

EXPERIENCE ENCANTO

From Vacant Storefronts to Community, Economic, and
Cultural Impact in 90 Days

| Q4 2025



Led By:
Brooke N. Collins,
Humanbn Strategies

Led by: Brooke N. Collins, Humanbn Strategies
Framework: Humanbn Method™ (Proprietary)
Budget: \$2,000
Timeline: 90 Days
Attendance: 200+

The Opportunity


A corridor of **vacant storefronts in Southeastern San Diego** presented an opportunity to:

- Activate underutilized commercial space
- Increase foot traffic
- Support local artists, creatives, and businesses
- Foster community connection and meaningful engagement

The Approach: Humanbn Method™

This activation was designed and executed using the Humanbn Method™, a proprietary framework guiding Humanbn Strategies engagements:

- Population** – Targeted engagement & inclusive access
- Environment** – Place-based design & spatial activation
- Partnership** – Cross-sector collaboration (public, private, nonprofit)
- Experience** – Human-centered programming & storytelling
- Outcomes** – Measurable impact, data, revenue & scalability

 **Differentiator:** This method ensures every activation is not just creative—but intentional, measurable, and replicable.

The Strategy

- ✔ Vacant storefront pop-up galleries
- ✔ Community lounges & gathering spaces
- ✔ Artist showcases + school partnerships
- ✔ Sponsorship ecosystem
- ✔ Live podcast studio + storytelling platform
- ✔ Transportation access (equity-focused)
- ✔ Digital content capture for extended reach



Photo by Julia Dorfman, Sister Cities Project

Activation Highlights

Live Podcast Studio

In partnership with RISE Urban Nation and A Different Day Radio:

- Multiple podcast episodes recorded
- Entrepreneurs, artists, and attendees featured
- Content continued to promote artists, partners, and the corridor beyond the activation



Result: Open-access storytelling + Ongoing digital visibility & promotional value for stakeholders

Curated Spaces by Humble Design San Diego

- Furnished pop-up lounges and Barbershop Clubhouse
- Elevated experience through intentional design
- Highlighted non-profit mission - supporting individuals transitioning from homelessness



Result: Increased comfort + Social impact awareness

Transportation Access

Integrated Southeastern Connect, a free, on-demand electric shuttle service:

Operated via Via San Diego in partnership with **Urban Collaborative Project** and SANDAG

- Reduced access barriers
- Increased participation across neighborhoods



Result: Increased accessibility + participation equity

Outcomes

Community Engagement

- 200+ attendees from 57 RSVPs (**250%+ conversion** rate)
- A week-long gallery extension driven by community demand (**51 additional visitors/appointments**)
- Strong organic advocacy across artists, attendees, and partners (unsolicited testimonials + social amplification)
- Attracted visitors from across greater San Diego County, introducing new audiences to Encanto as a cultural destination

Economic Impact

- \$4,000+ in art sales during the 4-hour Art Stroll
- \$1,500+ additional sales during the gallery extension



Zero vendor fees → direct income to artists

Digital Reach & Audience Growth

- 42.9K views on a single Instagram video in 15 days
- 0 → 156 organic Instagram followers in 40 days

Sponsorships

- Cal Coast Credit Union
- Sister Cities Project
- Crow's Perspective

Partnerships

- Boochcraft
- Humble Design San Diego
- RISE Urban Nation
- Urban Collaborative Project

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
- Funders investing in community impact

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

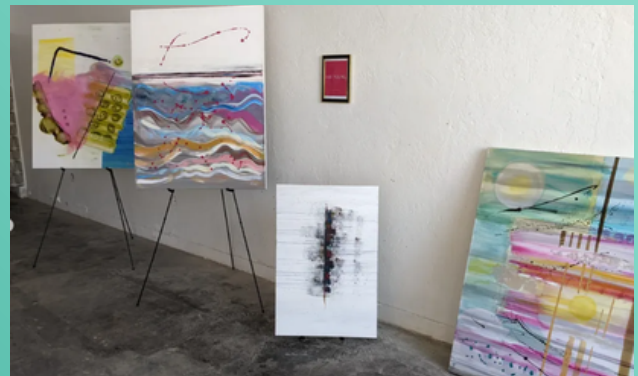
© 2026 Humanbn Strategies. The Humanbn Method™ is proprietary.

COMMUNITY & STAKEHOLDER VOICE

“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 & Experience Encanto Partner

Experience Encanto at a glance



Photos by B. Collins, Humanbn Strategies

Powered by
HUMANBN Method™

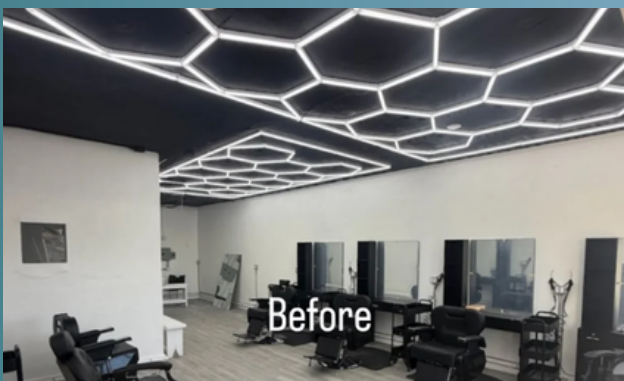
Vacant spaces were not simply filled; they were strategically showcased as high-impact community environments, designed to drive engagement, economic activity, and visibility.

COMMUNITY & STAKEHOLDER VOICE

Experience Encanto at a glance

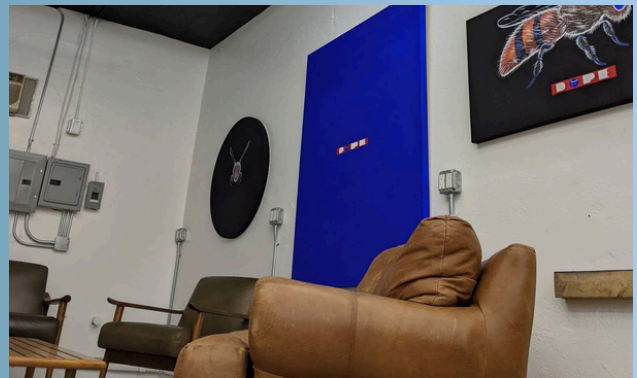
"What you created wasn't just an event—it was spirit, rhythm, and story working together... not just art, but belonging."

— Local Artist & Cultural Contributor



Photos by B. Collins, Humanbn Strategies

Powered by
HUMANBN Method™



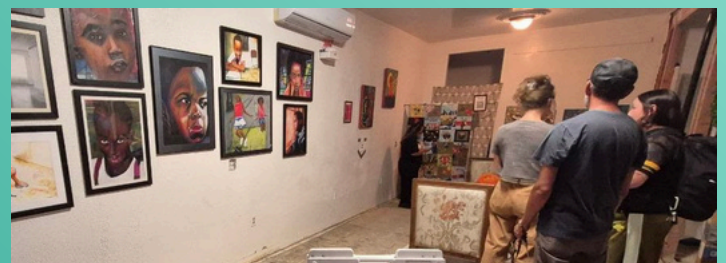
Encanto Elementary
Open Air Exhibit



Clicbitz
Open Air Workshop



Elementary Institute of Science
Open Air Gallery



Experience Encanto
Pop-Up Gallery



Barbershop Clubhouse
+
Pop-up Podcast Studio



Experience Encanto: The Gallery Week-Long Pop-Up Extension



Encanto Elementary School Exhibit



Momentum & Market Signal

"Excellent job... I can see this continuously growing every year. I'm grateful to have been part of the first Experience Encanto."

— RISE Urban Nation

"Beautiful event... loved the art stroll and party."

— Nonprofit Leader & Community Attendee

"I had a tremendous time—and so did everyone I invited... I'd love to come back and support again."

— Participating Artist



Lincoln High School | Social Justice Quilt

