



HILLCREST BUSINESS ASSOCIATION

2016 Annual Report



In 2016, the Hillcrest Business Association celebrated its ninety-fifth year of existence. Over the last ninety-five years the HBA has seen the neighborhood thrive and diminish, struggle and be reborn again. I am happy to report that in 2016 we have planted the seeds so that when the HBA's centenary occurs in five short years, Hillcrest's strong business growth will be assured.

In 2016, the HBA continued to implement its palate of promotional programs including events such as CityFest, Taste of Hillcrest and the newly revived Nightmare on Normal Street. We also produced promotional efforts such as Your Guide to Fabulous video and co-operative advertising efforts. HBA secured a new pressure washing contractor, cleaned almost seven hundred miles of sidewalk and doubled the budget for our security program.

More important than our day-to-day accomplishments were our leadership efforts. In 2016 we secured a commitment from SANDAG that reduced parking losses, related to their bicycle lane project, from over 190 lost spaces to a mere 23 lost spaces. We organized a team of designers and land use experts to develop a plan for a new park on Normal Street that will address Hillcrest's open space deficit. Most important of all, HBA worked to ensure that the Uptown Plan, is being developed for Hillcrest, which encourages growth in a way that supports businesses. The HBA's goals of 100' height, reasonable density and no restrictive historic district, have been incorporated into the proposed plan that has been adopted by the San Diego City Council.

These important long term accomplishments have set us on the path to ensuring that when we do celebrate our centenary as one of San Diego's oldest business associations, the neighborhood will be thriving and an example to other neighborhoods.

T. Daiber



HILLCREST BUSINESS ASSOCIATION

Marketing

Marketing projects implemented include:

Hillcrest CityFest

CityFest continues to be one of San Diego's most popular neighborhood street fairs. This year's CityFest featured incredible participatory art including sculpture and painting! CityFest featured over 260 vendors, had over 150,000 attendees and raised over \$40,000 for the community and was nominated for a Nicky Award.

Pride of Hillcrest Block Party

HBA successfully implemented the fifth 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 performance from the SD Gay Men's Chorus at the Hillcrest Pride Flag monument. This event raised over \$11,000 for community improvements and LGBT causes.

Nightmare on Normal Street

In the third year of the HBA managing this event, it became a profitable fundraiser for the community. The event raised over \$27,000 for the LGBT Community Center and the HBA.

Hillcrest Craft Beer Crawl

This event featured twelve neighborhood businesses and showcased Hillcrest's craft beer establishments. The event raised \$1,600 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 2015 Taste 'n Tinis raised over \$6,000 net revenue for the community.



Hillcrest Farmers Market

The Hillcrest Farmers Market continues to grow. In 2016, the market rebranded many of its market collateral materials, added beer sampling and kicked off a new volunteer program. The Hillcrest Farmers Market raises over \$160,000 annually for the Hillcrest community. The Hillcrest Farmers Market also won Best Farmers Market in both Gay San Diego and Citybeat readers polls.

Taste of Hillcrest

The Taste of Hillcrest remains one of San Diego's most popular tasting events. In 2016, 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.

Re-Imagine Normal Street

This four day event sought to simulate what a park on Normal Street might look like by closing the street for four days and implementing a range of activities. Efforts included: outdoor yoga and boot camp, a lecture series in conjunction with San Diego Architectural Foundation, an outdoor movie, dog park, and an outdoor concert. Re-Imagine Normal Street was the recipient of a SANDAG Go by Bike mini grant.

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.

Beautification

The majority of the HBA's budget is set aside for neighborhood beautification projects. Projects implemented include:

Neighborhood Security Program

In 2016, the retired its homeless outreach program and created a Neighborhood Security Program. The program features foot and car patrols twenty hours a day throughout the neighborhood.

Normal Street Greenway Project

In 2016, the HBA continued its effort to move forward design and funding proposals forward for the Normal Street Greenway. The HBA formed a expert design committee with a wide variety of designers to bring together all the ideas for the greenway and advance the work of students from 2015. The HBA secured funding commitments from the Uptown Community Parking District. The HBA also held a neighborhood event to showcase what the park could be like.

Neighborhood Cleaning

The HBA brought on a new steam cleaning company in 2016 and cleaned neighborhood sidewalks roughly every second day in 2016. 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.

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.

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.



Leadership

The HBA has always sought to be a leader for the Hillcrest Community. In 2016 the HBA's Executive Committee worked on long term improvements for the neighborhood. Projects implemented include:

Bicycle Infrastructure Advocacy

Throughout 2016, the Hillcrest Business Association worked with its partners at the Uptown Community Parking District, San Diego Association of Governments, the California Restaurant Association and the City of San Diego, to engage with SANDAG's proposals to build bicycle lanes in the parking lane. The HBA worked with local property owners and our partners at the California Restaurant Association, to ensure that SANDAG committed to an almost one for one parking space replacement policy.

District 3 Candidates Debate

The HBA partnered with other urban neighborhoods and hosted a candidates debate for City Council District 3. The event brought together East Village, Gaslamp Quarter, Mission Hills and Hillcrest. The debate was attended by a variety of media outlets, was hosted by Gene Cubbison of NBC news and was attended by over 100 neighbors.

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. Working with our partners on the Uptown Gateway Council, the HBA successfully secured the removal of the proposed historic district in the heart of Hillcrest.

Expansion of the East Maintenance Assessment District (EMAD)

The HBA has completed a survey of property owners to gauge interest in the expansion of the EMAD in Hillcrest and secured a commitment from the City to begin the assessment engineering study for the formation of the district. The assessment study is currently underway.

Defending the HBA against frivolous legal challenges

The HBA and its attorneys continue to make a strong arguments concerning a recent frivolous lawsuit against the City of San Diego and San Diego's Business Improvement Districts. To date the HBA has had two of the three claims against it dropped and is aggressively defending the association.



2016 Board of Directors

Board Officers

Tami Daiber, Carleton Management, President

Glenn Younger, Grah Security, Vice President

Cecelia Moreno, Crest Café, Treasurer

Michael Brennan, Secretary

Board Members

Jessica Baro, Fiesta Cantina

Larry Malone, Empire House

Ryan Bedrosian, Rich's Nightclub

Maggie Roland, MR Associates

Pete Katz, Katz Real-Estate

Paul Smith, The Merrow

Charles Kaufmann, Bread and Cie

Alphonso Tsang, Comerica Bank

Bryan Lovering, Adam and Eve

Delour Younan, Hillcrest Shell

FY 2016 Financials

Income

Grants and Contracts	\$221,813
Events	\$576,955
Other Promotions	\$14,616
Other Income	<u>\$44,088</u>
Total Income:	\$857,472

Personnel	\$227,450
Operating	\$119,905
Neighborhood/Outreach	
Promotion	\$268,703
Physical Improvements	<u>\$321,507</u>
Total Expense:	\$937,565

Balance: (\$80,093) *

*The financials presented here are in a draft format. The FY 16 are available on request.





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www.hillcrestbia.org



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