

GO TO
PACIFICBEACH.ORG
 TO SIGN UP FOR OUR
 MONTHLY DIGITAL
 NEWSLETTER AND
 RECEIVE UPDATES ON
 PB

ANNUAL REPORT FY 2019

CLEANING AND BEAUTIFICATION

- ◆ CONTINUED PACIFIC BEACH CLEAN AND SAFE PROGRAM, PROVIDED CLEANING AND MAINTENANCE SERVICES INCLUDING GRAFFITI REMOVAL, TRASH ABATEMENT, SWEEPING SIDEWALKS AND DEBRIS REMOVAL 6 DAYS A WEEK THROUGHOUT THE DISTRICT. COLLECTING OVER 8000 BAGS OF LITTER.
- ◆ PROVIDED 40 HOURS A WEEK OF SAFETY AMBASSADOR SERVICE THROUGHOUT THE DISTRICT TO ADDRESS NUISANCE BEHAVIORS INCLUDING TRESPASSING AND LOITERING.
- ◆ HOMELESS OUTREACH: CONTRACTED WITH PB STREET GUARDIANS TO



PROVIDE EMPLOYMENT FOR UNHOUSED RESIDENTS. AND REFERRED OVER 30 UNHOUSED INDIVIDUALS TO OUTREACH SERVICES.

- ◆ PARTNERED WITH SD CITY ATTORNEY'S NEIGHBORHOOD PROSECUTION UNIT TO ENHANCE AND MANAGE BEACH AREA COMMUNITY COURT RESULTING IN OVER 1,398 HOURS OF COMMUNITY SERVICE.

◆ PARTNERED WITH SD CITY ATTORNEY'S NEIGHBORHOOD PROSECUTION UNIT TO IMPLEMENT INSTANT JUSTICE PROVIDING 96 HOURS OF COMMUNITY SERVICE.

MARKETING, COMMUNICATIONS, PROMOTIONS AND EVENTS

- ◆ CELEBRATED AND PRODUCED THE 21ST ANNUAL PACIFIC BEACHFEST ATTRACTING OVER 50,000 VISITORS TO PACIFIC BEACH AND PROMOTING OVER 150 NEIGHBORHOOD BUSINESSES AND ARTISTS. HIGHLIGHTING PACIFIC BEACH AT A NATIONAL LEVEL
- ◆ STEADILY INCREASED SOCIAL MEDIA PRESENCE.

- ◆ HOSTED TWO ANNUAL RESTAURANT WALKS, THE HEART OF PACIFIC BEACH RESTAURANT WALK AND COAST OF PACIFIC BEACH RESTAURANT WALK, ATTRACTING OVER 600 CUSTOMERS TO 40 PARTICIPATING RESTAURANTS.
- ◆ PRODUCED PACIFIC BEACH TUESDAY FARMERS' MARKET TO INCREASE AWARENESS OF USING LOCAL PRODUCTS AND PROMOTE FOOT TRAFFIC INTO THE BUSINESS DISTRICT.
- ◆ GENERATED HOLIDAY SHOP LOCAL CAMPAIGN DISCOUNT CARD AND MAILED TO 1000 PB RESIDENTS. INVESTED IN PROMOTING LOCAL RETAILERS, SEASONAL WINDOW DECORATING, AND NATIONAL SHOP SMALL CAMPAIGN.
- ◆ PRODUCED 9TH 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 4,000 SANTAS AND SPECTATORS INTO THE DISTRICT.
- ◆ PRESENTED 7TH ANNUAL BIKES, BOARDS AND BREWS TO WORK WITH LOCAL PB BUSINESSES TO PROMOTE RISING LOCAL CRAFT BEER INDUSTRY INVOLVING OVER 30 LOCAL BUSINESSES AND EXPOSING THEM TO OVER 500 PARTICIPANTS.
- ◆ PRODUCED MONTHLY E-NEWSLETTER DISTRIBUTED TO OVER 1,200 EMAIL RECIPIENTS EVERY MONTH INCLUDING BUSINESS SPOTLIGHTS, NEWS AND RESOURCES FOR LOCAL BUSINESS COMMUNITY.
- ◆ HOSTED 2ND ANNUAL LORD OF THE WINGS FUNDRAISING EVENT AND COMPETITION.

BUSINESS VISION AND LEADERSHIP

- ◆ FACILITATED THE PACIFIC BEACH HOSPITALITY GROUP TO INCREASE AWARENESS AND ORGANIZATION OF RESPONSIBLE HOSPITALITY NETWORK IN AREA.
- ◆ HOSTED TWO HOSPITALITY CLEAN UP DAYS WITH OVER 100 VOLUNTEERS FROM LOCAL BAR AND RESTAURANT BUSINESSES.
- ◆ FACILITATED PACIFIC BEACH SPECIAL EVENTS COMMITTEE WHICH REVIEWED NEW AND ANNUAL PB EVENTS AND PROVIDED FORUM FOR COMMUNITY INPUT FOR THOSE SEEKING IT.

BOARD OF DIRECTORS 2019-2020

Tim Pruesener, President
iCatch Marketing

Brian Dunlap
The Mad Beet

Anthony Kruk
Hoboken Pizza

James McGuirk, Vice President
G4 Strategies

John Anderson
Maverick's Beach Club

Renee Waddell
Dolce Italian Ice

William Ramirez, Treasurer
PB Shore Club/The Fish Shop

Mark Morris
Oasis Architecture

Randall Engstrom
Randall's Sandals

Eric Marenburg, Secretary
San Diego Running Company

Joseph Bartling
710 Beach Club

Brian Curry
Fitness West

Amber Lighty, Past President
Catamaran Resort

- ◆ PARTICIPATED IN **RADD DESIGNATED DRIVER AWARENESS PROGRAM**
- ◆ 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, HOSTED TRAFFIC AND PARKING MANAGEMENT COMMITTEE. AND REPRESENTED COMMERCIAL CORRIDORS IN REGION WIDE PLANNING INITIATIVES.
- ◆ ADVOCATED FOR INCREASED PEDESTRIAN AND BICYCLE SAFETY INITIATIVES WITHIN HIGH TRAFFIC AREAS OF THE DISTRICT.

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 FOUNDATION COMMUNITY COLLABORATORS AND BEAUTIFUL PB
- ◆ CONTINUED TO COORDINATE AND ADVOCATE FOR SMALL BUSINESS MEMBERSHIP, AND CONNECT CITYWIDE PROGRAMS TO MEMBERS INCLUDING, FINANCING OPTIONS, PUBLIC RIGHT OF WAY PERMITS AND **STORE FRONT IMPROVEMENT PROGRAM.**



Organizational Financials

Income

BID Reimbursement	\$173,096
Special Events	\$222,717
Grants– non event	\$27,869
Beach Area Community Court	\$20,235
Farmers' Market	\$125,021
Misc. & Commission	\$92,751

Total **\$661,689**

Expense

Admin/Staff	\$144,700
Special Events	\$155,875
Promotions	\$21,560
Cleaning and Beautification	\$121,680
Farmers' Market	\$81,368
Organization	\$112,627

Total* **\$637,810**

*Audited financial documents are available by request.