

# What is North Park Main Street?

North Park Main Street is a Business Improvement District (BID). San Diego's Business Improvement Districts (BIDs) are City-designated geographic-based areas where the business owners are assessed annually to fund activities and improvements to promote the business district.

The City partners with BIDs representing the assessed business owners, to implement the BID program.

<https://www.sandiego.gov/economic-development/about/bids>

- With approximately 12,000 merchants and \$12.5 million in annual revenues, business improvement districts are the largest self-sustaining small business program in San Diego.
- From fiscal years 2008 to 2010, San Diego business improvement districts generated a \$47.4 million regional economic impact.
- Every year, BID spending sustains approximately 233 jobs.
- Most BID members receive greater than a 5:1 return on investment for their annual assessments

- North Park Main Street was established in 1985 by the City of San Diego
- 501 c.6 Non-Profit Status: Membership-based organization
- North Park Main Street is a BID and is also part of the California Main Street Alliance which focuses on Historical Preservation

# Greater North Park



- North Park Maintenance Assessment District
- North Park Community Planning Area

Greater North Park is supported by a combination of groups:

## Business Improvement Districts:

- North Park Main Street
- El Cajon Boulevard
- Adam Avenue
- South Park / T-32

North Park Planning Committee

North Park Community Association

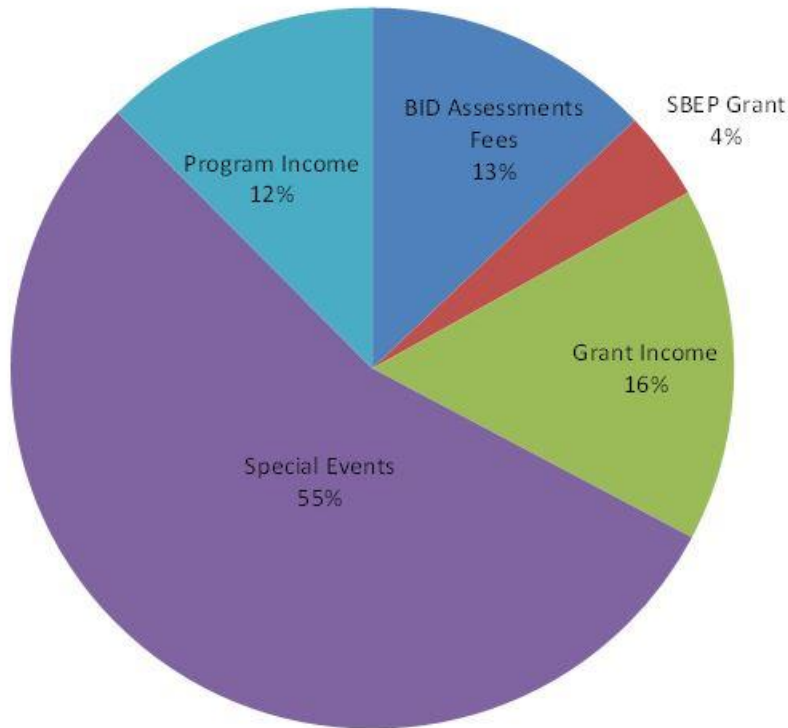
North Park Maintenance Assessment District (MAD)

# Annual At-a-Glance Calendar

	January	February	March	April	May	June	July	August	September	October	November	December		
FESTIVAL	Festival of Arts										Festival Planning			
TASTE						Taste of North Park								
SBS						Small Business Saturday								
NPMS											Holiday Decorations in District			
NPMS											Holiday Shopping Event			
FM	Farmers' Market													
BOD	Board of Directors Monthly Meeting Prep											NPMS Budget		
BOD	Election of Executive Committee							Nominations / Balloting		Transition Meeting				
BID	BID Council													
BUS							Small Business Policy Advocacy							
ANNUAL	City of San Diego Annual Report											City of San Diego Annual Report		
MSA	Main Street Association Annual Report													
COMM	Committees Monthly Meeting Prep													
BUS	New Business Outreach & Assistance													
PROW	PROW Permit Renewal Noticing		PROW Inspections / Fining								PROW Renewal			
MAD	MAD Budget		Maintenance Assessment District - Oversight								MAD Budget			
PBID	PBID													
NPMS	Graffiti Removal Program													
NPMS							Ashcan Program							
NPMS	Explore North Park Campaign													
NPMS							Banner Program							
GRANT	SD County Community Enhancement Grant													
GRANT	EDTS GRANT													
GRANT	SANDAG GRANT													
NPMS										Bike Rack Program				
NPMS	Business Mixer				Business Mixer				Business Mixer					
BUS	Weekly Newsletter			Member Promotion										
BUS	Social Media													
SOCMED	Social Media													

# Revenue Sources

**2015 Revenue**  
by percentage



**BID Assessments Fees**  
\$67,000

**SBEP Grant**  
\$20,572

**Grant Income**  
\$82,331

**Special Events**  
\$284,177

**Program Income**  
\$64,503

**TOTAL INCOME**  
\$518,583