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

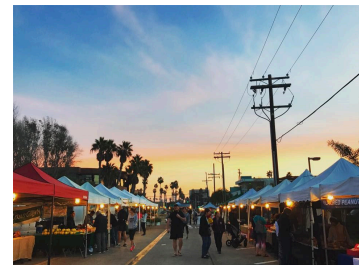
# ANNUAL REPORT FY2023

## 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 4 days a week throughout the district. Collecting 7000 bags of litter
- Consulted with local service providers to assist with homeless efforts throughout the district.
- Partnered with SD City Attorney's Neighborhood Prosecution Unit to enhance and manage **Beach Area Community Court** resulting in 3,300 hours of community service.



## MARKETING, PROMOTIONS AND EVENTS



- Produced monthly e-newsletter distributed to over 1,400 email recipients every month including business spotlight, news and resources for the local business community.
- Steadily increased social media presence and marketing impact.
- Hosted the annual **Coast of PB Restaurant Walk** and **Heart of PB Restaurant Walk**. Attracting over 600 customers to 44 participating restaurants.
- Produced **Pacific Beach Tuesday Farmers Market** to increase awareness of using local products and to promote foot traffic into the business district.
- Produced the 23rd 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 the **San Diego Santa Run** bringing over 5,000 Santas and spectators into the district.



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## BUSINESS, VISION AND LEADERSHIP

- Moved to a fundraising organizational focus. Training board members with fundraising tools.
- Facilitated the Pacific Beach Community Parking District advisory committee in projects related to traffic and parking management.
- Facilitated the Pacific Beach Special Events Committee which reviewed new and annual PB events and provided forum for community input for those seeking it.

## ORGANIZATION

- Held annual board member elections
- Represented Pacific Beach Community and local and regional community meetings and appropriate events including representation at PB Town Council, PB Planning Group, San Diego BID Alliance 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.

## BOARD OF DIRECTORS 2022 - 2023

**Eric Marenburg**  
President  
SD Running Co

**Joe Bartling**  
710 Beach Club

**Lisa Gossman**  
The Catamaran Hotel  
Resort and Spa

**Randall Engstrom**  
Vice President  
Randall's Sandals

**Carina Garfield**  
Armonia Kitchen

**Lacey Stafford**  
Downtown Works

**Wilber Lai**  
Treasurer  
Ocean Park Inn

**Rebekah Winn**  
Duck Dive

**Grant Cooper**  
Crest Liquor

**Margy Goodman**  
Secretary  
Margy Rose Yoga

**Anthony Kruk**  
Hoboken Pizza

**John Anderson**  
Mavericks

**Mike Houser**  
The Hideout

**Christine Landini**  
Scuderie Italia

## ORGANIZATIONAL FINANCIALS

### Income

BID Reimbursment	\$154,383
Special Events	\$129,118
Grants - non event	\$49,144
Beach Area Community Court	\$12,562
Farmers Market	\$190,462
Misc. & Commission	\$74,569

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Total	\$610,308
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### Expense

Admin/Staff	\$196,476
Special Events	\$126,980
Promotions and Outreach	\$18,848
Cleaning and Beautification	\$77,569
Farmers Market	\$39,461
Organization	\$118,417

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Total	\$577,751
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