



Third Avenue Village Association 2014-2015 Annual Report

2014-2015

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The mission of the Third Avenue Village Association is to create, promote and champion a vibrant, pedestrian-friendly destination leading to increased sales, property values and community pride.

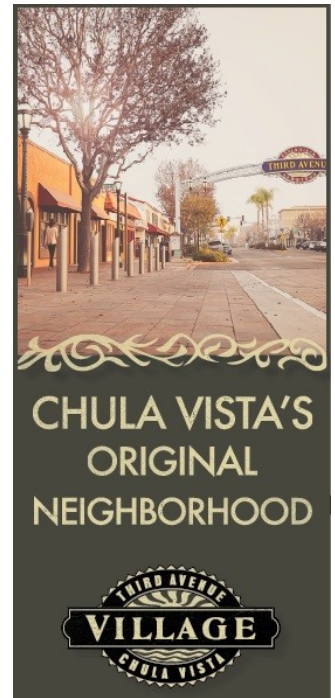
Letter from Executive Director

How many times have you asked yourself “who am I” and “how do others see me”? During the fiscal year 2015, this is exactly what the Third Avenue Village Association (TAVA) did. Following the establishment of a new mission statement, TAVA began to ask itself the same questions and began a branding campaign to establish an identity amongst the San Diego neighborhoods. TAVA’s goal is to break through the identity boundaries of “west” Chula Vista to soon be identified as a neighborhood similar to Normal Heights or South Park and ultimately emulate the trendy neighborhood of North Park with its unique retail, restaurants and art galleries.

Following the recommendation of the Economic Development and Promotional Committees, the TAVA Board of Directors allocated \$20,000 to the development of a branded print and web based marketing campaign. During the same period, TAVA staff acquired an additional \$20,000 in grant funds from the County of San Diego Board of Supervisors to financially support a branded banner program throughout the Village. Although marketing campaigns such as these do not reap an immediate result, during the third quarter of FY 2015, following 60 advertisement spots, TAVA staff observed an increase in TAVA website sessions from east Chula Vista and residents of south San Diego of 30%. TAVA also experienced greater attendance at the Taste of Third and Village Street Faire while the 2015 Lemon Festival attendance exploded to 30,000 attendees.

As TAVA continues to create and build upon its neighborhood identity, our goal is to encourage our property owners and business members to embrace the marketing campaign and to utilize our TAVA brand in the promotion of your business and property rentals. The TAVA staff is readily available to share The TAVA logo, mission statement and neighborhood description with our members. By working together to promote Third Avenue Village we will create the collective energy necessary to establish our “Village” as a unique destination attracting new, relevant businesses as well as consumers who will contribute to our collective and individual success.

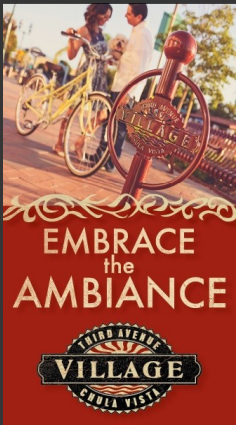
Sincerely,
Luanne Hulsizer, Executive Director



The 3rd & final installment in the district marketing campaign series FY 2015



Executive Director,
Luanne Hulsizer



1st in district marketing campaign series.



Third Avenue Streetscape P. II construction begins June 2015

July 2014

Awarded \$20k grant to develop & execute a branded banner program.

Negotiations begin with the City of Chula Vista regarding parking district maintenance.

The Certified Farmers' Market celebrates 20 years.

August 2014

Hosts 18th annual Lemon Festival successfully drawing over 30k people to the Village.

Board of Directors ratifies revision of bylaws after membership votes in favor.

Preparations for Holiday in the Village begin.

September 2014

Collaborations begin with the City of Chula Vista to hold Holiday in the Village in conjunction with the return of the Starlight Parade.

TAVA's Economic Development Committee conducts business member survey.

October 2014

Begins designing 1st in the district marketing campaign series. This is the 1st of its kind for TAVA.

Farmers' Market celebrates Halloween by distributing branded goodie bags.

November 2014

Establishes steering committee for the 2017 10-year PBID renewal campaign.

Receives clean audit through independent CPA's Armando Martinez & Associates.

December 2014

Successful collaboration with the City brings return of the Starlight Parade in conjunction with 3rd annual Holiday in the Village. Third Avenue Village effectively marketed as a holiday destination for families.

Third Avenue Village Association FY 2014/2015 Year in Review

January 2015

Welcomes new Board members, Doug Kerner and Randy Bellamy. Recognizes outgoing Board members Greg Smyth and Snooky Rico.

Staff redesigns branding for Taste of Third, creating new event marketing materials.

Preparations for Village Street Faire begin. Vendor applications released.

February 2015

Conducts Board of Directors seminar on open meetings, ethics and public records.

Economic Development Committee submits recommendations to the City for parking district improvements.

Designs 2nd and 3rd in district marketing campaign series.

March 2015

Hosts 18th annual Taste of Third including 19 restaurants and 5 musicians.

Business collaboration for Chula Vista Day at the San Diego County Fair begins.

Submits county grant application requesting funds for an expansion of the district marketing program.

April 2015

Hosts 3rd annual Village Street Faire, attracting 20k people to the Village.

Preparations for Lemon Festival begin. Vendor applications released.

May 2015

Serves as guest speaker for 1st Friday Breakfast.

Hosts Third Avenue Streetscape Phase II Community Outreach meeting.

June 2015

Hosts Chula Vista Day at the San Diego County Fair.

Speaks at County of San Diego Board of Supervisors hearing requesting \$20k for branded banner program.

Fiscal Year 2014-2015 Financial Summary

Ordinary Income/Expense	
Income	
Business License Revenue	21,514.93
Event Revenue	96,964.25
Grant Revenue	9,500.00
Inkind Media Contributions	47,484.00
Other Revenue	3,446.29
Property Owner Revenue	445,300.54
Total Income	624,210.01
Expense	
Compensation & Benefits	129,605.37
Operations	206,958.04
Streetscape Contribution	20,000.00
District Utilities	19,584.43
Maintenance Services	120,578.23
Event Expenses	140,093.51
Total Expense	636,819.58
Net Ordinary Income	-12,609.57
Other Income/Expense	-1,145.14
Net Income	-13,754.71

TAVA represents 358 properties contributing over \$427,000 annually

TAVA represents 285 business owners who contribute \$20,000 annually

This year TAVA increased grant funds by 90% over FY 2013/2014

Increased net income by 11%

Decreased net expenses by 5%

Maintenance Crew Statistics

Task	Sidewalk Blowing	Sidewalk Cleaning	Trash Cans Emptied	Parking Lot Maintenance	Landscaping
Total	891	140	3,146	744	144

Task	Stickers Removed	Graffiti Tags Removed	Sprinkler Heads Replaced	Homeless Cleanup Hours
Total	332	340	114	68



Keep Connected



Third Avenue Village Association

Established 1971

353 Third Avenue
Chula Vista, CA 91910

Phone: 619.422.1982

Fax: 619.422.1452

E-mail: Director@thirdavenuevillage.com

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2016 Board & Committee Information

2016 Board of Directors

OFFICERS

President- Betsy Keller

OnStage Playhouse

Vice President - Kathy Sparks

Mangia Italiano On Third

Secretary – Ian Trotter

Chula Vista Photo

Treasurer- Randy Bellamy

Village Cremation Services

BOARD MEMBERS

Steve Bandoian, South Bay Bicycles

Eric Crockett, City of Chula Vista

Douglas Kerner, Buchanan Ingersoll
Rooney

Tom Money, Money Realty

John Moreno, The Star News

Helmer Rodriguez, Co. of San Diego

Karen Roque, El Primero Hotel

Bernardo Vasquez, State Farm Insurance

Board & Committee Meetings

Board of Directors

First Wednesday of each month at 7:30 am
City Hall, 276 Fourth Avenue, Bldg A

Committees

Economic Development

Second Tuesday - 8:00 am

Promotional Committee

Third Tuesday - 8:30 am

Executive Committee

Fourth Tuesday - 9:00 am

**All committee meetings are held at the
TAVA office*

For full committee descriptions, visit
<http://thirdavenuevillage.com/about-tava/>



The 2nd installment in the
FY 2015 district marketing
campaign series