

HILLCREST

BUSINESS ASSOCIATION

2018 ANNUAL REPORT



Dear Hillcrest Business Members,

It is exciting to be a part of the evolution of one of San Diego's oldest and most active neighborhood business associations, and to be working along side such passionate and committed business and community leaders. One of my goals during this evolution, and my tenure as Board President, has been to ensure that HBA is seen as a professional and modern community based business association that engages with its members and provides support for their business concerns.

Over the last year, the board has taken numerous steps to continue this practice and I would like to thank the incredible staff at HBA for their commitment. Some of these initiatives have been public, such as new weekly "walkabouts", and our new modern and inviting office space, while other initiatives have been more subtle. From formatting our election processes for more transparency to reviving our committee structure we hope to allow for more engagement by business leaders. In addition, we have revamped our website to provide more resources to the business community and have created more dynamic events that bring visitors to the Hillcrest business district.

We are currently creating new membership opportunities that will enable larger corporate partners to engage with us and have continued to play an important leadership role at influential community organizations such as the Uptown Community Parking District and the UCSD Medical Center Advisory Board.

Although we have suffered some setbacks this year, such as the delay of the expansion of the MAD into the East side of Hillcrest, we have surged forward in other areas such as our subscription services and the finalization of the community plan update. I am eager to continue the evolution of the HBA and I hope you all will join me and the rest of the Board and become more involved.

Tami Daiber-Hirst

HBA Board President



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MARKETING

A clear focus of the HBA is ongoing promotional activities. 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 communications.



CITYFEST

Hillcrest CityFest continues to be one of San Diego's most popular neighborhood street fairs. In 2017 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 HBA Successfully implemented the Pride of Hillcrest Block Party and the 2017 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 \$15,000 for community improvements.



HILLCREST CLASSIC CAR SHOW

This year, the HBA celebrated the one year anniversary of this monthly car show on Normal Street. Hundreds of people and over forty classic cars turn out for this family friendly event. Each week, our partners at Classic Autos of Yesteryear invite a partner club to showcase their unique and fun cars!



HILLCREST TASTE 'N' TINIS

This event continues to be a popular holiday promotion featuring over thirty neighborhood businesses and attracting hundreds of shoppers. In 2017 it raised over \$6,000.



HILLCREST FARMERS MARKET

The Hillcrest Farmers Market continues to be one of the most popular markets in San Diego with over 8,000 attendees each week. This year market profits were up by almost 30% despite a variety of regulatory challenges.



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



NIGHTMARE ON NORMAL STREET

This exciting Halloween nighttime street party continues to be popular. In 2017, the event raised over \$8,000 for the HBA and the LGBT Community Center. It featured vendors, a massive dance stage, and a costume competition with over 125 participants.



SHOP HILLCREST FOR THE HOLIDAYS

In 2017, 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.

NETWORKING EVENTS AND MEMBER COMMUNICATIONS

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

"FABULOUS YOURSELF" ADVERTISING CAMPAIGN

This year the HBA partnered with its sister organization, the Uptown Community Parking District, to host a series of promotional advertisements on radio, print, and online mediums. The ads promote the neighborhood along with transportation options for those visiting the neighborhood.



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BEAUTIFICATION

The line of business that was most in demand this year was HBA's beautification services. From trash pickup and steam cleaning to flower baskets and security, the HBA served to keep Hillcrest clean while meeting the needs of our membership.



WALKABOUT

The HBA recently instituted a weekly neighborhood tour where staff and volunteers tour the neighborhood reporting issues, talking to neighbors, and solving problems. Each week a different quadrant of the neighborhood is toured.



NEIGHBORHOOD CLEANING

The HBA cleaned neighborhood sidewalks every other day in FY2017. 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 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 2017 the HBA's Executive Committee and Parking Committee worked on long term improvements for the neighborhood including the formatting 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 the 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 to refocus the group back to its core mission of creating additional parking spaces. The group also successfully hired a new Executive Director with a business friendly approach.



CREATING THE NORMAL STREET PROMENADE

Hillcrest has a dearth of public spaces and over the last year the HBA continued its work to reformat Normal Street into a multi use street that could serve as an open space for Hillcrest. By engaging and lobbying SANDAG, the Uptown Community Parking District, the City of San Diego and others, the HBA was able to lay the groundwork for an agreement to create this project.



OFFICE RELOCATION

The HBA has moved its offices to a new space. This new urban space enabled the HBA's office to refresh its image, create a new malleable work space, and present a new level of professionalism.



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HBA ORGANIZATIONAL INFORMATION

FY 2018 Board Members:

Tami Daiber-Hirst, President, Carleton Management	Pete Katz, Katz Real Estate
Glenn Younger, Vice President, Grah Security	Charles Kaufman, Bread and Cie
Maggie Roland, Treasurer, M. Roland and Assoc.	Bryan Lovering, Adam and Eve
Paul Smith, Secretary, The Merrow	Jessca Magers, Fiesta Cantina
Ryan Bedrosian, Rich's Nightclub	Cecilia Moreno, Crest Cafe
John Husler, Lestat's Coffee	Alphonso Tsang, Comerica Bank
Jeff Jackson, Flicks Nightclub	Delour Younan, Hillcrest Shell

FY 2018 FINANCIAL REPORT*:

Special Events	\$445,362
Contracts	\$207,281
Other income	<u>\$124,998</u>
Total Income	\$777,641

PROMOTIONS

Special Events	\$247,053
Promotional Campaigns	\$25,942

PHYSICAL IMPROVEMENTS

Hillcrest Sign Utilities/Main.	\$656
Security	\$58,032
Cleaning	\$71,779
Gardening	\$24,462
Other Projects	\$15,757

LEADERSHIP

Personnel	\$163,384
Operating	<u>\$86,865</u>
TOTAL EXPENSE	\$695,930

BALANCE	\$81,771
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**These financials are draft and are correct at the time of printing.
For complete and audited financials please contact the HBA.*



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