



# ANNUAL REPORT

July 1, 2015—June 30, 2016



Conceptual design of East Village Landmark  
Sign by Selbert Perkins

## MESSAGE FROM DAVID HAZAN, EVA PRESIDENT

### **Dear East Village members and friends:**

The East Village neighborhood continues its rapid growth and the East Village Association (EVA) is close to finishing and installing the East Village Landmark Sign. Visit [EastVillageSanDiego.com/Landmark](http://EastVillageSanDiego.com/Landmark) for current information on this exciting project.

Highlights of last year's activities include:

1. Completed an East Village bicycle and parking map
2. Promoted East Village to Fringe Festival goers and Comic-con attendees
3. Continued the East Village Wild Wednesdays promotion with special \$3 parking and other member benefits
4. Showcased East Village at the 6th Annual Opening Day Block party and
5. Completed the Rob Nelson Pedestrian Plaza/ Parklet at 705 16th Street

There's much more to be done to create a vibrant community. We need the help of members and community groups to find solutions for reducing homelessness and increasing safety, to generate awareness on parking and transit options, to support

small businesses, and to create jobs. We welcome your input. Please visit [EastVillageSanDiego.com](http://EastVillageSanDiego.com) or email [Volunteer@EastVillageSanDiego.com](mailto:Volunteer@EastVillageSanDiego.com) with your comments.



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

**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.*



June 2015 Installation of EVA Board with Councilmember Todd Gloria

## Highlights of the Year

### JULY 2015

► San Diego Central Library Library Shop conducted a month long Where's Waldo Scavenger Hunt



- East Village members provided special offers to Comic-Con attendees July 9-12, 2016.
- 3rd Annual International Fringe Festival July 23-August 2, 2015.

### AUGUST 2015

► New East Village bike map is completed and distributed at various EVA events.



- Fault Line Park at 1429 Island grand opening.
- EVA Welcomes Sempra Energy to the neighborhood with goody bags.

Volunteer Alejandro helped to stuff 1,000 goody bags

### SEPTEMBER 2015

- EVA Parking & Transit committee focuses on parking solutions and alternative modes of transportation.
- Cox introduces Gigablast, 100 times faster downloads at Pinnacle on the Park.
- Urban Discovery Academy opens.



Cox Communication launched Gigablast in East Village.

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

Photos in the annual report are courtesy of Ray Faketty, Brenda Moffitt, Sunny Lee and Lisa Lem.

## EAST VILLAGE ASSOCIATION, INC. Statement of Financial Position for the Year Ended June 30, 2016

ASSETS	
<b>Current Assets:</b>	
Cash	\$472,596
Accounts Receivable	\$ 59,685
<b>Total Current Assets</b>	<b>\$532,281</b>
LIABILITIES AND NET ASSETS	
<b>Current Liabilities:</b>	
Vacation Payable	\$ 7,201
<b>Total Liabilities</b>	<b>\$ 7,201</b>
<b>Net Assets</b>	
Unrestricted Assets	\$512,782
Temporarily Restricted for landmark sign	\$ 12,298
<b>Total Net Assets</b>	<b>\$525,080</b>
<b>Total Liabilities and Net Assets</b>	<b>\$532,281</b>

## Statement of Activity for the Year Ended June 30, 2016

REVENUE	
<b>Government Funding:</b>	
BID Reimbursements	\$188,124
Parking District Income	\$129,443
Small Business Enhancement	\$ 17,860
<b>Total Government Funding</b>	<b>\$335,427</b>
<b>Other Revenue:</b>	
Special Events	\$ 84,115
Donations	\$ 5,458
Banner/Branding	\$ 4,411
Membership Dues	\$ 8,209
Miscellaneous Income	\$ 8,361
<b>Total Other Revenue</b>	<b>\$110,554</b>
<b>Total Revenue</b>	<b>\$445,981</b>
EXPENSES	
Program	\$323,858
General and Administrative	\$ 30,861
<b>Total Expenses</b>	<b>\$354,719</b>
Increase/(Decrease) in Net Assets	\$91,262
Net Assets Beginning of Year	\$426,313
<b>Net Assets End of Year</b>	<b>\$525,080</b>

## EAST VILLAGE ASSOCIATION, INC. BOARD OF DIRECTORS

David Hazan, *President*  
 Bennion-Deville Homes  
 Glenna Gasper, *Vice-President*  
 Mitchell Investments  
 Tod Firoto, *Treasurer*  
 San Diego Restaurant Supply  
 MyMy Lu, *Secretary*  
 Cox Communications  
 Jennifer E. Allyn  
 Sempra U.S. Gas & Power  
 Simon Andrews  
 Graphic Solutions  
 Todd Brown  
 Bub's at the Ballpark  
 Ronda Coyle  
 Coyle Business Solutions  
 Brendan Foote  
 Fabric Investments, Inc.  
 Jon Gordon  
 Sweet One Hundred

James Bowen Haug  
 Waddell & Reed  
 Michael Hormozi  
 MAK Cleaners  
 Mike Madigan  
 Madigan Consulting  
 Jerry Navarra  
 Navarra Property Management  
 Trong Nguyen-Dinh  
 The District  
 Randy Rivera  
 Capital Real Estate Ventures & Social Tap  
 Claudine Scott  
 Keller Williams Realty  
 Chris Sohaey  
 MMC Real Estate Holdings  
 Robert Weichelt  
 Weichelt Real Estate Services  
**EVA STAFF**  
 Lisa Lem, *Executive Director*  
 Sunny Lee, *Program Manager*



## OCTOBER 2015

- ▶ First annual 2015 EVA Awards at the UN-Gala at Quartyard celebrated the vibe of East Village.
- ▶ EVA volunteers helped raise funds for the Landmark Sign at the 2015 Monster Bash VIP program.



1st Annual EVA Awards at the UN-Gala

## NOVEMBER 2015

- ▶ 2015 San Diego Run for the Hungry 5K & 10K race benefits the San Diego Food Bank and Jewish Family Service of San Diego.
- ▶ EVA celebrates IDEA1 Groundbreaking event at Quartyard.

## DECEMBER 2015

- ▶ EVA presented a workshop on the "Top 10 Legal & Financial Tips for Small Businesses."
- ▶ First Annual East Village Community Tree Lighting at Quartyard.
- ▶ EVA participated in the "Toast of Downtown" holiday event.



East Village Community Tree Lighting at Quartyard

## JANUARY 2016

- ▶ The Sixth Annual East Village Wild Wedne\$day\$ promotion that ran January to April provided a 20% discount to San Diego



locals and a special parking rate of \$3 from Laz Parking. Participating EVA members included Bootlegger, Bub's at

the Ballpark, Caffe Primo, City Dog, Dragon's Den, Earthwise Pet Supply, East Village Tavern & Bowl, 5&ADime, Fox Sports Grill, Halcyon, Knotty Barrel, Level 9 Rooftop Bar, Lotus Thai, Lounge Six at JSix, Lucky's Lunch Counter, MAK Cleaners, Mission Brewery, Monkey Paw Pub & Brewery, Roosters Men's Grooming Center, San Diego Restaurant Supply, Stella Public House, Style Lounge Salon, Tilted Kilt Pub & Eatery, The Blind Burro, The District, Tailored Hair for Men and Tribal Gear.

- ▶ Second Annual "Dirt" events: Monster Jam and Monster Energy at Petco Park

## FEBRUARY 2016

- ▶ First Annual Cupids Undie Run benefitted the Children's Tumor Foundation.
- ▶ EVA celebrated the Grand Opening of the East Village Dental Group with a ribbon cutting ceremony.
- ▶ EcoVerse Jing Si Café hosts free monthly "Fix-It" clinics with the San Diego Central Library



East Village Dental Group Ribbon Cutting

## MARCH 2016

- ▶ Would you run for chocolate? The Annual San Diego Hot Chocolate Run, 15k/5K raised funds for the Ronald McDonald House.
- ▶ Rope, The Musical was a successful Western musical produced by author/composer Mark Sickman.



2016 East Village Opening Day Block Party.

## APRIL 2016

- ▶ The Sixth Annual East Village Opening Day Block Party showcased the vibrant East Village to fans, locals, and visitors. Attendees enjoyed craft beer by Mission Brewery, Monkey Paw and Stone Brewing Co.
- ▶ EVA celebrated the Grand Opening of Chillbox Yogurt with a

ribbon cutting ceremony.

- ▶ EVA and other community groups present a District 3 Candidate Forum at Moniker Warehouse with emcee Gene Cubbison.



Chillbox Yogurt Ribbon cutting

## MAY 2016

- ▶ The EVA Annual Meeting/Election/Social was held at Social Tap.
- ▶ EVA participated in "Bike to Work Day."



Bike to Work Day, 2016

## JUNE 2016

- ▶ 19th Annual Suja Rock'n Roll Marathon.
- ▶ Shakespeare's First Folio Tour at San Diego Central Library.
- ▶ EVA members and friends enjoyed a fun community event at EVA Appreciation Day at Petco Park.



Shakespeare 1st Folio

- ▶ Rob Nelson Ribbon-cutting at Moniker Warehouse. East Village First Pedestrian Plaza/ Parklet is completed.

## In Memoriam



**ROB NELSON,**  
Volunteer who designed the Rob Nelson Parklet



**WARREN SIMON,**  
2015 EVA Award winner for Lifetime Achievement

## Thank You Volunteers:

Thank you to EVA volunteers for continuing to help the East Village neighborhood thrive. EVA volunteers serve on committees, help with events and programs and volunteer virtually.

Shout out to Philip Auchettl, Todd Blakesley, Sin Bosier, Henry Cardoza, Roberto Castro, Tirrell Cavanaugh, Onan Davis, Eric Davy, Stacy Drayne, Ray Faketty, Justin Fortier, Deanna Gwilt, Tracy Fu, James Garcia, Andy Gasper, Kate Goodson, Mal Hall,, Joni Incrocci, Erin Jackson, Georgette Kakrides, Kirsten Kessler, Joan Kirk, John Long, Natasha Loomis, Michael Lou, Alexandra Magdaleno, Jessica Manzanares, Erwin Magbanua, Max Mahler, Brenda Moffitt, Brian Mohler, Cynthia Morgan, Mark Navarra, Zack Nielsen, Rob Nelson, Alejandro Nunez, Veronica Ortega, Mary Pampuch, Sam Patella, Crystal Poggi, Carolyn Porter, Rob Wellington Quigley, John Reed, Peter Richter, Georgina Rubio, Joscelyn Runnells, Bill Sanwald, Warren Simon, Michael Skubic, Rosemary Stark, Thomas Statham, Brandon Steppe, Erik Tesmer, Jaqueline Tum, David Thompson, Rose Van Oss, Maura Walters, and Lynn Whitehouse.

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



East Village Association  
 1041 Market Street #200  
 San Diego, CA 92101  
 EastVillageSanDiego.com  
 #EastVillageSD



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**Dear East Village Members, Neighbors & Friends:**

The EVA board conducted its annual strategic planning meeting January 30, 2015 and selected the following areas to focus upon:

- ▶ Branding/Landmark Sign project – complete in FY2016
- ▶ Present EVA socials three to four times a year and provide educational workshops
- ▶ Change view on parking and transportation in East Village by implementing parking funds

The strategic plan facilitator asked “What will EVA be especially good at?” and the top responses were:

1. Assisting business members to grow
2. Be a beneficial resource to members
3. Create a sense of community and
4. Activate job and business creation

With the help of the EVA board, members, community organizations, stakeholders and volunteers, the East Village is becoming an innovative, desirable neighborhood to live, work, play, and dream. Let’s go for it.

Kind regards, *Lisa T. Lem*

Lisa Lem, Executive Director



*The Rob Nelson Pedestrian Plaza/Parklet in East Village*