



**Downtown Hayward Improvement Association  
District Identity & Streetscape Improvement Committee**

**Friday, March 25, 2022, at 2:00 p.m.**

**Zoom Virtual Meeting**

<https://us02web.zoom.us/j/89886975207?pwd=YWRlRb1ZuOUZKWUdtZHdRbXQrN0hjUT09>

Meeting ID: 898 8697 5207 | Passcode: 112049 | Call-In +1 669 900 9128

- 1) Roll Call & Zoom Etiquette / Catherine Ralston, 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*  
*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) Public Comment (3-Minute Max Per Person)
- 4) Approval of February 17, 2022, Minutes *Action Item*
- 5) Committee Updates:
  - a. Downtown Hayward PR/SM RFP Responses
    - a. Status of Current Vendor Services
    - b. Olive Creative Strategies Proposal for District PR/SM Services *Action Item*
- 6) Next Meeting:
- 7) Adjournment

**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 outside of the building that the meetings are being held. 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 Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.*

---

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

**22650 Main Street • Hayward, CA 94541**

AB 361 Overview  
9/30/2021

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.



**Downtown Hayward Improvement Association  
District Identity & Streetscape Improvements (DISI) Committee  
Thursday, February 17<sup>th</sup>, 2022 – 3:00 p.m.  
Meeting held via zoom**

**Present:** Catherine Ralston (Chair), Kim Huggett, Resti Zaballos, Bill Matheson, Sara Buizer, Dinesh Shah (by phone),

**Staff:** Marco Li Mandri, Dominic Li Mandri/New City America

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Committee Chair Catherine Ralston called the meeting to order at 3:06 p.m.	<b>No action taken</b>
<b>2. Continuing Virtual Meetings Pursuant to AB361</b>	Consideration to continue meeting virtually pursuant to AB361.	<b>Catherine Ralston motions to continue meeting virtually pursuant to AB361. Kim Huggett seconded. Motion carried unanimously.</b>
<b>3. Public Comments, announcements</b>	<ul style="list-style-type: none"> <li>- Dominic provided an update on his meeting with the Executive Director and the Hayward City Manager Kelly McAdoo regarding downtown concerns and anticipated programs/projects. Discussion followed.</li> <li>- Catherine Ralston announced Tacos El Gordo has replaced Tacos Los Pericos as the operating business at the NW corner of Watkins and B Street. Falafel Flame has also opened up at 22648 Mission Blvd.</li> <li>- Catherine reported the new owner of 1025 A Street (old Salvation Army) is in the process of applying for building permits.</li> </ul>	

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

22650 Main Street • Hayward, CA 94541

	<p>- Catherine also reported the City's Economic Development Department was preparing to launch a facade improvement program that can be utilized by downtown business owners.</p> <p>- Catherine also reported the Together for Hayward Gift Card program has sold \$53k worth of cards redeemable at local participating businesses, at an average sale of 70 cards per week.</p>	
<p><b>4. Review of Meeting Minutes from November 10<sup>th</sup>, 2021</b></p>	<p>Dominic presented minutes from the Committee meeting on November 10<sup>th</sup>, 2021, for member review.</p> <p>Committee members took time to review the minutes as presented.</p>	<p><b>Motion to approve the August 27<sup>th</sup> minutes as presented was made by Catherine Ralston and seconded by Bill Matheson. Motion passed unanimously.</b></p>
<p><b>5. Committee Updates:</b></p> <p>a) <b>FY21-22 Annual Report Draft</b></p> <p>b) <b>New Big Belly Cans Slated for Q3</b></p> <p>c) <b>B Street Quarterly Banner Themes</b></p> <p>d) <b>New Downtown Event Interest</b></p>	<p>a. Staff are finalizing the first draft of the report and will begin making final revisions of the content before the final versions are sent to the Chamber for report assembly.</p> <p>b. Dominic reported that he was in contact with City staff on the potential placement of additional Big Belly Receptacles in and around downtown this Fall as part of a phased City-wide rollout. Dominic will be providing a map of recommended placement locations for consideration. Dominic also mentioned he has experience working with districts that have used these Big Belly Receptacles to display art from local artists, which is note-worthy to this Committee.</p> <p>c. The Welcome Home Banners have all been installed on the 12 Decorative Poles on B Street. Dominic will prepare quarterly banner theme ideas for review at the next meeting.</p> <p>d. Dominic referred to pages 7-9 of the Committee packet to demonstrate that interest in holding events in downtown is returning. Those materials include an event application for a Beer-Tasting event organized by the Bistro as well as an inquiry from a local business owner on a healthy lifestyle event.</p>	

<p>e) <b>DHIA Year End Social Media Report</b></p> <p>f) <b>DHIA Public Relations/Social Media RFP</b></p>	<p>Catherine also mentioned there was an application in for a Hula Association event on Main Street in early May.</p> <p>e. Dominic directed Committee members to pages 10-14 of the packet to summarize the progress made in promoting the DHIA via social media for the January 2022. No Year End summary had been provided at that point.</p> <p>f. Dominic updated Committee members on the status of the DHIA Social Media coverage and consistency. Considering the new development coming online very soon and the new businesses opening up, the DHIA recognizes the need for greater PR coverage of downtown and better Social Media support as well, two services typically provided by a professional firm. Dominic wanted to inquire with Committee members what the sentiment of the Committee was to explore what options or firms were available/interested to assist the DHIA in promoting the downtown district and supporting our local merchants via social media. The consensus of the Committee was that this service was needed and an RFP was appropriate to ascertain what firms were interested in taking this work on. Committee members spent the remaining time deliberating on the parameters of the template RFP included on pages 15-16 of the packet.</p>	<p>f. Catherine Ralston motioned to approve staff posting a final version of the included RFP for District PR/SM services for an annual contract ranging from \$40 - \$50K; Resti Zaballos seconded the motion. Motion carried unanimously.</p>
<p>6. <b>Other</b></p>	<p>No other business was presented by Committee Members.</p>	
<p>7. <b>Next DISI Committee Meeting</b></p>	<p>No Future Meeting was set. The Committee will meet as needed or requested by the Committee Chair.</p>	<p><b>Adjourned 3:53p.m.</b></p>

Minutes taken by Dominic Li Mandri, District Manager



IT'S TIME TO

*illuminate greatness*





Dear Dominic,

Thank you so much for the opportunity to present our services for Downtown Hayward Improvement Association. We would be honored and inspired to illuminate this wonderful community. Given our successful track record aligning and elevating communities like Little Italy, Arts District in Liberty Station, Redwood City Improvement Association and many others, we feel we are absolutely equipped with experience to work with you.

This proposal outlines our services along with a few case studies to support us in continuing the conversation. We believe that a consistent and creative approach that truly reflects the values of this community is the winning strategy.

We look forward to growing a last relationship with you and your team.

Thank you,

A handwritten signature in black ink, appearing to read 'Jennifer Borba von Stauffenberg', written in a cursive style.

Jennifer Borba von Stauffenberg

Prepared on March 8, 2022

**CONFIDENTIAL AND PROPRIETARY DOCUMENT OF OLIVE CREATIVE  
STRATEGIES, INC.**



## OUR MISSION

**TO AMPLIFY AND ILLUMINATE THE STORIES OF  
THE MOST POSITIVELY POWERFUL PEOPLE & BRANDS**

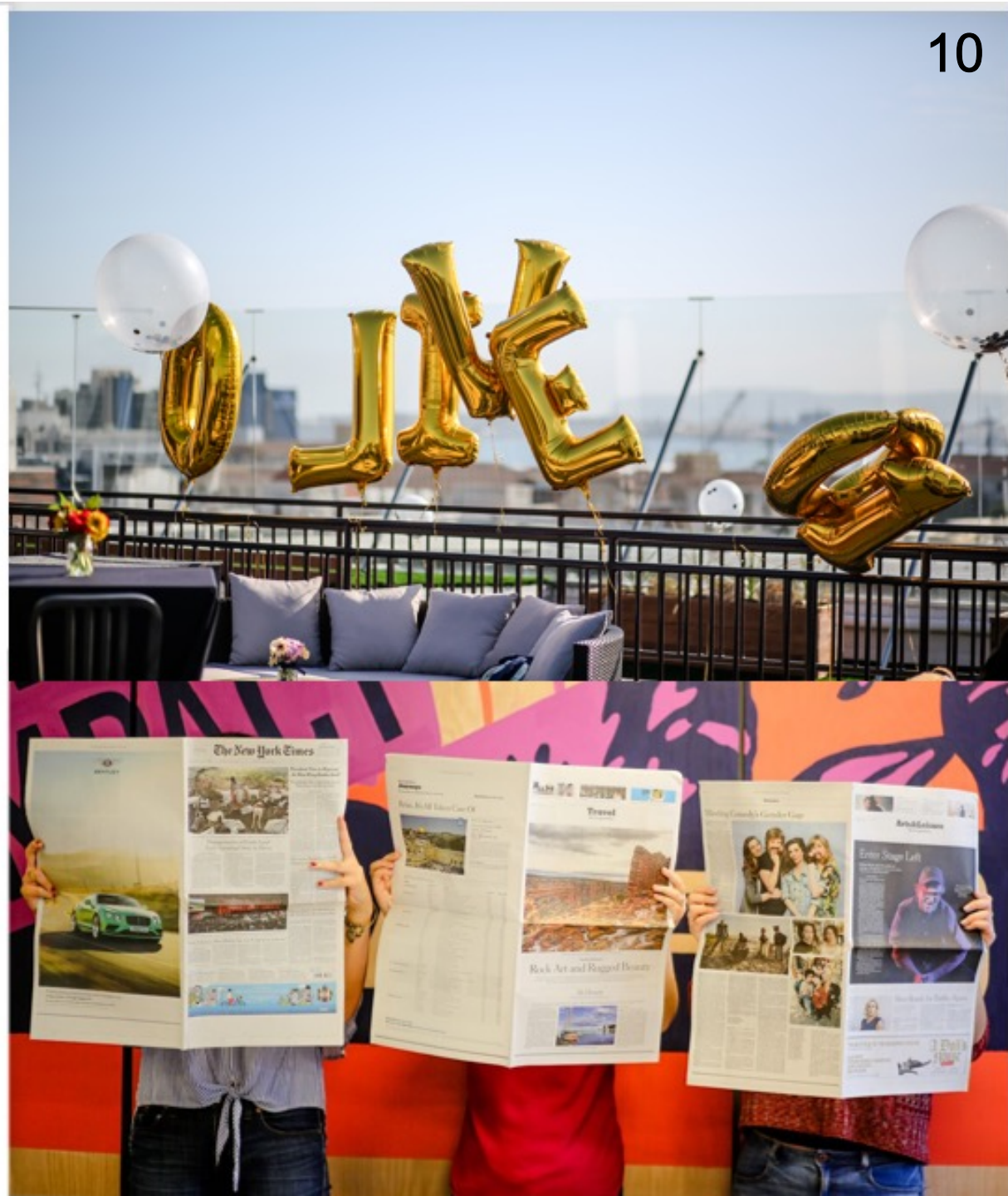
We believe that public relations is not about spinning a story to make something great – it's about illuminating the greatness that already exists.

## THE OLIVE WAY

# OUR TEAM AND OUR PROCESS

Olive Creative Strategies is a national boutique public relations and marketing agency on a mission to amplify the stories of the most positively powerful brands and people. We are known for hard-hitting media relations results, robust and engaging social media campaigns, and thoughtful activations that create a buzz.

Our team is serious about shining the spotlight on our clients. We understand the magnitude of great marketing and public relations and use it like a superpower. We're not spin doctors. We only work with brands that are the real deal – people with purpose driven companies that make a difference. We work smart, play hard and celebrate victories right beside our clients.



# OBJECTIVES

- Work alongside New City America to build successful programs and events to drive traffic to and awareness of Downtown Hayward Improvement Association (DHIA)
- Illuminate DHIA within the community and beyond through a robust media relations and social media campaign
- Develop an engaged online community through social media that informs and excites the community about all DHIA has to offer
- Provide direct outreach for partnerships and campaigns that will result in new supporters
- Support DHIA with strategic crisis communications if needed
- Sustain an engaging email marketing campaign
- Develop fresh new opportunities to support community



# THE OLIVE WAY

## BRAND DISCOVERY

- Facilitate the Branding Discovery Process/Campaign Kick-Off Meeting: Two-hour meeting where we will flush out all the details we need to gain clarity on your brand to deliver a complete strategic messaging plan in the correct brand voice
- Work with you to establish best practice protocol for a mission-driven understanding of how DHIA should be known
- Define key target audiences and develop awareness among them through strong messaging, storytelling, media relations, digital communications and social media
- Serve as an extension of the internal team to assist with ensuring all components are cohesive

# PLANNING

## THE STRATEGIC MAP

---

- Discuss your goals and vision to develop robust multi-channel media relations and social media campaign
- Develop a timeline to ensure we can consistently build awareness with strategic information releases, while maintaining a balance of creative pitches that will generate targeted regional and national exposure when desired
- Assist with idea generation for compelling campaigns that will resonate with the target audiences
- Set milestones and attainable goals to ensure the team is on track for a successful campaign

# MEDIA RELATIONS

## THE ULTIMATE PRESS PACKAGE

- Develop a press kit that includes information that will address questions from media and stakeholders
- Build press materials that will support media contacts in writing strong features
- Educate media and key target audiences about DHIA's mission and differentiators
- Collect or create approved images, community information, background, and bios for quick media access

# MEDIA RELATIONS

- Develop a tailored media relations strategy that balances storytelling and creative ideas to illuminate the values, differentiators and mission of DHIA
- Leverage top-tier media relationships to secure premium placement in all applicable media outlets
- Write, produce and distribute all press releases and pitches with a primary focus on key annual events. Story ideas in between can include:
  - Creative ways the DHIA community has remained strong as it rises out of the pandemic
  - New businesses in the community
  - 12 secrets about DHIA that only few know
  - Roundup of the best flavors of DHIA
  - The faces of Downtown Hayward
  - Celebrating local landmarks
  - Reintroducing DHIA and the benefits it brings to the community
- Leverage key partnerships to develop additional media opportunities
- Prepare designated spokesperson for media events and interviews through media training on key speaking points and briefings for interviews



# SOCIAL MEDIA

- Develop a strategy with creative campaign ideas and tailored content for each of the target audiences on different social channels (featuring 2-3 posts per week)
- Social Media is one of the top ways people find and validate information. We can leverage this by sharing the DHIA community experience with wonderful lifestyle photos and community generated photos to remind people of all the wonderful places
- Create powerful hashtag campaigns to activate organic engagement and respond to all inquiries
- Provide client with monthly content calendar for approval
- Strategically leverage social media platforms for outreach to key brands
- Create event pages to promote upcoming DHIA events
- Leverage media coverage with social media push to drive traffic to editorial sites to support circulation numbers

## **Content Creation/Execution**

- Implement an overarching aesthetic: We want to make sure the images shared in all posting are in line with the look and feel of the DHIA brand to ensure anytime someone visits the page they have a clear sense of the look and feel of the community
- We continuously evaluate what kind of content your fans are the most excited about and brainstorm creative campaigns we can implement to take awareness and engagement to the next level



# SOCIAL MEDIA

## SOCIAL MEDIA ADVERTISING

- Advertising plays a critical role in the success of social media campaigns. We hone in on your goals and develop a strategy around how to achieve them with advertising. We report on the success of each advertising campaign on a weekly basis in our status reports
- We can utilize social media advertising to grow the social media audience, increase engagement, and drive traffic

## REPORTING

- We monitor analytics to quantify performance of each campaign and provide client with weekly and monthly analytic reports to track success rates of posts and advertising campaigns



## Downtown Hayward Improvement Association

@DowntownHayward · Nonprofit organization

Send message

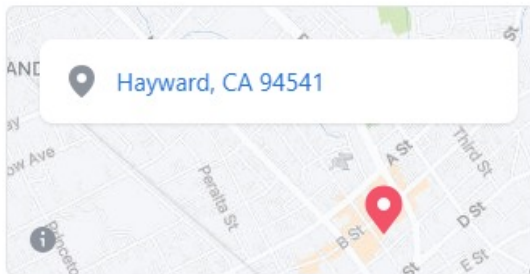
Hi! Please let us know

Home Reviews Videos Photos More ▾

Like

### About

See all



- The Downtown Hayward Improvement Association (DHIA) administers the Downtown Hayward Community Benefit District to maintain and enhance



Create post



Photo/video



Check in



Downtown Hayward Improvement Association  
Downtown Hayward.

February 14 at 10:13 AM · 🌐

Happy Valentine's Day from all of us at the DHIA!!

#HappyValentinesDay #ValentinesDay #IHellaLove  
#ILoveDowntownHayward #ILoveHayward #Support  
#ShopLocal #Hayward #HaywardCA #DowntownHayward  
#DowntownHaywardImprovementAssociation

# DIRECT OUTREACH/DEVELOPMENT

- Work with your board members and team to come up with creative ways to partner with community businesses and members
- Support with outreach to sponsors to increase fundraising



# BUDGET

All campaigns are based on the amount of time it takes to execute. Client will always pre-approve any additional costs or add-on services. Changes to our base contract require a 30-day notice. All invoices are due payment at the first of the month for the month of services. All account services are put on hold if invoices are more than 10 days late.

- Strategic Communications Plan/Timeline
- Monthly Strategic Meeting
- Weekly ½ Hour Tactical Call
- Weekly Status Report Update
- Monthly Summary and Scanned Clips

## FEES

---

17

### MEDIA RELATIONS

- \$3,000 per month regional media relations, direct outreach and event idea generation (1-2 pitches or press releases per month)

### SOCIAL MEDIA

- \$1,200 per month base social media channel (3-4 post per week)
- \$300 per month for Instagram stories

A full price list of services and rates follow.

### TOTAL

- \$4,500 per month

Prepared on March 8, 2022

**CONFIDENTIAL AND PROPRIETARY DOCUMENT OF OLIVE CREATIVE STRATEGIES, INC.**

Olive



# PR PRICING GUIDE

## BASE PRICING FOR PR SERVICES:

LOCAL.....	\$4,500 / MONTH
[ANY ONE MARKET]	
NATIONAL CONSUMER [5 VERTICALS].....	\$5,500 / MONTH
NATIONAL TECH/SCIENCE/HEALTH/BUSINESS .....	\$7,500 / MONTH
CSR CAMPAIGNS [1 QUARTERLY EVENT].....	\$7,500 / MONTH
ADD ON CSR CAMPAIGN.....	\$1,500 / EVENT
ADD ON VERTICAL.....	\$1,500 / VERTICAL
ADD ON MARKET.....	\$2,500 / MARKET
REGIONAL EVENTS THROUGHOUT THE U.S. ....	\$ BASED ON POPULATION AND MARKET SIZE

## BASE PRICING FOR SOCIAL MEDIA:

SOCIAL MEDIA.....	\$3,500 / MONTH
- 3 CHANNELS [5-7 POSTS PER WEEK]	
- \$1,800 BASE OF 1 CHANNEL	
ADD ON CHANNEL.....	\$850 / CHANNEL
INSTAGRAM STORIES.....	\$350 / MONTH
[UP TO 5 STORIES PER WEEK]	
CLUBHOUSE IDEATION & PROMOTION STARTING AT.....	\$350 / MONTH
[\$ BASED ON CLUB FREQUENCY]	
SOCIAL MEDIA ADVERTISING MANAGEMENT.....	UP TO \$500 INCLUDED IN RETAINER
- OVER \$500 CHARGE A MANAGEMENT FEE	
- SHOULD BE BASED ON NUMBER OF CAMPAIGNS VS. BUDGET	
- DETERMINE ON A CASE BY CASE BASIS	
ENGAGEMENT FOR SOCIAL AUDIENCES	
10K - 49K 3 HOURS.....	\$375
50K - 99K 6 HOURS.....	\$750
100K - 449K 9 HOURS.....	\$1,125
500K - 1M 12 HOURS.....	\$1,500
1M+ 15 HOURS.....	\$1,875
INFLUENCER AND AMBASSADOR .....	\$2,500 / MONTH
BLOGS.....	\$500 / 2 BLOGS
EMAIL NEWSLETTERS.....	\$500 - 1,000 / MONTH
- \$500 / MONTH - BI-WEEKLY NEWSLETTER	
- \$1,000 / MONTH - WEEKLY NEWSLETTER	
CONTENT CREATION.....	\$ BASED ON REQUEST
PHOTOGRAPHY AND VIDEOGRAPHY.....	\$ BASED ON SUB CONTRACTOR

# DESIGN PRICING GUIDE

## WEBSITE DESIGN - \$3,000 [STARTING]

- Design only - Up to six pages  
[PROGRAMMING NOT INCLUDED]
- Copy is an additional cost & is based on the final number of pages

## BRANDING PACKAGE - \$8,000

DEVELOP A COMPLETE BRAND OR RE-BRAND

### STRATEGY + CONCEPT

- Intake questioning and understanding
- Brand strategy and design brief
  - Positioning statement
  - Pillars/values
  - Personality/voice
  - Core brand concept
  - #tags and headlines that can carry the concept forward in the execution of deliverables

### VISUAL IDENTITY

- Three initial mood boards/ideas for direction setting
- Asset development
- Final selection and refinement for a cohesive brand
- Style guide
  - Logo
  - Color palette/fonts
  - Other visual assets identified to represent the brand such as iconography, textures or photography
- Final messaging and designs for production

## NEW BUSINESS PACKAGE - \$12,000

INCLUDES:

- Branding package &
  - Business cards
  - Stationary
  - Environmental samples

## BASE PRICING FOR DESIGN SERVICES:

LOGO ONLY [3 OPTIONS].....	\$5,000
BUSINESS CARDS [3 OPTIONS].....	\$625
STATIONARY.....	\$375
ENVIRONMENTAL DESIGNS	
A FRAME.....	\$625
DIRECTIONAL SIGNAGE.....	\$375
SOCIAL MEDIA GRAPHICS.....	\$375
[PROFILE PICS AND COVER PAGES FOR UP TO THREE CHANNELS]	
INSTAGRAM HIGHLIGHT COVERS.....	\$375
POSTCARDS.....	\$500
E-NEWSLETTER TEMPLATE.....	\$1,000
FLYERS.....	\$750
POSTERS.....	\$750
OUTDOOR BOARDS.....	\$750
BROCHURES	
THREE FOLD.....	\$875
TWO FOLD.....	\$750
PRESS KIT.....	\$875
POWERPOINT PRESENTATION TEMPLATE.....	\$875
PACKAGING.....	\$2,000
HANG TAGS.....	\$500
BLOG DESIGN TEMPLATE.....	\$750
BANNER AD/DIGITAL ADS.....	\$375
T-SHIRTS.....	\$500
STICKER DESIGN.....	\$250
MERCHANDISE & PROMOTIONAL ITEMS.....	\$500 PER DESIGN



# ABOUT OLIVE

---

- Established on May 1, 2009, Olive Creative Strategies is a creative, results driven national boutique agency that works closely with clients to provide solutions that work
- Our ABC's for creating a successful campaign are Authenticity, Brilliance and Courage – courage to say or do something that is new, best or different
- We are a passionate team that believes in the power of public relations and works with our clients' businesses like they are our own
- We have a clear understanding of the urgency a client feels in needing results and a campaign that strategically helps them to achieve their goals faster
- We focus on the results of the results. Olive secures top-tier media coverage but our primary objective is always to impact our client's bottom line

- We are very transparent in everything we do. We believe our clients should be able to see the work we are doing and why we are doing it
- Our clients see us as a core member of their team and there is a mutually beneficial trust
- We are a team that prides itself on being on the cutting edge to ensure our clients remain leaders
- Successful track record working with such notable clients as Little Italy Association, Liberty Station Community Association, Arts District at Liberty Station, Redwood City Improvement Association, San Leandro Improvement Association, Third Avenue Village Association, Glendale Improvement Association, ArtWalk, p1440 (Kerri Walsh Jennings, three time gold medal Olympian in beach volleyball), PMD, Bigsley (Color Run in over 25 markets, Soul Pose, and Electric Run), Alliance Residential Company, Greystar, Bosa Development, Goodman, and many more

# OUR TEAM



## Jennifer Borba von Stauffenberg, President

It all started with Cyndi Lauper in 1985. Jennifer was six years old, glammed up with her pink ruffled skirt, scrunchied ponytail and jelly bracelets up to her elbows, seeing and experiencing true self-expression for the first time. Earlier that day, her Dad surprised her and her older sister with tickets to their first concert. In disbelief that Cyndi Lauper was a real person, this precocious first-grader not only lost her first front tooth that night, but she realized her life purpose. While the music, lights, mohawks, and pink hair mesmerized the young girl, it was the power that Cyndi Lauper had over the giant crowd which captivated Jennifer.

She stood on her tip-toes on the fold-out stadium seat, craning her neck to get a better glimpse of Cyndi Lauper, who used the stage and a microphone to spread a message of love and explain her passion for equality. At the time, little Jennifer didn't realize what the pop star was doing was a form of public relations – spreading a message to the masses – but she knew from that day on she wanted to dedicate her life to helping people share their powerful messages to the people they were trying to reach.

Fast forward 23 years later, Jennifer launched Olive Creative Strategies, Inc. – a national public relations and marketing agency. Inspired by Cyndi Lauper, Jennifer's mission is to amplify the messages of the most positively powerful people and brands. Jennifer leads a team of savvy, dynamic public relations professionals in producing strategic campaigns that focus on the client's results. With over 20 years in the business, she has a reputation for not only coming up with great ideas at your first meeting that culminate into full-blown marketing strategies, but also for being a dependable connector that can provide support for all aspects of your business based on her extensive network of vetted connections. Jennifer has secured media coverage around the world and takes pride in her clients' wins.



## Matthew Van Court, Account Executive

With over a decade of professional experience within the hospitality industry, Matthew channeled this passion into a career in public relations earning him a reputation as a creative strategist with a proven track record for bringing client's stories to life.

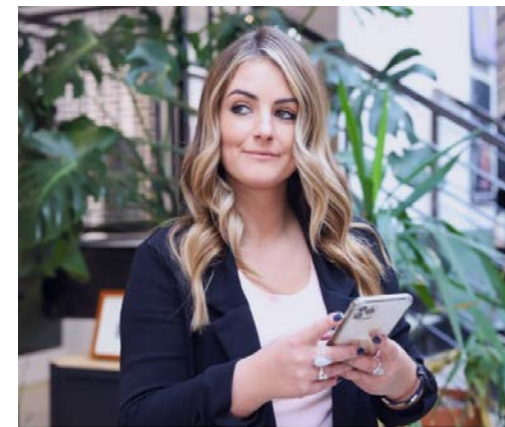
His approach to public relations includes a healthy dose of strategic analysis, experienced-based intuition, and good ole' fashioned hustle. A graduate San Diego State University with a Bachelor of Arts in Journalism & Media Studies, Matthew has had the pleasure of working with a wide variety of clients including communities, design, real estate, restaurants, and art throughout the country.

Matthew has developed strong relationships with regional and national reporters, as well as city leaders and

community organizations enabling him to exercise keen judgement and understand the greater community and social context to his client's campaigns.

As a PR Account Executive at Olive, Matthew spearheads messaging and creative direction across his portfolio of regional and national clients, and his strengths in creative storytelling have allowed him to secure ink in top-tier national and regional publications.

Outside of work, Matthew enjoys hobbies related to fitness, art, and exploring the eclectic mix of all things delicious in his city.



## Cree Jones, Social Media

Cree Jones is a former Olive who has launched her own social media business. Olive partners with her now as an independent contractor. She is a marketing professional that specializes in social media and influencer marketing. Her approach blends traditional PR and modern marketing trends to create ever-evolving, cutting-edge strategies for her clients. She has over seven years of experience with a proven track record of success growing brands in a variety of industries, such as consumer goods, experiential events, professional sports, hospitality, entertainment, and community organizations. She currently resides in the suburbs of Philadelphia with her two dogs, Luna & Leia.

# OUR CLIENTS

## CURRENT CLIENTS

### COMMUNITIES



### CONSUMER LIFESTYLES



### ENVIRONMENT



### FOOD & BEVERAGE



### REAL ESTATE



# OUR CLIENTS

## CURRENT CLIENTS CONTINUED

### EVENTS



PRESENTED BY



### ARTISTS & CULTURE



### PRO-BONO



# PAST CLIENTS

## REAL ESTATE

Agritopia  
 Alexan ALX  
 Alexan CTR City  
 Alexan Millenia  
 Alexan Rivue  
 Alliance  
 Astoria  
 Broadstone Little Italy  
 Broadstone Coronado  
 Broadstone Balboa Park  
 Broadstone Corsair  
 Broadstone SWAY  
 Carlsbad Gateway Center  
 Cornerstone  
 IDEA 1  
 Jefferson Pacific Beach  
 Kodo  
 Mariposa on 3<sup>rd</sup>  
 Orchids & Onions  
 Renovating Lives  
 Residences at Escaya  
 Rylan Apts.  
 Tower 180

## HOSPITALITY

Cadence Travel  
 The Chopra Center  
 Little Italy's Loading Doc  
 Pappalecco  
 Porta Vista  
 ResortPass

## EVENTS

Free To Breathe 5k  
 Gator By the Bay  
 P1440  
 Redwood Media Group  
 Art San Diego  
 Spectrum Miami  
 Red Dot Miami  
 Spectrum Indian Wells  
 ArtExpo New York

## FOOD & BEVERAGE

Bittercube  
 Cow By Bear  
 Mammoth Creamers  
 Sanctuary Oysters

## CONSUMER LIFESTYLES

Axel & Ash  
 Bear Necessities  
 Chi Chocolate  
 Designer Protein  
 Earths Elements  
 Jet Renewal Kit  
 Na Pali Pure  
 Original Grain  
 Production Crate  
 Rock My Run  
 VIM & VIGR

## ENTERTAINMENT

The Portal

## ARTISTS

Billy Galewood  
 Concetta Antico  
 Dani Dodge  
 Vonda Shepard

## NON-PROFIT ORGANIZATIONS

American Diabetes Association  
 A.R.T.S. A Reason To Survive  
 Susan G. Komen for the Cure  
 Feeding the Soul Foundation  
 Lung Cancer Foundation  
 Olivewood Gardens and  
 Learning Center  
 Lung Cancer Foundation

## CORPORATE SOCIAL RESPONSIBILITY

Frank Subaru  
 Mission Healthcare  
 Takeda California

## COMMUNITIES

Liberty Station  
 Improvement Association  
 San Leandro  
 Improvement Association  
 Uptown Whittier  
 Improvement Association



# CASE STUDY: LITTLE ITALY ASSOCIATION

## OUR CHALLENGE

San Diego's Little Italy is a nonprofit 501(c)(3) corporation for the public's benefit, the Little Italy Association (LIA) advocates on behalf of its members' best interests in the areas of public safety, beautification, promotion and economic development, while preserving the unique cultural resources that exist in the Little Italy neighborhood of Downtown San Diego. LIA stands as the only district management corporation of its kind for any Little Italy neighborhood in the United States and is run by a Board of Directors encompassing 32 people who represent property owners, residents, businesses and community at large.

San Diego's Little Italy is a 21st century model neighborhood for how other City center neighborhoods and Downtowns should operate. In the last 20 years, Little Italy San Diego has had nearly 5,000 new apartments and condos built in the neighborhood and increased sales tax revenues by 43%, and in the last five years the number of businesses in the neighborhood has nearly doubled.

When the Little Italy Association connected with Olive, we were tasked with the challenge to maintain and increase visibility of this premier neighborhood with regional and national media relations and an engaged social media campaign.

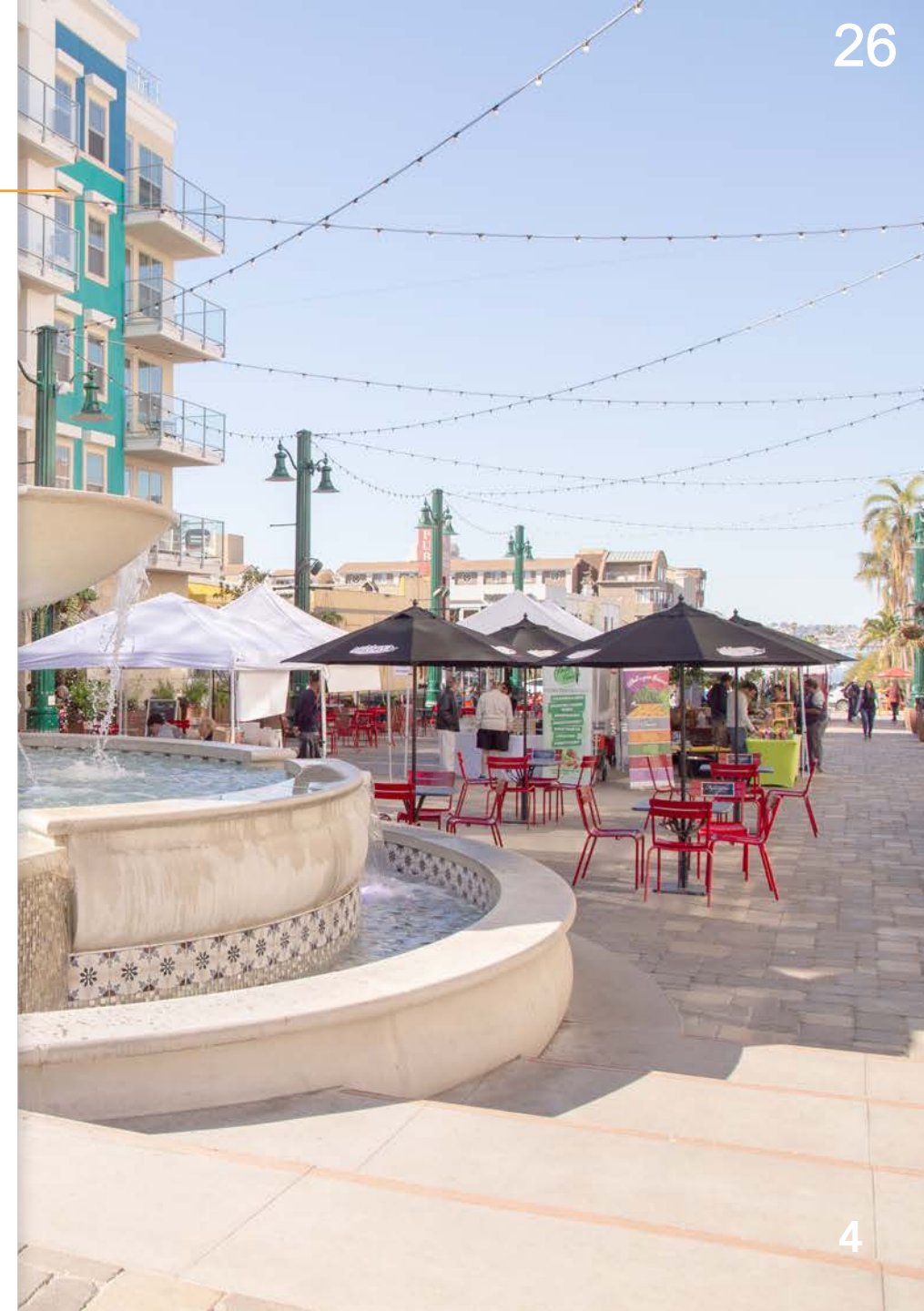


# CASE STUDY: LITTLE ITALY ASSOCIATION

## THE SOLUTION

At Olive, we always start the same way: we discuss the ultimate vision when the client is at its fullest potential. Once we have a clear view of what that looks like, we can begin to build a cohesive media relations and social media campaign that is in alignment. Next, we identify the values. With the vision of expression and core values, we can begin to develop the storyline. We believe that effective campaigns are confident and collected. This means you always have a strategy and plan in place to ensure you are sharing information in a way that serves to reinforce the values and truly illuminate the greatness that exists—this is key when aligning a strategy across both media relations and social media. In a community like Little Italy, there is a lot going on, so it's important to begin to build the framework around the community's key events first. Then, we move onto the lifestyle piece and finally, the exciting part—thought leadership and national travel and tourism. While creating this strategic plan, the media relations team and social media team work in tandem to ensure media opportunities are scheduled within the social media calendar, there are consistent seasonal themes and marketing efforts are cohesive—this is crucial to the storytelling process and ensuring that all channels are complementing one another.

The social media campaign mirrors the media relations strategy, only the communication is visual, conversational and most importantly—engaging. We focused on growing the social media followings through unique curated content, high-quality imagery, content from fans, giveaways, editorial features and targeted advertising campaigns. In addition, we build successful hashtag campaigns that encouraged fans and social influencers to contribute posts about the brand, expanding our organic social reach, like #LittleItalySD, #DogsofLittleItaly, #ThatRedChairSD, #BuonNataleSD, etc.



# CASE STUDY: LITTLE ITALY ASSOCIATION

## SERVICES RENDERED

- Strategic Planning
- Media Relations
- Social Media
- Photoshoot Development

## THE RESULTS

Since the launch of this campaign, we have aggressively grown media exposure to position and validate San Diego's Little Italy as the number one Little Italy neighborhood in the nation through credible regional, national and international media. This strong visibility has directly impacted fundraising efforts and increased ticket sales and attendance at community events—Trick-or-Treat on India Street, Little Italy Tree Lighting and Christmas Village, Ferragosto, Taste of Little Italy, and more. This has also opened the doors to incredible new opportunities like getting featured in a new documentary backed by the Russo Brothers, *BIG CITY, Little Italy*, set to premiere at the National Italian American Foundation Gala later this year.

During the Covid-19 pandemic, with campaigns like Ciao Bella and Al Fresco dining, we positioned Little Italy as an industry leader. Events known and loved by all were pivoted like Taste of Little Italy, which had a Take-Out Edition and the annual Little Italy Tree Lighting and Christmas Village had a virtual edition, The Little Italy Holiday Special. We also supported the addition of two new holiday events: JOY! and Giuseppe the Elf and turned Small Business Saturday into Small Business Season.

By aligning our social media strategy with media relations, we've been able to successfully grow a more engaged online community. Today, Little Italy has over 92,000 followers on Facebook, 82,500 followers on Instagram and 8,500 followers on Twitter. We've relied on authentic community management to build and grow Little Italy's digital presence while maintaining higher-than-average engagement rates.

With the combination of social media and media relations, San Diego's Little Italy is now viewed as the top neighborhood and top culinary hub in San Diego and a top travel destination to visit.



# FACEBOOK

Top posts

**Little Italy**  
Dec 24, 2021 · 🌐

Today we celebrate Festa dei Sette Pesci, The Feast of Seven Fishes. 🐟... See more



137 likes · 4 comments · 15 shares

**Little Italy**  
Jan 18 · 🌐

Have you seen our abstract Mona Lisa mural turning onto southbound Interstate 5 from Grape Street?... See more



270 likes · 17 comments · 13 shares

**Little Italy**  
Dec 6, 2021 · 🌐

What a magical night! ✨ Grazie mille to everyone that came out to celebrate our 23rd Annual Little Italy Tree Lighting & C... See more



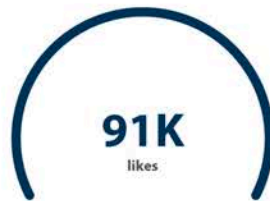
You and 96 others like this · 8 comments · 8 shares

Since October of 2015

Facebook net follower growth: **47.4K**

Jan 2021-Dec 2021

Current # of FB page likes



Net new follower growth



Page reach

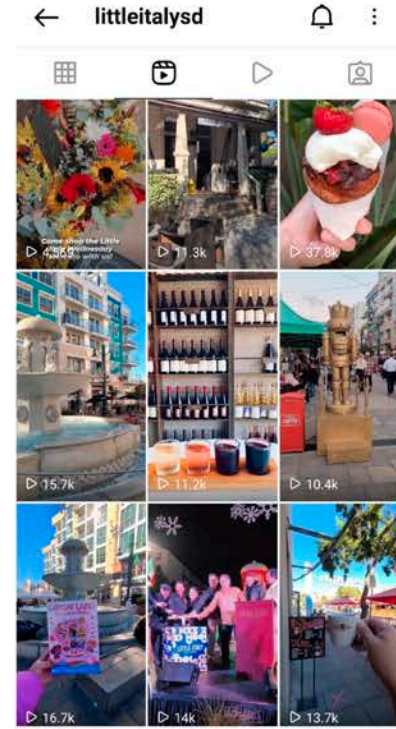


Avg engagement rate



# INSTAGRAM

Top posts



Since October of 2015

Instagram net follower growth: **79.5K**

Jan 2021-Dec 2021

Current # of IG followers



IG new follower growth



IG reach



Avg engagement rate



Top posts

**Little Italy SD** @LittleItalySD · Dec 4, 2021  
We're excited to ring in the holidays today! The event kicks off at 4pm w/ the Tree Lighting Ceremony at 6:30pm in the Piazza della Famiglia. Don't forget to stop by our Christmas Village to support local businesses & the Letters to Santa craft station! 🎄 #LittleItalySD



2 retweets 13 likes

**Little Italy SD** @LittleItalySD · Dec 1, 2021  
The Experience | 'Tis the season, for Small Business Season! ❄️ Our Wednesday Holiday Market is back today from 9:30am-1:30pm!

Have you visited our Wednesday Holiday Market before?

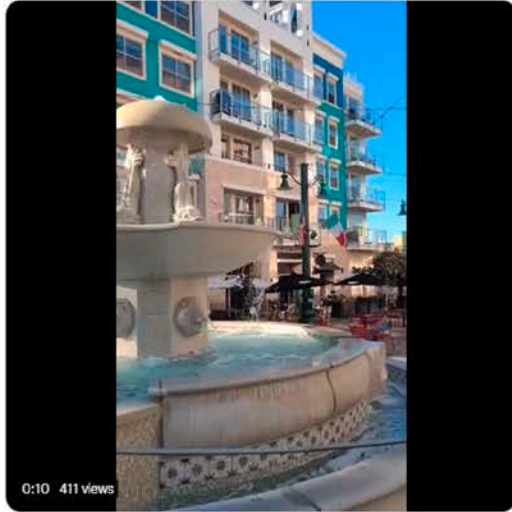
#LittleItalySD #ShopLittleItalySD #Holidays #ShopLocal

📷: littleitalymercato



1 retweet 16 likes

**Little Italy SD** @LittleItalySD · Jan 21  
There's nothing quite like sitting in the Piazza in the early morning with your fresh cappuccino, watching our neighborhood locals enjoy a card game. ☀️



3 retweets 20 likes

Since October of 2015

Instagram net follower growth: **3.6K**

Jan 2021-Dec 2021

Current # of Twitter followers



Twitter new follower growth



Avg engagement rate



What It Actually Takes To Be Happy in L.A. PAGE 14

Now Streaming: How Netflix Got the Last Laugh PAGE 20

6 Weekend Getaways, No Flight Required PAGE 61

# Los Angeles



**EXCLUSIVE**

She toppled two of Hollywood's most powerful moguls, but is Charlotte Kirk a villain or a victim? The 28-year-old actress who set off the town's latest scandal finally breaks her silence

## CHARLOTTE'S WEB

50 HOLIDAY GIFTS YOU CAN FEEL GOOD ABOUT



Wine tasting in the South Coast Range

**INSIDER TIP**

February is the best time to visit San Diego. The weather is perfect, the crowds are manageable, and the prices are just what you need for a great getaway. Don't miss the San Diego Zoo, the USS Midway, and the San Diego Convention Center.

**ISLAND CATALINA**

Just off San Diego's coast lies Catalina Island. With its beautiful beaches, clear water, and scenic views, it's a perfect escape from the city. Take a ferry or a helicopter to visit this beautiful island.

**ISLAND CATALINA**

Just off San Diego's coast lies Catalina Island. With its beautiful beaches, clear water, and scenic views, it's a perfect escape from the city. Take a ferry or a helicopter to visit this beautiful island.

**ISLAND CATALINA**

Just off San Diego's coast lies Catalina Island. With its beautiful beaches, clear water, and scenic views, it's a perfect escape from the city. Take a ferry or a helicopter to visit this beautiful island.

**ISLAND CATALINA**

Just off San Diego's coast lies Catalina Island. With its beautiful beaches, clear water, and scenic views, it's a perfect escape from the city. Take a ferry or a helicopter to visit this beautiful island.



Predicting of Catalina Island

**INSIDER TIP**

The best time to visit San Diego is in the spring. The weather is perfect, the crowds are manageable, and the prices are just what you need for a great getaway. Don't miss the San Diego Zoo, the USS Midway, and the San Diego Convention Center.

**ISLAND CATALINA**

Just off San Diego's coast lies Catalina Island. With its beautiful beaches, clear water, and scenic views, it's a perfect escape from the city. Take a ferry or a helicopter to visit this beautiful island.

**ISLAND CATALINA**

Just off San Diego's coast lies Catalina Island. With its beautiful beaches, clear water, and scenic views, it's a perfect escape from the city. Take a ferry or a helicopter to visit this beautiful island.

**ISLAND CATALINA**

Just off San Diego's coast lies Catalina Island. With its beautiful beaches, clear water, and scenic views, it's a perfect escape from the city. Take a ferry or a helicopter to visit this beautiful island.

**ISLAND CATALINA**

Just off San Diego's coast lies Catalina Island. With its beautiful beaches, clear water, and scenic views, it's a perfect escape from the city. Take a ferry or a helicopter to visit this beautiful island.

## San Diego MAGAZINE

### 11 Things to Do in San Diego in June

Food fests, online shows, and more to see and do in San Diego this month



**June 22-23 Taste of Little Italy**

Now celebrating its 13th year, Taste of Little Italy returns the flavors of the neighborhood's top dining and drinking. After you book your tickets, check into the Piazza della Festa Taste Passport, then head out to each of your restaurant partners include Monello, Not Not Tacos, The Crack Shack, Pali Wine Co.

**June 22-23 Taste of Little Italy**

Now celebrating its 13th year, Taste of Little Italy returns the flavors of the neighborhood's top dining and drinking. After you book your tickets, check into the Piazza della Festa Taste Passport, then head out to each of your restaurant partners include Monello, Not Not Tacos, The Crack Shack, Pali Wine Co.

# LOCALE

### Shop Small This Holiday Season at These 12 Local SoCal Businesses

Editors December 9, 2020



Small businesses in our community rely on our dollars to keep us all smiling every day. So, with a thought, a gift from one of our favorite local businesses, you can make a difference.

**Little Italy Dines Al Fresco to Spread Out Amid Pandemic**  
By Lauren Coronado • Published June 13, 2020


Little Italy debuted its al fresco dining experience Saturday allowing restaurants to serve more customers while spreading out diners and the coronavirus pandemic.

Street closures include India Street from W. Ash to W. Grape streets, and W. Date and W. Fir Streets between Kettner Boulevard and Columbia Street, according to the Little Italy Association of San Diego.

"We were really waiting for this event," said Darla Gato, owner of Chico 1845. "As soon as we set up we had a lot of people trying to get outside."

## CORONADO ISLAND crown city magazine

By Chloé Van Arsdale TV, Photos by Paula Lantz and Little Italy Association



**POEMS & CORNERS**

Night & Day Cafe  
75 Years of Theatrical Art  
OTB with Chef Clyde

PRICELESS JANUARY 2021

OTB MARKET LINE | OVER THE BRIDGE TO LITTLE ITALY

## Little Italy

A little something for everyone

By Chloé Van Arsdale TV, Photos by Paula Lantz and Little Italy Association



Over the bridge to Little Italy, the neighborhood is bustling with life. From the historic OTB Market Line to the vibrant street scene, there's something for everyone.

**OTB MARKET LINE | OVER THE BRIDGE TO LITTLE ITALY**

Over the bridge to Little Italy, the neighborhood is bustling with life. From the historic OTB Market Line to the vibrant street scene, there's something for everyone.



chicken, french fries fried in chicken fat and a game or two of bocce ball. Herb and Wood and Herb and Entry, a restaurant and market respectively by Brian Maloney, are both elegant and delicious. The Waterfront is the oldest and longest operating bar in San Diego; it was the first bar to open after prohibition, and the burgers are reputedly voted the best in town. Finally, Budo-budo for Ramen, craft beer and Japanese whiskey. There are some killer spots in the neighborhood: Dallas Patis, Bob, Mikkelthor and Boerckart to name a few. You cannot throw a rock in this neighborhood without hitting a great spot.

Architectural Salvage of San Diego is a go-to spot for vintage brick, masonry and a cool sort of shop. Atoms. They offer unique art of clothing you won't find elsewhere. At the end of a group of shops in an old warehouse that are fun to explore while enjoying a drink above all the shops with a common seating area.

If you're looking for a place to relax, there's a great spot for vintage brick, masonry and a cool sort of shop. Atoms. They offer unique art of clothing you won't find elsewhere. At the end of a group of shops in an old warehouse that are fun to explore while enjoying a drink above all the shops with a common seating area.

Architectural Salvage of San Diego is a go-to spot for vintage brick, masonry and a cool sort of shop. Atoms. They offer unique art of clothing you won't find elsewhere. At the end of a group of shops in an old warehouse that are fun to explore while enjoying a drink above all the shops with a common seating area.

Architectural Salvage of San Diego is a go-to spot for vintage brick, masonry and a cool sort of shop. Atoms. They offer unique art of clothing you won't find elsewhere. At the end of a group of shops in an old warehouse that are fun to explore while enjoying a drink above all the shops with a common seating area.

THERE SANDIEGO

## Little Italy Reopens With Ciao Bella! Campaign

**See + Do** San Diego's Little Italy Association announces reopening plans including in-house dining, in-store shopping, Al Fresco street-side dining, special merchandise to support local businesses and an Italian "Air Kiss Challenge"

THERE by ThereSanDiego

The Little Italy Association (LIA) is launching Ciao Bella!, its reopening campaign, including in-house restaurant dining, in-store shopping, Al Fresco street-side dining, special merchandise to support local businesses and a social media challenge giveaway.

As restaurants and retailers resume business with the proper safety guidelines in place, this campaign will safely welcome the San Diegans and visitors back to the neighborhood they know and love while helping to support Little Italy businesses.



"We are thrilled to see life come back to our charming neighborhood and have the community say hello again with this inspiring campaign," said Marco Li Mandri, chief executive administrator of the Little Italy Association of San Diego. "Ciao Bella!, which means 'hello beautiful' in Italian, illustrates our fortune and that no matter the times, our community will stay united and resilient as a neighborhood, a home, a business hub and most importantly as a famiglia!"

With the tagline "Our Little Italy, Your Familia," Little Italy begins to slowly and safely accept its more than 150 retailers and restaurants, 16 hotels and motels and public spaces to over 3,000 residents and the wider community. As a first step, restaurants will offer in-house dining and retailers will open doors for in-store shopping. For the up-to-date list of open businesses and next stages of reopening, visit [here](#).



As part of the campaign, the LIA will be offering Al Fresco dining initially only on Saturdays on India Street from W. Ash to W. Grace and W. Beach, W. Cedar, W. Date and W. Fir Street between Ketter and Columbia Street, tentatively starting on Saturday, June 19 from 4:00PM to 10:00PM.

The streets will be closed to all vehicles so that the sidewalks and part of India Street will transform into expanded open-air dining to help restaurants mitigate the loss of indoor seating while also creating a safe 30-foot physical distancing promenade where guests can wait for their reservations. Physical distancing protocols will be followed and interested diners will be required to make reservations at their restaurant of choice in advance during the first few weeks of Al Fresco.



In tandem, the LIA is inviting San Diegans and supporters of Little Italy to participate in the "Air Kiss Challenge" starting June 2 as a salute to the Little Italy neighborhood. Using the hashtags, #CiaoBellaSD #AirKiss, the LIA is asking people to post a picture of themselves giving an air kiss on social media that tags two Little Italy businesses and nominates three others to post an air kiss and join.

Individuals who enter have the chance to win prizes on a weekly basis. Prizes include restaurant gift cards and special promotions.

Ciao Bella! t-shirts with campaign tagline, "They are... We see... I AM LITTLE ITALY," with all proceeds supporting the Little Italy business crisis fund and the business purchased. We ask the community and businesses to wear the t-shirt in support of the reopening stage as a famiglia.



Stay informed on Little Italy's latest reopening plans [here](#). Stay healthy, San Diego!



## Community pivots during pandemic to help restaurants survive



By: Amanda Brandeis

Posted at 11:08 AM, Mar 12, 2021 and last updated 9:24 AM, Mar 13, 2021

**SAN DIEGO, Calif.** — While you wouldn't know it today, San Diego's Little Italy district has faced hardships dating back decades.

"Little Italy is over 100 years old," says Marco Li Mandri, chief executive administrator of the Little Italy Association of San Diego. "It was an Italian immigrant community that had Italian, Portuguese, and Mexican immigrants."

The nonprofit is tasked with revitalizing the urban neighborhood.



## 5 Ways COVID-19 Has Completely Changed Farmers Markets

by LAUREN DAVID | published ABOUT 9 HOURS AGO

Farmers markets have long been places of deep connection, community building, and an incredible way to support your local economy. Ask any frequent farmers-market shopper how their summer 2020 went, though, and they'll likely tell you it was pretty grim. As with most forms of gathering, the pandemic pressed pause on — or significantly altered — the operation of the 2020 season, due to safety concerns.

**1. Cash is no longer king.**  
As farmers markets cautiously come back (and they're definitely looking much different than former vendor manager with a deep interest in evolution firsthand. I also spoke with some vendors involved with farmers markets to get the inside story.

**2. Cash is no longer king.**  
Speaking of resisting technological platform payment at markets for an array of reasons (from seller or the shopper), but having the ability to pay quickly, and, best of all, no-contact. That's what is on the rise.

"Many of our farmers and vendors had to finally get more tech-savvy as contactless payment became a goal," says Catt Fields White, manager of San Diego County's largest farmers market, the Little Italy Mercato.

### 5. People value local food more than ever before.

The pandemic showed us all the value shopping small — especially for food. "When supply chains broke down, new customers discovered our work with regional grains and the importance of resilient, regional food systems," says Crawford.

It also helped people grow in their appreciation for locally grown and produced food. "Our community became more aware of the effort required to manage their local farmers market, and appreciated that we were working so hard to protect our farmers' livelihoods and our neighbors' access to fresh, tasty food," says White. "Our shoppers are even more loyal to locally grown food now."



# CASE STUDY: P1440

p1440 was created from the vision of three-time Olympic gold medalist and one-time Olympic bronze medalist, Kerri Walsh Jennings, and husband Casey Jennings' way of life: to live every minute of the day with purpose—all 1,440 of them. p1440 is an event series that encompasses beach volleyball, health & wellness, personal development experiences and entertainment, mirrored by a powerful digital community that provides inspiration and resources to live life fully.

At the end of 2017, the p1440 team came to Olive with the task to introduce a movement in the new year that would change the face of beach volleyball as we know it. The goal? To elevate the sport of beach volleyball, provide a credible platform for aspiring and professional athletes, grow the volleyball audience and become the leading resource for individuals to live a life full of intention. p1440 would do this by creating a live experience unlike anything else that featured the best beach volleyball players from around the world competing in a tournament, top health & wellness experts sharing their tips and leading workouts and yoga classes, kid-friendly activities, engaging art installations, entertainment and more. In p1440's inaugural year, these live events traveled to San Jose, Las Vegas and Huntington Beach.

Through a national media relations campaign, targeted regional media relations campaigns in specific p1440 event markets and a strong social media campaign, we would successfully grow an online community, establish brand recognition and awareness, share Kerri and Casey's way of life, educate and challenge individuals to think about their 1,440 minutes in the day, and create a trusted platform for athletes and fans.



# CASE STUDY: P1440

## THE SOLUTION

With a movement being led by the most decorated beach volleyball athlete of all time, it only made sense that we shoot for the stars, and that's what we did. With a short one-month lead time to launch, we quickly and diligently managed the branding and creative process to establish a name, brand design and brand messaging for p1440, which led up to coordinating New York desksides with top-tier media outlets and launching p1440 with Kerri on the TODAY Show during the 2018 winter Olympics—just like we had dreamed up.

After launching nationally in February 2018, it was key for us to continue sharing p1440's story at a national level with a strategic pitch schedule that included creative angles and editorial calendar opportunities to top-tier outlets. While carrying out a national campaign, we also pitched industry-related stories to sports and volleyball outlets, while also targeting the different regions that were hosting p1440 events—the Bay Area, Las Vegas and Los Angeles with a strategic community-focused media relations campaign to introduce the event. Once event details were confirmed, it was always key for us to schedule a media tour in each city leading up to the event for Kerri, so she could share the initial event details with the community. Throughout promoting the events in the different regions, we'd make it a priority to consistently keep our media contacts updated with event details and pitching every relevant vertical—family/parenting, entertainment, business, women's interest, sports, etc.

Social media has played a crucial role in the development of p1440. In our strategic plan, we focused on identifying and targeting p1440's core audience, utilizing Kerri's fan base and developing creative content ideas. We launched their social media pages in tandem with the Today Show segment and created content that exemplified Kerri's vision to revitalize the sport of beach volleyball and p1440's four pillars of competition, development, health & wellness and entertainment. To expand p1440's brand identity on social media, we generated and launched hashtag campaigns with branded hashtags such as: #Play1440, #LiveEveryMinute, #Team1440, #1440movement.



# CASE STUDY: P1440

## THE RESULTS

In p1440's first year, we were able to secure more than 1,300 media hits that ranged from national coverage and regional coverage in the Bay Area, Las Vegas and Los Angeles. Media placements secured included: FastCompany.com, SHAPE, Sports Illustrated, Real Simple, ESPN Sports Center, TODAY Show, Los Angeles Times, The New York Times, San Francisco Chronicle, ESPNw, Associated Press, USA Today, CNN.com, San Jose Mercury News, NBC Sports and more.

Social media has served as a useful tool for sharing media hits to increase brand credibility and awareness. By leveraging the national media coverage and Kerri's legacy, we grew p1440's digital presence from the ground up. Since the launch in February 2018, we've garnered over 18.7 million impressions and 330,000 engagements across all social media channels, in addition to growing their audience organically. Today, p1440 has over 23,000 followers on Facebook, 17,000 followers on Instagram and 1,500 followers on Twitter.

Establishing meaningful partnerships was influential in p1440's first year and we were able to connect p1440 with organizations like the One Love Movement, a movement that brings people together to take action and support projects that advance social justice. This partnership resulted in a successful collaboration with p1440 and One Love Movement's signature yoga event in San Diego. Kerri served as the keynote speaker and One Love Movement's founder, Kim Bauman became p1440's resident yoga expert and led classes at all of p1440's events. We were also able to connect p1440 to The Chopra Center and coordinated p1440's involvement in Deepak Chopra and Oprah Winfrey's 21-Day Meditation Experience and The Chopra Center shared some of its mind, body and spirit knowledge on p1440's digital community.



platform1440




**LOCALE**

**KERRI WALSH JENNINGS**  
HOW CHAMPIONS ARE MADE

LIKED BY courtneydee21 AND 1,528 OTHERS  
platform1440 It's no surprise @Kerrleewalsh was

platform1440  
Huntington Beach, California



LIKED BY cwikas AND 420 OTHERS  
platform1440 Hey you! Tune in now to watch the p1440 Developmental Team battle it out for the the performance bonus sponsorship. >>Link in bio<< #Play1440 #p1440LiveStream

platform1440



LIKED BY jaclynwalian AND 840 OTHERS  
platform1440 High fives for the weekend! 🎉 #Live1440  
View all 5 comments  
March 23, 2019

Facebook followers



Instagram followers



Twitter followers



platform1440 Avaya Stadium

**p1440 PRESENTS**  
**FOSTER THE PEOPLE**  
**GROUPLOVE**  
DAYA MARIAN HILL  
MAGIC GIANT  
SEPTEMBER 28 - 30  
SAN JOSE  
p1440.com

Liked by courtneydee21 and 523 others

platform1440 🌟 IT'S LINEUP TIME! 🌟 We're stoked to announce the official #p1440 San Jose music lineup! Tickets go on sale this Thursday, August 2nd at 10AM PT! >>Link in bio<<

View all 28 comments

platform1440 Avaya Stadium

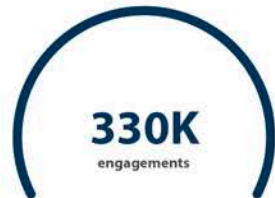
Liked by courtneydee21 and 321 others

platform1440 We're all smiles after that magical set by @daya! ❤️ Next up, @fosterthepeople! 🎵 #p1440

View 1 comment

September 29, 2018

📍 🐦 📘 Combined engagement



📍 🐦 📘 Combined impressions



Los Angeles Times

# SPORTS

FRIDAY, NOVEMBER 23, 2018 • LAYTIME.COM/SPORTS



## UCLA-USC showdown set in water polo

UCLA and USC are set for a water polo showdown on Saturday at the Los Angeles Memorial Coliseum. The Bruins will face the Trojans in a highly anticipated match.

### Volleyball star is co-creator of new tour

Beach volleyball star Kerri Walsh Jennings is co-creating a new beach volleyball tour. The tour, called #1440, is designed to showcase the highest level of beach volleyball competition.

**NCAA men's water polo**

The NCAA men's water polo tournament is set to begin in December. UCLA and USC are among the top teams competing for the championship.

AP

### Walsh Jennings splits focus at new p1440 beach v ball tour

By APN Staff



Beach volleyball star Kerri Walsh Jennings is co-creating a new beach volleyball tour. The tour, called #1440, is designed to showcase the highest level of beach volleyball competition.



platform1440 Congrats to Madison & McKenna for making it into the main draw of the FIVB Huntington Beach four star tournament and advancing into day two of the tournament. Good luck to the rest of #Team1440! We are rooting for you! 🍀❤️ #Play1440

platform1440

Liked by milesvanbeachvolley and 1,970 others

platform1440

We are excited to share that ESPN2 & ABC will be airing the #1440 professional beach volleyball finals in 2018 and will support our mission of showcasing the highest level of beach volleyball competition! Learn more here: <http://bit.ly/2ZC6898> #p1440 #ESPN



ESPN2 and ABC to Air #1440 Beach Volleyball Finals

The Mercury News

## Nomination hangs in balance

San Francisco



A nomination hangs in balance as various candidates vie for the position. The race is expected to be highly competitive.

### Beach volleyball crosses a line in the sand

With a mix of talent, the beach volleyball scene is set to reach new heights.



Beach volleyball crosses a line in the sand as the sport continues to grow in popularity. The #1440 tour is a key part of this growth.

**Transit center shut through next week**

A transit center will be closed through next week due to construction work.

**Coupons! Coupons! Coupons!**

Save up to 20% Off the Best Available Rate!



OLYMPIC UPDATE

### MEGYN'S GOLDEN MOMENTS

OLYMPIC HIGHLIGHTS OF THE DAY



2/15/18



platform1440 p1440 was created from the vision of Kerri Walsh Jennings, and husband Casey Jennings' way of life—to live every minute of the day with purpose—all 1,440 of them. Sign up to join the #1440movement as we revolutionize the sport of beach volleyball! #p1440 #LiveEveryMinute

Load more comments

cpaulus39 @kerrileewalsh can't wait to be a part of a movement with one of my lifelong role models 🍀❤️

theinspirationalmomma I'm in!!! @kerrileewalsh 🍀❤️ our nation our world needs this to be positive and live with a purpose love your vision!

itschriswagner Stoked for you guys 🍀❤️

Liked by kerrileewalsh and 1,624 others

FEBRUARY 16, 2018

Add a comment...

platform1440

platform1440 Follow #p1440 for exclusive updates about our upcoming beach volleyball event series, founded on the four pillars of Competition, Development, Health & Wellness, and Entertainment. 🍀❤️ the motto is to live [p1440](https://www.instagram.com/p1440/) readyforaction

amysingue Love this! And love the US flag in the background! 🍀❤️

theinspirationalmomma Love 🍀❤️

Jessica13 Winsos

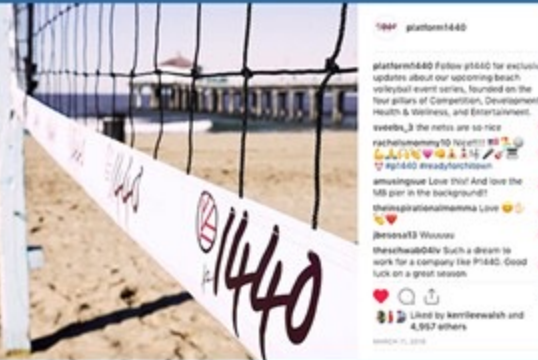
theschab04tv Such a dream to work for a company like #1440. Good luck on a great season!

Liked by kerrileewalsh and 4,957 others

MARCH 21, 2018

platform1440

He was Kerri Walsh Jennings' first Olympic beach volleyball coach that led her to gold. Now, they're joining forces again. We are so honored and excited to welcome esteemed Olympic beach volleyball coach, Dana Seitznik to the #1440 family as the Director of Competition and Sport for the inaugural 2018-2019 season! #Team1440

platform1440

platform1440 Follow #p1440 for exclusive updates about our upcoming beach volleyball event series, founded on the four pillars of Competition, Development, Health & Wellness, and Entertainment. 🍀❤️ the motto is to live [p1440](https://www.instagram.com/p1440/) readyforaction

amysingue Love this! And love the US flag in the background! 🍀❤️

theinspirationalmomma Love 🍀❤️

Jessica13 Winsos

theschab04tv Such a dream to work for a company like #1440. Good luck on a great season!

Liked by kerrileewalsh and 4,957 others

MARCH 21, 2018

beststrong-fit

## SHAPE

### Playing in Nature

For Olympian Kerri Walsh Jennings, the magic of beach volleyball begins with its locale. Here, she shares how that connection to the outdoors helped spark her to create a movement.



BestStrong-Fit is a fitness and wellness brand that focuses on helping women achieve their fitness goals. The brand is committed to providing high-quality fitness equipment and apparel.

ESPN W

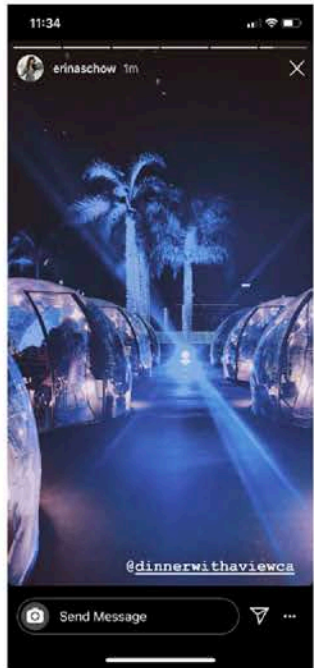
### Kerri Walsh Jennings wants to disrupt beach volleyball with new tour

By Kerri Walsh Jennings



Kerri Walsh Jennings is co-creating a new beach volleyball tour. The tour, called #1440, is designed to showcase the highest level of beach volleyball competition.

# INFLUENCER OUTREACH





**eatdrinkbesd** • Follow  
Liberty Station, San Diego

**eatdrinkbesd** This crazy dinner experience kicks off today! 33 domes have popped up in Liberty Station, creating this otherworldly dining event (@dinnerwithaviewca) where you enjoy a 3 course dinner from @claudetteazepeda from inside a dome. It goes from tonight until March 8, and tickets are already 70% sold out, so make your reservation fast!

#sandiegofood #sandiegoevents #sandiegochefs #sandiegofoodies #sandiegofoodie #sdeats #sdchefs

Liked by olivecreativestrategies and 31 others

2 HOURS AGO

Add a comment... Post



**sandiegoeats** • Follow  
San Diego, California

**sandiegoeats** San Diegans, this is going to be the most epic culinary experience ever! Tickets are selling out for @dinnerwithaviewca, but we've got 60% OFF your dome reservation. Use code SDEATS60, link in bio. Join us for an unforgettable dining event in these amazing domes with exquisite dishes made by world renowned chefs. 🍷👩🍳 The premium pop-up experience will be located in Liberty Station's Central Promenade and will feature 33 individual domes. The dining event will launch February 6, 2020 and will run through March 8, 2020. Reservations are extremely limited and will be made on a first come first

Liked by libertystation and 333 others

13 HOURS AGO

Add a comment... Post



**101thingstodod** • Follow  
Liberty Station, San Diego

**101thingstodod** What a fun dining experience! @dinnerwithaviewca #delicious #dinnerwithaview #datenight #culinary #inedining #topchef #sandiego #experience #instagood #101thingstodo

11h

**xosuzannaxo** @tuckersworld04 let's do this!!  
10h · 1 like · Reply

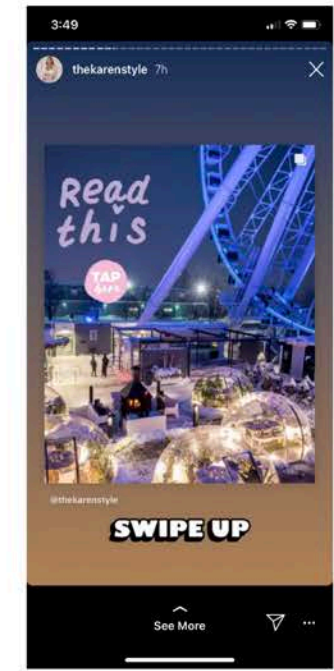
**dinnerwithaviewca** Absolutely awesome! ❤️  
6h · 1 like · Reply

**cuerra** ca @cabusta @sean\_duran

Liked by olivecreativestrategies and 17 others

11 HOURS AGO

Add a comment... Post







**belanoia** • Follow  
San Diego, California

**belanoia** Have you heard of this amazing experience happening in #sandiego ?! Dinner with a view; experience an unforgettable dining event. Attendees will be seated in beautiful, intimate clear frameless geodesic domes that have been transformed into terrariums, each highlighting unique terrains found across the world. The premium pop-up experience will be located in Liberty Station's Central Promenade and will feature 33 individual domes. The dining event will launch February 6, 2020 and will run through March 8, 2020. Dome and dinner reservations are now available online at [www.dinnerwithaview.ca/en/san-](http://www.dinnerwithaview.ca/en/san-)

59 likes  
10 HOURS AGO

Add a comment... Post

9:19

taylorgrace 12h

**This is such a cool concept!**

[@dinnerwithaviewca](#)  
MILANNO STRAZZANO  
L. D'ADDA

See More

5:05

amberharrelsonn 1h

**DINNER.**  
with a *View*  
is coming to San Diego!

Send Message

10:14

amberharrelsonn 15h

Boomerang from Instagram

[@dinnerwithaviewca](#)  
[#dinnerwithaview](#)

Send Message



**thekarenstyle** • Follow  
Liberty Station, San Diego

**thekarenstyle** (Swipe) Amigas  
Did you know that [@dinnerwithaviewca](#) is coming to San Diego? 🥰🥰🥰

I have partnered up with them and have a 60% discount code for you to save on your RESERVATION 🥰🥰🥰

use code: **KAREN60**

Link in my stories!

Don't miss out as they are almost SOLD OUT! 🥰 The experience will be at Liberty Station from February 6 to March 8 🥰

You will be seated inside an

327 likes  
9 HOURS AGO

Add a comment... Post

# REFERENCES

Tina Medina, Associate Director of  
Promotions  
Arts District Liberty Station  
[tmedina@ntcfoundation.org](mailto:tmedina@ntcfoundation.org)  
619-573-9312

Steve Galasso, President  
Little Italy Association  
[steve@littleitalysd.com](mailto:steve@littleitalysd.com)  
619-750-5936

Sandi Cottrell, Director  
ArtWalk San Diego  
[scottrell@artwalksandiego.org](mailto:scottrell@artwalksandiego.org)  
858-337-0522



IT'S TIME TO

*illuminate greatness*