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MONTHLY DIGITAL
NEWSLETTER AND
RECEIVE UPDATES ON
PB

ANNUAL REPORT FY 2021

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 3-4 Days a week throughout the district. Collecting over 7000 bags of litter.
- ◆ Consulted with Local Service Providers to assist with homeless outreach efforts throughout the district
Partnered with SD City Attorney's Neighborhood Prosecution Unit to enhance and manage **Beach Area Commu-**



nity Court resulting in over 3,300 hours of community service.

- ◆ Partnered with SD City Attorney's Neighborhood Prosecution Unit to implement **Instant Justice** providing 128 hours of community service.

- ◆ Hosted the annual, **Heart of Pacific Beach Restaurant Walk**, attracting over 300 customers to 19 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 and National Shop Small Campaign.
- ◆ Produced 10th 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 5,000 Santas and spectators into the district.

BUSINESS, VISION AND LEADERSHIP

- ◆ Facilitated the **Pacific Beach Hospitality Group** to increase awareness and organization of responsible hospitality network in area.
- ◆ Advocated for increased pedestrian and bicycle safety initiatives within high traffic areas of the district.
- ◆ Hosted A Hospitality Clean Up days with over 50 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.
- ◆ 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.

MARKETING, PROMOTIONS AND EVENTES

- ◆ Produced **Monthly e-newsletter** distributed to over 1,200 email recipients every month including business spotlights, news and resources for local business community.
- ◆ Steadily increased social media presence and Marketing impact.

BOARD OF DIRECTORS 2020-2021

- ◆ Facilitated The Pacific Beach Community Parking District Advisory Committee in projects related to traffic and parking management

ORGANIZATION

- ◆ Held annual board member elections
- ◆ **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**.

COVID-19 RESPONSE

- ◆ On March 11 2020 the economy shut down in an effort to stop COVID-19 from spreading. The organization like many suffered financial losses and specific disruptions because of the pandemic which included cancelling three key fundraising events, cancelling then reducing the PB Tuesday Farmer's market and extended the deadline for membership assessments to be paid. Despite this The organization had mitigated the effects of the pandemic by reduction of non- essential expenses, and financial relief efforts.
- ◆ Few were more directly impacted by the public health orders than our district small businesses and their employees. Discover Pacific beach was quickly able to pivot staff time to respond to the Covid-19 interventions by updating membership on operational policies and closures, financial assistant opportunities, and advocating on regional levels for the business community. assisting businesses in converting business models for outdoors, informing public of closings of public events and modifying the website to include resources and promotions of essential business and those offering alternate business opportunities such as take-out, delivery and curbside pickup.



Tim Pruesener
President
iCatch Marketing

Mark Morris
Vice President
Oasis Architecture

William Ramirez
Treasurer
PB Shore Club/The Fish Shop

Eric Marenburg
Secretary
San Diego Running Company

Brian Dunlap
The Mad Beet
John Anderson
Maverick's Beach Club

Joseph Bartling
710 Beach Club
Anthony Kruk
Hoboken Pizza

Margy Goodman
Margy Rose Yoga
Randall Engstrom
Randall's Sandals

Brian Curry
Fitness West
Wilber Lai
Ocean Park Inn

Grant Cooper
Crest Liquor
Warren Kucker
Boxton



Organizational Financials

Income

BID Reimbursement	\$166,481
Special Events	\$2,661
Grants- non event	\$15,000
Beach Area Community Court	\$26,160
Farmers' Market	\$140,153
Misc. & Commission	\$483

Total \$350,938

Expense

Admin/Staff	\$147,645
Special Events	\$133,665
Promotions and Outreach	\$10,413
Cleaning and Beautification	\$81,604
Farmers' Market	\$48,819
Organization	\$

Total* \$

*Audited financial documents are available by request.