

The North Park Way

Our mission is to promote development that supports arts, culture & entertainment while preserving the historic integrity of North Park.



April 2006

www.northparkmainstreet.com

NORTH PARK FESTIVAL OF THE ARTS

Event celebrates its 10th year on May 21, 2006

May 2006 – For the last decade North Park Main Street has organized one of the community's biggest events: The North Park Spring Festival. This year is the tenth anniversary of the event, and in recognition of the artistic and cultural renaissance of North Park the event has been renamed the North Park Festival of the Arts.

The Festival of the Arts will fill five blocks of University, from 30th to 32nd street, and last year attracted over 40,000 people. The entertainment ranged from local rock bands to children's and professional dance troupes to Brazilian folk music. The interactive arts area showcased artists demonstrating their craft. In addition, the event included over 150 vendor booths.

This year we plan to make the event become more of an arts festival by including more juried artists. Juried artists will also be in competition for the Best in Show prize.

The Festival of the Arts has been organized every year by a group of dedicated volunteers. For the last several years this committee of community members has been led by Daniel Bess. Serving as chair of the Festival Committee, Daniel Bess has helped guide the festival through experimentation and expansion into an event more focused on arts and culture.

This year the Festival of the Arts will include four stages. Each with their own brand of entertainment. In addition to many different local bands performing all day long, the festival of the Arts will

include the Radio Latina World Music Stage and San Diego County's only Dance Stage. Every year this stage is coordinated by Kathryn Irely of Stage 7 School of Dance. The Dance Stage features the best of San Diego's dance companies ranging from professional dance ensembles to children's dance schools.

Returning to the Festival this year is the Music in the Park stage. This stage is organized by North Park's local music stores, Page Drums, Acoustic Expressions, and the Windsmith.

Also part of the Festival this year is the Ray Street merchants. The organizers of Ray at Night will make their art part of this year's event. In addition, the Ceramic Artists of San Diego will be holding their annual Mud Fest on Ray Street this year.

The Festival of the Arts began in 1996 as a small block party on 29th Street next to the North Park Theatre. It soon expanded to include more vendors and more stages. Over the next ten years the event continued to expand and attract more and more people. In 2000, the event moved from 29th Street to its current location on University Avenue between 30th Street and 32nd Street.

Exciting volunteer positions are still available for the Festival of the Arts, and there are still vendor spaces available. For more information call (619) 294-2501 or go to www.northparkmainstreet.com.



Claire De Lune Named Business of the Year

April 2005 – North Park Main Street is proud to announce this year's Business of the Year is Claire de Lune!

Claire Magner founded Claire de Lune in 1998 and it has since grown to become one of San Diego County's most well known coffee lounges. Early on Claire worked hard to distinguish her business from the many coffee shops and lounges in San Diego. By including entertainment, food, and a different kind of atmosphere, Claire de Lune quickly became recognized as a "place to be" in San Diego.

Claire de Lune also participated in one of North Park's earliest and most successful Storefront Improvement Programs. The Odd Fellows building is still today one of the most attractive buildings in Downtown North Park. Claire, once again a leader in North Park's revitalization soon purchased the building.

Claire de Lune also regularly contributes to events in the community. On the day of the North Park Festival of the Arts, Claire de Lune regularly donates coffee to the early morning volunteers. Claire de Lune has also donated meeting space for many community workshops, in addition to coffee. Now eight years later Claire de Lune competes in North Park against eight other coffee shops including two national chains.



Claire de Lune – North Park's Business of the Year 2006

North Park Main Street

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Downtown News

North Park Welcomes Bluefoot Bar and Lounge

Owners Adam Cook, Cuong Nguyen and General Manager Chris Biason will be opening the Bluefoot Bar and Lounge and proudly claim it is the place for "The Coldest Beer in North Park."

Bluefoot Bar & Lounge is a friendly neighborhood bar, featuring 20 beers on tap, wine selection, cocktails, music, and dancing. The bar will have a sports bar atmosphere with five TVs and an outside patio for people watching. They also feature a large backroom lounge for dancing, special events, or just lounging around.

The owners are very excited to be part of the North Park community and are looking forward providing the neighborhood with a "friendly and comfortable place to hang out."

Bluefoot Bar and Lounge is located at 3404 30th Street at the corner of Upas and 30th. Their website is www.bluefootsd.com. Stop by when you get a chance and welcome Bluefoot to North Park!

New North Park Business: Byrum & Metzner Health, Family and Civil Law

Have a will, tax lien, domestic partnership or other legal matter you need help with? Or perhaps you have concerns about how Bird Flu could affect your family or your just-in-time supply chain, customer base or employee absenteeism.

The new attorney supervised North Park legal offices of Byrum & Metzner, Health Family and Civil Law (located above Urban Body Gym) provide paralegal services for virtually all legal matters. Byrum & Metzner also offer tailored health consulting and public speaking services regarding emergency preparedness and emerging health threats.

With 50 years of legal and public health experience between them, Byrum & Metzner are eager to assist North Park residents with legal matters. They are located at 3140 University Avenue #1 and can be reached at (619) 546-0995.

Grand Openings!

North Park Main Street is excited to announce the grand openings of both Heaven Sent Desserts and The Private Collector. Both businesses are wonderful assets to the North Park neighborhood and both are opening in April! Heaven Sent Desserts will be having a soft opening on April 3 and will be having their grand opening on April 29.

The Private Collector is open for business and had their grand opening celebration on April 8. Please visit these spectacular additions to our ever changing neighborhood. Welcome to the neighborhood!

North Park Main Street Needs Volunteers!!

Although North Park Main Street has a small paid staff to handle daily operations, the heart and soul of North Park Main Street and all main street programs across the country is the volunteers. In North Park these volunteers are business owners and managers, residents, design professionals, and interested parties that have all committed their time to make North Park a better place to live, work, and shop.

All of our committees play a crucial role in the rebirth of North Park. And each committee offers exciting volunteer opportunities from design review and planning to public art, to entertainment marketing.

If you are interested in volunteering call us at (619) 294-2501 or visit our website: www.northparkmainstreet.com.

Have you explored the Small Business Advantage?

Every day, the U.S. Small Business Administration and its nationwide network of partners help millions of potential and current small business owners succeed.

SBA and its partners help with:

- Starting Your Business
- Financing Your Business
- Growing Your Business
- Contracting Opportunities

Call (619) 557-7250 for information or visit us at www.sba.gov/ca/sandiego

All of SBA's programs and services are provided to the public on a non-discriminatory basis.



Graffiti Remover

now available through
North Park Main Street



North Park Main Street recently purchased heavy duty and light duty graffiti remover. Heavy duty graffiti remover is for brick, concrete, stucco, cinder block, and glass. Light duty graffiti remover is for plastic and painted surfaces. Both are completely biodegradable and non-toxic

As part of North Park Main Street's continuing efforts to remove graffiti, businesses in the North Park Business Improvement District may borrow these graffiti removers free of charge.

For more information or to borrow the graffiti remover please call (619-294-2501) or e-mail:
npbid@northparkmainstreet.com

Workshops, Classes and Information

How Business Can Cope With New E-and-U Waste Laws

Sandy Pasqua, San Diego Metropolitan Magazine, March 2006

E-waste is old computers, monitors, printers, fax machines that businesses long have relegated to closets and storage units and fretted about properly disposing of. Now a new law covers disposing of universal waste, or u-waste, like batteries, fluorescent light tubes and smaller devices.

Where's a law-abiding small business supposed to turn?

A good place to start, says KariLyn Merlos, environmental health specialist for the county, is the Web. Erecycle.org and ciwmb.ca.gov list the nearest recycling sites, what they will accept, address, telephone, hours of operation and other helpful information.

Don't be surprised if a recycler charges a fee for specific pieces, like computer CPUs, or by weight. But since January 2005, says Merlos, a recycling fee has been added to most electronic equipment purchases. So if a business can connect with a state-approved recycler, much of the disposal fee is waived.

Recyclers also point businesses toward non-profit organizations that will accept working electronics.

Kathrine Rehder, operations manager at IMS Electronics Recycling, says if the load is large enough, a recycler may even pick up the old waste free.

Where To Call or Click to Recycle E-And-U Waste

- Erecycle.org
- Ciwmb.ca.gov
- Sdcdeh.org
- Ilacsd.org
- Earth911.org
- I Love A Clean San Diego, (800) 237-2583
- Hazardous Waste Hotline (800) 714-1195
- Environmental Services Department, City of San Diego (858) 694-7000



APRIL SCORE WORKSHOPS

April 18	"How to Develop Your Competitive Advantage"
April 19	"Quick Books Advanced"
April 21	Women's Business Breakfast Series
April 22	"How to Start & Manage Your Own Business"
April 25	"16 Successful Business Tactics"
April 26	"How to Write a Winning Business Plan"
April 28	Women's Business Breakfast Series
April 29	"Marketing, Advertising and Branding"

To register call (619) 557-7272 or go to www.score-sandiego.org
Costs are \$25-\$74 depending on the course.

What is the SCORE Association?

The SCORE Association (Service Corps of Retired Executives) "Counselors to America's Small Business" is a nonprofit association comprised of 11,500 and growing volunteer business counselors throughout the U.S. and its territories. There are about 400 SCORE chapters in urban, suburban and rural communities. SCORE members are trained to serve as counselors, advisors and mentors to aspiring entrepreneurs and business owners. These services are offered at no fee, as a community service. SCORE was formed in 1964 and nearly



North Park Telephone Resources



Balboa Park Management.....	619-235-1100
Block Party Permits.....	858-495-7863
Bus & Trolley Information.....	619-233-3004
Code Compliance.....	619-236-5500
Council District 3 Office.....	619-236-6633
County Supervisor Ron Roberts.....	619-531-5544
Graffiti Control Hotline.....	619-525-8522
Illegal Dumping.....	858-492-5010
Mayor's Office.....	619-236-6330
North Park Theatre Box Office.....	619-239-8836
Police Non-Emergency.....	619-531-2000
Police North Park Storefront.....	619-284-1122
Potholes.....	619-527-7500
Residential Refuse.....	858-492-5060
San Diego Board of Education.....	619-725-5550
San Diego City Attorney.....	619-236-6220
San Diego City Clerk.....	619-533-4000
San Diego City Hall.....	619-236-5555
San Diego County Clerk.....	619-237-0522
San Diego County Courthouse.....	619-694-3900
San Diego County Information.....	619-694-3900
Small Business Liaison.....	619-446-5211
Street Light Repair.....	619-527-7500
Street Sweeping.....	619-527-7500
Traffic Signal Out.....	619-527-7500
Tree Maintenance.....	619-527-5465

Neighborhood Buzz

Discover New Ways To Cut Costs With An Easy Energy Analysis

San Diego Gas & Electric® offers two free energy analysis options that can help you find new opportunities to save energy – and trim costs – at your business:

The online Business Energy Analyzer at www.sdge.com/analyzer. This is a quick way to receive energy-saving recommendations. Just take a few minutes to answer some simple questions about your facility's energy use, and SDG&E's online tool will do the rest – instantly.

An on-site energy audit. Call SDG&E's Energy Information Center at **1-800-644-6133** to schedule an appointment for an energy audit at your facility. During the walk-through, an SDG&E representative will evaluate your facility's equipment and energy use for potential energy savings. A detailed report will then be mailed to you. The on-site analysis may be particularly helpful if you have old, inefficient or high-maintenance equipment, or if you are considering retrofits for your facility.

Rebates and incentives available

Whether you choose an online or on-site analysis, some of the resulting energy-efficiency recommendations may qualify for SDG&E rebates or incentives. SDG&E's 2006 programs include increased rebate amounts and more qualifying measures so it's easier to fit energy-efficient upgrades into your budget and reduce your monthly operating costs. For details about programs offered as part of SDG&E's commitment to providing regional energy solutions, visit www.sdge.com/business or call SDG&E's Energy Information Center at **1-800-644-6133**.

North Park Annual Spring Yard Sale

Margot and Lisa Marie, Realtors that Rock, at Keller Williams Realty will organize and host the North Park Annual Spring Yard Sale. On Saturday, April 29, 2006, an estimated 50+ residents of the central North Park area, will be cleaning out their closets and garages and participating in the event. Realtors that Rock will take care of all the details, including maps, advertising and promotion. All residents need to do is be ready for buyers... early! Maps of participating residents are available, the day of, at 3586 Mississippi St. starting at 8:00 a.m. If you are interested in selling and live between University and Upas, and 29th and Mississippi, please contact Margot at (619) 825-5086.



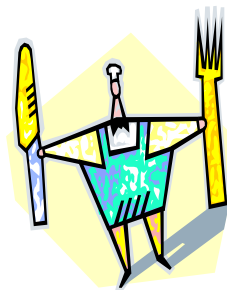
NORTH PARK REBUILDING TOGETHER DAY APRIL 29, 2006

The North Park Community Association invites everyone to participate in this year's North Park Rebuilding Together Day. Help beautify the neighborhood and provide some much needed assistance to a deserving North Park homeowner. The event takes place on April 29, 2006, from 8:00 a.m. to 5:00 p.m. at 3675 Pershing Avenue. Breakfast, lunch and drinks will be provided. All participants will receive a Rebuilding Together San Diego t-shirt!

The following services and materials are still needed:

- Plumbing services
- Carpet cleaning
- Flooring installation services
- Landscaping services
- Carpentry services
- Drywall repair services
- Interior and exterior paint
- 2 security screen doors
- Mail slot
- Linoleum
- Carpet
- Fencing
- Wood
- Fasteners (screws and nails)
- Plants
- Soil
- Kitchen cabinets
- Drywall

Please contact Kirsten Clemons at (619) 564-6144 or (619) 991-2604 or email kirstenclemons@yahoo.com if you are able to help or if you would like additional information.



**Lucky's
Golden Phenix
3804 Grim Ave.
San Diego, CA 92104
Tel: 619 297-2760**

The Underground Gourmet

Open since 1975, Lucky's Golden Phenix is a time honored classic in North Park. If you've never been in to see Lucky, you're missing out. The Golden Phenix is one of North Park's best kept secrets for a tasty, frugal breakfast.

Lucky's menu features all the regular staples of a hearty breakfast, eggs, toast, hash browns, and pancakes. A complete breakfast at Lucky's will cost you easily under five dollars! The best part of Lucky's Golden Phenix is the experience of one of North Park's oldest restaurants.

OPEN Monday through Saturday 7:30 a.m. – 12:00 p.m.
Closed Sundays

How to Get Involved

COMMITTEE	DAY	TIME	PLACE AND ADDRESS
Design	1st Tuesday	5:30 p.m.	North Park Main Street
Board of Directors	2nd Wednesday	7:30 a.m.	3076 University Ave.
Organization	Call For Schedule		3076 University Ave.
Promotion	1st Wednesday	6:30 p.m.	3076 University Ave.
Economic Restructuring	3rd Friday	9:00 a.m.	3076 University Ave.
North Park Festival of the ARTS	2nd Monday	6:30 p.m.	3076 University Ave.

All meeting dates and times are subject to change. Please call (619) 294-2501 for confirmation.

BECOME A MEMBER, VOLUNTEER OR JUST MAKE A DONATION TO NORTH PARK MAIN STREET:

Name

Address

Phone

Email

Tax deductible annual membership:
I'd like to make a tax deductible donation
to the following project(s):

\$50

Make annual membership payment and donations to:
BID Foundation – North Park

Sustaining grant for program operations
North Park Theatre restoration
Historic streetcar restoration project
Farmers' market development

Amount

\$ _____
\$ _____
\$ _____
\$ _____

Mail completed application and payment to:
North Park Main Street
3076 University Avenue
San Diego, CA 92104

TOTAL DONATION:

\$ _____



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

Postage
Required