



# NORTH PARK MAIN STREET

 NORTH PARK MAIN STREET | 2025



# NORTH PARK

# Agenda

1. Introductions
2. NPMS Organization Overview
3. Committee Overview
4. Explore North Park
  - a. SDTA by the Numbers
  - b. 2025
    - i. Goals
    - ii. Signature Events
    - iii. Marketing Calendar
5. How to Advertise with Explore
6. Q&A

 [EXPLORENORTH PARK.COM](https://EXPLORENORTH PARK.COM)

 [@EXPLORENORTH PARK](https://www.instagram.com/EXPLORENORTH PARK)



**Mark West**  
North Park Main Street  
Executive Director



**Anna Hopkins**  
A7D Creative Group INC  
Creative Director, Co-Founder



Thank you to our sponsors



# NORTH PARK MAIN STREET

## Business Advocacy - District Maintenance

### Where you go for:

- Information on doing business in North Park
- Permits - Sidewalk Signs, PROW
- Storefront Improvement Program
- Economic Development
- Mobility Project
- Access to Capital
- Marketing Support - NPMS Social, Newsletter

### What we advocate for:

- Clean & Safe Business District
- SED
- Outreach for the Homeless

### What we manage:

- Produce annual events with a staff and volunteers
- Manage a weekly Farmers Market
- Act as a liaison between City and State for North Park
- Write Grants
- Manage all City Growth | Mini Park, Mobility Plan

# EXPLORE NORTH PARK

## Consumer Facing Destination Marketing

Explore North Park is the go-to destination for discovering the best of North Park, providing a powerful platform for businesses to connect with locals and visitors alike.

### • **Your Hub for Consumer-Facing Destination Marketing:**

- The ultimate resource for things to do and happenings in North Park
- A seamless ticketing platform for NPMS-produced events
- A strategic marketing and advertising opportunity for local businesses

### Our Goals:

- Establish North Park as a top destination for visitors to San Diego
- Maintain a highly engaged audience and a trusted voice in the community
- Secure media coverage & inclusion in SanDiego.org press roundups

### What We Manage:

- Explore North Park Marketing – Amplifying the district’s reach
- Event Promotion – Driving attendance for NPMS-produced events
- Social Media & Content Creation – Engaging audiences across platforms
- Visual Identity– Creating compelling visuals to elevate brand messaging
- Community & Media Partnerships – Strengthening local business impact





# Questions?



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NORTH PARK MAIN STREET

# BOARD *of Directors*

Meets up to 2 hours per month to conduct, manage, and control the affairs of North Park Main Street. Want to get involved and contribute to the community... join us on the 2nd Thursday of each month.

## Our Goals :

- ✓ Advocate for and support the growth and success of North Park's business community
- ✓ Foster strong connections with business owners to strengthen community ties and collaboration
- ✓ Identify and address community challenges through collaborative solutions and proactive engagement

## Meeting:

*Held at the North Park Main Street office on the 2nd Thursday of each month at 9AM*





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*North  
Park*



NORTH PARK MAIN STREET

# ECONOMIC DEVELOPMENT *committee*



Meets 1 hour per month to discuss events & programming that directly impact the economic growth of North Park. Want to get involved with Explore North Park, North Park Music Fest, Taste of North Park and more...join us on the 4th Tuesday of each month.

## Our Goals :

- ✓ Develop and implement events and programs that drive foot traffic, increase sales, and enhance the business community in North Park.
- ✓ Refine event logistics, programming, and marketing to maximize success and reach new audiences
- ✓ Strengthen the identity of North Park as a vibrant cultural and economic hub through strategic event promotion and partnerships.

## Meeting:

*Held at the North Park Main Street office on the 4th Tuesday of each month at 11AM*



**NORTH PARK MAIN STREET**  
**UPCOMING**  
**EVENTS**

✦ **Thursday Market**  
Every Thursday @ 3:00PM - 7:30PM  
**North Park Mini Park 3812 29th St.**

✦ **Community Yoga**  
February 23rd & March 23rd @ 10AM-11AM  
**North Park Mini Park 3812 29th St.**

✦ **Celebrating Success: Women's Mixer**  
March 9th @ 10:00 AM - 11:30 AM  
**Bivouac Adventure Lodge 3980 30th St.**



Interested in learning more about upcoming  
**North Park Main Street** events.. Visit [NorthParkMainStreet.com](http://NorthParkMainStreet.com)





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NORTH PARK MAIN STREET

# BEAUTIFICATION *committee*



Meets 1 hour per month to plan and execute special projects that promote a beautiful, vibrant, and thriving North Park. Want to get involved with murals, community cleanups, art installations and more... join us on the 4th Friday of each month.

## Our Goals :

- ✓ Finalize and showcase two murals by the end of 2025
- ✓ Organize and implement at least 2/3 cleanups each quarter to enhance neighborhood aesthetics
- ✓ Install artwork on three to five utility boxes per quarter, focusing on diverse, community-representative designs
- ✓ Identify and secure additional funding sources to expand committee activities and achieve a greater impact

## Meeting:

*Held at the North Park Main Street office on the 4th Friday of each month at 11AM*



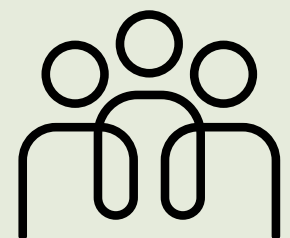
**NORTH PARK MAIN STREET**  
**UPCOMING**  
**EVENTS**



**Community Clean-up**

March 1st @ 10:00 AM

**North Park Mini Park 3812 29th St.**



Interested in learning more about upcoming  
**North Park Main Street** events.. Visit [NorthParkMainStreet.com](http://NorthParkMainStreet.com)





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## NORTH PARK MAIN STREET

# MOBILITY *committee*

Meets 1 hour per month to promote equitable access to the North Park BID by improving the safety and motility for visitors, residents, and businesses. Want to get involved with Mid-City Go, Public Signage, Walk-Audis and more... join us on the 4th Tuesday of each month.

### Our Goals :

- ✓ Enhance Security Measures in the Parking Garage
- ✓ Improve first and last mile transportation option
- ✓ Create Safer Walking Measures for Pedestrians

### Meeting:

*Held at the North Park Main Street office on the 4th Tuesday of each month at 1PM*







# Mid-City Go Shuttle Service

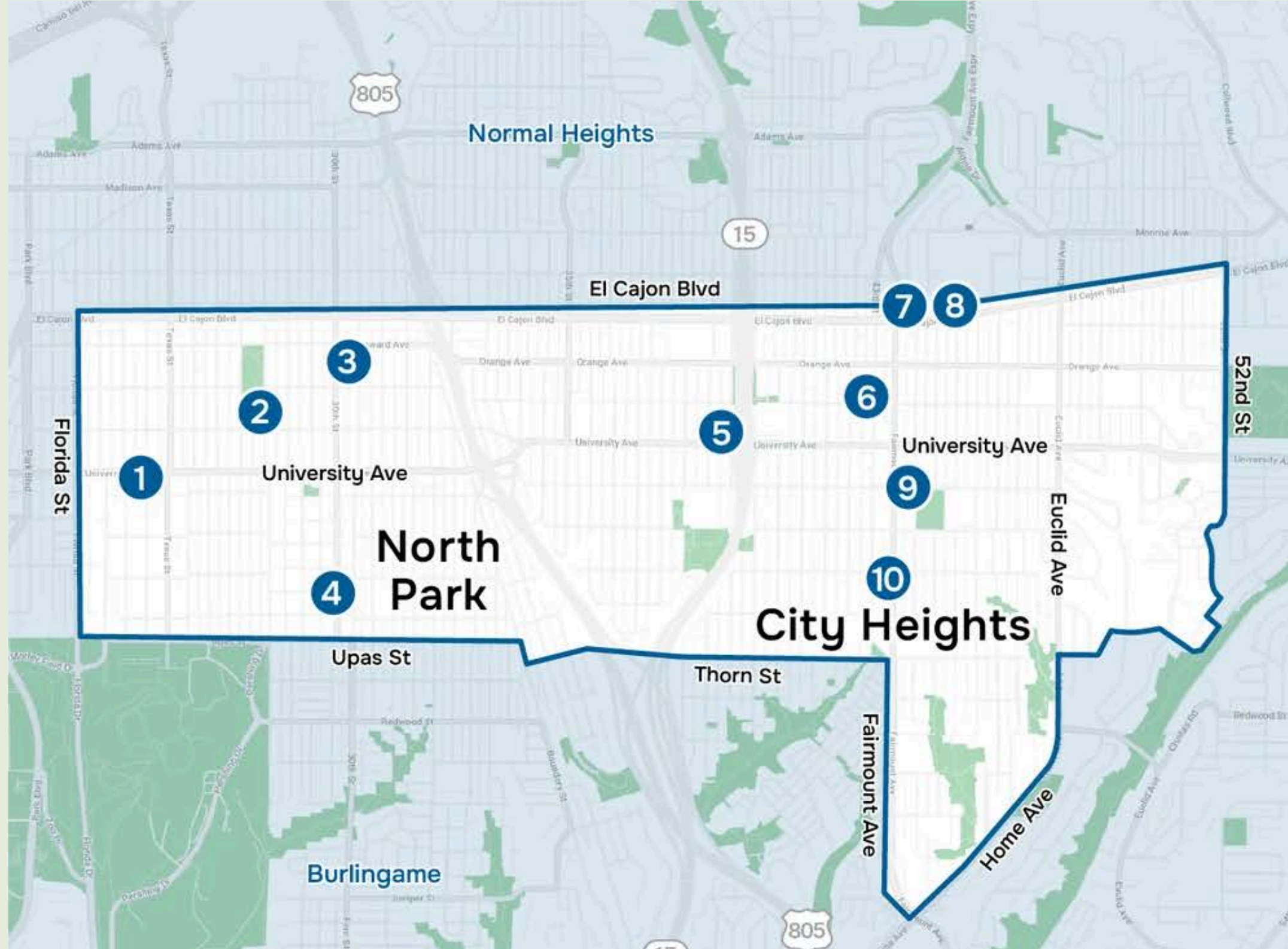
SERVICING CITY HEIGHTS & NORTH PARK, SAN DIEGO

North Park Main Street (NPMS) and City Heights Community Development Corporation (City Heights CDC) have This will be a three-year pilot program starts on **February 3rd and will be free through July 2025**. Funded by a \$1.5 million award from the Clean Mobility Options Voucher Pilot Program, with support from the California Energy Commission's Clean Transportation Program, the service aims to provide accessible and sustainable transportation.

Riders can book trips via a mobile app or call a dispatch center. Mid-City GO is part of California Climate Investments (CCI), working to reduce emissions and support disadvantaged communities. Learn more at **MidCityGO.com**.



# Service Map



## Popular Destinations:

- |   |  |
|---|--|
| 1 Smart & Final Extra!                  | 6 Mid-City Community Clinic            |
| 2 North Park Recreation Center          | 7 Harris Family Senior Residence       |
| 3 Vons                                  | 8 Herbert Hoover High School           |
| 4 North Park Family Health Center       | 9 City Heights/Weingart Branch Library |
| 5 Health Sciences High & Middle College | 10 Murphy's Market                     |

**Service Hours:** Monday - Friday 9 am to 5 pm



EXPLORE

# North Park

NORTH PARK MAIN STREET | 2025



# Explore North Park 2025 Goals

Strengthen community engagement, drive economic growth for local businesses, and increase awareness of everything North Park has to offer by fostering a deeper connection between residents and visitors, we will showcase North Park's vibrant arts, culture, dining, and retail scenes while ensuring its long-term vitality and success.



## Engaging the Community

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Facebook  
Instagram  
Youtube  
Email Marketing  
Google Ads

## Driving Economic Impact

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Seasonal Campaigns  
Events  
Digital Advertising  
Influencer Partnerships

## Raising Awareness

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Media Kit(s)  
Business Tool Kits  
Media Pitches  
Seasonal Roundups  
PR Partnerships

## Managing Place

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Upholding the Explore North Park brand experience ensuring a welcoming, authentic experience for all



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# Mission

EXPLORE NORTH PARK



Explore North Park is dedicated to showcasing and sustaining the unique character, culture, and energy of one of San Diego's most vibrant neighborhoods. Known for its thriving arts scene, innovative culinary offerings, and eclectic local businesses, North Park is a place where visitors and residents share a deep appreciation for its dynamic spirit and sense of community.

To ensure North Park's continued success while preserving what makes it special, Explore North Park is committed to both Managing Place and marketing the neighborhood as a premier destination. By intentionally balancing the quality of life for residents with an exceptional visitor experience, we aim to foster responsible growth, support local businesses, and maintain North Park's authenticity and charm.



- > **Managing Place through thoughtful programming and partnerships that prioritize economic growth.**
- > **Marketing local businesses with programs and events like Explore Local, Shop North Park, Taste of North Park.**
- > **Promoting North Park as a premier destination for art, culture, dining, and shopping in San Diego.**
- > **Driving sustainable tourism and economic development while preserving North Park's unique identity.**
- > **Highlighting North Park's walkable, creative, and community-focused environment.**
- > **Facilitating economic development through strategic investments to drive long-term neighborhood vitality.**

# SAN DIEGO TOURISM INDUSTRY

2024 FISCAL YEAR AT A GLANCE  
JULY 2023 TO JUNE 2024



**32 MILLION**  
ANNUAL VISITORS

**55%**

OF DOMESTIC VISITORS  
ORIGINATED FROM  
REGIONS OUTSIDE OF  
CALIFORNIA



**\$14.6 BILLION**

IN SPENDING

Why Consumers visit San Diego?

Leisure: 85%

Business: 13%

Other: 2%

CONSUMER TRAVEL  
SPENDING

Lodging: \$4.23 billion

Restaurants: \$3.07 billion

Shopping: \$2.77 billion

Attractions/Events: \$1.75 billion



# NORTH PARK MUSIC FEST



Signature  
Events  
—  
2025



# EVENTS BRING TO NORTH PARK

## Increased Foot Traffic:

- Thousands of attendees explore North Park businesses, driving sales and brand awareness.

## Revenue Generation:

- Restaurants, bar, boutiques and breweries benefit from direct sales and long-term customer retention.

## Brand Visibility & Tourism:

- Showcasing North Park as a must-visit culinary and cultural destination, attracting repeat visitors.

## Community Engagement:

- Live art, craft beer, spirits, art, food and music enhance the cultural vibrancy, making North Park a hub for local and regional entertainment

## Ways to get involved:

- Sponsorship
- Activations
- Collaborative Marketing
- Vendor Booth
- Volunteer / Attend Economic Development Committee

Signature  
Events  
—  
2025



**NEW FORMAT**



# **NORTH PARK MUSIC FEST**

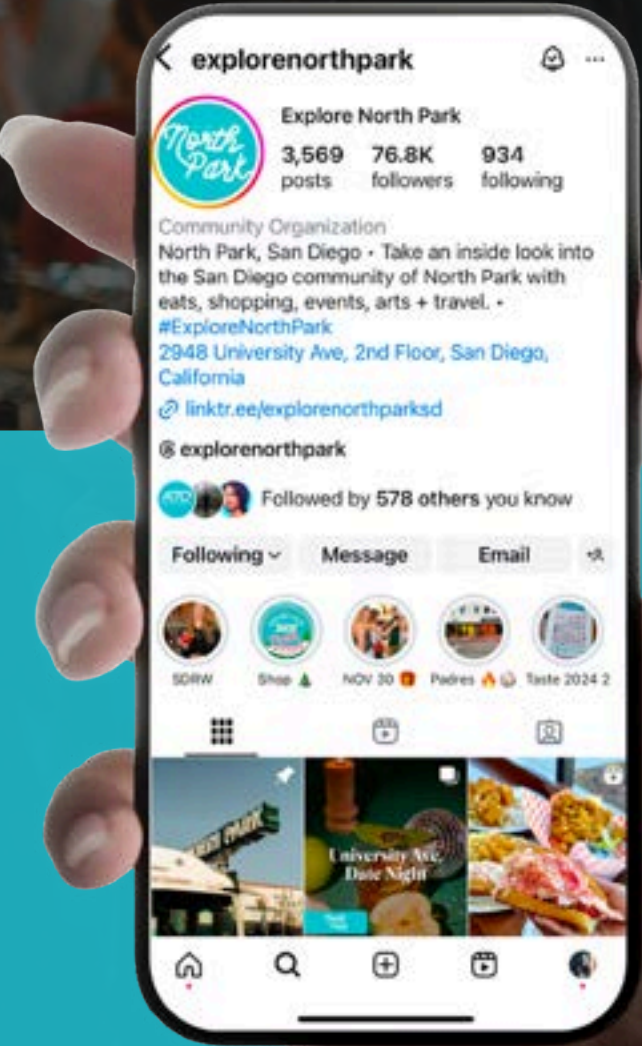
**FRIDAY, JUNE 6th and SATURDAY, JUNE 7th**

Celebrates North Park's vibrant music and arts culture by featuring live musical acts stationed throughout the neighborhood, complemented by activated boutiques, local businesses, and interactive activities. Participants will stroll through North Park, enjoying diverse performances, exclusive boutique offerings, and unique community experiences.



# IMPACT, REACH & OPPORTUNITY

♥ @EXPLORENORTHPARK



## SOCIAL MEDIA

**76.8K** **350K**  
INSTAGRAM FACEBOOK

370k MONTHLY AVERAGE VIEWS  
600 VIEWS PER STORY

## EMAIL MARKETING

**17.2K**  
SUBSCRIBERS

**28%**  
OPEN RATE

## PRESS COVERAGE

National & Regional  
Travel & Leisure  
AAA Weekender  
Trip Advisor  
LA Times  
New York Times

# WEBSITE OPPORTUNITY

- Business listing & directory
- Event round-ups
- SEO, greater digital reach
- Exclusive content, blogs
- Advertising

Home Things To Do Eat & Drink Events About

## EXPLORE North Park

Your Ultimate Guide to Culture, Cuisine, and Community

### Explore North Park, San Diego

Your Ultimate Guide to Culture, Cuisine, and Community Discover the vibrant neighborhood of North Park, San Diego, where the city's eclectic charm comes alive. Renowned for its diverse community, North Park is a cultural hub that seamlessly blends history with modern trends. The main thoroughfare, University Avenue, is the heart of this dynamic district, lined with hip cafes, craft beer bars, and unique shops that cater to both locals and visitors alike. Whether you're strolling through its pedestrian-friendly streets or enjoying the area's historic and trendy boutiques, North Park offers an unforgettable experience for everyone.

Art and culture enthusiasts will find North Park to be a haven for creativity. The neighborhood is home to numerous thoughtfully curated boutiques, historic North Park theater, and cultural events that showcase local talent and artistic

## Day & Night

Discover the diverse culture, the epicenter of San Diego's Craft Brew scene, and the vibrant boutiques and eateries that make North Park truly unique! By day or night, North Park offers experiences for all.

EXPLORE

DAY NIGHT  
(Tap to switch to nightlife)

self-care

### Eats & Drinks

North Park's diverse dining landscape, where options abound for every taste. From intimate coffee nooks exuding warmth to chic gastro pubs and breweries setting trends, and chef-driven establishments passionately curating menus with farmers' market locally sourced goods.

North Park's culinary scene promises a gastronomic adventure like no other. Whether you're seeking a cozy coffee retreat, a trendy brewery experience, or a farm-to-table masterpiece, North Park invites you to savor the flavors that define its eclectic dining experience.

EXPLORE MORE



EXPLORE  
*North Park*



# EXPLORE NORTH PARK 2025

## Seasonal marketing activities



### January

Health, Beauty, Fitness

Where to dine SDRW



### February

Valentines Gifting, Dates

Black History

Super Bowl

Presidents Weekend

### March

Woman Moving North Park

Spring, Shop, Decor, Dine

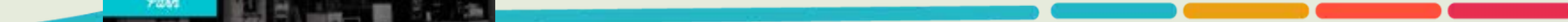
Padres

St. Patrick's Day

### April

Easter: Dine, Decor,

AirBNB - Spring Break



# EXPLORE NORTH PARK 2025

## Seasonal marketing activities



### May

Mothers Day: Gifting, Dining

Memorial Day Travel

Cinco de Mayo

### June

Fathers Day: Gifting, Dining

Rock n Roll, Music Fest

PRIDE

### July

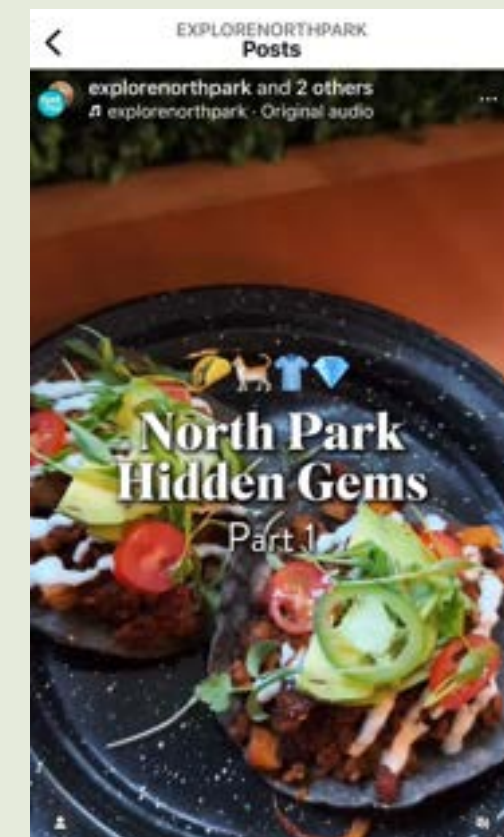
Celebrating PRIDE

Summer Travel

### August

Back to School

Summer Sessions



# EXPLORE NORTH PARK 2025

## Seasonal marketing activities



### September

Labor Day Weekend

Fall Roundup: SDRW, Football

San Diego Restaurant Week

### October

Taste of North Park

Padres



### November

Thanksgiving Decor, Dining

Explore Local, Shop North Park

Fall Cocktails & Dining

### December

Holiday Gifting, Dining

New Years





# EXPLORE ADVERTISING

## OPPORTUNITIES

### ✦ **Multi-Channel Advertising Package: \$1,500**

Explore North Park Business focused marketing campaign offers four strategic evergreen, measurable and unique campaigns

#### **Campaign Types**

**Educational:** Help sales and raise brand awareness with Business Q&A interview

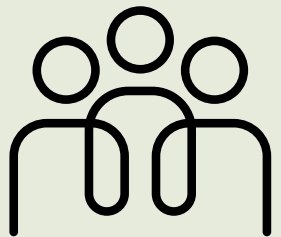
**Contests:** Focuses on reach, buzz and brand awareness, email opt in

**Grand Opening:** Attracts new customers, engagement, increase brand awareness

**Product Launch:** Buzz, Engagement and brand awareness

### ✦ **Explore North Park Instagram Reel, Paid Ad: \$499, includes \$100 boost**

### ✦ **Explore North Enhanced Web Listing: \$449 annually**



Set up a discovery call to explore how advertising with **Explore North Park** can help boost your sales, and enhance your brand awareness!





# Questions?



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# THANK YOU!

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