



HILLCREST

BUSINESS ASSOCIATION

2017 Annual Report Hillcrest Business Association



Dear Hillcrest Business Members,

I am excited to report on the HBA's progress for another year. This past year, we saw some of our greatest leadership accomplishments come to fruition. While all the festivals and promotions, cleaning and improvement projects, are important and absolutely necessary, it is critical that we keep our eye on the big picture lest the neighborhood fall into decline.

Over the last year, we and our partners worked together to complete the new Uptown Community Plan. As partners with the Gateway Council and City of San Diego, we worked to create a neighborhood plan that was supportive of reasonable development and growth for the neighborhood. In the coming years, we will work with the Gateway Council on their specific plan for the heart of the neighborhood.

In 2016, the HBA also advocated to the City of San Diego and SANDAG to modify their proposed bike lanes to ensure that critical parking spaces were preserved. Since SANDAG first proposed removing 191 parking spaces from the neighborhood, the HBA's efforts have reduced that number to only 23 lost spaces. And the work continues.

Finally, the HBA is in the last stages of creating a new Maintenance Assessment District that will generate hundreds of thousands of dollars for cleaning, gardening, and security on the east end of the Hillcrest.

I look forward to another year of growth and big picture vision at the HBA.

Tami Daiber-Hirst

HBA Board President



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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 main function of any business association is the ongoing promotional activities of the organization. At this HBA, this includes CityFest, Pride of Hillcrest Block Party, Hillcrest Taste 'n' Tinis, Hillcrest Farmers Market, Taste of Hillcrest, SHOP Hillcrest for the Holidays, networking events, and member communication.



CityFest

Hillcrest CityFest continues to be one of San Diego's most popular neighborhood street fairs. In 2016, the event focused on art with the installation of several live art murals, a community sculpture, and an artist alleyway featuring up and coming artists.



Pride of Hillcrest Block Party

The Pride of Hillcrest Block Party in 2016 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 \$25,000 for the community.



Hillcrest Classic Car Show

At the end of FY16, the HBA launched a monthly event, the Hillcrest Classic Car Show. This partnership with Great Autos of Yesteryear and Mo's Universe sees a monthly car show on Normal Street. Hundreds of people and over thirty five classic cars turn out for this family friendly event.



Hillcrest Taste 'n' Tinis

This holiday promotional event continues to be a popular attraction featuring over thirty neighborhood businesses and bringing hundreds of holiday shoppers to the neighborhood. In 2016 Taste 'n' Tinis raised over \$6,000.



Hillcrest Farmers Market

The Hillcrest Farmers Market celebrated its 20th anniversary in 2017. The market celebrated the continuing popularity of San Diego's original farmers market with a cake cutting ceremony hosted by Speaker of the California State Assembly Toni Atkins and over two hundred cup cakes given away to market customers.



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 establishes Hillcrest as San Diego's restaurant destination. This year, the event featured over fifty participating businesses and introduced craft beer sampling.



Nightmare on Normal Street

This exciting Halloween nighttime street party continues to be popular. In 2016, the event raised over \$16,000 for the HBA and the LGBT Community Center. It featured vendors, a massive dance stage, and a costume competition with over 125 entrants.



Shop Hillcrest for the Holidays

In 2016, 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.



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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 five days a week in FY2017. The HBA's cleaning activities are one of its primary functions, from litter pickup throughout the core and outlying areas of the neighborhood to the emptying of neighborhood trash cans.



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 dozens of smaller trees throughout Hillcrest. The HBA maintains over forty flower baskets throughout the neighborhood.



Steam Cleaning

The HBA steam cleans the sidewalks in the heart of the neighborhood every month. Other steam cleaning special projects have occurred such as cleaning at the Pride Flag, MTS bus stops, and Hillcrest Farmers Market. The HBA also launched its cleaning subscription program that allows business areas to have their sidewalk cleaned for a discounted fee.



Maintaining Neighborhood Assets

The HBA maintains the Hillcrest Sign and Hillcrest Pride Monument on behalf of the neighborhood. Both these iconic neighborhood symbols require monthly maintenance. The HBA allows for other neighborhood groups to host their pride flags on the Hillcrest Pride Flag Pole including the Transgender Pride Flag, the Leather Pride Flag and the Bisexual Pride Flag.



Neighborhood Flag and Banner Program

On patriotic holidays, the HBA partners with the Hillcrest Lions Club to install dozens of patriotic flags on neighborhood streets and flies the United States flag on the Hillcrest Pride Flag Pole. The HBA also lowers the Pride Flag on official days of mourning as directed by the President of the United States.



Security

Security Guards patrol the Hillcrest core every day of the week providing homeless relocation services and keeping an eye out for criminals.



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Leadership

The HBA has always sought to be a leader for the Hillcrest Community. In FY2017, the HBA's Executive Committee and Parking Committee worked on long term improvements for the neighborhood including the reformatting of the Uptown Community Parking District and the completion of the Uptown Community Plan.



Saving Hillcrest's Parking Spaces

The HBA's sister organization, the Uptown Community Parking District, has struggled over the years to meet its goal of improving Hillcrest's parking situation. In this past year the HBA's Executive Director and volunteers took an active role on the board of the organization and refocused the group back to its core mission of creating parking spaces. The group also successfully hired a new executive director that had a much more business friendly approach.



Uptown Community Plan Approved

In 2016 the Uptown Community Plan was finished and approved, completing almost seven years of work. The HBA was heavily invested in this effort and worked to allow for reasonable development of the neighborhood in the new plan.



Creating a new Maintenance Assessment District

The HBA has always provided enhanced services in the heart of the neighborhood. In 2016, the HBA began the process of expanding the Maintenance Assessment District on the east end of town so as to provide funding for enhanced security and cleaning. It is anticipated that this special assessment district will go to property owners for a vote.



2016-17 HBA Board of Directors and Staff



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HBA ORGANIZATIONAL INFORMATION

FY 2017 Board Members:

Tami Daiber-Hirst, President, Carleton Management
 Glenn Younger, Vice President, Grah Security
 Maggie Roland, Treasurer, M. Roland and Assoc.
 Paul Smith, Secretary, The Merrow

Pete Katz, Katz Real Estate
 Charles Kaufman, Bread and Cie
 Bryan Lovering, Adam and Eve
 Larry Malone, Empire House
 Jessca Magers, Fiesta Cantina
 Cecilia Moreno, Crest Cafe
 Alphonso Tsang, Comerica Bank
 Delour Younan, Hillcrest Shell

Ryan Bedrosian, Rich's Nightclub
 Michael Brennan, Carlson Douglas Landscape Arch.
 Jeff Jackson, Flicks Nightclub

FY 2017 Financial report*:

Special Events	\$562,465
Contracts	\$199,758
Other income	<u>\$33,658</u>
Total Income	\$795,881
Promotions	
Special Events	\$290,253
Promotional Campaigns	\$27,051
Physical Improvements	
Hillcrest Sign Utilities/Main.	\$2,233
Security	\$62,309
Cleaning	\$71,761
Gardening	\$28,950
Other Projects	\$23,476
Leadership	
Personnel	\$197,247
Operating	<u>\$100,401</u>
Total Expense	\$803,681
Balance	\$(7,800)

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



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