

HILLCREST

BUSINESS ASSOCIATION

2013 Annual Report Hillcrest Business Association

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President's message:

The life blood of neighborhood organizations are the people that serve them. There isn't much more to a business association than the people that are involved. Neighborhood groups that re-cycle the same people and ideas over and over become stale and tired. That is why it is such an exciting time at the HBA. New life is being breathed into Hillcrest's oldest neighborhood group.

Over the past year , my goal as board president has been to bring a sense of consistency and organization to the HBA. We have worked on many wonderful events and programs. We finally completed the Hillcrest Pride Flag Project, we made our events more successful, and we built the foundation of a new organization that will chart the future of Hillcrest. I am excited to have been part of all of these things.

At this year's annual meeting a new Board President will be elected and a new Executive Director will be introduced. A host of new board members will be sworn in and new life and energy will be brought to the HBA. With the foundation that we have made over the last several years and the new energy that we're ushering in, I am confident that the Hillcrest Business Association will be healthy and strong for years to come.

Glenn Younger
HBA President
Grah Security



Unveiling of the Pride Flag Monument

The Hillcrest Business Association's projects are divided into three lines of business and are overseen by a variety of committees.

- > MARKETING
- > BEAUTIFICATION
- > LEADERSHIP

MARKETING

The Marketing Committee oversees the ongoing promotional activities of the organization including CityFest 2013, Pride of Hillcrest Block Party, Hillcrest Taste 'n' Tinis, Hillcrest Farmers Market, Hillcrest Hoedown, Taste of Hillcrest, SHOP Hillcrest for the Holidays, networking events and member communications. There is also a Special Events Committee that oversees the HBA's special events.



CityFest 2013

Hillcrest CityFest continues to be one of San Diego's most popular neighborhood street fairs. In 2013 the event partnered with the San Diego bicycle community on their CiclosDias event (which occurred on the same day) by hosting a massive bicycle corral.



Pride of Hillcrest Block Party

The HBA Successfully implemented the second Pride of Hillcrest Block Party. The event was produced in conjunction with San Diego LGBT Pride. The event kicked off San Diego Pride weekend with the raising of a 20' by 30' flag at the Hillcrest Pride Flag monument. This event raised over \$50,000 for community improvements.



The Amazing High Heel Race

The HBA hosted the third annual Amazing High Heel Race event which featured 15 teams of high heel wearing participants racing to raise money for neighborhood improvements. The event raised over \$12,000 for neighborhood projects.



Hillcrest Taste 'n' Tinis

Hillcrest Taste 'n' Tinis continues to be a popular holiday promotion featuring over thirty neighborhood businesses and attracting hundreds of holiday shoppers. In 2012 Taste 'n' Tinis raised over \$6,000.



Hillcrest Farmers Market

The Hillcrest Farmers Market continues to grow. In this past year the HBA expanded the market footprint to reconnect it with University Ave. The new footprint was applauded as "renewing the market" and brought the market's most financially successful year to date.



Hillcrest Farmers Market Free Trolley

In collaboration with the Uptown Community Parking District, the HBA implemented a free shuttle service to its Farmers Market. This enabled over 350 new parking spaces to be made available for the market.



Hillcrest Hoedown

The second ever Hillcrest Hoedown was well attended and continues to be popular with Hillcrest locals and businesses.



Taste of Hillcrest

The Taste of Hillcrest remains one of San Diego's most popular tasting events. It continues to draw hundreds to the neighborhood and establishing Hillcrest as San Diego's restaurant destination. This year the event featured over fifty participating businesses and introduced craft beer sampling.





Shop Hillcrest for the Holidays

In 2012 the HBA expanded this holiday campaign by increasing the number of participating member locations and prize pool. This event gave over \$3,000 of Hillcrest business gift certificates to lucky neighborhood shoppers.



Networking Events and Member Communications

The HBA Maintained communications with members and customers through targeted a communications program that featured print and online newsletters, social media, and member meetings. |

Beautification

The majority of the HBA's budget is set aside for neighborhood beautification projects. The organization's Beautification Committee and Maintenance Assessment District Committee oversee beautification projects.



Neighborhood Cleaning

The HBA cleaned neighborhood sidewalks every second day in FY2013. From litter pickup throughout the core and outlying areas of the neighborhood to the emptying of neighborhood trash cans, the HBA's cleaning activities are one of its primary functions. The HBA also pressure washes the core business district every second month and the outlying areas twice a year.



Gardening

The HBA maintains hundreds of trees throughout the neighborhood and many small garden areas. The HBA recently trimmed seventeen large "heritage" trees on Fifth Ave. and the many smaller trees throughout Hillcrest. The HBA maintains over forty flower baskets throughout the neighborhood.



Security

Security Guards patrol the Hillcrest core every day of the week.

Hillcrest Pride Monument

Through a \$30,000 capital campaign the HBA created a historical monument at the base of the Pride Flagpole. This monument tells the story of LGBT history in Hillcrest and was unveiled at the 2013 Pride celebration.



Utility box decorations

The HBA undertook a cleaning and decoration program of the many utility boxes throughout the neighborhood. Using photo "wraps" the boxes are decorated with colorful pictures of produce from the Hillcrest Farmers Market.



Leadership

The HBA has always sought to be a leader for the Hillcrest Community. In 2013 the HBA's Executive Committee and Parking Committee worked on long term improvements for the neighborhood.



"Fabuteer" volunteer program

HBA staff launched a volunteer program in 2012 to maximize the use of the dedicated volunteers. These "Fabuteers" perform all types of roles such as staffing the information booth at the Farmers Market and helping with neighborhood street fairs.



Egyptian Quarter branding

In 2012 the HBA began a re-branding effort for a group of businesses on Park Blvd. Taking advantage of a unique architectural style in the area, the HBA began a process of bringing new improvements to this area.



National Main Street Program

The HBA has begun the process of engaging with the National Main Street Program. Through attendance at conferences and reviving a dormant not-for-profit organization, the HBA is seeking to apply for this national designation in 2014.



Supporting the Uptown Community Parking District

HBA staff and volunteers continue to support the Uptown Community Parking District organization through staff expertise and logistical support. This resulted in the successful implementation of two neighborhood bicycle corrals, a free Hillcrest Trolley four days a week, and a broad web and print promotional campaign.



HBA ORGANIZATIONAL INFORMATION

FY 2013 Board Members:

Glenn Younger, President, Grah Security
 Johnathan Hale, Vice President, Hale Media
 Ronald Baranov, Baranov Properties
 Michael Brennan, Urban Green
 Jillian DiCola, Hollywood Tans
 Pete Katz, Katz Real Estate
 Alonzo Ortiz, Comerica Bank

Delour Younan, Hillcrest Shell
 Cecilia Moreno, Crest Cafe
 Eddie Reynoso, Mo's Universe
 Nick Papantonakis, Snooze, A.M. Eatery

FY 2013 Financial report*:

Special Events	\$512,167.96
Contracts	\$240,169.53
Other income	\$18,459.77
Capital Projects	<u>\$18,000.00</u>
Total Income	\$788,797.26
Promotions	
Special Events	\$270,666.58
Communications/Web	\$9,606.01
Promotional Campaigns	\$9,248.38
Physical Improvements	
Hillcrest Sign Utilities/Main.	\$552.23
Security	\$38,714.86
Cleaning and Gardening	\$104,191.32
Capital Projects	\$72,819.75
Leadership	
Contingency	\$40,035.45
Personnel	\$166,928.33
Operating	<u>\$72,226.11</u>
Total Expense	\$784,989.02
Balance	\$3,808.24

**These financial are draft and are correct at the time of printing.
 For complete and audited financials please contact the HBA.*

