

HILLCREST

BUSINESS ASSOCIATION

2019 Annual Report Hillcrest Business Association



Dear Hillcrest Business Members,

As 2019 draws to a close, I am enthusiastic to report on our progress at the Hillcrest Business Association (HBA). When I started my tenure as board president, my goal was to transform the HBA into a more professionally presented organization with strong relationships based on mutual objectives. Over the last three years, this has been accomplished and we have seen the yield of this fruit in 2019.

This past year, we continued to build partnerships that resulted in accomplishments that were previously not possible. For example, by building relationships with SANDAG and the City of San Diego based on an understanding of mutual goals, the HBA was able to complete the approval and funding for the Normal Street Promenade. Plans for this public space on Normal Street had languished for over thirty years.

Through its leadership of the Uptown Community Parking District (UCPD), the HBA was able to reformat the atmosphere of the board and office. As a result, the UCPD has become a respected organization within community development circles. The UCPD has completed a comprehensive wayfinding program for Hillcrest, installed hundreds of new parking spaces throughout Uptown, and allocated millions of dollars to create new parking and bicycle infrastructure.

The HBA continues to strengthen and build partnerships to support the growth of Hillcrest. We seek stronger connections with transportation and development advocates, such as Circulate SD and Rise Uptown, and our friends in the LGBT community, such as San Diego LGBT Pride and the LGBT Center. Through these partnerships, the HBA will advance projects in 2020 that will see Hillcrest flourish.

I look forward to another year of professionalism and positive work in Hillcrest.

Tami Daiber-Hirst

HBA Board President



The Hillcrest Business Association's projects fall into three lines of business and are overseen by a variety of committees.

- > MARKETING
- > BEAUTIFICATION
- > LEADERSHIP

Marketing

The main function of any business association is ongoing promotional activities. At this HBA, 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 communication. The majority of the HBA's budget is set aside for neighborhood beautification projects.



CityFest

Hillcrest CityFest continues to be one of San Diego's most popular neighborhood street fairs. In 2019, 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 Pride of Hillcrest Block Party 2019 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 \$25,000 for the community.



Hillcrest Classic Car Show

Now in its third year, the Hillcrest Classic Car Show continues to be a regular family friendly attraction. This partnership with Great Autos of Yesteryear sees a monthly car show on Normal Street. Hundreds of people and over thirty five classic cars turn out for this event.



Hillcrest Taste 'n' Tinis

This holiday promotional event continues to be a popular attraction featuring over thirty neighborhood businesses and bringing hundreds of holiday shoppers to the neighborhood. In 2018 Taste 'n' Tinis raised over \$7,000.



Hillcrest Farmers Market

The Hillcrest Farmers Market saw its most profitable year in 2019. The market went through a number of logistical changes. Though many of the changes were not seen by customers, they made the market safer, secured parking on site, and lead to greater profits.



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 thirty participating businesses and included craft beer sampling.



Nightmare on Normal Street

This exciting Halloween nighttime street party continues to be popular. In 2018, the event raised almost \$5,000 for the HBA and the LGBT Community Center. It featured vendors, a massive dance stage, and a costume competition with over 125 entrants.



Shop Hillcrest for the Holidays

In 2018, 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 targeted a communications program that featured print and online newsletters, social media, and member meetings.

Beautification

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.



Neighborhood Cleaning

The HBA cleaned neighborhood sidewalks five days a week in FY2019. The HBA's cleaning activities are one of its primary functions, from litter pickup throughout the core and outlying areas of the neighborhood to the emptying of neighborhood trash cans.



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 continued its popular 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. In 2019, the HBA launched a security subscription program that allows business areas to have their sidewalk patrolled by guards for a discounted fee.



Leadership

The HBA has always sought to be a leader for the Hillcrest Community. In 2009, the HBA's Executive Committee and Parking Committee worked on long term improvements for the neighborhood.



Saving Hillcrest's Parking Spaces

Under the HBA's leadership the Uptown Community Parking District, the HBA's sister organization, was able to impliment a range of projects that improve the parking environment for Hillcrest including installing a comprehensive wayfinding program, adding hundreds of parking spaces to the neighborhood, and contributing millions of dollars to the Normal Street Promenade.



Normal Street Promenade Approved

Thanks to a successful multi-year strategy, the long planned public space on Normal Street has finally been approved. The Normal Street Promenade will feature expanded parking options, a pedestrian promenade, expanded Pride Plaza, environmental features, and historical elements. The project is fully approved, funded, and will break ground in 2021.



Creating a new Maintenance Assessment District

The HBA has always provided enhanced services in the heart of the neighborhood. In 2019, the HBA began the process of expanding the Maintenance Assessment District on the east end of town so as to provide funding for enhanced security and cleaning. It is anticipated that this special assessment district will go to property owners for a vote.



2018-19 HBA Board of Directors and Staff



HBA ORGANIZATIONAL INFORMATION

FY 2019 Board Members:

Tami Daiber-Hirst, President, Carleton Management
 Glenn Younger, Vice President, Grah Security
 Ryan Bedrosian, Treasurer, Rich's Nightclub
 Paul Smith, Secretary, The Merrow

Jeff Jackson, Flicks Nightclub
 Charles Kaufman, Bread and Cie
 Jessca Magers, Fiesta Cantina
 Tina Shiley, Medical Age Management
 Delour Younan, Hillcrest Shell

Brian Casey, Manifest
 Colleen Cavillari, Vom Fass
 John Husler, Lestat's Coffee

FY 2017 Financial report*:

Special Events	\$533,203
Contracts	\$214,715
Other income	<u>\$48,046</u>
Total Income	\$795,764

Promotions	
Special Events	\$223,764
Promotional Campaigns	\$60,144

Physical Improvements	
Hillcrest Sign Utilities/Main.	\$2,629
Security	\$55,874
Cleaning	\$39,264
Gardening	\$36,738
Other Projects	\$56,895

Leadership	
Personnel	\$187,013
Operating	<u>\$135,254</u>
Total Expense	\$748,141

Balance	\$1,811
----------------	----------------

**These financial are draft and are correct at the time of printing.
 For complete and audited financials please contact the HBA.*

