



Balboa
Village

MERCHANTS ASSOCIATION

Neighborhood Activation Plans

Balboa Village Map and Passport \$2000



Map of our corridor with highlighted business information that are offering discounts to the "passport holders". It'll be a guidebook format in prints and PDF will be available on our website.

We are planning to do a launch announcement and do a mailing list sign up give away of Outsidelands tickets in the mid June targeting our local residents who will frequent the Balboa Village.

Digital version of the Balboa Village Passport can also launch on top of the physical map, and it will be hosted by Loopnet, an app and smartphone based scanning loyalty program.

The funds will go towards photography, designing, printing of the map, Loopnet subscription and the launch announcement marketing of the program.



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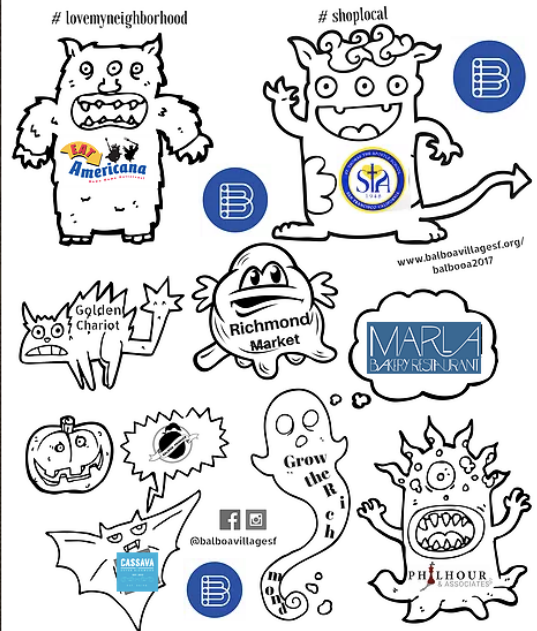
Neighborhood Activation Plans

Seasonal Festivals

\$3000



Re-Discover Your Backyard. Meet Your Neighbors.
www.balboavillagesf.org



Balboa Village Outer Richmond San Francisco

BALBOA VILLAGE MERCHANTS ASSOCIATION THANKS YOU FOR VISITING OUR LITTLE NEIGHBORHOOD TODAY

YOU'RE WELCOME HERE

BALBOA VILLAGE GARAGE SALE DAY

SATURDAY, JULY 21ST

10AM - 4PM

GET IN TOUCH
balboavillagesf.org
[@BalboaVillageSF](https://www.instagram.com/BalboaVillageSF)

Map of deals

PARTICIPATING MERCHANTS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

WHO'S SELLING?
Residents are hosting garage and sidewalk sales while merchants offer discounts on their excess inventory! Many restaurants are hosting deals today as well.

KEY:

- Resident
- Merchant
- Restaurant

← TO OCEAN BEACH

Balbooa Freight Fest has been successfully running for the last 3 years and we want to host more interesting festivals for the street to attract traffic. We are planning a garage sale day, Holiday market and Holiday wine merchants walk just to name a few for 2018.

On top of the amazing sponsorships from the community organizations and the merchants, this funding will be a great seed money to accelerate the planning process.

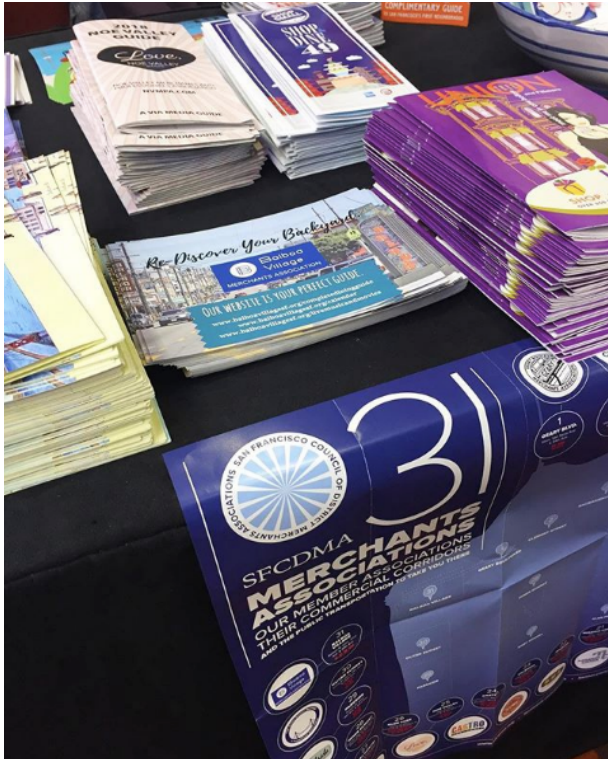


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Neighborhood Activation Plans

Influencers & Tourist Marketing \$500



The Outer Richmond: An Adventure-seeker's Mecca in the City

By Lauren Seward, on behalf of the Balboa Village Merchants Association (BVMA)
MEDIUM.COM



An insider's guide to the Outer Richmond, with Yuka Ioroi

Balboa Village is one of San Francisco's best-kept secrets. Located in the Outer Richmond, the area balances the old-school charm and innovative...
AIRBNBCITIZEN.COM



Hike in the City: The 3 Best Trails In and Around the Outer Richmond Neighborhood

The San Francisco Bay Area is home to some of the most majestic and diverse hiking and walking trails the United States has to offer. From...
MEDIUM.COM

Our biggest advantage towards visitors is the area's abundance of nature, being adjacent to the museums and to the Golden Gate Park and it brings a lot of Airbnb guests and tourists. We are operating a content marketing on social media currently and seeing a great great feedback results. With the success we want to bump up the target market effort aimed at Airbnb super hosts and hotel concierges with guided tours with wine and "Taste of Balboa Village" food sampling reception. The funding will go towards organizing the event and the ongoing marketing campaigns.



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Balboa Village Place Visitor Center \$1500



IT IS FILLED WITH LOCAL MUSIC & ART.



Balboa Village Place will take over the space that formerly housed Better; for Living at 3425 Balboa Street, in the great complex that houses Noise, a record shop and art gallery that hosts live music, and Creative IQ that operates art gallery and art classes, and across the street from another legendary local coffee shop Simple Pleasures Cafe who is the village's bohemian center.

The space will have 4 components on top of the Balboa Village Visitor Center: community event space with fenced backyard together with Creative IQ making it ideal for parties, artisan craft and gift shop that rotates local makers from the Richmond district perfect for visitors, and a resident ceramicist studio and its collection for sale.

It will be a great starting place for the visitors to start the stroll of the neighborhood where they can gather the map of Balboa Village, Golden Gate Park, and adjacent local attractions such as the museums and the Sutro Baths. They can pick up souvenirs specific to the neighborhood and to the Richmond District. This is where we can hold community meetings, merchants' social and local art showcases. It'll be our "base camp" while being an inviting retail space.



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Neighborhood Activation Plans

Branding Campaign \$3000



**FRIED CHICKEN
TRIANGLE IN**



Balboa
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Our organic branding through website and social media posts have been working great and the flyer listing the web address is also well received by the residents and the visitors. We believe it's essential to keep with this organic continuous marketing effort and the requested funding will help the effort.

We are also looking to install light post banner with Balboa Village branding and street lights during the holidays. We are in the process of getting the quote for the project and this funding will be the seed money jump starting the process.