



# The Hillcrest Business Association 2023 Annual Report



I am excited there are so many things happening at the HBA and heartened that many of those things are foundational and will impact the neighborhood for decades to come. The HBA has been working on these projects for many years and it is this year (and next) that we will see these projects come to fruition.

I am very proud of the completed renovation of the Hillcrest Sign. We raised over \$80,000 to add color changing letters to the sign as part of a full renovation. We can now celebrate the diversity of the neighborhood through the character of our sign. This creative technology was fully on display during Hillcrest CityFest when we closed University Ave. for the first time in five years and synchronized the colors of the sign to the music from the stage.

The work on the LGBTQ+ Cultural District, as part of the Hillcrest Focused Plan Amendment, is beginning to yield success. Just this past week, the City Planning Department released their first draft of the amendment which includes the creation of the Cultural District and protections for our nightlife community. While there is still work to be done, the plan is coming together in a direction that supports long term growth in the neighborhood while protecting historic uses.

Looking forward to 2024, we see the Greater Hillcrest MAD nearing completion after many many years of work. Once passed, this district will provide hundreds of thousands of dollars in resources for clean and safe services in the neighborhood. This will include daily sidewalk trash pickup, pressure washing, security patrols and homeless engagement teams. I am also excited to see the timeline for the long delayed Normal Street Promenade construction take shape.

Hillcrest has always been full of people who get involved, express their opinions, and get things done. The HBA is part of a complex network of passionate people working on a variety of projects. We are excited to be part of such a dynamic and engaged neighborhood and play our part for the future of Hillcrest.

Ryan Bedrosian  
HBA Board President



## Marketing and Promotions

The HBA expanded its promotional activities in 2023 while refining many existing operations. Hillcrest Taste 'n' Tinis, Hillcrest Farmers Market, Taste of Hillcrest, and Walk in ART all saw significant growth. Sunday Funday was added as a new event. CityFest returned to beneath the Hillcrest Sign after a five year absence and Pride of Hillcrest Block Party continued as a two day festival. 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 and Pride of Hillcrest Block Party**

HBA's flagship events created significant activities in the summer. CityFest expanded both concession sales and vendor sales in 2023 while holding steady on expenses. The footprint was also expanded to include the 400 block of University Ave. to celebrate the repair of the Hillcrest Sign. Pride Block Party continued as a two day event to kick off Pride weekend.

### **Nightmare on Normal Street**

This popular costume competition and dance party continued adding a partnership with Trans Family Support Services that added a day time children oriented event on the same day expanding the audience group for Halloween activities.



*Sunday Funday in full swing*

### **Sunday Funday**

A new boutique event was added in the Spring to augment the farmers market activities. This event closed a street near to the market and included performers, a cocktail bar, and a lounge atmosphere.

### **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 2023. 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.

### Pressure Washing

The HBA brought on a new pressure washing contractor and deployed new Best Management Practices for stormwater management. This cleaning occurred quarterly in the Hillcrest Commercial MAD.

### Hillcrest Sign Fundraising and Repair

In 2023, in partnership with the Hillcrest Community Foundation, the HBA completed the renovation of the Hillcrest Sign to include new color changing light technology.

### 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.



Weekly neighborhood tree watering

### Gardening 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. HBA installed over 60 new trees throughout the neighborhood in 2023.

### 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 ia a leader for the Hillcrest community. In 2023 the HBA's Executive Committee advocated for policy improvements to benefit the neighborhood.

### Hillcrest Entertainment District and LGBTQ+ Cultural District

The HBA continued its work on the LGBTQ+ Cultural District and Entertainment District to protect nightlife businesses in a new era of development. The HBA raised over \$30,000 to hire a land use consultant to advocate that these districts be included in the Hillcrest Focused Plan Amendment and related policy changes.

### Continued input and advocacy on the Normal Street Promenade

The HBA's stewardship of the Normal Street Promenade continues with HBA staff and volunteers advocating at City Council meetings and in the community to overcome local property owner resistance to the project. The HBA is also partnering with the City and Hillcrest Community Foundation to undertake a capital campaign in 2024.



Supporting the Normal Street Promenade at City Hall

### 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 formally agreed to support the district and the proposal is being reviewed by the City of San Diego.

### Parking and transportation leadership

The Executive Director of the HBA was elected chair of the Uptown Community Parking District to secure that the organization works to benefit the businesses of Hillcrest.

# Annual Financials

<b>Income:</b>	
Sales:	\$30,772
Contracts:	\$226,232
Events:	\$797,023
Other:	<u>\$116,447</u>
<b>Total:</b>	<b>\$1,170,474</b>

<b>Expense:</b>	
Payroll:	
Professional:	\$188,116
Custodial:	\$130,725
Operating:	\$211,205
Promotions:	
Events:	\$392,441
Other:	\$36,189
Physical Improvement:	\$208,593
<b>Total:</b>	<b>\$1,166,819</b>
Balance	<b>\$(3,655)</b>

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