

## 2020 Marketing/Community Functions Report

Committee members: Steve Pedro, Chirs DaRosa, Michelle Freitas, Jenna LoCocco, Sean Cerny, Bridgette Mack, Rod Guidi, Marissa Bagaso, Gayle Frank, Megan Altimimi, Jaquelyn Neves, Margaret Virissimo

Aside from the Festa events that were scheduled to take place in 2020, the UPSES had other various events scheduled to take place in 2020 including:

- April 4<sup>th</sup> Portuguese Heritage Night with the San Diego Seals
- April 19<sup>th</sup> Day at the Docks
- July 17<sup>th</sup> Point Loma Concerts
- July 18<sup>th</sup> Portuguese Heritage Night with the San Diego Loyal
- July 18<sup>th</sup> Day at the Tracks
- August 20<sup>th</sup> Liquid City Seafood Expo
- August 28<sup>th</sup>-30<sup>th</sup> Make A Wish Tuna Challenge
- September 3<sup>rd</sup> Portuguese Heritage Night with the San Diego Padres
- Golf Tournament

All of these events had to be postponed to the Covid-19 pandemic and the restrictions placed by the County of San Diego.

The purpose of some of these events were to have a marketing booth to promote our organization, hall services and rentals. The other events were for bringing our community together and to generate funds for the UPSES.

### Marketing for The Portuguese Market

We pivoted to provide as much assistance as possible to The Portuguese Market. In order to promote the market's existing products, new products, weekly soups and monthly "To Go" events we developed:

- marketing posts for social media
- email marketing campaigns

### Community Event

We did have a couple League of Nations Portugal soccer match events in the parking lot.

### Online Donation Platform

We implemented the Classy platform in June to manage and centralize donations and registrations for events.

### Tiles

- 19 new tiles were purchased and engraved
- A Medallion was purchased and will be installed in 2021

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### Goals for 2021 among other things:

- Continue to develop marketing posts for social media and email marketing campaigns to promote the Portuguese Market and its events
- Revamp the website
- Develop online and offline marketing material to promote our hall rentals so that when things begin to open back up, we will be ready.