

NORTH PARK



NORTH PARK
**MAIN
STREET**

2024 ANNUAL REPORT

NORTH PARK MAIN STREET
BUSINESS IMPROVEMENT DISTRICT
SPECIAL ENHANCEMENT DISTRICT

TABLE OF CONTENTS

About North Park Main Street 2

A Word from the Executive Director 3

Staff & Board of Directors 4

Financial Review: FY 2024 5

North Park Special Enhancement District (SED) 8

 North Park Maintenance App 11

Community Improvement Programs 12

 Explore North Park 13

 Social Media Outreach 14

Economic Vitality 15

 Business Openings 16

Looking Forward: New Developments and Investments 18



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 and dining environment.

Initiated by property owners and managed by the North Park Main Street Board of Directors, the North Park Special Enhancement District (SED) is a benefit assessment district providing improvements and activities that extend beyond the City of San Diego’s baseline level of service. The SED provides various improvements like sanitation, safety, economic development, and landscaping programs to assessed parcels within its district boundaries.



A WORD FROM THE EXECUTIVE DIRECTOR



As I reflect on the successes and challenges of this fiscal year, I give great thought to the meaning of teamwork and community. This year, the North Park Main Street team has collaborated with our community to go above and beyond in improving our beloved neighborhood.

Between 2023 and 2024, North Park Main Street kicked off several new projects that were met with great interest from our community. We started 2023 off with our new Special Enhancement District (SED) to provide enhanced services to the district. The re-launching of our North Park Maintenance App allowed us to focus on efficiently maintaining and cleaning up our beautiful neighborhood. Efforts to reestablish Explore North Park through a new website resulted in greater community outreach and publicity for our bustling business district.

More than ever, our North Park local and business community has been essential in upholding and rebuilding the pillars that make our neighborhood a home in recent years. Community teamwork success is evidenced by our long-standing events such as Taste of North Park, which saw some of its greatest success rates this fiscal year since pre-pandemic times. Our strong business community has worked hard to make North Park the lively, hip neighborhood it is today. After a successful fiscal year, we proudly announce that North Park has been named one of the top up-and-coming neighborhoods in the U.S. in 2024 by *Travel Magazine*.

We share responsibility for North Park Main Street's achievements with the supportive local community who attends our events and the five hundred amazing businesses that call North Park home. We thank you for your loyalty and teamwork in making North Park the best it could be.

Mark West
Executive Director

STAFF



Pictured left to right, top to bottom: Will Slate, Assistant Director | Sandra Torres, Community Engagement Coordinator | Freddie Carruthers, Maintenance Manager | Sergio Carranza, Maintenance Ambassador | Jason Noble Market Operations Manager | Kyle Goodman, Assistant Market Manager | Mariana Johnson, Strategic Communications Intern

2024 BOARD OF DIRECTORS

William Lopez, Board President

Business Owner: Alternative Strategies

Han Tran, Secretary

Business Owner: Shank & Bone

Patrick Garbani, Vice President

Business Owner: Home + Hound

Stefan Katsampes, Treasurer

Business Representative: US Bank

Joseph Balestrieri

Property Owner Representative: The Office Bar

Matt Nault

Community Member: Renew San Diego

Guthrie Cook

Community Member: Cetera Investor

Jake Nunes

Business Representative: Modern Times Beer + Coffee

Jenna Hanson

Business Owner: Revival Vintage Eyewear

Lance Sadler

Business Representative: Diamond Parking Services

Lialie Ibrahim

Business Owner: Falafel Heights

Landa Willmar

Property & Business Owner: Ignite Growth Solutions

Jim Sakrison

Business Owner: Plan Prepare Home

Steven Billings

Property & Business Owner: CKS Acquisition LLC, U31, and Original 40 Brewing

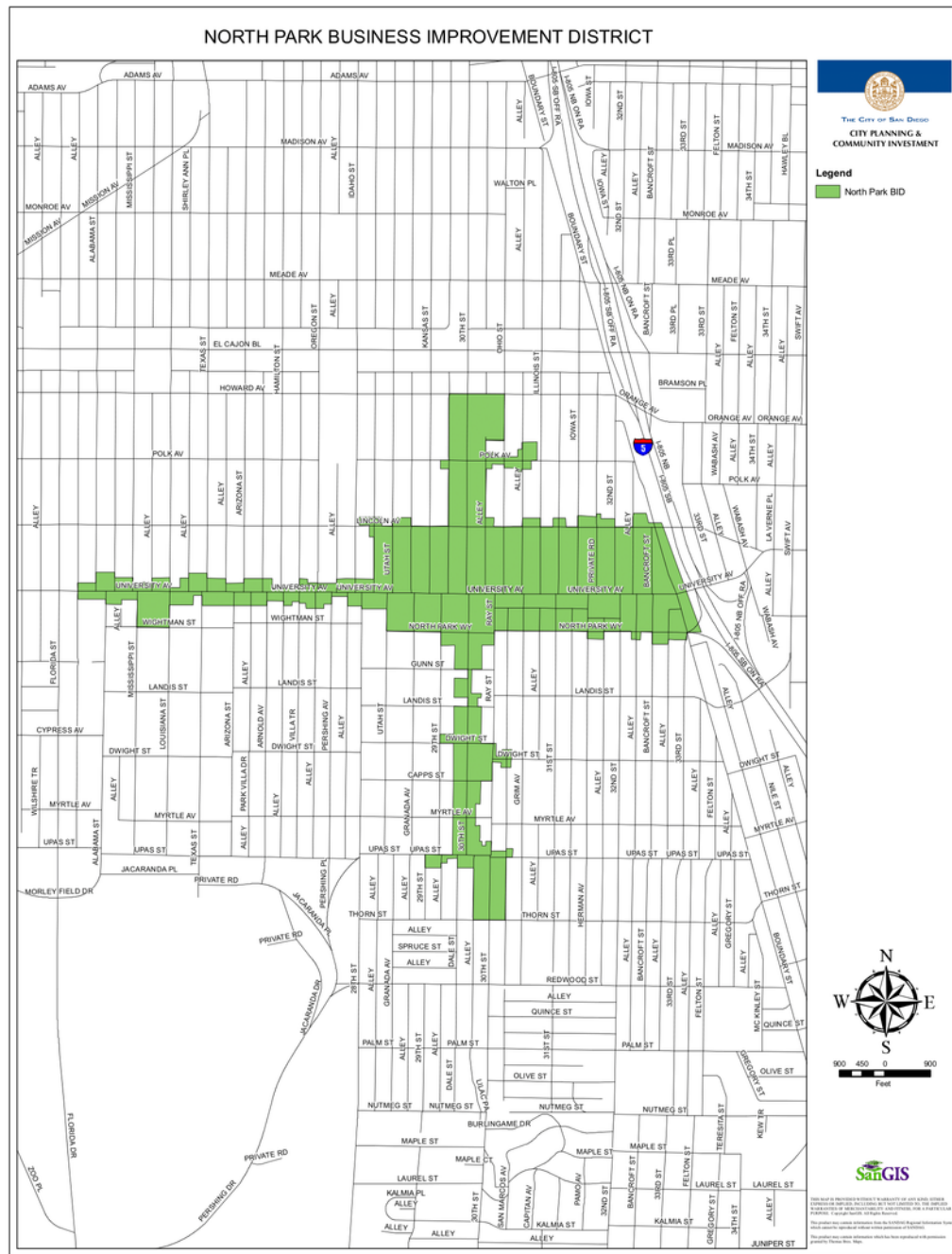
Nate Benedetto

Business Owner: Next Wave Commercial

FINANCIAL REVIEW: FISCAL YEAR 2024

North Park Main Street is partially funded by assessments from business and property owners in the North Park BID and SED districts. These funds, while only 51.6% of our total budget, are wisely managed and leveraged to provide a variety of community programming and services.

Between 2023 and 2024 NPMS collected \$567,346.44 in business assessments and another \$533,023.31 in funding from events, sponsorships, programs, and grants. 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.



Fiscal Year 2024 Expenditures by Percentage

TOTAL NPMS EXPENSES: \$1,261,383.67

SED (44.8%)

\$564,541.06

SPECIAL EVENTS (30.5%)

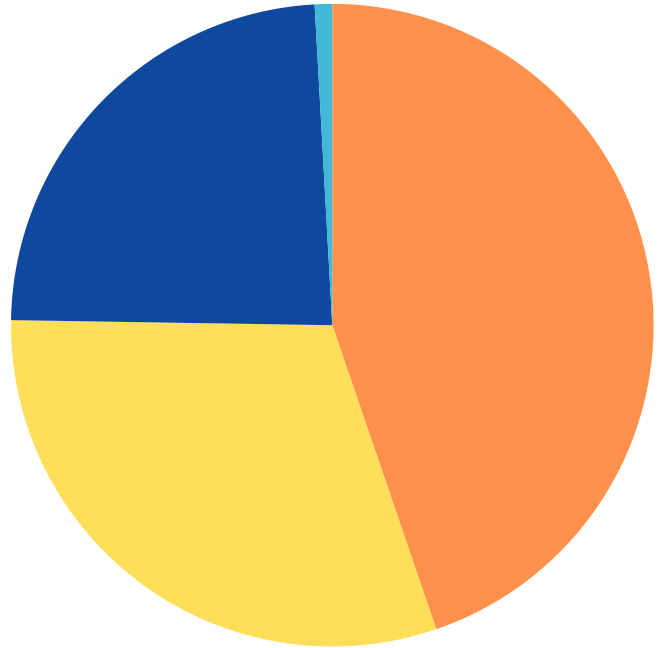
\$384,662.04

OPERATIONS (23.9%)

\$301,127.29

MISCELLANEOUS (0.9%)

\$11,053.28



Fiscal Year 2024 Income by Percentage

TOTAL NPMS INCOME: \$1,100,370.75

SED (44.4%)

\$488,457.78

SPECIAL EVENTS (37.1%)

\$408,016.52

**SPONSORSHIPS, GRANTS,
FUNDRAISING (11.4%)**

\$125,006.79

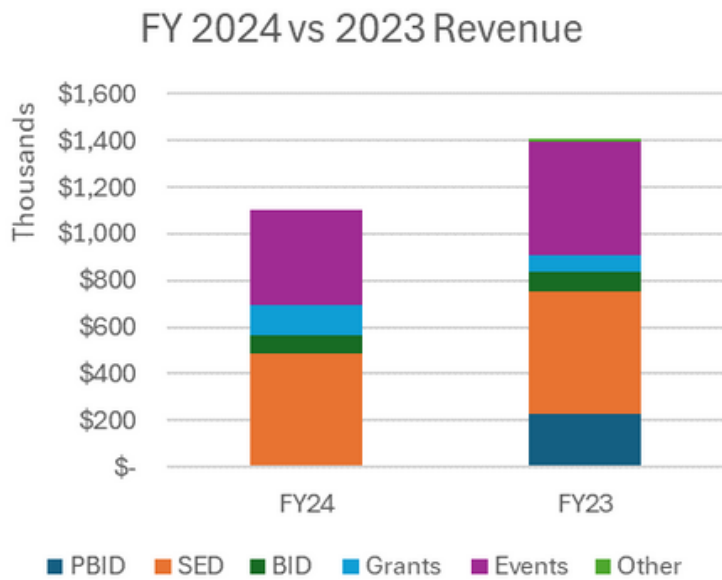
BID (7.2%)

\$78,889.66



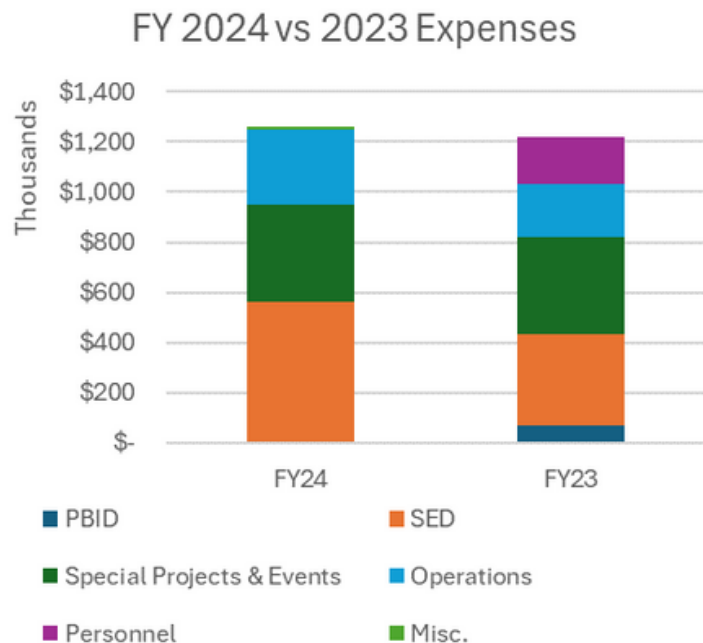
Fiscal Year 2024 vs 2023 Revenue

Revenue	FY24	FY23
<i>PBID</i>	---	\$ 230,614.58
<i>SED</i>	\$ 488,457.78	\$ 519,374.76
<i>BID</i>	\$ 78,889.66	\$ 84,736.79
<i>Grants</i>	\$ 125,006.79	\$ 70,893.00
<i>Events</i>	\$ 408,016.52	\$ 490,016.19
<i>Other</i>	---	\$ 11,766.61
Total Revenue	\$1,100,370.75	\$ 1,407,401.93



Fiscal Year 2024 vs 2023 Expenses

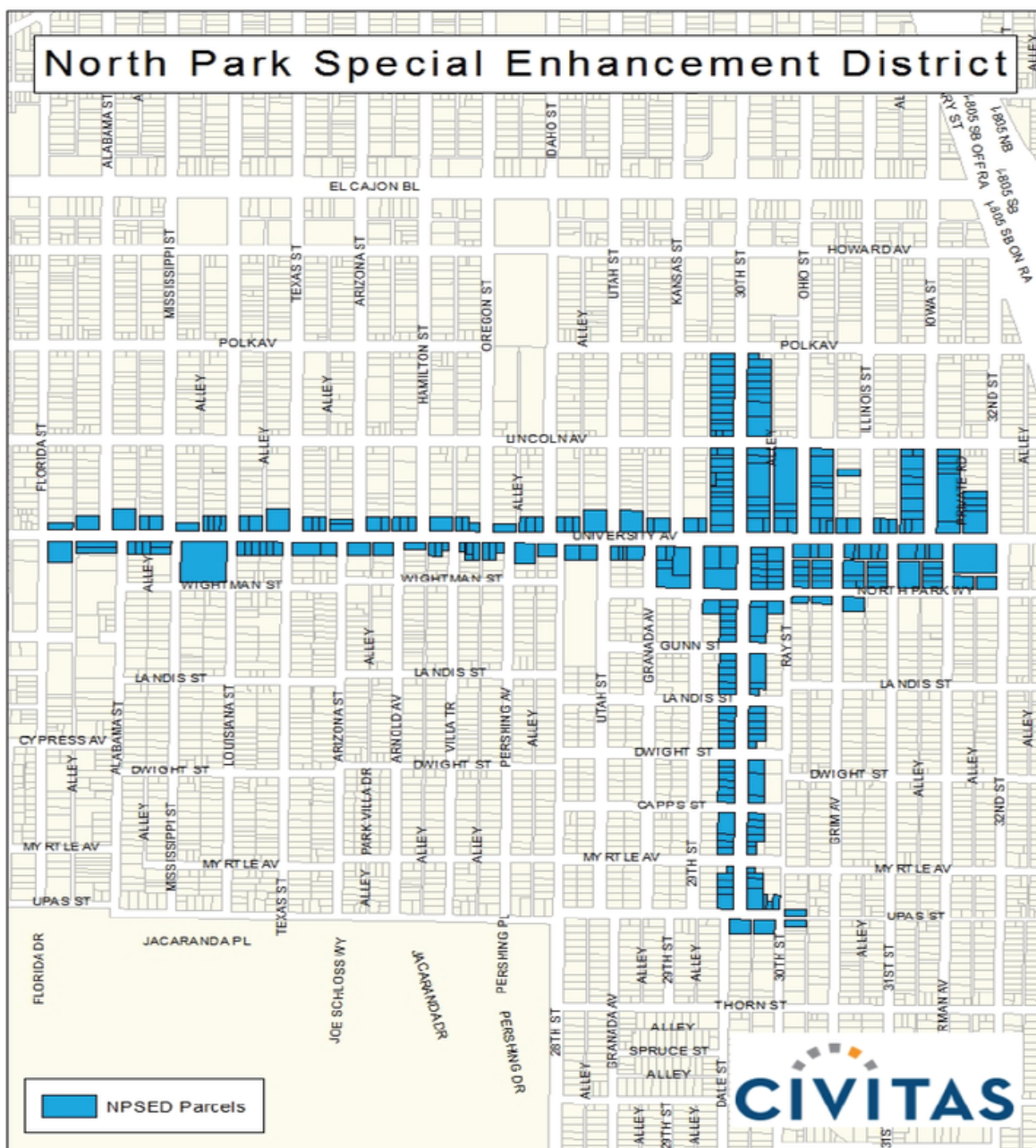
Expenses	FY24	FY23
<i>PBID</i>	---	\$ 67,213.56
<i>SED</i>	\$ 564,541.06	\$ 366,728.84
<i>Special Projects & Events</i>	\$ 384,662.04	\$ 385,384.05
<i>Operations</i>	\$ 301,127.29	\$ 210,786.39
<i>Personnel</i>	---	\$ 191,068.81
<i>Misc.</i>	\$ 11,053.28	---
Total Expenses	\$ 1,261,383.67	\$ 1,221,181.65



NORTH PARK SPECIAL ENHANCEMENT DISTRICT

Developed by property owners and North Park Main Street, the North Park Special Enhancement District (SED) is a benefit assessment district whose main goal is to provide enhanced improvements and activities beyond the City of San Diego's baseline level of service. The SED's funding relies on assessments collected from property owners through their property taxes.

The SED provides Sanitation, Safety programs, Economic Development, and Landscaping programs to assessed parcels within its district boundaries. These assessments are to combat urban blight, promote economic opportunities, and create clean and safe environments.





North Park Main Street works year-round to provide enhanced services extending beyond our maintenance and safety programs. We proudly sponsor and coordinate the painting and installation of murals to beautify our community and give North Park a unique, artistic look.

SED Fiscal Year 2024 Expenditures by Percentage

TOTAL SED BUDGET: \$501,718

SANITATION

\$ 376,029.30

ADMINISTRATION

\$ 63,022.04

IMPROVEMENT & ECONOMIC DEVELOPMENT

\$ 64,138.80

Operation Costs

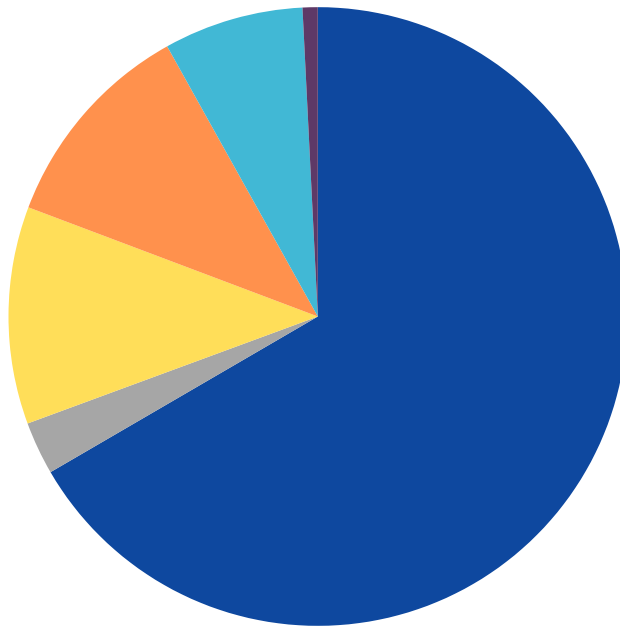
\$ 4,462.50

SAFETY PROGRAM

\$ 41,244.93

LANDSCAPING

\$ 15,643.49



SED Services Report

July 1, 2023 - June 30, 2024

5,629

GRAFFITI &
STICKER REMOVALS

503

WEEDINGS

3,383

HARDSCAPE CLEANINGS

214

BIOLOGICAL WASTE
REMOVALS

1,766

DEBRIS REMOVAL
& COLLECTIONS

158

TREE WELL CLEANINGS

1,525

TRASH PULLED

46

TREE TRIMMINGS

907

POWER WASHINGS



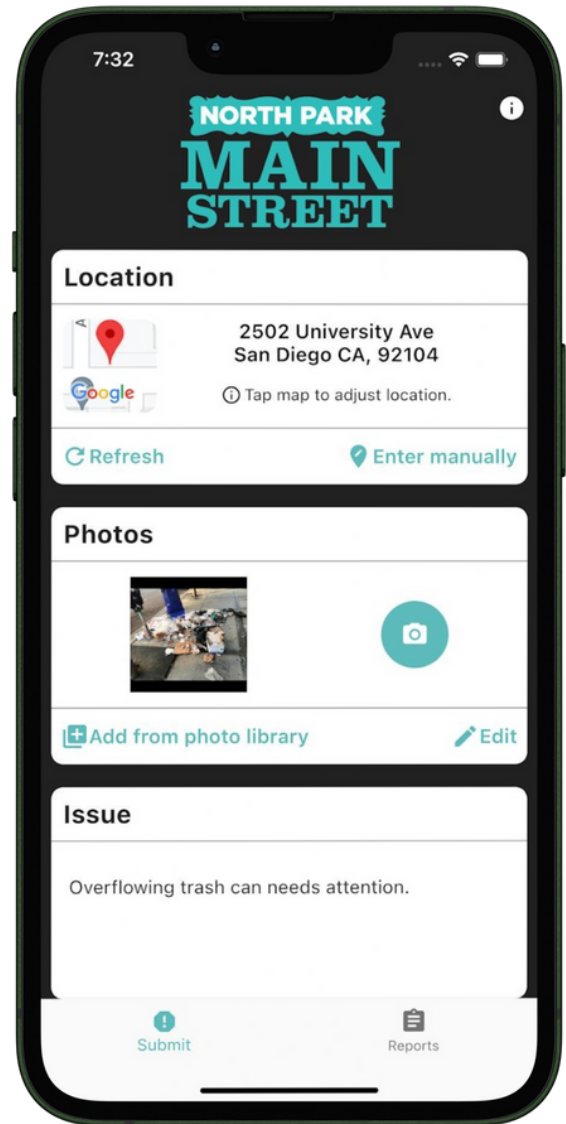
The North Park Main Street Maintenance Team works hard to remove graffiti and trash pile up in the district.

North Park Maintenance App

During Fiscal Year 2024 we saw the success of our new North Park Main Street Maintenance App. Designed for business and property owners, the app allows users to quickly report non-emergent maintenance and public safety concerns throughout the district directly to our maintenance staff. Through the North Park Maintenance App, you can describe an issue, the location of an incident, include photos of a service request, and track your issue from start to finish.

Between June 30, 2023, and July 1, 2024, our NPMS Maintenance Team resolved 155 out of 179 tickets generated through the app, 34% of which were resolved within an hour. We have worked hard to reduce response times, and we are happy to report that issues were resolved on average in 3 minutes within arrival at the reported site.

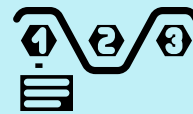
To report and track a concern, download the North Park Maintenance App through the QR code below:



Maintenance Reporting Made Easy



**Easily Report
Maintenance &
Sanitation Issues**



**Streamlined
Reporting Process**



**Track Tickets
from Start to Finish**



**Transparent
Support**

COMMUNITY IMPROVEMENT

NPMS Programs

RIBBON CUTTINGS

NPMS proudly supported fourteen ribbon cutting events which served as a powerful tool to publicize new North Park businesses and build connections between our local and business communities. More than ever, ribbon cuttings are an easy way for people to support our local business community.



COFFEE CHATS

NPMS held six coffee chats with elected officials for community members within the district to engage in conversations within the scope of North Park BID and SED activities. Our coffee chats have provided residents with the opportunity to get involved in their community in a smaller, more intimate environment.



BUSINESS FORUMS

NPMS hosted its two annual business forums to keep North Park business owners informed and engage larger organizations such as San Diego Community Power in conversation with their community.



PUBLIC RIGHT OF WAY PROGRAM

North Park Main Street, as an agent for the City of San Diego, manages the PROW program for North Park, ensuring business with outdoor displays, seating areas, and a-frame signs follow City guidelines. Enforcement of the program facilitates pedestrian traffic and preserves the aesthetic character of the streetscape for optimized business growth.



STOREFRONT IMPROVEMENT PROGRAM

Managed by the City of San Diego, the Storefront Improvement Program (SIP) provides small businesses with free architectural design services and financial incentives to revitalize their buildings' street-facing appearances. North Park Main Street encourages businesses wishing to make a creative change to their storefronts to apply to the SIP.

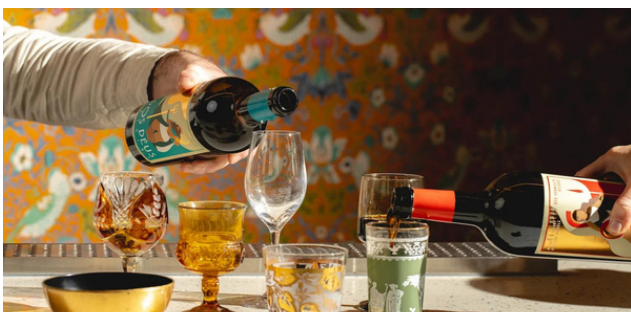


Patisserie Melanie at 3750 30th Street before and after using Storefront Improvement Program services.

Explore North Park

Explore North Park is a sales and marketing-focused brand whose main objective is to promote North Park as a premier destination for all. North Park is a vibrant, attractive neighborhood that draws an increasing number of visitors supporting our diverse business community complete with boutiques, breweries, craft cocktail bars, restaurants, Historic Observatory Theatre, and small businesses.

Our goal is to promote the pillar attractions of our neighborhood that make North Park the powerful, beloved community we know today. Through intentional marketing efforts to promote economic growth and visitor demand for our business district, Explore North Park hopes to attract individuals from all walks of life to support our community.



Explore North Park Social Media Outreach

Through its Facebook and Instagram social media platforms, North Park Main Street hopes to attract new and familiar faces to North Parks' food, arts, culture, and entertainment scene. Social media marketing campaigns allow NPMS to extend its reach beyond the scope of the neighborhood through increased contact with target audiences and increased visibility for its programs.

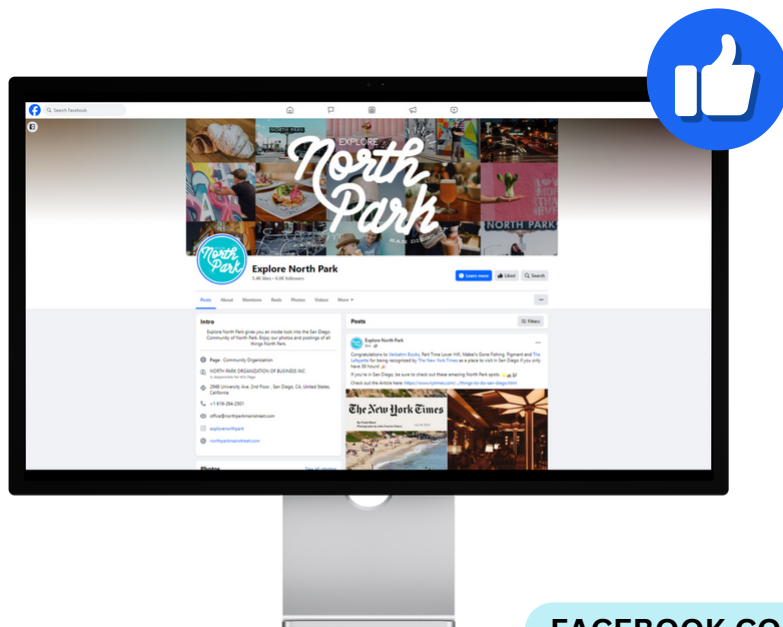


INSTAGRAM

2023-2024 Media Channel Recap

+6.1K new followers gained
with content *reaching 220.7K users*

+28.3K users engaged
ending FY24 with **73.4K followers**



FACEBOOK

2023-2024 Media Channel Recap

+646 new followers gained
with content *reaching 73.9K users*

+3.4K users engaged
ending FY24 with **6.6K followers**

FACEBOOK.COM/EXPLORENORTH PARK

ECONOMIC VITALITY

NPMS Programs

NORTH PARK MUSIC FESTIVAL

North Park Main Street hosted its annual music festival through June 31st and July 1st, 2024, at the North Park Mini Park featuring three live music stages with food, beverage, art, and boutique vendors. Open to the public, the festival created a bustling atmosphere for over 2,500 attendees to enjoy live music.



TASTE OF NORTH PARK

North Park Main Street hosted its Taste of North Park on Saturday, October 7th in support of the North Park Business Community. 1,500 ticketed customers turned out to sample North Park's best eateries through a self-guided delicious food and beverage tour.



SHOP LOCAL

North Park Main Street held its annual Shop Local North Park event on Saturday, November 25th to promote local shopping. North Park boutiques offered holiday deals and specials alongside NPMS' goodie bag giveaway and other activities throughout the districts.



WINTER WONDERLAND

North Park Main Street organized its annual mid-December Winter Wonderland Event in celebration of the winter holiday season. This two-day event featured a skating rink, tap truck, boutique vendors, and food vendors within the North Park Mini Park to instill holiday spirit and sense of community in its attendees.



THURSDAY MARKET

North Park Main Street holds a weekly farmers market every Thursday from 3pm to 7pm in support of shopping locally. The Thursday Market sells a variety of fresh fruits, vegetables, locally produced foods, and crafts to promote sustainable agricultural practices and a healthier environment. Rain or shine, our Thursday Market is an easy way to support our local businesses.



Business Openings

Data on FY 23 indicates North Park saw the closure, movement, or sale of 113 existing businesses and within FY 24 we welcomed 87 new businesses. North Park Main Street is optimistic about the new businesses coming into North Park which have added a new level of diversity to the type of businesses and an infusion of energy from new business owners. Our sources within the property management community have also highlighted that millions of dollars are currently being deployed within North Park's BID lines for heavy commercial remodeling & residential buildings.

Despite having fewer new businesses than business losses in FY 23, new businesses are providing more employment opportunities. This points to the arrival of strong businesses that can support themselves and a more extensive staff. Between the start and end of FY 23, the average number of people employed per business grew from 4.2 to 4.6 people, which presents nearly a 10% employment increase.

We value all the businesses that make up our lively and diverse business district. The following are highlights from a few of the many new businesses welcomed to North Park in FY 24.



PARLOR DOUGHNUTS

3017 University Avenue
San Diego, CA 92104



LAZY EYE COFFEE

4096 30th Street
San Diego, CA 92104



BIVOUAC ADVENTURE LODGE

3980 30th Street
San Diego, CA 92104



DAVID'S DAUGHTER

3758 30th Street
San Diego, CA 92104



NOOK & PANTRY

3043 University Avenue
San Diego, CA 92104



OUR STORY

2939 Lincoln Avenue,
San Diego, CA 92104



MAKE PROJECTS

2920 Univeristy Avenue
San Diego, CA 92104



CRAFTED COUPE

3933 30th Street, Suite 2
San Diego, CA 92104



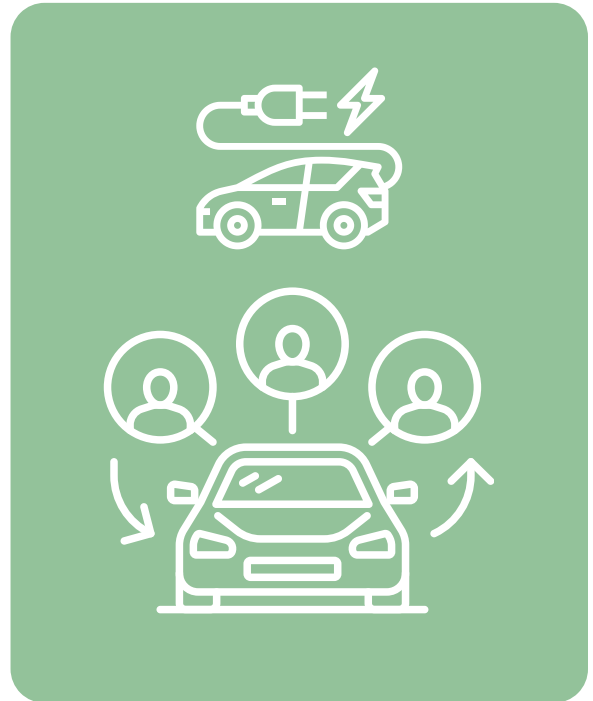
CACIO E PEPE

2835 University Avenue
San Diego, CA 92104

LOOKING FORWARD: 2024-2025 DEVELOPMENTS

New Electric Shuttles

While much has gone into improving transit infrastructure locally, many still find local travel to be cumbersome or unsafe. North Park Main Street and City Heights Community Development are excited to announce the kickoff of a new Mid-City micro transit network between 2024 and 2025. This electric shuttle service will work in cohesion with active public transit networks like MTS, connecting City Heights and North Park. Shuttles will be available starting from Park Boulevard all the way to City Heights. Through this program, NPMS and City Heights CDC's goal is to make it easier for people to live, work, and play between the two communities.



Rebranding Explore North Park

NPMS will continue efforts to rebrand Explore North Park in the upcoming fiscal year to create excitement about North Park's trendy atmosphere and artistic flair. Whether you are looking for shopping, food, culture, arts, fitness, or more, North Park has activities and entertainment for all. Through our new Explore North Park website, visitors can easily search for North Park activities that will cater to their specific interests.

When planning your next visit to North Park, visit our newly launched website at www.explorenorthpark.com



GET INVOLVED

North Park Main Street is supported by a volunteer Board of Directors. Committees collaborate with the staff of NPMS to build a sustainable and complete community revitalization effort. All Board of Directors and committee meetings are open to the public and hybrid with the option to meet via Microsoft Teams or in person at the North Park Main Street Office, 2948 University Avenue – Floor 2.

BOARD OF DIRECTORS

Meets 2nd Thursday of every month

Time: 9:00 am

Location: Online & NPMS Office (hybrid)

Purpose: To conduct, manage, and control the affairs of North Park Main Street.

EXECUTIVE COMMITTEE

Meets Friday prior to the Board of Directors Meeting

Time: 9:00 am

Location: Online & NPMS Office (hybrid)

Purpose: To set the agenda for the Board of Directors meetings. The Executive Committee is made up of the President, Vice President, Secretary, Treasurer, and NPMS Staff.

ECONOMIC DEVELOPMENT COMMITTEE

Meets 4th Tuesday of every month

Time: 11:00 am

Location: Online & NPMS office (hybrid)

Purpose: To plan events, activities, and programs that support the development of North Park's business district.

MOBILITY COMMITTEE

Meets 4th Tuesday of every month

Time: 1 pm

Location: Online & NPMS office (hybrid)

Purpose: To lead discussions about effective transportation throughout North Park's business improvement and special enhancement districts.

BEAUTIFICATION COMMITTEE

Meets 4th Friday of every month

Time: 11:00 am

Location: Online & NPMS office (hybrid)

Purpose: To plan and execute special projects that promote a beautiful and vibrant North Park.

CONNECT WITH US

WWW.NORTHPARKMAINSTREET.COM

[FACEBOOK: FACEBOOK.COM/NORTHPARKMAINSTREET](https://FACEBOOK.COM/NORTHPARKMAINSTREET)

[INSTAGRAM: @NORTHPARKMAINSTREET](https://INSTAGRAM.COM/@NORTHPARKMAINSTREET)

NORTH PARK MAIN STREET 2948 UNIVERSITY AVENUE -- FLOOR 2, SAN DIEGO, CA 92104

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