

# North Park Main Street Annual Report 2012—2013

**July 1, 2012 through June 30, 2013**



Cheryl Dye  
President of the Board, North Park Main Street

# North Park Main Street

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## 2012-2013 BOARD OF DIRECTORS

**Cheryl Dye**, *President*  
Dye & Associates

**David Gamboa**, *Vice-President*  
A7d Graphic Design & Printing

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**Patrick Edwards**  
Antique Refinishers

**Jason Noble**  
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**Amy Paul**  
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**Steve Codraro**  
Generation 3 Development Co. Inc.

**Sara Morrison**  
Classics 4 kids

**Alma Rodriguez**  
Queen Bee's Art & Cultural Center

**Patrick Eckstrom**  
My Social Marketing Network

**Matt Gordon**  
Urban Solace

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**Trenton Riley**, Economic Restructuring

**David Gamboa**, Promotion

**Staff**, Organization

### STAFF

**Angela Landsberg**, Executive Director

**Kevin Clark** Assistant Director

## 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.

### 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

- Seven Grand Whiskey Bar had its grand opening on the 3rd.
- North Park Main Street and the North Park Planning Committee co hosted an informational meeting about the University Avenue Mobility Plan Environmental Impact Report.
- The North Park Main Street website was switched to the Wordpress system as the first phase of a website overhaul.

## August

- Planning began for the 4th annual Taste of North Park to take place in October.
- On August 23rd the City of San Diego Planning Commission denied a development permit for the Jack In the Box located on Upas Street and 30th Street. Jack and the Box requested to tear down the current building, construct a new building on the site and build a new drive thru which was not allowed under the City code. North Park Main Street along with community members, community groups, businesses and North Park Planning Committee, opposed the project based on review of the plans and supporting documents. The Planning Commission expressed many concerns with the proposed project including the impact to neighbors, lack of design aesthetics and unsafe egress through the alley. Jack and the Box had ten days to appeal this decision. No further plans for the project have been made public.

## September

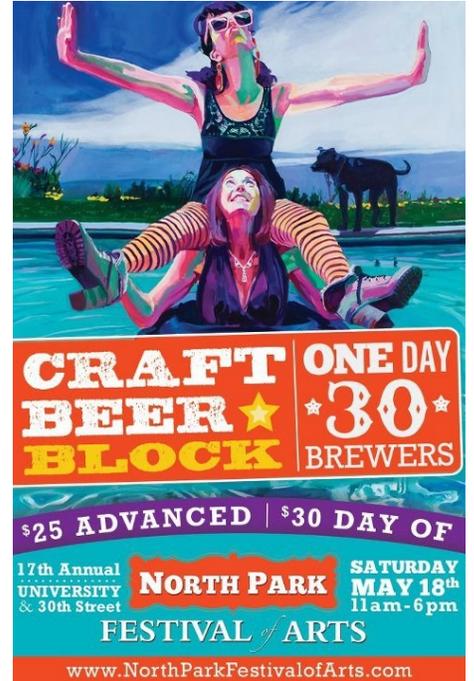
- NPMS held annual elections for the Board of Directors in September.

• North Park Main Street unveiled our community's first bike corral Thursday, September 6th. The corral is located at North Park Way and 30th Street and contains six bike shaped bike racks and holds twelve cycles. The corral was made possible through a collaborative effort. North Park Main Street procured the funds to purchase the racks through a grant from the County of San Diego, District Four Supervisor Ron Roberts. Installation of the corral was paid for by the City of San Diego with the support of Councilmember Todd Gloria. The removal of three parking spaces for the corral's installation received enthusiastic cooperation from the adjacent business, The Linkery, an advocate for sustainability and alternative transportation. The corral represents a commitment by North Park Main Street, a bike friendly business district, to improve and advocate for increased bicycle infrastructure and alternative transportation development in the district

• Forbes magazine listed the Hippest Neighborhoods in the nation and North Park came in #13. NPMS has sent press releases to all the major publications and Television stations with this news. Pacific Magazine, The Union Tribune, North Park News, City Beat and Uptown News all reported on North park's designation. We were contacted by the CW6, Fox 5, and NBC to comment on this as well.

## October

- Hosted the third annual Taste of North Park on Saturday, Oct 8th. This event drew over a thousand



*The Poster for the 2013 North Park Festival of Art*

patrons to the North Park commercial district.

- North Park Main Street partnered with I Love A Clean San Diego and the San Diego Chapter of the Surfrider Foundation to address the problem of cigarette litter in North Park by operating a pilot project to install ashcans on street poles in the public right-of-way. The installation of 10 district-wide ashcans should prevent close to 100,000 cigarette butts from reaching the ocean in its first year alone. North Park will install these cylinder-shaped cigarette receptacles throughout the BID at locations selected as the most impactful to the program. Businesses adjacent to the



# North Park Main Street's Highlights of the Year

receptacles will enter into an agreement with North Park Main Street to maintain them by emptying and cleaning them on a regular basis. North Park Main Street funded our portion of this pilot program with a grant from the Office of Historic Preservation

- The Interstate 805 gateway project was completed this month. The art installation recognizes where North Park and City Heights meet was completed, as well as, the installation of drought tolerant landscaping. The project owed a special thanks to Steve Codraro, the North Park nursery and the NPCA.

- Six board members were elected to the NPMS Board of Directors to serve from Oct 2012 to Oct 2014.

## November

- North Park Main Street negotiated a new 5 year lease for the offices at 3076 University Avenue. As part of the lease we negotiated a shared cost of tenant improvements. Trent Riley and San Diego City Homes donated \$500 to the remodel to allow for additional improvements. The remodel consisted of new skim coat, paint, constructed low walls, new energy efficient lights and new

tile in the bathroom. The carpet was pulled up and the concrete floors have been sanded and coated with a sealant. NPMS staff disposed of unnecessary items that had been taking up space for a number of years to make more space for working and meetings.

- North Park businesses have once again participated in Small Business Saturday on Saturday Nov. 24th. Small Business Saturday is a day to celebrate and support small businesses. Approximately 20 North Park Businesses offered incentives for the day. NPMS ran an ad in the North Park News and put together a marketing piece and map to distribute to shoppers leading up to the event.

- NPMS hosted a Toyland Parade fundraiser on Thursday, November 29th at Queen Bee's.

## December

- The 49th Annual Toyland Parade took place on Dec 1st. The parade was a wonderful success with hundreds of parade participants and thousands of spectators.

## January

- The North Park Festival of Arts Committee begins meeting and

planning for the 2013 Festival of Arts.

- North Park Main Street and Seven Grand hosted a New Year's Member party on January 17th. Seven Grand mixed up a special North Park cocktail for the event to be enjoyed by attendees.

- North Park Main Street and Car2Go are sponsored a dining event on January 18th in North Park. San Diego Car2Go members who drove a car2go to North Park, go to drop off the car with a special valet service.

## February

- North Park Main Street partnered with San Diego Green Building Council to kick off the implementation plan made possible by North Park Main Street's grant from the Office of Historic Preservation. The event was held on Wednesday Feb 20th at Casa De Luz. Complimentary tickets were provided to the first 30 North Park businesses who registered.

- North Park Main Street concluded its safety patrol pilot program. After determining from Elite Security Patrol reports that no crimes of any kind were witnessed or responded to during the pilot



*A nice night out on the patio at Carnitas Snack Shack.*



*North Park's newest bike corral located in front of Toronado.*

# North Park Main Street's Highlights of the Year

program time frame

## March

- The North Park Main Street staff began working to implement a parklet program with the support of City Staff in December 2012. Through a number of meetings with the Mayor's office staff and City departments a pilot project went into place. The first will parklet was planned for in front of Café Calabria. The parklet was designed by OBR Architecture pro bono.
- Lyric Opera filed for Federal Chapter 11 bankruptcy approximately 18 months ago. Lyric continued to operate and manage the theater. David Cohen and Verant Group were able to purchase a portion of the outstanding loan from previous bank loan holder. The deed on loan contains provisions that restrict the use of the theater for 50 years to a performance arts venue. Until the Federal bankruptcy court makes a decision it will be operated/managed by Lyric Opera.

## April

- The Board of Directors held a retreat on Saturday, April 27th at the Hotel Lafayette. The retreat was an opportunity to get to know each other better and introduce a new goal setting process.
- North Park Main Street voted to explore a campaign to gain funding to improve the area and provide maintenance for new capital improvements entering the area. The UAMP and North Park Mini-Park are both scheduled to be installed in FY 14. A Ad-hoc committee was formed to explore different types of financing. The committee explored the budget ,financing types and funding to pay for a campaign to establish a district.

## May

- The 17th Annual North Park Festival of the Arts took place on May 18th. This year the Festival was

moved to Saturday for the first time in its existence. 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.

- North Park Main Street staff, Eco District consultants, SDG&E representatives and San Diego Green Building Council representatives attended the Eco District Incubator in Portland for a 4 day workshop. Eco districts are a growing movement of cities taking on green neighborhood revitalization projects in an effort to create jobs, save resources and lower carbon emissions. NPMS collaborated with urban planners,, policymakers and community leaders from around the nation to develop Eco District roadmaps to take back and implement in our communities. The Incubator is designed around the pioneering Eco Districts Framework, which emphasizes the integration of smart infrastructure, green buildings and community engagement. Eco

Districts are new model of public-private partnership that emphasize innovation and deployment of district-scale best practices to create the neighborhoods of the future - resilient, vibrant, resource efficient. NPMS plans to create a comprehensive strategy to incorporate energy, water, waste, recycling, green infrastructure and mobility through work with the City elected official and stakeholders from a variety of professional and community organizations.

- For Bike to Work Day, North Park Main Street teamed up with SANDAG and local businesses North Park Bikes and Bluefoot Bar & Lounge to host a pit stop for the Bike to work day on May 17th. The pit stop was a huge success with almost one-hundred cyclist stop on their way to work and another one-hundred who rode past. The event was a great success and would not have been possible without the support of local businesses.

## June

- Began planning for the 4th Annual Taste of North Park in October.



*Some of the great fresh food available every Thursday at the North Park Farmers Market.*



**NORTH PARK MAIN STREET  
STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED JUNE 30, 2013**

<b>ASSETS</b>		2013	2012
<b>Current Assets:</b>			
Cash	\$	35,574	\$ 67,926
Accounts Receivable		25,383	17,738
Prepaid Expenses		6,284	5,309
Total Current Assets		67,241	90,973
<b>Fixed Assets:</b>			
Equipment		2,641	2,641
Leasehold Improvements		5,180	-
Accumulated Depreciation		(3,011)	(2,641)
Fixed Assets (Net)		4,810	-
<b>Total Assets</b>	<b>\$</b>	<b>72,051</b>	<b>\$ 90,973</b>

<b>LIABILITIES AND NET ASSETS</b>			
<b>Current Liabilities</b>			
Accounts Payable	\$	3,021	\$ 1,349
<b>Total Liabilities</b>		3,021	1,349
<b>Net Assets</b>			
Temporarily Restricted Net Assets		32,962	32,200
Unrestricted Net Assets		36,068	57,424
<b>Total Net Assets</b>		69,030	89,624
<b>Total Liabilities and Net Assets</b>	<b>\$</b>	<b>72,051</b>	<b>\$ 90,973</b>

**NORTH PARK MAIN STREET  
STATEMENT OF ACTIVITY FOR THE YEAR ENDED JUNE 30, 2013**

	Temporarily		Total	2012
	Unrestricted	Restricted		
<b>Revenue:</b>				
<b>Governmental Funding:</b>				
BID Reimbursements	\$ 66,000	\$ -	\$ 66,000	\$ 59,883
Small Business Enhancement Program Grant	18,125	-	18,125	18,137
Government Grant Income	17,198	26,962	44,160	25,900
Net Assets Released from Restrictions	32,200	(32,200)	-	(50,000)
Total Governmental Funding	133,523	(5,238)	128,285	53,920
<b>Other Revenue:</b>				
Special Events	218,524	-	218,524	226,511
Program Income	706	-	706	3,600
Grant Income	-	-	-	11,200
Other Income	550	6,000	6,550	12,629
Interest Earned	2	-	2	51
Total Other Revenue	219,782	6,000	225,782	253,991
<b>Total Revenue</b>	353,305	762	354,067	307,911
<b>Expenses:</b>				
Program	318,012	-	318,012	287,651
General and Administrative	56,649	-	56,649	48,499
<b>Total Expenses</b>	374,661	-	374,661	336,150
<b>Increase/(Decrease) in Net Assets</b>	(21,356)	762	(20,594)	(28,239)
<b>Net Assets Beginning of Year</b>	57,424	32,200	89,624	117,863
<b>Net Assets End of Year</b>	\$ 36,068	\$ 32,962	\$ 69,030	\$ 89,624

# How to Get Involved

## North Park Main Street Meetings

Design Committee	1st Tuesday	5:30 p.m.
Board of Directors	2nd Wednesday	7:30 a.m.
Economic Restructuring	3rd Tuesday	12:00 p.m.
Promotion Committee	3rd Thursday	11:00 a.m.
Organization	2nd Monday	Noon

All meetings are held at the North Park Main Street office at  
**3076 University Avenue, San Diego, CA 92104**

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

# Support North Park Main

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 donation  
to the following project (s):**

North Park Festival of the Arts \$ \_\_\_\_\_  
Sustainable North Park Main Street \$ \_\_\_\_\_  
Farmers' Market Development \$ \_\_\_\_\_

**TOTAL:: \$ \_\_\_\_\_**

***Make donations and annual membership pay-  
ments***

North Park Main Street

***Mail completed application and payment to:***

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

