

Experience Encanto

A Scalable Model for Activating Vacant Spaces, Driving Economic Impact, and Strengthening Community Wellbeing

Experience Encanto is a **creative placemaking initiative designed and led by Brooke N. Collins through Humanbn Strategies**, demonstrating how underutilized spaces can be transformed into high-impact community, economic, and cultural assets.

This activation was powered by the **Humanbn Method™—a proprietary framework developed by Humanbn Strategies** that integrates:

- **Population** — Targeted engagement & access
- **Environment** — Place-based design & activation
- **Partnership** — Cross-sector collaboration
- **Experience** — Human-centered programming
- **Outcomes** — Data, impact & scalability

Executed within **90 days and a \$2,000 budget**, Experience Encanto transformed vacant storefronts in Southeastern San Diego into pop-up galleries, community lounges, and a live podcast studio, resulting in:

- **200+ attendees (3.5x RSVP conversion)**
- **A week-long gallery extension driven by community demand**

Integrated Access & Community Infrastructure

To increase accessibility and equitable participation, the activation incorporated **Southeastern Connect**, a free, on-demand electric shuttle service.

Operated via Via San Diego in partnership with **Urban Collaborative Project** and SANDAG, the service:

- Reduced transportation barriers
- Increased neighborhood participation
- Expanded equitable access to the event



Experience Encanto was supported by sponsorship partners **Cal Coast Credit Union, Sister Cities Project, and Boochcraft**, as well as collaborative partners **Crow's Perspective, Urban Collaborative Project, Humble Design San Diego, and RISE Urban Nation**, demonstrating strong cross-sector investment in community-centered development.

Outcomes

Creative Placemaking

Vacant storefronts transformed into immersive cultural hubs & community-centered environments, including a “Barbershop Clubhouse,” curated galleries, and gathering spaces.

Economic Development

- \$4,000+ in art sales during the Art Stroll - Friday, October 17th, 2025
- \$1,500+ additional sales during the gallery extension (51 visitors/appointments)
- Zero vendor fees → direct income to artists

Community Engagement & Wellbeing

- Increased social connection, belonging, and neighborhood pride
- Safe, welcoming spaces for community gathering
- Early-stage validation of a repeatable, annual activation model with growing partner demand

Media & Digital Visibility

- 0 → 156 organic Instagram followers in 40 days
- 42.9K views on a single Instagram video
- In partnership with RISE Urban Nation and A Different Day Radio, multiple podcast episodes were recorded live

Community & Stakeholder Voice

“What you created wasn’t just an event—it was spirit, rhythm, and story working together... not just art, but belonging.”

— Local Artist & Cultural Contributor

“Community members all want the same thing—a revitalized, visible, and safe neighborhood... this is exactly the kind of activation that brings that vision to life.”

— Non- Profit COO & Community Partner

Cross-Sector Applications of the Humanbn Method™

While Experience Encanto demonstrates the Humanbn Method™ in a community and economic development context, **the framework is designed to scale across sectors:**

Corporate / Workplace

- Employee engagement & culture transformation
- Wellbeing strategy and activation

Healthcare & Academic Medicine

- Burnout reduction and workforce wellbeing
- Patient and provider experience design

Core Advantage:

A repeatable system that **aligns people, place, partnerships, and experience** to deliver measurable outcomes.

Let's Work Together

Humanbn Strategies partners with:

- Cities & Economic Development Teams
- Developers & Property Owners
- Healthcare Organizations & Institutions
- Corporate Teams
- Foundations funding community impact

To deliver Humanbn Method™-driven **turnkey activations that produce measurable, scalable results, fast—both in physical spaces and across systems.**

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