



**District Identity and Signage Committee
Agenda**

***Special Date: Tuesday, January 11, 2022 – 12:00pm**

Location: Via [Zoom Video Conference](#)

1. **Call to Order and Introductions** **Don Gibson, Stacey Wagner
Committee Co-Chairs**

2. **Public Announcements, Public Comment**

3. **Discussion Items**
 - 2022 RCIA Campaign Brainstorm and Discussion

 - Olive Creative Strategies
 - PR Update

4. **New Business**

5. **Next Meeting: Tuesday, February 22, 2022**

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 1450 Veterans Boulevard, Suite 125, Redwood City, CA 94063. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Buckmaster, Executive Director (650.362.5017) at least 48 hours prior to the meeting.



Redwood City Improvement Association DISI Meeting

Tuesday, January 11, 2022

RECAP OVERVIEW

STRATEGY & PLANNING:

- Attended RCIA board meeting via zoom
- Attended DISI meeting via zoom
- Conducted biweekly conference calls
- Conducted internal discussions for post COVID-19 initiatives
- Coordinated and executed on various COVID-19 efforts
- Facilitated internal weekly strategy meetings
- Held internal brainstorm for 2022 strategy and campaign
- Discussed upcoming ideas for newsletters
- Researched and secured local photographer for ongoing monthly photoshoots
- Drafted and distributed weekly, sometimes twice a week, newsletters
- Monitored and adjusted social media strategy to reflect news and announcements

NEWSLETTER:

- **1/5 Campaign** – issued Wednesday at 4:40 p.m.
 - Open Rate: 28%
 - Click Rate: 1%
- **12/21 Campaign** – issued Wednesday at 4:20 p.m.
 - Open Rate: 34%
 - Click Rate: 2%
- **12/8 Campaign** – issued Wednesday at 2:50 p.m.
 - Open Rate: 31%
 - Click Rate: 1%
- **11/23 Campaign** – issued Tuesday at 2:10 p.m.
 - Open Rate: 28%
 - Click Rate: 1%
- **11/10 Campaign** – issued Wednesday at 4:20 p.m.
 - Open Rate: 24%
 - Click Rate: 1%

New Year's Eve | Dine and Dance Your Way Into 2022 in Redwood City
SECURED COVERAGE

- **12/30 secured online coverage on RWC Pulse**
 - Article highlights dining specials to enjoy on New Year's Eve from restaurants in Redwood City including Angelica's, Warung Siska, LV Mar, Donato Enoteca, and The BottleShop
- **12/26 secured online coverage on Patch (x50)**
 - Article rounds up New Year's Eve happenings throughout the Bay Area and includes Angelica's, Warung Siska, LV Mar, Donato, and The BottleShop

Holiday Décor & More Activities to Enjoy This Month in Downtown Redwood City

SECURED COVERAGE

- **12/7 secured online coverage on Climate Magazine**
 - Article recapping the Menorah Lighting featuring a quote from the Rabbi about Hanukkah and a photo gallery of images from the event
- **12/7 secured online coverage on News Break**
 - Syndicated Climate Magazine article recapping the Menorah Lighting featuring a quote from the Rabbi about Hanukkah
- **12/7 secured online coverage on Climate Magazine**
 - Article recapping the success of Hometown Holidays with highlights about the activities and celebrations that took place along with some great images from the weekend
- **12/7 secured online coverage on News Break**
 - Syndicated Climate Magazine article recapping the success of Hometown Holidays with highlights about the activities and celebrations that took place
- **12/6 secured online coverage on RWC Pulse**
 - Article recapping the success of Hometown Holidays with highlights about the activities and celebrations that took place
- **12/5 secured broadcast coverage on ABC 7 (News at 9 a.m.)**
 - Segment on this weekend's holiday events featuring footage of the Caltrain and the décor along with some interviews with attendees about how great it was for these celebrations to return. The segment also mentioned Sunday's Hanukkah festival in Courthouse Square
- **12/5 secured broadcast coverage on ABC 7 (News at 6 a.m.)**
 - Segment on this weekend's holiday events featuring footage of the Caltrain and the décor along with some interviews with attendees about how great it was for these celebrations to return. The segment also mentioned Sunday's Hanukkah festival in Courthouse Square
- **12/4 secured broadcast coverage on ABC 7 (News at 11 p.m.)**
 - Segment on this weekend's holiday events featuring footage of the Caltrain and the décor along with some interviews with attendees about how great it was for these celebrations to return. The segment also mentioned Sunday's Hanukkah festival in Courthouse Square
- **12/3 secured online coverage on KRON 4**
 - Article rounding up four fun things to do in the Bay Area included Hometown Holidays
- **12/3 secured online coverage on News Break**
 - Syndicated KRON 4 article rounding up four fun things to do in the Bay Area included Hometown Holidays
- **12/3 secured online coverage on Patch**

- Article highlighting the holiday handbell performance at the history museum with details on the performance
- **12/3 secured online coverage on MSN**
 - Syndicated Patch article highlighting the holiday handbell performance at the history museum with details on the performance
- **12/3 secured online coverage on Flipboard**
 - Syndicated Patch article highlighting the holiday handbell performance at the history museum with details on the performance
- **12/3 secured online coverage on Patch (x53)**
 - Article roundups up things to do throughout Southern California and includes Hometown Holidays, linking back to a previous article
- **12/3 secured online coverage on Flipboard**
 - Syndicated Patch article that roundups up things to do throughout Southern California and includes Hometown Holidays, linking back to a previous article
- **12/2 secured online coverage on RWC Pulse**
 - Article highlighting all the holiday happenings to enjoy in Redwood City including the handbell performance, Fox Theater events, Hometown Holidays, carolers, Caltrain, Chanukah Festival, the Shop Local app, and the décor with special mention to the ornament

SECURED INTEREST

- **FOX 2**
 - Possibly sending evening reporters
- **KRON 4**
 - Running events by planning producers
- **CBS 5**
 - Reviewing alert, will either send someone or request photos/videos
- **NBC Bay Area**
 - Pitching the events in their upcoming planning meeting

Brand-New Art Installation by Mexican Artist Debuts at Art Kiosk in Redwood City Challenging the Way We View Death

SECURED COVERAGE

- **12/1 secured online coverage on Patch**
 - Article lists the "We Are Stardust" feature as one of the top stories of the day
- **12/1 secured online coverage on Patch (x10)**
 - Article highlights the "We Are Stardust" installation and features commentary from Fernando Escartiz following his interview last week with the reporter providing insight into the concept behind the installation and the process that goes into creating a piece like this. Article also mentions the closing reception happening on December 10
- **11/15 secured online coverage on RWC Pulse**
 - Article highlights the details of the new Art Kiosk installation along with the promo video shared by Redwood City of the installation
- **11/15 secured online coverage on Patch**
 - Climate Magazine's article on the art installation was listed as one of their top stories of the day
- **11/15 secured online coverage on Climate Magazine**

- Article highlights the details about the installation including some insight behind the meaning
- **11/15 secured online coverage on Daily Advent**
 - Syndicated Climate Magazine article highlights the details about the installation including some insight behind the meaning
- **11/15 secured online coverage on News Break**
 - Syndicated Climate Magazine article highlights the details about the installation including some insight behind the meaning

Organic

- **12/20 print coverage received in Climate Magazine**
 - Article recaps October's Día de los Muertos event highlighting everything that happened along with a great photo gallery
- **12/20 online coverage received on Almanac Online**
 - Syndicated Six Fifty article rounding up cozy beverages from throughout the Peninsula that included a drink from Gourmet Haus Staudt called Glühwein
- **12/17 online coverage received on Mountain View Voice**
 - Syndicated Six Fifty article rounding up cozy beverages from throughout the Peninsula that included a drink from Gourmet Haus Staudt called Glühwein
- **12/14 online coverage received on Climate Magazine**
 - Article recapping the Zoppé Italian Family Circus highlighting this year's success along with some brief history on the traveling circus
- **12/14 online coverage received on News Break**
 - Syndicated Climate Magazine article recapping the Zoppé Italian Family Circus highlighting this year's success along with some brief history on the traveling circus
- **12/12 online coverage received on RWC Pulse**
 - Syndicated Six Fifty article rounding up cozy beverages from throughout the Peninsula that included a drink from Gourmet Haus Staudt called Glühwein
- **12/9 online coverage received on The Six Fifty**
 - Article rounding up cozy beverages from throughout the Peninsula included a drink from Gourmet Haus Staudt called Glühwein
- **12/9 online coverage received on News Break**
 - Syndicated Six Fifty article rounding up cozy beverages from throughout the Peninsula that included a drink from Gourmet Haus Staudt called Glühwein
- **12/7 online coverage received on Climate Magazine**
 - Article recapping the library's makerspace preview event highlighting what types of amenities will be available in this new building including 3D printers, sewing machines, robotic tools, and more
- **12/7 online coverage received on News Break**
 - Syndicated Climate Magazine article recapping the library's makerspace preview event highlighting what types of amenities will be available in this new building including 3D printers, sewing machines, robotic tools, and more
- **12/6 online coverage received on San Mateo Daily Journal**
 - Article on the library's makerspace preview event highlighting what types of amenities will be available in this new building including 3D printers, sewing machines, robotic tools, and more

- **12/6 online coverage received on News Break**
 - Syndicated San Mateo Daily Journal article on the library's makerspace preview event highlighting what types of amenities will be available in this new building including 3D printers, sewing machines, robotic tools, and more
- **12/4 online coverage received on San Mateo Daily Journal**
 - Columnist included Redwood City's holiday décor and happenings in his latest piece noting Hometown Holidays and the handbell performance along with giving praise to RCIA's attention to detail with the décor specifically with the ornament in Courthouse Square
- **12/1 online coverage received on RWC Pulse**
 - The article highlighted the holiday celebrations taking place over the weekend including Hometown Holidays and the Caltrain Holiday Train
- **11/26 online coverage received on Climate Magazine**
 - Article highlights the return of the Caltrain Holiday Train that will make its stop in Redwood City during Hometown Holidays
- **11/26 online coverage received on Patch**
 - Article highlighting the Zoppé Italian Family Circus performances happening over Thanksgiving weekend was included as one of their top stories of the day
- **11/26 online coverage received on Marin Independent Journal**
 - Article highlighting the Zoppé Italian Family Circus performances happening over Thanksgiving weekend
- **11/26 online coverage received on News Break**
 - Syndicated Marin Independent Journal article highlighting the Zoppé Italian Family Circus performances happening over Thanksgiving weekend
- **11/26 online coverage received on East Bay Times**
 - Article highlighting the Zoppé Italian Family Circus performances happening over Thanksgiving weekend
- **11/26 online coverage received on Mercury News**
 - Article highlighting the Zoppé Italian Family Circus performances happening over Thanksgiving weekend
- **11/26 online coverage received on Daily Advert**
 - Syndicated Mercury News article highlighting the Zoppé Italian Family Circus performances happening over Thanksgiving weekend
- **11/24 online coverage received on Mountain View Voice**
 - Article rounds up holiday happenings in the Bay Area including Hometown Holidays, the Holiday Handbell Concert, along with Peninsula Ballet's Nutcracker and Christmas at the Fox both happening at Fox Theater
- **11/24 online coverage received on Daily Advert**
 - Syndicated the Mountain View Voice roundup of holiday happenings in the Bay Area including Hometown Holidays, the Holiday Handbell Concert, along with Peninsula Ballet's Nutcracker and Christmas at the Fox both happening at Fox Theater
- **11/24 online coverage received on RWC Pulse**
 - Article rounds up holiday happenings in the Bay Area including Hometown Holidays, the Holiday Handbell Concert, along with Peninsula Ballet's Nutcracker and Christmas at the Fox both happening at Fox Theater
- **11/24 online coverage received on Almanac News**

- Article rounds up holiday happenings in the Bay Area including Hometown Holidays, the Holiday Handbell Concert, along with Peninsula Ballet's Nutcracker and Christmas at the Fox both happening at Fox Theater
- **11/24 online coverage received on Palo Alto Online**
 - Article rounds up holiday happenings in the Bay Area including Hometown Holidays, the Holiday Handbell Concert, along with Peninsula Ballet's Nutcracker and Christmas at the Fox both happening at Fox Theater
- **11/24 online coverage received on Flipboard**
 - Syndicated the Palo Alto Online roundup of holiday happenings in the Bay Area including Hometown Holidays, the Holiday Handbell Concert, along with Peninsula Ballet's Nutcracker and Christmas at the Fox both happening at Fox Theater
- **11/19 online coverage received on RWC Pulse**
 - Article highlights the details about all the Hometown Holidays festivities including photos with Santa, holiday parade, tree lighting, and more
- **11/19 online coverage received on San Mateo Daily Journal**
 - Article talks about the return of Hometown Holidays to Redwood City and highlights some of the things to expect including live music, photos with Santa, carolers, and more
- **11/19 online coverage received on Patch (x60)**
 - Short write-up on the San Mateo History County Museum's holiday art show from this past weekend
- **11/18 online coverage received on Patch (x48)**
 - Hometown Holidays was included in a roundup of Bay Area holiday happenings
- **11/15 online coverage received on Climate Magazine**
 - Full feature on the return of holiday celebrations to Redwood City including Día de los Muertos, Hometown Holidays and the Caltrain Holiday train
- **11/15 online coverage received on News Break**
 - Syndicated Climate Magazine article on the return of holiday celebrations to Redwood City including Día de los Muertos, Hometown Holidays and the Caltrain Holiday train
- **11/15 print coverage received in Climate Magazine**
 - Full spread on the return of holiday celebrations to Redwood City including Día de los Muertos, Hometown Holidays and the Caltrain Holiday train

PITCHING:

- **New Year's Eve | Dine and Dance Your Way Into 2022 in Redwood City**
 - Local TV
 - Local Print
 - Local Online
- **Holiday Décor & More Activities to Enjoy This Month in Downtown Redwood City**
 - Local TV
 - Local Print
 - Local Online
- **Brand-New Art Installation by Mexican Artist Debuts at Art Kiosk in Redwood City Challenging the Way We View Death**
 - Local TV
 - Local Print
 - Local Online
- **Shop Local App**

- Local TV
- Local Print
- Local Online
- **Zoppé Italian Family Circus Returns to Redwood City**
 - Local TV
 - Local Print
 - Local Online
- **Cuban-American Artists Light Up Art Kiosk in Downtown Redwood City Inspired by Right to Peacefully Protest**
 - Local TV
 - Local Print
 - Local Online

WRITING:

- New Year's Eve | Dine and Dance Your Way Into 2022 in Redwood City
- Holiday Décor & More Activities to Enjoy This Month in Downtown Redwood City
- Brand-New Art Installation by Mexican Artist Debuts at Art Kiosk in Redwood City Challenging the Way We View Death
- Regular newsletters
- Board and DISI meeting agendas

SOCIAL MEDIA:

Recap:

- Created content for Facebook, Twitter and Instagram five days per week
- Continued Facebook Ad campaigns to support local businesses and events
- Shared Instagram Stories of the community's photos at the ornament
- Continued to leverage and promote public art projects
- Featured various businesses/restaurants in the downtown area
- Engaged with fans and community on all platforms

Upcoming:

- Working with a photographer to take monthly professional photos Downtown for social media
- Continue providing support and posting on Eat, Sip & Be in RWC
- Continue to highlight and engage with local businesses (#BeLocal)
- Continue to leverage and promote public art projects
- Support events happening in downtown that RCIA is involved with

Highlights:

- Garnered **over 567K** impressions across all platforms
- Gained **436** followers across all platforms
- Garnered **over 8K** engagements across all platforms
- Ads continuing at \$1,600/month

Social Media Statistics October 26 – December 31, 2021

- Facebook
 - Page Likes: **20, 527** (Up 318)
 - Impressions: **500K** (Up 650%)
 - Engagements: **4.2K** (up 506%)

- Engagement rate: **2.72%** (Up 161%)
- Twitter
 - Followers: **2,161**
 - Impressions: **19K** (Up 55.1%)
 - Engagements: **502**
 - Engagement rate: **3.18%**
- Instagram
 - Followers: **3,187 total** (Up 118)
 - Impressions: **48K** (Up 55.9%)
 - Engagements: **3.5K** (Up 42.3%)
 - Engagement rate: **7.2%**

FACEBOOK: Top Performing Posts

Top posts > Engaged users

R Redwood City Improvement Association
Oct 26, 18:01

Have you attended the Zoppé Italian Family Circus yet? If not, there's still time to join in on the family-friendly fun! 🎪 Running through November 21, this year's show is "La Vita Nuova," which means "The New Life." As we try to create a new life ahead of us, we are reminded to take things lightly and to appreciate as much as we can. Get your tickets through the link in our bio to enjoy performances from a classically- trained mime and actor, an unforgettable Russian Bar act, a sword balancer, an aerialist specializing in swinging trapeze, and more!

1184 users



R Redwood City Improvement Association
Nov 17, 19:01

The new Art Kiosk installation, "We Are Stardust," by Mexican Artist Fernando Escartiz is up and running through December 12! The idea behind the installation is the concept of rebirth and it

425 users



R Redwood City Improvement Association
Dec 02, 19:10

Courthouse Square is shining extra bright this year with the addition of a brand-new oversized illuminated ornament 🌟. Spread some holiday cheer with a photo inside the ornament and

357 users

INSTAGRAM: Top Performing Posts

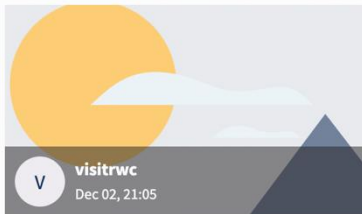
Top posts > Engagement



V visitrwc
Nov 17, 23:00

The new Art Kiosk installation, "We Are Stardust," by Mexican Artist Fernando Escartiz is up and running through December 12! The idea behind

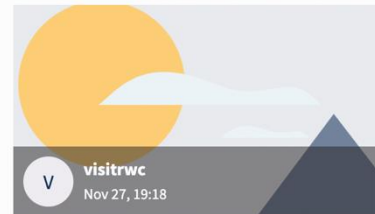
379 engagements



V visitrwc
Dec 02, 21:05

Courthouse Square is shining extra bright this year with the addition of a brand-new oversized illuminated ornament 🌟. Spread some holiday

365 engagements



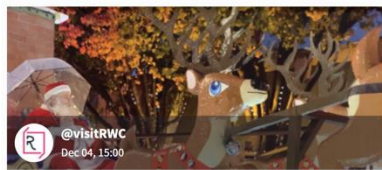
V visitrwc
Nov 27, 19:18

Today is Small Business Saturday! #BeLocal today and everyday by supporting the many local businesses in Downtown Redwood City. Where

138 engagements

TWITTER: Top Performing Tweets

Top tweets > Engagements



R @visitRWC
Dec 04, 15:00

Santa Claus is coming to town 🦊! Join us today from 10am-6pm for the 15th Annual Hometown Holidays Celebration featuring photos with Santa, live entertainment, food from local vendors, a holiday

54 engagements



R @visitRWC
Nov 17, 17:01

The new Art Kiosk installation "We Are Stardust" by Fernando Escartiz is running through Dec 12! The idea behind the installation is the concept of rebirth. "There has to be death for there to be life,"

52 engagements



R @visitRWC
Dec 02, 15:00

Courthouse Square is shining extra bright this year with the addition of a brand-new oversized illuminated ornament 🌟. Spread some holiday cheer with a photo inside the ornament and

34 engagements

NEWSLETTER: January 5 Campaign (Most Recent)



REDWOOD CITY
IMPROVEMENT
ASSOCIATION



EXPLORE DOWNTOWN

 NEIGHBORHOOD

 ENTERTAINMENT

 LANDSCAPE
IMPROVEMENT

 SHOPPING

 BUSINESS
EVENTS

 DINING

New Year, New You!

A new year brings new goals and plans for the future. Whether you want to eat healthier, exercise more or practice more self-care, the restaurants, fitness centers and small businesses in Downtown Redwood City are here to help.

Work up a sweat with a personal training session, yoga, Pilates, and dance classes at the variety of [fitness studios](#) and [dance studios](#). Eating healthy never tasted so good! Indulge in everything from fresh açai bowls and savory grain bowls to wraps and pressed juices at some of the amazing local [restaurants](#), [cafes](#) and [bistros](#). Of course, don't forget to prioritize self-care in 2022 with a relaxing spa treatment at one of the many [salons](#) in Downtown. Plus, be sure to download the [Choose Local SMC app](#) to start earning rewards for shopping and dining local.





 DINING

Kickstart your resolutions for healthier eating with a delicious açai bowl packed with superfood ingredients from Vitality Bowls.

Photo Credits: @vitalitybowls



 NEIGHBORHOOD

Fitness is not one-size-fits-all. Powerhouse Elite offers customized fitness programs with a certified personal trainer to help you set goals and achieve results.

Photo Credits: @powerhouseelite



 NEIGHBORHOOD

Self care is the best care, so treat yourself to a massage at Retreat Salon. Relax with a hot stone massage and back treatment, or for something a little deeper try the Swedish and deep tissue massage.