



**Downtown El Cajon Business Partners  
District Identity & Placemaking Committee Meeting  
Tuesday, August 12, 2025 at 1:30pm  
The Olaf Wieghorst Museum (131 Rea Avenue)**

**AGENDA**

- 1. Introductions & Call to Order / Paris Landen, Chair**
- 2. Minutes from June 23, 2025 Meeting** *Action Item* P. 3-7
- 3. Confirmed Downtown El Cajon & Partner/Sponsored Events**
  - a. Music on Main / Cathy Zeman *Wrap Up*
    - i. 2026 Series Discussion
  - b. Cajon Cruise / Chris *Wrap Up*
    - i. 2026 Series Discussion
  - c. Sophie's Gallery: Alley Cat Art Walk / Chris Fri., 9/12
  - d. September to Remember / Chris & Nick Sun., 9/21 P. 8
  - e. City of El Cajon: El Cajon HauntFest / Chris Fri., 10/17 P. 9
  - f. Holiday Lights in Downtown El Cajon / Chris & Nick Angulo Sat., 11/29
    - i. New Holiday Tree Concept & Quote P. 10
    - ii. Event Features, Budget & Décor P. 11-12
    - iii. Business Participation & City Light Guidelines
- 4. New Events, Promotions, Fundraising & Councils**
  - a. Olive Public Relations / Jenn Borba von Stauffenberg & Sydney Costales
    - i. PR Plan & Timeline
  - b. Geocentric CMS Website Redesign / Chris *Action Item* P. 13
  - c. Lifestyle Photoshoot Proposals (NTE \$4K) / Chris *Action Item* P. 14-26
  - d. Downtown El Cajon Tagline / Chris *Action Item* P. 27
- 5. Streetscape Improvements & Public Spaces**
  - a. New Banner Series Program Themes / Chris *Action Item*
  - b. Prescott Promenade Event Banner Frame (\$750) / Chris *Action Item*
  - c. County NRP & CEP Grant Recommendations / Chris *Action Item*
  - d. ARPA Grant Updates / Chris
    - i. LED Color Changing Lights – Update
    - ii. Street Furniture (Table, Chairs & Umbrellas)
    - iii. Corner Planters
- 6. Other**
- 7. Old Business**

**DOWNTOWN EL CAJON BUSINESS PARTNERS, INC.**

200 Civic Center Way • El Cajon, CA 92020  
619-334-3000 • info@downtownelcajon.com • downtownelcajon.com  
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*It is the practice of the DECBP to formally request that an item under Old Business be pulled from the agenda and placed on a future Agenda for Discussion and/or Action.*

a. No Items

## **8. Non-Agenda Public Comment & Announcements (3-Min. Max Per Person)**

*Please keep comments directed to non-agenda items.*

## **9. Next Meeting:**

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## **10. Adjournment**

***Action Item***

MEETING MATERIALS (GOVERNMENT CODE §54957.5 AND AB 2647). Documents provided to members of a Brown Act body in the 72 hours before a meeting (i.e., after the agenda is typically posted) are available to the public at the same time they are provided to the board members. The agenda and supporting documents are available online at [DowntownElCajonMeetings.com](http://DowntownElCajonMeetings.com).

COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (US CODE TITLE 42). If you need accommodation to participate in the meeting, please call or email and Nick Angulo will coordinate arrangements: 619-233-5009 or [info@DowntownElCajon.com](mailto:info@DowntownElCajon.com).

PUBLIC COMMENT. The public may attend meetings in person or virtually and may raise items not listed on the agenda. However, the Board or committee cannot take action on such items at that meeting. If appropriate, the item may be scheduled for a future Board or committee agenda. Similarly, items brought forward by Board members or staff cannot be discussed at that time but may be placed on a future agenda if appropriate. Each speaker will be allotted up to three (3) minutes to address the Board or committee to ensure the orderly conduct of business.



**Downtown El Cajon Business Partners – Executive Committee Meeting  
 Wednesday, June 23, 2025 at 12pm  
 City of El Cajon City Hall – 5th Floor Conference Room (200 Civic Center Way)**

Present: Cathy Zeman, Paris Landen, Chris Berg

Staff: Chris Gomez, Marco Li Mandri, R.G., Nick Angulo

Public: Nate Prescott, Jenn Borba von Stauffenberg

MINUTES:

Item	Discussion	Action Taken?
1. Introductions & Call to Order/ Ron Nevels, President & Chair	The meeting was called to order by Chris Gomez at 12:07pm.	No action taken.
2. FY24 Budget Allocations for Events / Chris Gomez	Chris Gomez gave an update on pages 3-4 of the packet.	No action taken.
3. Confirmed Downtown El Cajon & Partner Events		
a. Music on Main / Cathy Zeman	a. Cathy Zeman gave an update on Music on Main and the vendors.	a. No action taken.
b. Cajon Cruise / Chris G.	b. Chris G. provided an update on Cajon Cruise. Stating the port-a-potty mandate was waived due to restaurant participation for public access to their restrooms.	b. No action taken.
c. Artival / Chris Berg	c. Chris Berg provided an update on Artival stating the PR helped to promote a successful event.	c. No action taken.
d. HauntFest on Main / Chris B.	d. Chris B. to work with Parks and Rec for the street closure. Chris G.	d. No action taken.

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<p>e. Holiday Lights on Main / Chris G. &amp; Nick Angulo</p>	<p>stated the organization could provide services such as crowd control rails and power washing.</p> <p>e. Discussion to hold the event on Small Business Saturday (11/29/25) as well as establishing a task force to create the identity of the event.</p> <p>Check with Charlotte Wood for a list of vendors and businesses who have participated in the past.</p>	<p>e. No action taken.</p>
<p>4. New Events, Promotions, Fundraising &amp; Councils</p> <p>a. Olive Public Relations Recaps / Jenn Borba von Stauffenberg</p> <p>b. New Logo Complete &amp; Implemented / Chris G.</p> <p>c. Social Media Handles Changed (@DTELCajon) / Chris G.</p> <p>d. Nonprofit 501c3 Status Update / Marco Li Mandri</p> <p>e. 2026 Master Calendar Preparation &amp; Discussion / Chris G. &amp; Nick A.</p> <p>i. Create Event Task Force</p> <p>f. 2026 Downtown El Cajon</p>	<p>a. Jenn provided a recap on the media coverage for DECBP and the success of the campaign.</p> <p>b. Chris G. stated the new logo is completed and the old logo is to be discontinued.</p> <p>c. Chris G. stated social media accounts have been merged, and the handle has been updated to DTELCajon. Olive is still working on merging Facebook's handles.</p> <p>d. Marco Li Mandri stated we are waiting to take the 501c3 status to the board. Timeline is to be determined.</p> <p>e. Nick stated he is working on a sponsorship packet in order to bring in more sponsors.</p> <p>i. Chris Berg, Cathy Zeman, and Paris Landen will be on the Event Task Force.</p> <p>f. Chris G. stated partnership with the City social media accounts</p>	<p>a. No action taken.</p> <p>b. No action taken.</p> <p>c. No action taken.</p> <p>d. No action taken.</p> <p>e. No action taken.</p> <p>i. Chris Berg motioned to create the task force. Cathy Zeman seconded the motion. Motion unanimously passed.</p> <p>f. No action taken.</p>

<p>Sponsor Guide Preparation / Nick A.</p> <p>g. FY26 Memberships for Consideration / Chris G.</p> <p>i. BID Alliance (Paid)</p> <p>ii. San Diego Tourism Authority (\$650)</p> <p>iii. East County Chamber of Commerce (Various)</p>	<p>would be advantageous to obtaining sponsorship monies.</p> <p>i. Chris G. stated the perks of joining the BID Alliance. The membership was funded as an expense to Artival.</p> <p>ii. Chris G. stated the perks of joining San Diego Tourism Authority, this is an advantageous group for advertising.</p> <p>iii. Discussion over joining the East County Chamber. Members did not see an added benefit the organization would receive on top of BID Alliance and San Diego Tourism Authority.</p>	<p>i. No action taken.</p> <p>ii. Paris Landen motioned to join the San Diego Tourism Authority. Cathy Zeman seconded the motion. Motion unanimously passed.</p> <p>iii. No action taken.</p>
<p>5. Streetscape Improvements &amp; Public Spaces</p> <p>a. ARPA Grant Updates / Chris G.</p> <p>i. LED Color Changing Lights on Main Street</p> <p>ii. Speakers on Art Alley</p> <p>iii. Truck &amp; Water Trailer – Complete</p>	<p>a. Chris G. provided an update on the ARPA Grant funds.</p> <p>i. Chris G. provided an update on the LED Color Changing Lights stating that the vendor will work with the organization on pricing to replace the lighting system. Can expend money from ARPA or Carryforward.</p> <p>ii. Chris G. stated speakers are on hand, Olaf is ready for install, waiting on vendor to set a date.</p> <p>iii. Truck and water trailer are on hand, will need to add org decals and purchase a tow hitch.</p>	<p>a. No action taken.</p> <p>i. No action taken.</p> <p>ii. No action taken.</p> <p>iii. No action taken.</p>

<p>iv. Street Furniture (Table, Chairs &amp; Umbrellas) v. Corner Planters</p> <p>b. Current Carryforward Acquisition Recommendations / Chris G.</p>	<p>iv. Chris G. provided examples of the table and chair sets on page 39 of the packet. He stated the lead time is 14 weeks before the furniture is received.</p> <p>b. Chris G. provided a detailed breakdown over page 41 of the packet. He also stated we are working with Caltrans to assist in the street planters. Discussion over lighting the trees in Prescott promenade.</p>	<p>iv. No action taken.</p> <p>b. No action taken.</p>
<p>6. Other</p> <p>a. Draft Request for Proposals / Chris G.</p> <p>i. Public Relations &amp; Social Media Services</p> <p>ii. Content Management System &amp; Mobile Responsive Website Design</p>	<p>a. Chris stated the board has approved to put forward a RFP for PR.</p> <p>i. Chris stated the RFP for Public Relations and Social Media Services will be released on June 23, 2025.</p> <p>ii. Chris stated the RFP for a Content Management System will be released June 23, 2025.</p>	<p>a. No action taken.</p> <p>i. Paris motioned to release the RFP for Public Relations and social media as well as a content management system. Cathy Zeman seconded the motion. Motion passed unanimously.</p> <p>ii. See motion in item i.</p>
<p>7. Old Business It is the practice of the DECBP to formally request that an item under Old Business be pulled from the agenda and placed on a future Agenda for Discussion and/or Action.</p> <p>a. No Items</p>	<p>Nothing to report.</p>	<p>7. No action taken.</p>
<p>8. Non-Agenda Public Comment &amp;</p>	<p>Nothing to report.</p>	<p>8. No action taken</p>

Announcements (3-Min. Max Per Person) Please keep comments directed to non-agenda items.		
9. Next Meeting	August	9. No action taken.
10. Adjournment	Meeting adjourned.	10. Cathy motioned adjourn. Paris Landen seconded the motion. Meeting adjourned.

*Minutes taken by RG, New City America Staff*

**September to Remember  
Downtown El Cajon  
Date: Sept 20, 2025**

**INCOME**

<b>Source</b>	<b>Rates</b>	<b>Description / Rate</b>	<b>Amount</b>
Sponsors	Exhibitor	Big Bully Lawn Taylor Guitars Leaf Filter SunRun Mercedes?	\$1,000     \$1,000
Vendor Booths		\$150/10x10 x 10	\$1,500
DECBP Underwrite			
<b>Total Income</b>			<b>\$3,500</b>

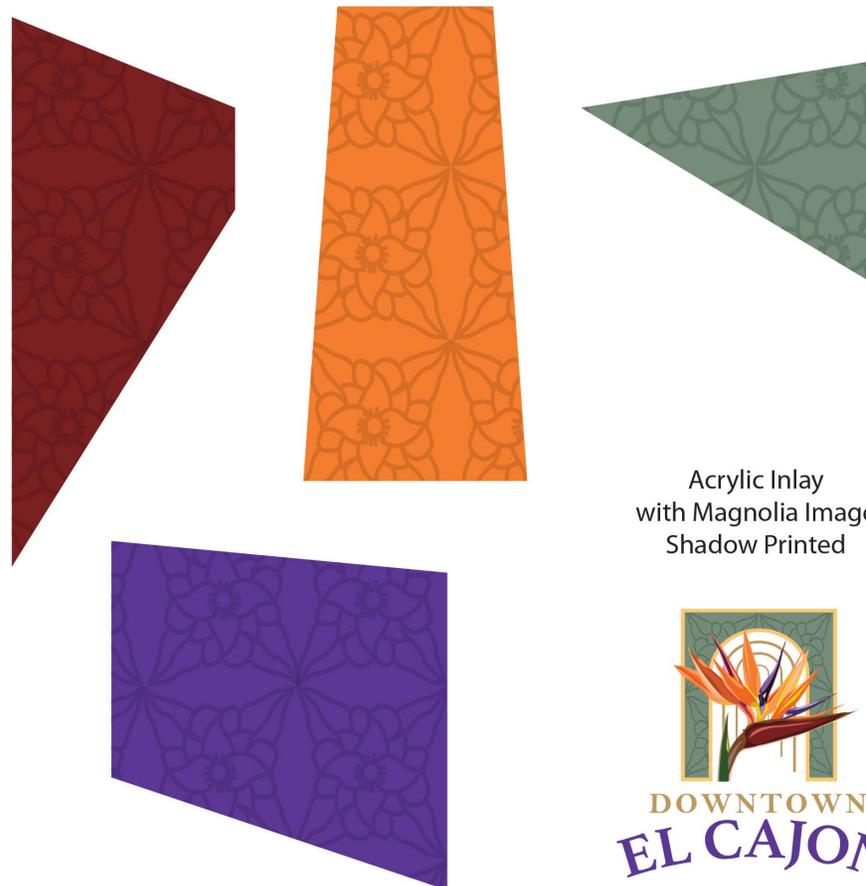
**EXPENSE**

<b>Program</b>	<b>Vendor</b>	<b>Description</b>	<b>Amount</b>
<u>Marketing / Promotions</u>			
Printed Material	T's & Signs	50 Posters & 1,500 Fliers, Signage	\$500
Photographer	Paul Nestor	Event Photography	\$500
<u>Rentals/Services</u>			
Audio/Visual	Bill Noble	Audio & Visual Equipment & Management	\$1,200
Portable Restrooms/Sinks	Saffiros or Diamond		\$1,000
<u>Permits / Insurance</u>			
Special Event Permit	City of El Cajon		\$1,325
Encroachment Permit	City of El Cajon		
Business License Packets	City of El Cajon		
<u>Entertainment</u>			
Band 1			\$2,500
Band 2			\$2,500
Band 3			\$2,500
Car Coordinator	Steve Lordigran	Management Fee	\$200
Car Stipend	Cash	12 cars x \$50	\$600
<u>Kids Activity</u>			
Amazon		Mini Guitar Toy coloring - 250	\$250
Markers/Crafts			\$50
<u>Acquistion - Supplies and Equipment</u>			
<b>Total Expenses</b>			<b>\$13,125</b>
<b>Total Income</b>			<b>\$3,500</b>
<b>Variance (Net)</b>			<b>-\$9,625</b>

Hauntfest  
 City of El Cajon x Downtown El Cajon  
 Date: Oct. 17, 2025

INCOME	Amount
DECBP Underwrite	\$6,000
<b>Total Income</b>	<b>\$6,000</b>

EXPENSE	Vendor	Description	Amount
<u>Printed Material</u>			
Marketing Colateral	In-House	Maps, Event Schedule Flyer, 11x17 posters	\$0
Trick or Treat Bags		Eco Totes - 500 (5,000=\$2,200, 2500=\$1200, 1000=\$1000)	\$450
<u>Rentals/Services</u>			
Car Coordinator	Steve Lordigyan	Management Fee	\$250
Car Stipend	Cash	22 cars x \$50	\$1,100
Prizes	Cash	Costume Contest Cash Prizes	\$935
<u>Supplies</u>			
Candy	Costco	90oz bag = 150 pieces = 7500 pieces   \$25 x 50 bags	\$1,250
<b>Total Expenses</b>			<b>\$3,985</b>
<b>Total Income</b>			<b>\$6,000</b>
<b>Total Expenses</b>			<b>\$3,985</b>
<b>Sponsorship to City</b>			<b>\$2,015</b>





## HOLIDAY LIGHTS IN DOWNTOWN EL CAJON EVENT FEATURES

### PRESCOTT PROMENADE

- *Christmas Tree & Stage*
  - Tree Lighting Ceremony & Entertainment
- *Snow Zone*
  - Bubble Snow Machines
- *Photos with Santa*
  - VW Bus
- *Kid's Activity*
  - DIY (Art, Decorating, etc.)
- *Main Stage (Pavilion)*
  - Entertainment



### MAIN STREET (Magnolia to Sulzfeld)

- *Market on Main Street*
  - 20 – 50 Artisan Vendors



### OLAF WEIGHORST COURTYARD

- *Santa's Speakeasy*
  - Collaborate with Marriott for bar catering
  - Entertainment (lounge singer)
  - Vendors or food trucks in Artists Alley
  - Cookie Decorating with Mainstreet Deli

### WALKWAY BTWN MAIN ST. & ARTISTS ALLEY

- *Candy Cane Lane, Yuletide Alley*
  - Decorate the walkway between Main St and Artist Alley
  - Access to Santa's Speakeasy

### SULZFELD WAY

- *Trackless Train*
  - Train would travel from Rea to Main St. on Sulzfeld
  - Nutcracker Display in the roundabout on Rea/Sulzfeld

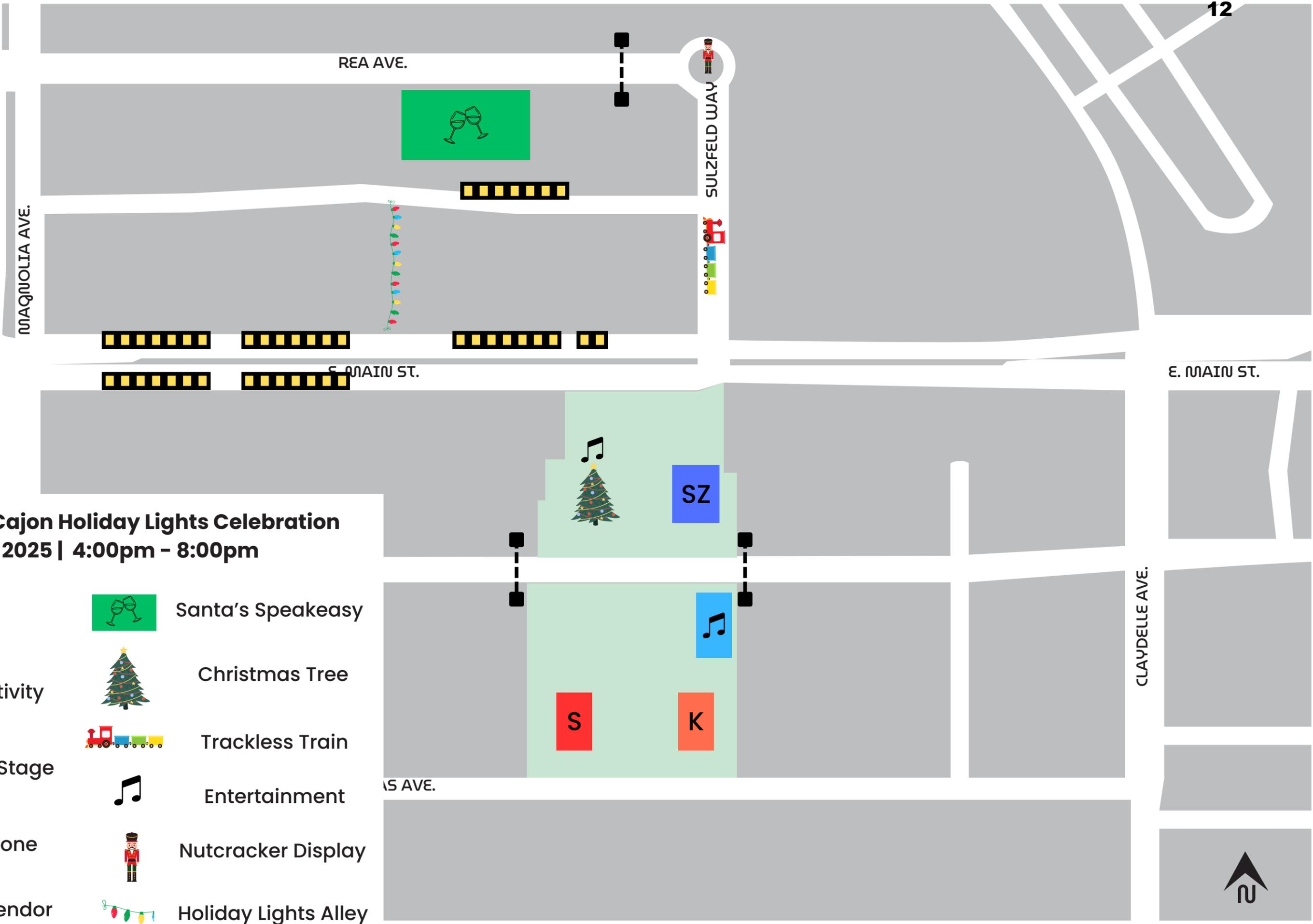


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**Downtown El Cajon Holiday Lights Celebration**  
**November 29, 2025 | 4:00pm - 8:00pm**

-  Santa
-  Kids Activity
-  Pavilion Stage
-  Snow Zone
-  10x10 Vendor
-  Santa's Speakeasy
-  Christmas Tree
-  Trackless Train
-  Entertainment
-  Nutcracker Display
-  Holiday Lights Alley



**Downtown El Cajon Website**

**UPPER NAVIGATION (Like EVA)**

(Social Icons)

**About Us**

**Parking**

**Directory**

(Search)

**MAIN NAVIGATION**

**Shop**

- Clothing & Shoes
- Galleries
- Home Furnishings & Florists
- Salons, Barberies, Skin & Nails
- Specialty Retail

**Dine**

- Restaurants
- Breweries, Bars & Tasting Rooms
- Cafes & Desserts
- Quick Food

**Live**

- Banks
- Dry Cleaners
- Fitness & Health
- Grocers, Markets & Convenience Store
- Services & Pet Retail
- Residential Rentals

**Stay**

- Hotel
- Motel
- Alternate Accomodations

**Events**

- Calendar
- Music on Main
- Cajon Cruise
- Artivál
- Alley Cat Art Walk
- September to Remember
- El Cajon HauntFest
- Holiday Lights in Dntown El Cajon

**Explore**

- Downtown El Cajon Landmark Sign
- Prescott Promenade
- The Magnolia
- Public Art

**NEWSLETTER NAVIGATION**

Stay Connected

(Email Address) SUBMIT >

**BOTTOM NAVIGATION**

**Downtown El Cajon Association**

- About Us
- Corporate Documents
  - Articles of Incorporation
  - IRS Determination Letter
  - Bylaws
  - Board Elections
  - Financials
    - Current Operating Budget
    - Audits/Reviews
  - Annual Reports
  - Contracts
- Board of Directors
- Staff
- Public Records Act (PRA) Request
- RFPs & Employment Opportunities

**Meetings**

- Current Board & Committee Packets
- Past Board & Committee Packets

**Venues**

- Event Venues

**Directory**

- Downtown El Cajon Business List

**Other Sites**

- Resources

**Directions**

- Directions
- Parking
- Public Transportation

**Downtown El Cajon Office**

- 200 Civic Center Way
- El Cajon, CA 92020
- 619.344.3000
- Contact Us Form -->

**Maintenace Issue?**

- Report An Issue

**Public Relations**

- Olive Public Relations
- Sydney Costales
- 619-955-5285
- sydney@olivepublicrelations.com

**Media**

- Gallery

**We're Social**

(Social Icons)

**Website Accessibility**

- Accessbility Statement

Downtown El Cajon Association © 2025



OVETH MARTINEZ PRODUCTIONS

INVOICE: EL CAJON

CLIENT		PROJECT	
PROPOSAL DATE	August 5, 2024	PROPOSED PRODUCTION DATE(S)	TBD
PHOTOGRAPHER / DIRECTOR	Oveth Martinez	JOB ID:	OLIVECREATIVE_ELCAJON

**PRODUCTION**

ROLE	BUDGET	TYPE	DETAIL
<b>PREPRODUCTION</b>			
Logistics & Project Management	\$200.00	Flat	
Production Insurance	\$30.00	Flat	
Location & Model Scouting, Booking & Management, Mood Board, Shot List, Project Schedule, Management & Coordination	\$400.00	Flat	
<b>Preproduction Total</b>	<b>\$630.00</b>		
<b>PRODUCTION</b>			
Videographer & Photographer/ Director	\$1,200.00	Day (x3)	HALF DAY
Producer	NA	Day (x1)	
Stylist	NA	Day (x1)	
HMUA	NA	Day (x1)	
PA/Grip-Swing	NA	Day (x1)	
Lighting Tech	NA	Day (x1)	
Equipment	\$200.00	Day (x1)	
Props	NA	Day (x1)	
Craft Services: Food & Drink for Cast & Crew	NA	Day (x1)	
<b>Production Total</b>	<b>\$1,400.00</b>		
<b>POSTPRODUCTION</b>			
Video Editing	\$200.00	Flat	One 20 second video reel for web and social
Photo Editing	\$300.00	Flat	50 photos edited and delivered
Storage & Archive of All Raw Assets	\$50.00	Flat	
Hard Drive Storage with all RAW Assets	TBD		
Song Licensing	TBD		
2 Rounds of Post-Production Revisions		Flat	
<b>Postproduction Total</b>	<b>\$550.00</b>		
<b>Preproduction Total</b>	<b>\$630.00</b>		
<b>Production Total</b>	<b>\$1,400.00</b>		
<b>Postproduction</b>	<b>\$550.00</b>		
<b>PRODUCTION TOTAL</b>	<b>\$2,580.00</b>		

<b>GRAND TOTAL (BILLABLE)</b>	<b>\$2,580.00</b>	<i>INCLUDES: All items from budget that are billable direct to Oveth Martinez Productions.</i>
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**NON-BILLABLE**

**CASTING** [ To be billed direct from model/agent to Client ]

TALENT	BUDGET	TYPE	RATES	AGENCY FEE	TRAVEL FEE
<b>Models, Casting, Booking &amp; Management</b>	<i>ESTIMATED</i>	8-Hours	Model	20%	Billed Direct to Client
Model 1	\$400.00	Day (x1)	NA		TBD
Model 2	\$400.00	Day (x1)	NA		TBD
		Day (x1)	NA		TBD
<b>TALENT TOTAL</b>	<b>\$800.00</b>				

<b>PROJECT TOTAL (FOR REFERENCE)</b>	<b>\$3,380.00</b>	<i>INCLUDES: All project budget line items, including non-billable talent scope.</i>
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OVETHMARTINEZ.COM

LIFESTYLE COMMERCIAL PHOTOGRAPHER & DIRECTOR

@OVETHMARTINEZ

OVETH MARTINEZ PRODUCTIONS



OVETH MARTINEZ PRODUCTIONS

INVOICE: EL CAJON

CLIENT		PROJECT	
PROPOSAL DATE	August 5, 2024	PROPOSED PRODUCTION DATE(S)	TBD
PHOTOGRAPHER / DIRECTOR	Oveth Martinez	JOB ID:	OLIVECREATIVE_ELCAJON

**PRODUCTION**

ROLE	BUDGET	TYPE	DETAIL
<b>PREPRODUCTION</b>			
Logistics & Project Management	\$200.00	Flat	
Production Insurance	\$30.00	Flat	
Location & Model Scouting, Booking & Management, Mood Board, Shot List, Project Schedule, Management & Coordination	\$400.00	Flat	
<b>Preproduction Total</b>	<b>\$630.00</b>		
<b>PRODUCTION</b>			
Videographer & Photographer/ Director	\$2,200.00	Day (x3)	Full day
Producer	\$400.00	Day (x1)	*On set producer to manage talent and schedule
Stylist	NA	Day (x1)	
HMUA	NA	Day (x1)	
PA/Grip-Swing	NA	Day (x1)	
Lighting Tech	NA	Day (x1)	
Equipment	\$200.00	Day (x1)	
Props	NA	Day (x1)	
Craft Services: Food & Drink for Cast & Crew	NA	Day (x1)	
<b>Production Total</b>	<b>\$2,800.00</b>		
<b>POSTPRODUCTION</b>			
Video Editing	\$500.00	Flat	One 20 second video reel for web, 3 video reels for social use + RAWs avail
Photo Editing	\$300.00	Flat	120 + photos edited and delivered
Storage & Archive of All Raw Assets	\$50.00	Flat	
Hard Drive Storage with all RAW Assets	TBD		
Song Licensing	TBD		
2 Rounds of Post-Production Revisions		Flat	
<b>Postproduction Total</b>	<b>\$850.00</b>		
<b>Preproduction Total</b>	<b>\$630.00</b>		
<b>Production Total</b>	<b>\$2,800.00</b>		
<b>Postproduction</b>	<b>\$850.00</b>		
<b>PRODUCTION TOTAL</b>	<b>\$4,280.00</b>		

<b>GRAND TOTAL (BILLABLE)</b>	<b>\$4,280.00</b>	<i>INCLUDES: All items from budget that are billable direct to Oveth Martinez Productions.</i>
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**NON-BILLABLE**

**CASTING [ To be billed direct from model/agent to Client ]**

TALENT	BUDGET	TYPE	RATES	AGENCY FEE	TRAVEL FEE
<b>Models, Casting, Booking &amp; Management</b>	<i>ESTIMATED</i>	8-Hours	Model	20%	Billed Direct to Client
Model 1	\$700.00	Day (x1)	NA		TBD
Model 2	\$700.00	Day (x1)	NA		TBD
Model 3	\$700.00	Day (x1)	NA		TBD
Model 4	\$700.00	Day (x1)	NA		TBD
<b>TALENT TOTAL</b>	<b>\$2,800.00</b>				

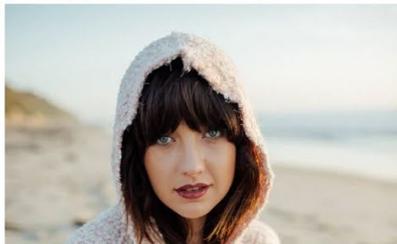
<b>PROJECT TOTAL (FOR REFERENCE)</b>	<b>\$7,080.00</b>	<i>INCLUDES: All project budget line items, including non-billable talent scope.</i>
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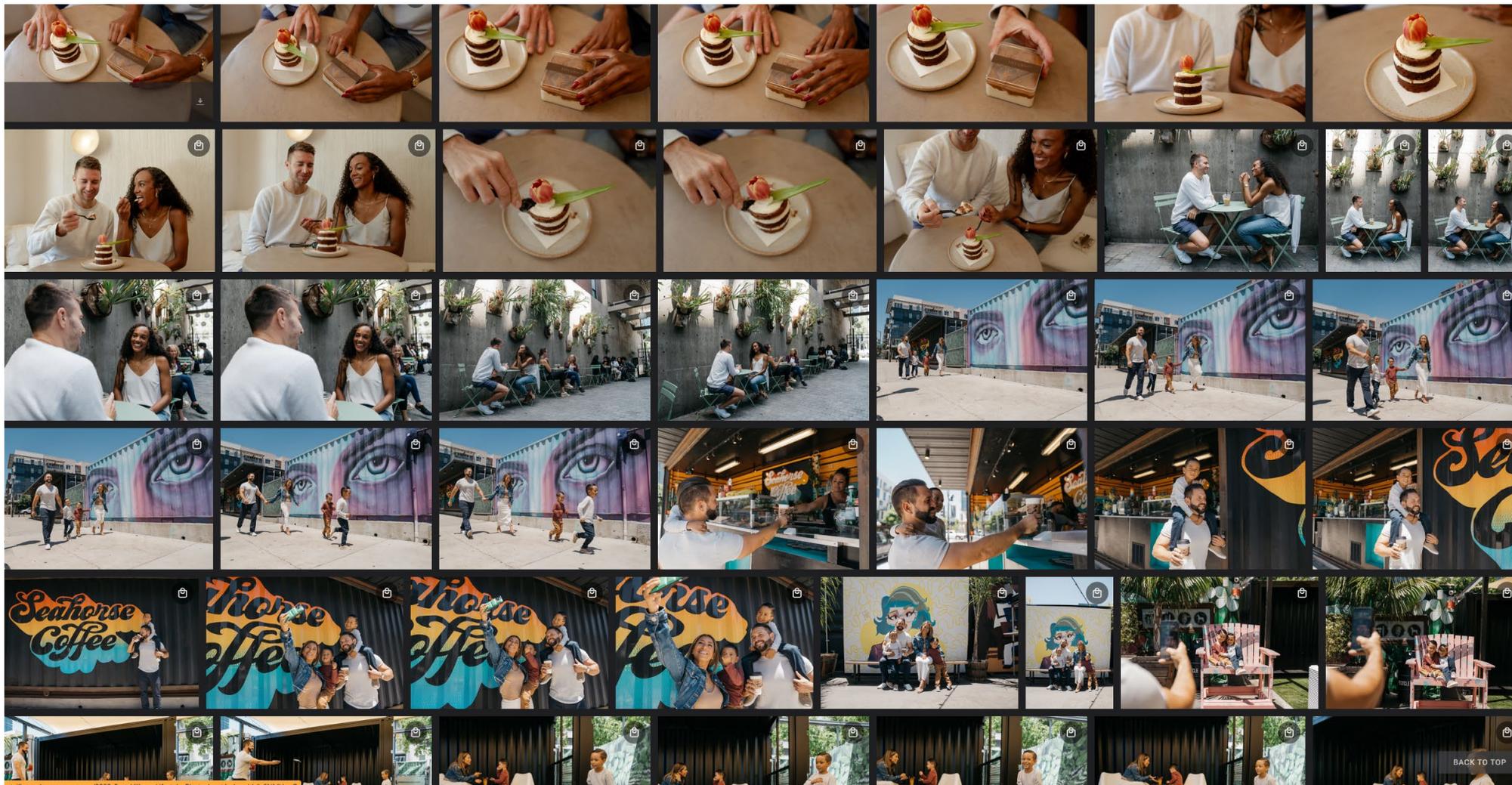
LIFESTYLE COMMERCIAL PHOTOGRAPHER & DIRECTOR

@OVETHMARTINEZ

OVETH MARTINEZ PRODUCTIONS







# Downtown El Cajon Business Partners PHOTOSHOOT PROPOSAL



# QUOTE 8/5/2025

## PHOTOGRAPHY HALF DAY- 4 HOUR SHOOT

**Quote includes**

\*Time in Shooting

\*All edited high res images from shoot on a download link

\*Copyrights to images

Photography	Quantity	Unit Price	Cost
Photography \$550 per hour	4	\$ 550	\$ 2,200
Discount for Olive PR client	1	\$ (440)	\$ (440)
		Subtotal	\$ 1,760

Video add on	Quantity	Unit Price	Cost
Videography half day coverage add on price - \$985 This includes One Website Promo Video Horizontal video (1–2 minutes): Professional, branded edit for landing/home page. One Highlight Reel Horizontal video(30–60 seconds): Great for Instagram, Facebook, TikTok. 5 Vertical Edits (9:16): Optimized for Reels, Stories, and TikTok. All Raw, Unedited B-Roll Video Content	1	\$ 985	\$ 985
Discount for Olive PR client	1	\$ (200)	\$ (200)
		Subtotal	\$ 785

**HALF DAY SHOOT TOTAL - \$2545**

# QUOTE 8/5/2025

## PHOTOGRAPHY FULL DAY- 8 HOUR SHOOT

**Quote includes**

\*Time in Shooting

\*All edited high res images from shoot on a download link

\*Copyrights to images

Photography	Quantity	Unit Price	Cost
Photography \$550 per hour	8	\$ 550	\$ 4,400
Discount for Olive PR client	1	\$ (1,000)	\$ (1,000)
		Subtotal	\$ 3,400

Video add on	Quantity	Unit Price	Cost
Videography full day coverage add on price - \$1500 This includes One Website Promo Video Horizontal video (1–2 minutes): Professional, branded edit for landing/home page. Two Highlight Reels Horizontal video (30–60 seconds): Great for Instagram, Facebook, TikTok. 10 Vertical Edits (9:16): Optimized for Reels, Stories, and TikTok. All Raw, Unedited B-Roll Video Content	1	\$ 1,500	\$ 1,500
Discount for Olive PR client	1	\$ (300)	\$ (300)
		Subtotal	\$ 1,200

**FULL DAY SHOOT TOTAL - \$4600**

# QUOTE 8/5/2025

## MODEL RATES

This rate includes models time and their agency fee

Models	Quantity	Unit Price	Cost
Models Fee is \$150 per hour and they must be booked a minimum of 2 hours	2	\$ 150	\$ 300
Model agency fee 20%	1	\$ 60	\$ 60
		Subtotal	\$ 360

4 HOUR SHOOT - \$600 PER MODEL PLUS \$120 AGENCY FEE= \$720

8 HOUR SHOOT- \$1200 PER MODEL PLUS \$240 AGENCY FEE= \$1440

# CONTACT

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Pricing > Lifestyle + Day Rates



## LIFESTYLE + DAY RATES

PRICING GUIDE FOR LIFESTYLE, EVENTS + FULL/HALF DAY RATES

### *full day (8 hours)* | **\$3,490**

Online proofing gallery of 240–400 images  
Selection of 120 finished images

### *half day (4 hours)* | **\$1,790**

Online proofing gallery of 120–200 images  
Selection of 60 finished images

#### What's included in these rates?

...

[Read more](#)

see below for additional services

## THE *process*

### 1. *planning + details*

Reach out to us with details about your project using our [New Client Questionnaire](#). Once we have an outline of the project we can start assembling any moving parts. We will determine location, style, make a shot list and schedule a date for your photoshoot.

### 2. *shoot + edit*

Shooting begins. This is where all our planning comes to fruition. Upon completion we will send over images for review and selection, and send you final edits within 7–10 days of your prompt reply.

### 3. *invoice + finalize*

We will send over the final invoice which can be paid online. Once the invoice is paid, we will send you a link to download your final, high-resolution images.

## *professional headshots*

### *half-hour session* | **\$350**

30 minute session in-studio

1–2 outfit changes

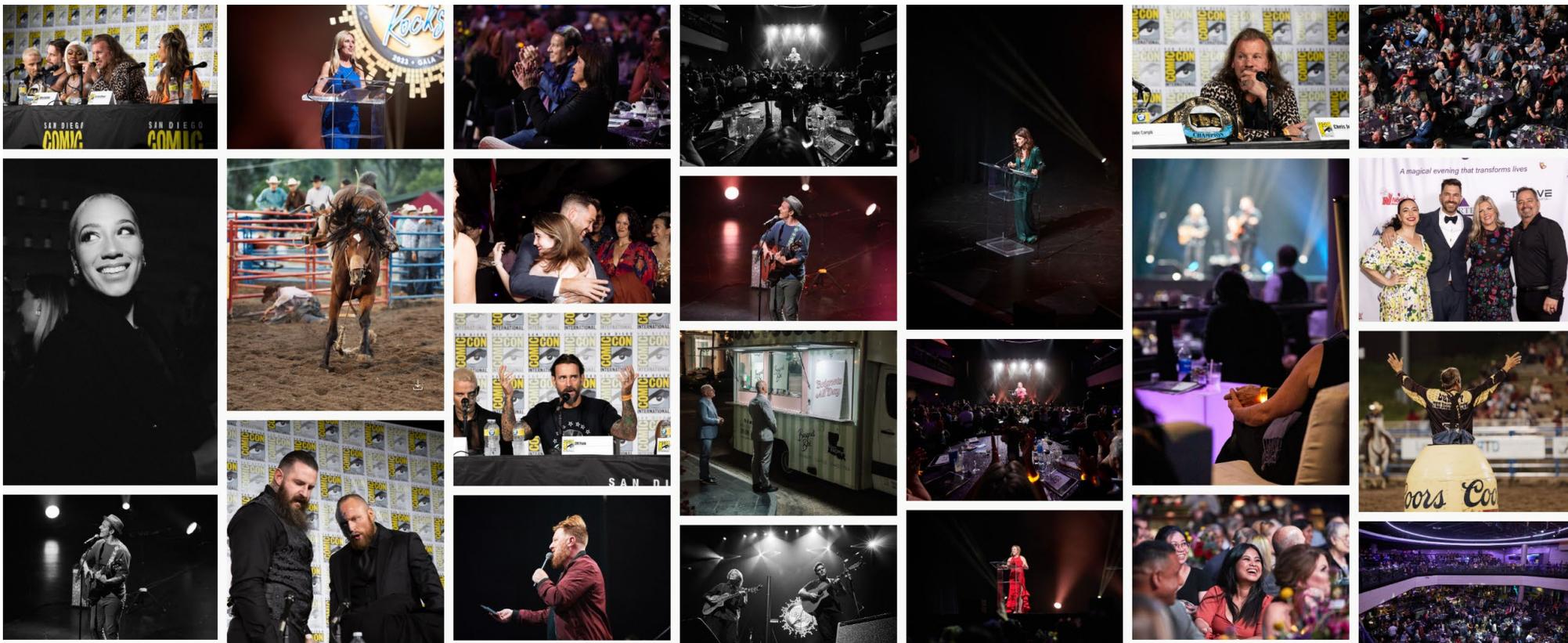
Proofing gallery of 5–10 color corrected images

2 high-end retouched photos

Additional retouched photos \$50/img









### **Downtown El Cajon Tagline Concepts**

Edge of the City, Driven by Culture

Edge of the City, Rooted in Culture

Edge of the City, Always Evolving

The Heartbeat of East County

Where East County Finds Its Beat

East County in Motion

Where East County Comes Alive

Rooted in tradition, blooming with opportunity

Rooted in history, blooming with opportunity

A community blooming with opportunity

### **DOWNTOWN EL CAJON BUSINESS PARTNERS, INC.**

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