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## HILLCREST BUSINESS ASSOCIATION

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### 2015 Annual Report

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Accomplishment often breeds criticism. As a community leader, I don't shy away from either. Over the last two years at the helm of the HBA we have had our fair share of both, however as I leave my post as the Board President of the Hillcrest Business Association, it's clear to me that it's been worth it. When you examine our accomplishments and the investment we've made in Hillcrest, I am sure you'll agree we've made the most of the last two years.

Over the last two years, I have sought to build partnerships to enhance our events and our neighborhood. We have continued our partnership with San Diego Pride to create a sustainable Pride of Hillcrest Block Party. The kick off to Pride activities brings in consistent funds to the neighborhood and SD Pride. Also, last year, we partnered with the San Diego LGBT Community Center to save Nightmare on Normal Street. We returned this popular night-life event to profitability.

Our commitment to neighborhood improvements and leadership continues with a variety of new efforts. In 2015, we partnered with City Councilmember Gloria to fund a specialized street team to engage with our homeless community. This team provides full time services and support for the most disadvantaged in our community.

As community leaders we have stood up to forces that would push their agenda through our neighborhood. Whether it be SANDAG seeking to trade neighborhood parking spaces in favor of bike lanes or the Police Department seeking to increase fees to our members, we have represented the needs of our members and successfully pushed their agenda.

As I pass the gavel to the next HBA Board President, I am excited to see the HBA continue to grow and improve with similar innovative and creative projects.

*J. Hale*



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# Marketing

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The Marketing Committee oversees the ongoing promotional activities of the organization.

Projects implemented include:

## Hillcrest CityFest

CityFest continues to be one of San Diego's most popular neighborhood street fairs. The theme in 2015, the year we celebrated the 31st CityFest, was CityFest goes POP! CityFest featured over 260 vendors, had over 150,000 attendees and raised over \$50,000 for the community.

## Pride of Hillcrest Block Party

HBA successfully implemented the fourth 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 and a laser light show at the Hillcrest Pride Flag monument. This event raised over \$16,000 for community improvements and LGBT causes, and donated over \$250 worth of free tickets to LGBT community groups. This year's event invited an impromptu rally by the San Diego Transgender community to highlight their cause.

## Nightmare on Normal Street

The HBA took over this struggling street fair in 2014 and returned it to profitability. The event featured an all ages dance party with a festive costume competition.

## Hillcrest Craft Beer Crawl

This new event featured twelve neighborhood businesses and showcased Hillcrest's craft beer establishments. The event raised \$1,700 for neighborhood improvements.

## 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 2014 Taste 'n Tinis raised over \$6,000 net revenue for the community.



## Hillcrest Farmers Market

The Hillcrest Farmers Market continues to grow. In 2015 the market rebranded many of its market collateral materials, added wine sampling and kicked off a new volunteer program. The Hillcrest Farmers Market raises over \$160,000 annually for the Hillcrest community.

## Hillcrest Fat Tuesday

In 2015, this annual event returned to its old footprint and featured an exciting dance party.

## 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 thirty participating businesses.

#### Shop Hillcrest for the Holidays

In 2015 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.

#### "Your Guide to Fabulous" Hillcrest guide and tourist promotions

As a hub for cultural tourism in San Diego, Hillcrest launched a new edition of its popular guide and created a new video to showcase Hillcrest. These platforms will be used to promote Hillcrest in area hotels.

#### 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 Movie Night

The HBA partners with neighborhood businesses on Park Blvd. to promote the Hillcrest Egyptian Quarter through a series of movie nights.



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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:

#### Homeless outreach and assistance

In 2015, the HBA partnered with the City of San Diego and the San Diego Alpha Project to create the Hillcrest Homeless Outreach Patrol (HOP). A full time team of homeless specialists patrol the neighborhood each day providing assistance to San Diego's growing homeless population and helping them to more productive lifestyles.

#### Neighborhood Cleaning

The HBA cleaned neighborhood sidewalks roughly every second day in 2015. 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

maintains over forty flower baskets throughout the neighborhood.

### Security

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

### City Trashcan Decorations

The HBA continued its cleaning and decoration program through the painting of over thirty grimy city trashcans throughout the district. These cans were painted by budding local artists and featured artistic themes relating to popular events throughout the neighborhood.

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## Leadership

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The HBA has always sought to be a leader for the Hillcrest Community. In 2015 the HBA's Executive Committee worked on long term improvements for the neighborhood. Projects implemented include:

### Bicycle Infrastructure Advocacy

Throughout 2015, 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 worked with local property owners to hire respected lobbying firm, California Strategies, who successfully halted the removal of dozens of parking spaces in Hillcrest while preserving protected bicycle lanes in appropriate areas.

### 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. In 2015 the HBA provided detailed feedback to the San Diego Planning Department on the draft.

### Halting of Proposed Police Fee Increases

With its partners at the California Restaurant Association and the Gaslamp Quarter Association, the HBA worked to halt the City of San Diego Police Department's proposal for a 40% fees increase on nightlife and massage therapy businesses.

### Expansion of the East Maintenance Assessment District (EMAD)

The HBA has begun a survey of property owners to gauge interest in the expansion of the EMAD in Hillcrest. Early survey respondents are expressing support for the proposal. An expansion of this MAD would pay for homeless support services, cleaning and security.

### Defending the HBA against frivolous legal challenges

Over the last year the HBA has worked with its legal team to defend the HBA and its members from a variety of accusations and legal challenges. Though there are some ongoing issues that have yet to be resolved, all the current claims made against the HBA concerning the open meetings, disabled citizens, public records and employment issues have all be found to be baseless.

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# 2015 Board of Directors

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## Board Officers

Johnathan Hale, Hale Media, President

Glenn Younger, Grah Security, Vice President

Cecelia Moreno, Crest Café, Treasurer

Tami Daiber, Carleton Management, Secretary

## Board Members

Jessica Baro, Fiesta Cantina

Sam Khorish, Heat Bar and Kitchen

Ryan Bedrosian, Rich's Nightclub

Bryan Lovering, Adam and Eve

Michael Brennan, Carlson Douglas

Maggie Roland, MR Associates

Pete Katz, Katz Real-estate

Alphonso Tsang, Comerica Bank

Charles Kaufmann, Bread and Cie

Delour Younan, Hillcrest Shell

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## FY 2015 Financials\*

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### **Income**

|                      |                     |
|----------------------|---------------------|
| Grants and Contracts | 211,423.26          |
| Events               | 637,445.52          |
| Other Promotions     | 15,200.00           |
| Other Income         | <u>810.49</u>       |
| <b>Total Income:</b> | <b>\$864,068.78</b> |

|                       |                   |
|-----------------------|-------------------|
| Personnel             | 200,268.09        |
| Operating             | 116,713.06        |
| Neighborhood/Outreach |                   |
| Promotion             | 413,763.24        |
| Physical Improvements | <u>184,467.52</u> |
| <b>Total Expense:</b> | <b>915,211.91</b> |

Balance: (51,143.13)

\*The financials presented here are in a draft format. The FY 15 audit will be complete in November 2015 and will be available on request.





HILLCREST BUSINESS ASSOCIATION

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