A DAY ON THE BAY
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.

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.

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

PART TWO: Visioning for the Next 50 Years
(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
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

This is an Approved 3 AIA/HSW and ASID CEU Credit
SAN DIEGO BAY BITES
TIME: 5:15 P.M. TO 6:45 P.M.

This culinary experience celebrates some of the bayfront’s best restaurants featuring local cuisine, craft cocktails and wine & beer tastings.

RECEPTION SPONSORED BY:
(YOUR LOGO HERE)

THE RESTAURANTS

**Eddie V’s PRIME SEAFOOD**

MENU:
Lobster Tostadas

**Seasons 52**

MENU:
Mini Indulgence Desserts

**COASTERRA MODERN MEXICAN**

MENU:
TBD

**Asaggio**

MENU:
Baked Ravioli & Pan Pizza

**Greek Islands Cafe**

MENU:
Skewered Souvlaki & Mini Gyros

(YOUR LOGO HERE)
PART TWO
VISIONING FOR THE NEXT 50 YEARS

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, commerce and tourism, while at the same time providing many invaluable leisure and recreation venues for locals and visitors alike. In Part Two of A Day on the Bay, our guest panel of experts will dare to imagine the potential for the 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.

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.

Randy Morton, AIA
Randy has provided leadership for many award-winning projects. With more than 30 years of experience Randy has served both the public and private sectors where architecture, landscape, infrastructure and the arts are seamlessly integrated to create environmentally sensitive and memorable places. Believing that collaboration creates richer results, Randy seeks to encourage client participation as well as full team involvement in the design process.

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).

Ann Moore
Ann Moore was sworn in to the Board of Port Commissioners on Jan. 13, 2011, to represent the City of Chula Vista. She is a senior partner in the law firm of Norton Moore & Adams. Before joining the firm, Moore served as Chula Vista’s City Attorney. She has practiced law for more than 20 years and has extensive experience in land use, real estate, redevelopment, environmental, and municipal law. She represents both developers and governmental agencies in processing land use entitlements for large scale residential, commercial, and industrial projects.
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

$5,000 IMAGINATION SPONSOR

Imagination Sponsorship benefits:
• One 10’× 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
• Special thank you in SDAF newsletter, By Design
• SDAF membership

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

**$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
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- Special thank you in SDAF newsletter, By Design
- SDAF membership

**$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 home page
- Special thank you in SDAF newsletter, By Design
- SDAF membership

**IN-KIND SPONSORS**

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

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Please bill my credit card        Visa        MasterCard       American Express

Card#:______________________________________________________    Exp. Date: ________/_______

Month      Year

Billing Address (if different from above):_______________________________________________________

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(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

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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.

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