

2019

ANNUAL REPORT



New art adorns the North Park Parking Garage at 29th and Granada

NORTH PARK
MAIN
STREET

ABOUT NORTH PARK MAIN STREET

North Park Main Street (NPMS) was established in 1996 when the City of San Diego selected the North Park Business Improvement District (BID) to be the pilot project for the national Main Street program in the San Diego area. NPMS is part of a coast-to-coast movement overseen by the National Trust for Historic Preservation which promotes the revitalization of historic commercial districts and supports their small, independently-owned businesses. The national Main Street program advocates a philosophy of local empowerment and the preservation of unique assets including distinctive architecture and pedestrian-oriented environments.

A 501(c)(6) non-profit organization, North Park Main Street's full-time staff and volunteer board advocates for North Park's business community, administers the North Park BID and North Park Property and Business Improvement District (NPPBID), and champions development that preserves the community's historic integrity, supports its Arts, Culture & Entertainment District while promoting an urban, pedestrian-friendly shopping and dining environment.

2019 BOARD OF DIRECTORS

BUSINESS IMPROVEMENT DISTRICT MEMBERS:

David Gamboa, A-7-D | Jason Noble, San Diego City Beat | Lara Worm, Bivouac Ciderworks | Steve Blasingham, Tamarindo Latin Kitchen

NORTH PARK PROPERTY AND BUSINESS IMPROVEMENT DISTRICT:

Al Kerendian, Treasurer, International Design and Management | Andrew Greenberg, Trilogy Management
Colin Mathewson, Saint Luke's Church | Joseph Balestrieri, President, The Office Bar | Mathew Segal, Jonathan Segal FAIA | Paris Landen, The Observatory North Park | Patrick Cowan, KZ Properties | Steve Billings, Spin Tail LLC

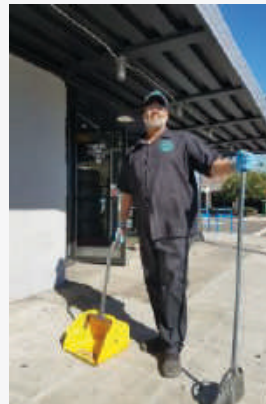
COMMUNITY REPRESENTATIVE:

Johnny Mercado, La Boheme

NORTH PARK THURSDAY MARKET REPRESENTATIVE:

Brian Beevers, Brian's Farmers Markets

STAFF



Pictured left to right: Angela Landsberg, Executive Director | Jake J. Romero, Assistant Director
Freddie Carruthers, Maintenance Manager | Sergio Carranza, Maintenance Ambassador

Administrative Support (not pictured):

Stephanie Garner, Bookkeeper | John Hanley, Bookkeeper

FINANCIAL REVIEW: FISCAL YEAR 2019 *



NORTH PARK MAIN STREET

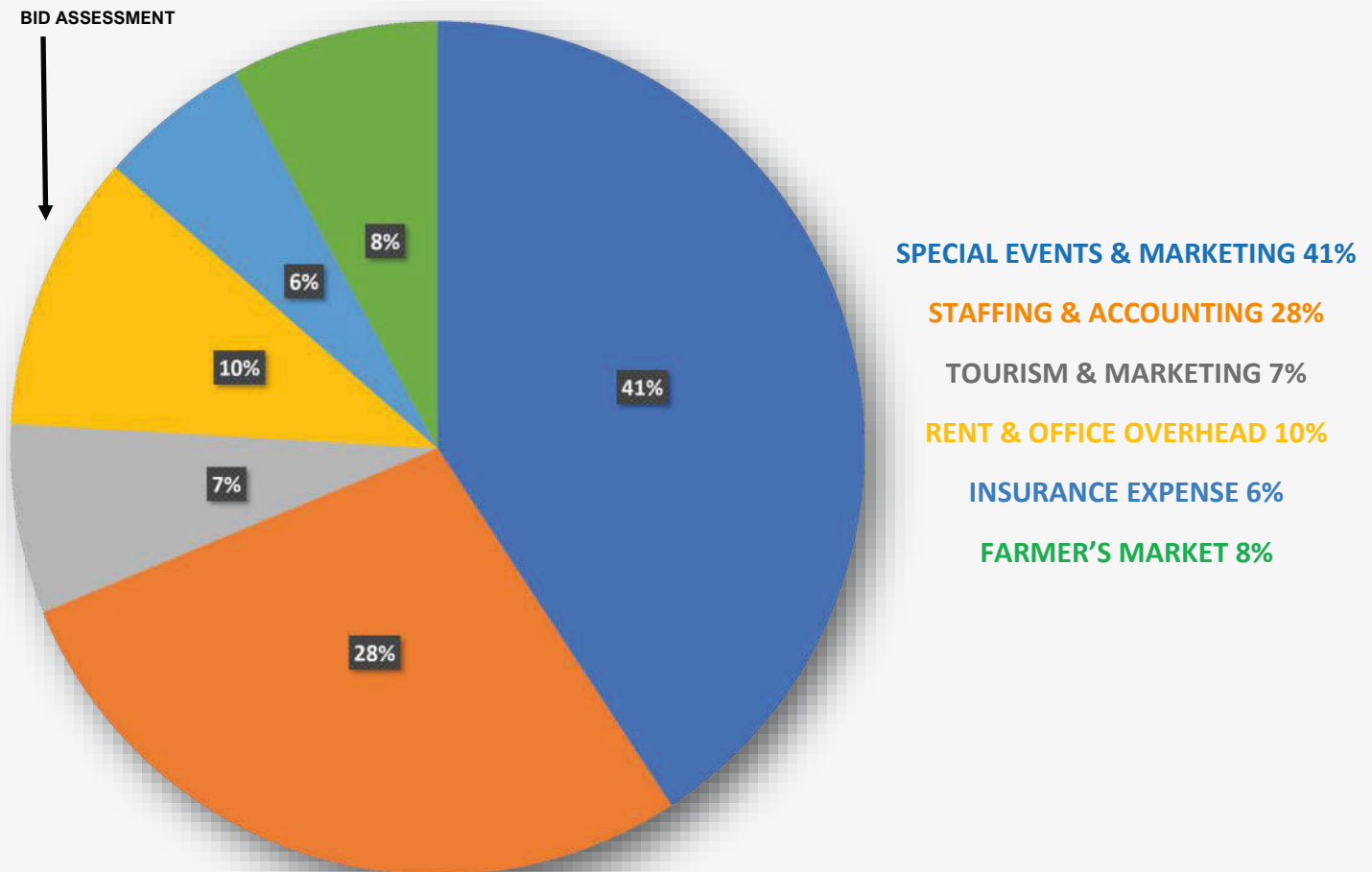
North Park Main Street is partially funded by assessments from business owners in the North Park Business Improvement District. These funds, while only 10% of our total budget, are wisely managed and leveraged to provide community programming and services that benefit North Park's diverse business community.*

TOTAL NORTH PARK MAIN STREET INCOME: \$628,653

TOTAL NORTH PARK MAIN STREET EXPENSES: \$635,121.12

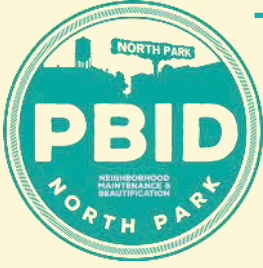
**BID assessments total \$84,376. NPMS raised an additional \$544,277 in 2019 to support its operations and programs.*

BID FISCAL YEAR 2019 EXPENDITURES BY PERCENTAGE



*AUDITED FINANCIAL DOCUMENTS AVAILABLE AT WWW.NORTHPARKMAINSTREET.COM/ORGANIZATION/DOCUMENTS

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:

SERVICES PROVIDED
FISCAL YEAR 2019
JUNE 30, 2018—JULY 1, 2019

530

GRAFFITI REMOVALS

242

ABANDONED TRASH PICK UPS

59

SHOPPING CARTS REMOVED

1090

STREET PRESSURE WASHINGS

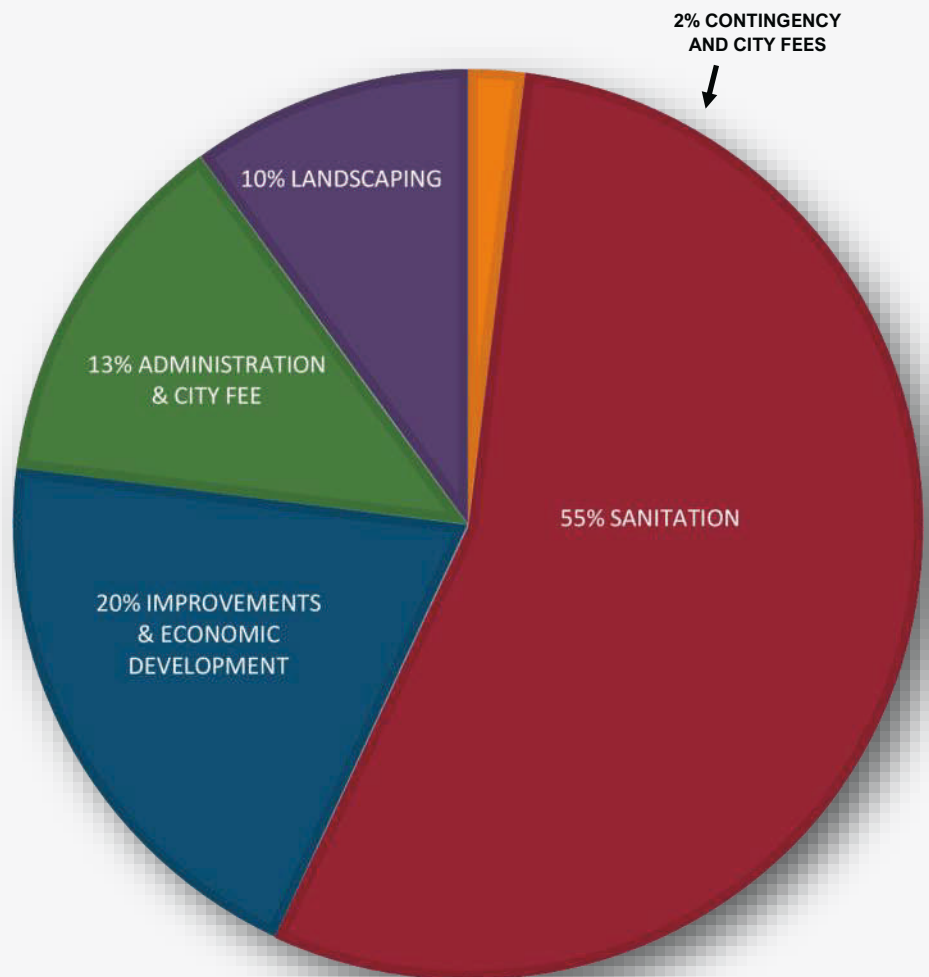
1169

CURB SWEEPS

138

FECES/URINE REMOVAL

NPPBID BUDGET ALL FUNDS: \$308,899.46 *



* GENERAL BENEFIT CONTRIBUTION: \$43,084.16

NPPBID FISCAL YEAR 2019 EXPENDITURES BY PERCENTAGE



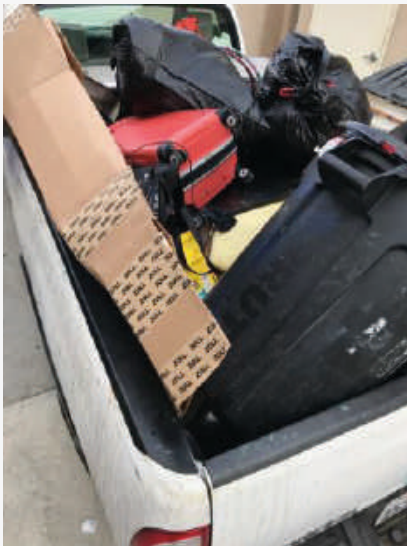
Graffiti removal on 30th Street.

LANDSCAPING 10%

Tree replacement, trimming, and watering, median maintenance, seasonal plantings, and program management

SANITATION 55%

Day porter, trash can emptying, dumpster, litter removal, sidewalk pressure washing, supplies, storage, and program management



Daily trash haul in North Park.

IMPROVEMENTS AND ECONOMIC DEVELOPMENT 20%

Decorations, lighting facilities, marketing and tourism promotion, retail retention and recruitment

ADMINISTRATION 13%

Auditing & accounting, general liability insurance, office supplies, postage & mailing, rent, salaries, and wages

OTHER 2%

City fee and contingency



Weed removal before & after in North Park.

NPPBID: HOMELESS OUTREACH AND ASSISTANCE PROGRAM

LANDMARK PILOT PROGRAM FIRST OF ITS KIND IN SAN DIEGO



*Jessie Angeles, Outreach Specialist,
Mid-City Outreach Program, PATH San Diego*

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.

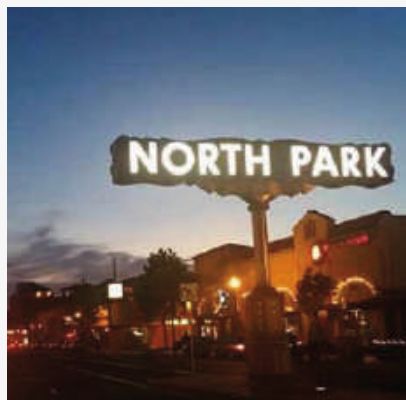
NPMS, the City Heights Business Association, Price Philanthropies, and the City Heights Community Development Corporation along with assistance from San Diego City Councilmembers Chris Ward and Georgette Gomez, came together to form a program aimed to engage and connect with homeless residents.

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. There are almost 5,000 homeless individuals in the City of San Diego, with approximately 280 homeless individuals

living in North Park and City Heights. 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.

NORTH PARK MAIN STREET COMMUNITY INVOLVEMENT: COMMITTEES



North Park Main Street has always relied and welcomed involvement from the North Park Community.

Beginning in 2020, NPMS repurposed its committees to better suit the needs of the North Park Business Improvement District and North Park Property and Business Improvement District.

There are 5 volunteer committees that work together with the staff of NPMS to build a sustainable and complete community revitalization effort. All committee meetings are open to the public. If you are interested in getting involved, feel free to join us!

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

Promotions & Marketing Committee meets on the 3rd Thursday of each month at 9:00 AM

Events Committee meets on the 3rd Thursday of each month at 10:00 AM

Maintenance & Beautification meets bi-monthly on the last Friday of the month at 10:00 AM

Transportation & Mobility meets bi-monthly on the 1st Wednesday of the month at 5:30 PM

For committee descriptions, visit www.northparkmainstreet.com/organization/committees/

IMPROVEMENTS IN NORTH PARK:

NORTH PARK MAIN STREET WORKS TO CREATE A THRIVING BUSINESS DISTRICT



Installation at Berger Hardware by artist Ashley Fenderson

NORTH PARK GARAGE ART PROJECT

North Park Main Street successfully facilitated the installation of new art panels on the North Park Garage featuring local artists Don Masse and Kris Moore.

HOLIDAY DÉCOR

New street pole holiday décor was purchased for installation in the 30th street and Upas area of the business improvement district.

INTERCHANGE ART PROJECT

INTERCHANGE presented a series of temporary, site-specific art installations woven into the fabric of North Park. Created by six San Diego artists, these projects transformed the community's existing architecture to generate art encounters in everyday existence.

The Project recognized artists as essential in shaping community life and art's ability to rethink urban space as a platform for creative expression and shared cultural dialogue.

Participating artists include Robert Andrade, Ashley Fenderson, Xuchi Naungayan Eggleton, Scott Polach, Derek Weiler, and Allison Wiese.



Art panel by Don Masse on North Park Parking Garage



New holiday décor for 30th and Upas

BRINGING ECONOMIC VITALITY TO NORTH PARK

BUSINESS IMPROVEMENT DISTRICT ACTIVITIES

- Business Mixers sponsored by MyPoint Credit Union
- Electrical Box Painting Program
- Community Building and Outreach
- PROW Permit Renewal Noticing
- North Park A-frame Program
- Maintenance Assessment District - Oversight
- Mid-City Parking District Committee Participation
- Small Business Advocacy
- New Business Outreach & Assistance
- Member Promotion
- Bi-Monthly Newsletter
- NPMS Social Media

SPECIAL PROJECTS

- Mid-City Homeless Outreach Program—FUNDED
- Garage Art Program—COMPLETED
- Developer Tours—COMPLETED
- Wayfinding District Signage—IN PROGRESS
- North Park Mini-Park—IN PROGRESS
- University Avenue Mobility Plan—IN PROGRESS
- Interchange Public Art Project—COMPLETED
- North Park Christmas Tree Lot—COMPLETED
- Holiday Banner Program—COMPLETED

NORTH PARK THURSDAY MARKET

- Summer Solstice Party 06/20/19
- Halloween Thursday Market 10/31/19

EVENT PRODUCTION

- Concierge Event 2/10/19
- SDCCU Festival of Arts 5/10/19
- Bike to Work Day 5/16/19
- Day of the Dead 10/26/19
- Taste of North Park 10/12/19
- Small Business Saturday and Holiday Shopping Event 11/30/19
- MyPoint Credit Union North Park Live 11/30/19
- North Park Toyland Parade 12/8/19



North Park Main Street celebrated the summer with a special Summer Solstice Party at the Thursday Market inviting San Diegans to experience fresh produce, great food, and live music.



North Park Main Street hosted children from throughout San Diego at our Halloween Farmers Market this year.



North Park Main Street held a series of mixers this year sponsored by MyPoint Credit Union. NPMS thanks MyPoint for their generous support of the mixer series this past year.



On February 10, 2019, North Park Main Street hosted a “Get to Know” tour for San Diego concierges inviting them to sample food and hospitality from five go-to North Park restaurants.



San Diego’s best concierges and social influencers were given an exclusive and educational tour of North Park.



In order to raise awareness to San Diego visitors, concierges and social influencers were treated to some of North Park’s finest eateries.



North Park Main Street launched a holiday street pole banner program this year. Thank you SDCCU Credit Union for your support of this program!



As part of our utility box program, artfully painted utility boxes grace North Park creating an inviting district to visit, dine, and shop. The project was administered by Visual Gallery + Design.

2019 EVENTS: BRINGING EXPOSURE TO A VIBRANT NORTH PARK



NORTH PARK THURSDAY MARKET

Every Thursday from 3:00 to 7:30 on North Park Way between Ray Street & 29th

Walk, ride or scooter to the North Park Farmers Market. This year-round, rain or shine Farmers Market will immediately become a family staple. Listen to some live music while you peruse the 45 plus vendor booths. EBT accepted!



Fresh produce at the North Park Thursday Market.



SDCCU FESTIVAL OF ARTS IN NORTH PARK

Saturday, May 11, 2019

This annual event brought visitors from throughout San Diego and San Diego County to the North Park Business Improvement District to experience amazing food, live music, live art, craft beer, and an incredible vendor experience. Attendance: 30,000



North Park Main Street thanks San Diego County Credit Union for their continued support of the Festival and NPMS programs.



TASTE OF NORTH PARK

Saturday, October 12, 2019

The very best of North Park's culinary and craft beer scene was on display as visitors to North Park tasted samples from over 50 restaurants and boutiques. Attendance: 1,300



Some of the delicious tastes offered at Taste of North Park 2019.



Mike McGraw entertains at MyPoint Credit Union North Park Live.



"Shopping Small" on Small business Saturday in North Park.



Entrants in the North Park Toyland Parade.



NORTH PARK LIVE

SPONSORED BY MYPPOINT CREDIT UNION

Saturday, November 30, 2019

North Park came alive with acoustic music at multiple locations in North Park. Live Art and shopping topped off the experience. Thank you MyPoint Credit Union! Attendance: 3000



NORTH PARK SMALL BUSINESS SATURDAY

Saturday, November 30, 2019

This annual event sponsored by American Express attracts holiday shoppers from throughout Diego to North Park to "shop local". The event coincided with North Park Live. Attendance: 3000



57TH ANNUAL NORTH PARK TOYLAND PARADE

Sunday, December 8, 2019

A tradition unlike any other, this event presented by North Park Lion's Club, invited the community to come together and unwrap some holiday joy! Attendance: 7000



The Original 40 Brewing Company, 3117 University Ave.



Home + Hound, 3768 30th Street.



Deja Brew Lounge, 3528 University Ave.

**North Park Main Street strives for accuracy in new business reporting. Any omission is unintentional.*

North Park Main Street has welcomed several new businesses to the North Park Business Improvement District this past year. 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 2019.

If you are considering opening a business in North Park, make our office your first stop for information and assistance.

- Belgian Beer & Waffle
- Big Trouble Tattoo
- Black Rose Tattoo
- Brothers Mexican
- Cori Pastificio Trattoria
- Deja Brew Lounge
- Gold Dust Collective
- Home & Hound
- Leo
- Louisiana Purchase
- Lovely
- Mary's Beauty Salon & Supply
- Max & Dimitris
- Mila Collective
- MyPoint Credit Union
- North Park Breakfast Company
- Northside Shack
- Original 40 Brewing Company
- Party Time Liquor
- Pristine Dental
- Porchetta Shack
- Remedi
- San Diego Affordable Spay and Neuter Clinic
- Shadow Era Beauty
- Siamo Napoli
- Son of a Toast
- Sovereign Barber
- Target
- The Friendly
- Two Blu Ducks

BUSINESS EXPANSIONS

- Gold Comb
- Subterranean Coffee Boutique
- Verbatim Books

2019 NORTH PARK MAIN STREET BUSINESS OPENINGS*



Brothers Mexican Restaurant, 4006 30th Street.



LEO Nails, Wellness and Massage, 3104 University Ave.



The Gold Dust Collective, 3824 Ray Street.



The Louisiana Purchase, 2305 University Ave.

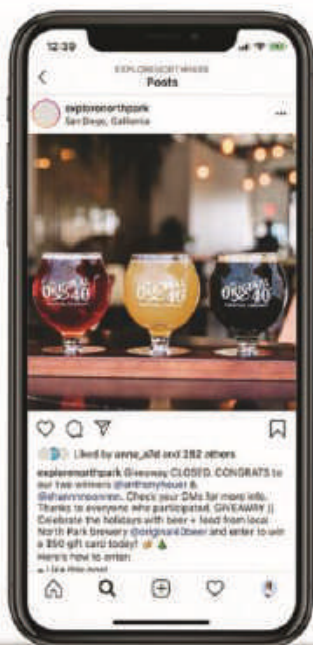


Siamo Napoli Restaurant, 3959 30th Street.



Cori Pastificio Trattoria, 2977 Upas Street.

WORKING TO BRAND OUR NEIGHBORHOOD



INSTAGRAM

2019 MEDIA CHANNEL RECAP

+20K followers gained
with content *reaching 5.4 million users*

+130K users engaged
ending the year with **52,242 followers**

EMAIL/WEB

2019 EMAIL MARKETING RECAP

+568 subscribers gained
ending the year with **13,393 subscribers**

200K website visits

New!

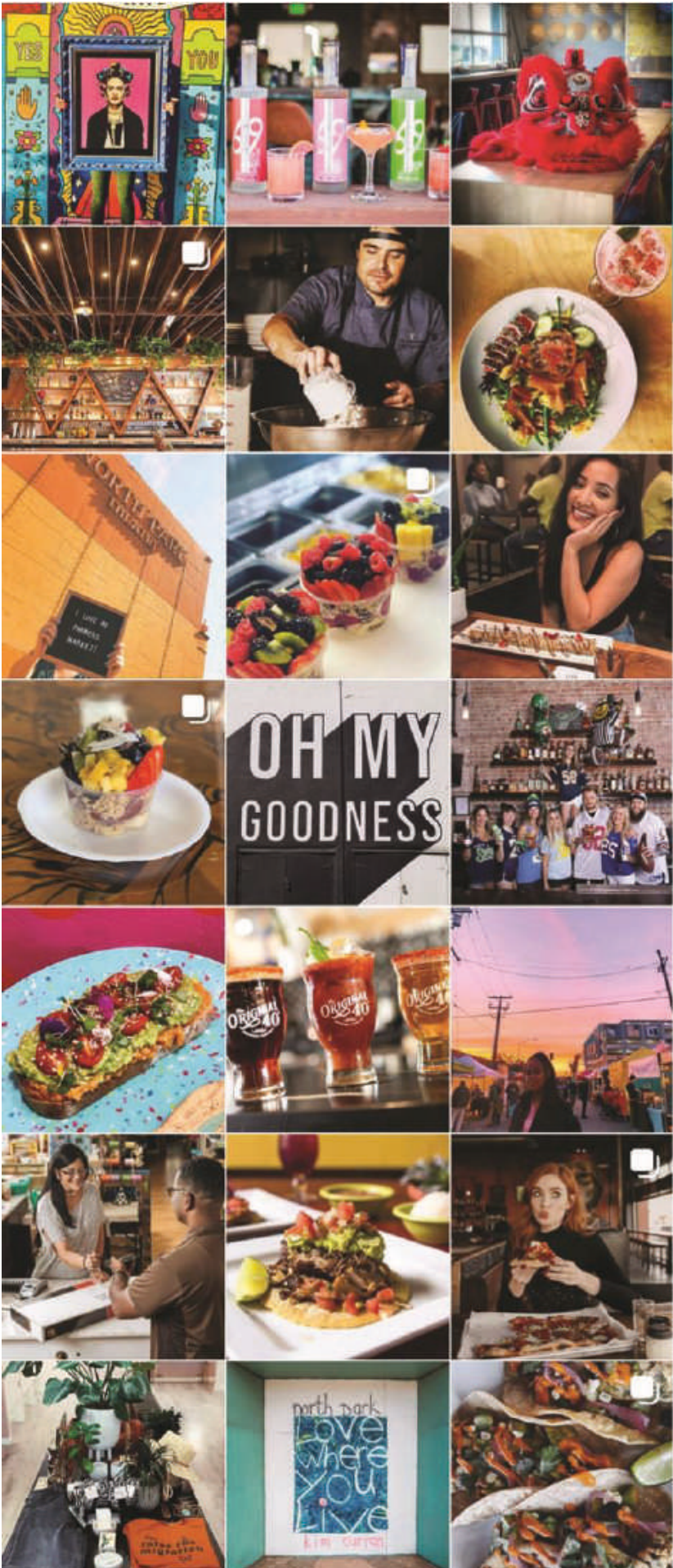
MINI MAG

In the Fall of 2019, Explore North Park created a brand new digital mini magazine, that features events happening throughout the neighborhood, holiday highlights, local artist features, paid advertising opportunities and more.

Promoted on all platforms

**Special thanks to A-7-D Creative Group for their continued efforts on the Explore North Park campaign*





EXPLORE NORTH PARK

NEW 2020 PROGRAM:

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 2019, Explore North Park announced a new advertising campaign to highlight businesses in the community 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.



NORTH PARK MAIN STREET
3939 IOWA STREET, SUITE #2
SAN DIEGO, CA 92104



GET INVOLVED

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CONNECT WITH US

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

FACEBOOK: [FACEBOOK.COM/EXPLORENORTHPARK](https://www.facebook.com/explorenorthpark) | INSTAGRAM: [@EXPLORENP](https://www.instagram.com/explorenp) | TWITTER: [@EXPLORENP](https://twitter.com/explorenp)