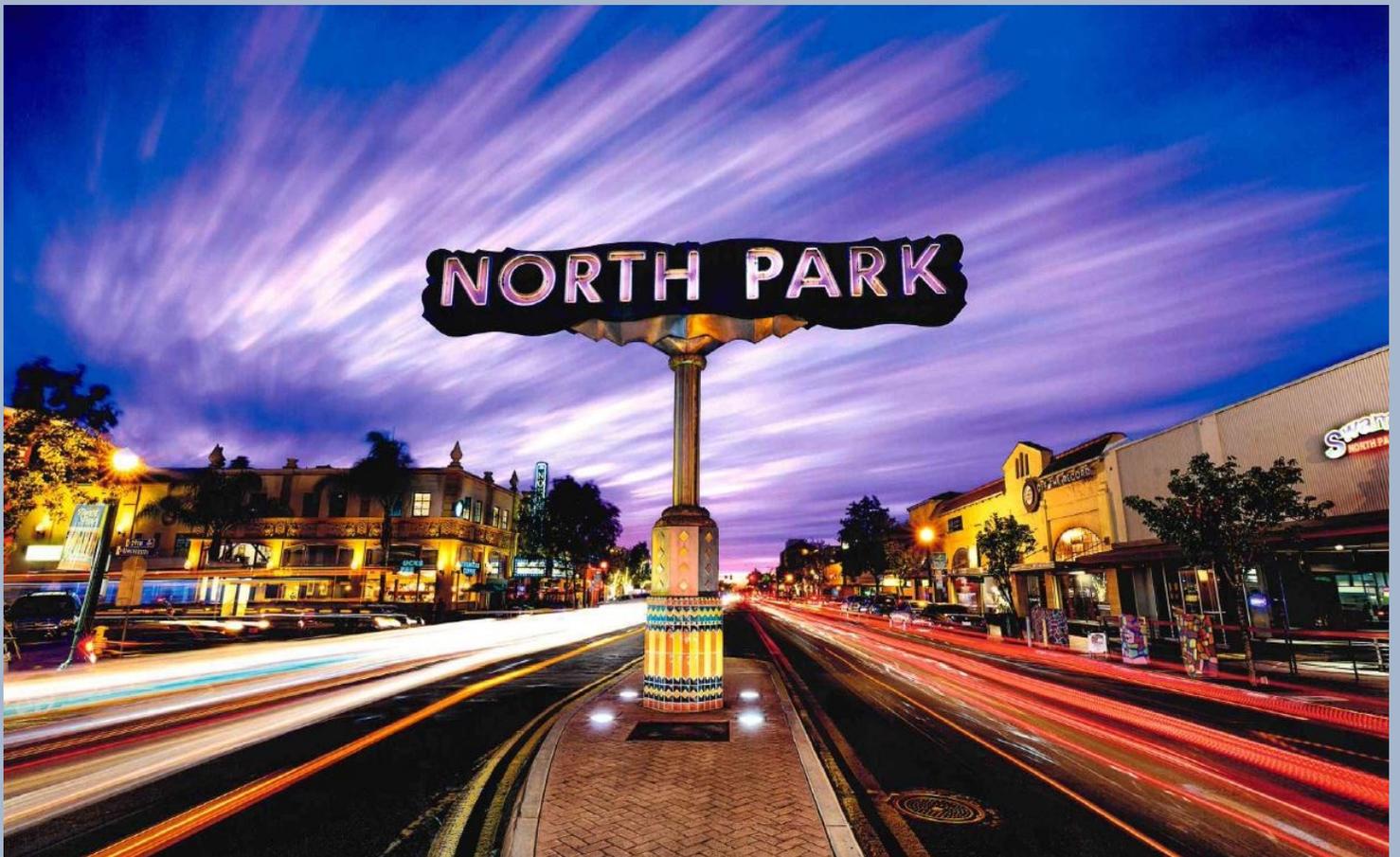


# 2016

## ANNUAL REPORT

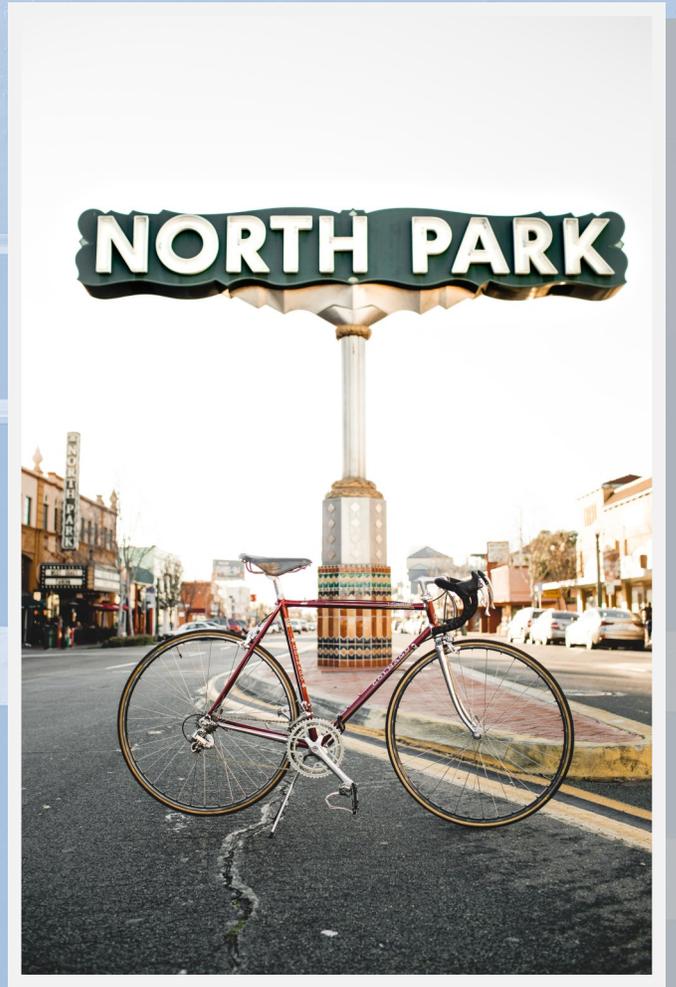


# OUR STORY

North Park developed as the second downtown for San Diego as a result of two important events. The first was the electric trolley line extension under the Georgia Street Bridge on University Avenue in 1907; and the second was the source of reliable water supply, developed in 1910 with the building of a water tower that still dominates the neighborhood sky. Some 12 years later in 1922 Jack Hartley and his brother, Paul, helped organize the North Park Business Club, a group that continued to form the North Park Business Association. This association was instrumental in forming the North Park Business Improvement District in June of 1985, the second BID formed in the San Diego area, after the Gaslamp District.

North Park Main Street (NPMS) was established in 1996 when the City of San Diego selected the North Park BID to be the pilot project for the national Main Street program in the San Diego area. NPMS is part of a coast-to-coast movement overseen by the National Trust for Historic Preservation which promotes the revitalization of historic commercial districts and supports their small, independently-owned businesses. The national Main Street program advocates a philosophy of local empowerment and the preservation of unique assets including distinctive architecture and pedestrian-oriented environments.

A 501(c)(6) non-profit organization, North Park Main Street's full-time staff and volunteer board advocates for North Park's downtown business community, administers the North Park Business Improvement District (BID), and champions development that preserves the community's historic integrity, supports its Arts, Culture & Entertainment District, and promotes an urban, pedestrian-friendly shopping / dining environment.



# WHERE WE ARE GOING

The Greater North Park community and the Main Street business district have experienced a triumphant rebirth within the last ten years. This renaissance has flourished with the emergence of a thriving new creative and business element. Over the past several years, a new professional class of artists, designers, entrepreneurs, and a broad array of imaginative cultural events and a thriving restaurant scene has transformed North Park into a nationally recognized destination.

That said, there is still much work to do. North Park Main Street continues to work on projects and issues that directly affect North Park Businesses and the entire community: acting as the community's voice in upcoming projects related to the University Avenue Mobility Plan, liaising with the City of San Diego addressing concerns with the upcoming North Park Mini-Park, and on behalf of property owners, coordinating efforts to establish a Property Business Improvement District. NPMS welcomes and thanks you for your input and will continue building on North Parks' successful transformation in 2017 and beyond.



# 2016 HIGHLIGHTS

## JANUARY — APRIL

- North Park Thursday Market moved to North Park Way between 30th and Utah (held every Thursday, 3:00 to 7:30 pm)
- Held quarterly business mixers
- Began work on red sidewalk restoration project at 30th & University
- Created Cultural Assets Map brochure highlighting historical and cultural assets in the NPMS Business Improvement District
- Developed and distributed a New Business Welcome Packet



*In 2017 North Park Main Streets Administrative office will move to a new building at 3939 Iowa Street.*

## MAY — AUGUST

- Held SDCCU Festival of Arts on Saturday , May 21st
- 2016 issue of Explore Magazine printed and distributed to airports and hotels throughout the region
- Held a AirBnB super host tour highlighting North Park businesses
- Decorative lighting installed on 16 trees on University Avenue
- Management District Plan for PBID approved by the City Attorney
- Beautification pilot project funded by NPMS and generous community donations

## SEPTEMBER — DECEMBER

- Taste of North Park held on October 15th
- Community Plan Update approved by the City Council
- Conducted Archtoberfest Tour in conjunction with North Park Historical Society
- Hosted a concierge event with Where Magazine
- CicloSDias event on October 30th
- Hosted a Quality of Life workshop - teamed with SDPD & Alpha Project to address issues and impacts of the homeless on North Park Businesses
- Held Small Business Saturday promotions and a scavenger hunt highlighting North Park businesses



*North Park gratefully acknowledges the support of San Diego County Credit Union for it's generous support to it's programs over the years. Thank you SDCCU!*

## IN MEMORIAM

North Park Main Street's Board and Staff extends their sincerest condolences to the family of Joe Schloss, owner of A&B Sporting Goods, who passed away on November 25, 2015. Joe was a valued member of the North Park Business community for 69 years. He is greatly missed.



*Barbara and Joe Schloss*

# MOVING NORTH PARK FORWARD

2016 was another busy year. Our signature events, the SDCCU Festival of Arts and the Taste of North Park, are attracting more attendees and are a solid source of funding to support NPMS's ongoing projects. The Explore North Park campaign continues to bring attention to the area. The 2016 Explore North Park magazine, highlighting the area's businesses is now being distributed in 350 visitor locations in the county. To promote the campaign, NPMS and Where Magazine joined to host events for hotel concierges and AirBnB super hosts that showcased the eating, drinking and shopping opportunities in the area.

Several beautification projects have been initiated and implemented this year, including wayfinding signage, twinkling tree lights, commission of largescale murals, and a pilot project employing a maintenance crew 15 hours per week, who remove graffiti, stickers and litter and do minor repairs in the business district. The future funding for the maintenance crew will depend on the passage of the North Park Property & Business Improvement District (PBID), which would provide a budget for currently unfunded beautification and maintenance services. Passage of the PBID is crucial to fund landscaping in the proposed University Ave median. It will also provide enhancements and maintenance to the proposed Mini-Park behind the North Park Theater.

The City Council passed the North Park Community Update Plan. NPMS supports the plan and looks forward to being a catalyst for implementing the new vision for the community. In addition, the City has given a greenlight to create the North Park Mini-Park in the parking lot behind the Observatory North Park Theater. A detailed letter to the City was drafted requesting changes be made to the 2012 plan that better meet the community's need for safety, diverse usage, and comfort.

## NORTH PARK PROPERTY BUSINESS IMPROVEMENT DISTRICT

If you've ever wished for cleaner sidewalks, less graffiti, more trees and a brighter North Park, then you're not alone. Many North Park property owners feel the same way. In an effort to raise funds for these and other improvements, NPMS has responded to the community's request and is currently working to form a Property and Business Improvement District (PBID). A PBID is a property based assessment district and the collected assessments will be used to improve the community in many ways, including power washing, trash pick-up, sidewalk repair and much more. For more information, see our web site: [www.northparkmainstret.com](http://www.northparkmainstret.com).



NPMS Pilot Street Beautification Crew:  
Branton Franklin and Freddie Carruthers

## 2016 NEW NORTH PARK BUSINESS OPENINGS

Artelexia | Barons Market | California Tap Room  
Chuck Alek | Communal Coffee  
Dexter's Deli | Dunedin | Encontro  
Earthwell | Figaro Desserts | Gold Comb  
Keratin Shop | Native Poppy | Normal Records  
North Park Beer Co. | One Door North  
Panchita's Kitchen & Bakery | Pete's Seafood  
Poke One n 1/2 | Replay Toys | Sage Sisters  
Smart & Final | Tamarindo | The BBQ Pit  
The General Store | Torque Moto Café  
Tostadas | Tribute Pizza | Verbatim Books

# ORGANIZATION

## LETTER FROM THE PRESIDENT

Greetings Fellow North Parkers!

It has been an honor to be a board member for North Park Main Street for the past few years and to be serving as President this year. During my ten years in North Park, Main Street has been instrumental in helping businesses like mine grow and I am proud to work with my fellow business owners and board members to continue this great work. We have seen many improvements this year including the newly installed twinkle lights along University Avenue and a recently formed beautification team who is on the streets throughout the week cleaning up the neighborhood, removing stickers and graffiti and keeping the neighborhood in great shape! We have also enjoyed a continued influx of a variety of new businesses further rounding out North Park's diverse community center.

I encourage all of you to get involved in North Park Main Street, whether by joining a committee, coming to the board meetings, or volunteering at our wonderful events such as Taste of North Park or the annual SDCCU North Park Festival of Arts. There are many volunteer opportunities throughout the year to get involved with and get to know your fellow North Park business owners and residents! See you in the Neighborhood (or at Urban Solace)!

Cheers,

Matt Gordon, NPMS Board President

Chef and Owner, Urban Solace Restaurant - North Park

## 2016 BOARD OF DIRECTORS

**MATT GORDON | PRESIDENT**

Urban Solace

**RICH GEISLER | VICE-PRESIDENT**

The Indie Law Group

**STEVE CODRARO | SECRETARY**

Generation 3 Development Co. Inc.

**JOSEPH BALESTRIERI**

The Office Bar

**JOHAN ENGMAN**

Breakfast Republic

**DAVID GAMBOA**

A7D Creative Group

**PARIS LANDEN**

West Coast Tavern

Observatory North Park

**TRAVIS LEGRAND**

Waypoint Public

**BRIJET MYERS**

SD Weekly Markets

**JASON NOBLE**

San Diego City Beat

**GARRICK OLIVER**

OBR Architecture

**ALMA RODRIGUEZ**

Queen Bee's Art

& Culture Center

**PATRIC STILMAN**

The Studio Door

**LYNN SUSHOLTZ**

Art Produce

## CONNECT WITH US

[WWW.EXPLORENORTH PARK.COM](http://WWW.EXPLORENORTH PARK.COM) | [WWW.NORTH PARKMAIN STREET.COM](http://WWW.NORTH PARKMAIN STREET.COM)

FACEBOOK: [FACEBOOK.COM/NORTH PARKMAIN STREET](https://FACEBOOK.COM/NORTH PARKMAIN STREET) | [FACEBOOK.COM/EXPLORENORTH PARK](https://FACEBOOK.COM/EXPLORENORTH PARK)

INSTAGRAM: [@NORTH PARKMAIN STREET](https://INSTAGRAM.COM/@NORTH PARKMAIN STREET) | [@EXPLOREN P](https://INSTAGRAM.COM/@EXPLOREN P)

TWITTER: [@NPMAIN STREET](https://TWITTER.COM/NPMAIN STREET) | [@EXPLOREN P](https://TWITTER.COM/EXPLOREN P)

# STAFF

## LETTER FROM THE DIRECTOR

Greetings NPMS Members,

I want to take this opportunity to thank you for all you do to make North Park the best business district in the City. It is a true pleasure to represent such an amazing group of small business owners. I am consistently Impressed with small business owners and their creativity, ingenuity, and dedication to their craft.

As Executive Director of NPMS, I hope to offer support, guidance, referrals, resources, and even just lend an ear when needed. I love what I do and feel grateful to be a part of this amazing business community.

Sincerely,

Angela Landsberg,  
Executive Director, North Park Main Street



Roni Kleinhen—Bookkeeper  
Jake J. Romero, Assistant Director  
Angela Landsberg, Executive Director

## VOLUNTEER RECOGNITION



Donna Posin-Volunteer of the year

**Donna Posin** is a retired pediatric occupational therapist with a B.S. degree in Occupational Therapy and a Masters of Public Administration, longtime NPMS volunteer, and a resident of North Park for fifteen years. Donna believes in making her community better and seeing the positive changes that have come about because of the work that NPMS does. She has played an integral role in the planning and working of NPMS events and projects and sees her contribution as making a difference in the quality of life for North Park residents.

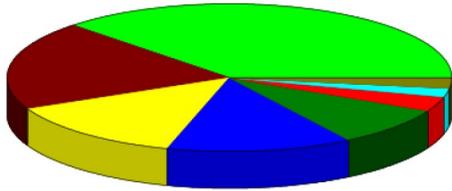


Vicki Granowitz-NPMS Advocate of the Year

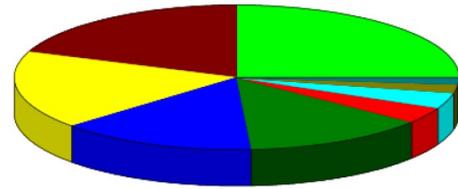
**Vicki Granowitz**, currently Chairs the North Park Planning Committee and the Consolidated Plan Advisory Board and serves on the De Anza Revitalization Advisory Committee. For over twenty five years she has volunteered as a community organizer and advocate in the areas of historic preservation, parks and open space, law enforcement, homeless and affordable housing issues among other areas of interest. Vicki is a retired psychotherapist with a Bachelor's in Criminal Justice Administration and a Masters of Social Work.

# FINANCIALS REVIEW

## INCOME VS. EXPENSES FISCAL YEAR 2016



Events	37.41%
NON-REIMB/ACTIVITIES	19.58
TOT/EDTS Grants	13.54
BID REIMBURSEMENT	13.54
OTHER PROJECTS	8.75
SBEP	3.27
DISCRETIONARY	2.02
OTHER REIMBURSEMENTS	1.89
<b>Total</b>	<b>\$539,309.85</b>



Events	25.00%
DISCRETIONARY	19.37
NON-REIMB/ACTIVITIES	17.62
BID REIMBURSEMENT	14.34
TOT/EDTS Grants	13.51
OTHER PROJECTS	3.72
SBEP	3.58
OTHER REIMBURSEMENTS	2.00
Unclassified	0.86
<b>Total</b>	<b>\$509,834.12</b>

	2016	2015
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash	\$ 86,222	\$ 52,997
Accounts Receivable	\$ 68,586	\$ 75,323
Prepaid Expenses	\$ 5,771	\$ 5,903
Total Current Assets	<u>\$ 160,579</u>	<u>\$ 134,223</u>
<b>Fixed Assets</b>		
Equipment	\$ 2,641	\$ 2,641
Leasehold Improvements	\$ 5,180	\$ 5,180
Accumulated Depreciation	\$ (3,751)	\$ (4,490)
Fixed Assets (Net)	<u>\$ 4,070</u>	<u>\$ 3,331</u>
<b>Total Assets</b>	<u><u>\$ 164,649</u></u>	<u><u>\$ 137,554</u></u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts Payable	\$ 83	\$ 3,203
Grants Payable	\$ 20,000	\$ 20,000
Total Liabilities	<u>\$ 20,083</u>	<u>\$ 23,203</u>
<b>Net Assets</b>		
Retained Earnings	\$ 18,049	\$ -
Unrestricted Net Assets	<u>\$ 126,517</u>	<u>\$ 114,351</u>
Total Net Assets	<u>\$ 144,566</u>	<u>\$ 114,351</u>
<b>Total Liabilities and Net Assets</b>	<u><u>\$ 164,649</u></u>	<u><u>\$ 137,554</u></u>

NORTH PARK MAIN STREET  
3076 UNIVERSITY AVENUE  
SAN DIEGO, CA 92104



## SUPPORT US

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please check if you would like to receive email communications from NPMS:

I'd like to make a donation in the following amount:

\$25

\$50

\$75

Other: \$ \_\_\_\_\_

***Tear off this form and return with  
check or payment information to:***

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

CREDIT CARD # \_\_\_\_\_ Exp. \_\_\_\_\_ Billing Zip: \_\_\_\_\_ CVC: \_\_\_\_\_