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 PB

# ANNUAL REPORT FY 2017

## DESIGN AND IMPROVEMENT

- ◆ CELEBRATED THE 5<sup>TH</sup> ANNIVERSARY OF THE DISCOVER PB PRODUCED **PACIFIC BEACH TUESDAY FARMERS MARKET** TO INCREASE AWARENESS OF USING LOCAL PRODUCTS AND PROMOTE FOOT TRAFFIC INTO THE BUSINESS DISTRICT.
- ◆ LAUNCHED **PACIFIC BEACH CLEAN AND SAFE PROGRAM**, INCREASING CLEANING AND MAINTENANCE SERVICES FROM THREE TO SIX DAYS A WEEK, CONTRACTING WITH SAFETY AMBASSADORS TO PROVIDE 40 HOURS OF SECURITY WITHIN THE BUSINESS DISTRICT AND PROVIDED OUTREACH, RESOURCES AND JOBS TO THE UNHOUSED COMMUNITY.
- ◆ FACILITATED **CLEANING AND MAINTENANCE SERVICES** INCLUDING GRAFFITI REMOVAL, TRASH ABATEMENT, SWEEPING AND DEBRIS REMOVAL.
- ◆ PARTNERED WITH SD CITY ATTORNEY'S NEIGHBORHOOD PROSECUTION UNIT TO ENHANCE AND MANAGE **BEACH AREA COMMUNITY COURT** RESULTING IN OVER 1,900 HOURS OF COMMUNITY SERVICE.
- ◆ PARTNERED WITH SD CITY ATTORNEY'S NEIGHBORHOOD PROSECUTION UNIT TO IMPLEMENT **INSTANT JUSTICE** PROVIDING OVER 200 HOURS OF COMMUNITY SERVICE.
- ◆ PARTICIPATED IN COUNCIL DISTRICT 2 CLEAN UP RESULTING IN POWER WASHING HIGH NEED SIDEWALKS AND **LANDSCAPING OVER 10 BLOCKS OF TREE WELLS** THROUGHOUT THE DISTRICT.
- ◆ DESIGNED AND INSTALLED OVER **100 STREET BANNERS** SUPPORTING LOCAL BUSINESS AND SHOP, PLAY, TASTE PB AND THE PB TUESDAY FARMERS' MARKET.



- ◆ PRODUCED 19<sup>TH</sup> ANNUAL **PACIFIC BEACHFEST** ATTRACTING OVER 50,000 VISITORS TO PACIFIC BEACH AND PROMOTING OVER 150 NEIGHBORHOOD BUSINESSES AND ARTISTS. HIGHLIGHTED PACIFIC BEACH AT A NATIONAL LEVEL.
- ◆ INITIATED RETAILER MEETING WITH LOCAL RETAIL SHOPS TO IMPROVE AND LAUNCH HOLIDAY **SHOP LOCAL CAMPAIGN** DISCOUNT CARD AND INVESTING OVER \$5000 INTO PROMOTING LOCAL RETAILERS, SEASONAL WINDOW DECORATING, AND NATIONAL SHOP SMALL CAMPAIGN.
- ◆ PRODUCED 8<sup>TH</sup> ANNUAL **CHRISTMAS ON CRYSTAL PIER** TREE LIGHTING EVENT AND ILLUMINATED CRYSTAL PIER FOR THE HOLIDAY SEASON AND ADORNED THE PIER WITH WREATHS DECORATED FROM PB BUSINESSES TO PROMOTE COMMUNITY IDENTITY.
- ◆ PRODUCED **PACIFIC BEACH HOLIDAY PARADE** AND SPONSORED SAN DIEGO SANTA RUN BRINGING OVER 3,000 SANTAS AND SPECTATORS INTO THE DISTRICT.
- ◆ EXPANDED 6<sup>TH</sup> ANNUAL **BIKES, BOARDS AND BREWS** EVENT TO NEW LOCATION TO ACCOMMODATE MORE PARTICIPANTS AND WORKED WITH LOCAL PB BUSINESSES TO PROMOTE RISING LOCAL CRAFT BEER INDUSTRY INVOLVING OVER 30 LOCAL BUSINESSES AND EXPOSING THEM TO 500 PARTICIPANTS.
- ◆ PRODUCED *THE DISCOVERY PB BUSINESS NOTES*: E-NEWSLETTER DISTRIBUTED TO OVER 1,000 EMAIL RECIPIENTS EVERY MONTH INCLUDING BUSINESS SPOTLIGHTS, NEWS AND RESOURCES FOR LOCAL BUSINESS COMMUNITY.
- ◆ STEADILY INCREASED SOCIAL MEDIA PRESENCE.
- ◆ DISTRIBUTED THE BUSINESS WAVE, MAILER NEWSLETTER TO MEMBERSHIP UPDATING BUSINESS ON LOCAL RESOURCES AND EVENTS.

## BUSINESS VISION AND LEADERSHIP

- ◆ FACILITATED THE **PACIFIC BEACH HOSPITALITY GROUP** TO INCREASE AWARENESS AND ORGANIZATION OF RESPONSIBLE HOSPITALITY NETWORK IN AREA.
- ◆ FACILITATED **PACIFIC BEACH SECURITY VEST PROGRAM**
- ◆ FACILITATED **PACIFIC BEACH SPECIAL EVENTS COMMITTEE** WHICH REVIEWED NEW AND ANNUAL PB EVENTS AND PROVIDED FORUM FOR COMMUNITY INPUT FOR THOSE SEEKING IT.
- ◆ PARTICIPATED IN **RADD DESIGNATED DRIVER AWARENESS PROGRAM** INCLUDING MEDIA CAMPAIGN.

## MARKETING, COMMUNICATIONS, PROMOTIONS AND EVENTS

- ◆ COSPONSORED THE 4<sup>TH</sup> ANNUAL **NORTH PB SIP N STROLL** HIGH-LIGHTING THE NORTH PB BUSINESS COMMUNITY.
- ◆ HOSTED TWO ANNUAL RESTAURANT WALKS, **THE HEART OF PACIFIC BEACH RESTAURANT WALK** AND **COAST OF PACIFIC BEACH RESTAURANT WALK**, ATTRACTING OVER 1000 CUSTOMERS TO 50 PARTICIPATING RESTAURANTS.

# BOARD OF DIRECTORS 2017-2018

- |  |   |   |
|--|---|---|
| <b>Amber Lighty, President</b><br><i>Catamaran Resort</i>                    | <b>Dan Mazzella, Past President</b><br><i>Beachtown BBQ</i> | <b>Giulio Guidi</b><br>US Bank                      |
| <b>William Ramirez, Vice President</b><br><i>PB Shore Club/The Fish Shop</i> | <b>Brian Dunlap</b><br><i>The Mad Beet</i>                  | <b>Mark Morris</b><br><i>Oasis Architecture</i>     |
| <b>Elvin Lai, Secretary</b><br><i>Ocean Park Inn</i>                         | <b>David Cohen</b><br><i>Mavericks Beach Club</i>           | <b>Joseph Bartling</b><br><i>710 Beach Club</i>     |
| <b>Tim Pruesener, Treasurer</b><br><i>iCatch Marketing</i>                   | <b>Tony Franco</b><br><i>Franco Realty Group</i>            | <b>Tony Bayona</b><br><i>Edward Jones Financial</i> |

- ◆ IN COOPERATION WITH BEAUTIFUL PB, PB PLANNING GROUP AND OTHER GOVERNMENT AND COMMUNITY GROUPS PARTICIPATED IN FACILITATING PACIFIC BEACH ECO DISTRICT, IMPLEMENTING ECO-DISTRICT PRINCIPLES INTO PROGRAMMING AND HOSTING TRAFFIC AND PARKING MANAGEMENT COMMITTEE.



- ◆ ADVOCATED FOR INCREASED PEDESTRIAN AND BICYCLE SAFETY INITIATIVES WITH IN HIGH TRAFFIC AREAS OF THE DISTRICT.
- ◆ SUPPORTED BEAUTIFUL PB'S PB COUNTS PROJECT WITH VOLUNTEERS AND OUTREACH.
- ◆ REPRESENTED THE COMMERCIAL CORRIDOR IN REGION WIDE PLANNING INITIATIVES SUCH AS VISION ZERO, MID COAST TROLLEY EXTENSION AND COMPLETE STREET EFFORTS.

## ORGANIZATION

- ◆ HELD ANNUAL BOARD MEMBER ELECTIONS
- ◆ PRODUCED **ANNUAL AWARDS DINNER AND CASINO NIGHT FUNDRAISER** FOR BUSINESS MEMBERS AND COMMUNITY PARTNERS, RECOGNIZING OUTSTANDING BUSINESSES AND VOLUNTEERS IN THE COMMUNITY.
- ◆ REPRESENTED **PACIFIC BEACH BUSINESS COMMUNITY** AT LOCAL AND REGIONAL COMMUNITY MEETINGS AND APPROPRIATE EVENTS INCLUDING REPRESENTATION AT PB TOWN COUNCIL, PB PLANNING GROUP, SAN DIEGO BID COUNCIL, COMMUNITY COLLABORATORS AND BEAUTIFUL PB
- ◆ CONTINUED TO COORDINATE AND ADVOCATE FOR SMALL BUSINESS MEMBERSHIP, AND CONNECT CITYWIDE PROGRAMS TO MEMBERS INCLUDING, FINANCING OPTIONS, PERMITS AND STORE FRONT IMPROVEMENT PROGRAM.

## Organizational Financials

<b>Income</b>	
BID Reimbursement	\$154,071
Special Events	\$206,871
Grants- non event	\$48,946
Beach Area Community Court	\$23,239
Farmers Market	\$148,874
Misc. & Commission	\$44,892

**Total** \$626,893

<b>Expense</b>	
Admin/Staff	\$115,797
Special Events	\$147,279
Promotions	\$22,858
Cleaning and Beautification	\$95,175
Farmers Market	\$101,209
Organization	\$85,799

**Total\*** \$568,117



\*Audited financial documents are available by request.