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**context**  
SAN DIEGO ARCHITECTURAL FOUNDATION

# A DAY ON THE BAY

TITLE SPONSOR



Join the San Diego Architectural Foundation (SDAF) in hosting A Day on the Bay, a forum open to the public to promote discussion and disseminate information on the Port of San Diego's Integrated Planning 50-Year Vision. The 'vision' will, in turn, guide and inform the development of the Port's Master Plan Update for the 5,500 acres of public tidelands under the Port's stewardship. A unique aspect of the Port's current planning activities is that it is simultaneously pursuing a long-term vision for the San Diego Bayfront, as well as updating its overarching master plan, and pursuing location-specific plans, with each effort informing the other on an ongoing basis. The Bay belongs to all Californians and "Context" is a platform for them to expand their knowledge and to have their voices heard.

CONTEXT VOL. 3 EVENT SCHEDULE

DATE Thursday June 2, 2016  
PLACE THE PORT PAVILION BROADWAY PIER  
1000 N. Harbor Drive  
San Diego, CA. 92101

PART ONE: A Renaissance on the Bay; What's Happening Now  
3 AIA/HSW & ASID CEU CREDITS; Registration Required

TIME 3 pm - 4 pm Port of San Diego Update - FREE  
2 pm - 6:45 pm EXPO on the Bay - FREE

[RSVP NOW](#)

PART TWO: Visioning a Smart Bayfront for a Smart City  
(Ticketed Admission)

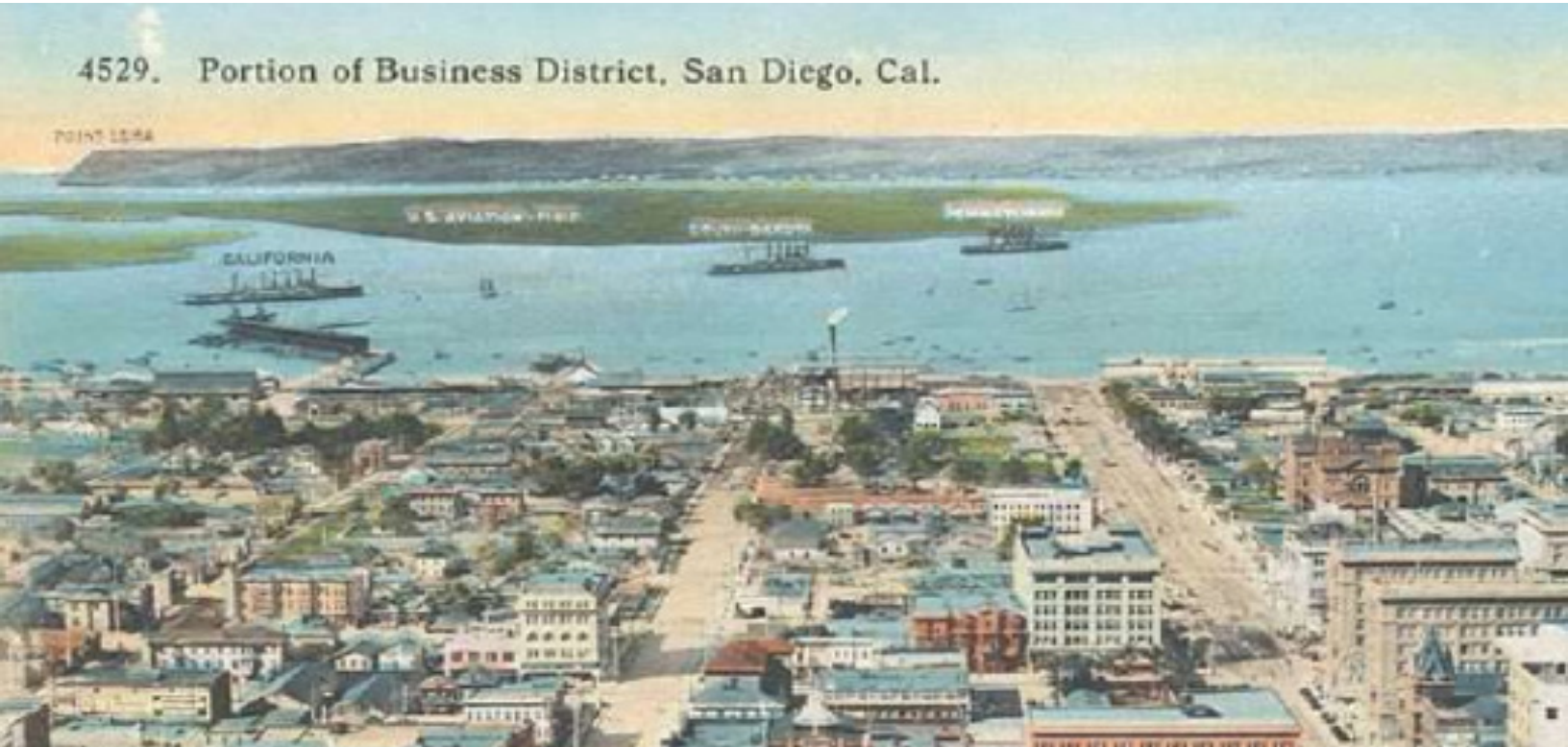
TIME 5:15 — 6:45 p.m. San Diego Bay Bites Reception  
on the View Terrace  
7:00 — 9:00p.m. Main Presentation

[GET TICKETS](#)

# PART ONE

## A RENAISSANCE ON THE BAY

The local and national economy is reshaping the San Diego region once again, and nowhere will that transformation be more dramatic than on the waterfront of San Diego Bay. Port of San Diego planners will share updates on where the Port is with new and exciting development opportunities in the North Bay and will also highlight progress on master planning fronts in the South Bay. **Randa Coniglio, Port of San Diego President/CEO, will provide opening and concluding remarks.**



# PORT OF SAN DIEGO UPDATE

PRESENTED BY Lesley Nishihira,  
Port of San Diego Principal, Long Range Planning

## NORTH BAY PROJECTS

### HARBOR ISLAND

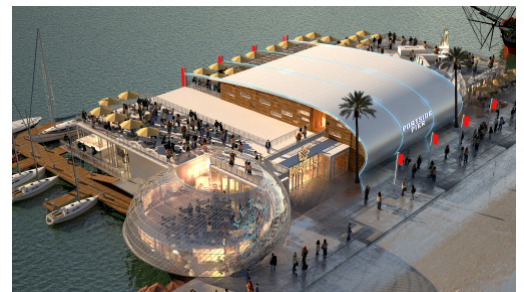
The Port of San Diego wants visionaries to help reimagine and redevelop over 50 acres of prime Bayfront land and water overlooking East Harbor Island and San Diego Bay. This is one of the largest opportunities in the City of San Diego to redevelop/create an iconic commercial and community space.

### CENTRAL EMBARCADERO

The Central Embarcadero on San Diego Bay is considered the 'jewel' of waterfront development opportunities, with its location close to downtown, the convention center, hotels, restaurants, shopping and other tourist attractions. The Port of San Diego is fast-tracking redevelopment of this 73-acre site, which runs south from G Street through Seaport Village and ends at the Embarcadero Marina Park North. The goal of this project is "to create an intersection" between the city and the bay.

### PORTSIDE PIER

As part of efforts to promote quality development to enhance San Diego as a world-class destination, the Port of San Diego initiated a competitive public selection process for redeveloping the iconic waterfront restaurant location on Harbor Drive in San Diego currently operated by Anthony's Fish Grotto. In November 2015, the Board selected The Brigantine, Inc. to take on this exciting redevelopment opportunity, which they are calling Portside Pier. With the restaurant built on a platform over the water, this is one of the flagship waterfront sites in Southern California.



## SOUTH BAY PROJECTS

### NATIONAL CITY BALANCED PLAN

The National City Bayfront comprises 303 acres of waterfront land and 182 acres of water managed by the Port of San Diego under the Tidelands Trust. National City and the Port of San Diego are coming together to create a common plan for the area that balances public coastal access, maritime uses and commercial interests. The area includes the National City Marine Terminal, Pepper Park, Pier 32 Marina and the forthcoming National City Aquatic Center.

### CHULA VISTA BAYFRONT

The Chula Vista Bayfront is one of the last large-scale development opportunities in California. The project will transform 535 acres of prime Bayfront property into a thriving world-class resort, convention center and residential and commercial destination on San Diego Bay. Strategically located approximately halfway between downtown San Diego and the Mexican border/Tijuana, a redeveloped Chula Vista Bayfront is expected to attract local, regional and international visitors.



# EXPO ON THE BAY

TIME: 2 P.M. TO 6:45 P.M.

Join fellow top businesses and jurisdictions around the San Diego Bayfront to share ideas and network with suppliers, professionals, developers and planners from the five cities of the Bay: San Diego, Chula Vista, National City, Imperial Beach and Coronado.

EXHIBIT SPACES AVAILABLE IN THREE SIZES:

6'-0" Table Top for Non-Profits at \$500

6'-0" Table Top for Profit at \$1,500

10' x 10' Space for your own exhibit at \$2,500

10' X 20' Space for your own exhibit at \$5,000

SEE SPONSORSHIP DETAILS FOR BENEFITS.

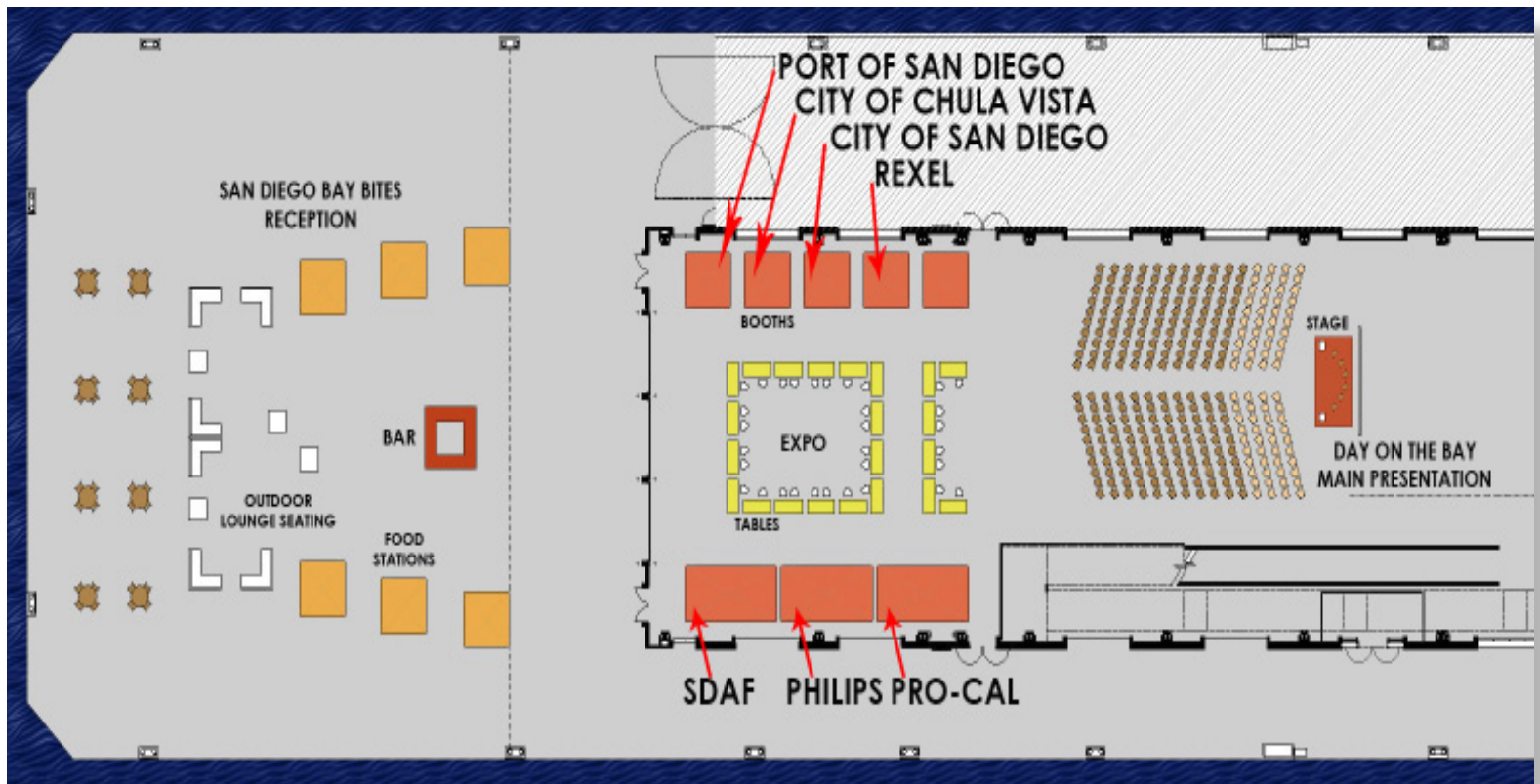
CONTACT: [Margit@SDarchitecture.org](mailto:Margit@SDarchitecture.org)



This is an Approved 3 AIA/HSW  
and ASID CEU Credit Event



AIA  
San Diego



# SAN DIEGO BAY BITES

TIME: 5:15 P.M. TO 6:45 P.M.

**T**his culinary experience celebrates some of the bayfront's best restaurants featuring local cuisine, craft cocktails and wine & beer tastings.

RECEPTION SPONSORED BY:  
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## THE RESTAURANTS

*Eddie V's*  
PRIME SEAFOOD

MENU:  
Lobster Tostadas

*Seasons 52*  
FRESH | GRILL

MENU:  
Mini Indulgence Desserts

  
COASTERRA  
MODERN MEXICAN

MENU:  
TBD

*Asaggio*  
Seaport Village

MENU:  
Baked Ravioli & Pan Pizza



MENU:  
Skewered Souvlaki & Mini Gyros

(YOUR LOGO HERE)

# PART TWO

## VISIONING A SMART BAYFRONT FOR A SMART CITY

Over the next few decades, the San Diego Region has a unique chance to create a new world-class Bayfront that can help drive our economy through increased trade and tourism, provide invaluable leisure and recreation opportunities for both locals and visitors, and simultaneously advance the region's smart city sustainability and technology goals. In Part Two of A Day on the Bay, our guest panel of experts will dare to imagine the potential for San Diego Bay.

### THE PANEL



**Jennifer Luce, FAIA**

Jennifer established a multi-disciplinary architectural practice in California that focuses on public art projects, urban design interventions, creative workspace, and a variety of collaborations with artists and landscape architects. Most recently, the studio won a commission to design a public artwork in Calgary, Alberta. Luce et Studio offers expertise in Architecture, Site Specific Art and Landscape Installations, Furniture Design and Graphics.



**Gary Halbert**

Gary Halbert was appointed Chula Vista City Manager in June 2014 after serving as Assistant City Manager and Director of Development Services. Halbert is a certified planner and licensed engineer. As City Manager of the county's second largest municipality with a population of 260,000, Halbert administers a \$293 million annual budget and oversees 10 departments with a workforce of more than 1,000 employees.



**David Graham**

Graham has worked for several San Diego Mayors and has represented the City on planning and civic innovation initiatives including Smart City San Diego, CleanTECH San Diego, Envision America and the national MetroLab Network. His smart cities work includes the first all-electric car-share fleet in North America, an open-data platform for development permitting, a partnership with GE to deploy sensors in LED enabled smart streetlights and using technology to achieve municipal climate change goals.



**Robert Nelson**

Bob Nelson was sworn in to represent the City of San Diego in January 2011. His 40 years of government and political service includes participation as President Clinton's representative on the U.S. Competitiveness Policy Council, and serving as chair of the San Diego Convention Center Corporation, the San Diego LGBT Community Center, and City of San Diego Revenue Review and Economic Competitiveness Commission. He serves on the Port's Environmental Advisory Committee and represents the Port as an Advisory Member of the San Diego Association of Governments (SANDAG) Board of Directors.



**Jason Giffen**

Jason H. Giffen is a recognized California Environmental Quality Act (CEQA) practitioner. He has extensive experience leading environmental and land use initiatives and programs for local government, including general plan updates, master planning, coastal planning, natural resource management, energy conservation, climate planning, affordable housing, building construction, and code enforcement. For the past 17 years, Mr. Giffen has worked for three public agencies, including the County of San Diego, County of San Luis Obispo and the San Diego Unified Port District (SDUPD).

## SPONSORSHIP OPPORTUNITIES

By becoming a sponsor of Context you will help the Foundation raise awareness, encourage practical discourse about the future of San Diego's built environment and contribute to thoughtful design decisions throughout the region. Your sponsorship will put your organization's name in front of an audience of government, business, design and community leaders in attendance. The attendees will include San Diego's people-of-action, patrons of architecture and visionaries.

### \$15,000 TITLE SPONSOR



Unified Port  
of San Diego

### \$10,000 FILM SPONSOR

Film Sponsorship benefits:

- Company logo prominently displayed on all event materials
- Company logo displayed in pre-show PowerPoint loop – full slide
- Company logo prominently displayed in event program
- Live, on-stage recognition at event
- Inclusion in all press releases (pre and post throughout the year)
- Exclusive sponsor highlight interview posted on Facebook and LinkedIn
- Inclusion in all website, social media announcements and emails
- Recognition in all post-program promotions
- Opportunity to provide 300 promotional gift items at the event.
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link prominently displayed on SDAF website home page
- Special thank you in SDAF eblast, By Design
- SDAF membership
- Reserved VIP event seating and reception for 10

### \$7,500 SAN DIEGO BAY BITES SPONSOR

Taste of the Bay Sponsorship benefits:

- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- Company logo displayed in event program
- Inclusion in all website and social announcements / press releases
- Reserved VIP event seating and reception for 6
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, By Design
- SDAF membership

### \$5,000 IMAGINATION SPONSOR

Imagination Sponsorship benefits:

- One 10' x 20' Booth Space to feature your company and services from 2 - 6:45 p.m.
- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- Company logo displayed in event program
- Inclusion in all website, social media announcements and emails
- Reserved VIP event seating and reception for 4
- Recognition in post-program promotions
- Event video credit in 1st and last segment
- Company name and link displayed on SDAF website sponsor page
- Company name and link displayed on SDAF website home page

**PHILIPS**  
**PRO-CAL**  
**LIGHTING, INC.**

San Diego Architectural Foundation is a 501c3 nonprofit organization and your contribution is tax deductible.  
Federal Tax ID: 95-3513927

## \$2,500 INCUBATOR SPONSOR

Incubator Sponsorship benefits:

- One 10' x 10' Booth Space to feature your company and services from 2 - 6:45 p.m.
- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- Company logo displayed in event program
- Event video credit in last segment
- Inclusion in website and social announcements
- Reserved VIP event seating for and reception 2
- Company name and link displayed on SDAF website sponsor page
- Company name and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, By Design



*Gerald W. Shonkwiler*  
Photography

## \$1,500 INVENTION SPONSOR

Invention Sponsorship benefits:

- One 6' Table Top Space to feature your company and services from 2 - 6:45 p.m.
- Company logo on event materials
- Company logo displayed in pre-show PowerPoint loop
- Company name displayed in event program
- Event video credit in (last segment)
- Inclusion in website and social announcements
- Reserved VIP event seating and reception for 2
- Company logo and link displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website homepage
- Special thank you in SDAF newsletter, By Design
- SDAF membership



## \$750 INNOVATION SPONSOR

Innovation Sponsorship benefits:

- Company logo on event materials
- Company logo displayed in pre-show PowerPoint loop
- Reserved VIP event seating and reception for 2
- Company logo and link displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website homepage
- Special thank you in SDAF newsletter, By Design
- SDAF membership



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## IN-KIND SPONSORS





# SPONSORSHIP FORM

Please send completed electronic copies of this form  
and your company logo to [info@sdarchitecture.org](mailto:info@sdarchitecture.org)

The San Diego Architectural Foundation is a 501c3, nonprofit organization dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region. Thank you for your sponsorship. We value your support!



Name: \_\_\_\_\_

Company: \_\_\_\_\_

(Please list your name or company name EXACTLY as you want it to appear on sponsorship materials)

Contact Person: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Web Site: \_\_\_\_\_ Fax: \_\_\_\_\_

Yes! We are pleased to support the San Diego Architectural Foundation and  
Context Vol. 3 at the level noted below:

## Payment Terms:

My check is enclosed for the full amount

Please bill my credit card    Visa    MasterCard    American Express

Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_  
Month    Year

Billing Address (if different from above): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ CVC#: \_\_\_\_\_  
(3-digit code on back of card)

By signing this pledge form, I understand and agree to the following:

Sponsorship is activated upon receipt of payment in full.

Benefits of this agreement are as listed on this Sponsorship Opportunities Kit.

Provide your logo and any other applicable marketing material or artwork to SDAF by April 17 in order  
to be included in printed program and other event materials.

Authorized Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Checks may be made payable and mailed to:

San Diego Architectural Foundation (SDAF)

P.O. Box 122228

San Diego, CA 92112-2228

(619) 232-1385

San Diego Architectural Foundation is a 501c3 nonprofit  
organization and your contribution is tax deductible.  
Federal Tax ID: 95-3513927





CONTEXT IS A FORUM CREATED BY THE SAN DIEGO ARCHITECTURAL FOUNDATION'S COMMITMENT TO KEEPING THE CONVERSATION ALIVE ABOUT THE VALUE OF EXCELLENCE IN THE BUILT ENVIRONMENT.

The San Diego Architectural Foundation is dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region.

The San Diego Architectural Foundation (SDAF) is an independent, 501c3 nonprofit organization founded in 1980 by Ed and Barbara Malone. SDAF has become a membership organization, the host of Orchids & Onions, PechaKucha Night San Diego, Inside the Design Studio, architectural tours, film screenings and many other unique and educational programs designed to raise awareness about, and inspire excellence in San Diego's built environment.

San Diego is consistently growing, densifying and redeveloping. It is easy to assume that the quality of our buildings and urban design is beyond our control or in someone else's hands. But the reality is that we all play a role in shaping our built environment. We must be aware, appreciative and be involved in the design of our environment in order to ensure that the ongoing evolution of our city and our region creates a heritage worthy of future generations.

By educating our community and encouraging awareness of the importance of our built environment, SDAF strives to improve the quality of life for all San Diego.

On a last note: become a SDAF member, volunteer...be a supporter and join the conversation! PEOPLE+PLACES+ENGAGE. We hope to see you soon.



(619) 232-1385  
info@sdarchitecture.org  
[www.sdarchitecture.org](http://www.sdarchitecture.org)

P.O. Box 122228  
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