



The Hillcrest Business Association 2021 Annual Report



I am one in a long line of board presidents of the HBA. That list of names stretches back back one hundred years. It is a long list of people who dedicated their volunteer time to make Hillcrest what it is today. Each board president was elected by a board of directors who also dedicated their time. Thousands upon thousands of hours of time to organize restaurant walks and street fairs, to have policy discussions on how best to clean sidewalks or organize the neighborhood.

In this year of our 100th anniversary it's important to remember, what makes a neighborhood amazing, beyond the buildings and the streets, the trees or the neon signs and flagpoles, are the people who devote their time and energy to the neighborhood. Countless people and thousands of hours spent dedicated to making Hillcrest what it is today. Mostly, they won't get their names on buildings, they might get a pat on the back ~ or a donut. Their recognition will be brief and they won't get to make speeches. But they didn't do it for the recognition. They did it for their neighbors, for their businesses and their neighbor's businesses. They did it for friendship and fraternity. They did it because they wanted to make their neighborhood better and a wonderful place to do business.

Their contribution is broad. You think that this neighborhood is called Hillcrest because it's on the crest of a literal hill. But it's also on the crest a figurative hill. A hill built high by the contributions of so many. This year we celebrated standing on their shoulders and we can see a bright future. This year we raised our glasses to all our volunteers, committee members, and board members over the past one hundred years.

Paul Smith
HBA Board President



Marketing and Promotions

A clear focus of the HBA is ongoing promotional activities. In 2021 many of our promotions were received and came back with great success. Hillcrest Taste of Hillcrest, the Hillcrest Farmers Market, Pride of Hillcrest Block Party, and Nightmare on Normal Street all returned to normal operations with more attendees than ever. Due to ongoing concerns about the Pandemic, Hillcrest CityFest did not occur in 2021.

Hillcrest Farmers Market

After a brief closure during the initial pandemic closure, in 2021 the market came roaring back with thousands patronizing the market every weekend. Over the course of 2021, the market removed many of the restrictions that had been placed on it due to the pandemic.

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 2021 Taste 'n' Tinis raised over \$6,000.

Taste of Hillcrest

Taste of Hillcrest returned in May of 2021 with over 25 participating businesses and over 1,000 customers. Taste of Hillcrest raised over \$25,000 for the neighborhood.

Nightmare on Normal Street

This costume competition and dance party is a fundraiser and nightlife promotional event held in the Halloween period. This event returned after the pandemic with record ticket sales in 2021.



Pride of Hillcrest Block Party

In 2021 this event took advantage of the cancellation of the Pride Parade by expanding into a two day event. The event featured a dance party, drag showcase, and a political rally. The event was attended by almost 7,000 people and raised over \$150,000 for the neighborhood.

Networking Events and Member Communications

The HBA maintained communications with members and customers through a targeted communications program that featured print and online newsletters, social media, and member meetings. The HBA's communications network regularly reaches over 20,000 people.



Physical Improvements

HBA's beautification services continue to be in high demand. From trash pickup and steam cleaning to flower baskets and security, the HBA served to keep Hillcrest clean and meeting the needs of the membership.

Welcome to Hillcrest signs

Adding a dash of fun color to the entrances to Hillcrest, these colorful signs welcome thousands of guests to the neighborhood. Window clings and T shirts begin the process of refining Hillcrest's brand.

Weekly Walkabout

The HBA's weekly neighborhood tours feature staff and volunteers touring the neighborhood reporting issues, talking to neighbors, and solving problems. Each week a different quadrant of the neighborhood is toured and hundreds of graffiti tags, stickers, and other issues are addressed.

Neighborhood Clean-up Block Parties

On the fourth Friday of each month HBA staff and volunteers host a neighborhood "block party". This is a mini neighborhood cleanup day where HBA volunteers intensively clean one block. Volunteers paint graffiti, pick up trash, and report other issues.

Security

Security guards patrol the Hillcrest core every day of the week through an on-call service providing homeless relocation services and keeping an eye out for criminals.

Neighborhood Cleaning

The HBA cleaned neighborhood sidewalks every second day in 2021. From litter pick up 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 steam cleans the core business district every month. These services were not impacted during the pandemic.

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. These services were not impacted during the pandemic.

Subscription Programs

The HBA has developed a program to provide discounted steam cleaning and security to outlying areas. By leveraging its sidewalk pressure washing and security purchases, the HBA is able to offer discounted rates to its members. Over thirty neighborhood businesses take advantage of these cleaning and security programs.



Leadership

The HBA has always sought to be a leader for the Hillcrest community. In 2021 the HBA's Executive Committee has advocated for policy improvements to benefit the neighborhood.

Development of the Greater Hillcrest Community Benefit District

The HBA hired New City America to develop the management plan for the Greater Hillcrest Community Benefit District. This clean and safe program would, once passed, provide \$1.3m for clean and safe programs throughout all of Hillcrest.

100 year Anniversary Celebration

The HBA celebrated the 100th anniversary of the founding of the HBA in 1921. This celebration featured a gala dinner with over 220 guests, awards, and birthday cakes.



Annual financials

Income:

Sales:	\$58,170
Contracts:	\$254,783
Events:	<u>\$199,093</u>
Total:	\$512,046

Expense:

Operating:	\$223,840
Promotions:	
Events:	\$13,217
Other:	\$27,400
Physical Improve:	<u>\$247,021</u>
Total:	\$511,478
Balance	\$568

Financials are preliminary and are not audited. For current information please contact the HBA directly.