



DATE: February 9, 2021

TO: Mayor and Members of the City Council

FROM: Councilmember Colin Parent and Councilmember Bill Baber

SUBJECT: Official Sponsorship for San Diego Architectural Foundation's "Open House – La Mesa" March 5-12, 2021

Colleagues, I was asked by the San Diego Architectural Foundation to have La Mesa sign on as a co-sponsor to their Open House San Diego program.

I am requesting a vote for the City to sign on as a co-sponsor at the \$ 500 level. The event will help showcase the unique charms of La Mesa, promote business, and provide safe, self-guided activities for visitors and residents.

Below is the text of the request:

On behalf of Open House San Diego, a program of the San Diego Architectural Foundation, we would like to invite the City of La Mesa to become a \$500 sponsor and supporter of this year's upcoming event. <https://sdarchitecture.org/program/openhouse> is an annual, free to the public event celebrating architecture and the built environment. This year, OH! will showcase **Design + Community** in a diverse mix of San Diego-area neighborhoods, including National City, Chula Vista, Southeastern San Diego, City Heights, Barrio Logan, San Marcos and **YES - La Mesa**. Can we have your support? Financial, in-kind, share with your constituents? Your dollars go to video production, PR, web and ArchMap development - all to promote La Mesa and Open House San Diego. Please join SDAF in promoting this event!

On March 5-12, 2021, San Diego residents and design enthusiasts will enjoy self-guided walking tours, behind-the-scenes virtual tours, and family-friendly outdoor experiences fostering a sense of discovery in our own neighborhoods.

Here is what we have planned so far for the OH 2021 La Mesa event: \*Some events are tentative based on C19 restrictions, but we are hopeful!

\* SDAF is producing a short 4 minute video about the history of La Mesa highlighting a few top 10 interesting sites.

- \* \*Friday Farmers Market Opening Ceremonies – Pending regulations TBD
- \* \*Opening of the La Mesa Time Capsule - TBD
- \* La Mesa Historic Homes Tour – video
- \* La Mesa self-guided tour
- \* Secrete Stairs – video
- \* The future of La Mesa – Panel discussion / Zoom

\* [https://play.google.com/store/apps/details?id=com.funcionasi.archimaps&hl=en\\_US](https://play.google.com/store/apps/details?id=com.funcionasi.archimaps&hl=en_US) All events / locations and sponsors are highlight on ArchiMaps our mobile platform which is live for years! **Putting a global spotlight on La Mesa, California.**

Join in this celebration of **Design + Community** by becoming an OH! San Diego sponsor and supporter today. Sponsors receive visibility throughout the course of our event promotions, on our website and our eblasts to over 7000 people. [www.SDarchitecture.org](http://www.SDarchitecture.org)