



SMALL BUSINESS ADVISORY BOARD

Meeting Notice and Agenda

TUESDAY, April 23, 2024

In-Person Meeting, 8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14th Floor Conference Room –
1200 3rd Ave, San Diego, CA 92101

Chair: Austin Evans | **Vice Chair:** Natasha Salgado

Board Members: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Jenna Hanson, Natasha Salgado, Sarah Mattinson, Shane Beard, Sunny Lee, and Valery Belloso.

Staff Liaisons: Alex Southard and Sean Karafin.

Public Comment

Public Comment on an Agenda Item: If you wish to address the Board on an item for today's agenda, please complete and submit a speaker form before the Board hears the agenda item. You will be called at the time the item is heard.

Public Comment on Matters Not on the Agenda: You may address the Board on any matter not listed on today's agenda. Please complete and submit a speaker form. However, California's open meeting laws do not permit the Board to discuss or take any action on the matter at today's meeting. At its discretion, the Board may add the item to a future meeting agenda or refer the matter to staff or committee. Individuals' comments are limited to three minutes per speaker. At the discretion of the Chair, if a large number of people wish to speak on the same item, comments may be limited to a set period of time per item.

Item 1: Call to Order (Chair Evans)

Item 2: Action: Roll Call (Chair Evans)

Item 3: Action: Approval of March 26, 2024 Minutes (Chair Evans)

Item 4: Presentation: World Design Capital San Diego Tijuana 2024 by Jonathon Glus, Executive Director, Commission for Arts & Culture

Item 5: Conversation with Councilmember Kent Lee

- Item 6: Discussion: San Ysidro Business Improvement District Advisory Board (Sean Karafin)
- Item 7: Action: Draft Advising Letter (Chair Evans)
- Item 8: Committee Report
 - a. Development Services Department Technical Advisory (Board Member Beard)
- Item 9: Staff Report
 - a. Economic Development Department (Liaison Southard)
- Item 10: Board Member Comments
 - a. Suggested items for future meetings
- Item 11: Non-Agenda Public Comment
- Item 12: Adjournment

REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS

This information will be made available in alternative formats upon request, as required by the Americans with Disabilities Act (ADA), by contacting Sean Karafin at sdbusiness@sandiego.gov or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting Sean Karafin at sdbusiness@sandiego.gov or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for auxiliary aids, services or interpreters, require different lead times, ranging from five business days to two weeks. Please keep this in mind and provide as much advance notice as possible in order to ensure availability. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.



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- Item 1: Call to Order
- Meeting was called to order at 8:34 am
- Item 2: Action: Roll Call
- In attendance: Austin Evans, Sunny Lee, Ania Kaminska, Sarah Mattinson, Natasha Salgado, Brandon S. Johnson, Valery Belloso, and Donna Deberry.
 - City Staff: Alex Southard and Sean Karafin
- Item 3: Action: Approval of February 27, 2024 Minutes
Sarah Motion, Natasha second. All approved

- With a motion by Sarah Mattinson and a second by Natasha Salgado, the board voted to approve the February 27, 2024 minutes.
 - Yes: Austin Evans, Sunny Lee, Ania Kaminska, Sarah Mattinson, Natasha Salgado, Brandon S. Johnson, Valery Belloso, and Donna Deberry.
 - Abstain: None.
 - Absent: Jason Paguio, Jenna Hanson, and Shane Beard.

Item 4: Presentation from Valery Belloso, Accessity – Update on the Community Development Financial Institutions Equitable Recovery Program

- Valery Belloso provided an update on Accessity’s Emerge Program. Last year, Accessity was awarded the largest grant they had ever received. This award was dedicated to supporting minority-owned businesses most impacted by the pandemic.
- Accessity was able to provide loans of \$2,000-\$50,000 with low interest rates and offer a grant component of 10% of the loan amount. The grant is redeemable after 6 months of consecutive payments.
- Accessity has disbursed over half a million dollars since November 2023 to 30 businesses. Three million dollars remain, and they are pushing to disburse funds by next year.

Item 5: Discussion: San Ysidro Business Improvement District Advisory Board (Sean Karafin)

- The Economic Development Department will manage the San Ysidro Business Improvement District (BID) in Fiscal Year 2025 while the department finds a new organization to manage the district.
- BID state law requires the appointment of an advisory Board for every BID.
- The Board discussed supporting Economic Development Department, acting as the advisory Board in the interim, and developing a subcommittee of assessment payers to report to SBAB.
- With a motion by Sunny Lee and a second by Natasha Salgado, the board voted to signal to the Council a willingness to be appointed as the advisory board for the San Ysidro BID for FY25.
 - Yes: Austin Evans, Brandon S. Johnson, Donna Deberry, Ania Kaminska, Natasha Salgado, Sarah Mattinson, Valery Belloso, and Sunny Lee.
 - Abstain: None.
 - Absent: Jenna Hanson, Jason Paguio, Shane Beard

Item 6: Discussion: [AB 817 - Open Meetings: Teleconferencing: Subsidiary Body](#) (Liaison Southard)

- The Board learned about AB 817, which would allow for non-decision-making bodies to participate in virtual teleconferencing similar to the format during the COVID-19 pandemic.

- Item 7: Discussion: FY2025 Budget
- The Board briefly continued the discussion around the FY2025 budget and verified the advising letter was sent to the Mayor and Council.
- Item 8: Action: Draft Advising Letter (Chair Evans)
- With a motion by Sarah Mattinson and a second by Valery Beloso, the board approved that Chair Evans would write a letter supporting AB 817.
 - Yes: Austin Evans, Brandon S. Johnson, Donna Deberry, Ania Kaminska Natasha Salgado, Sarah Mattinson, Valery Beloso, and Sunny Lee.
 - Abstain: None.
 - Absent: Jenna Hanson, Jason Paguio, Shane Beard
- Item 9: Committee Report
- Development Services Department Technical Advisory (Board Member Beard)
 - No update.
- Item 10: Staff Report
- Economic Development Department (Liaison Southard)
 - Board members previously expressed interest with inviting elected officials to upcoming meetings. The following officials will be attending at upcoming meetings: April – Councilmember Kent Lee; May – Mayor Todd Gloria; and June – Councilmember Campillo.
 - Provided an update on the Emergency Response Grant for Small Businesses and Nonprofits. EDD staff are moving through applications and making awards as quickly as possible.
- Item 11: Board Member Comments
- a. Suggested items for future meetings
- Item 12: Non-Agenda Public Comment
- Item 13: Adjournment
- The meeting was adjourned at 9:45 a.m.

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RSVPs yes

Austin

Natasha

Valery

Sunny

Sarah

Ania

Donna

Brandon

DRAFT



TIJUANA SAN DIEGO

WORLD DESIGN CAPITAL SAN DIEGO TIJUANA 2024

Powered by community, connected by design.

San Diego Tijuana Youth Symphony

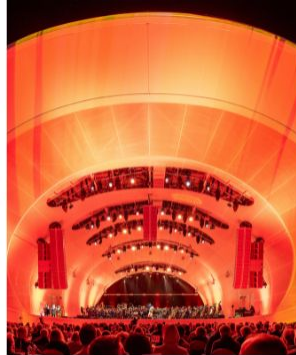




WORLD DESIGN CAPITAL
SAN DIEGO TIJUANA 2024

A BETTER FUTURE
IS CREATED BY DESIGN.





WHAT IS A WORLD DESIGN CAPITAL®?

The World Design Capital® (WDC) is designated every two years by World Design Organization® (WDO) to recognize cities' innovative use of design to strengthen economic, social, cultural, and environmental development.



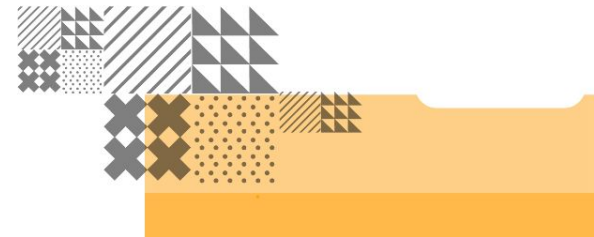
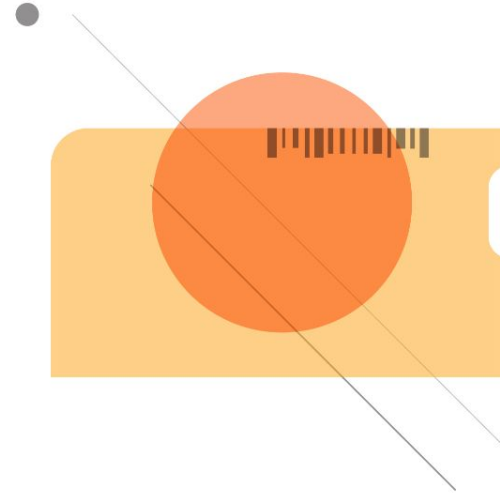
With more than 200+ International Design Member Organizations, WDO is a globally recognized non-governmental organization that aims to promote and advance the discipline of design.

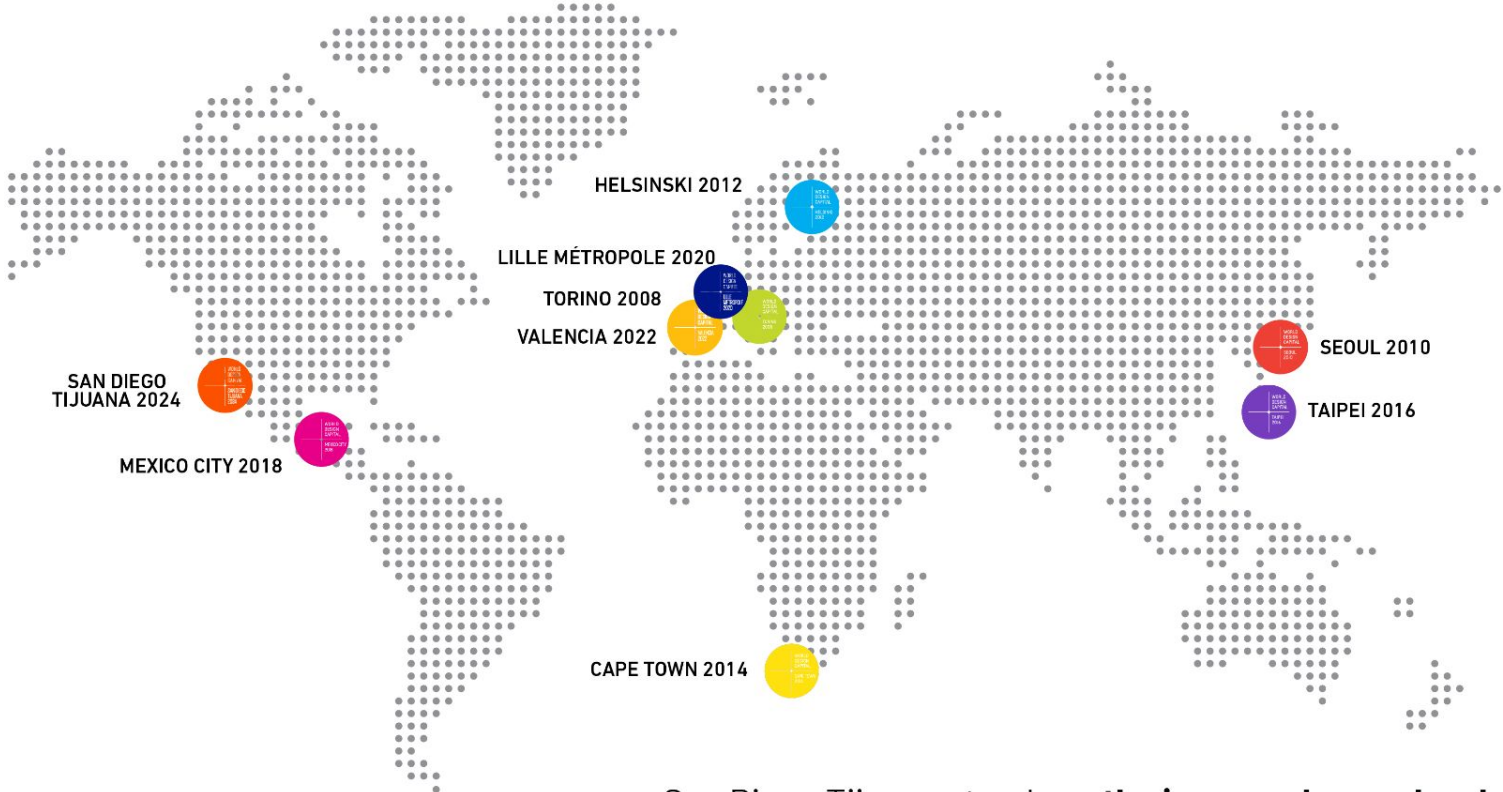
“Design is a strategic problem-solving process that drives innovation, builds business success, and leads to a better quality of life through innovative products, systems, services, and experiences.”

- WDO Professional Practice Committee

**WORLD DESIGN CAPITAL SAN DIEGO TIJUANA 2024
IS A ONCE-IN-A-LIFETIME OPPORTUNITY TO
SHAPE THE FUTURE OF OUR REGION
THROUGH THE POWER OF DESIGN.**

By showcasing our region as a global hub for design, innovation, arts, and culture, WDC 2024 will foster lasting economic, social, cultural, civic, and environmental impact.





San Diego Tijuana stands as **the inaugural cross border region and the first U.S. city** to be designated World Design Capital



WDC 2024 OFFICIAL PROGRAM

PROGRAMA OFICIAL WDC 2024

32° 42' 56.6496" N
117° 9' 39.9132" W



COMMUNITY PROGRAM

WE RECEIVED AN IMPRESSIVE **400+ SUBMISSIONS**
FOR REVIEW ACROSS ALL CYCLES!

Among the 300+ endorsed initiatives, you'll discover a diverse range of projects, events, exhibitions, activations, and symposia, many of which will offer opportunities for your active participation and engagement.

Our Community Program will advance our mission to transform the region through the lens of design— created and led by community members from San Diego Tijuana.



San Diego Tijuana International Jazz Festival

The San Diego Tijuana International Jazz Festival is the first-ever jazz event uniting artists, audiences, and arts organizations on both sides of the border. Presented free over three days (October 4 and 6 in San Diego, October 5 in Tijuana), the festival focuses on Latin Jazz and our shared binational jazz history, reaching back to a century ago with pioneering African American composer Jelly Roll Morton's little-known residency in Tijuana. It also brings together student musicians from afterschool band programs in both San Diego and Ensenada.



"Remote Pulse" by Rafael Lozano-Hemmer

The mezzanine ICA San Diego's Central campus hosts Rafael Lozano-Hemmer's interactive installation, Remote Pulse (2019). In collaboration with Centro Cultural Tijuana (CECUT), visitors at both locations can feel each other's pulse via pulse-sensing stations. This simple gesture highlights our shared humanity across the US-Mexico border.



Architecture of Jubilation – The Art and Vision of James Hubbell

Artist James Hubbell, a non-architect builder, personally led the design and construction of transformative architectural and fine art projects in Tijuana and San Diego. These projects shaped and expressed Hubbell's vision of the unique relationship between the two cities. Explore Hubbell's vision in "Architecture of Jubilation" and his call to create a world we want to live in, discovering the symbiotic relationship between art, nature, and community.



Binational Race 2024

The Binational Half Marathon initiative aims to unite Tijuana's residents and beyond, promoting fitness and cultural exchange. It features a dynamic route showcasing diverse landscapes and celebrates community achievements. The event symbolizes unity, health, and community spirit, leaving a lasting legacy beyond mere race status.



Friendship @Friendship Park

Students from San Diego Unified and Tijuana schools will create a large scale collaborative public art project woven together to resemble a FRIENDSHIP BRACELET. It will be installed at San Diego's Central Library in April-May 2024 then at Friendship Park in Tijuana, Mexico in July-August 2024.



BAY TO PARK PASEO PROJECT

The Bay to Park Paseo Project is led by a team of volunteers to design, build, and fund **a unique, engaging 1.7-mile impermanent pedestrian experience** connecting the San Diego Bay to Balboa Park and downtown along Park Boulevard.

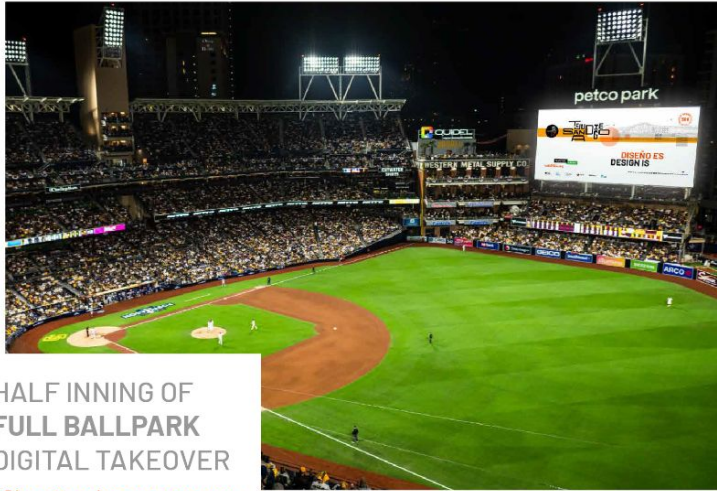
The project, presented by Pete Garcia and Beth Callender of the non-profit URBAN INTERVENTIONS and Chloé Lauer, Urban Planner, is a fiscally sponsored project of the San Diego Public Spaces Foundation

Designers:

- Bayfront Park: Hilton San Diego Bayfront
- Pedestrian Bridge: Safdie Rabines Architects, TY-Lin, UDG
- Petco Park: Carrier Johnson + CULTURE & Ines Esnal, Artist
- San Diego Central Library: Rob Wellington Quigley Architects & OurWorlds
- Connector Blocks (Park between 10th & 11th, J & Island, and Island & Market): Studio E Architects
- UC San Diego Park & Market: UC San Diego Design Lab Faculty & Students
- New School of Architecture and Design: NSAD Faculty Mike Stepner & Frank Wolden; Architects Mosher Drew
- IDEA1: Miller Hull Partnership
- Kilroy Realty property: Howard Blackson, Urban Designer & Armando de la Torre, Artist
- Smart Corner + Trolley Stop: James Brown, Public Architecture & Arzu Ozkal, Artist
- San Diego City College: URBAN INTERVENTIONS; Perry Vasquez, Artist, & UDG
- San Diego High School: McCullough Landscape Architecture
- Bridge over I-5: Balboa Park Committee of 100, URBAN INTERVENTIONS; Perry Vasquez, Artist, & UDG



WDC 2024 SEEN AROUND TOWN GLOBAL AWARENESS PROGRAM



HALF INNING OF FULL BALLPARK DIGITAL TAKEOVER

40k+ attendance per game and 2.5 million additional impressions through roughly 300 exposures and approx. 5 minutes of tv time valued at nearly \$85k in 100% media value per half inning



YEARLONG DIGITAL BAGGAGE CLAIM SIGNS AT SAN AIRPORT

5+ million monthly impressions



37 WEEKS OF TROLLEY
WRAPS ALONG BLUE LINE
11,384,615 riders within 37 week period



37 WEEKS
OF BUS
SHELTERS
ACROSS
THE CITY
Almost 1
million monthly
impressions



PREMIER PANELS
ACROSS SAN DIEGO
1+ million monthly
impressions

30 MINUTE TV SERIES SEGMENT:

CBS AMERICA BYDESIGN

17.2+ million impressions; Daytime w/e CBS
Broadcast In New York, Chicago, Los Angeles



DAYS OF DESIGN
366
DÍAS DE DISEÑO

**SIGNATURE
EVENTS
EVENTOS
EMBLEMÁTICOS**

WDC 2024 PROGRAM

WDC SAN DIEGO TIJUANA

SIGNING
CEREMONY

May 26, 2023

WDC 2024 SIGNING CEREMONY

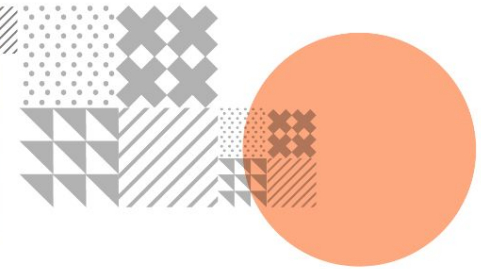
May 26, 2023 at UCSD Park & Market





COMMUNITY **CELEBRATION**

February 28, 2024 at CECUT in Tijuana



WORLD DESIGN SPOTLIGHT

CURATED BY AIGA

February - December, 2024

The World Design Spotlight will showcase a carefully curated selection of design stories that shape our region. Through digital content capsules, we will share inspirational stories that highlight **design-driven innovations, designers, design firms, design studios, and projects** in the San Diego Tijuana region.

With input from the design community, the Design Spotlight will include dozens of inspiring design stories, including:

- Centro Cultural Tijuana (CECUT)
- Sandra Equihua & Jorge Gutierrez
- Cross-Border Express (CBX)
- Qualcomm
- Rob Quigley
- Culinary Art School
- Hang Ten
- Viasat
- Boxel Studio
- Craft Breweries
- Balboa Park
- Taylor Guitars
- Javier Gracia (ELA + Encuentro Guadalupe)





Image courtesy of AIGA San Diego Tijuana

WORLD DESIGN FESTIVAL

POWERED BY
TIJUANA DESIGN WEEK

May 1 - 5, 2024
Tijuana, B. C.



Tijuana
Design
Week

EXPANDED PRESENT. INTERWEAVING PAST, PRESENT AND FUTURE WITHIN DESIGN.

The World Design Festival will be a five-day event that will engage the cross-border community and international visitors to **experience design in Tijuana** through multiple programmatic activities, which include lectures, design exhibitions, public design workshops, and design studio open houses.

It is a great bold experience, where design becomes present in all the dimensions of time, and opens a reflection upon the history, the identity and the outcome of the city, the cross border region and the global environment.

The World Design Festival is powered by Tijuana Design Week, organized by Enigma Creative.

FOCUS AREAS:

- **Conversations about history and evolution:** Explore the history of design in Tijuana and the region, highlighting key moments that have influenced its present identity.
- **Prospective design workshops:** Invite designers to create future visions for the city and region, incorporating elements of sustainability and innovation with the collaboration of the community.
- **Temporal and spatial mapping activities:** Map significant places of the past and present, and foresee their future evolution.
- **Roundtable discussions on design and urban development:** Address key issues on how design can influence sustainable and equitable development of the city and the region.
- **Transborder collaborations:** Highlight design projects that reflect the collaboration between Tijuana and San Diego, standing out on the importance of cross-border connections and the possible future.
- **Art and design exhibitions:** Show how design has contributed, still contributes and will contribute to the culture and aesthetics of the region over time.

WORLD DESIGN EXPERIENCE

POWERED BY
DESIGN FORWARD ALLIANCE-
SD DESIGN WEEK

September 18 - 25, 2024

San Diego, California



DESIGN FORWARD
ALLIANCE Innovation
Designed Here

BELONGING.

A SHARED RESPONSIBILITY FOR RADICAL INCLUSION.

The World Design Experience is a seven-day event celebrating design across the San Diego Tijuana region. A community-led event that features programs such as live community discussions, design studio tours, workshops, lectures, exhibitions, films and podcasts from all disciplines of design embedding its theme across WDC 2024's pillars.

Design at its core is collaborative, interconnected, experimental, and holds the potential to shift perspectives and imagine new possibilities. From interior and landscape design to fashion, graphic design, technology, and more, **this event explores the power of design in action** - to rethink, transform, and inspire.

The World Design Experience is powered by San Diego Design Week, organized by Design Forward Alliance in collaboration with Mingei International Museum.

FOCUS AREAS:

- Reimagining the Border
- ECO Design for Blue and Green Habitats
- Design Against Homelessness
- Design Leadership
- Design for Equity and Social Justice
- Making Design Visible

IMPORTANT DATES

- April - Call for Submissions
- May - Guided Tours of Design Festival (Tijuana Design Week)
- July - Submissions Close
- Summer - Program Release

WORLD DESIGN POLICY CONFERENCE

POWERED BY
UC SAN DIEGO DESIGN LAB
& CITY OF SAN DIEGO

November 12 - 13, 2024
San Diego, California



UC San Diego
THE DESIGN LAB

The City of
SAN DIEGO

BEYOND BOUNDARIES. DESIGNING POLICY. RESHAPING THE WORLD.

The World Design Policy Conference, Beyond Boundaries, is a 2 day un-conference that provides a global platform for the evolution and exchange of ideas, insights and best practices from different countries, regions, and cities actively involved in developing, launching, and maintaining **effective design-led urban policies.**

Join us for a medley of panels, workshops and a signal speaker series. Its audacious goal is to shape the future and enhance the well-being of urban inhabitants.

Perspective partner agencies and key figures include National Endowment for the Arts, US State Department Office, US Department of Commerce, President's Council on the Arts, Cities Summit of the Americas, Policy Lab Uk, RISD, among many others.

FOCUS AREAS:

- **Beyond Regional "Policy" Design**
 - Economic Development & Trade Policy
 - Infrastructure & Connectivity Policy
 - Indigenous Community Policy
- **Beyond Tech "Policy" Design**
 - Bio & Medtech Innovation Policy
 - Military & Law Enforcement Policy
 - Pervasive Connectivity & IoT Policy
- **Beyond Resilient "Policy" Design**
 - Environmental Policy
 - Workforce Resilience Policy
 - Design for Diplomacy Policy
- **Beyond Health "Policy" Design**
 - Public Health & Disease Prevention Policy
 - Emergency Medical Service Policy
 - Occupational Safety & Health Policy

WORLD DESIGN NETWORK OF CITIES MEETING

ORGANIZED IN PARTNERSHIP
WITH THE CITY OF SAN DIEGO,
THE CITY OF TIJUANA &
WORLD DESIGN ORGANIZATION

November 15, 2024

Tijuana, B.C.

The World Design Network of Cities Meeting is a forum for public administrators, including the Chief Design Officers of WDC designated cities.

Led by World Design Organization, the meeting provides an opportunity for this unique cluster of WDC 2024 designated cities to maintain an active dialogue about the effective use of design. Leaders of other design effective cities may also be invited to attend this event.



WDC 2024 CONVOCATION CEREMONY

ORGANIZED IN PARTNERSHIP
WITH WORLD DESIGN
ORGANIZATION

November 16, 2024

The Salk Institute,
San Diego, California



WDO WORLD
DESIGN
ORGANIZATION

WDC 2024 Convocation Ceremony will commemorate the achievements of WDC 2024, showcase the year's highlights, and recognize all those who contributed to the year's successes.

It will also reflect on the World Design Capital legacy and officially hand over the World Design Capital title to Frankfurt RheinMain, WDC 2026.



WDC 2024 CLUB YOUTH PROGRAM



The WDC 2024 Club is an inclusive and dynamic community, welcoming young people from all backgrounds. It is a forward-thinking group that aims to champion the voice and aspirations of younger generations within the framework of WDC 2024. This inclusive club serves as a vital conduit connecting the youthful demographic with the broader decision-making apparatus. Its specific focus is on aligning WDC 2024 initiatives with contemporary social trends and ensuring a long-term generational impact that benefits everyone.

Workshops and Youth Forums will facilitate open discussions, ideation, and innovative problem-solving. They will include sessions with strategic partners on both sides of the border.

Youth Program Strategic Partners:

- Casa de la Cultura
- Escuela Libre de Arquitectura
- Facultad de Ciencias de la Ingeniería y Tecnología (FCITEC)
- Instituto Municipal de Arte y Calendar (IMAC)
- National University
- Newschool of Architecture and Design
- UC San Diego Design Lab
- UC San Diego
- San Diego Unified School District
- Young Designers Circle (YDC)
- YMCA of San Diego County
- YMCA Mexico
- Xochicalco University

COMMUNITY-DRIVEN
**DESIGN
GRANTS**
PROGRAM

A PARTNERSHIP OF
**WORLD DESIGN CAPITAL 2024
AND THE CITY OF SAN DIEGO**

17 organizations and businesses received funding through the WDC 2024 Community-Driven Design Grants Program. This program supports local entities in delivering **community-driven design activities that engage diverse communities across the city** and align with WDC 2024 objectives. Recipients were selected based on alignment with **WDC 2024 core focus areas**, including Arts & Culture, Climate & Sustainability, Health & Wellbeing, Planning & Placemaking, Science & Technology, and Youth & Education.

Receiving grants of \$75,0000 each

- Casa Familiar
- Insiteart
- OurWorlds, Inc.
- The Design Academy, Inc.
-

Receiving grants of \$25,000 each

- Art Produce
- Blindspot Collective
- California Lawyers for the Arts
- Outside the Lens
- Poetic Justice
- San Diego Jazz Ventures Inc.
- The Art of Jazz
- The David's Harp Foundation, Inc.
-

Receiving grants of \$10,000 each

- Berry Good Food Foundation
- Here & There/ Aquí y Allá design residency
- Project [BLANK]
- San Diego Craft Collective
- San Diego Environmental Film Festival

HELEO

World Design Capital San Diego Tijuana 2024 (“WDC 2024”), in collaboration with The City of San Diego, is creating a temporary art installation or structure known as the “Exchange Pavilion”. This Pavilion will serve as both a physical representation and a hallmark for place-making throughout WDC 2024. It presents a unique opportunity to showcase the vision for the future of design in our cross-border region and symbolize San Diego and Tijuana’s designation as the first cross-border World Design Capital in 2024.

The selected team to create the design of our WDC 2024 Pavilion is Heleo Architecture and Design Studio and Daniel Ruanova Design Studio. The pavilion will be installed in Tijuana by May 2024 and relocated to San Diego in July 2024.





LEGACY PROGRAM

ACCELERATING LONG-TERM TRANSFORMATION.
A WDC 2024 & UC SAN DIEGO PARTNERSHIP.

The Legacy Program is the future-focused extension of our Community Program, which prioritizes investment and support for initiatives with the potential to bring about long lasting transformative regional change called impact projects.

LEGACY PROGRAM

These impact projects aim to leave behind a transformed border landscape that is more inclusive, environmentally responsible, and economically prosperous for current and future generations.

We are currently laying the foundation for these long-term Impact Projects, grounded in six key focus areas:

ARTS & CULTURE



ARTE Y CULTURA

CLIMATE & SUSTAINABILITY



CLIMA Y SUSTENTABILIDAD

HEALTH & WELLBEING



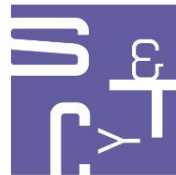
SALUD Y BIENESTAR

PLANNING & PLACEMAKING



PLANEACIÓN Y PLACEMAKING

SCIENCE & TECHNOLOGY



CIENCIA Y TECNOLOGÍA

YOUTH & EDUCATION



JUVENTUD Y EDUCACIÓN

Binational Transit Extension (BTX)

Planning & Placemaking

Concept development of the first-of-its-kind cross border trolley that could extend the existing LRT Trolley Blue Line from San Ysidro, California to Tijuana, Mexico. The project purpose is to mitigate border congestion and deliver socio-economic benefits to the binational region.

Imaginando el Futuro: Envisioning the San Ysidro Mobility Hub through Design

Planning & Placemaking

This initiative calls design-thinkers and the binational community to co-generate vision and inspiration for an inviting, dynamic, and purposeful public space imagined as the future San Ysidro Mobility Hub.

Kumeyaay Design Exhibition

Art & Culture

City Gallery at City College will host an exhibition that honors the long and rich history of Kumeyaay design and innovation on both sides of the border. The exhibition will seek to highlight the design knowledge and perspectives that the Kumeyaay have cultivated over their long history and connection to this region.

Designing an Archive for Friendship Park: Shaping Public Memory around Cross-Border Friendship and Resistance

Youth & Education

The objective is to design an archive of Friendship Park, a binational park located at the western end of the US-Mexico border. We seek to preserve and amplify the rich history of this culturally significant site, detailing how it has fostered cross-border connection, inspired artistic responses, and changed in response to shifting immigration policies.

Binational Ped Loop in a SD-TJ Cross-Border District

Planning & Placemaking

This strategic endeavor involves the implementation of a comprehensive program, encompassing ADA-compliant sidewalks, public art installations, lighting, shaded areas, directional signage, placemaking elements, informative signage connecting San Diego's and Tijuana's Pedestrian Ports of Entry.

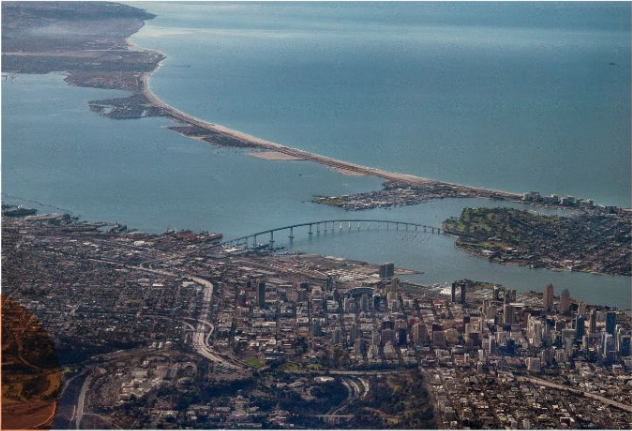
Iniciativa Río Tijuana

Climate & Sustainability

Citizen initiative formed by an alliance of institutions, non-governmental organizations, and individuals from Mexico and the U.S. who share the common aspiration of giving new life to our Tijuana River to achieve a more habitable, sustainable, competitive, prosperous, and well-being-focused binational region.

WDC 2024 IMPACT REPORT

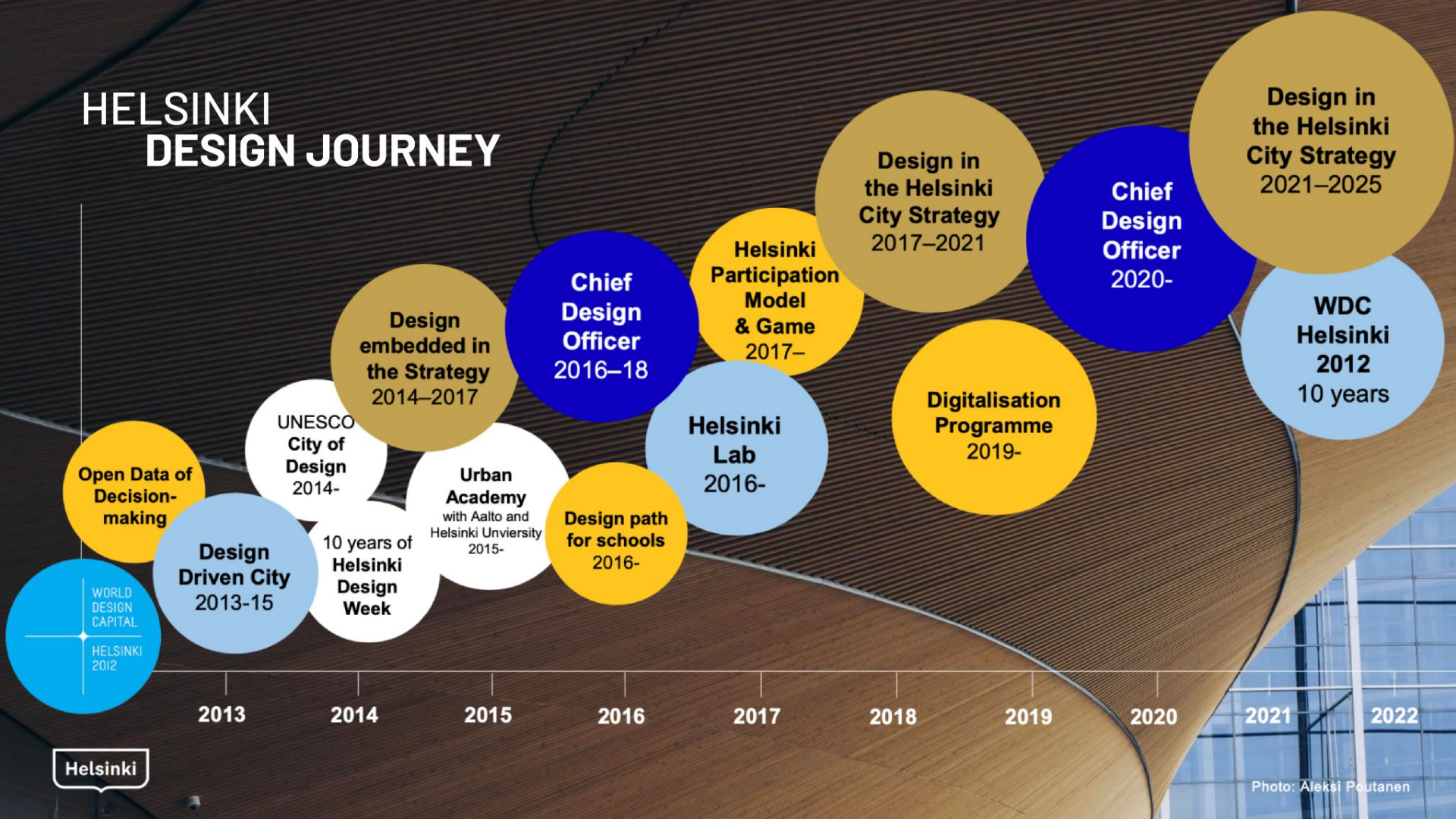
To measure the impact of the WDC 2024 designation on the city and region, an economic impact study is underway, led by AECOM, with results expected by the end of Q2 2025.



The study examines the effects of WDC 2024 activities on the **overall economy and the local design industry**. It includes establishing a baseline for the design industry, assessing how design is utilized across various regional sectors, to measure changes in the industry over the coming years due to long-term impacts on design thinking.

Additionally, the study focuses on the **immediate economic impact of tourism** dollars spent regionally, originating locally, nationally, and internationally, **driven by multiple events throughout the year**.

HELSINKI DESIGN JOURNEY



WDC VALENCIA 2022 IMPACT

- **100,000 visitors** throughout the year
- **730,000 participants** across 300 events
- **24.9M** euros of earned media
- **29M** euros of direct impact
- **33M** euros of indirect impact
- **21M** euros in induced impact

POPULATION OF VALENCIA: 700,000

POPULATION OF SAN DIEGO TIJUANA REGION: 5.5 MILLION

MAKE A DONATION



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JOIN US TO REIMAGINE OUR REGION.

 [@wdcsandiegotijuana2024](https://www.instagram.com/wdcsandiegotijuana2024)



TIJUANA SAN DIEGO



**POWERED BY COMMUNITY,
CONNECTED BY DESIGN.**