



The Escondido *2008-2009 Profile*

This display celebrates Escondido through the introduction of its *2008-2009 Profile*, Escondido's premier information publication

Jo Ann Case, Escondido Economic Development Manager, explains the inspirations and processes used to create the *2008-2009 Profile*:

“As we began thinking about the next Escondido Community Profile we found that capturing the *essence* of Escondido was the key challenge. Escondido is a city of contrasts. It's a city that has deep historic roots but a contemporary edge. It's a city that feels like a small town but has a population of nearly 143,000 people. It's a city that can give a visitor an Americana experience, or a sophisticated theater, museums and fine dining experience. It's a city that appeals to hikers and naturalists, and also appeals to people who want to go antiquing or wine tasting.

“To share the essence of Escondido we wanted to make the *2008-2009 Profile* a work of art in itself. We were inspired by a glossy brochure created to sell high-end condos in San Francisco's Fillmore District. The brochure juxtaposed the district's rich music history with its current contemporary lifestyle. Escondido is similarly defined by its juxtapositions and we have included that sense in the design of the *2008-2009 Profile*.

“This juxtaposed sense of being, rooted in history with a contemporary today and future, is Escondido.”

A progressive future...



Palomar Medical Center West (year 2011)

...rooted in an authentic past



Escondido High School (circa 1890)