



**PORT of  
SAN DIEGO**  
Experiences

# Expanded Access Events

Community Outreach Meeting/Workshop – Cesar Chavez Park

Port of San Diego Parks & Recreation Department – September 13, 2023





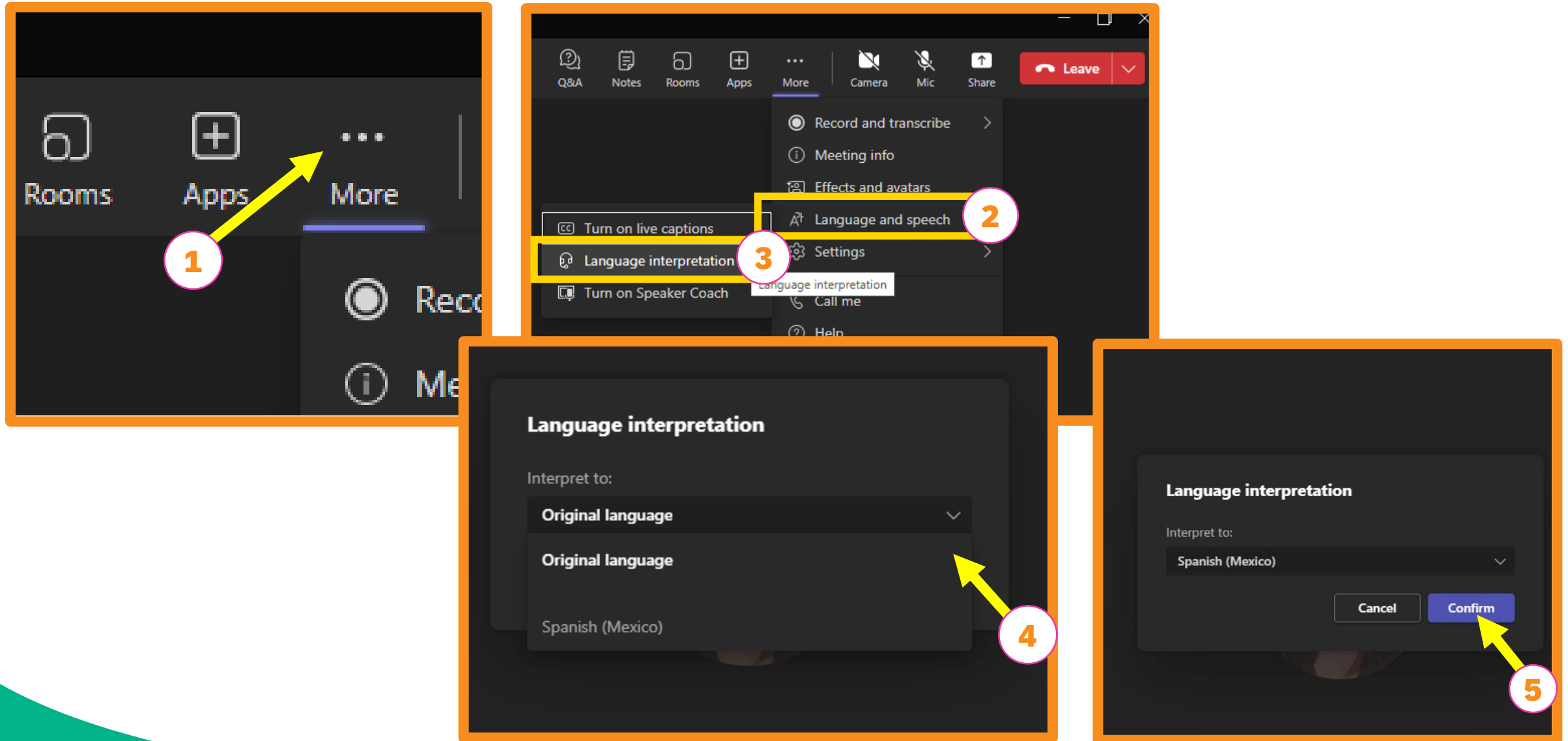
**PORT of  
SAN DIEGO**  
Experiences

**Welcome  
Bienvenido**



# How to Select Your Language

Interpretation In Windows/MacOS / Interpretación en Windows/MacOS / Pagsasalin Sa Windows/MacOS



**1** Click the 'More' menu icon.

**2** Click 'Language and speech' in the 'More' menu.

**3** Click 'Language interpretation' in the 'Language and speech' menu.

**4** Select 'Spanish (Mexico)' from the 'Original language' dropdown.

**5** Click 'Confirm' to save the selection.

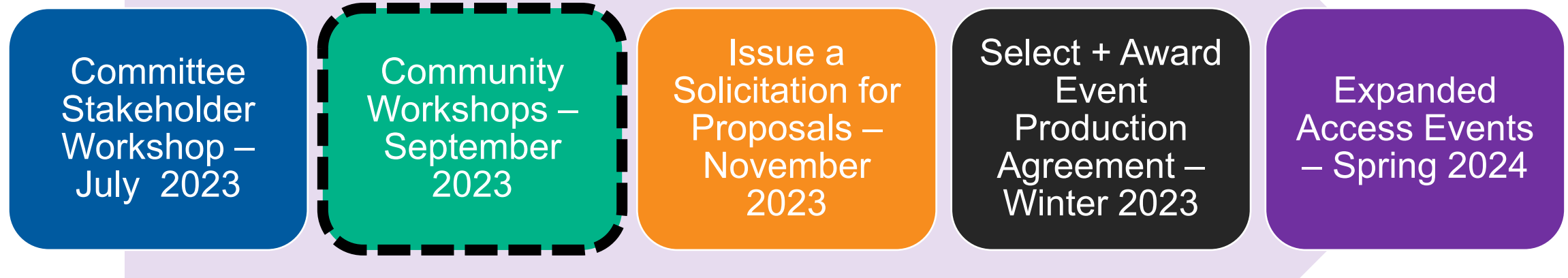


# Welcome





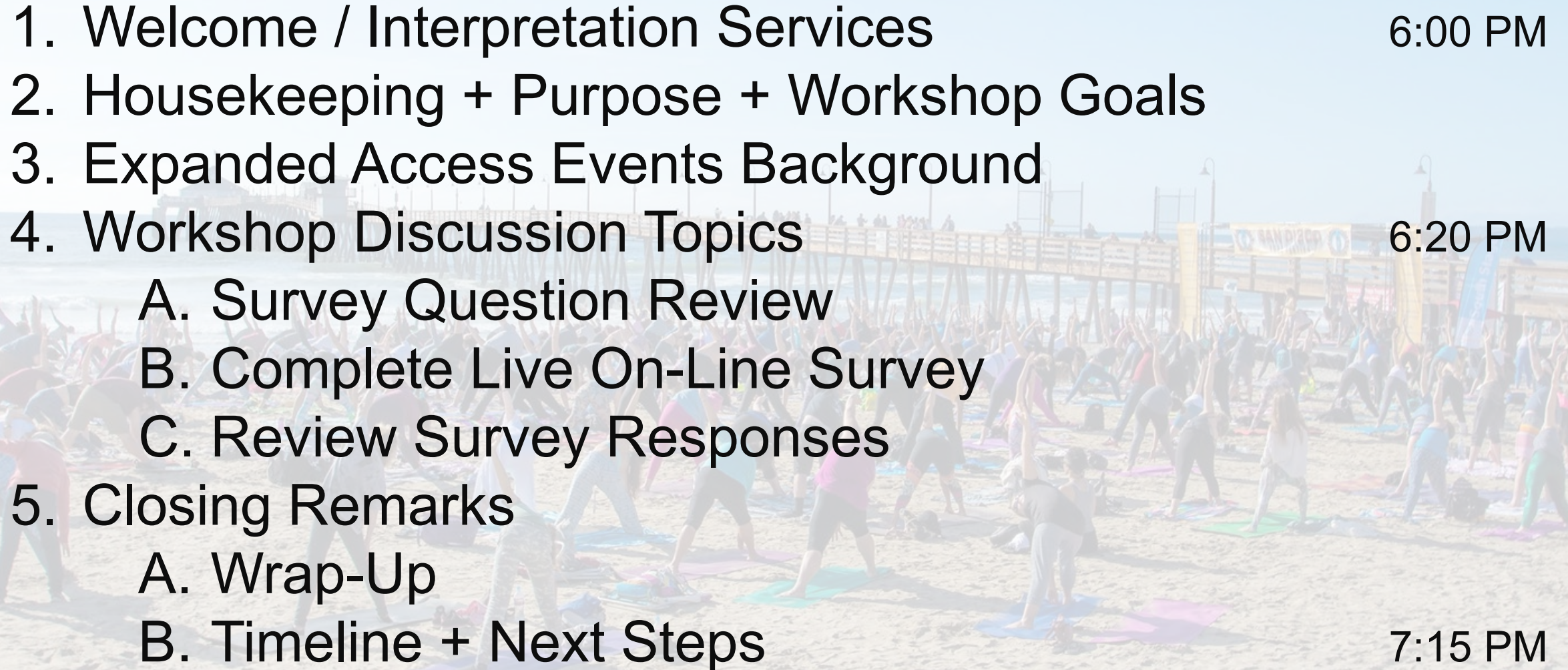
# Expanded Access Events Timeline





# AGENDA

## Community Outreach Meeting/Workshop

- 
1. Welcome / Interpretation Services 6:00 PM
  2. Housekeeping + Purpose + Workshop Goals
  3. Expanded Access Events Background
  4. Workshop Discussion Topics 6:20 PM
    - A. Survey Question Review
    - B. Complete Live On-Line Survey
    - C. Review Survey Responses
  5. Closing Remarks
    - A. Wrap-Up
    - B. Timeline + Next Steps 7:15 PM



# Collectively: Tidelands Activation Programs (TAP)



1

Business  
Negotiated  
Events

FY24 Budget \$460K  
Maintain Events



2

Community  
Events  
Sponsorship

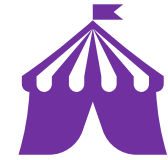
Fee Waivers for  
Free Events



3

Civic  
Events  
Sponsorship

FY24 Budget \$60K  
Per Member City



4 - NEW

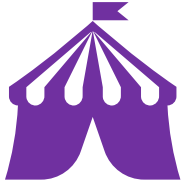
Expanded  
Access  
Events

Port Procured Events at  
under-activated parks  
FY24 Budget \$50K x 3

Parks & Recreation



# Collectively: Tidelands Activation Programs



## 4 - NEW Expanded Access Events

### **Activate Parks Under Utilized for Special Events**

- Pepper Park / Port Aquatic Center – National City
- Cesar Chavez Park – Barrio Logan San Diego
- Bayfront Park – Chula Vista

### **Port Procured Special Events**

- Right Sized Event
- Community Helps Recommend Event Type
- Staff Hires Experienced Event Planner
- FY24 Budget: \$50K for each event/location



# Cesar Chavez Park



- 4.23 Acres
- 66 Parking Spaces  
(Special Event Lot: 200 spaces)
- Gazebo Area
- Viewing Pier + Picnic Tables
- 1449 Cesar E. Chavez Pkwy. in San Diego

## Park Enhancements

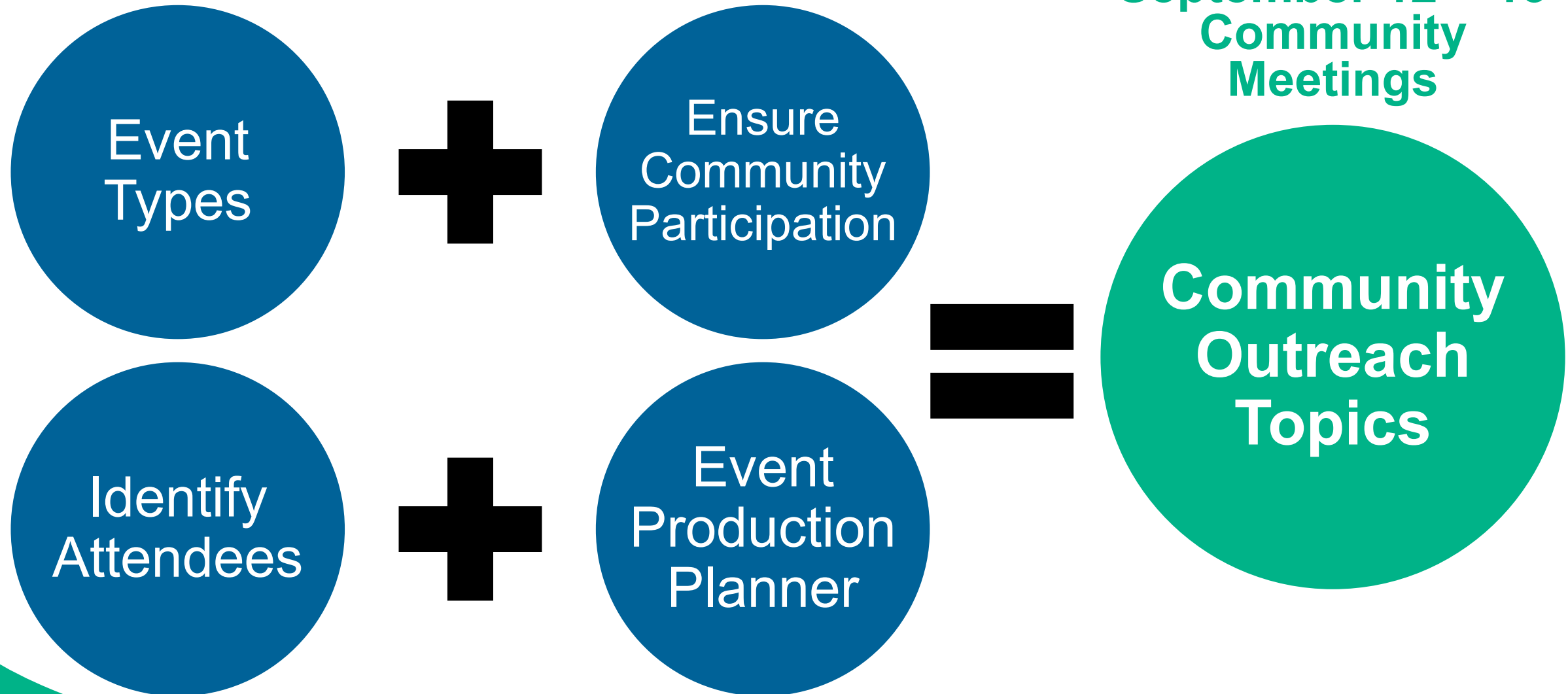
Recreational Field 90,000 square feet of Turf Replacement – est. completion January 2024



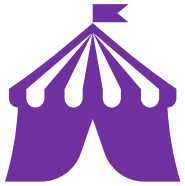


# Expanded Access Program

## July 19, 2023 Workshop Objectives



# Collectively: Tidelands Activation Programs



**4 - NEW**  
**Expanded**  
**Access**  
**Events**

## **Cesar Chavez Park – Barrio Logan**

### **Port Procured Special Events**

- Spring 2024
- Right Sized Event – 500 to 750 visitors
- 4 to 6 hours in duration
- Community Helps Recommend Event Type
- Staff Hires Experienced Event Planner
- FY24 Budget: \$50K for each event/location
- Port Park Fees Waived



# Survey Questions

1. **Have You been to Cesar Chavez Park? \***

¿Has estado en Cesar Chavez Park?

☐ Yes / Sí

☐ No / No

2. **Have You attended any Port Sponsored Community Events? \***

¿Ha asistido a algún evento comunitario patrocinado por el puerto?

☐ Yes / Sí

☐ No / No



# Survey Question – EVENT TYPE

## 3. Pick a Type of Expanded Access Event You Want for Spring 2024 – 4 to 6 Hours – 500 to 750 Attendees \*

Elija el tipo de evento de acceso ampliado que desee para la primavera de 2024: de 4 a 6 horas, de 500 a 750 asistentes

- ☐ **Cultural Festival – featuring Music, Dance, Food Tastings** / Festival Cultural – con música, danza, degustaciones de comida
- ☐ **Family Movie in the Park – featuring Movie, Lawn Games, Refreshments** / Película familiar en el parque: con películas, juegos de césped, refrigerios
- ☐ **Fitness and Wellness Fair – featuring Sports Clinics, Health Screenings, Lawn Games** / Feria de fitness y bienestar - incluye clínicas deportivas, exámenes de salud y juegos sobre césped

**Pick One and then Select Your Preferences**



# Survey Question – EVENT TYPE+

## 4. Festival Type - Pick Top 3 \*

Tipo de festival en primavera (Preferido 3)

Please select at most 3 options.

- ☐ Circus in the Park / Circo en el Parque
- ☐ Dance Festival and Competition / Festival y Concurso de Danza
- ☐ Day of the Child Festival / Festival del Día del Niño
- ☐ Indigenous Peoples Festival / Festival de los Pueblos Indígenas
- ☐ Local Art Festival and Book Fair / Festival de Arte Local y Feria del Libro
- ☐ Local Mariachi Music Festival / Festival de Música Mariachi Local
- ☐ Music Festival – Battle of Bands/Local Musicians / Festival de Música – Batalla de Bandas/Músicos Locales
- ☐ Pacific Islander Festival / Festival de las Islas del Pacífico
- ☐ Salsa Music and Dance Festival / Festival de Música y Danza Salsa

## 4. Family Movie – Pick 1 movies named are samples only – no films have been selected \*

Película familiar – las películas nombradas son solo para contexto – no se han seleccionado películas

- ☐ Animated Film / Película de animación (Finding Nemo, Encanto, Coco, or Moana)
- ☐ Action Movie / Película de acción (Top Gun: Maverick, Night at the Museum or Ant-Man)
- ☐ Suspense or Horror Movie / Suspenso o película de terror (Star Wars Episode IV: A New Hope or Jaws)
- ☐ Romantic Comedy-Musical / Comedia Musical Romántica (Selena, Grease, School of Rock or The Sandlot)

## 4. Fitness and Wellness Fair – featuring Entertainment, Sports Clinics, Games, Dancing, Food Tastings / Pick 3 \*

Feria de Fitness y Bienestar (Seleccione 3)

Please select at most 3 options.

- ☐ Soccer Clinic and Demo / Clínica y demostración de fútbol
- ☐ Bicycle Clinic / Clínica de bicicletas
- ☐ Gymnastics or Tumbling / Gimnasia o Tumbling
- ☐ Health Screenings / Exámenes de salud
- ☐ Yoga or Tai Chi Classes / Clases de Yoga o Tai Chi
- ☐ Relay Races or Obstacle Courses by Age / Carreras de relevos o carreras de obstáculos por edades
- ☐ Indigenous People's Games like Hoop and Pole, Staves or Shinny / Juegos de los Pueblos Indígenas como Hoop and Pole, Staves o Shinny
- ☐ Healthy Cooking Demos / Demostraciones de cocina saludable
- ☐ Zumba or Aerobic Dance Sessions / Sesiones de zumba o baile aeróbico
- ☐ Roller Skating Rink / Pista de patinaje sobre ruedas
- ☐ Lawn Games or Bocce Ball / Juegos de césped o bochas

Select Your Preferences

# Survey Questions – FOOD BUDGET

7. **Would you spend money on food or beverages at an admission-free event? \***

¿Gastarías dinero en alimentos o bebidas en un evento sin entrada?

- ☐ Yes / Sí
- ☐ No / No
- ☐ Maybe / Quizás

Select  
Your  
Preferences

8. **If Yes or Maybe, How much per person for food and beverages at an admission-free event. \***

En caso afirmativo, ¿cuánto por persona para alimentos y bebidas en un evento de entrada gratuita?

- ☐ \$5-\$15 per person / \$5-\$15 por persona
- ☐ \$15-\$25 per person / \$15-\$25 por persona
- ☐ \$26+ per person / \$26+ por persona





# Survey Questions - EXPERIENCES

Select  
Your  
Preferences

## 9. Featured Experiences (pick 3) \*

### Experiencias destacadas (selección 3)

Please select at most 3 options.

- ☐ Dance Floor / Pista de baile
- ☐ Health and Fitness Information Booths / Puestos de información de salud y estado físico
- ☐ Interactive Art Experience / Experiencia artística interactiva
- ☐ Kid's Activities: Jump House, Face Painting, Art Activity, and Lawn Games Actividades para niños: Jump House, pintura facial, actividad artística y juegos de césped
- ☐ Local Business Selling Handcrafts / Negocio local de venta de artesanías
- ☐ Public Transportation Services to Event / Servicios de transporte público al evento
- ☐ Refreshments – snacks, popcorn, drinks, etc. / Refrescos – palomitas de maíz, bebidas, etc.
- ☐ Social Justice Information Booths / Puestos de información sobre justicia social
- ☐ Sustainability, Electric Vehicles, and Environmental Awareness Booths / Cabinas de sostenibilidad, vehículos eléctricos y conciencia ambiental
- ☐ Watersports Information Booths – fishing, kayaking, sailing, canoeing, etc. / Puesto de información de deportes acuáticos: pesca, kayak, vela, piragüismo, etc.

# Survey Question - PRIORITIES

Rate  
Your  
Response

1 Not Important  
to  
5 Very Important

10. **Free Transportation to and from Event**  
**Muestras de alimentos gratis \***

*Event Extras – How Important – Rate 1 low – 5 high / Extras del evento – Qué tan importante – Rango 1 bajo – 5 alto*

1	2	3	4	5
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11. **Nearby Parking and Bicycle Racks**  
**Aparcamiento y aparcamientos para bicicletas en las inmediaciones \***

*Event Extras – How Important – Rate 1 low – 5 high / Extras del evento – Qué tan importante – Rango 1 bajo – 5 alto*

1	2	3	4	5
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12. **Free Food Samples**  
**Muestras de alimentos gratis**

\*

*Event Extras – How Important – Rate 1 low – 5 high / Extras del evento – Qué tan importante – Rango 1 bajo – 5 alto*

1	2	3	4	5
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# Survey Question - PRIORITIES

Rate  
Your  
Response

1 Not Important  
to  
5 Very Important

## 13. Free Port Branded Give Away Items - t-shirts, tote bags, stickers etc.

**Artículos gratis – camisetas, bolsos de mano, pegatinas \***

*Event Extras – How Important – Rate 1 low – 5 high / Extras del evento – Qué tan importante – Rango 1 bajo – 5 alto*

1	2	3	4	5
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## 14. Raffle Prizes

**Premios de la rifa**

\*

*Event Extras – How Important – Rate 1 low – 5 high / Extras del evento – Qué tan importante – Rango 1 bajo – 5 alto*

1	2	3	4	5
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## 15. Local Media Coverage

**Cobertura de los medios locales \***

*Event Extras – How Important – Rate 1 low – 5 high / Extras del evento – Qué tan importante – Rango 1 bajo – 5 alto*

1	2	3	4	5
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# Survey Question - PRIORITIES

Rate  
Your  
Response

1 Not Important  
to  
5 Very Important

Attendee  
Info

## 16. Booth Spaces for Neighborhood Businesses

**Espacios de stand para negocios de vecindario \***

*Event Extras – How Important – Rate 1 low – 5 high / Extras del evento – Qué tan importante – Rango 1 bajo – 5 alto*

1	2	3	4	5
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## 17. Booth Space for Neighborhood Non-Profits and/or Service Organizations

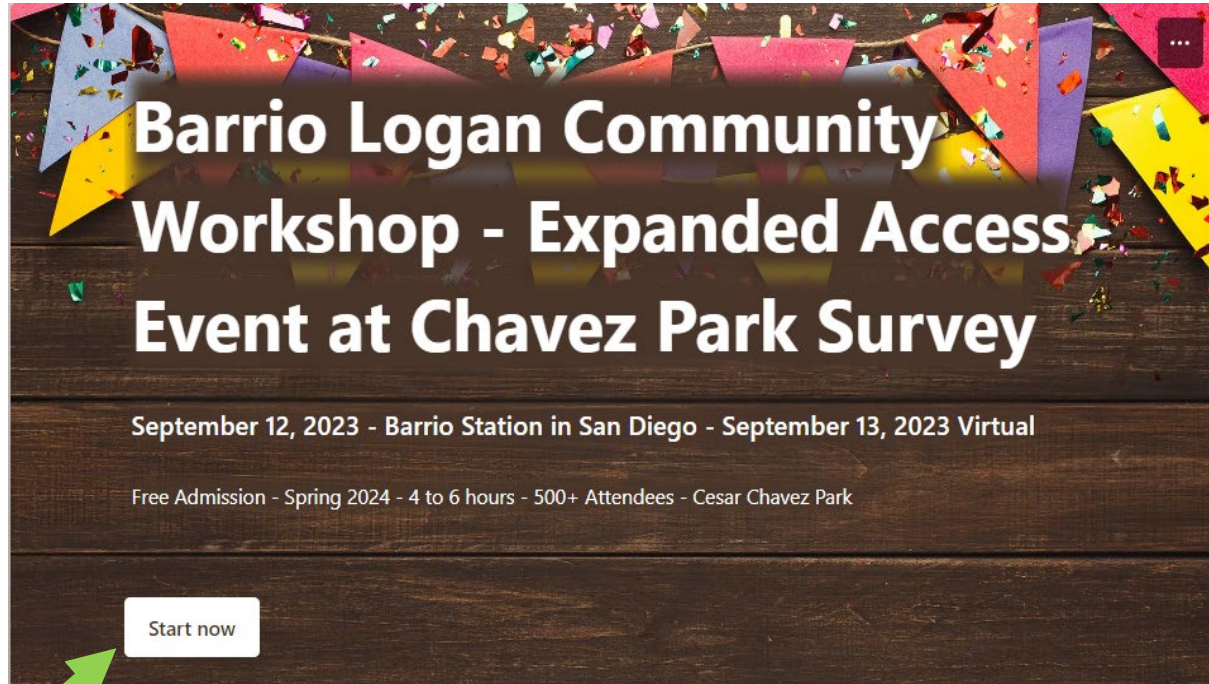
**Espacio de stand para organizaciones sin fines de lucro y / o de servicios del vecindario \***

*Event Extras – How Important – Rate 1 low – 5 high / Extras del evento – Qué tan importante – Rango 1 bajo – 5 alto*

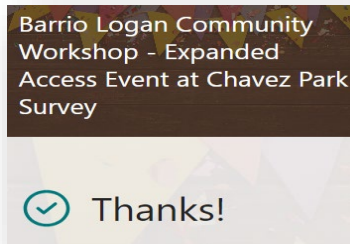
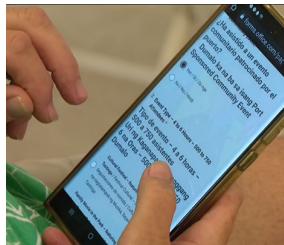
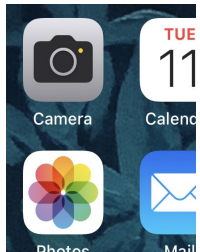
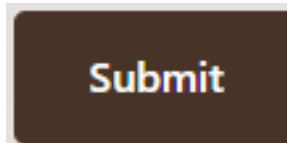
1	2	3	4	5
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- Age / Edad
- Neighborhood or Zip Code - Vecindario o código postal
- Any other information about special events to be considered?  
¿Alguna otra información que le gustaría que consideráramos?

# Let's Take the Survey

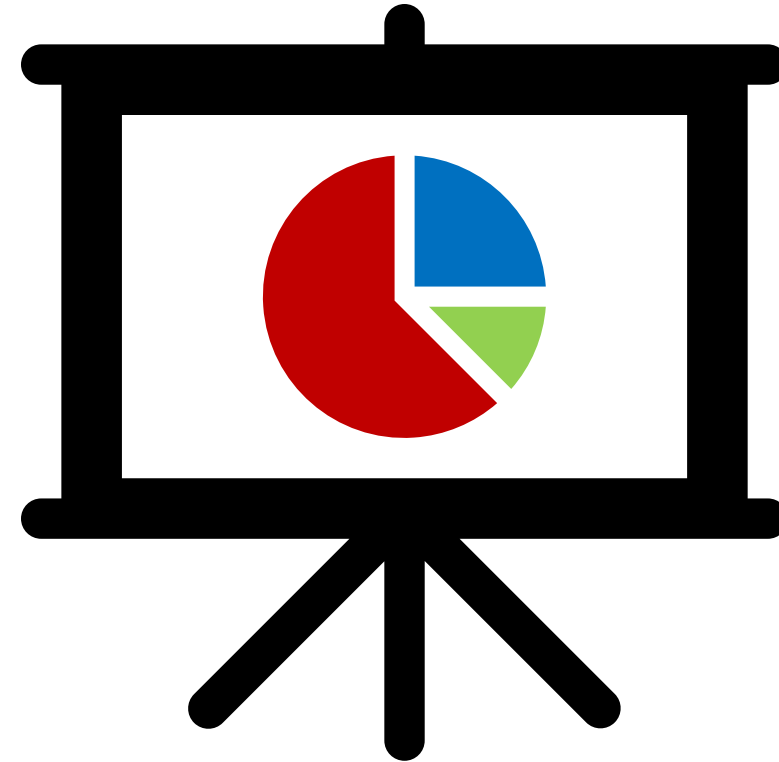
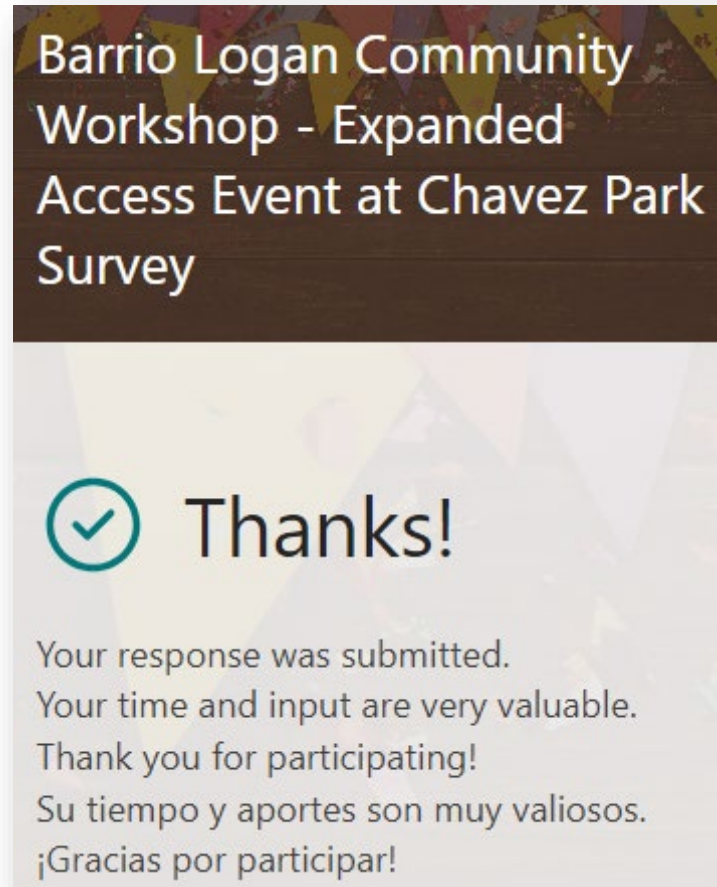


5 to 7 minutes to complete  
Then click **SUBMIT**



00:00

# Survey Results



**RESULTS TO COME!**

This survey is open to everyone until Thursday, September 14, 2023 at 11:59 PM



# Expanded Access Events - Year 1 Timeline

Wed July 19	Advisory Group Workshop – Admin Building
<b>September</b>	<b>Community Outreach Meetings (3)</b> <b>National City / Barrio Logan / Chula Vista</b>
October	Post Community Meeting Survey Results
Early November	Release 3 RFPs
January 2024	Review Proposals and Select Events
Mar-June 2024	Events Occur: Barrio Logan / Chula Vista / National City

## Park Enhancements and Improvements Timeline

### Chavez Park

Recreational Field 90,000 square feet of Turf Replacement  
– est. completion January 2024

### Chula Vista

Chula Vista Bayfront Redevelopment – est. completion 2025

### Pepper Park

Park footprint improvements – splash pad, perched beach, pirate-themed playground, and more – beginning in 2024



# THE WORKSHOP HAS CONCLUDED.

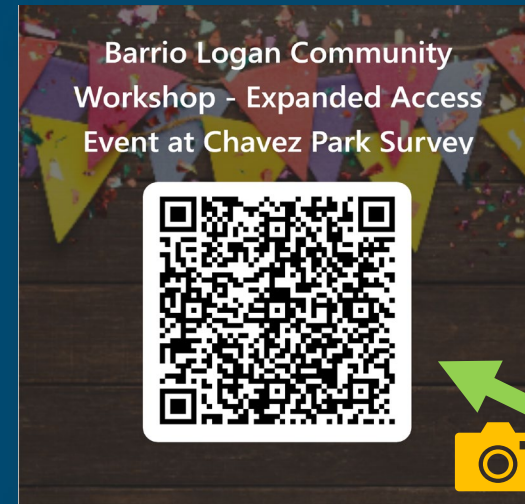
## CONTACT INFORMATION

Survey Results for all three events will be posted by mid-October.

[TAP@portofsandiego.org](mailto:TAP@portofsandiego.org)

Terrie Eichholz – 619-686-6319

Genevieve Lopez – 619-686-6447



The event-type survey for Cesar Chavez Park is open until 11:59 PM on Thursday, September 14, 2023.



# Parks & Rec Sponsorship Program Types



## BNE

Business Negotiated Events

Established FY19/20

Large Events Generate Revenue or  
Prominent Recognition for the Port



## Community

Updated in FY20/21

Fee waivers to Non-profits  
Producing Free Events



## Civic

Member City Event Sponsorship

Established FY22

Equal Sponsorship Funding to all  
Five Member Cities

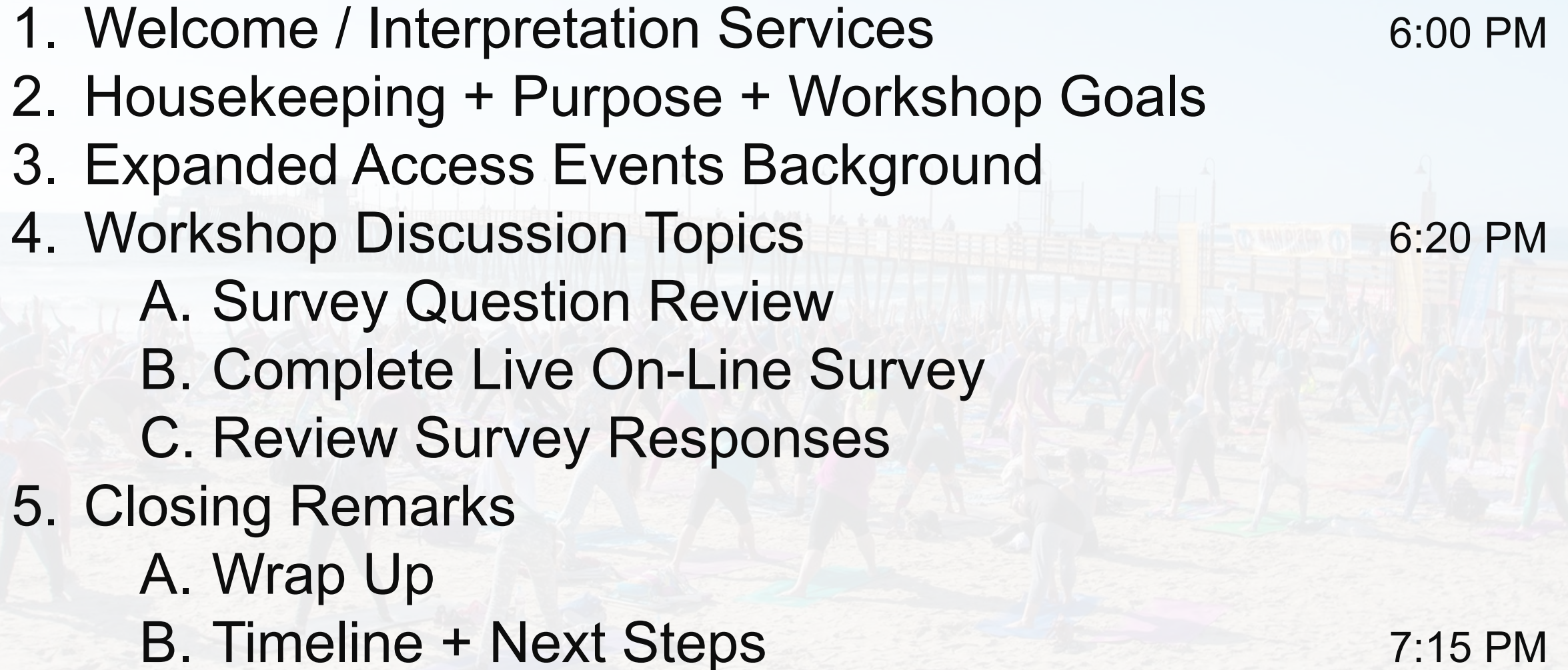


# Effective Participation

- Respect each other:  
Opinions, Knowledge, and Perspective
- Create space for everyone to contribute
- Speak up, step back
- Only one person speaks at a time
- Listen to each other
- Learn from each other  
to strengthen the discussion
- Be transparent
- Be conscious of time



# Workshop Agenda

- 
- A faded background image showing a large group of people participating in a yoga or fitness class on a sandy beach. They are in various poses, and a wooden pier is visible in the background.
1. Welcome / Interpretation Services 6:00 PM
  2. Housekeeping + Purpose + Workshop Goals
  3. Expanded Access Events Background
  4. Workshop Discussion Topics 6:20 PM
    - A. Survey Question Review
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