



North Park Main Street Annual Report 2005-2006

July 1, 2005 through June 30, 2006

A Service of the North Park Organization of Businesses, Inc.

A letter from the President

This last year has been one of the most difficult years in recent memory for North Park Main Street. Since the retirement of Jay Turner our organization has been beset with financial and staffing problems that have affected our ability to carry out our mission: "To promote development that supports arts, culture, and entertainment, while preserving the historical integrity of North Park. To create a pedestrian-friendly destination for shopping, dining, and entertainment that supports our local businesses."

Since July 2005 North Park Main Street has had four different Executive Directors. This is not an acceptable position for our organization. In order for North Park Main Street to continue the exceptional work it has done in the past it is imperative that we hire a permanent Executive Director. It is also important that we return our office to the level of service that it had prior to fiscal year 2005-2006. The hiring of an Assistant Director is also extremely important to the operations of the program. With the establishment of the new strong mayor form of government we saw a primary source of our funding slashed. In addition, it was uncertain that this source of funding would continue beyond December 2006. We now have assurances from the City of San Diego that funding will continue so that we can afford a new, permanent Executive Director. These funds will only be temporary, and I cannot stress enough the need to develop a funding source that is reliable, and permanent. North Park Main Street is currently working with the City to create a PBID for North Park that would solve these income problems.

This past year had its good moments too. The Spring Festival was transformed in its tenth year into the North Park Festival of the Arts. The opening night was one of the most spectacular nights in the recent history of the neighborhood. The new parking garage was opened. This new mixed-use building will not only provide the neighborhood with parking but also houses a clothing store, a charter school, a costume shop, and a real estate office. Many new businesses opened their doors this year. Heaven Sent Desserts, Hawthorns, Kate Ross, the Rubber Rose, Mesh, and Dino's all show that North Park is a great place to live, shop, and do business. Despite the hardships faced by our organization North Park is still on the rise.

The most important element of our success is a strong Board of Directors. We, the Board of Directors of North Park Main Street must participate in the decisions and contribute to our committees: Design, Economic Restructuring, Organization, and Promotion. It is important to acknowledge that this is our organization, and that we need to decide what North Park Main Street is going to mean to us, and to the community in the years to come.

Last year was certainly a year of transition for North Park Main Street, and it's easy to dwell on our challenges and failures. But although I feel that it is important to recognize our mistakes, we also need to celebrate the successes of the program, and our strong community. North Park Main Street has been an essential part of North Park for the last decade, let's work together to keep it growing.

Patrick Edwards
President

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

2005-2006 BOARD OF DIRECTORS

Patrick Edwards, *President*
Antique Refinishers

Larry Stein, *Vice-President*
Warp-9 Imaging

Greg Hurst, *Secretary*
Caffe Forte

Lou Palestini, *Treasurer*
San Diego National Bank

Jordana Beebe
Associate Member

Josh Boen
5-Star Parking

Debra Cooper
Washington Mutual

Allisun Hollies
Associate Member

John Stewart McGaughy
Associate Member

Kate Ross
Kate Ross Clothing

Dr. Gregory Scott
Bacchus House

Hal Thomas
Thomas Realtors

John Zaring
1st Dragon/Private Collector

COMMITTEE CHAIRS

**John Stewart McGaughy and
Sasha Hopstock**
Design

Andy Hamilton
Economic Restructuring

Daniel Bess
Spring Festival

STAFF

Jude Thomas, Interim Executive Director

Melinda K. Pederson, Executive Assistant

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. The North Park Spring Festival and the North Park Thursday Night Market are an important portion of their work.

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

- Published the Summer 2005 issue of The North Park Way.
- Assisted in the installation of bicycle racks in Downtown North park.
- Changed the name of the *North Park Thursday Night Market* to the *North park Farmers Market*.
- Awarded \$2500 by the County of San Diego for the North Park Spring Festival.
- Received 72 trees for planting in North Park.

August

- Selected Jeannie Paddison Tidy was as the new Executive Director of North Park Main Street.
- Installed new street signs in the shape of the North Park sign were along Lincoln, University, and North Park Way.
- Reviewed and accepted the new Streetscape Manual created by intern Mishauno Woggon.
- Met with economic development experts in her first Economic Restructuring Committee meeting.
- Held the annual Spring Festival retreat to begin planning for the 2006 Spring Festival.



A scene from Ray at Night, San Diego's most successful monthly art walk

September

- Conducted the annual election of the North Park Main Street Board of Directors.
- Hired The Border Agency to be event coordinators for the 2006 North Park Spring Festival.
- Presented Jay Turner with a certificate of appreciation from the National Main Street Program.
- Published the Fall 2005 issue of The North Park Way.

October

- Held the Annual meeting at which the annual report and annual audit were distributed.
- Seated the newly elected Board of Directors.
- Met with the Groth Family to discuss future development ideas for their property.
- Provided aid and support to Lochlan Oliver's plans to locate a major desert restaurant in North Park.
- Received a 2 million dollar grant from SANDAG for the University Avenue Mobility Plan.
- Promoted the opening of the North Park Theater.

November

- Investigated North Park becoming a National Registry Historic District
- Held a highly successful workshop for merchants at the ER Committee meeting.
- Worked on the new juried artist application, vendor application, and press release announcing the arts poster contest for the North Park Festival of the Arts.
- Terminated the employment of Robert Powell as Assistant Director.

December

- Marched in the Toyland Parade as farmers, in order to promote the North Park Farmers Market.
- Changed the name of the *North Park Spring Festival* to the *North Park Festival of the Arts*.
- Held a meeting on the commercial impact of sidewalk construction during La Boheme's.
- Participated in the unveiling of the new murals on the corner of 31st Street and University Avenue.
- Held the annual Holiday Party.
- Published the December issue of The North Park Way.



Former Executive Director Jay Turner being recognized by Councilmember Toni Atkins

North Park Main Street's Highlights of the Year



Scenes from the 2006 Festival of the Arts



May

- Installed North Park Festival of the Arts Banners.
- Awarded \$50,000 in CDBG funds to go toward pedestrian improvements.
- Received approval from the city to use seeded aggregate on the sidewalk between 28th and Granada.
- Held the annual North Park Festival of the Arts.
- Attended training for BIDs on PROW regulations.

June

- Published the June issue of the North Park Way.
- Selected Jennifer Crawford as Executive Director.
- Continued work on the gift basket project for new residents.
- Appointed Jordana Beebe, Josh Boen and Kate Ross to the North Park Main Street Board of Directors.
- Selected John Zarling to represent North Park Main Street on the Redevelopment Project Area Committee.

January

- Hired Jennifer Crawford as Executive Assistant.
- Applied for Community Block Development Grants.
- Applied Successfully to close Ray Street for the monthly *Ray at Night* art walk.

- Attended a Business Development Workshop.
- Took a walking tour of the district to determine who will qualify for the Window Display Improvement Project.
- Published the March issue of the North Park Way.
- Accepted the Resignation of Jeannie Tidy as Executive Director.

February

- Attended the ribbon cutting for the new Parking Facility.
- Focused on new economic restructuring activities, including window display improvements and merchant assistance workshops.
- Published the February issue of the North Park Way.

April

- Attended a community wide town hall meeting at the North Park Theater.
- Attended the ribbon cutting of Heaven Sent Desserts.
- Worked on creating new resident welcome packets.
- Nominated Claire de Lune as Business of the Year.
- Decided on seeded aggregate sidewalks as the new project on between 28th and Granada on the south side of University.
- Published the April issue of the North Park Way.

March

- Applied for TOT Grants to assist in funding the Festival of the Arts.
- Began work on the new North Park Business Map.
- Selected a collaborative design by Jimmy Long and Tony Bejarano as the winner of the Festival of the Arts poster contest.



**NORTH PARK MAIN STREET
STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2006**

(From the "Financial Statements and Independent Auditors'
Opinion and the Supplemental Schedule of Functional Expenses
for the Year Ended June 30, 2006")

SUPPORT AND REVENUE	<u>TOTAL</u>
Government Appropriations	\$136,549
BID Assessments	\$ 28,000
Special Events	\$ 38,719
Farmers Market	\$ 7,528
Contributions	\$ 718
Other	\$ 2,453
Interest	<u>\$ 73</u>
Total Support and Revenue	<u>\$214,040</u>
 PAYROLL	
Salaries	\$128,794
Payroll Taxes	\$ 11,056
Employee Benefits	\$ 8,059
Total Payroll	<u>\$147,909</u>
 EXPENDITURES	
Banners	\$ 4,357
Staff Relocation Expenses	\$ 5,000
Decorations	\$ 2,645
Entertainment	\$ 8,255
Advertising	\$ 345
Artists	\$ 2,250
Equipment Rent	\$ 4,771
Event Coordinator	\$ 7,143
Supplies	\$ 16,596
Professional Fees	\$ 12,488
Conferences	\$ 175
Dues and Subscriptions	\$ 899
Printing	\$ 2,630
Project Design	\$ 27,793
Repairs	\$ 1,432
Insurance	\$ 10,019
Telephone	\$ 2,955
Taxes and Liscences	\$ 956
Outside Services	\$ 6,399
Postage	\$ 1,548
Rent	\$ 16,200
Utilities	\$ 3,165
Miscellaneous	\$ 4,351
Travel	<u>\$ 956</u>
Total Expenses (Expenditures & Payroll)	<u>\$291,871</u>
CHANGE IN NET ASSETS	(\$77,831)
NET ASSETS BEGINNING OF YEAR	\$122,341
NET ASSETS END OF YEAR	<u>\$ 44,510</u>

How To Get Involved

<u>COMMITTEE</u>	<u>DAY</u>	<u>TIME</u>
Design	1st Tuesday	5:30 p.m.
Board of Directors	2nd Wednesday	7:30 a.m.
Economic Restructuring	Call for Schedule	
Organization	Call for schedule	
Promotion	1st Wednesday	6:30 p.m.
Spring Festival	2nd Monday	6:30 p.m.

All meeting are held at the North Park Main Street office – 3076 University Avenue – unless otherwise noted.
Meeting dates and times are subject to change. Please call (619) 294-2501 for up-to-date information.



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

Postage
Required