



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

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ANNUAL REPORT

2017



Dear East Village Association Members, Neighbors & Friends,

Thank you for this opportunity to represent you, our East Village Business Community. From my start I've been fortunate to meet with community leaders, prominent business members, and excited neighbors all with the shared interest in promoting and positioning the East Village Community for transformative growth. I've also been welcomed by a dedicated Board and tireless neighborhood advocates who have helped me with learning the programming that has established the East Village Association as one of the City's most noteworthy business improvement districts. Recognizing the changes afoot in our community, I'm looking forward to delivering new opportunities to help increase business success in our vibrant, diverse, and urban community. Here's to new beginnings!

Kindest Regards,

Dora McCann Guerreiro, Executive Director



Dear East Village Association Members, Neighbors & Friends,

The East Village neighborhood continues its rapid evolution from an industrial district to San Diego's livable urban village. With these changes also come challenges that your East Village Association is dedicated to bettering. In the last year, the association has undergone dramatic changes with the intent of delivering greater programming and initiatives for our membership. There is much work to be done and we want to thank you for your continued support, and to encourage your participation in helping us find achievable solutions committed to:

- Reducing homelessness and increasing safety,
- Generating awareness on downtown parking and transit options,
- Supporting small businesses, and
- Creating and supporting jobs.

As a valued member of our community, we welcome and appreciate any input. Please visit EastVillageSanDiego.com or email ed@EastVillageSanDiego.com with your impressions, comments, and/or proposed solutions.

As your Board President, I thank you.

James Haug, President

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.

JAMES HAUG, PRESIDENT
WADDELL AND REED FINANCIAL ADVISORS

SIMON ANDREWS, VICE PRESIDENT
GRAPHIC SOLUTIONS

TOD FIROTTO, TREASURER
SAN DIEGO RESTAURANT SUPPLY

CLAUDINE SCOTT, SECRETARY
KELLER WILLIAMS REALTY

TODD BROWN, BOARD MEMBER
BUB'S AT THE BALLPARK

NICK CAPO, BOARD MEMBER
SAN DIEGO PADRES

ROBERTO CASTRO, BOARD MEMBER
SAN DIEGO PADRES

TRONG DINH BOARD MEMBER

BRENDAN FOOTE BOARD MEMBER
FABRIC INVESTMENTS

GLENNA GASPER, BOARD MEMBER
MITCHELL INVESTMENTS

JON GORDON, BOARD MEMBER
SWEET 100

DAVID HAZAN, BOARD MEMBER
BD HOMES

JERRY NAVARRA, BOARD MEMBER
NAVARRA PROPERTY MANAGEMENT

RANDY RIVERA, BOARD MEMBER
CAPITAL REAL ESTATE VENTURES

HARRY SCHWARTZ, BOARD MEMBER
DOWNTOWN ACE HARDWARE

CRYSTAL STASCH, BOARD MEMBER
CAPITAL REAL ESTATE VENTURES

ROBERT WEICHEL, BOARD MEMBER
WEICHEL REAL ESTATE SERVICES



FINANCIALS

Statement of Financial Position for the Year Ended June 30, 2017 and 2016

ASSETS	2017	2016
CURRENT ASSETS		
Cash	\$566,734	\$566,734
Accounts Receivable	\$29,750	\$59,685
Total Current Assets	\$596,484	\$532,281
Total Assets	\$596,484	\$532,281
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$638	-
Vacation Payable	\$1,732	\$7,201
Total Liabilities	\$2,370	\$7,201
NET ASSETS		
Unrestricted Assets	\$576,024	\$512,782
Temporarily Restricted for Landmark Sign	\$18,090	\$12,298
Total Net Assets	\$594,114	\$525,080
Total Liabilities and Net Assets	\$594,484	\$532,281
<i>Statement of Activity for the Year Ended June 30, 2017</i>		
REVENUE		
GOVERNMENT FUNDING		
BID Reimbursements	\$196,107	\$188,124
Parking District Income	\$125,465	\$129,443
Small Business Enhancement	\$17,925	\$17,860
Total government Funding	\$339,497	\$335,427
OTHER REVENUE		
Special Events	\$114,765	\$84,115
Donations	\$3,291	\$5,458
Banner/Branding	\$1,970	\$4,411
Membership Dues	\$6,059	\$8,290
Miscellaneous Income	\$9,081	\$8,361
Total Other Revenue	\$135,166	\$110,554
Total Revenue	\$474,663	\$445,981
EXPENSES		
Program	\$379,983	\$323,858
General and Administrative	\$31,438	\$30,861
Total Expenses	\$411,421	\$354,719
Increase Unrestricted Net Assets	\$63,242	\$91,262
<i>Changes in temporarily restricted net assets</i>		
Revenues:		
Contributions for Landmark Sign	\$5,792	\$7,505
Increase Temporarily Restricted	\$5,792	\$7,505
Net Assets	\$69,034	\$98,767
Net Assets Beginning of Year	\$525,080	\$426,313
NET ASSETS END OF YEAR	\$594,114	\$515,080

HIGHLIGHTS

JULY 2016

MLB All-Star Game
The 2016 Major League Baseball All-Star Game and Events weekend was the 87th edition of the Major League Baseball All-Star Game. The July 12, 2016 game was hosted by the San Diego Padres and played in East Village's Petco Park.

COMIC-CON
Comic-Con International: San Diego, began in 1970 when a group of comics, movie, and science fiction fans — including the late Shel Dorf, Ken Kruger, and Richard Alf — collectively put on the first comic book convention in Southern California. This global event is hosted annual by the downtown community, including the East Village.

Fringe Festival
EVA helped support and promote the San Diego Fringe Festival. As a non-profit project of CONTACT ARTS, in association with the Actors Alliance of San Diego, this annual event is designed to provide a platform for artists while supporting neighborhood enhancement through the advancement of San Diego's arts and culture communities.

AUGUST 2016

EVA Board tour of Underground Elephant
Underground Elephant, located directly across from Petco Park, is a uniquely designed 25,000 sq ft. space in the old Wellman Peck Building. A 100-plus consumer experience database company by day, there's also the opportunity to host special events at the uniquely designed venue.

SEPTEMBER 2016

Knotty Brewing Grand Opening - EVA Fundraiser
Complimenting East Village's Knotty Barrel, this new Knotty Brewing on-site brewery, opened to serve beer enthusiasts great craft British and European style beers that everyone can enjoy.

SEPTEMBER 2016 (CNTD)

Park(ING) Day
EVA supported Park(ing) Day, an annual open-source global event where citizens, artists, and activists collaborate to temporarily transform metered parking spaces into "Park(ing) spaces," the temporary activation of other uses in those same public spaces.

OCTOBER 2016

AVRP 40th Anniversary
EVA celebrated the anniversary of AVRP Skyport, widely known across the region for its decades of design excellence, creativity, and planning some of the most prominent, visionary, and vibrant projects in Southern California.

EVA Awards at the Un-Gala
The 3rd Annual EVA Awards at the Ungala was held for the first time at Fault Line Park. This event also commemorated the inaugural event for Fault Park, an East Village public park located on 14th, in between J St. and Island Ave.

DECEMBER 2016

Tree Lighting
EVA celebrated the Second Annual East Village Community Tree Lighting Ceremony at Quartyard I with our own District 3, Councilmember Chris Ward.

JANUARY 2017

Wild Wednesday
The 7th Annual East Village Wild Wednesday promotional program that ran January to April, provided a 20% discount to San Diego locals and a special parking rate of \$3 from LAZ Parking.

MARCH 2017

California Coast Credit Union - Grand Opening
EVA welcomed California Coast Credit Union to the neighborhood with a big public streets event celebrated on J Street.

APRIL 2017

EVA Strategic Planning Meeting
The EVA Board met to set achievable strategic goals to fulfill both community asks and association objectives, to help the East Village community grow and succeed.

7th Annual East Village Opening Day
Did you know that the Opening day/weekend block party is an annual EVA event to help celebrate the start of the Major League Baseball Padres season? At the start of each baseball season fans of all ages celebrate the East Village public block party with live music, a beer garden, family friendly activities, and a bike valet.

East Village Tavern + Bowl - EVA Fundraiser
EVA celebrated with/and at our neighborhood East Village Tavern + Bowl, adult and family-friendly event space. This mini-chain offers a modern spin on a classic establishment with upscale public grub and bowling lanes.

MAY 2017

Annual Meeting and Board Elections
Open to the public, Mission Brewery hosted EVA's Annual Meeting and Board Elections, with appetizers provided by Bub's at the Ballpark.

10 Barrel Grand Opening
East Village welcomed 10 Barrel Brewing Co. to the neighborhood with a big open public events block party on 15th and E Street, hosted by 10 Barrel to commemorate their welcomed arrival to the East Village.

JUNE 2017

Bottega Americano Happy Hour
EVA hosted guests of the association for happy hour and appetizers at this rustic fine-dining Italian restaurant experience, complimented by a to-go European style marketplace, located at Park & Island in our East Village neighborhood.