



FY23 ANNUAL REPORT

COVERING JULY 2022 TO JUNE 2023

LETTER FROM EAST VILLAGE ASSOCIATION PRESIDENT, TERRY McCLEARY

With the close of the 2023 fiscal year, the East Village Association reflects on a year defined by transition and reorientation in downtown San Diego's largest business and residential neighborhood. In the Summer of 2022, the East Village Association's Board of Directors began its search for alternative management that culminated in the solicitation, and selection of the San Diego-based firm, New City America, to serve as the Association's new administrative team. The New City America team was selected for its experience and expertise on how to effectively manage the East Village Business Improvement District (BID) and Community Parking District, as well as how to build a coalition of like-minded stakeholders to be part of the neighborhood's revitalization.

Since coming aboard in November 2022, New City America has positioned the Association to function more efficiently as a non-profit organization all the while progressing district-wide projects and improvements intended to benefit East Village as a whole. A testament to this revamped East Village Association is the newly seated Board of Directors, a roster that now includes 24 business and property owner directors, and Community-at-Large directors from all corners of East Village.

Under the guidance of this new Board of Directors, the East Village Association has undertaken a series of new initiatives intended to rehabilitate the image and appeal of the neighborhood while promoting economic vitality amongst its various commercial corridors. Just this past May, the Board of Directors voted to revamp its district-wide banner series by rolling out a new set of banners, dubbed the I (heART) EV! Series, throughout the East Village that feature the iconic murals of the neighborhood. Shortly thereafter, in June, the Board moved forward with the dual initiatives of installing enhanced strand LED-lighting along Market Street from 7th to 17th Streets, as well as down Park Boulevard from Broadway to K Street. The joint improvement project was designed to enhance two of East Village's main corridors and demonstrate incremental progress in rehabilitating the perception of Downtown's urban environment. Another critical initiative debuting, just before the end of the fiscal year, was the fully renovated East Village San Diego website. The newly redesigned website is public facing and user-friendly, designed to geographically highlight businesses, points of interest, and events, in the East Village for residents and visitors alike. This enhanced online experience

presents users with a variety of pinpointed businesses in the East Village to shop, dine, live, and stay.

The closeout of FY23 also saw the return of some major events to East Village, which have historically been pivotal to the economic vitality and positive identity of the neighborhood. In Spring of 2023, the East Village Association brought back its annual East Village Opening Weekend Block Party event, marking the return of the baseball season in Downtown San Diego, but also, finally, the return to a familiar normalcy for many residents, visitors, and local fans. Beginning in FY24, the East Village Association will be working to build upon the level excitement that started in FY23 by rolling out an extensive calendar of events designed to showcase both the amazing businesses that call East Village home as well as promote the destination appeal of living in Downtown's largest residential neighborhood.

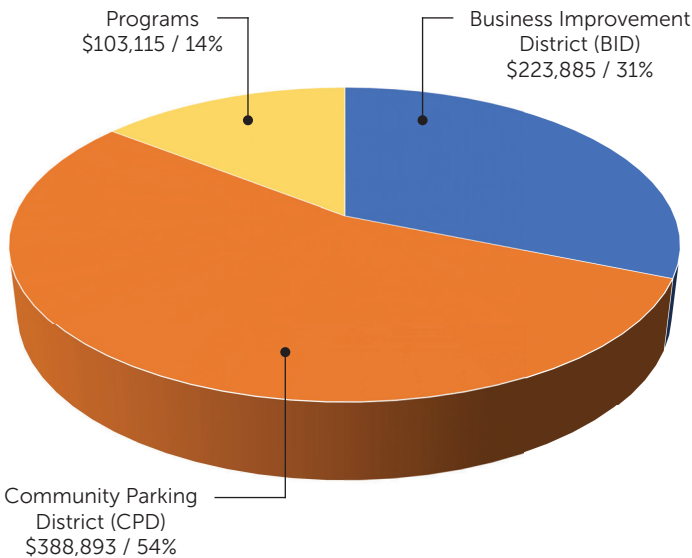
The East Village Association is preparing for our best year yet as the community continues to bounce back from the aftermath of the pandemic and a slow(er) Downtown recovery. Within the past year alone, Downtown San Diego has noticeably benefited from new policy initiatives being implemented and new (local) economic assets being realized, lending to the East Village neighborhood a sense of momentum and



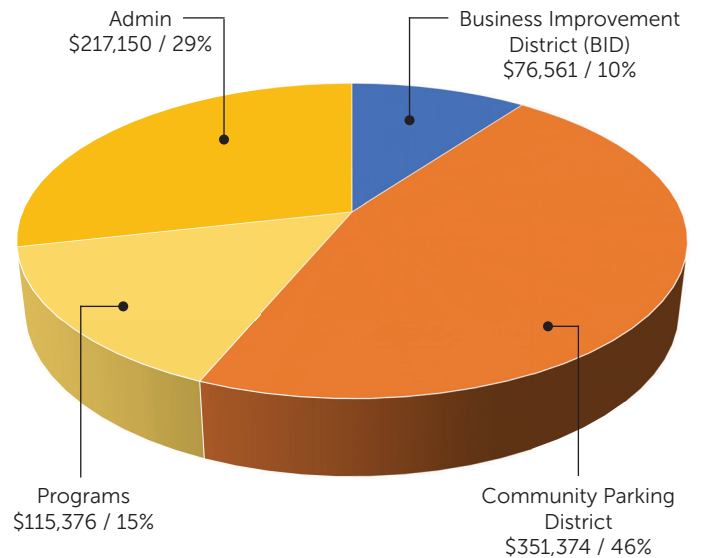
excitement that's undeniably resilient and optimistic. Both these factors have reminded our Board that the fundamentals of our East Village community are strong and resilient, and that with proper guidance and dedication, this neighborhood can prosper once again.

EAST VILLAGE ASSOCIATION FY23 FINANCIALS

INCOME



EXPENSE





OLIVE PUBLIC RELATIONS FY23 MEDIA RECAP

In an effort to reinforce positive messaging and promote the business community, the East Village Association solicited the services of Olive Public Relations, a full-time public relations and social media management firm. Below, Olive Public Relations unveils their experience and explains their successes from the advantageous partnership.

MEDIA RELATIONS

After kicking off with East Village during the holidays, the 2022-2023 season has already been a success. Starting off strong, the 2022 East Village Holiday Market & Tree Lighting garnered over 30 media hits highlighting the widely attended event and spreading the holiday spirit. Then, after officially starting our contract in the new year, the return of the popular 2023 East Village Opening Weekend Block Party drew hundreds of attendees from across San Diego. After a successful season for the Padres, the event kicked off baseball season with energy and excitement, garnering over 100 media hits in March.

This year's media relations strategy concentrated on outlining the most important features of the neighborhood and highlighting the annual events. The process involved building out a PR plan, press kit and timeline to position East Village as the premier hub for unique culinary experiences and hip

gathering spots for both singles and families in San Diego.

For the past year, our focus has been working to reshape the East Village narrative on the local level. Favorable coverage was secured across the board on print, TV, radio and online. Media highlights from the past year include coverage in/on San Diego Union-Tribune, Ranch & Coast, San Diego Magazine, Thrillist and local San Diego TV including KUSI, FOX 5, ABC 10 and CBS 8.

SOCIAL MEDIA

Over the past six months, the East Village Association's social media initiatives have driven a transformative journey. By crafting a focused social media strategy, we defined our voice, tone, and visual identity, which acted as a steady guide. Through this lens, we curated engaging content spotlighting East Village as a hub of arts, culture, education, and entertainment, each post capturing the vibrant pulse of the neighborhood. We generated excitement around the diverse small businesses that call East Village home, and through strategic storytelling and compelling visuals, we fostered growth in our social following and nurtured authentic relationships with the community.

EAST VILLAGE / San Diego

EAST VILLAGE ASSOCIATION

OFFICERS

Terry McCleary
President

Hasan Ahmed
Vice President

Tyler Winslow
Vice President

David Miles
Treasurer

Robyn Spencer
Secretary

BUSINESS DIRECTORS

- Simon Andrews
- Todd Brown
- Chan Buie
- Jonathan Francese
- Justin Navalle
- Ken Kawachi
- Manny Rodriguez
- Angie Weber

PROPERTY/COMMUNITY DIRECTORS

- Lisa Gerson
- Andrew Greenberg
- Todd Miller
- Diana Puetz
- Kristen Rice
- Andrew Shemirani

ADMINISTRATIVE STAFF

- Marco Li Mandri**
Executive Director
- Dominic Li Mandri**
District Manager
- Ethan Olsen**
Asst. District Manager
- Christopher Gomez**
Brand Communications & Public Affairs Manager
- Shirley Zawadzki**
Financial Manager
- Rosie DeLuca**
Asst. Financial Manager
- Laura Li Mandri**
- Monica Montes**
- Dianne Serna**
- Michelle Mercado**
- Liam Zawadzki**

EAST VILLAGE San Diego	
BID FORMATION ADDRESS SERIES	
10 Avenue	200-899
11th Avenue	0-1399
12th Avenue	0-1399
13th Avenue	0-1099
13th Street South	0-99
14th Avenue	0-1099
15th Avenue	0-1099
16th Avenue South	0-1099 (Even)
16th Street South	0-1299
17th Avenue	0-1299
7th Avenue	300-899
8th Avenue	400-899
9th Avenue	400-899
A Street	1000-1199
B Street	1000-1699
Broadway	1000-1699
C Street	1000-1699
Commercial Avenue	1200-1799
E Street	1000-1699
F Street	700-1699
G Street	700-1699
Imperial Avenue	700-1799
Island Avenue	700-1799
J Street	700-1799
K Street	700-1699
L Street	700-1599
Market Street	700-1799
National Avenue	1300-1599
Newton Avenue	1300-1599
Park Boulevard	0-1799
Russ Boulevard	1100-1699
Tony Gwynn Drive	0-299 (Odd)

