

NORTH PARK
MAIN
STREET

ANNUAL
REPORT

FY 2022



OVERVIEW

North Park Main Street is a business improvement district established by the City of San Diego.

North Park Main Street (NPMS) was established in 1996. 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.

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 (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.

2022 Board of Directors

BID:

Han Tran, Secretary, Shank & Bone
Jenna Hanson, Revival Eyeware | Jim Sakrison,
Plan Prepare Home | Lafo Kaapana, US Bank
Patrick Garbani, Treasurer, Home + Hound

PBID:

William Lopez, President, Alternative Strategies
Andrew Greenberg, Trilogy Management
Colin Mathewson, Saint Luke's Church | Joseph
Balestrieri, The Office Bar | Steve Billings, Vice
President, Spin Tail LLC

COMMUNITY REPRESENTATIVE:

Johnny Mercado, La Boheme

2022 Staff

Angela Landsberg, Executive Director
Jake J. Romero, Assistant Director
Freddie Carruthers, Maintenance Manager
Sergio Carranza, Maintenance Ambassador
Jenn Coleman, Marketing
Jason Noble, Market Manager
Stephanie Garner, Bookkeeper

FINANCIAL REVIEW: FISCAL YEAR 2022

North Park Main Street is partially funded by assessments from business owners in the North Park BID & PBID district. These funds, while only XXX% of our total budget, are wisely managed and leveraged to provide community programming and services that benefit our diverse business community.*

Visit our website for official audited financial documents

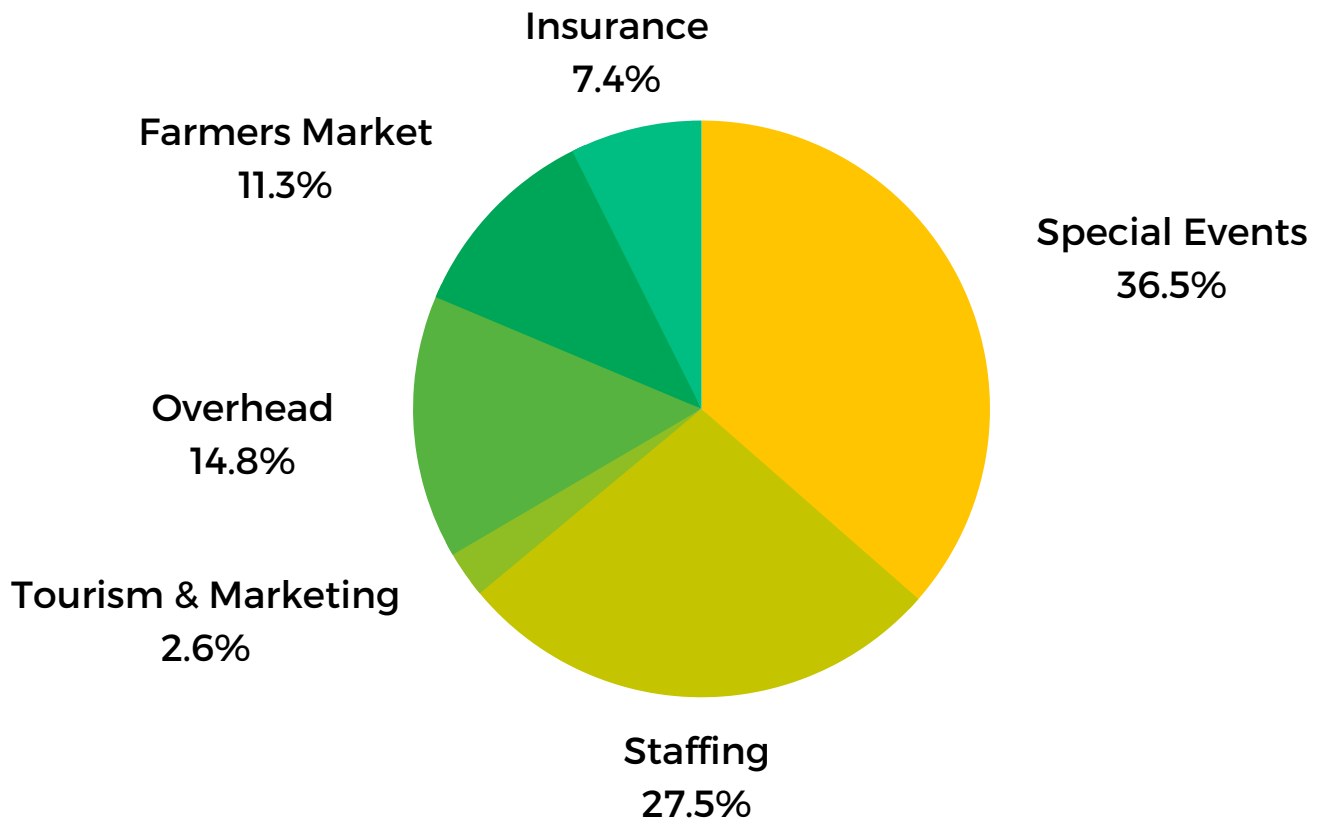
TOTAL NPMS EXPENSES: \$559,573

TOTAL NPMS INCOME: \$760,486

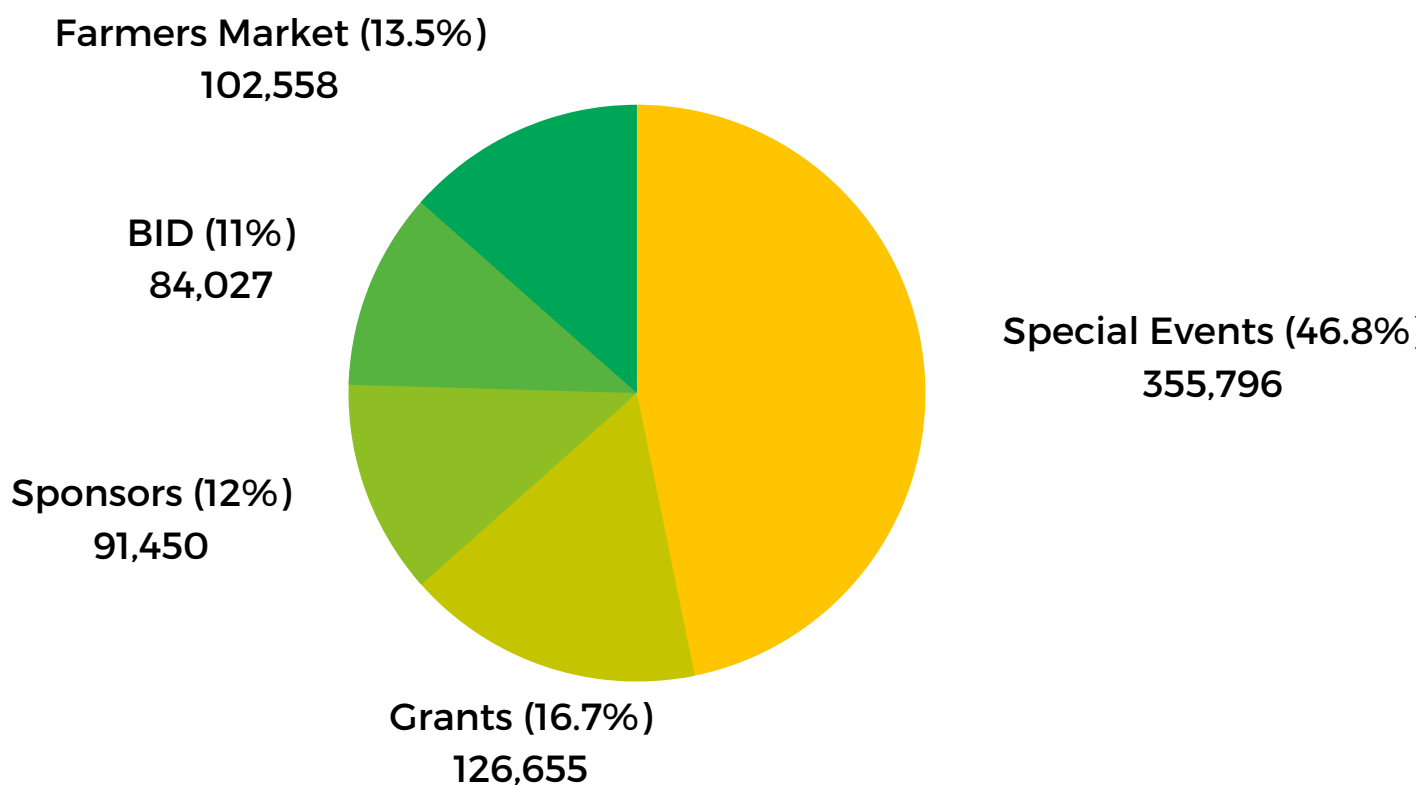
*BID assessments total \$84,027. NPMS raised an additional \$676,459 in 2022 to support its operations and programs.

THE FIGURES

FISCAL YEAR 2022 - EXPENDITURES BY PERCENTAGE = 559,573



FISCAL YEAR 2022 - INCOME BY PERCENTAGE = 760,486

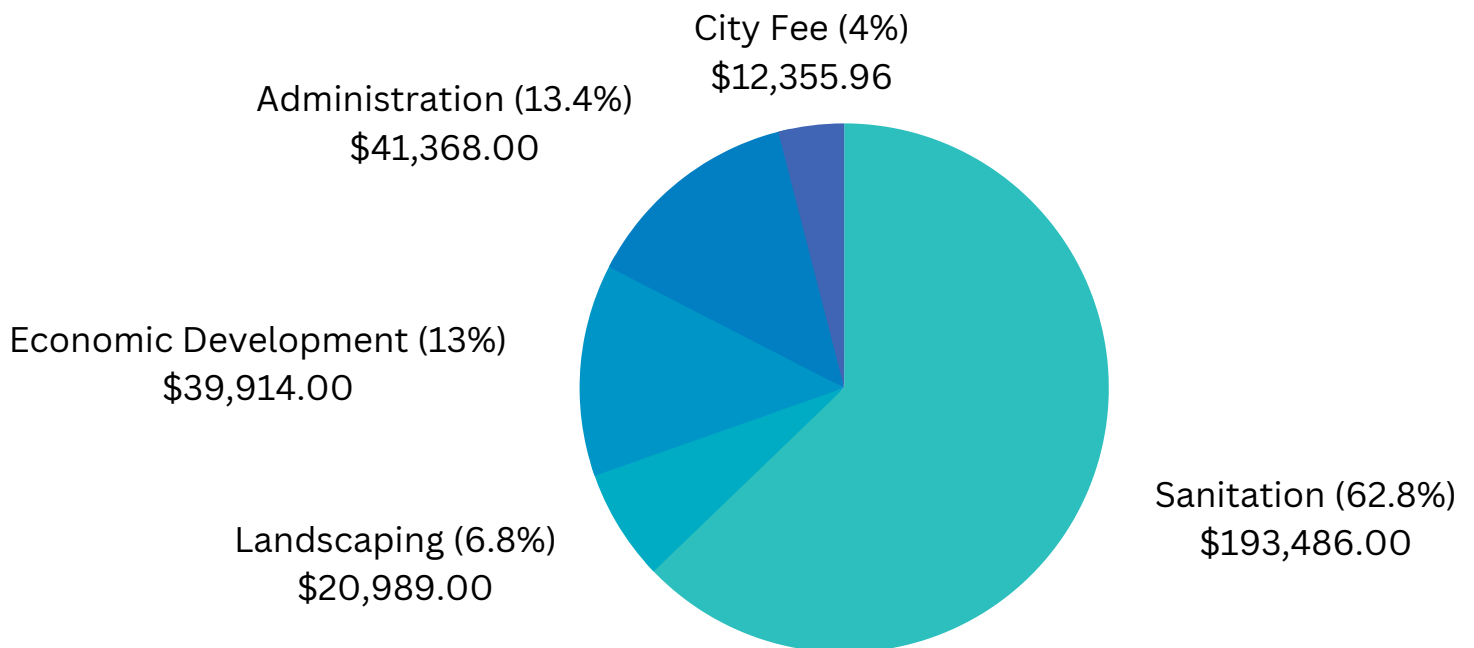


THE NORTH PARK PROPERTY IMPROVEMENT DISTRICT

Each and every service is unique to the NPPBID. These improvements, maintenance, and activities constitute and confer a special benefit to assessed parcels. All of the improvements, maintenance, and activities are above and beyond those provided by local government agencies, are aimed to constitute and confer special benefits directly and only to assessed parcels.

During Fiscal Year 2022, the NPPBID collected \$295,757 in assessment funds. These are how the funds were spent

NPBID EXPENSES FY22: \$317,379.93 (June 30, 2021 - July 1 2022)



801

Graffiti
Removals

1373

Trash
Picked Up

1443

Curbs
Swept

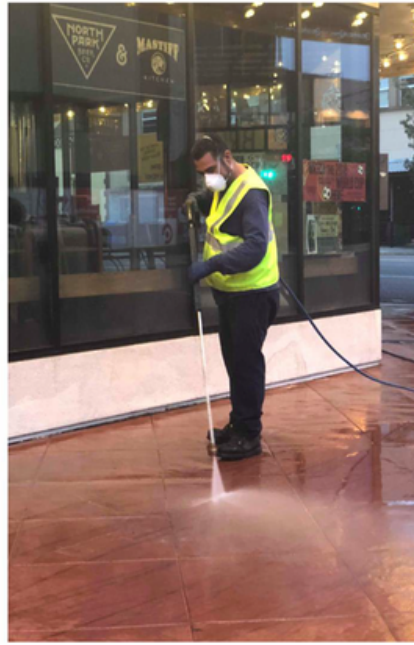
492

Street
Pressure
Washes

136

Feces
Urine
Removed

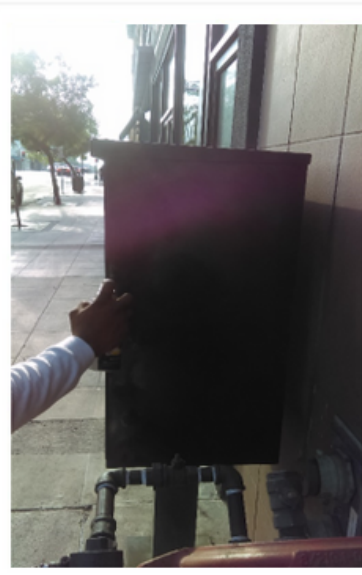
NP PBID ACTIVITIES



Enhanced Trash Removal & Pressure Washing on University Avenue for FY 2022



Landscaping and Grounds Maintenance are a Part of the FY 2022 Landscaping Plan



Enhanced Graffiti Removal for FY 2022

NORTH PARK BID & PBID PROJECTS & PROGRAMS

Mid-City Homeless Outreach Program

In order to improve the quality of life of the unsheltered in our community, North Park Main Street and its partners, the City Heights Business Association, City Heights CDC, and Price Philanthropies established a homeless outreach program in North Park and City Heights.

The success of this program is evidenced not only by the number of individuals who have been housed or connected to services but also by the replication of this model which is now implemented throughout the City of San Diego.

Explore North Park



Explore North Park is NPMS's social media effort to brand and market our district.

Audience Reach ***6 million users***

Total Followers ***+70,000 followers***

NORTH PARK BID & PBID PROJECTS & PROGRAMS

PROW

North Park Main Street, as an agent for the City of San Diego, manages the Public Right of Way program for North Park, insuring that street cafes, outdoor displays, and a-frame signs are in compliance with City Guidelines



Farmers' Market

North Park's Thursday Market offers healthy and sustainable food choices to locals and draws in regional tourists which boosts the total economic impact of this cherished event.

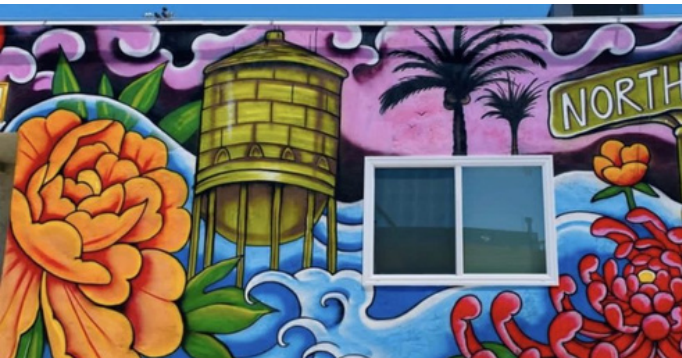
In 2022, the market has added EBT, SNAP, and other food programs. Also, we've expanded our market to include more vendors and run a monthly special market called Third Thursdays

NORTH PARK BID & PBID PROJECTS & PROGRAMS

Holiday Decor, Banner Program, & Utility Boxes

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

We also work with property owners and artists to maintain and add to North Park's impressive collection of murals.



NORTH PARK MAIN STREET ADVOCAY & EVENTS

North Park Music Fest

North Park's inaugural Music Fest was a resounding success. The event attracted over 15,000 people to the district.



The event brought in local heavy-weight music talent and our businesses set up unique & tasty vending tables.

Taste of North Park

North Park Main Street's annual 'Taste' provides people with a unique ability to taste and sip there through our highly regarded dining scene.

Over 1500 people took part in this sold-out event. After our event, restaurants and shops in our district recorded higher sales and better traffic.



NORTH PARK MAIN STREET ADVOCACY & EVENTS

Shop Local

NPMS's Shop Local provides incentives for shoppers to spend their holiday money in our district



Community Possible

These business mixers offered business owners a chance to meet, connect, and engage with each other.



Community Clean Up

North Park sponsored a community clean-up in partnership with US Bank.



NORTH PARK MAIN STREET MEETINGS - GET INVOLVED!

Board of Directors

Meets at the office (3939 Iowa Street Suite 2) on the second Thursday of the month at 9 am.

Events & Promotions

Meets at the office (3939 Iowa Street Suite 2) on the fourth Tuesday of the month at 11 am.

LEARN MORE:



NORTH PARK
MAIN
STREET

3939 IOWA STREET
SUITE 2
SAN DIEGO, CA
92104

619 294 2501

WWW.NORTH PARKMAINSTREET.COM