



North Park Main Street Annual Report 2007-2008

July 1, 2007 through June 30, 2008

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

A letter from the President

Fiscal year 2007-2008 saw the successful completion of a campaign to both modify the fee structure of the Business Improvement District (BID) and expand the district boundaries. The benefits of this success are two-fold: it improves the financial situation that North Park Main Street (NPMS) has had to cope with considering the loss of key funding two years ago, and it creates the opportunity to focus new energy on revitalizing previously unassisted portions of the community. Our Executive Director Liz Studebaker and consultant Steve Russell have both worked tirelessly with the Board of Directors and volunteers to educate the business community about coming changes, and to garner support. Coming to the end of this expansion process has been a positive and rewarding experience, and I am happy to be a part of ushering in a new era of prosperity for the community of North Park.

In addition to working on organizational growth, NPMS continues to work with merchants and property owners by helping to match interested new businesses with the needed commercial space. Despite a struggling national economy, North Park is proving its resilience and sustainability with an increasingly diverse and flourishing commercial district. Our records for this past fiscal year show a net gain of 73 new full time jobs within our current boundaries. The look of the neighborhood is also improving, as more and more spaces are updating their appearance and investing in improvements to their buildings. We estimate that approximately \$1.6 million in private funds were spent on completed building and rehabilitation projects in FY08.

Thankfully the private sector isn't alone in contributing to North Park's beautification. NPMS has worked closely with the City of San Diego and our local businesses to facilitate the completion of needed infrastructure improvements, and to ensure that they are carried out as smoothly as possible. Projects include new sidewalks, repaved & re-striped streets, undergrounding of utilities, new trees & tree grates, and new trash cans. We can expect to see more of these improvements in the coming years.

It is more than just monetary support that makes North Park a great place to live, shop, and do business. NPMS was fortunate to enlist the aid of over 200 volunteers throughout the fiscal year. It was because of this dedicated group of people that we have been able to hold such events as our Festival of the Arts, community clean-ups, graffiti paint-out, holiday party, and merchant mixers. When NPMS launched the North Park Farmers Market at its new location in July 2007, our volunteers were pivotal in marketing the event and making it a success. Words cannot express how thankful we are for the many hours our friends and neighbors have devoted to North Park.

I am proud of our accomplishments and optimistic about the future. The final stages of the North Park Parking Garage Art Project are finally underway. A new program called Art at the Core is looking at new and innovative ways to enhance the arts in North Park. The University Avenue Mobility Plan is undergoing environmental review. Planning for the 29th Street Pedestrian Promenade is in progress. New businesses are still moving into the neighborhood while building improvements are ongoing. North Park is really coming into its own, and people are beginning to take notice. The amount of publicity and media coverage this year has been unprecedented, and out-of-town visitors are higher in numbers than ever before. As a founder of the North Park Main Street BID and President of the Board of Directors, I am excited at the opportunity to include so many business owners in the Main Street program. By combining our ideas we make this the best place to live and work in the city. North Park truly is the heart of San Diego.

Patrick Edwards
President

North Park Main Street

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2007-2008 BOARD OF DIRECTORS

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Antique Refinishers

John Stewart McGaughy, *Vice-President*
Associate Member

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Design

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Economic Restructuring

Ken Pecus
Organization

Jordana Goff
Promotion

Daniel Bess
Festival of the Arts

STAFF

Elizabeth Studebaker, Executive 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

- Awarded \$9,226 from the City of San Diego for the 2008 Festival of the Arts.
- Supported the installation of an LED reader board at Walgreens.
- Co-hosted a community cleanup with the North Park Community Association (NPCA).
- The Festival of the Arts Committee held a potluck retreat to celebrate and review the 2007 Festival.
- Met with the expansion strategy team to establish a preliminary fee structure to be proposed for the Business Improvement District (BID).
- Held the grand reopening of the North Park Farmers Market at the new CVS Pharmacy parking lot location.
- Recruited volunteers—graphic designer Carl Moczydlowsky and photographer Christian Michaels—to assist in the production of a brochure and flyer for historic walking tours.

August

- Awarded \$2,500 from the County of San Diego for the 2008 Festival of the Arts.
- Held a merchant mixer educating business owners on ADA compliance and resources for their businesses.
- Sent a letter to member businesses updating them on the progress of various NPMS projects and providing information about future plans.
- Hired McFarlane Promotions to work on marketing and sponsorship for the 12th Annual North Park Festival of the Arts.
- Acted as a liaison between the City of San Diego, KFC, and concerned members of the community regarding the demolition and redesign of the old KFC building.

- Hosted *Seamless*, an outdoor fashion show organized by local boutiques.
- Met with restaurant and bar owners in the proposed area of BID expansion to discuss the benefits of BID membership and get feedback.

September

- Conducted the annual election of the North Park Main Street Board of Directors.
- Mailed surveys and petitions to businesses along 30th Street seeking support for the proposed BID expansion.
- Met with businesses in the proposed area of BID expansion to discuss the benefits of BID membership and get feedback.
- Held an event at Studio 3060 to display designs for a community park space by Urban Design students from New School of Architecture and Design.
- Co-hosted a community cleanup with the NPCA.
- Submitted a funding request to County District Supervisor Ron Roberts seeking funds for a project to design and install Farmers Market banners on lampposts throughout the BID.
- Recruited intern Sunil Kumar to assist with the development of a community profile.
- Worked with SDG&E and Council District 3 to solve problems with burnt out street lights.
- Met with Councilmember Toni Atkins and Scott Kessler from the Office of Economic Development to discuss future financial support from the Redevelopment Agency, as well as alternative funding strategies.
- Attended the grand opening of *House Boi*, a new boutique selling men's fashion and contemporary furniture.
- Celebrated the six year anniversary of

Ray at Night.

- Attended the grand opening of *Urban Solace*, a new restaurant featuring high-quality American comfort food.
- Continued working with *KFC* and the City of San Diego to ensure that the Pilot Village design of North Park is supported by *KFC's* new building design. Also worked with the Development Services Department to develop a more transparent, inclusive process for community notification when demolition permits are applied for within the boundaries of a BID. Concerns addressed included sewer line re-routing, landscaping alterations, sidewalk repairs, trash dispenser improvements, and improved lighting.

October

- Held the Annual Meeting of the Board of Directors.
- Seated the newly elected Board of Directors.
- Elected Officers for 2007-2008.
- Orchids & Onions held their annual awards ceremony at the North Park Theater.
- Met with University Avenue businesses in the proposed area of BID expansion to discuss the benefits of BID membership and get feedback.
- Confirmed that NPMS will receive a contract extension from the Redevelopment Agency to be initiated in January 2008 and concluded the following December in the amount of \$50,000.
- Partnered with the NPCA to host the North Park Holiday Party and selected the Lions Club as the location.
- Continued work on a historic walking tour brochure.
- Co-hosted an informational workshop on alcohol licenses and permitting with the GNPCPC and Council District 3.



North Park Main Street's Highlights of the Year

- Attended the grand opening of *Evoke Dance Theater*, a company cultivating social action through arts education and evocative performance.
- Attended the grand opening of *Kate Ross Shoes/Kalos Designs*, a business featuring shoes, accessories, house wares and original artwork.
- Negotiated with *KFC* for sidewalk improvements and additional trash receptacles to be included in their construction plans.

November

- Published the fall edition of the North Park Way.
- Continued to plan the 2008 Festival of the Arts.
- Submitted an application for the Creative Communities San Diego grant for the 2009 Festival of the Arts.
- Held a merchant mixer which provided information on safety and crime prevention.
- Co-hosted a community cleanup with the NPCA.
- Continued gathering petition signatures in support of the BID expansion.
- Attended grand opening of *About You Day Spa*.
- Received a Renaissance Award for Best Community Enhancement Project along with

CVS Pharmacy from the NPCA for bringing back the Farmers Market.

- Submitted the event permit application for Ray at Night's street closure in 2008.

December

- Held a dry run of the Historic Walking Tour to test for length, timing, and noise.
- Attended the grand opening of *Studio at North Park*, a dance studio which also features yoga and pilates.
- Judged the Seasonal Lighting and Decoration Contest. 2007 Winners were: Dietsch's Hearing Aid Center and John Stewart Studios for Best Window Display, Bar Pink Elephant and the Rubber Rose for Best Storefront Décor, and Honorable Mention given to Vintage Religion.
- Held the North Park Holiday Party at the North Park Lions Club in partnership with the NPCA.
- Recognized North Park Main Street's Volunteers of the Year Curtis Robertson and Gregory May, Board Member of the Year Jordanna Goff, and Friend of North Park Main Street George Franck.
- Funded holiday wreaths on the lampposts throughout downtown North Park. Contributed to the Holiday Freeway Bridge Lighting Program over Interstate 805.

January

- Began planning a community spring clean-up event.
- Presented proposed modifications to the BID assessment structure at the Board of Directors meeting.
- Mailed a survey with information on proposed modifications to the BID assessments to member businesses.
- Signed a new contract with the Redevelopment Agency.
- Secured media and distributed posters to promote the Farmers Market.
- Met with City engineers and business owners about the sidewalk improvement project scheduled to begin in the spring.
- Sent out a call to artists announcing the North Park Parking Garage Art contest.
- Reviewed designs for the *Fresh & Easy* project on University Avenue between 32nd and Bancroft Street.
- Published the winter 2008 Issue of the North Park Way.

February

- Submitted petitions to the City of San Diego Office of Small Business supporting a vote to expand the BID and for modifications



The North Park Sign was especially festive in December 2007 with new wreaths illuminating University Avenue for the Holidays..



New market banners in vivid colors can be seen all around the business district, reminding everyone to shop for fresh locally grown produce every Thursday afternoon.

North Park Main Street's Highlights of the Year

to the BID assessments within the current boundaries.

- Confirmed with the city that the proposed modifications to the BID assessments would go to ballot.
- Voted in the North Park Redevelopment Project Area Committee elections.
- Applied for Community Enhancement funds from the County of San Diego for the 2009 Festival of the Arts.
- Reviewed a draft of the community profile at the Economic Restructuring Committee meeting.
- Signed a contract with the San Diego Music Foundation allowing them to co-host the Festival of Beers at the 12th annual North Park Festival of the Arts.

March

- Installed Farmers Market banners throughout the district.
- Confirmed with the city that the proposed expansion would go to ballot.
- Balloting for BID assessment changes passed.
- Assisted the San Diego Indie Music Fest with promotion of their event.
- Completed another dry run of the Historic Walking Tour.
- Recommended that the Maintenance Assessment District install new trash cans resembling those on Ray Street.
- Continued planning the Festival of the Arts.
- Accepted submissions from artists participating in the North Park Parking Garage Art contest.

April

- Co-hosted a community cleanup with the NPCA.
- Met with the Art Selection Committee to choose finalists for the North Park Parking Garage Art contest.
- Balloting for BID expansion passed.
- Attended a LISC Conference in Indianapolis where Executive Director Liz Studebaker represented NPMS in a panel

discussion about business retention during times of community change.

- Completed the Historic Walking Tour brochure and submitted a copy to the Redevelopment Agency.
- Attended a sidewalk project preconstruction meeting with the city to help coordinate details of the project. NPMS Vice President John Stewart McGaughy worked to mitigate interruptions to regular business and ensure business owners know what to expect during construction.
- Worked with city staff and the MAD to install tree grates using allocated CDBG funds.
- Promoted the upcoming Festival of the Arts.
- Published the spring 2008 Issue of the North Park Way.

May

- Helped form a Graffiti Abatement Team to address graffiti problems in the neighborhood.
- Hosted the 12th annual North Park Festival of the Arts.
- Confirmed that City Council adopted the Resolution of Intention for modifications to the BID.
- Negotiated with the Redevelopment

Agency for changes to the North Park Parking Garage rates.

- Sent a letter to the city traffic engineer requesting the re-stripping of 30th Street.

June

- Analyzed the program budget for fiscal year 2007-2008 and began drafting the budget for fiscal year 2008-2009.
- Supported the Business Improvement District and Business Improvement District Council budgets at a San Diego City Council meeting.
- Co-hosted a community cleanup with the NPCA.
- Met with the Graffiti Abatement Team to begin planning a neighborhood graffiti paint-out.
- Revised plans for a special sign district to include portions of the expanded portions of the BID.
- Began working with Anna Gamboa of A7d Graphic Designs to redesign the NPMS website.
- Met with the Art Selection Committee to review presentations by North Park Parking Garage Art contest finalists.
- Began working with the galleries on Ray Street to establish a more organized meeting structure and developing a new marketing



NPMS Board President Patrick Edwards and Mayor Jerry Sanders appeared at a press conference in July 2008 to educate the public about the efforts of the Graffiti Abatement Team.

Business Changes

New Storefronts, Changes, Renovations

619 Barber Shop – CLOSED

About You Day Spa – NEW

Avalon Global Productions – NEW

Bar Pink Elephant – NEW

Big Lots – CLOSED

Caffe Forte – NEW LOCATION

Cardamom Café – NEW

Drowsey Maggies Building – UNDER CONSTRUCTION

Evoeke Dance Theater – NEW

Gallery 504 – CLOSED

Hawthorns Restaurant & Lounge – CHANGE OF OWNER

House Boi – NEW

John Stewart Studios – CLOSED

Junz Teriyaki & BBQ – NEW

Kate Ross Shoes/Kalos Design – NEW

KFC – REMODEL

Mimi & Red – NEW

North Park Coffee & Deli – CLOSED

North Park Sushi & Grill – NEW

Oki Doki Boutique – CLOSED

Pop! Boutique – NEW

Ray Street Custom Framing – NEW

Ray Street Framing & Printing – CLOSED

Ritual Tavern – NEW

San Diego Law Firm – NEW

Sea Rocket Bistro – NEW

Shooterz Bar – CLOSED

Sisterlocks – NEW

Studio at North Park – NEW

Tent Dancing Building – RENOVATED

The Linkery – NEW LOCATION

The Office (formerly Scolari's Office) – CHANGE OF OWNER

Toronado San Diego – NEW

True North – UNDER CONSTRUCTION

U-31 Cocktail Lounge & Bar – NEW

Urban Solace Restaurant– NEW



Urban Solace opened their doors in September 2007 after careful planning and hard work by co-owners Matt Gordon and Scott Watkins.



The newly rebuilt KFC brightens up the corner of University and Utah.



Property owner Eileen Groth was proud to finally unveil the newly renovated Tent Dancing Building.

**NORTH PARK MAIN STREET
STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2008**

From the DRAFT "Financial Statement & Independent Auditors Report
(*Statement of Activities* and the *Supplemental Schedule of Functional Expenses*) for the Year Ended June 30, 2008"

SUPPORT AND REVENUE	<u>TOTAL</u>
Government Appropriations	\$ 89,233
BID Assessments	\$ 17,400
Special Events	\$ 39,637
Farmers Market	\$ 20,352
Other	\$ 2,958
Interest	<u>\$ 12</u>
Total Support and Revenue	<u>\$169,592</u>
 PAYROLL	
Salaries	\$ 71,690
Payroll Taxes	\$ 6,180
Employee Benefits	\$ 9,301
Total Payroll	<u>\$ 87,171</u>
 EXPENDITURES	
Banners	\$ 5,029
Decorations	\$ 2,386
Entertainment	\$ 6,600
Advertising	\$ 5,590
Equipment Rent	\$ 8,813
Supplies	\$ 3,282
Professional Fees	\$ 17,233
Dues and Subscriptions	\$ 460
Printing	\$ 704
Marketing	\$ 10,134
Project Design	\$ 109
Repairs	\$ 65
Technical Production	\$ 6,032
Insurance	\$ 7,867
Telephone	\$ 2,562
Taxes and Licenses	\$ 1,110
Outside Services	\$ 2,704
Postage	\$ 1,264
Rent	\$ 17,400
Utilities	\$ 1,427
Miscellaneous	\$ 2,127
Travel	<u>\$ 12</u>
Total Expenses (Expenditures & Payroll)	<u>\$193,590</u>
CHANGE IN NET ASSETS	(\$23,911)
NET ASSETS BEGINNING OF YEAR	\$79,312
NET ASSETS END OF YEAR	<u>\$55,401</u>

How to Get Involved

North Park Main Street Meetings

Design Committee	1st Tuesday	5:30 p.m.
Promotion Committee	1st Wednesday	5:30 p.m.
Festival of the Arts	2nd Monday	6:30 p.m.
Board of Directors	2nd Wednesday	7:30 a.m.
Economic Restructuring	3rd Monday	12:00 p.m.
Organization	3rd Thursday	12:00 p.m.

Organization Committee meetings are held at Ascent Real Estate, 2900 North Park Way. All other meetings are held at the North Park Main Street office, 3076 University Avenue—unless otherwise noted.

Meeting dates and times are subject to change.

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