]

Rooted in rich history, our community stands as the beating heart of the...

Reach	6,448
Comments	11
Likes	405
Saves	11
Engagement	480
Engagement rate per reach	7.4%
Engagement rate per impression	7.4%



Apr 25, 2024 · Downtown Chula Vista [IG]

Step back in time and discover the rich legacy of small businesses in o...

Reach	4,082
Comments	6
Likes	336
Saves	3
Engagement	360
Engagement rate per reach	8.8%
Engagement rate per impression	8.2%



May 2, 2024 · Downtown Chula Vista [IG]

The @sandiegofc 2024 Chrome Ball Tour is coming to Downtown Chula...

Reach	5,531
Comments	8
Likes	196
Saves	16
Engagement	340
Engagement rate per reach	6.1%
Engagement rate per impression	5.1%

Amplifying Tradition: Dia De Los Muertos

Local Media San Diego is open to extend our hand in partnership for the upcoming Dia De Los Muertos event in Downtown Chula Vista. As advocates for cultural celebration and community engagement, we see this collaboration as an opportunity to amplify the vibrant spirit of this cherished tradition.

By joining forces, we will bring together a 21+ Spirits Garden and Main stage that will take this event to the next level. Downtown Chula Vista Association would cover the production hard cost and allow Local Media San Diego us to run the concessions at the Spirits Garden and sell sponsorships in that sole area, and in exchange the Dia De Los Muertos event would receive extremely comprehensive media coverage through our giant megaphones and iconic radio stations.

Our goal is to enhance the event's visibility and reach, attracting a diverse audience and fostering deeper connections within the community. We look forward to the opportunity to collaborate and make this year's event an unforgettable experience for all.

DOWNTOWN CHULA VISTA ASSOCIATION TO RECEIVE:

\$90k package – (includes \$50k in On-Air Media & \$40k in Concert / Spirit Garden Management)

LOCAL MEDIA SAN DIEGO TO RECEIVE:

\$25k + Exclusive Concessions Rights within the Spirit Garden + Ability to Sell Sponsorships to Main Stage, Spirits Garden and 4 additional prime locations.



EVENT LAYOUT



LAS JEFAS PROPOSAL FOR SERVICES

Downtown Chula Vista Association Dia de los Muertos Event

OVERVIEW

Las Jefas is pleased to submit this proposal for services to support the Downtown Chula Vista Association Dia de los Muertos (CVDDLDM) event

The Services

Las Jefas will provide the services as follows:

Manage the pre-planning and onsite coordination of the merchandise and food vendors for the CVDDLDM event, including the following:

- Coordination with Downtown Chula Vista Association (DCVA)
 - Discussions regarding the vendor layout
 - Gathering logistical information in order to properly inform the vendors
 - Act as the POC between the Event coordinators and the vendors
- Vendor solicitation
 - Create a customized vendor submission form for the event that includes 14 different question and answer options
 - Utilize DCVA flyer as the graphic for the vendor call on each of the major social media platforms, including Instagram, Facebook, and TikTok
 - Build a specific vendor call event page on the LasJefasMarket.com website
 - Create posts in a variety of Vendor/Craft groups on Facebook soliciting vendor applicants
 - Field various questions and messages from vendor candidates on the various social media platforms, as well as through email
- Vendor vetting
 - Design and maintain a shareable spreadsheet with all of the vendor submissions
 - Thoroughly inspect each of the vendors social media and websites to ensure that their products and quality are in keeping with the high standards of the event
 - Craft an acceptance email to go out to each of the accepted vendors, as well as a declination email for the vendors that are not accepted
 - Utilize various spreadsheets to track information for the vendors
 - Acquire at least 30 total vendors- including not more than 10 plate food vendors
- Marketing and promotion of vendors
 - Share the DCVA event graphic with each of the vendors to share on various social media sites
 - Produce social media posts for all of the major social media platforms for each of the individual vendors, to include their bio. Each social media post has both the vendor's social media handle, as well as the event information

- Post each day to each of the major social media platforms from the LasJefasMarket page promoting the event and each of the various vendors
- Share the event graphic with the vendor list so that each of the vendors can share across their social media sites
- Planning and coordination of vendor logistics
 - Field all inquiries from the vendors through various mediums regarding event information
 - Ensure all vendors have timelines for set-up and pack-out
 - Work within DCVA's layout to ensure vendors with similar items are not located within close proximity of each other
- Onsite support and staffing
 - Field all questions from vendors at the event
 - Be the liaison between the event coordinator and the vendors
- Manage post-event follow-up and reporting
 - Meet with DCVA to gather any after-action questions that arise
 - Discuss any issues that vendors may have had

PRICING

Las Jefas propose an Admin fee of \$4000.

- If more than 30 vendors are secured, Las Jefas proposes a 60/40 split. 60% Las Jefas and 40% DCVA.

OPERATION COSTS

Las Jefas will bear the burden of the following:

- Event insurance
- Boosted ads on social media for vendor calls

DCVA will bear the burden of the following:

- TFF permit payment, including any equipment or rentals related to the permit requirements

CONCLUSION

We look forward to working with the Downtown Chula Vista Association Dia de los Muertos (CVDDLDM) event to bring an amazing event to our beautiful city.

If you have questions on this proposal, feel free to contact Reyna or Rocky at your convenience by email at LasJefasMarket@gmail.com.

Thank you for your consideration,

Reyna & Rocky

This proposal is *accepted / declined*

Chula Vista Downtown Association

Name:

Title:

Date:

Las Jefas

Name: Reyna Puente

Title: Co-Owner

Date:



May 8th, 2024

Dear Mayor McCann and Members of the Chula Vista City Council,

I am writing to you on behalf of the Downtown Chula Vista Association and its community of business owners to express our enthusiastic support for the continuation of the curb café/sidewalk encroachment permit program that was established in response to the COVID-19 pandemic.

Since its inception, the curb café/sidewalk permit program instituted on Third Avenue has proven to be paramount to the revitalization of the City's downtown district. Not only has the program provided a safe and enjoyable environment for residents and visitors to dine and socialize, but it has also served as a vital stimulus to the participating bar/restaurant businesses still recovering from the impacts of the pandemic. The program and its permitted easements into adjacent sidewalk and street parking spaces have allowed our downtown businesses to expand venue capacity, provide customers a more scenic dining experience, and ultimately engender a more vibrant atmosphere on Third Avenue, all the while increasing our collective contribution to the City's revenues and reputation.

The downtown business community urges the City to consider the positive economic impacts of preserving these outdoor spaces and easements and to consider a policy that formalizes them as permanent, permitted fixtures in our downtown street and sidewalk spaces. Your support in this matter is greatly appreciated and will undoubtedly contribute to the continued success and prosperity of Downtown Chula Vista.

Thank you for your attention to this important issue. We look forward to working together to ensure a bright future for our downtown community.

Sincerely,

*Board of Directors,
Downtown Chula Vista Association*

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Downtown Chula Vista Association Street Banner Program Application

Spanning approximately 16 blocks, Downtown Chula Vista is South Bay's largest downtown district, encompassing the blocks between E Street & I Street along Chula Vista's historic Third Avenue commercial corridor. With over 250 businesses situated throughout the neighborhood, including dozens of bars and restaurants, unique retail storefronts, and scenic public spaces, Downtown Chula Vista is positioned favorably to benefit from this increased attention and investments in our local and regional economy.

The Downtown Chula Vista Association (DCVA) 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 DCVA is a nonprofit corporation 501c3 that manages the Downtown Chula Vista Property and 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 **XX** banners are available for rental. Street poles display banner sizes **XX" by XX"**.

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APPROVAL PROCESS:

The DCVA will review and approve, or deny, each banner application on the 3rd Wednesday of each month at the DCVA District Identity & Placemaking Committee Meeting. 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 replacement/repair, as well as required insurance. Our full-service maintenance crew handles every aspect of the execution of this process, apart from the actual banner design and printing/delivery.

BANNER DISPLAY FEES:

The DCVA monthly display fee for use is as follows (please initial your selection):

HIGH TRAFFIC COORIDOR (\$30 Per Banner)

<i>Street Name</i>	<i>Banner Count</i>	<i>Cost</i>
<input type="checkbox"/> <i>Third Avenue (E St. to Roosevelt)</i>	100	\$3,000
<input type="checkbox"/> <i>Third Avenue (Roosevelt to H St.)</i>	XX	\$

STANDARD COORIDOR (\$20 Per Banner)

<i>Street Name</i>	<i>Banner Count</i>	<i>Cost</i>
<input type="checkbox"/> <i>F Street</i>	XX	\$
<input type="checkbox"/> <i>Park Way</i>	XX	\$

FULL DCVA BANNER PROGRAM BUYOUT: \$XXXXX

NOTE: The above fees do not include banner production, installation or repair/replacement. Surge pricing at a 20% increase will be enacted during peak months considering Downtown activities.

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 the DCVA and City of Chula Vista requirements regarding promotional content. Welcome Banners are permitted in the City of Chula Vista 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.

DCVA 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 East Village Association.

DRAFT