



North Park Main Street Annual Report 2008–2009

July 1, 2008 through June 30, 2009

A Service of the North Park Organization of Businesses, Inc.

A letter from the President

I believe in North Park. I have always believed in North Park. I am not alone. North Park has character; it is a true neighborhood. Without glossing over the fact that it still has problems, like any urban district in any big city in America, North Park has also received recent national recognition as being "hip", "emerging", and even "the number one beer district in the country." The fact that high quality restaurants, pubs and taverns have recently relocated to North Park reflects the attraction that developers find in this historic Main Street district.

Business naturally goes where the people are, and North Park business interests have shown the confidence in the goals and activities of the North Park Main Street Business Improvement District. Founded in 1984, during a down period in business activity on University Avenue, Main Street has emerged as one of the most successful Business Improvement Districts in the city of San Diego. Events like the Festival of the Arts, Toyland Parade, Ray at Night, North Park Nights, and the recent Taste of North Park have proven that there is active support by both the residents and businesses and a desire to get involved in creating a true community.

A business improvement district, like North Park Main Street, works by collecting assessments from all business license holders and managing that money for the collective benefit of the district, including promotion, parking analysis, public events, streetscape improvements, and other diverse activities. Having a dedicated full-time staff allows North Park Main Street to resolve issues raised by business owners such as crime, graffiti, trash collection, traffic concerns and pedestrian accessibility. The Board of Directors is elected by member businesses and is charged with directing staff and establishing the goals and objectives of the organization. North Park Main Street has active committees focused on issues like design, promotion, organization, and economic restructuring. Additionally, Main Street staff assists developers and brokers with identifying and attracting new businesses, ensuring that the overall health and quality of the district continues to improve.

Last year, even though the general economy was struggling, North Park Main Street was successful in passing a ballot measure which effectively doubled the scope and size of its district. The Business Improvement District (BID) today includes all the businesses on University Avenue from 805 to Florida Street, and along 30th Street from Howard to Thorn. This new district reflects the growth of the commercial district and the desire of businesses outside the original boundaries of the BID to be included in the benefits of the program.

This year I will step aside as the President of the Board so that others may have the opportunity to contribute their vision for the future of this community. I am confident that North Park will continue to grow and be recognized for all the hard work and planning in recent years. I take personal pride in my involvement and wish to thank the hundreds of volunteers and business owners who have been active participants in the success of this effort. They share my love of this neighborhood and together we are working to make North Park "San Diego's finest neighborhood".

Patrick Edwards,
President of the Board, North Park Main Street

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2008-2009 BOARD OF DIRECTORS

Patrick Edwards, *President*

Antique Refinishers

John Stewart McGaughy, *Vice-President*

Associate Member

Kate Ross, *Secretary*

Kate Ross Clothing

Cylanthia Hudson, *Treasurer*

Union Bank of California

Lea Caughlan

The Rubber Rose

David Cohen

West Coast Tavern

Jeff Horvitz

Pacific Real Estate Services, Inc.

David Muscat

Muscat State Farm Insurance

Leon Natker

Lyric Opera San Diego

Stephen & Mary Birch North Park Theater

Ken Pecus

Ascent Real Estate

Bill Simon

San Diego Law Firm

Barbara Stompoly/Pam Stompoly

The Costume Shop

COMMITTEE CHAIRS

Sasha Hopstock & John Stewart McGaughy

Design

Bill Simon

Economic Restructuring

Ken Pecus

Organization

Kate Ross/David Cohen

Promotion

Daniel Bess

Festival of the Arts

STAFF

Elizabeth Studebaker, Executive Director

Amy Colony, Assistant Director

Melinda Pederson, Executive Assistant

How Does “Main Street” Work?

What is “Main Street?”

Main Street is a volunteer-based coast-to-coast movement that has been successful in over 1,600 cities, towns, and neighborhoods. It is a system of community-based economic revitalization that was devised by the National Trust for Historic Preservation to save historic and significant commercial buildings within economically-depressed commercial districts.

The Main Street program is based on the principles of self-determination and direct, inclusive community participation in the revitalization process. It works in communities of all sizes and economic conditions and in all parts of the country.

How Does Main Street Work Here?

The City of San Diego adopted the Main Street strategy for revitalizing two Business Improvement Districts. A Business Improvement District (BID), supported by its member businesses, funds business-related activities and improvements that will benefit the business district.

The City’s Office of Small Business, which administers San Diego’s BID program, partnered with the North Park Organization of Businesses, Inc. in 1996 to institute *North Park Main Street* in the North Park BID. North Park Main Street has recruited over 50 volunteers from throughout the community who form the backbone of our program. North Park Main Street is community-based and partners with several diverse groups that maintain a common community vision. The volunteers focus their efforts in four broad areas known as the *Main Street Four-Point Approach*[™].

The Main Street Four-Point Approach[™]

The Main Street program’s success is based on a comprehensive strategy of volunteer work in four broad areas: Design, Economic Restructuring, Organization, and Promotion.

Design enhances the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.

Economic Restructuring strengthens the district’s existing economic base while finding ways to expand it to meet new opportunities – and challenges – from outlying development.

Organization builds consensus and cooperation among the many groups and individuals who have a role in the revitalization process. It develops policies and procedures for the organization.

Promotion markets North Park Main Street’s assets to customers, potential investors, new businesses, local citizens, and visitors. The North Park Spring Festival and the North Park Thursday Night Market are an important portion of their work.

Arts, Culture & Entertainment

Linking to the rich art heritage that thrives in the neighborhood, North Park Main Street has adopted a plan to revitalize the district with an Arts, Culture, and Entertainment focus. Many of our businesses focus on the arts directly. Others occupy market niches that overlap with art such as camera sales or hardware sales. Still others have begun to display art in their interiors. Galleries and art studios are expanding this concept.

North Park Main Street is working proactively to cultivate and recruit businesses that achieve the vision of Arts, Culture & Entertainment in the district.

North Park Main Street's Highlights of the Year

July

- Approved the budget for Fiscal Year 2008-2009.
- Held a Press Conference with the Mayor's office and the Chief of Police to announce development of the Graffiti Abatement Program.
- The Festival of the Arts Committee held a potluck retreat to celebrate and review the 2008 festival.
- Awarded \$6,569 from the City of San Diego for the 2009 Festival of the Arts.
- Establishment of the Art on the Parking Garage Selection Committee.
- Began initial planning stages for the 45th Annual Toyland Parade to take place in December 2008.
- The City, in partnership with NPMS, installed 12 ADA accessible sidewalk ramps within the North Park BID.
- Celebrated the one-year anniversary of the North Park Farmer's Market.
- Established the North Park Alcohol and Entertainment Working Group to work more closely with bar/restaurant owners and residents to ensure increased communication between the police and the North Park community.

August

- Awarded \$2,500 from the County of San Diego for the 2009 Festival of the Arts.
- Hosted a community-wide graffiti removal and clean-up event on Aug. 9th to remove vandalism from public and private property throughout the North Park BID.
- Hired McFarlane Promotions to work on marketing and sponsorship for the 13th Annual North Park Festival of the Arts.
- Teamed up with Evoke Dance Theater, TranscenDance Youth Arts Project, and

Stone, Paper, Scissors in a neighborhood initiative called "ART @ the Core: Building a Community".

- Attended meeting at City Council in support of formalizing the modifications of the North Park BID.

September

- Conducted the annual election of the North Park Main Street Board of Directors..
- Residents & business owners joined for a local North Park cleanup on Saturday, September 20th recognized as California Coastal Cleanup Day.
- The 1st NPMS Commercial District Historic Walking Tour took place on Saturday September 27th and had approximately 30 attendees.
- San Diego Architectural Foundation awarded NPMS the inaugural Community Vision Award of \$25,000 towards a project to plant trees near the intersection of 30th Street and Upas Street.
- A draft of the North Park Community Profile table of contents was presented and reviewed by the Economic Restructuring Committee, which will be used as the site map for a newly designed NPMS website.
- The Festival of the Arts Committee began meeting to plan the 13th Annual North Park Festival of the Arts, which took place on May 17, 2009.
- The University Avenue Streetscape Project was completed providing three blocks of new seeded aggregate sidewalks along University Ave from Granada to 28th St and along 30th St. from University Ave to North Park Way.
- Worked with a property owner and architect at 30th St and Lincoln Ave to participate in the City of San Diego Storefront Improvement Program (SIP).

October

- The Redevelopment Agency, in cooperation with NPMS, presented artwork concept proposals submitted by five semi-finalists for the North Park Parking Garage Art Project at a free public exhibition October 16, 2008 through November 1, 2008.
- The recently installed sidewalks, as part of the University Avenue Streetscape Project, were officially dedicated on October 16th with attendance Councilmember Toni Atkins, North Park Main Street and the City of San Diego Engineering and Capital Projects Department.
- NPMS was awarded the Stonewall Citizens Patrol Community Service Award for service and leadership in the battle against graffiti in North Park.
- Five new Board Members were elected to the North Park Main Street Board of Directors.
- NPMS held annual their Board Meeting and the NPMS Annual Report was presented.

November

- Art @ the Core, in collaboration with NPMS, held its first performance called "Lyrics, Beats, & Bricks" at the Tenth Avenue Theatre in downtown San Diego.
- The expansion of the North Park BID was formally adopted by the San Diego City Council.
- Submitted the final application for the CCSD grant for the 2010 Festival of the Arts.
- Negotiated with property owner at historic JC Penny's building to display work from local artist in empty storefront windows.



North Park Main Street's Highlights of the Year

December

- The Design Committee approved a revised concept for the Pathfinders purchase and renovation of North Park Inn.
- The 45th Annual Toyland Parade took place on Dec 6th and drew approximately 4,000-5,000 visitors. This parade was hosted for the first time in over a decade by North Park Main Street.
- Submitted two CDBG applications including \$180,000 for new street lights with a focus on the west side of the Business District and \$80,000 for new Bike Racks.
- Hosted a tour of North Park buildings with Art Space, a national group focusing on art-based property development who will assess the need and potential for development of permanent affordable art spaces in San Diego.

January

- With assistance from the City of San Diego Urban Forestry Department, staff identified 48 potential locations for new trees to be planted with funding from the SD Architectural Foundation Community Vision Award.
- UCSD intern completed database of available commercial spaces in North Park to use in the recruitment of new establishments.

- The four Main Street committees established goals and objectives for the year.
- Worked with Design Committee to identify best suited locations for new tree grates to be funded through CDBG.
- Main Street worked closely with Alcohol and Entertainment Working Group to establish a formal relationship with Vitality San Diego, ensuring appropriate community noticing and protesting process for new ABC licenses.
- On January 21st, NPMS helped the North Park Theater celebrate its 80th birthday.
- Completed the CAMSA (California Main Street Association) semi-Annual Report.
- Worked with businesses to update SDPD letters of authorization which allows the police to remove the homeless and loiterers from private property.

February

- Published the Winter 2009 Issue of the North Park Way.
- Voted in the North Park Redevelopment Project Area Committee elections.
- Applied for Community Enhancement funds from the County of San Diego for the 2010 Festival of the Arts.

- Signed a contract with the San Diego Music Foundation allowing them to co-host the Festival of Beers at the 13th annual North Park Festival of the Arts.
- Continued planning for the Festival of the Arts. Majority of fundraising and the finalizing of performers was completed in February.
- Officially launched the Farmers Market "Dollar Off" coupon in an effort to support the vendors at the Farmers Market.

March

- NPMS staff attended the annual National Main Street Conference in Chicago from March 1-4.
- Hosted the 2nd Historic Commercial Walking Tour in collaboration with the North Park Historical Society.
- Awarded \$40,000 through the Community Development Block Grant (CDBG) for the installation of new bike racks in North Park.
- Assisted the San Diego Indie Music Fest with promotion of their event and hosted a booth at the event for Art @ the Core.
- Continued planning the Festival of the Arts. Worked on expanding the event to include a fifth live performance stage to be located in the Festival of Beers.
- Meet with City staff from Engineering and Capital Projects Department to determine plans for renovations of the historic Georgia Street Bridge.



The 45th Toyland Parade took place on December 6th, 2009 and, as always, is a wonderful North Park tradition that kicks off the holiday season. Pictured above is one of the many high school marching bands that took part in the parade.



Pictured above are members of the North Park Historical Society decked out in their 1920's era customs. The NPMS co-hosted the Historical Commercial Walking Tour in downtown North Park in

North Park Main Street's Highlights of the Year



Pictured above is one of the 49 banners sponsored by local business installed through the district in May 2009.

April

- A cleanup was hosted by NPMS and the NPCA on Saturday, April 25th, in recognition of Earth Day.
- Contract deliverables established for the creation of a comprehensive North Park Community Profile in conjunction with a website redesign with the help from A7d Graphic Design.
- Hosted a business mixer at Caffe Calabria at which about 80 NPMS members attended.
- Held the first Sustainable North Park Main Street meeting with local business owners, architects, elected official and state representatives. Wayne Donaldson from the California Office of Historic Preservation was present at this first meeting.
- Worked with the North Park Historical Society to plan a public presentation of the annual Klicka Scholarship, awarded to a local North Park student.
- Conducted formal interviews with top candidates for the Assistant Director position.

May

- Installed 49 North Park Banners throughout the district, sponsored by local businesses.

- The 13th Annual North Park Festival of the Arts took place on May 17th. The festival brought over 30,000 visitors and residents to our community to celebrate San Diego's rich diversity. The event stimulates creativity by providing an environment for children and adults to immerse themselves in all forms of art, from painting and sculpture, to the art of music and dance.
- Started initial planning strategy for bringing the Italian Film Festival to North Park.
- Ten new trash cans were installed near the intersection of 30th Street and University Ave.
- Voted to sponsor "This Old House Fair" by assisting with special rental equipment from the BID Council.
- Hired a new Assistant Director, Amy Colony.
- Began initial planning stages for the first Taste of North Park event to take place in October, 2009.
- Follow-up meeting with local LEED accredited architects to discuss planning for Sustainable North Park Main Street.
- Held an educational workshop at the NPMS office with the Chula Vista 3rd Ave Village Association and Downtown Encinitas Mainstreet Association.

June

- Analyzed the program budget for fiscal year 2008-2009 and began drafting the budget for fiscal year 2009-2010.
- Fresh and Easy project broke ground at University Ave. and 32nd Street.
- Began raising money for the comprehensive North Park Community Profile.
- Started planning for the 46th Annual Toyland Parade to take place in December 2009.
- Signed a contract with McFarlane Promotions to handle the first Taste of North Park event.
- Participated in a community cleanup hosted by the NPCA on June 13th.
- Published the Summer 2009 edition of the North Park Way newsletter.
- Completed the Semi-Annual report for the California Main Street Association.
- Attended the BIMstorm presentation at the New School of Architecture which conducted workshops to create the 3-D virtual mapping of San Diego communities, including North Park.



The Festival of the Arts featured five live entertainment stages all showcasing different genres of dance and music. Pictured above are the lively and passionate Flamenco dancers that

Business Changes

New Storefronts

Catalyst Inc.—NEW
Art Academy of San Diego—NEW
Bomb Shelter—NEW
California’s Mexican Food—NEW
Café Futo—NEW
Cardamom Café—NEW
Diane Keltner Sculpture—NEW
Eddie’s Philadelphia —NEW
Enyedy Graphics—NEW
Filter Coffee House—NEW
Flip a Salon—NEW
Grasshopper – NEW
JM Towers—NEW
Junz Teriyaki & BBQ—NEW
Le Wax Boutique—NEW
Liberty Tax Service—NEW
Lots of Love Pet Care—NEW
LVL5 Martial Arts—NEW
Metropolis Tattoo & Piercing—NEW
Milo Shoes & Gallery—NEW
Mosaic Wine Bar—NEW
Mother Nurture Collective—NEW
Nature’s Rx Collective—NEW
North Park Fitness—NEW
Olive Branch Green Building Supply—NEW
Office Express—NEW
Pop! Boutique Worldwide—NEW
Sage Outdoor Designs—NEW
Queen Bee’s Cultural & Arts Center—NEW
San Diego Aikikai—NEW
Santo & Cirello Gallery—NEW
San Diego Democratic Club—NEW
San Diego CityBeat—NEW
Splash Wine Lounge—NEW

New Storefronts cont...

Soul Ryde Inc.—NEW
The Fizix—NEW
The Members Only Collective—NEW
The Safer Law Group—NEW
True North Tavern—NEW
The Village—NEW
Velo Cult—NEW
Yog-Art—NEW

Renovations and Expansions

Dietch’s Hearing Aid—EXAPNSION
Family Health Centers—EXPANSION
Palisades—EXPANSION

Closures

Andrea Rushing Studios—CLOSED
Bill’s Upholstery—CLOSED
Bomb Shelter—CLOSED
Dave’s Upholstery—CLOSED
Lisko Imports—CLOSED
Lost Your Marbles Too—CLOSED
Milo Shoes & Gallery—CLOSED
I & O Décor—CLOSED
House Boi Men’s Boutique—CLOSED
Sierra Club—CLOSED
Soccer Crazy—CLOSED
Solaristry—CLOSED
Salvation Army—CLOSED
Studio at North Park—CLOSED
Rancho’s Market—CLOSED

**NORTH PARK MAIN STREET
STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2009**

From the DRAFT "Financial Statement & Independent Auditors Report
(*Statement of Activities* and the *Supplemental Schedule of Functional Expenses*) for the Year Ended June 30, 2009"

SUPPORT AND REVENUE	<u>TOTAL</u>
Government Appropriations	\$ 79,619
BID Assessments	\$ 33,835
Grants	\$ 50,000
Special Events Program	\$ 51,426
Farmers Market	\$ 14,425
Other	\$ 19,897
Interest	\$ 5,468
	<u>\$ 58</u>
Total Support and Revenue	<u>\$254,728</u>
 PAYROLL	
Salaries	\$ 78,556
Payroll Taxes	\$ 6,830
Employee Benefits	\$ 9,739
Total Payroll	<u>\$ 95,125</u>
 EXPENDITURES	
Administration	\$ 3,700
Banners	\$ 6,182
Decorations	\$ 450
Entertainment	\$ 5,750
Advertising	\$ 4,699
Equipment Rent	\$ 5,324
Graffiti cleanup	\$ 7,345
Supplies	\$ 3,940
Professional Fees	\$ 16,338
Dues and Subscriptions	\$ 1,150
Printing	\$ 1,091
Marketing	\$ 7,261
Project Design	\$ 5,637
Technical Production	\$ 13,349
Insurance	\$ 7,496
Telephone	\$ 2,420
Taxes and Licenses	\$ 1,575
Outside Services	\$ 30,227
Postage	\$ 602
Rent	\$ 25,951
Workshops	\$ 1,447
Utilities	\$ 1,061
Miscellaneous	\$ 6,706
Travel	<u>\$ 58</u>
Total Expenses (Expenditures & Payroll)	<u>\$255,184</u>
 CHANGE IN NET ASSETS	 (742)
NET ASSETS BEGINNING OF YEAR	\$64,627
NET ASSETS END OF YEAR	<u>\$63,885</u>

How to Get Involved

North Park Main Street Meetings

Design Committee	1st Tuesday	5:30 p.m.
Promotion Committee	1st Wednesday	1:00 p.m.
<i>*meetings held at Heaven Sent Desserts at 3001 University Ave</i>		
Festival of the Arts	TBA	TBA
Board of Directors	2nd Wednesday	7:30 a.m.
Economic Restructuring	3rd Monday	12:00 p.m.
<i>* meetings held at True North Tavern at 3815 30th St</i>		
Organization	3rd Thursday	12:00 p.m.

All meetings are held at the North Park Main Street office, 3076 University Avenue—unless otherwise noted.

Meeting dates and times are subject to change.
Please call (619) 294-2501 for up-to-date information.

SUPPORT NORTH PARK MAIN STREET!

BECOME A MEMBER, VOLUNTEER OR MAKE A DONATION TO NORTH PARK MAIN STREET:

Name _____ Address _____

Phone _____ Email _____

Annual membership: **\$50**

I'd like to make a tax deductible donation to the following project (s):

	<i>Amount</i>
Sustaining Grant for Program Operations	\$ _____
North Park Festival of the Arts	\$ _____
Utility Box Street Gallery	\$ _____
Farmers' Market Development	\$ _____

TOTAL:: \$ _____

Make donations and annual membership payments
North Park Main Street

Mail completed application and payment to:

North Park Main Street
3076 University Avenue
San Diego, CA 92104

