

North Park Main Street Annual Report 2013—2014

July 1, 2013 through June 30, 2014



David Gamboa
President of the Board, North Park Main Street

North Park Main Street

3076 University Avenue
San Diego, CA 92104
ph: (619) 294-2501
fax: (619) 294-2502
npbid@northparkmainstreet.com
www.northparkmainstreet.com

2013-2014

BOARD OF DIRECTORS

David Gamboa, *President*
A7D Creative Group

Matt Gordon, *Vice-President*
Urban Solace

Trenton Riley, *Secretary*
San Diego City Homes, Inc.

Jeff Horvitz, *Treasurer*
Pacific Real Estate Services, Inc.

Lea Caughlan
URBN Coal-Fired Pizza

Steve Codraro
Generation 3 Development Co. Inc.

Mike Fish
Oh My Dog! Photography

John Stewart McGaughy
John Stewart Studios

Sara Morrison
Classics 4 Kids

Dang Nguyen
Bar Pink

Jason Noble
San Diego CityBeat

John Pani
Waypoint Public

Amy Paul
Pigment

Alma Rodriguez
Queen Bee's Art & Cultural Center

Mario Sanchez
Chase Bank

COMMITTEE CHAIRS

John Stewart McGaughy, Design

Trenton Riley, Economic Restructuring

David Gamboa, Promotion

Matt Gordon, 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

- NPMS began work on the formation of a Property and Business Improvement District (PBID).
- NPMS finalized city permit for San Diego's first parklet.
- NPMS initiated a new Hospitality Committee in coordination with North Park's restaurants, bars and entertainment venues.
- NPMS partnered with San Diego Green Building Council to hold a green business event to bring attention to the benefits of using eco-friendly products and recycling.

August

- Planning began for the 5th annual Taste of North Park to take place in October.

September

- NPMS held annual elections for the Board of Directors in September.
- North Park Main Street unveiled San Diego's first parklet. The parklet is located on 30th Street in front of Caffe Calabria. The parklet signifies a turning point in the City's desire to use streets as an asset for more than vehicle transportation. The parklet unveiling included Council President Todd Gloria and newly appointed Planning Director Bill Fulton. The parklet holds up to 25 patrons and is open to the public.
- NPMS hosted a wrap up party for the Eco-District project which yielded 3 green business events along with the release of the eco district video. Video is available on northparkmainstreet.com.

October

- NPMS hosted the 5th annual Taste of North Park on Saturday, Oct 5th. This event drew over a thousand patrons to the North Park commercial district.
- NPMS begins implementing a program to connect the hospitality industry with the major hotels in San Diego thereby increasing opportunities for visitors who come to the area. One hundred concierge binders were created for distribution.
- Six board members were elected to the NPMS Board of Directors to serve from Oct 2013 to Oct 2015.

November

- 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 30 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.
- North Park Main Street begins installing 3 new bike corrals in the district. The locations are 4026 30th Street, 3000 Upas Street and 3794 30th Street.
- North Park Main Street entered in to a 3 year contract with Alcazon to manage the growing Farmer's Market located on Herman Street and University Avenue.

December

- North Park Main Street held the

Poster for the 2014 North Park Festival of Art

3rd annual member Holiday Mixer at 7 Grand. Over a hundred business owners and community members were in attendance. This event serves to connect the many small business owners in the district with each other.

January

- The North Park Festival of Arts Committee begins meeting and planning for the 2014 Festival of Arts.
- North Park Main Street and Car2Go are sponsored a the second annual 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.



North Park Main Street's Highlights of the Year

February

- North Park Main Street entered into a contract for the formation of a new assessment district. This district will address the many maintenance needs in the area.
- NPMS honored its long time board president and founder Patrick Edwards at a ceremony including many of the residents and businesses who came to this area over the years.

March

- The North Park Main Street staff began working to implement parking changes in the district that would allow for more head-in parking thereby adding 45 new parking spots to the district.
- Developer Jonathan Segal unveiled the plans for a new mixed use development in North Park that will house 33/ 2 bedroom units and 9000 sq feet of commercial space.

April

- The Board of Directors voted to remove themselves from endorsing any and all alcohol license in the district.
- NPMS worked with local businesses to provide the City's Bike Share program with possible

locations for the Deco bike share stations. 14 locations were discussed and proposed. The stations are expected to be installed late 2014.

May

- The 18th Annual North Park Festival of Arts took place on May 17th. The festival brought over 30,000 visitors and residents to the district to celebrate San Diego's rich diversity and artistic community. The event stimulates creativity by providing an environment for both children and adults alike to immerse themselves in all forms of art, including painting, sculpture, music, dance, food, beer and fashion. The festival continues to grow each year, with increasing numbers of sponsors, vendors, and guests.
- North Park Main Street staff, Eco District consultants, and SDG&E representatives hosted a tour of North Park businesses who took advantage of the energy upgrades in an effort to become a certified Green Business. The tour was designed around the integration of smart infrastructure, green buildings and community engagement. 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.

- North Park celebrated Bike to Work Day with pit stops throughout the district hosted by North Park Main Street and SANDAG where bicycle commuters could stop by and enjoy treats and giveaways. Once again, local businesses North Park Bikes and Bluefoot Bar & Lounge generously hosted a pit stop again this year. 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 6th Annual Taste of North Park in October with plans to include more events and promotional activities leading up to the Taste.
- NPMS received a grant from the City's Economic Development and Tourism Authority to support tourism in North Park. Funds will be used in a marketing campaign to bring awareness to North Park as a destination for day trips.



Ribbon Cutting Ceremony for San Diego's first parklet



Local restaurants serve up mouth-watering samples at the 2013 Taste of North Park

**NORTH PARK MAIN STREET
STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED JUNE 30, 2014**

ASSETS		2014	2013
Current Assets:			
Cash	\$	31,242	\$ 35,574
Accounts Receivable		55,723	25,383
Prepaid Expenses		6,455	6,284
Total Current Assets		93,420	67,241
Fixed Assets:			
Equipment		2,641	2,641
Leasehold Improvements		5,180	5,180
Accumulated Depreciation		(3,750)	(3,011)
Fixed Assets (Net)		4,071	4,810
Total Assets	\$	97,491	\$ 72,051
LIABILITIES AND NET ASSETS			
Current Liabilities			
Accounts Payable	\$	250	\$ 3,021
Grants Payable		20,000	-
Total Liabilities		20,250	3,021
Net Assets			
Temporarily Restricted Net Assets		37,150	32,962
Unrestricted Net Assets		40,091	36,068
Total Net Assets		77,241	69,030
Total Liabilities and Net Assets	\$	97,491	\$ 72,051

**NORTH PARK MAIN STREET
STATEMENT OF ACTIVITY FOR THE YEAR ENDED JUNE 30, 2014**

	Unrestricted	Temporarily Restricted	Total	2013
Revenue:				
Governmental Funding:				
BID Reimbursements	\$ 66,000	\$ -	\$ 66,000	\$ 66,000
Small Business Enhancement Program Grant	20,462	-	20,462	18,125
Government Grant Income	48,119	10,188	58,307	44,160
Net Assets Released from Restrictions	6,000	(6,000)	-	-
Total Governmental Funding	140,581	4,188	144,769	128,285
Other Revenue:				
Special Events	244,967	-	244,967	218,524
Program Income	50	-	50	706
Grant Income	-	-	-	-
Other Income	19,149	-	19,149	6,550
Interest Earned	4	-	4	2
Total Other Revenue	264,170	-	264,170	225,782
Total Revenue	404,751	4,188	408,939	354,067
Expenses:				
Program	332,236	-	332,236	318,012
General and Administrative	68,492	-	68,492	56,649
Total Expenses	400,728	-	400,728	374,661
Increase/(Decrease) in Net Assets	4,023	4,188	8,211	(20,594)
Net Assets Beginning of Year	36,068	32,962	69,030	89,624
Net Assets End of Year	\$ 40,091	\$ 37,150	\$ 77,241	\$ 69,030

How to Get Involved

North Park Main Street Meetings

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

**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 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 donation
to the following project (s):**

*Make donations and
annual membership payments*

Amount

North Park Festival of the Arts \$ _____

Sustainable North Park Main Street \$ _____

Farmers' Market Development \$ _____

TOTAL:: \$ _____

Mail completed application & payment to:

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