



North Park Main Street Annual Report 2006-2007

July 1, 2005 through June 30, 2006

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

A letter from the President

Fiscal year 2006-2007 was a remarkable time for North Park Main Street, witnessing visible changes and receiving amazing support from the community. With the hiring of Executive Director Elizabeth Stuebaker, we have been able to move forward on a variety of new projects, as well as revisit old ones. Most notably, we have successfully reinstated the North Park Farmers Market with a new manager and location. We have also executed yet another memorable Festival of the Arts, received exceptional participation and praise for our "North Park is..." Banner Program, and partnered with the North Park Community Association on four different neighborhood cleanups.

North Park Main Street is working to create a pedestrian-friendly commercial district. We are currently coordinating with the City of San Diego on plans for infrastructure improvements, including new sidewalks, trash cans, trees, and directional signage. In addition, we have secured funding to install new tree grates, and accessible curb ramps which will increase ADA accessibility, and provide cleaner, safer sidewalks. In order to keep our members educated and in compliance with local, state, and federal regulations, we have included new information about ADA compliance on our website, www.northparkmainstreet.com. Our merchant mixer on August 6th focused specifically on this type of information, and the office will continue to post announcements on informational workshops.

In the spirit of keeping the community informed and involved, North Park Main Street has been proactive in hosting community educational walking tours and strategy meetings to discuss ways to decrease crime rates, graffiti, and transient issues. We have worked closely with the Police Department and the City Attorney's office to analyze and address these problems. Gradual progress is being made. One noteworthy example is the cleaning up of the former Drowsy Maggies building, which until then had been an illegal homeless encampment. Collaboration between North Park Main Street, the San Diego Police Department, and local businesses and residents continues. I am confident that noticeable improvements will be seen in the near future.

Many of you may be aware that North Park Main Street has experienced significant changes in our funding sources. Today, primary sources of funding are no longer available through the Redevelopment Agency. North Park Main Street has been working to develop a new funding structure, in order to continue its important work. Research has shown that expanding our district boundaries will help to alleviate some of the financial pressure, while allowing us the opportunity to extend our services over a greater area. Efforts are currently underway to complete this process.

This fiscal year saw the beginning of important projects that will take place over the next few years. The behind the scenes activity has been dynamic and innovative, from creating a park space to complement the North Park Theater, to planning the means by which art will be selected to adorn the parking garage. We have also seen the business community continue to evolve. Fashion boutiques Mesh, Kate Ross, Material, and Mimi & Red have hosted wonderful cross-promotional fashion show events, and the amount and diversity of restaurants and entertainment has grown with additions like El Comal, Bar Pink Elephant, Urban Solace, and the soon-to-open Eveoke Dance Studio. This is an exciting time for North Park, and North Park Main Street has never been more proud to help contribute to the neighborhood's revitalization.

Patrick Edwards
President

North Park Main Street

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2006-2007 BOARD OF DIRECTORS

Patrick Edwards, *President*
Antique Refinishers

John Stewart McGaughy, *Vice-President*
Associate Member

Kate Ross, *Secretary*
Kate Ross Clothing

Lou Palestini, *Treasurer*
San Diego National Bank

Ralph Baez
CVS Pharmacy

Jordana Beebe
Associate Member

Allisun Hollies
Associate Member

Cylanthia Hudson
Union Bank of California

Leon Natker
Lyric Opera San Diego
Stephen & Mary Birch North Park Theater

Dr. Gregory Scott
Bacchus House

Hal Thomas
Thomas Realtors

COMMITTEE CHAIRS

**John Stewart McGaughy and
Sasha Hopstock**
Design

Andy Hamilton
Economic Restructuring

Jordana Beebe
Promotion

Daniel Bess
Festival of the Arts

STAFF

Elizabeth Studebaker, Executive Director

Melinda 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

- Approved the Budget for Fiscal Year 2006-2007.
- Nominated John Zarling to sit on the North Park Redevelopment Project Area Committee (PAC) as North Park Main Street's representative.
- Walked the district with Farmer's Market Manager David Larson to discuss securing a new market location.
- Approved a Salt and Pepper seeded aggregate for sidewalk improvements.
- The Festival of the Arts Committee held a potluck retreat to celebrate and review the 2006 Festival.
- Inquired with the City regarding \$50,000 in Community Block Development Grant (CDBG) funds that were awarded to North Park Main Street for the Mobility Plan.
- Hired new Executive Assistant Melinda Pederson.
- The Business Improvement District (BID) Fees Committee met to select a new fees structure for the North Park BID.
- Formed an Art on the Parking Garage Subcommittee, composed of members from various North Park organizations.
- The Sidewalk Subcommittee met and reviewed the plans for the sidewalk project on University Avenue.
- The Promotion Committee discussed the new banner project for Downtown North

Park with banners designed by Jimmy Long.

- Collected promotional materials from businesses in the neighborhood for welcome bags to provide to the first phase of residents in the La Boheme condominiums.
- The Festival Committee began meeting to plan the 2007 Festival of the Arts.

August

- Published the August edition of the North Park Way.
- Sent out a survey to gauge business needs/concerns regarding parking and the new parking garage.
- Jennifer Crawford resigned as Executive Director of North Park Main Street.
- Jude Thomas returned to North Park Main Street as the interim Executive Director.
- Volunteers from the Greater North Park Community Planning Committee (GNPCPC) and the NPCA were appointed to participate in the Parking Garage Art Subcommittee.
- The first phase of residents moved into the La Boheme condominiums.
- Worked with George Franck (NPCA History Committee) to plan a walking tour of historic buildings in North Park.
- Hired McFarlane Promotions to work on marketing and sponsorship for the



11th Annual North Park Festival of the Arts.

- Wrote a letter supporting the San Diego Indie Music Festival.

September

- Worked to solidify funding for calendar year 2007.
- Conducted the annual election of the North Park Main Street Board of Directors.
- Celebrated the 5th Anniversary of Ray at Night.
- The Design Committee nominated Christopher Dye and Mike Petrogeorge to sit on the North Park Parking Management Working Group, which addresses parking issues on a neighborhood-wide level.
- The Economic Restructuring Committee continued to review the Window Display Project.



North Park Main Street's Highlights of the Year



- Wrote a letter supporting the Toyland Parade.
- Wrote a letter supporting the Orchids & Onions annual awards ceremony, to be held at the North Park Theater.

October

- Held the Annual Meeting of the Board of Directors.
- Seated the newly elected Board of Directors.
- Elected Officers for 2006-2007.
- Partnered with the NPCA to host the North Park Holiday Party and selected the Lions Club as the location.
- Met with Toni Atkins to discuss the future and funding of North Park Main Street.
- Formed a Selection Committee to hire a new Executive Director.
- Began advertising for the Executive Director position.
- Agreed to partner with the NPCA in order to fill the eligibility requirements for the charitable funds needed to move the pedestrian promenade project forward.

November

- Continued accepting applications for the Executive Director position.
- Provided input to a New School of Architecture student regarding his design project for the parking lot behind the North Park Theatre.



- Reviewed the latest draft of the Streetscape Design Manual, begun in 2005 by Mishauo Woggon and continued by Erik Plato.
- Orchids & Onions held their annual awards ceremony at the North Park Theater.
- Developed a 2007 work plan for the Economic Restructuring Committee.
- Submitted a Letter of Intent to apply for the Creative Communities San Diego grant for the 2008 Festival of the Arts.
- Analyzed crime and transient issues in the neighborhood.
- Walgreen's opened on University Avenue & 32nd Street.



December

- Judged the Seasonal Lighting and Decoration Contest. 2006 Winners were Heaven Sent Desserts for Best Window Display, and Shooterz for Best Exterior Display.
- Held the North Park Holiday Party at the North Park Lions Club in partnership with the NPCA.
- Recognized North Park Main Street's Volunteer of the Year Jimmy Long, Board Member of the Year Lou Palestini, and 2006 Friend of North Park Main Street Scott Kessler.
- Announced the completion of the Streetscape Design Manual.
- Approved a design for new tree grates.
- Completed interviewing candidates for Executive Director.
- Created new and updated business packets.
- Funded holiday wreaths on the lampposts throughout downtown North Park.
- Contributed to the Holiday Freeway Bridge Lighting Program over Interstate 805.

January

- Hired Elizabeth Studebaker as Executive Director.
- Arranged the removal of the Toyland Parade Banners.
- Conducted sponsorship campaign for North Park Banners.
- The Design Committee resolved to support street amenities in North Park.
- Began planning a community spring clean-up event.
- Elizabeth Studebaker attended the California Main Street Association (CAMSA) Executive Network Meeting in Folsom.
- Elizabeth Studebaker accepted the nomination to serve on the CAMSA Board of Directors.

February

- Published the Winter 2007 Issue of the North Park Way.
- Voted in the North Park Redevelopment Project Area Committee elections.
- Attended the California Main Street Annual Conference in Davis, California.
- Wrote a letter supporting the NPCA summer concerts.
- Appointed Ralph Baez (CVS Pharmacy),



Above: Monica Pelaez and Councilmember Toni Atkins enjoy the festivities at the 2006 North Park Holiday Party.

North Park Main Street's Highlights of the Year

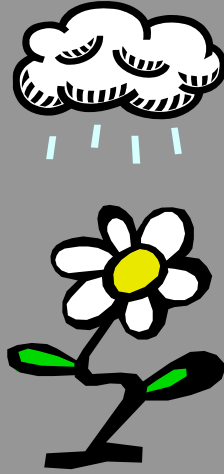
Rick Bernardo and Cylanthia Hudson (Union Bank of California), and Leon Natker (Lyric Opera San Diego) to the Board of Directors.

- Applied for Community Enhancement funds from the City of San Diego for the 2008 Festival of the Arts.
- Applied for Community Enhancement funds from the County of San Diego for the 2008 Festival of the Arts.
- Applied for CDBG funds for use on the Tree Grate Design Streetscape Improvement Project at University Avenue and 28th Street.
- Began planning a merchant mixer for local businesses.
- Completed the initial phase of the Banner Program, ending with 37 local businesses involved in sponsoring locations, and all 44 locations reserved.
- Met with CVS Pharmacy to discuss re-opening the Farmers Market on their south-west parking lot.
- Successfully held a community spring cleanup event.
- Installed 44 business banners, successfully completing the "North Park is..." Banner Program.
- Awarded \$11,005 from the Creative Communities San Diego proposal for the 2007 event.

March

- Sent out ballots to BID members to nominate the BID Business of the Year.
- Submitted a proposal for \$5,000 of funding with the County Supervisor Ron Roberts' District Office.
- Completed closing reports on Creative Communities San Diego (CCSD) Grant for the 2006 Festival of the Arts.
- Met with SDPD, and the City Attorneys office to discuss neighborhood crime, transient issues, and preventative measures.
- Began meeting with Public Solutions to discuss the possibility of expanding and/or creating a new assessment district to increase funding for the organization.
- Worked with the Redevelopment

Below and left: Residents participate in the North Park Spring Cleanup.



Agency on a new marketing campaign for the parking garages.

- Elizabeth Studebaker attended the National Main Street Conference in Seattle, WA.
- Assisted the Indie Music Fest with promotion of their event.
- Council District 3 expanded the sidewalk improvement project on University Avenue and Utah Street; funding to increase the number of tree wells and install curb ramps are included in the

plans.

- The owner of 3020 University Avenue (formerly the Ramona Theater) informed NPMS that he will upgrade the building's facade this year.
- Businesses and community groups were encouraged to write letters to CVS Pharmacy in support of NPMS's request to hold the Farmers Market on their south-west lot.
- Coordinated supplies for the North Park community graffiti paint out efforts of the Young Democrats.



Banners designed by Jimmy Long were sponsored by local businesses and installed throughout the district. Businesses were asked to choose words that both described their business and expressed something about North Park. 37 businesses participated and 44 banners were



North Park Main Street's Highlights of the Year

April

- Recognized The Mission as the 2007 Business of the Year in the North Park Business Improvement District, as determined by a vote of North Park businesses.
- Participated in a community walk through with the police department, discussing crime prevention and transient issues.
- Opposed the City of San Diego's Independent Budget Analyst (IBA) proposal to charge the BID system \$190,000 in fees, which would be approximately \$11,000 for each BID.
- Successfully held an Earth Day community cleanup event as part of "Creek to Bay", a regional cleanup event.

May

- Published the summer edition of the North Park Way.
- Nominated Jordana Beebe to sit on the Redevelopment PAC as North Park Main Street's representative.
- Hosted the 11th Annual North Park Festival of the Arts. This year's event



The Eleventh Annual Festival of the Arts was a remarkable success, drawing crowds of visitors and North Park residents alike.



- featured four stages of entertainment, as well as the Sophia Isadora Academy of Circus Arts, Peace Flags by Kids, the Art Miles Mural Project, and a Coffee & Tea Lounge.
- Signed a contract with CVS allowing NPMS to use the south-west lot for the Farmers Market.
- Continued planning a summer merchant mixer.
- Distributed parking garage promotional materials.
- Continued meeting with Public solutions to discuss BID expansion and/or a new assessment district.
- Began selling "North Park: a San Diego Urban Village" on behalf of the NPCA History Committee.

June

- Approved the program budget for fiscal year 2008-2007.
- Walked the district with BID Council Arborist Alan Calderwood to discuss areas in need of trees and tree maintenance.

- Wrote a letter supporting the Maintenance Assessment District's (MAD) new Assessment Engineer's Report (AER).
- Received approval from the North Park Redevelopment PAC to continue our contract with the Redevelopment Agency to assist with revitalization activities in North Park.
- Collaborated with designer Chris Short and Farmers Market Manager David Larson to complete a new Farmers Market logo and poster design.
- Continued working with George Franck on the Historic Walking tour.
- Continued planning a summer merchant mixer.
- Supported the Business Improvement District and Business Improvement District Council budgets at a San Diego City Council meeting.
- Began planning a summer community cleanup event.
- The Mission was awarded BID Business of the Year out of 18 other candidates city-wide.

**NORTH PARK MAIN STREET
STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2007**

(From the "Financial Statements and Independent Auditors' Opinion," and the "Supplemental Schedule of Functional Expenses" for the Year Ended June 30, 2007")

SUPPORT AND REVENUE	<u>TOTAL</u>
Government Appropriations	\$157,054
BID Assessments	\$ 18,069
Special Events Program	\$ 39,092
Contributions	\$ 11,700
Other	\$ 404
Interest	\$ 1,297
	<u>\$ 81</u>
Total Support and Revenue	<u>\$227,697</u>
 PAYROLL	
Salaries	\$ 69,373
Payroll Taxes	\$ 6,377
Employee Benefits	\$ 5,949
Total Payroll	<u>\$ 81,699</u>
 EXPENDITURES	
Banners	\$ 4,763
Decorations	\$ 2,750
Entertainment	\$ 5,328
Advertising	\$ 5,561
Equipment Rent	\$ 8,813
Supplies	\$ 2,899
Professional Fees	\$ 18,233
Dues and Subscriptions	\$ 1,372
Marketing	\$ 9,816
Printing	\$ 455
Technical Production	\$ 11,553
Repairs	\$ 52
Insurance	\$ 8,275
Telephone	\$ 2,326
Taxes and Licenses	\$ 507
Outside Services	\$ 5,667
Postage	\$ 1,776
Rent	\$ 16,200
Utilities	\$ 1,246
Miscellaneous	\$ 1,907
Travel	<u>\$ 1,319</u>
Total Expenses (Expenditures & Payroll)	<u>\$192,895</u>
 CHANGE IN NET ASSETS	 \$34,802
NET ASSETS BEGINNING OF YEAR	\$ 44,510
NET ASSETS END OF YEAR	<u>\$ 79,312</u>

How to Get Involved

North Park Main Street Meetings

Design Committee	1st Tuesday	5:30 p.m.
Promotion Committee	1st Wednesday	5:30 p.m.
Festival of the Arts	3rd Monday	6:30 p.m.
Board of Directors	2nd Wednesday	7:30 a.m.
Economic Restructuring	3rd Monday	12:00 p.m.
Organization		Call for Schedule

All meetings are held at the North Park Main Street office at
3076 University Avenue — unless otherwise noted.

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

Tax deductible annual membership: \$50

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

- | | Amount |
|---|----------|
| Sustaining Grant for Program Operations | \$ _____ |
| North Park Festival of the Arts | \$ _____ |
| Historic Streetcar Restoration Project | \$ _____ |
| Farmers' Market Development | \$ _____ |

TOTAL DONATION: \$ _____

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

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