

FY 2025–26 EPPBID Initiatives & Strategic Focus Areas

Initiatives

1. Evolve & Communicate the El Paseo Brand
2. Support the Businesses – Merchant Relations
3. Leverage Partnerships
4. Curate and Evolve Activations on the Street

Strategic Focus Areas

- Focus on Audience – (1, 2, 4)
- Deepen Strategic Partnerships – (3)
- Enhance Digital Presence & Storytelling – (1, 2)
- Support Dining & Beauty/Spa Sectors – (2)
- Focus on Activations – (4)