



*Ingleside Merchants
Association
\$50k Grant
Proposal Ideas*



Branding Ingleside

Develop and implement a branding and marketing campaign designed to attract local residents, other San Franciscans, and visitors to the neighborhood while building loyalty and fun.





Ingleside Art Program

- Set up a self-guided tour of the art in the neighborhood
- Create an outdoor gallery on weekends to display the work of local artists
- Painting Al Fresco: Host an open-air painting event in Unity Plaza where people can follow an instructor to create their own keepsake, relax, and socialize
- Put the work of local artists in shops for sale and as displays in vacant storefronts



TBD Marquee Event

Work with stakeholders to develop, plan, execute a marquee annual event or event series designed to draw visitors from across the city. (E.g. Drive-in movie at the Balboa Reservoir, restaurant week, etc.)

