



## HILLCREST BUSINESS ASSOCIATION

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### 2014 Annual Report

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Hillcrest and the Hillcrest Business Association have seen a great deal of growth and change through 2014 and we've weathered some stormy seas. Now, the horizon looks bright, we can reflect on this year's accomplishments and get ready for great things in 2015.

This year, we entered into one of the most promising, yet difficult, debates to confront Hillcrest in years. Transforming Hillcrest and SANDAG's bicycle plan will eventually yield a sea-change for Hillcrest, with implications for decades to come. By installing new infrastructure throughout the neighborhood, these plans will enable alternative modes of transportation and (could) create exciting public spaces. Getting this important project right is so much more important than simply getting it done. Through this process, the Hillcrest Business Association is dedicated to adding transportation choices for our customers, from walking and driving, to bicycles and otherwise.

The difficult work of the Uptown Community Plan is drawing to a close and we're excited to have had such a positive influence on our new plan. Fostering new construction in the long fallow ground of Hillcrest has been difficult, but with our recommendations incorporated into the new Uptown Plan, we're confident that new development will take root.

Finally, our business association has continued to grow in size and influence. We're adding new promotions all the time such as Hunting Around Hillcrest and Outdoor Movie Nights. We're continuing to beautify the neighborhood with projects such as the utility box decoration program (recently nominated for an Orchid award) and the trashcan art program.

After this exciting year, I am ready to cast out for a re-invigorated and exciting 2015!

*J. Hale*



HILLCREST BUSINESS ASSOCIATION

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# Marketing

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The Marketing Committee oversees the ongoing promotional activities of the organization. Projects implemented include:

## CityFest

Hillcrest CityFest continues to be one of San Diego's most popular neighborhood street fairs. In 2014 the event celebrated its 30<sup>th</sup> anniversary with a huge cake and gave away over 300 cup cakes to participants. CityFest featured over 260 vendors, had over 200,000 attendees and raised over \$50,000 for the community.



## Pride of Hillcrest Block Party

HBA successfully implemented the third Pride of Hillcrest Block Party, 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 \$20,000 for community improvements and LGBT causes, and donated over \$250 worth of free tickets to LGBT community groups.

## The Amazing High Heel Race

The HBA hosted the fourth Amazing High Heel Race event which featured teams of high heel wearing participants racing to raise money for neighborhood improvements. The event raised over \$9,000 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 2013 Taste 'n' Tinis raised over \$6,000 net revenue.

## Hillcrest Farmers Market

The Hillcrest Farmers Market continues to grow. In 2014 the market added a successful new shuttle and remote parking area. This enabled over 350 new parking spaces to be made available for the market.

The 14<sup>th</sup> year of the Hillcrest Farmers Market was the most successful ever.



### Hillcrest Hoedown

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

### Hillcrest Fat Tuesday

In 2014 this annual event featured a new foot print, a parade and dance party. The event raised over \$3,000 for LGBT Youth Scholarships.

### Taste of Hillcrest

The Taste of Hillcrest remains one of San Diego's most popular tasting events. In 2014, it drew 1,300 new customers into San Diego's restaurant destination. This year the event featured over fifty participating businesses.

### Shop Hillcrest for the Holidays

In 2014 the HBA expanded this holiday promotional campaign by increasing the number of participating member locations and prize pool. This event gave over \$3,000 worth of Hillcrest business gift certificates to lucky neighborhood shoppers.



### Hillcrest Open Houses and Member Communications

The HBA maintained communications with members and customers through targeted communications programs that featured print and online newsletters, social media and member meetings.

### Egyptian Quarter Branding and Hillcrest Movie Night

The HBA partnered with neighborhood businesses on Park Blvd to strengthen the brand of the area by establishing the Hillcrest Egyptian Quarter. This branding included a series of movie nights, street trashcan decorations and the installation of themed banners.

### Hunting Around Hillcrest

This frequent shopper promotional event featured a scavenger hunt around the neighborhood with shoppers seeking out answers to clues in neighborhood stores. Each clue solved entered participants into a chance to win a Hillcrest Shopping spree.

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## Beautification

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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.

Projects implemented include:

### Neighborhood Cleaning

The HBA cleaned neighborhood sidewalks every second day in 2014. From litter pickup throughout the core and outlying areas of the neighborhood to the emptying of neighborhood trash cans, the HBA's cleaning ac-

tivities 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 maintains over forty flower baskets throughout the neighborhood.

### Security

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

### Utility box decorations

The HBA continued its cleaning and decoration program of the many utility boxes throughout the neighborhood. Using photo “wraps” the boxes are decorated with colorful pictures of local plants. This project was nominated for an Orchid award by the San Diego Chapter of the American Institute of Architects.

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## Leadership

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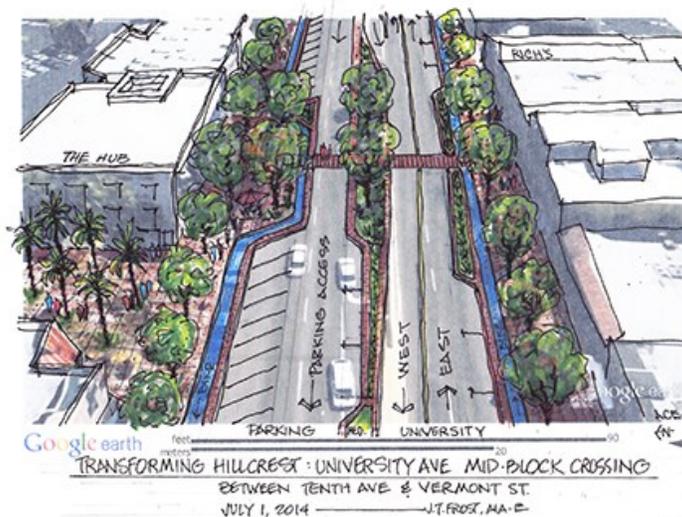
The HBA has always sought to be a leader for the Hillcrest Community. In 2014 the HBA’s Executive Committee worked on long term improvements for the neighborhood.

### Bicycle Infrastructure Advocacy

Throughout 2014 the Hillcrest Business Association worked with its partners at the Uptown Community Parking District, San Diego Association of Governments and the City of San Diego, to organize an alternative to the proposal to remove parking spaces and install bike lanes. The HBA has successfully worked to ensure that SanDag considers both installing bike lanes and preserving parking for the community.

### Uptown Plan Representation

The Hillcrest Business Association successfully advocated for many of the growth and density allowances that are being provided for in the current draft of the Uptown Community Plan.



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# 2014 Board of Directors

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## Board Officers

Johnathan Hale, Hale Media, President

Delour Younan, Hillcrest Shell, Vice President

Cecelia Moreno, Crest Café, Treasurer

Eddie Reynoso, Urban Mo's, Secretary

Glenn Younger, Grah Security, Trustee

## Board Members

Gillian Dicola, Hollywood Tans

Alfonzo Tsang, Comerica Bank

Michael Brennan,

Nicholas Papantonakis, Snooze, An AM Eatery

Carlson Douglas Landscape Architect

Pete Katz, Katz Real-estate

Sam Khorish, Heat Bar and Kitchen

Ronald Baranov, Baranov Property

Morgan Freeman, Edith Ernestine

Michael Rosensteel, Uptown News

Ryan Bedrosian, Rich's Nightclub

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## FY 2014 Financials\*

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Events	\$688,534
Contracts	\$215,982
Other income	\$70,178
<b>Total Income:</b>	<b><u>\$974,694</u></b>
CityFest	\$118,934
MAD	\$108,332
Other Program Exp	\$484,646
Management and Gnl	<u>272,343</u>
<b>Total Expense:</b>	<b><u>\$984,255</u></b>
Balance:	-9,561

\*The financials presented here are in a format reflective of the HBA's FY14 audit.. For a copy of the HBA's audit or monthly financial documents, please visit [www.hillcrestbia.org](http://www.hillcrestbia.org)

