



The Hillcrest Business Association 2022 Annual Report



As we come off of our centennial year and we hopefully leave behind a unique period of time in our history, I would like to thank the Hillcrest Business Association's Board of Directors and Staff for all of their dedication and hard work over this last year.

When I began my tenure as President I had a goal of wanting to encourage our more than 1200 members to get more actively involved in the organization. This very shortly took a back seat to just providing guidance and leadership to the organization so that it could survive a pandemic and still be able to provide support to our members. I am happy to say that we weathered that storm, as did many of our members. There were some rough patches, but over the last year we have come back strong.

Our farmers market and neighborhood events, like Pride Block Party and CityFest, have all seen a comeback, which in turn has brought revenue into the organization that has been reinvested back into the community. We relocated our office to a larger space that has given us the ability to expand and improve the quality of our cleaning services and beautification projects. We've continued to keep our members informed regarding policies and changes that will have an impact on the business community.

There is still a lot for us to do. Moving forward into 2023 we will be renovating the iconic Hillcrest Sign with funds acquired this year mostly from donations from a number of generous businesses in the neighborhood. We are also currently working alongside other organizations in our community and the City in developing a LGBTQ+ cultural district. The next several years are looking to bring exciting changes to Hillcrest and its business community, new development, the Normal Street Promenade, a clean and safe program, and I'm proud to have been a small part of these changes.

Paul Smith
HBA Board President



Marketing and Promotions

A clear focus of the HBA is ongoing promotional activities. In 2022 many of these promotions scaled up and built on the successes of 2021. Hillcrest Taste 'n' Tinis, Hillcrest Farmers Market, Taste of Hillcrest, and Walk in ART all saw significant growth. CityFest returned after a two year absence and Pride of Hillcrest Block Party pivoted into a new format. Social media and email communications continued with prominent growth.

Walk in ART and Mural Alley activations.

The HBA continued its investment in Mural Alley by developing the Walk in ART monthly art event. With featured performer, artist, cocktail, and a variety of boutique crafters, this event continues to develop. Other activities in the alley, such as a pop-up comedy event, create activation for this unique space.



Hillcrest CityFest.

CityFest returned after two years to record crowds and concession sales. The event featured a new footprint and new activities, such as Storytime with a Queen in the Kid's Pavillion and interactive murals.

Pride of Hillcrest Block Party

The kick off to San Diego Pride continued as a two day event this year with Thursday featuring a huge drag show and Friday hosting the Stonewall Rally and massive dance party.

Nightmare on Normal Street

This popular costume competition and dance party returned after a year's absence. The event, in partnership with the LGBT Community Center, promoted the Halloween season and raised money for both groups.

Hillcrest Farmers Market

After the challenges of Covid19 the market has returned larger and more robust than ever. Large crowds and over 30% revenue expansion have resulted in significant benefit for the organization and neighborhood.

Taste of Hillcrest and Hillcrest Taste 'n' Tinis

These popular tasting events continued to be popular promotions featuring many neighborhood retailers and restaurants and attracting hundreds of holiday shoppers.

Member Communications

The HBA maintained communications with members and customers through a targeted communications program that featured online newsletters and social media. 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 tree planting and security, the HBA served to keep Hillcrest clean and meeting the needs of the membership.

Neighborhood Cleaning

The HBA cleaned neighborhood sidewalks every second day in 2022. 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.

Hillcrest Sign Fundraising and Repair

In 2022, in partnership with the Hillcrest Community Foundation, the HBA began a capital campaign to begin the repair of the Hillcrest Sign. The campaign has raised over \$64,000 to date.

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.

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.



Gardening, Flexipave, and tree planting

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 installed Flexipave product on over 90 street tree wells eliminating trip hazards. HBA installed over 60 new trees throughout the neighborhood in 2021 and early 2022.

Subscription Programs

The HBA has continued to develop its subscription program to provide discounted steam cleaning and security to outlying areas. By leveraging its sidewalk pressure washing and security purchases, the HBA offers discounted rates to its members.



Leadership

The HBA has always sought to be a leader for the Hillcrest community. In 2022 the HBA's Executive Committee has advocated for policy improvements to benefit the neighborhood.

New HBA neighborhood office

The HBA relocated into a prominent new office location right next to the Hillcrest Pride Flag. This new location provides for ample office space, community meeting space, a storage facility, and yard for event staging.



Hillcrest Entertainment District and LGBTQ+ Cultural District

The HBA pioneered an initiative to create an Entertainment District to protect nightlife businesses in a new era of development for the neighborhood. This effort grew into a large coalition and advocacy around the creation of an LGBTQ+ Cultural District.

Continued the development of the GHMAD Clean and Safe Proposal

The HBA continued the campaign to recruit property owners to support the GH Clean and Safe Program. Over 30% of owners have agreed to support the district and the proposal is being reviewed by the City of San Diego.

Business friendly bicycle advocacy

The HBA has worked to engage business owners in supporting new bicycle infrastructure and the customers it may bring through speaking at regional conferences and developing a business friendly bicycle website.

Annual Financials

Income:		Expense:	
Sales:	\$33,141	Operating:	\$387,549
Contracts:	\$284,758	Promotions:	
Events:	\$729,083	Events:	\$287,955
Other:	\$64,351	Other:	\$111,727
		Physical Improvement:	\$318,709
Total:	\$1,111,333	Total:	\$1,105,941
		Balance	\$5,392

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