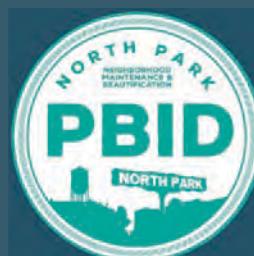




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**NORTH PARK  
MAIN  
STREET**

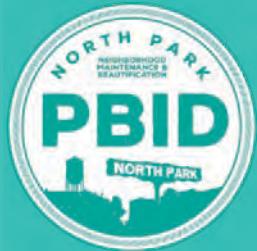
## ANNUAL REPORT

NORTH PARK MAIN STREET  
BUSINESS IMPROVEMENT DISTRICT  
PROPERTY BUSINESS IMPROVEMENT DISTRICT

# ABOUT NORTH PARK MAIN STREET

North Park Main Street is both a business improvement district established by the City of San Diego, and a Main Street program affiliated with the National Trust for Historic Preservation. As a volunteer-based, 501(c)(6) non-profit organization, North Park Main Street (NPMS) advocates for North Park's 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.

Initiated by property owners and managed by the North Park Main Street Board of Directors, the North Park Property and Business Improvement District (NPPBID) provides for special benefits, improvements and enhanced services within the PBID boundaries (see attached map). The NPPBID provides a variety of improvements such as streetscape, aesthetic appeal, advocacy, safety, cleanliness, economic development, sidewalk power washing, and increased amenities. All this is funded and directed by property owners.



# 2020: YEAR IN REVIEW

2020: the year of change. It was undoubtedly a challenging year for everyone, especially small businesses. However, it was also a year of new beginnings, innovation, community and even optimism for a better future.

Unfortunately, many businesses did not make it through the shutdown; each and every one of those businesses made a valuable contribution to our neighborhood and they will be greatly missed.



"Spread Love, Respect Life" Mural by Johny Pucci located at 2877 University Ave.



Photo by Pigment, located at 3801 30th St.



"Vote" artwork hung on the windows at Art Produce, located at 3139 University Ave.



Gregg Schloss stands in front of his business, A&B Sporting Goods in North Park. After 79 years in business, the store is closing as a result of the pandemic. (John Gastaldo/The San Diego Union-Tribune)

# STAFF



**Pictured left to right:**

*Angela Landsberg, Executive Director | Jamie Southerland, Executive Assistant & Marketing Coordinator | Freddie Carruthers, Maintenance Manager | Sergio Carranza, Maintenance Ambassador*

**Administrative Support (not pictured):**

*Stephanie Garner, Bookkeeping*

## 2020 BOARD MEMBERS

### EXECUTIVE COMMITTEE

*Joseph Balestrieri, President  
The Office Bar*

*Lara Worm, Secretary  
Bivouac Ciderworks*

*Al Kerendian, Treasurer  
International Design and Management*

*David Gamboa, Immediate Past President  
A7D Creative Group*

### BOARD OF DIRECTORS

*Andrew Greenberg  
Trilogy Management*

*Johnny Mercado, Community Rep.  
La Boheme*

*Cindy Cate  
Hello Birdie Nail & Lash Lab*

*Matthew Segal  
Jonathan Segal FAIA*

*Colin Mathewson  
Saint Luke's Episcopal Church*

*Paris Landen  
Observatory North Park*

*Han Tran  
Shank & Bone*

*Patrick Garbani  
Home + Hound*

*Patrick Cowan  
KZ Properties*

*Steve Billings  
CKS Acquisition LLC; Spin Tail LLC*

### OUTGOING MEMBERS

*Jason Noble  
San Diego City Beat*

*Steve Blasingham  
Tamarindo Latin Kitchen*

# A WORD FROM THE EXECUTIVE DIRECTOR



For the past 10 years, I have had the privilege of serving my board as the executive director of North Park Main Street. Witnessing the progress of this community has been one of the greatest experiences of my life. North Park business owners and community members have carried forward a vision set in place a decade before by dedicated champions of what has been called, "The little neighborhood that could". North Park's ascent to a nationally recognized destination for great food, entertainment, and shopping was created by design.

It is no accident that this centrally located, urban, walkable district started its come back in the 2000s after years of blight and forgotten glory. In the years that I've been fortunate to lead many of the efforts put in motion by my predecessors, I've witnessed amazing transformations – North Park's first brewery installing its two-ton brewing vessels in 2013, the North Park Theatre evolving into one of San Diego's first-class music venues, dilapidated storefronts transformed as the demand for retail, salons, and eye-catching window displays took their place. North Park arrived on the scene again, and stronger than ever.

Through a decade of tremendous growth, my admiration and awe grew for this come-back community of businesses, property owners, loyal consumers and the residents who call it home. I see all this from the perspective of someone who was raised in this community.

I remember the days long before sidewalk cafes lined our streets and the beloved North Park sign shined brightly, welcoming the hustle and bustle of the eclectic and diverse atmosphere. I have no doubt that despite the struggles we have faced this pandemic year, that North Park will once again display its durability, stamina and ingenuity.

This past year has taken its toll and the impacts of 2020 will not easily be forgotten. North Park isn't the only business district that has been decimated by this pandemic, but what makes our North Park exceptional is the will to overcome this hurdle. Our community stands together ready to put the past behind and show what we are made of. Our roots are strongly planted in knowing how to survive hardships, pivot through struggles, and work together to emerge stronger than ever. I am proud to lead an organization that represents such people.

To our 700+ business owners and 500+ property owners, I want to express my appreciation for your display of grace during this time of fear, and uncertainty. Your fortitude, generosity, and ability to navigate the rough waters of this storm inspire me each and every day. I say with confidence that the times ahead will prove once again that North Park has the heart and soul to overcome adversity and rebound with greatness.

*Angela Landsberg*  
Angela LANDSBERG  
EXECUTIVE DIRECTOR

# **FINANCIAL REVIEW: FISCAL YEAR 2020**

## **NORTH PARK MAIN STREET**

North Park Main Street is partially funded by assessments from business owners in the North Park Business Improvement District. These funds, while only 10% of our total budget, are wisely managed and leveraged to provide community programming and services that benefit North Park's diverse business community.\* Visit [our website](#) for our official audited financial documents.

**Total North Park Main Street EXPENSES: \$434,445**

**Total North Park Main Street INCOME: \$485,928**

\*BID assessments total is \$84,477. NPMS raised an additional \$401,451 in 2020 to support its operations and programs.

## **BUSINESS IMPROVEMENT DISTRICT ASSESSMENT FEES**

In 2020 NPMS collected \$84,477 in business assessments and another \$401,451 in funding from events, sponsorships, and grants. By leveraging the assessments collected from businesses we were able to provide our members with a number of benefits including promotions and marketing, maintenance and enhancement of the public right of way, individual assistance with grants and loans, and advocacy on issues critical to a vibrant economy for small businesses. The funds collected from business assessments are an important catalyst for our endeavors, but the bulk of funding is in thanks to our sponsors, staff and volunteers who work tirelessly to provide North Park with quality services, exciting events and programs that serve the entire community.

## **THE WORK WE DO**

- Galvanize local business leadership and enhance communication and collaborations.
- Host annual North Park events such as the SDCCU Festival of Arts in North Park, as well as the weekly North Park Thursday Market.
- Promote preservation of business community's historic character.
- Market North Park commercial district to attract investment and customers.
- Actively support North Park Art, Culture and Entertainment District.
- Promote urban village style planning principles and ensuring quality development.
- Assist developers, business owners and tenants to navigate regulatory requirements and access available resources.
- Coordinate efforts to address North Park transportation and parking issues.

# BID FISCAL YEAR 2020 EXPENDITURES BY PERCENTAGE

JUNE 30, 2019 - JULY 1, 2020

NORTH PARK  
**MAIN  
STREET**

TOTAL NPMS EXPENSES: \$434,445

**31%**  
SPECIAL EVENTS & MARKETING

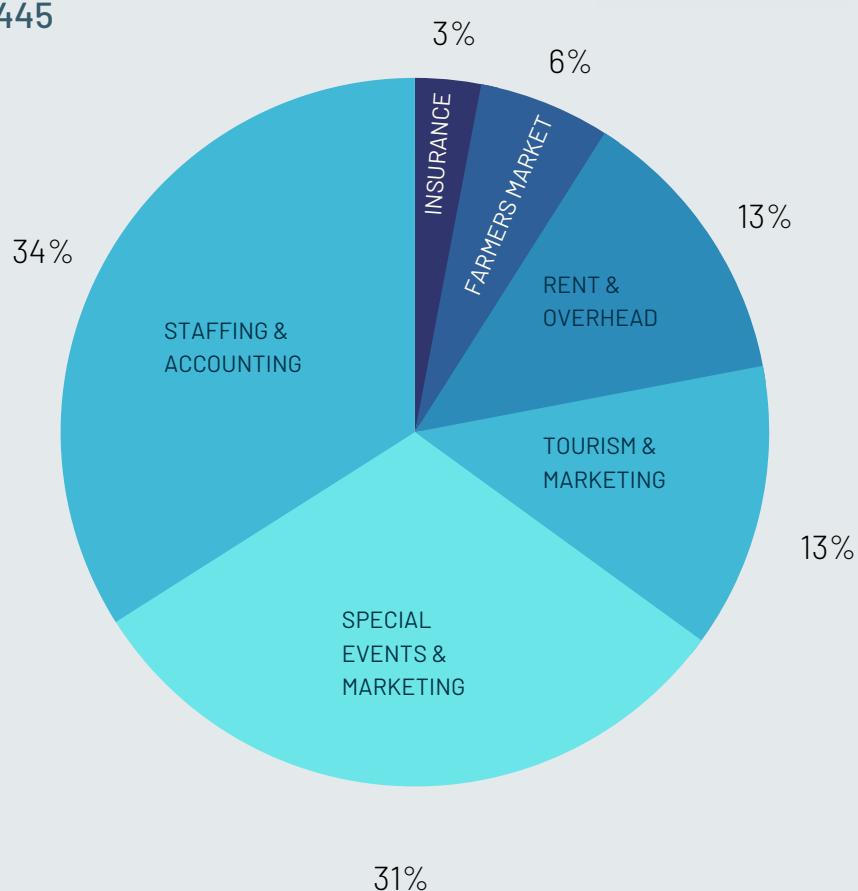
**34%**  
STAFFING & ACCOUNTING

**13%**  
TOURISM & MARKETING

**13%**  
RENT & OVERHEAD

**6%**  
FARMERS MARKET

**3%**  
INSURANCE



# BID FISCAL YEAR 2020 INCOME BY PERCENTAGE

JUNE 30, 2019 - JULY 1, 2020

TOTAL NPMS INCOME: \$485,928

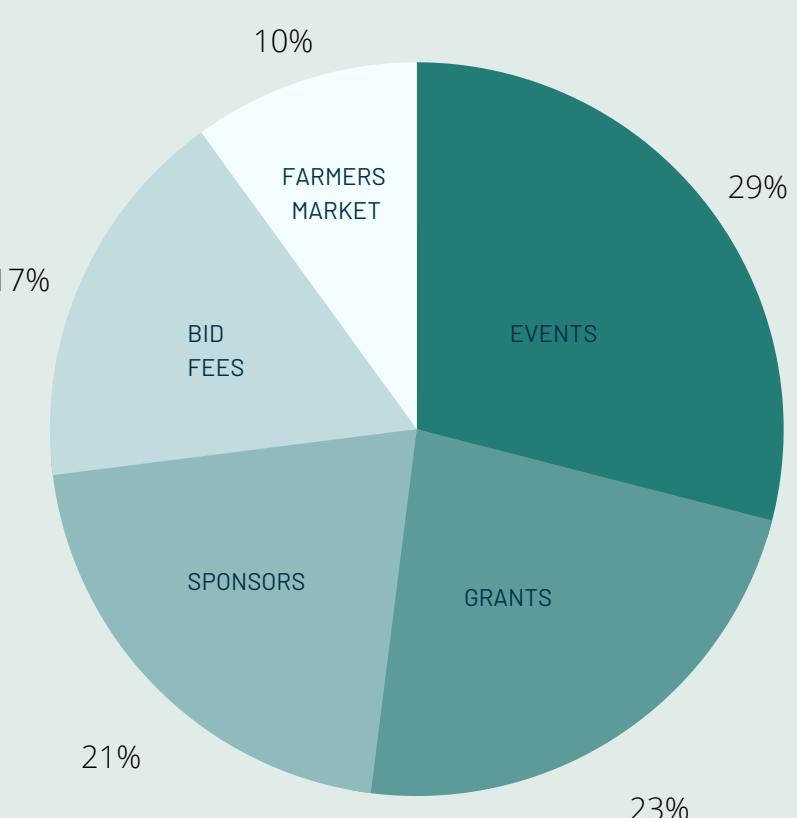
**29%**  
EVENTS

**23%**  
GRANTS

**21%**  
SPONSORS

**17%**  
BID

**10%**  
FARMERS MARKET



# THE NORTH PARK PROPERTY AND BUSINESS IMPROVEMENT DISTRICT



Initiated by property owners and managed by the North Park Main Street Board of Directors, the North Park Property and Business Improvement District (NPPBID) provides special benefits, improvements, and enhanced services within the PBID boundaries. The NPPBID provides a variety of improvements such as streetscape, aesthetic appeal, advocacy, safety, cleanliness, economic development, sidewalk pressure washing, and increased amenities. All this is funded and directed by property owners.

## Services Report January 2020 - December 2020

**373**  
GRAFFITI REMOVALS

**229**  
ABANDONED TRASH PICK UPS

**66**  
SHOPPING CARTS REMOVED

**667**  
STREET PRESSURE WASHES

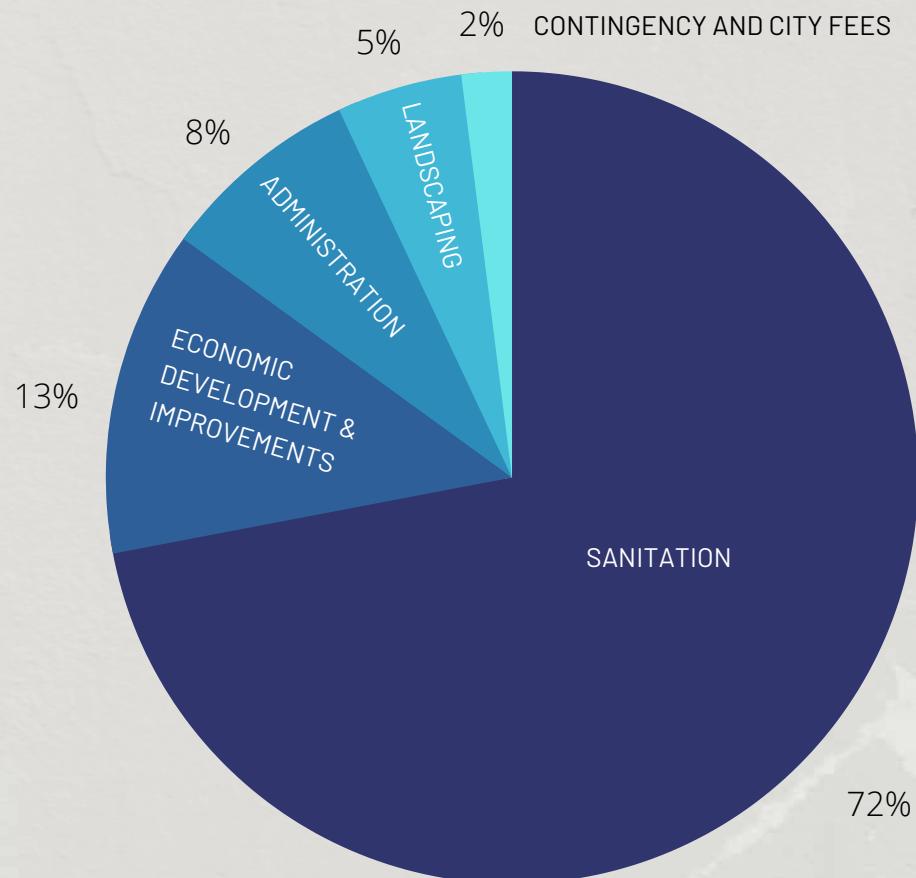
**1233**  
CURB SWEEPS

**69**  
FECES/URINE REMOVAL

## NPPBID BUDGET FUNDS FOR FISCAL YEAR 2020

JUNE 30, 2019 - JULY 1, 2020

**\$258,226.77**



# NPPBID EXPENDITURES 2020



Daily trash haul in North Park



Sticker & graffiti removal before and after in North Park

**5**  
percent

Landscaping

**72**  
percent

Sanitation

**13**  
percent

Improvements  
and economic  
development

**8**  
percent

Administration

**2**  
percent

City fees

# NORTH PARK MAIN STREET PRESSURE WASHING

In October 2020, North Park Main Street's PBID began offering pressure washing services in order to keep commercial and residential exteriors clean and to earn some extra income for our organization.

Our knowledgeable and trained staff are able to ensure the properties are thoroughly and safely cleaned. Maintaining your commercial or residential property with pressure washing prolongs the life of exteriors by avoiding expensive replacement costs and upholding the appearance of the property.

Service is limited to businesses within 5 miles of 92104. Quoted prices are subject to review based on square footage, access to property and level of service required.

## Our Services:

- Sidewalks
- Storefronts
- Café Patios
- Dumpster Enclosures
- Alley Cleaning
- Rooftop Decks
- Stairwells
- Residential



**NEW! NORTH PARK MAIN STREET PRESSURE WASHING**

**NORTH PARK**

**Our Services**

- ✓ Sidewalks
- ✓ Storefronts
- ✓ Café Patios
- ✓ Dumpster Enclosures
- ✓ Alley Cleaning
- ✓ Rooftop Decks
- ✓ Stairwells
- ✓ Residential

Dirt, bird droppings and trash are just a few of the things that keep your outdoor properties dirty. Keep your commercial and residential exteriors clean with North Park Main Street Pressure Washing! Our knowledgeable and trained staff will ensure your property is thoroughly and safely cleaned. Schedule pressure washing and exterior cleaning for your property in North Park and surrounding areas today. Contact us and get a quote today!

**CALL US! 619-294-2501**

North Park Main Street  
3939 Iowa St., Ste. 2  
San Diego, CA 92104  
[npbid@northparkmainstreet.com](mailto:npbid@northparkmainstreet.com)

Residential & Commercial Power Washing Experts!  
Maintaining your commercial or residential property with pressure washing prolongs the life of your exteriors by avoiding expensive replacement costs and upholding the appearance of your property.



**NEW! NORTH PARK MAIN STREET PRESSURE WASHING**

**Residential Service • Single Family & Multi-Family**

**starting at \$100**

**PRICING**

Find the perfect service for you!

NORTH PARK MAIN STREET MEMBERS		NON-MEMBERS
One-Time Service	2x a Month for 6 Months	2x a Month for 6 Months
Sidewalk Café Patio Starting at \$100	Sidewalk Café Patio Starting at \$150	Sidewalk Café Patio Starting at \$200
Storefront Starting at \$75	Storefront Starting at \$100	Storefront Starting at \$150
Dumpster Enclosure Starting at \$200	Dumpster Enclosure Starting at \$175	Dumpster Enclosure Starting at \$200

\*Service is limited to businesses within 5 miles of 92104. Quoted prices are subject to review based on square footage, access to property and level of service required.

**BOOK ONLINE at [NORTHPARKMAINSTREET.COM](http://NORTHPARKMAINSTREET.COM)**

OR EMAIL [NPBID@NORTHPARKMAINSTREET.COM](mailto:NPBID@NORTHPARKMAINSTREET.COM) FOR A QUOTE

# NORTH PARK MAIN STREET'S HOMELESS OUTREACH AND ASSISTANCE PROGRAM



In this photo from May, People Assisting the Homeless outreach specialist Jessie Angeles, right, talks with Terrance Pullum, who had recently moved into a City Heights apartment after living on the street. Under a new contract with the city, PATH will bring similar one-on-one outreach to other neighborhoods throughout San Diego. ([San Diego Union-Tribune](#))

## A ONE-ON-ONE APPROACH

Beginning In June 2019, North Park Main Street and the community of City Heights formed a partnership to address homelessness with an innovative approach that has had impressive results.

NPMS, the City Heights Business Association, Price Philanthropies, and the City Heights Community Development Corporation along with assistance from San Diego City Councilmembers Chris Ward and Georgette Gomez, came together to form a program aimed to engage and connect with homeless residents.

The goal of the Mid-City Homeless Outreach Program, a neighborhood-based collaborative, is to approach and engage homeless residents and to connect them to housing, services, and other supports.

The Mid-City Homeless Outreach Program is a proactive initiative that eliminates barriers to services by supporting homeless individuals where they live. This approach not only benefits the people who reside, work, and/or shop in these neighborhoods, but also homeless residents who receive consistent and trustworthy engagement from a dedicated Outreach Specialist.

Despite 59 positive exits from our program into housing in 2019, 204 unsheltered person remain in these neighborhoods (per Point in Time count).

# COMMUNITY INVOLVEMENT

North Park Main Street is a small organization doing big work. We could not do what we do without the help of our community partners. For this reason, we continually look for ways to collaborate, share information, and create projects that are inclusive and relevant to the people who live and work in North Park.



On November 14th, 2020, North Park Main Street and Plan Prepare Home hosted a neighborhood cleanup as a way to give back to the community, help the environment, and spread positivity. There was an incredible turnout with over 50 participants and we were able to cover all of North Park. Participants picked up trash and litter, covered graffiti, removed unwanted stickers and weeds.



Pictured is the City Council Candidate Forum that took place at St. Luke's Episcopal Church in North Park.



North Park Main Street's Annual Board Elections took place in April, 2020.

# ASSISTING OUR BUSINESSES DURING COVID-19

North Park Main Street (NPMS) is dedicated to supporting the interests of small businesses. 2020 brought a number of unprecedented challenges due to the Covid-19 pandemic. NPMS has continued making helping our small businesses and community members our #1 priority throughout the year.

As small businesses have had to constantly adapt to the ever-changing rules and regulations, we have remained right alongside them trying our best to make all adjustments go as smoothly as possible.

For instance, we have offered our assistance in the form of providing information and grant funds that were used to help businesses build outdoor dining spaces called "parklets". We provided a total of \$10,000 to a number of local businesses through our outdoor dining grant. We also created and distributed free "Open for Business" signs to all of our businesses to promote takeout and delivery.



Son of a Toast's outdoor parklet which was built with funds from NPMS's parklet grant.



NPPBID's Freddie Carruthers installing an "Open for Take Out" sign in front of Original 40 Brewing Company.

# GETTING INFORMATION TO YOU

North Park Main Street assisted North Park's small businesses by keeping up-to-date Covid-19 information readily available on our website and in our newsletters/e-blasts including county updates, CDC updates, grant and loan application instructions and more.

Additionally, we have dedicated our social media and many blog posts to promoting and advocating for small businesses.

## CALIFORNIA SMALL BUSINESS COVID-19 RELIEF GRANT

» APPLICATIONS AT [CARELIEFGRANT.COM](http://CARELIEFGRANT.COM)



A new small business assistance program from the State of California started Dec. 30th, and in 2021 businesses will receive support from the Federal Government's economic stimulus package. The San Diego & Imperial Small Business Development Center (SBDC), Supervisor Nathan Fletcher and The San Diego Foundation have partnered to make sure business owners and non-profit leaders can access the available resources.

Businesses and nonprofits can sign-up to receive the funds by visiting [www.CARELIEFGRANT.com](http://www.CARELIEFGRANT.com). This is not a first come first serve grant. The deadline is approaching quickly. All applications will start to be reviewed following the closure of the application period. These grants are to cover business expenses and specifically for small businesses hit by the pandemic.

### HOW TO APPLY

#### STEP 1.

GATHER THESE ITEMS

- Application Certification: Signed certification used to certify your business
- Business Financial Information: Most recent tax return filed (2019 or 2018) OR Copy of official filing with the California Secretary of State
- Government Issued Photo ID

#### STEP 2.

VISIT [CARELIEFGRANT.COM](http://CARELIEFGRANT.COM)



Submit ONLY ONE application online.

SUBMIT YOUR APPLICATION AT  
[CARELIEFGRANT.COM](http://CARELIEFGRANT.COM)

A NPMS infographic explaining the step-by-step process of applying for the California Small Business Covid-19 Relief Grant.

NORTH PARK  
MAIN  
STREET



OPEN NORTH PARK  
BUSINESSES & RESTAURANTS  
[CLICK HERE TO VIEW](#)



North Park Restaurants Offering  
Takeout & Delivery



JOIN THE COVID-19  
NP BUSINESS OWNER GROUP

[CLICK HERE TO JOIN](#)

Links and blog posts on our website dedicating to helping small businesses navigate Covid-19.

# OUR MARKET, OUR COMMUNITY



Soon after the start of the coronavirus crisis in March, The North Park Thursday Market, as well as many other farmers' markets across San Diego, were forced to shut down. Farmers markets are a critical ingredient to our nation's economy, food systems, and neighborhood revitalization which is why Governor Gavin Newsom decided to classify them as an essential food service after almost two months of being shut down.

As soon as farmers' markets were given the green light to reopen, a team of local North Park volunteers got to work. There were many modifications that had to be made in order to keep everyone safe and to abide by social distancing guidelines. For example, prepared foods could no longer be sold in the market -- only produce, flowers, prepackaged goods and 'covid-friendly' items.

Thanks to our team of volunteers, the North Park Thursday Market was able to successfully return with safety as the first concern. Market-goers were thrilled to purchase goods from some of their favorite vendors, and farmers no longer felt uncertain about whether or not they'd be able to sell their freshly harvested crops.



Hidalgo Flowers Vendor holds a bouquet of flowers.



North Park Thursday Market volunteers pose in their vests at the market.

## COVID-19 RULES

1. STAY HOME IF YOU'RE SICK. SEND SOMEONE TO SHOP FOR YOU.
2. COVER YOUR FACE. WE STRONGLY ENCOURAGE WEARING A FACE COVERING AND GLOVES.
3. MAKE A LIST SO YOU CAN SHOP QUICKLY AND EFFICIENTLY AND MINIMIZE YOUR TIME AWAY FROM HOME.
4. SHOP ALONE. ONE PERSON OUT = ONE PERSON IN. ONLY 30 PEOPLE ARE ALLOWED IN THE MARKET.
5. NO PETS. WE DO NOT HAVE ROOM. SEE #4.
6. MAINTAIN 6-FOOT DISTANCING IN THE MARKET AND IN LINE FROM SHOPPERS, VENDORS, AND STAFF.
7. POINT AND PURCHASE. DO NOT TOUCH PRODUCE AND PRODUCTS. TELL YOUR FARMER WHAT YOU WOULD LIKE TO PURCHASE.
8. NO CONSUMPTION OF FOOD OR BEVERAGE. PLEASE DO NOT CONSUME GOODS ON SITE, ENJOY AT HOME.
9. USE CONTACTLESS PAYMENT WHEN POSSIBLE OR EXACT CHANGE IF PAYING WITH CASH.
10. WASH YOUR HANDS REGULARLY. THERE ARE HAND WASHING STATIONS THROUGHOUT THE MARKET FOR YOU TO USE.
11. SHOP AND GO HOME. WE'RE GLAD TO SEE YOU BUT HEAD HOME SO SOMEONE ELSE CAN SHOP!



A flyer listing the safety rules for the modified essential farmers market.

# KEEPING THE TRADITION ALIVE

The year 2020 will not be known for its live music in the streets, bustling craft beer gardens, karaoke, or live art demonstrations with crowds of onlookers. Instead, this year required a creative pivot from our usual approach to events. With support from our friends at San Diego County Credit Union, Live Nation, West Coast Tavern, A7D Creative Group, and Asana Partners, we were able to produce an event that brought attention to the district, supported local businesses and celebrated all that North Park has to offer – food, beverages, art and music. Viewers tuned in twice a week to enjoy 30 minute segments on mezcal tastings, cooking demonstrations, art lessons and more from the comfort of their own homes. Keeping the brand of the SDCCU Festival of Arts front and center while bringing attention to our small business community resulted in a successful virtual event that drew the interest of thousands of online viewers. If we could not be together in person, at least we were able to bring the festival into the homes of our loyal fans. We hope to see you all back in the streets, dancing to the music in the coming year.



Pictured is a SDCCU Festival Arts flyer featuring our emcee Courtney Cordero.

An advertisement for the SDCCU Festival of Arts Virtual Event Series. It features a pink and yellow graphic with a butterfly and a lightning bolt. Text includes 'FACEBOOK WATCHPARTY THURSDAY OCT 29TH AT 7PM', '24th Annual SDCCU FESTIVAL OF ARTS IN NORTH PARK VIRTUAL EVENT SERIES', 'MEZCAL TASTING', 'Bar Pink COCKTAIL LOUNGE', and 'VISIT EXPLORENORTH PARK.COM FOR MORE VIRTUAL EVENTS!'. Below the main text are two smaller images showing mezcal bottles and a plate of tacos.

- |   |   |
|---|---|
| SAT. OCTOBER 10TH @ 3PM<br>Coffee Cocktail Making with Holsem Coffee    | THURS. OCTOBER 22ND @ 7PM<br>Live Art & Wine Tasting with Splash Wine                           |
| SAT. OCTOBER 3RD @ 3PM<br>Battle of the Bands                           | SAT. OCTOBER 24TH @ 3PM<br>DIY Nails with Hello Birdie  |
| THURS. OCTOBER 8TH @ 7PM<br>Cooking Demo with Cori Pastificio Trattoria | THURS. OCTOBER 29TH @ 7PM<br>Mezcal Tasting with Chef Matt Gordon and Dang Nguyen from Bar Pink |
| SAT. OCTOBER 17TH @ 3PM<br>DIY Plant Workshop with Pigment              |   |



Pictured is one of the event advertisements for the SDCCU Festival Arts, as well as the full line up of events.

# SHOP SMALL HOLIDAY EVENT



Rather than doing our usual Small Business Saturday event, this year, we decided to do a month-long promotional event to encourage everyone to shop small and support local this holiday season. Local businesses needed our support in 2020 more than ever before which is why we wanted to motivate everyone to shop locally before turning to big businesses like Amazon.

The Shop Small Holiday event gave everyone the option to shop locally in a safe, fun and convenient way. Rather than boosting Amazon's profits, shoppers could purchase gifts from locally-owned restaurants, salons, toy stores, boutiques, flower shops, pet stores, and novelty stores directly from our Explore North Park website.

North Park Main Street (NPMS) gathered holiday specials from various local business to incentivize customers to shop locally. We then added the links to our website so shoppers could purchase these items online in order to remain safe amongst the pandemic. NPMS advertised all of the participating small businesses throughout the entire month of December on all of our social media channels and in our newsletters. The event received lots of praise and media coverage.

This holiday season and into the new year, shop local and support your community by purchasing from your local retail, restaurants and service industry businesses. Our local stores are in need of your support now more than ever.

Sure, it's easy to buy from big online distributors but remember, your neighborhood business owners are relying on you to keep North Park going through this difficult time. Keep your dollars local and shop small!

Visit us at [EXPLORENORTHPARK.COM](http://EXPLORENORTHPARK.COM) and Shop Local!

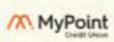
Address: [Catering HQ](#) • [Great Lakes Collective](#) • [Hund & Galler](#) • [Home & Hound](#) • [MLA Collective](#) • [Peek Concerts](#) • [White Label](#)  
The [Sunbeam Hotel](#) • [Dexter's Deli](#) • [Bivouac Ciderworks](#) • [Community Coffee](#) • [Original 40 Brewing](#) • [Encore](#) • [Hello Birdie](#) • [Lakeview](#)  
[Market](#) • [Crown Financial](#) • [888 Spirts](#) • [Bottlesmith North Park](#) • [Splash Wine Lounge & Bistro](#) • [Sparrow](#)



This year looks different but the NORTH PARK LIONS CLUB, proud sponsor of the 2019 Toyland Parade is here to support our community. We regret that there will be no parade this year but we respect the health and safety of the community and hope to be back to celebrate in the street in 2021. Please support local businesses and have a safe and pleasant holiday season.

Congratulations to the  
**BEST OF UPTOWN & DOWNTOWN NEWS WINNERS 2020**  
SUPPORT LOCAL BUSINESSES

THANKS TO OUR SHOP LOCAL PROGRAM SPONSORS



North Park Main Street's Shop Small Holiday Event spread in Uptown News magazine.

# MINI PARK PAVER PROGRAM & GROUNDBREAKING CEREMONY

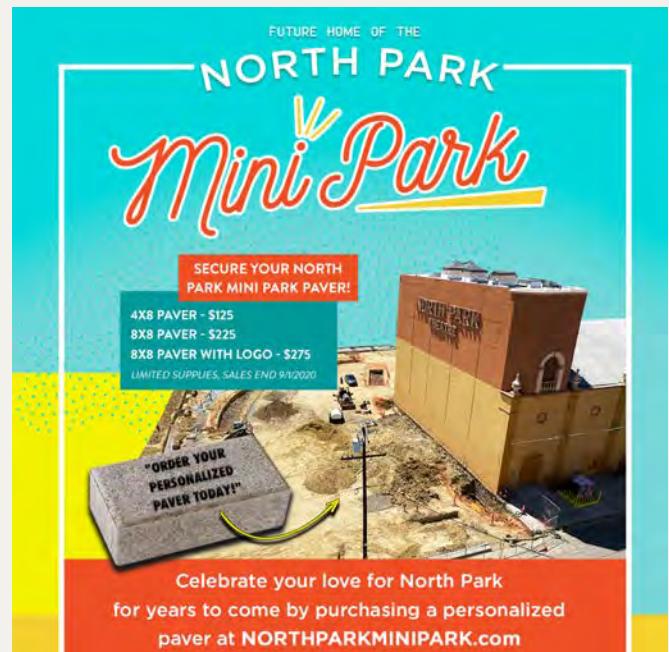
The North Park Mini Park is underway and will hopefully be finished in May 2021. The Mini Park will be located behind the Observatory Theatre right off 29th St and North Park Way. It will feature community space to gather with friends and family and host an array of events from live music, movie nights, and the weekly Farmers' Market.

On February 13th, 2020 North Park Main Street (NPMS) held a groundbreaking ceremony for the upcoming Mini Park in which county officials and community leaders spoke, including now-Mayor Todd Gloria and Assembly Member Chris Ward.

In July 2020, NPMS began a paver program fundraising campaign in which people had the opportunity to honor a loved one, highlight a local business or organization, and/or create a lasting memory with an engraved paver that will become a permanent part of North Park's Mini Park. All proceeds are going towards enhancements for the park.



*The North Park Mini Park construction site behind The Observatory Theater.*



*The North Park Mini Park Personalized Paver Fundraiser flyer.*



*Now-Mayor Todd Gloria speaking at the Mini Park groundbreaking ceremony.*



*A digital image depicting the finished North Park Mini Park.*

# NORTH PARK MURAL TOUR

North Park is filled with tons of amazing murals and artwork by talented local artists. In order to make sure these murals and artists get the recognition they deserve, North Park Main Street put together a [North Park Mural Guide](#) that includes photos, addresses and the artists of every mural in North Park.

Just visit our website at [www.northparkmainstreet.com](http://www.northparkmainstreet.com) and head to our blog posts to find the guide. Then, take a walk around North Park and check out all of the awesome murals - a perfect fun (and safe) activity for friends and families.



'Love Where You Live' mural by Kim Curran (Photo by Eric Scire).



Nomad Donuts mural by Nicholas Danger (Photo by Eric Scire).

# A FRESH LOOK: NEW BANNERS AND HOLIDAY DECOR



*One of the many new North Park banners on University Ave.*

The goal of North Park Main Street (NPMS) is to create and maintain a long-term strategic plan of North Park's development as a district that supports its property owners and business members. These activities are designed to improve the economic prosperity within North Park Main Street boundaries.

An important part of this plan is to provide the district with physical enhancements. Despite the challenges of this year, NPMS secured funding from San Diego County Credit Union to support the design, printing and installation of 52 new street banners designed by our own local business owners, Jason and Frida Gould of Visual Art Supply.



*A photo of one of the 2020 North Park holiday decorations.*



*Heart hands banner located at Illinois St & University Ave.*

Follow Along!



EXPLORENORTHPARK

# INSTAGRAM

## 2020 MEDIA CHANNEL RECAP

+11K followers gained  
with content reaching 6.8 million users

+151K users engaged  
ending the year with 62,894 followers

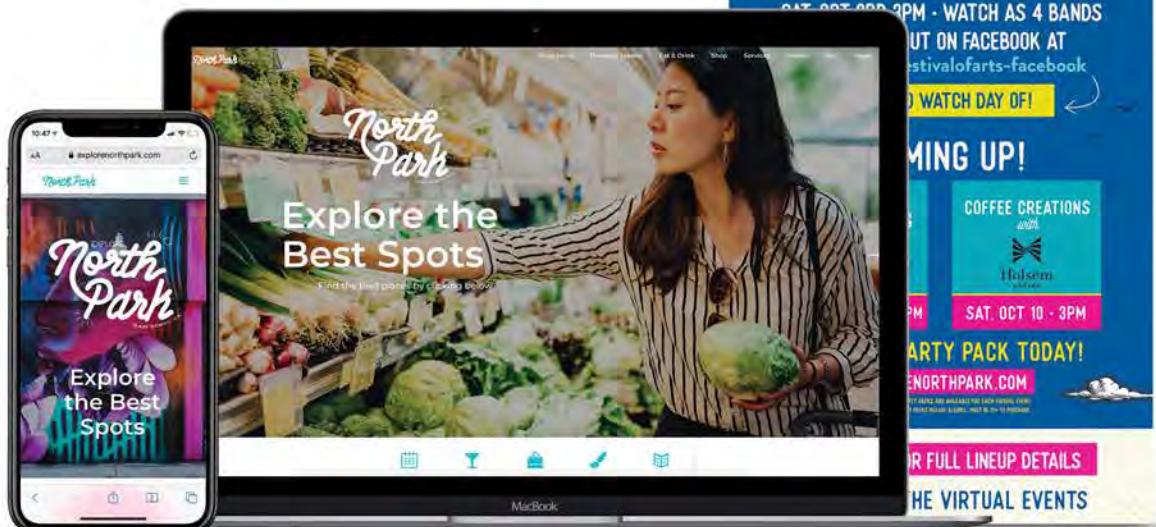
New!

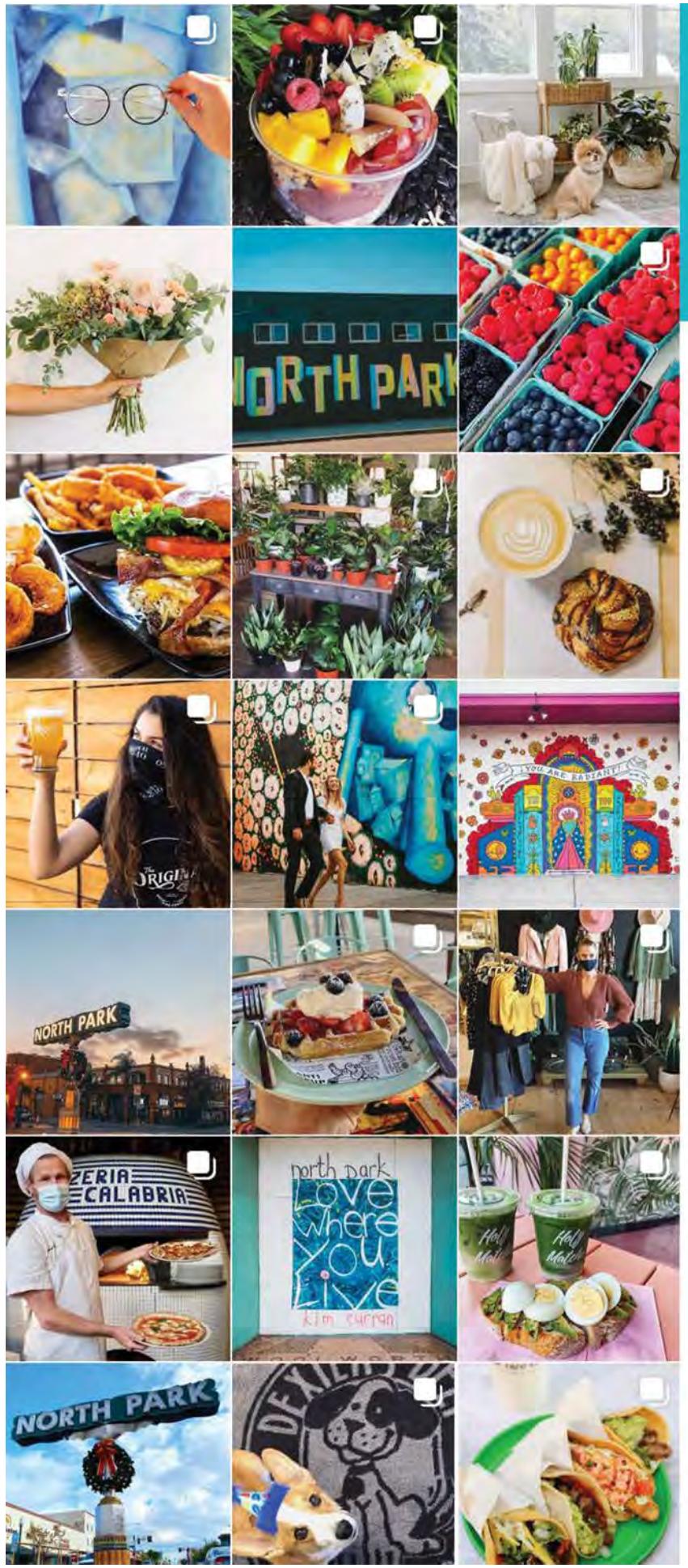
# WEBSITE

## 2020 WEBSITE RECAP

+88 subscribers gained  
ending the year with 12,752 subscribers

64K website visits from  
1/1/20 - 1/1/21





# EXPLORE NORTH PARK

A PROGRAM OF NORTH PARK MAIN STREET

## 2020 MARKETING PROGRAM RECAP:

### MAKING OF A SAN DIEGO DESTINATION

North Park Main Street understands the importance of making North Park a top tourist destination, for future growth and economic development. In 2020, Explore North Park strategically pivoted marketing strategies due to COVID-19 with quick transitioning to help promote, advertise and support local businesses. A new website was launched that gives users an inside look into everything North Park has to offer as a tourist destination, including roundups of local boutiques to shop small at, outdoor dining and takeout/delivery features for restaurants and more. Businesses in the community were highlighted with a strategic marketing plan, implemented and executed for each unique businesses marketing needs. Explore has continued to excel in the past year with digital marketing through social media, email marketing campaigns, content creation, graphic design and internal outreach to the community and media partners.

**Contact Angela Landsberg**  
[angela@northparkmainstreet.com](mailto:angela@northparkmainstreet.com)  
office: 619-294-2501

# NORTH PARK MAIN STREET 2020 BUSINESS OPENINGS

North Park Main Street has welcomed several new businesses to the North Park Business Improvement District this past year despite the challenges brought on by the Covid-19 pandemic.

Our office works diligently to encourage diverse business recruitment and growth and our efforts have seen great success as evidenced by the impressive list of openings in 2020. If you are considering opening a business in North Park, make our office your first stop for information and assistance.

- AxeVentures Axe Throwing

- Barre3 San Diego

- Blush Lash Bar

- Connect San Diego

- Eppig Brewery

- Flap Your Jacks

- Gather Coffee & Kava Bar

- Gelati e Peccati

- New PMU Academy

- Northside Shack

- Pure Press Juice Bar

- Soloman Bagel Company

- Tabu Shabu

- Twist

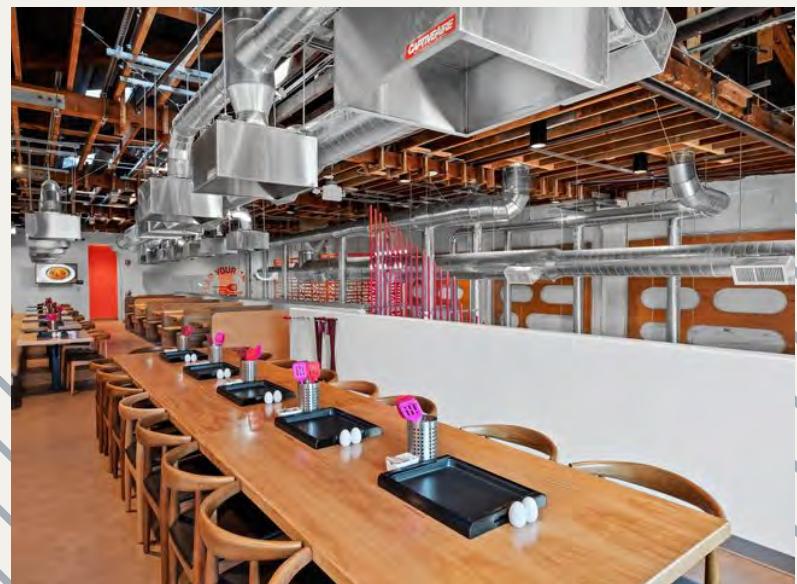
- Urban Bottega

- Whips n Furrs

- Yoga Box



Pure Press Juice Bar, 4111 30th St.



Flap Your Jacks, 3020 University Ave.



Solomon Bagel Company, 4152 30th St.

# BUSINESS OPENINGS CONT'D.



Eppig Brewing, 3794 30th St.



Gelati e Peccati, 3066 B University Ave.



Tabu Shabu, 3647 30th St.



AxeVentures, 3956 30th St.

# *In loving memory of Alfred David Kerendian*

NOVEMBER 14, 1952 – JANUARY 15, 2021



A photo of Alfred Kerendian, courtesy of dignitymemorial.com.

Alfred served as the secretary on our North Park Main Street board of directors. On January 15th, 2021, Alfred passed away after a year-long battle with cancer. He was an active member in the community for many years and played a critical role in the revitalization of North Park. He worked in real estate development and property management.

According to his loved ones, "he was helpful and generous to friends and family, and had the loyalty of his clients and employees who respected his honesty.

He shared his interests with his children, the enthusiasm for cars with Naseem and his love of concerts and music with his son, Christopher. He loved beer festivals, the latest electronic gadgets, international travel with his wife, Nayer, and the San Diego swap meet."

Alfred will be greatly missed by his fellow board members and all of North Park. Rest in peace, Al. Donations can be made to the [Prostate Cancer Foundation](#) in honor of Alfred.

With love, North Park Main Street.



## GET INVOLVED

North Park Main Street is supported by a volunteer Board of Directors. Committees work with the staff of NPMS to build a sustainable and complete community revitalization effort. All committee meetings are open to the public, and otherwise specified, meet at the North Park Main Street Office, 3939 Iowa Street - Suite 2.

*Board of Directors* meets on the 2nd Thursday of each month at 8:00 AM

\*Check [our website](#) for links to our 2021 NPMS Zoom meetings.

## CONNECT WITH US

[WWW.NORTHPARKMAINSTREET.COM](http://WWW.NORTHPARKMAINSTREET.COM)

FACEBOOK: [FACEBOOK.COM/NORTHPARKMAINSTREET](https://www.facebook.com/NorthParkMainStreet)

INSTAGRAM: [@NORTHPARKMAINSTREET](https://www.instagram.com/northparkmainstreet)

TWITTER: [@NPMAINSTREET](https://twitter.com/NPMainStreet)

[WWW.EXPLORENORTHPARK.COM](http://WWW.EXPLORENORTHPARK.COM)

FACEBOOK: [FACEBOOK.COM/EXPLORENORTH PArk](https://www.facebook.com/EXPLORENORTH PARK)

INSTAGRAM: [@EXPLORENP](https://www.instagram.com/explore_np)

TWITTER: [@EXPLORENP](https://twitter.com/explore_np)



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