



# East Village Annual Report July 1, 2017 - June 30, 2018



## Executive Director, Dora McCann Guerreiro Statement:

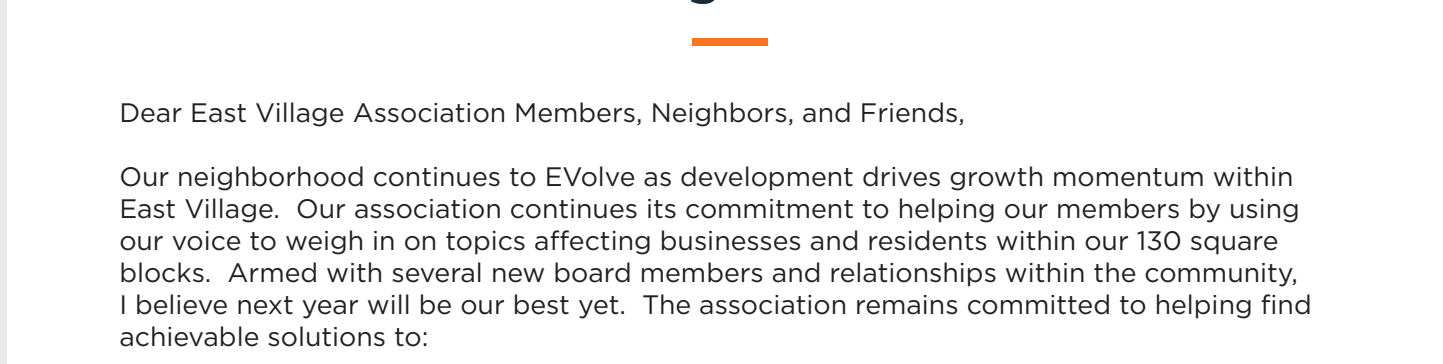
Dear East Village Association Members, Neighbors & Friends,

As I reflect upon my first year as your Executive Director, I want to thank you for your support. Achieving the mile-stone(s) of a successful organizational transformation, to include a new office where we can host our membership, and a new eighteen-person EVA Board of Directors that each have a unique vested interest and commitment to bettering the community, it is my desire to continually enrich our "new neighborhood" in preserving the storied past, while celebrating its EVolution.

In the past year the East Village Association (EVA) has been able to launch many new activation projects. EVA began its banner corridor refreshment program to newly decorate the East Village corridors with a design that captures the neighbor's authentic vibe; we've developed a new, user intuitive, and improved website (EastVillageSanDiego.com) that boasts of community accomplishments, developments, a boundless event calendar, business directory, and business-friendly resources to help achieve partner success; and EVA celebrates its newly established community partnerships for a stronger greater-San Diego advocacy voice.

If you look up you'll see a new skyline of luxury residential towers, look out and you'll notice contemporary placemaking projects, and look down to appreciate a cleaner and safer East Village street. Stay tuned, as it's an exciting time to be living, working and exploring our livable urban EVolving Village!

Here's to progress,  
Dora McCann Guerreiro, Executive Director



## Associate Membership Opportunity

Get involved with the Evolution of the East Village. Please email [Director@EastVillageSanDiego.com](mailto:Director@EastVillageSanDiego.com) or visit [www.EastVillageSanDiego.com](http://www.EastVillageSanDiego.com) to learn more.

## Board President, James Haug Statement:

Dear East Village Association Members, Neighbors, and Friends,

Our neighborhood continues to EVolve as development drives growth momentum within East Village. Our association continues its commitment to helping our members by using our voice to weigh in on topics affecting businesses and residents within our 130 square blocks. Armed with several new board members and relationships within the community, I believe next year will be our best yet. The association remains committed to helping find achievable solutions to:

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

As a valued member of our community, we welcome and appreciate input. Please visit [EastVillageSanDiego.com](http://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.

## Year Accomplishments by Month



**Comic Con**  
Since 1970, the East Village has been celebrating San Diego's Comic Con, which preserves and furthers its ongoing contribution of comics to art and culture. EVA applauds the convention's dedication to creating awareness of, and appreciation for, comics and other related popular art forms.

**10-Barrel Charity Event and New Executive Director Welcome**  
East Village's newly opened 10-Barrel brewpub hosted an East Village welcoming party for EVA's new Executive Director, and donated event proceeds back to EVA. Thank you to 10-Barrel where you can grab a pizza, choose from a wide selection of pub grub, and watch the sunset from the rooftop with seasonal beers brewed on site!



**SDPD National Night Out Sponsorship**  
Sponsoring the San Diego Police Department's 2017 National Night-Out, the East Village community helped support crime and drug prevention awareness, local anti-crime efforts, and strengthened its daily working and appreciative relationship with our local police force.

**University of California San Diego (UCSD) Groundbreaking**  
As a world leader in research and innovation, EVA welcomed the ground breaking of UC San Diego URBAN, the UC San Diego downtown state-of-the-art expansion campus initiative, at the corner of Park and Market. Slated to open in 2020+, EVA has already started active discussions in helping enhance the neighborhood with a variety of to-be-coming UCSD community-engaging events!



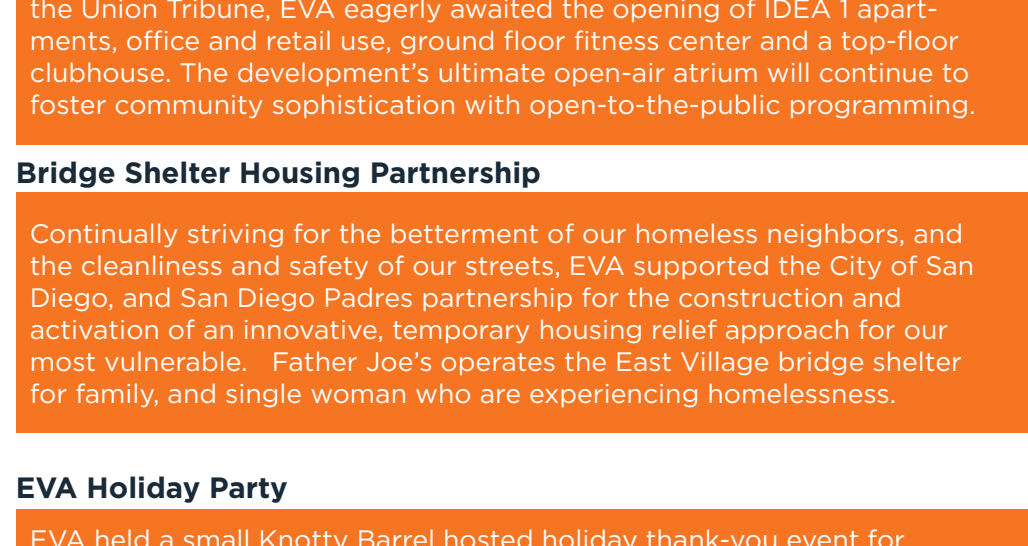
**Parking Day Sponsorship**  
EVA's newly adopted sustainability policy helps the organization support green-practices and emission reduction projects like "Parking Day" - a global event where parking spaces are converted into parks or parklets, greening city open spaces to improve the quality of urban life.

**Placemaking Project Kick-off**  
EVA hosted the successful Placemaking RFP bidder Tecture, Inc. to discuss visioning and begin contract negotiations for multiple public art installation(s) project. This EVA placemaking project, expected to take 2-3 years, is designed to create public spaces by promoting health, happiness, and well being while capturing the unique East Village identity.



**Ungala Event**  
Live from Fault Line Park, this 3rd EVA Award event celebrated the success of East Village businesses. A casual neighborhood event, the Ungala featured tastes from neighborhood restaurants, local craft beer, and entertained party revelers with the DJ and Comedic MC for the night - thank you all who came!

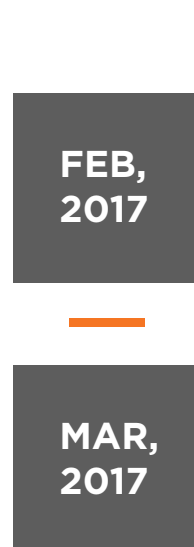
**CicloSDias Event**  
An annual open streets walk, ride, stroll and enjoy event - the rotating CicloSDias activated the downtown streets for the public to shop, eat, drink and be merry while celebrating friendly alternative transportation options. Thank you to East Village partners for showcasing our stop with a derby demonstration, BMX Trick Bike celebration, and a family-friendly bike stop outfitted with "Do The Ride Thing" coloring books and swag!



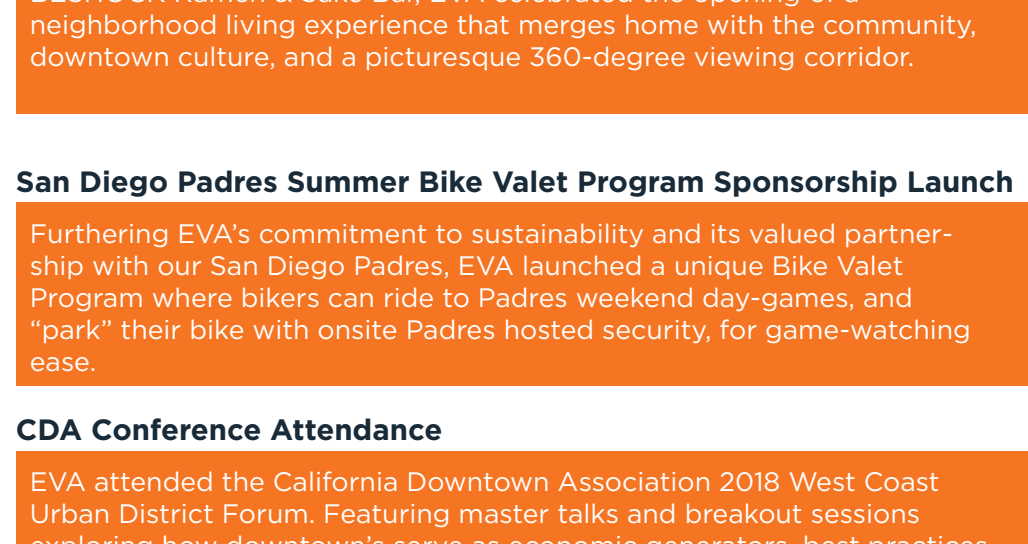
**Website Launch**  
EVA proudly unveiled a new and improved, business and resident friendly website. As a continual work in progress check out the new look today! [EastVillageSanDiego.com](http://EastVillageSanDiego.com)

**San Diego Green Building Council Sustainability Launch**  
EVA unveiled its progressing sustainability portfolio - by creating a working partnership with the San Diego Green Business Council (SDGBC). An EVA-based business as well, SDGBC is part of the greater Green Business Network, which seeks to provide education on best business practices to cut operating costs, and improve work place sustainability.

**Quartyard Groundbreaking**  
With the second coming of an East Village hang-out favorite, the newly re-located Quartyard (13th / Market) is an urban park and event venue home to an eatery, dog run, full service beer garden, event venue, art space and coffee shop. EVA was proud to welcome and celebrate our neighborhood's urban park success that started as a thesis project at East Village's New School of Architecture.



**EVA Holiday Party**  
EVA held a small Knotty Barrel hosted holiday thank-you event for board members, all public attendees, and association partners who continually help the EVA to be a successful 130-block Business Improvement District (BID).



**EVA Program Manager Hire**  
Doubling in staff size, EVA welcomed its second search - the new Program Manager, Hillary Goldy. After an open staffing search and many desirable candidates, the Board approved and welcomed aboard Hillary who brings with her social media and communication prowess.

**City of San Diego Point in Time Count**  
The Regional Task Force on the Homeless organizes this national annual count of unsheltered and sheltered persons experiencing homelessness on a single night. Thank you to our Council-member Chris Ward (District 3) for your Chairmanship and leadership in helping find workable solutions for our City's less fortunate.



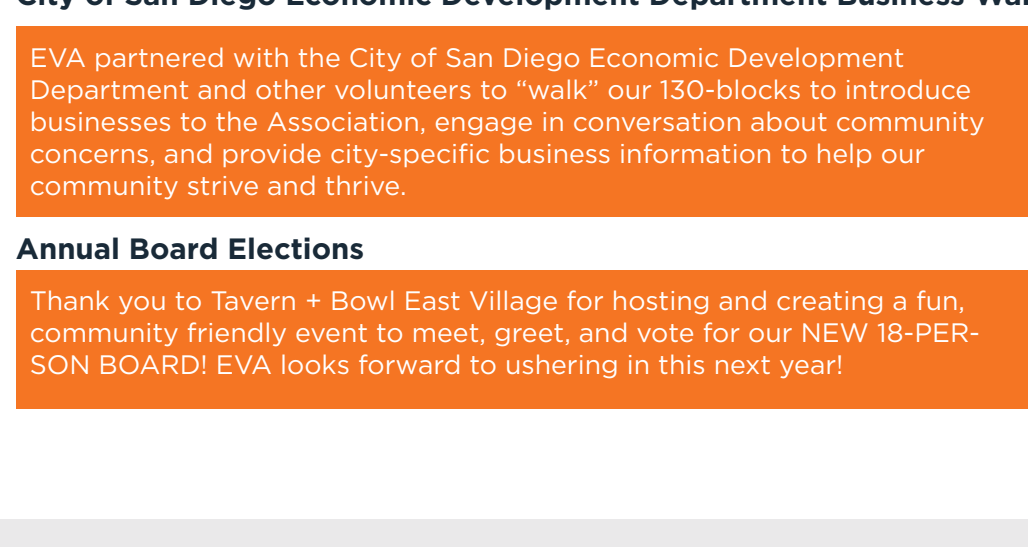
**Alexan ALX , Modern Luxury Grand Opening Party**  
Participating in a lavish event, outfitted by local East Village eateries like BESHOCK Ramen & Sake Bar, EVA celebrated the opening of a neighborhood living experience that merges home with the community, downtown culture, and a picturesque 360-degree viewing corridor.



**San Diego Padres Summer Bike Valet Program Sponsorship Launch**  
Furthering EVA's commitment to sustainability and its valued partnership with our San Diego Padres, EVA launched a unique Bike Valet Program where bikers can ride to Padres weekend day-games, and "park" their bike with onsite Padres hosted security, for game-watching ease.

**CDA Conference Attendance**  
EVA attended the California Downtown Association 2018 West Coast Urban District Forum. Featuring master talks and breakout sessions exploring how downtown's serve as economic generators, best practices were shared on enhancing quality of life and cultivating the next generation of leaders.

**Opening Weekend Block Party**  
Continuing a home-run tradition, EVA helped the community usher in the 2018 San Diego Padres season. Playing the Milwaukee Brewers, EVA hosted an open-two-day free street festival that featured food-trucks, a beer garden, live entertainment and new family-friendly activities. Root, root, root for the Padres!

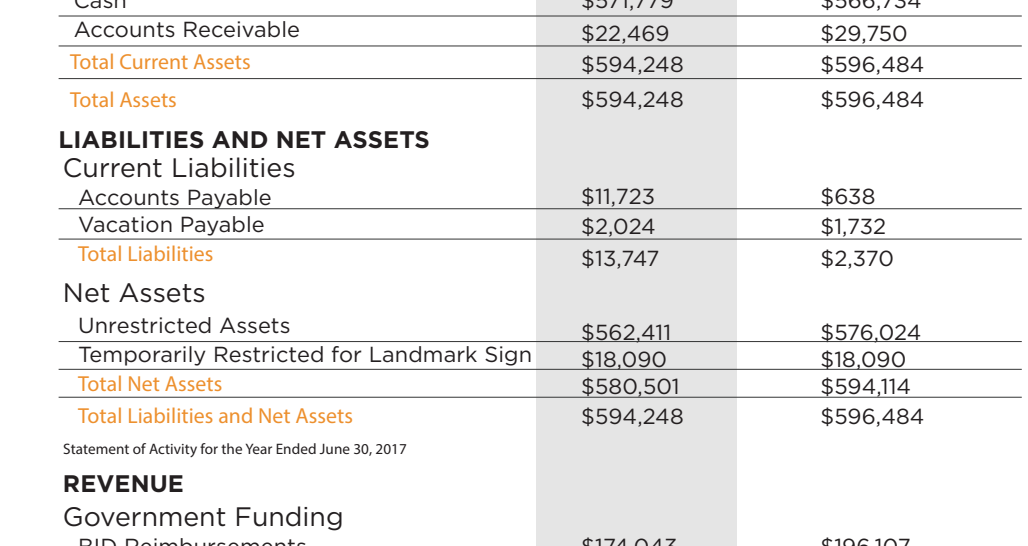


**City of San Diego Financial Presentations**  
EVA presented in front of the City on past accomplishments and future neighborhood programming in its annual public budget process (fiscal year runs July 1 - June 30).

**Bike to Work Day Pit Stop**  
Partnering with SANDAG, American Medical Response (AMR) for biking safety tutorials, and multiple dockless bike share companies for responsible riding tips, EVA hosted its inaugural Bike to Work Day. Celebrating National Bike Month, and promoting biking as a responsible alternative form of transportation, EVA looks forward to upping our partnership!

**San Diego Green Business Council (SDGBC) Sustainability Panel**  
Hosted by Mission Brewery, EVA and the San Diego Green Business Council held an open community forum on green business practices and how we can better provide the public information on easy implementable sustainability solutions.

**USD Non-Profit Academy Partnership**  
Thank you to the USD Non-Profit Academy Graduate students that worked hand-in-hand with the EVA for an extensive semester-long deep-dive into EVA's non-profit community role, and shared discoverables on how to improve EVA's organizational structure.



**Punchbowl Social Grand Opening**  
A gastro-diner with a scratch kitchen menu, craft cocktails, microbrews, punches and old school entertainment like bowling, bocce ball, vintage arcade games, ping pong, table games and karaoke rooms - Punchbowl has successfully preserved and enhanced a century-old urban East Village icon, the Coliseum Athletic Club. Located in Makers Quarter, Punchbowl Social has made this famous boxing marquee a neighborhood knockout.

**City of San Diego Economic Development Department Business Walk**  
EVA partnered with the City of San Diego Economic Development Department and other volunteers to "walk" our 130-blocks to introduce businesses to the Association, engage in conversation about community concerns, and provide city-specific business information to help our community thrive and prosper.

**Annual Board Elections**  
Thank you to Tavern + Bowl East Village for hosting and creating a fun, community friendly event to meet, greet, and vote for our NEW 18-PERSON BOARD! EVA looks forward to ushering in this next year!



## FINANCIALS

Statement of Financial Position for the Fiscal Year July 1, 2017 - June 30, 2018

ASSETS	2018	2017
<b>Current Assets</b>		
Cash	\$571,779	\$566,734
Accounts Receivable	\$22,469	\$29,750
<b>Total Current Assets</b>	\$594,248	\$596,484
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts Payable	\$11,723	\$638
Vacation Payable	\$2,024	\$1,732
<b>Total Liabilities</b>	\$13,747	\$2,370
<b>Net Assets</b>		
Unrestricted Assets	\$562,411	\$576,024
Temporarily Restricted for Landmark Sign	\$18,090	\$18,090
<b>Total Net Assets</b>	\$580,501	\$594,114
<b>Total Liabilities and Net Assets</b>	\$594,248	\$596,484

Statement of Activity for the Year Ended June 30, 2017

REVENUE	2018	2017
<b>Government Funding</b>		
BID Reimbursements	\$174,043	\$196,107
Parking District Income	\$181,301	\$125,465
Small Business Enhancement	\$18,776	\$17,925
<b>Total Government Funding</b>	\$374,120	\$339,497
<b>Other Revenue</b>		
Special Events	\$112,566	\$114,765
Donations	-	\$3,291
Banner/Branding	\$5,000	\$1,970
Membership Dues	\$500	\$6,059
Miscellaneous Income	\$592	\$9,081
	\$118,658	\$135,166
<b>Total Revenue</b>	\$492,778	\$474,663

EXPENSES	2018	2017
<b>Program</b>		
General and Administrative	\$44,518	\$31,438
<b>Total Expenses</b>	\$511,161	\$411,421
<b>Increase/Unrestricted Net Assets</b>	(\$13,613)	\$63,242

Changes in Temporarily Restricted Net Assets	2018	2017
<b>Revenues:</b>		
Contributions for Landmark Sign	-	\$5,792
Increase Temporarily Restricted	-	\$5,792
<b>Net Assets</b>	(\$13,613)	\$69,034
<b>NET ASSETS BEGINNING OF YEAR</b>	\$594,114	\$525,080
<b>NET ASSETS END OF YEAR</b>	\$580,501	\$594,114



## Board Members:

- |                               |                                |
|-------------------------------|--------------------------------|
| James Haug, President         | Waddell & Reed Financial, Inc. |
| Simon Andrews, Vice-President | Graphic Solutions              |
| Claudine Scott, Secretary     | Keller Williams Realty         |
| Todd Firoto, Treasurer        | San Diego Restaurant Supply    |
| Nick Brown, Board Member      | Bub's At The Ballpark          |
| Todd Capo, Board Member       | San Diego Padres               |
| Roberto Castro, Board Member  | San Diego Padres               |
| 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   |
| Crystal Stasch, Board Member  | Capital Real Estate Ventures   |
| Robert Weichelt, Board Member | Weichelt Real Estate Services  |