



Pacific Beach Hospitality Group

Agenda

Discover Pacific Beach

The Sandbox

This is an in-person meeting

September 20, 2023 | 11:00 a.m.

All items are considered **informational** only unless noted

Administrative

Introductions

Non-Agenda Public Comment (2 minutes)

Updates and Reports

SDPD Update

- Northern Division

- Vice

Discover PB Update

Introduction to the community – Recap of Discover PB Programming

Business Promotions Opportunities

Discover PB Promotional Opportunities

- Banner Program

- Instagram Interviews

- Sponsorships

Marketing Opportunities

- Circuit Advertising – Mark Iannon, Circuit

- Co-op advertising ideas (SD Visitor Center)

Community Engagement

DPB Annual Meeting/Mixer – October 17, 2023 | 5:00 p.m. – The Catamaran

Discovering Series – Vanessa Bernal, Program Manager

Upcoming Events

BeachFest - October 7, 2023

Christmas on Crystal Pier – December 2, 2023

PB Holiday Parade – December 9, 2023

Sponsorship opportunities

BeachFest – www.pacificbeachfest.org

Christmas on Crystal Pier

Next Meeting: 11:00 a.m. | October 18, 2023 – Location TBD

Adjourn