



ANNUAL REPORT
NORTH PARK MAIN STREET
BUSINESS IMPROVEMENT DISTRICT
PROPERTY BUSINESS IMPROVEMENT DISTRICT



2021

ABOUT NORTH PARK MAIN STREET

North Park Main Street is both a business improvement district established by the City of San Diego, and a Main Street program affiliated with the National Trust for Historic Preservation. As a volunteer-based, 501(c)(6) non-profit organization, North Park Main Street (NPMS) advocates for North Park’s business community, administers the North Park Business Improvement District (BID), and champions development that preserves the community’s historic integrity, supports its Arts, Culture & Entertainment District, and promotes an urban, pedestrian-friendly shopping / dining environment.

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 for special benefits, improvements and enhanced services within the PBID boundaries (see attached map). The NPPBID provides a variety of improvements such as streetscape, aesthetic appeal, advocacy, safety, cleanliness, economic development, sidewalk power washing, and increased amenities. All this is funded and directed by property owners.



A WORD FROM THE EXECUTIVE DIRECTOR



Tokyo wasn't the only place where super stars displayed skills of agility and strength. North Park had its own Olympics-of-sorts in 2021. As Covid-19 threw another curve ball our way, small business owners showed up for extra innings. The determination to jump through hoops, display composure under pressure, and dive in head-first resulted in the biggest growth year for small businesses in recent North Park history with 27 new businesses in 12 months. Existing businesses proved to be the heavy weight champions as they went head-to-head with staffing shortages, supply chain deficits, and the impact of construction along 30th Street and University Avenue.

Given all that they faced, it was still a year of celebrations. The Smoking Goat celebrated a decade in North Park, along with The UPS Store and Urbn Pizza achieving goals in longevity. Hello Birdie Nail and Lash was also in the winner's circle with a 5 year trophy, and The Girl Can't Help It, ready to hit out of the ballpark, as they enter their 10th year as the go-to destination for vintage wear.

Clearly there have been challenges, and we put our heads down for the losses, but we keep our eyes on the ball, avoid the Monday morning quarterbacking, occasionally punt to push it over the goal line and know that better days lie ahead.

A handwritten signature in blue ink, reading "Angela Landsberg". The signature is fluid and cursive, with a long horizontal stroke at the end.

Angela Landsberg
Executive Director

STAFF



PICTURED LEFT TO RIGHT: Angela Landsberg, Executive Director | Jake J. Romero, Assistant Director | Freddie Carruthers, Maintenance Manager | Sergio Carranza, Maintenance Ambassador | Jennifer Coleman, Market Manager / Marketing Assistant | Jason Noble, Market Operations Manager

2021 BOARD OF DIRECTORS

Andrew Greenberg

Property Owner Representative, Trilogy Management

Cindy Cate, Board President

Business Owner: Hello Birdie Nail & Lash Lab

Colin Mathewson

Property Owner: Saint Luke's Episcopal Church

Han Tran, Treasurer

Business Owner: Shank & Bone

Johnny Mercado

Community Representative: La Boheme

Joseph Balestrieri, Vice President

Property owner representative: The Office Bar

Lara Worm, Secretary

Business owner, Bivouac Ciderworks

Laura Weiss

Business Owner: MILA North Park

Matthew Segal

Property owner representative: Jonathan Segal FAIA

Patrick Garbani

Business Owner: Home + Hound

Steve Billings

Property owner: CKS Acquisition LLC
Spin Tail LLC

William Lopez

Property Representative: Rise & Shine Hospitality Group

NORTH PARK PROPERTY AND BUSINESS IMPROVEMENT DISTRICT (NPPBID) ELECTIONS 2021

In an election held in September of 2021, North Park Main Street added or reelected 7 candidates to our Board of Directors. NPPBID candidates specifically represent not only businesses in the district, but property owners as well.

RETURNING BOARD ELECT MEMBERS

Andrew Greenberg

Property Owner Representative, Trilogy Management

Colin Mathewson

Property Owner: Saint Luke's Episcopal Church

Johnny Mercado

Community Representative: La Boheme

Joseph Balestrieri, Vice President

Property owner representative: The Office Bar

Matthew Segal

Property owner representative: Jonathan Segal FAIA

Steve Billings

Property owner: CKS Acquisition LLC

Spin Tail LLC

NEWLY ELECTED BOARD MEMBERS

William Lopez

Property Representative: Rise & Shine Hospitality Group

OUTGOING BOARD MEMBERS

David Gamboa

A-7-D Creative Group

DIVERSITY AND INCLUSION TRAINING

As part of the organizations diversity and inclusion campaign, North Park Main Street conducted two board and staff trainings.

Topics included diversity in the workplace, inter-employee relations, appropriate coworker behavior, and tools for successful communication.

FINANCIAL REVIEW: FISCAL YEAR 2021

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 19% of our total budget, are wisely managed and leveraged to provide community programming and services that benefit North Park's diverse business community. **Audited financial documents at www.northparkmainstreet.com*

Total North Park Main Street EXPENSES: \$530,217

Total North Park Main Street INCOME: \$522,151

BUSINESS IMPROVEMENT DISTRICT ASSESSMENT FEES

In 2021 NPMS collected \$104,632 in business assessments and another \$417,519 in funding from events, sponsorships, programs, and grants. By leveraging the assessments collected from businesses we were able to provide our members with a number of benefits including promotions and marketing, maintenance and enhancement of the public right of way, individual assistance with grants and loans, and advocacy on issues critical to a vibrant economy for small businesses. The funds collected from business assessments are an important catalyst for our endeavors, but the bulk of funding is in thanks to our sponsors, staff and volunteers who work tirelessly to provide North Park with quality services, exciting events and programs that serve the entire community.

THE WORK WE DO

- Manage the North Park Property and Business Improvement District.
- Galvanize local business leadership and enhance communication and collaborations.
- Host annual North Park events such as the Taste of North Park, as well as the weekly North Park Thursday Market.
- Promote preservation of business community's historic character.
- Market North Park commercial district to attract investment and customers.
- Actively support North Park Art, Culture and Entertainment District.
- Promote urban village style planning principles and ensuring quality development.
- Assist developers, business owners and tenants to navigate regulatory requirements and access available resources.
- Coordinate efforts to address North Park transportation and parking issues.

**BID FISCAL YEAR 2021
EXPENDITURES BY PERCENTAGE**

TOTAL EXPENSES: \$530,217
JUNE 30, 2020 —JULY 1, 2021

PERSONNEL 42%

\$224,000

PBID 24%

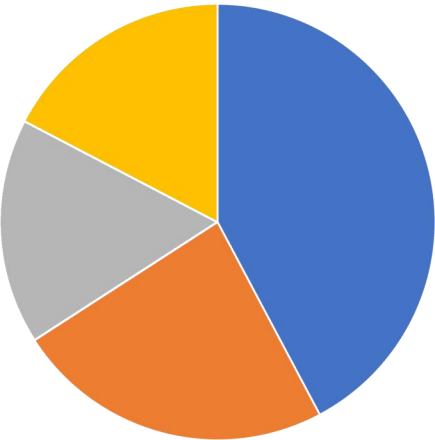
\$125,500

OPERATIONS 17%

\$92,000

SPECIAL PROJECTS & EVENTS 17%

\$89,000



**BID FISCAL YEAR 2021
INCOME BY PERCENTAGE**

TOTAL NPMS INCOME: \$522,000
JUNE 30, 2020 —JULY 1, 2021

PBID REIMBURSEMENTS 44%

\$229,000

BID REIMBURSEMENT 20%

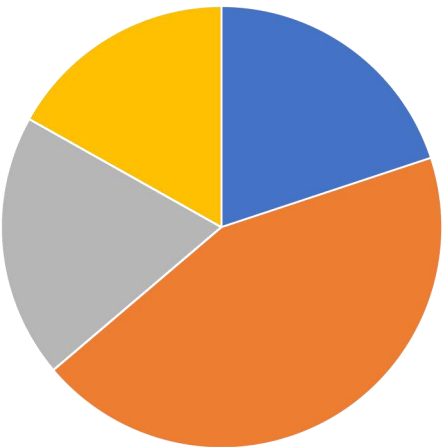
\$104,000

GRANTS 19%

\$101,000

PROGRAMS, SPONSORSHIPS, EVENTS 17%

\$88,000



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.

The North Park PBID is scheduled to expire in December 2022. North Park Main Street is leading the effort in representing North Park property owners in the formation of a new district called the **North Park Special Enhancement District** (NPSED) that will continue the same great services.

To learn more, visit: <https://northparkmainstreet.com/the-npsed/>

SERVICES REPORT

JUNE 30, 2020—JULY 1, 2021

718

GRAFFITI
REMOVALS

453

ABANDONED
TRASH PICK UPS

85

SHOPPING
CARTS REMOVED

692

STREET
PRESSURE WASHES

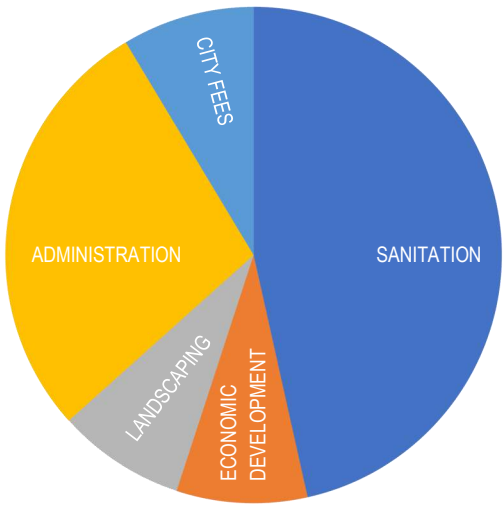
1761

CURB SWEEPS

124

FECES/URINE REMOVALS

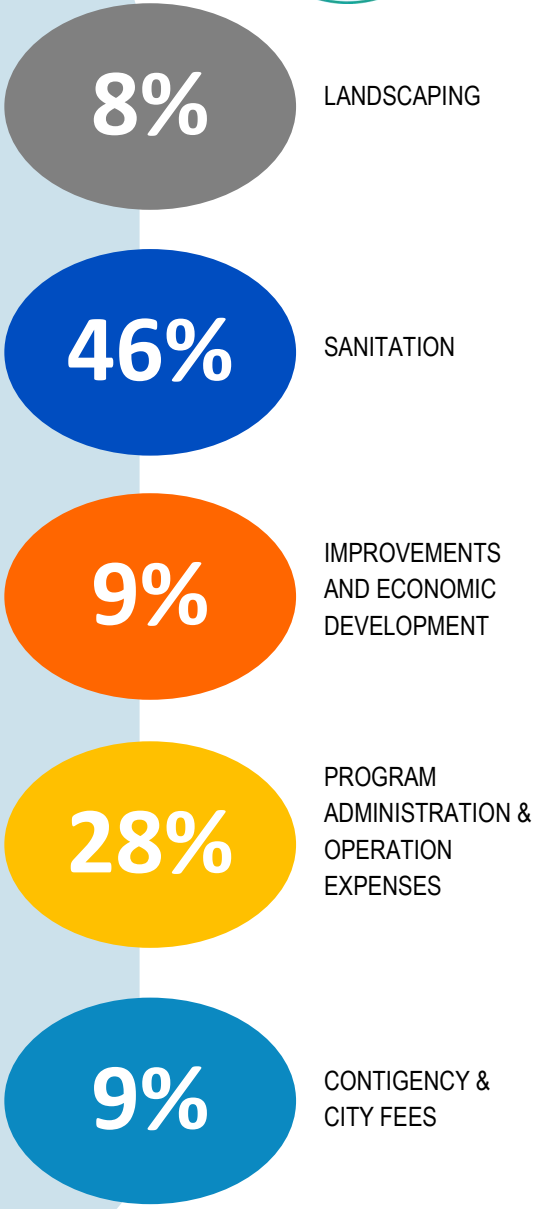
NPPBID BUDGET FUNDS
FISCAL YEAR 2021
JUNE 30, 2020—JULY 1, 2021
\$229,437



NPPBID EXPENDITURES 2020



*North Park Main Street's
Maintenance Crew aggressively
combats graffiti in the district.*



NORTH PARK BID AND PBID PROJECTS



Trees planted with NPPBID funds at Black Radish, 2591 University Avenue

TREE PLANTING PROGRAM

The North Park Property & Business Improvement District subsidized the planting of three Chinese Flame trees at University and Villa Terrace. The trees will enhance the urban landscape of North Park and add visual appeal to the new Black Radish restaurant.

WAYFINDING SIGNAGE PROGRAM

After many years of planning and input from the community, North Park Main Street implemented a new wayfinding signage program for the district. These important signs will guide visitors to the North Park Parking Garage and support the many businesses here.



NORTH PARK BID AND PBID PROJECTS



The new North Park Mini-Park opened in February, 2022.

NORTH PARK MINI PARK PAVER PROGRAM

North Park Main Street, along with the North Park Business and Neighborhood Foundation, worked to create a paver adoption program for the new Mini-Park. Thousands of dollars were raised to fund park programming. The pavers are installed permanently for all to enjoy.

UNIVERSITY AVENUE MOBILITY PLAN MEDIAN LANDSCAPING

North Park Main Street worked to insure that the new medians on University Avenue will have beautiful landscaping. North Park Main Street assessments will manage the landscaping program.



NORTH PARK MAIN STREET ADVOCACY



Bike Lanes on 30th Street

30TH STREET BIKE LANE

North Park Main Street advocated for business owners to preserve parking while serving as a crucial communication line between business owners and City of San Diego Staff.

COVID BUSINESS ASSISTANCE

North Park Main Street worked to provide valuable resources to struggling business owners throughout the Covid-19 pandemic. North Park business owners were informed through our organization of vital pandemic financial assistance programs and support systems. NPMS continues to support the North Park business community in this capacity throughout the ongoing pandemic well into 2022.



MID-CITY HOMELESS OUTREACH PROGRAM

A collaborative with North Park Main Street in partnership with Price Philanthropies, City Heights CDC, City Heights Business Association, SDG&E, private donors and public officials.



Jessie Angeles Jr., Outreach Specialist, PATH San Diego

ABOUT THE NORTH PARK MID-CITY HOMELESS OUTREACH PROGRAM

- Provides street-based case management to unsheltered individuals that is personalized, trauma-informed and evidence-based.
- 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.
- Specializes on listening to each individual's needs.
- The approach focuses on consistent and trustworthy engagement from a dedicated Outreach Specialist.

OUR PARTNERS AT PATH

Founded in 1984, People Assisting the Homeless (PATH) is committed to ending homelessness for individuals, families, and communities in California. PATH builds affordable supportive housing and provides homeless services in more than 150 cities in California. Their services support nearly 20 percent of the state's population experiencing homelessness. Since 2013, PATH has helped more than 12,800 people move into permanent homes.

NORTH PARK MAIN STREET PROGRAMS



Cori Pastificio was a recipient of a North Park Main Street Parklet Grant this year.

OUTDOOR DINING

North Park Main Street provided \$10,000 in grants to support businesses with the construction of outdoor dining parklets. Recipients received up to a maximum of \$1000 towards parklet construction.

PUBLIC RIGHT OF WAY PROGRAM (PROW)

North Park Main Street, as an agent for the City of San Diego, manages the PROW program for North Park, insuring that street cafés, outdoor displays, seating areas, and a-frame signs are in compliance with City guidelines.

Learn more at: <https://northparkmainstreet.com/public-right-of-way/>



NORTH PARK MAIN STREET PROGRAMS



North Park Main Street thanks San Diego County Credit Union for their sponsorship of the banner and décor program.

HOLIDAY DÉCOR, BANNER PROGRAM & UTILITY BOX PROJECT

North Park Main Street, works to beautify the North Park Business Improvement District by maintaining a decorative utility box painting program, pole banner program, and a seasonal Holiday décor program.

Additionally, funds are made available for public mural projects on a case by case basis.

COMMUNITY COLLABORATIVE



VISUAL
art+supply

North Park
BID

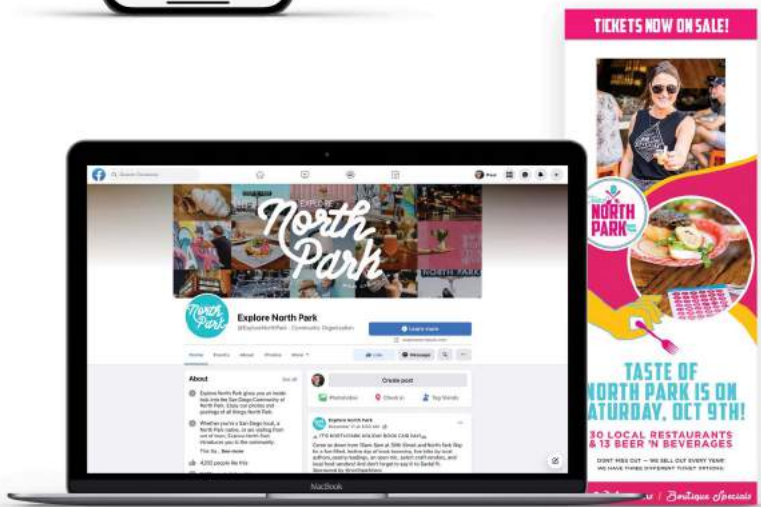
EXPLORE NORTH PARK MARKETING CAMPAIGN



INSTAGRAM 2021 MEDIA CHANNEL RECAP

+15.5K followers gained
with content reaching 5.6 million users

+144K users engaged
ending the year with 69,100 followers



NORTH PARK MAIN STREET EVENTS 2021



LIGHTS ON NORTH PARK

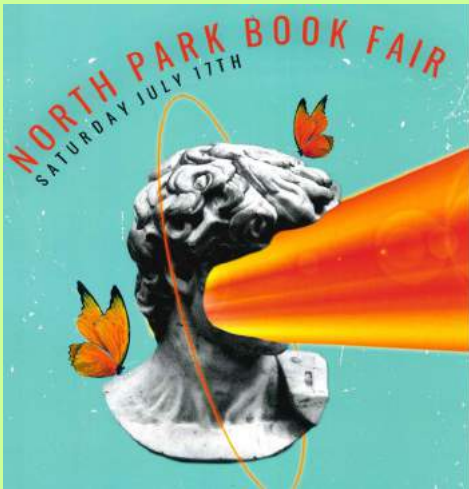
On May 20th, the community was invited to show its support of local small businesses by gathering at 30th and University at sunset to create a cell phone lit visual display that was captured by drone!

NORTH PARK INCLUSION AND DIVERSITY PRIDE MONTH

North Park Main Street distributed special rainbow window clings, beginning in June 2021 to businesses wishing to promote and identify as a LGBTQ+ identifying-owned business or inclusive space . The campaign was supported with social media and press announcements and is ongoing.



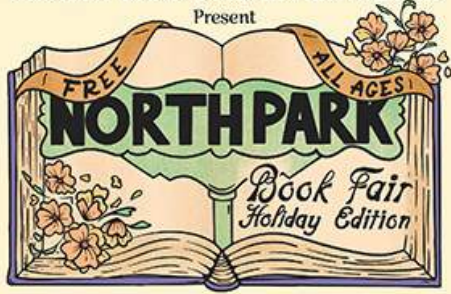
NORTH PARK MAIN STREET EVENTS 2021



NORTH PARK BOOK FAIR

On Saturday, July 17th, North Park Main Street hosted the districts first-ever book fair featuring independent book sellers, authors, a poetry slam, food, music and fun!

Verbatim Books & North Park Main St.
Present



Vintage & New Books
Live Music & Poetry
Food & Craft Vendors

Saturday
December 11
10am-5pm



Located at
30th St. & North Park Way

DECEMBER NORTH PARK BOOK FAIR HOLIDAY EDITION

The July formula was so successful that the event was repeated in December with an expanded footprint, craft vendors, a live music stage, all with a holiday twist! Thank you **North Park Lions Club** for your sponsorship

NORTH PARK MAIN STREET EVENTS 2021

TASTE OF NORTH PARK

After a one-year absence, North Park Main Street hosted Taste of North Park on Saturday, October 9th. Hundreds of attendees once again turned out to sample and savor food from North Park's best eateries while supporting the North Park Business community. Thank you U.S. Bank for your sponsorship!



HALLOWEEN VOLUNTEER APPRECIATION PARTY

As a special thank you to Taste of North Park volunteers, North Park Main Street hosted a Halloween Volunteer appreciation party on Friday, October 29th. NPMS is grateful to our volunteers and could not produce successful events without their support.



THANK YOU!

NORTH PARK MAIN STREET EVENTS 2021



SHOP LOCAL / NORTH PARK LIVE

North Park Main Street held its annual Shop Local North Park event on Saturday, November 27th alongside North Park Live featuring music acts placed in shopping and dining locations throughout North Park.

Special thanks to our title sponsor, U.S. Bank!



NORTH PARK THURSDAY MARKET

North Park Main Street supports healthy eating and sustainable farming at our weekly farmers market held every Thursday afternoon, rain or shine! Learn more: www.northparkfarmersmarket.com

NORTH PARK MAIN STREET MIXERS

CUISINE, CRAFT BEER & CAPITAL

North Park Main Street held it's first business mixer of 2021 on August 16th at The Original 40 Brewing Company. North Park Business owners were invited to experience craft brews in a fun setting while also gaining access to valuable information on financial lending opportunities as well as business best practices resources.

BUSINESS MIXER & RESOURCE GALA

North Park Main Street repeated this winning formula at our second mixer held on October 26th. This time, business owners from throughout San Diego were invited to attend.

Business mixers are an important networking resource for the North Park business community, and we look forward to hosting more in 2022.

Special thanks to our host, U.S. Bank!



NORTH PARK 2021 BUSINESS OPENINGS

- ADU Geeks
- Barre3
- Black Radish
- Bodega Rosette
- Datura
- Day To Day Vintage
- Eggies
- Explicit Barber Shop
- Genteel Coffee Co.
- Gq Jewelers & International Timepieces
- Hoxton Manor
- Luna Leon Hair Salon
- Matte Blvck Cuts & Shaves
- Metl Bar Creamery & Café
- My Addiction Tattoo
- North Park Creamery
- North Park Nail Lounge
- Revival Eyewear
- Kin Len — Thai Street Eats
- Rouleur Brewing Company
- Senor Mango's
- Soluna Wellness
- Speakeasy Clothing Company
- The Cave of Wonders
- The Suite Spot Salon
- Verbena Kitchen



ADU Geeks at 2828 University Ave.



Black Radish at 2591 University Ave.

BUSINESS OPENINGS CONTINUED



Verben Kitchen at 3043 University Ave.



Rouleur Brewing Company at 2899 University Ave.



Matte Blvck Cuts & Shaves at 2726 University Ave.

USE YOUR VOICE



GET INVOLVED

North Park Main Street is supported by a volunteer Board of Directors. Committees work with the staff of NPMS to build a sustainable and complete community revitalization effort. All committee meetings are open to the public, and otherwise specified, meet at the North Park Main Street Office, 3939 Iowa Street - Suite 2.

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

*Check our website for links to our 2022 NPMS Zoom meetings.

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)

**NORTH PARK
MAIN
STREET**

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