



EAST VILLAGE

ANNUAL REPORT July 1, 2014—June 30, 2015

*Conceptual design of East Village Landmark Sign
by Selbert Perkins*

MESSAGE FROM DAVID HAZAN, EVA PRESIDENT

Dear East Village members and friends:

It's been a phenomenal year of growth and change. EVA is now in its 5th year of operating the East Village Business Improvement District. Highlights of the past year include:

1. Promoted East Village to Fringe Festival goers and Comic-con attendees
2. Created the first edition East Village-opoly game that brands East Village and raises funds for the Landmark sign
3. Celebrated San Diego City College's Centennial
4. Launched the East Village Parking Funds program to work on mobility and transit issues
5. Continued the East Village Wild Wednesdays marketing campaign and other member benefits
6. Presented the East Village Bike Affair, a bike safety and awareness event
7. Showcased East Village at the 5th Annual Opening Day Block party and much more

There's still much to be done. EVA is continuing to work collaboratively on reducing homelessness, continuing to brand East Village, focusing on mobility and transportation options, and helping members thrive. We welcome your feedback.

Visit EastVillageSanDiego.com or email Volunteer@EastVillageSanDiego.com with your comments. We can't do this alone. Join an EVA committee or volunteer for a project. Together we can continue to make East Village better. Thank you.

Sincerely, 
David Hazan,
President, East Village Association, Inc.



East Village Business Improvement District



San Diego's Business Improvement Districts (BIDs) are City-designated geographic-based areas where the business owners are assessed annually to fund activities and improvements to enhance the business district. The City of San Diego supports BIDs as a tool for strengthening small business communities, creating new jobs, attracting new businesses, and revitalizing older commercial neighborhoods across the city. The City partners with merchants associations, representing the assessed business owners, to implement the BID program.

For more information about Business Improvement Districts, visit: <http://www.sandiego.gov/economic-development/about/bids.html>

District boundaries are for illustration purposes.

Prepared and Published by The City of San Diego on Date: 10/20/15



MISSION: To support and promote East Village businesses by establishing our community as San Diego's livable urban village.

VISION: East Village will be recognized as San Diego's vibrant, diverse, urban community where residents and the entrepreneurial spirit thrive—a distinct mix of arts, culture, education, and entertainment.

JULY 2014

- ▶ Second Annual International Fringe Festival July 3-13, 2014 co-promotion was a great success
- ▶ PubQuest brings Super Video Game Land to Mission Brewery
- ▶ East Village members provide special offers to Comic-Con attendees
- ▶ San Diego Library Foundation launches Where's Waldo scavenger hunt



2014 Comic-con by Ray Faketty

AUGUST 2014

- ▶ EVA creates the first edition East Village-opoly game
- ▶ At the annual EVA Board Strategic Plan Meeting, three top goals were identified:
 1. Increase funding for EVA programs
 2. Research feasibility of East Village Urban Night Market
 3. Work on East Village Landmark Sign project

SEPTEMBER 2014

- ▶ 9.11.14 San Diego City College celebrates 100 years with tours, exhibits, and demonstrations
- ▶ 9.12.14 EVA Social raises funds for the Landmark Sign project
- ▶ Bottega Americano opens



Bottega Americano opens in East Village



EVA Board of Trustees

The East Village Business Improvement District is partially funded by the City of San Diego's Small Business Enhancement Program.

EAST VILLAGE ASSOCIATION, INC.
Statement of Financial Position for the Year Ended June 30, 2015

ASSETS	
Current Assets:	
Cash	\$412,927
Accounts Receivable	\$ 21,498
Total Current Assets	\$434,425
LIABILITIES AND NET ASSETS	
Current Liabilities:	
Vacation Payable	\$ 8,112
Total Liabilities	\$ 8,112
Net Assets	
Unrestricted Assets	\$421,520
Temporarily Restricted for landmark sign	\$ 4,793
Total Net Assets	\$426,313
Total Liabilities and Net Assets	\$434,425

Statement of Activity for the Year Ended June 30, 2015

REVENUE	
Government Funding:	
BID Reimbursements	\$187,731
Parking District Income	\$ 51,514
Small Business Enhancement	\$ 20,780
Total Government Funding	\$260,025
Other Revenue:	
Special Events	\$ 84,643
Donations	\$ 2,404
Banner/Branding	\$ 38,562
Membership Dues	\$ 8,850
Miscellaneous Income	\$ 6,785
Total Other Revenue	\$141,244
Total Revenue	\$401,269
EXPENSES	
Program	\$261,516
General and Administrative	\$ 26,376
Total Expenses	\$287,892
Increase/(Decrease) in Net Assets	\$115,840
Net Assets Beginning of Year	\$310,473
Net Assets End of Year	\$426,313

EAST VILLAGE ASSOCIATION, INC. BOARD OF DIRECTORS

- | | |
|--------------------------------------|--------------------------------------|
| David Hazan, <i>President</i> | Alex Kreit |
| Urban Commercial Real Estate | Thomas Jefferson School of Law |
| Glenna Gasper, <i>Vice-President</i> | Mike Madigan |
| Mitchell Investments | Madigan Consulting |
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| MyMy Lu, <i>Secretary</i> | Jerry Navarra |
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| Brendan Foote | Chris Sohaey |
| Fabric Investments, Inc. | MMC Real Estate Holdings |
| James Bowen Haug | Robert Weichelt |
| Waddell & Reed | Weichelt Real Estate Services |
| Michael Hormozi | <u>EVA STAFF</u> |
| MAK Cleaners | Lisa Lem, <i>Executive Director</i> |

OCTOBER 2014

- ▶ 10.22.15 EVA Social & Grand Opening of Welcome to San Diego Real Estate Office
- ▶ EVA provides volunteers for the 14th Annual Monster Bash VIP experience
- ▶ Tyler Blik agency celebrates 30 years



Grand Opening of SDREO caption: Jon Gordon, Trong Dinh, Andy Gasper and Glenna Gasper at EVA Social. Photo by Ray Faketty

NOVEMBER 2014

- ▶ Ecoverse Jing Si Café provides FREE Urban Garden classes and other sustainability workshops
- ▶ EVA promotes Small Business Saturday
- ▶ 11.27.14 Annual San Diego Run for the Hungry race was held in East Village

DECEMBER 2014

- ▶ EVA adds JobLine to member benefits. Members may post job openings for free on EastVillageSanDiego.com
- ▶ 12.9.14 First edition EastVillage-opoly game launch party held at Knotty Barrel
- ▶ 12.13.14 EVA collaborates with Friends of Central Library Handmade Holiday Fair



Kim & Steve Smith, Grocery Outlet w/first edition East Village-opoly game. Photo by Ray Faketty

JANUARY 2015

- ▶ The Fifth Annual East Village Wild Wednesday\$ promotion which ran January to April provided a 20% discount to San Diego locals. EVA members involved included *Bean Bar, Bootlegger, Bub's at the Ballpark, Comun Kitchen & Tavern, Dragon's Den, East Village Tavern & Bowl, 5&ADime, hART Lounge, Knotty Barrel, Jeanne-Michelle Skin Care, Lotus Thai, Lucky's Lunch Counter, Ma Cherie Boutique, MAK Cleaners, Mission Brewery, Monkey Paw Pub & Brewery, Salad Style, San Diego Restaurant Supply, Style Lounge Salon, Table 509 in Hotel Indigo, The Blind Burro, The Deck at Moonshine Flats, The District, and Tribal Gear.*

FEBRUARY 2015



- ▶ First Monster Jam and Monster Energy Supercross "Dirt" Events at Petco Park
- ▶ Petco Park was transformed into a sports arena for four weekends.
- ▶ 2.14.15 East Village presented the EVA Bike Affair, an event that promoted bike safety and helped launch East Village's focus on becoming a bike-friendly neighborhood.

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MARCH 2015

- ▶ 3.7.15 Grand Opening of Quartyard, build by RadLab and an instant community favorite.



Grand Opening of Quartyard. Photo by Ray Faketty

- ▶ 3.12.15 EVA partnered with the San Diego Central Library on the Small Business Fair to connect entrepreneurs and small business owners with resources
- ▶ 3.22.15 The San Diego Hot Chocolate Run, 15k/5K was a fun event where runners were rewarded with chocolate goodies
- ▶ The San Diego Half Marathon race took place throughout East Village and ended with the finish live at Petco Park

APRIL 2015



2015 East Village Opening Day Block Party.



- ▶ 4.9.15 The Fifth Annual East Village Opening Day Block Party sponsored by Waddell & Reed, kicked off a game between the Padres and the Giants. Attendees enjoyed craft beer by Mission Brewery, Monkey Paw and Stone Brewing Co.
- ▶ EVA conducted a Merchant Parking Survey to find out more about challenges with parking and transportation in the community.
- ▶ 4.21.15 Ballpark Village Groundbreaking

Michael Hormozi, Robert Weichelt, Mike Madigan, Tod Firouto and Chris Sohaey at the Ballpark Village Groundbreaking ceremony.

MAY 2015

- ▶ 5.2.15 EVA participated in the 2nd annual Bike Fiesta and Community Ride at San Diego Central Library
- ▶ 5.15.15 EVA Annual Meeting/Election/Social was held at Urbana apartments
- ▶ 5.29.15 EVA promoted Pedal to the Park, an event that encouraged Padre fans to bike to Petco
- ▶ 5.31.15 The Suja Rock 'n Roll Marathon added a Saturday 5K race. Racers finished at Petco Park in East Village



East Village, dog and bike-friendly by Ray Faketty

JUNE 2015

- ▶ 6.13.15 Earthwise Pet Supply opened in East Village
- ▶ 6.18.15 EVA attended San Diego Gas & Electric's 10th Annual Energy Showcase & Expo at the San Diego Convention Center
- ▶ 6.23.15 The second East Village Green public workshop took place at Quartyard

EVA Volunteer Appreciation *Thank You to Volunteers*

EVA Volunteers are amazing. They help make the East Village a vibrant community.

The EVA board is a 100% volunteer board. EVA is also fortunate to have many EVA volunteers who serve on committees, help with events and programs and volunteer virtually. Thank you to *Philip Auchetti, Aman Badyal, Todd Blakesley, Sin Bosier, Henry Cardoza, Eric Davy, Marina Dunn, Megan Eriksen, Eliza Esteban, Ray Faketty, Justin Fortier, Deanna Gwilt, Tracy Fu, James Garcia, Andy Gasper, Jon Gordon, Mal Hall, Sherm Harmer, Joni Incrocci, Erin Jackson, Kirsten Kessler, Joan Kirk, Kelsey Kouscous, Sunny Lee, Raquel Leaverton, John Long, Natasha Loomis, Michael Lou, Jessica Manzanares, Kristen MacFarlane, Erwin Magbanua, Leslie McNabb, Brenda Moffitt, Cynthia Morgan, Tyler Nanny, Mark Navarra, Alejandro Nunez, Veronica Ortega, Mary Pampuch, Moira Peraza, Sam Patella, Cecilia Persson, Crystal Poggi, Carolyn Porter, Marcella Price, Rob Wellington Quigley, John Reed, Ty Reese, Erin Rocchio, Bobby Ruiz, Judy Schultz, Melissa Scofield, Warren Simon, Ryan Sisson, Rosemary Stark, Matt Taylor, Sara Taylor, Erik Tesmer, David Thompson, Maura Walters, Laurie Weaver, Robert Weichelt, Lynn Whitehouse, and Erin Zlotnik.*

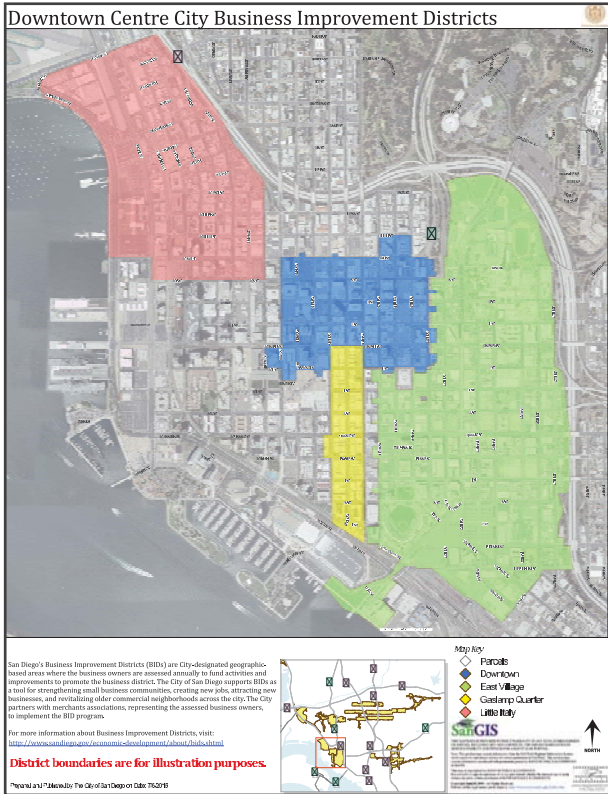
[EVA regrets any omissions.] Please email Volunteer@EastVillageSanDiego.com to help update the list.)



East Village Association
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 San Diego, CA 92101
 EastVillageSanDiego.com



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Dear East Village Members, Neighbors and Friends:

East Village is growing fast. The EVA managed the East Village Business Improvement District for only five years. The EVA Board will be meeting in January 2016 to set the top three goals for next year and to develop the annual plan and budget. The plan/budget will be posted on EastVillageSanDiego.com when completed.

As a friendly reminder, there are many EVA member benefits you can take advantage of.

Highlights include:

- ▶ EVA provides resources and information to home-based businesses, entrepreneurs and small business owners
- ▶ Free business directory listing
- ▶ Members can participate for FREE in promotions such as Wild Wedne\$day\$, San Diego Fringe Festival and San Diego Comic-con
- ▶ Members receive discounted rates for online marketing
- ▶ Members receive discounts to events such as the San Diego Run for the Hungry, Hot Chocolate Race, Monster Bash, and other events
- ▶ Members can attend business workshops and socials for FREE

In addition, EVA continues to work on branding East Village as a desirable neighborhood to live, work, play, and dream. Please let us know how we can help your business to thrive. Thank you for your support and feedback.

Kind regards,

Lisa Lem, Executive Director

