



South Park Business Group, Inc.

**Application for Grant Funding from City of San Diego FY14 EDTS Program
(Economic Development and Tourism Support)**

February 4, 2013

Following are pages from the Grant application, including:

- Executive Summary, Goals and Objectives
- Review Criteria (Background Qualifications, Marketing, Partnerships, Diversity, Challenges)
- SPBG Board of Directors
- Branding Campaign & Holiday Lighting Project detail
- WHERE San Diego Partnership
- Letters of Support (from SOHO San Diego, KPBS, Albert Einstein Academies)

Executive Summary

Mission Statement: *The South Park Business Group Inc. is a group of businesspeople who work together to promote visibility, awareness, traffic and a healthy business climate for the small businesses that operate in South Park.*

Background/ History: Evolving from modest beginnings as an informal gathering of shopkeepers, the South Park Business Group Inc. (SPBG) has become a viable corporation which generates important economic impact and benefits to our community. We have established South Park's reputation as a uniquely charming, art-filled and historic neighborhood. South Park is a worthy destination for locals and visitors to enjoy.

The SPBG has also been able to undertake maintenance and liability of capital improvements on our sidewalks (bike racks, kiosks, trash containers, planters), taking over these important neighborhood assets after the Golden Hill MAD was disbanded in 2011. By providing such services and by producing our five (5) popular special events – the Old House Fair in June, and quarterly themed Walkabouts in March, July, October and December – the SPBG has conveyed that our neighborhood offers an enticing mix of shopping and dining with charming architecture, tree-lined streets, and historic charm.

Goal 1: Strengthen the South Park brand brand to become San Diego's premier neighborhood tourist destination (joining major attractions -- Beaches, Balboa Park, Zoo, Sea World – as a “must-do” on visitor itineraries) by creating a cohesive marketing campaign to reach expanded audiences, convey our unique offerings, and incorporate our tag line, “*Charm in the Heart of San Diego.*”

- Objective 1A: Employ professional services to create a logo, graphic style guide, and brand message strategies to capture the unique charm of South Park, extend a captivating invitation to visitors, and establish a working framework for all future marketing efforts.
- Objective 1B: Integrate new branding messages into ongoing marketing and special events (4 Walkabouts, annual Old House Fair), to build awareness and generate economic impact.
- Objective 1C: Develop new tools to further recognition of the South Park brand -- signage, banners, website, merchandise, and way-finding systems.
- Objective 1D: Expand PR outreach to the visitor markets -- print and online media, travel and tourism portals, hotels and tour companies, the San Diego Tourism Authority, etc.
- Objective 1E: Initiate a program to collect and analyze measurable statistical data (such as demographics, sales and store traffic), to evaluate programs and refine future strategies.

Goal 2: Create a holiday season lighting program to establish South Park as San Diego's premier neighborhood for holiday tours, decor and local shopping. Via dynamic lighting installations and attendant promotion, we will significantly increase visitation and sales during the Thanksgiving through New Year's retail season.

- Objective 2A: Contract with professional services to design and install impressive holiday light displays at our two major intersections, and along Fern Street and 30th Street, effectively creating a “breathtaking walk of lights.”
- Objective 2B: Promote South Park as the “must-see” holiday destination for visitors and locals, via a coordinated marketing and publicity campaign, including celebrity lighting events.
- Objective 2C: Involve neighborhood residents and individual businesses in the campaign by encouraging storefront and front lawn and building displays to further enhance the experience for visitors to the neighborhood.

Move from a "well-kept secret" and a "hidden corner" of San Diego into a "must-see" destination, widely-known to visitors as well as locals.

(3) REVIEW CRITERIA

1. Applicant Qualifications:

In 2012, the SPBG was incorporated as South Park Business Group, Inc., a California not-for-profit corporation. The group is comprised of 65 dues-paying businesspeople (all local residents), who work together to promote visibility, awareness, traffic and a healthy business climate for the small businesses that operate in South Park.



Who We Are:

A dozen local retail and restaurant owners started staging “Walkabouts” in 2003, to acquaint neighbors with businesses. The South Park Business Group, Inc. (SPBG) is now a 65-member tax-exempt organization. With a high level of enthusiasm and energy, the members actively participate in monthly meetings, promote and distribute online and print directories, participate in special events, organize cooperative advertising and promotions, and support the SPBG’s year-round marketing campaigns.

What We Have Done:

- Business Development -- The community has grown to 70+ shops, restaurants and services, with very little unoccupied commercial space. Several have improved storefronts and developed or rebuilt the properties. (Notably, The Station Tavern earned the San Diego “Grand Orchid” award for its architecture and design.)
- Special Events -- 4 Walkabouts, annual Old House Fair, produced by the SPBG.
- Fund-Raising -- The annual Old House Fair, now in its 15th year (June 15, 2013), attracts thousands of visitors and widespread media attention, and raises funds to support SPBG marketing and neighborhood beautification.
- Partnerships and Community Involvement – See section 4.
- Beautification and Maintenance -- In 2012 the SPBG undertook maintenance and liability responsibility for trash containers, planters, bike racks and kiosks, under a contract with the City of San Diego. (These were previously maintained by the Golden Hill MAD, which was disbanded in 2012.) Expenses are covered by funds raised by the Old House Fair, and SPBG members handle daily maintenance.
- Financial Stability and Organization Management -- In addition to BID grants (from \$5,700 to \$8,500 annually since FY08) and funds raised by the Old House Fair, the SPBG operates with funds contributed by member businesses, (from 24 in 2007 to 65 in 2012). Two members of the BOD (Maureen Ceccarelli and Marsha Smelkinson, *see Bios*) are paid for part-time consulting services. We have maintained operational surpluses in every year of our operation, and we have reserves to insure funding of our programs in the event of unexpected circumstances.
- SPBG bank accounts are held at **California Bank and Trust**. **Attorney Christopher L. Taylor** assisted the SPBG in creating our not-for-profit Corporation, and we were so designated by the State of California in 2012. We contracted with local **CPA Virginia Fellows** to provide financial reports and submit tax filings. Our Form 1024 application for 501(c)6 standing has been accepted by the IRS and notification of approval is expected in the first quarter of 2013.



2. Measurable Benefits to City Residents and Visitors:

SPBG is dedicated to the economic health of the community. Guided by our mission, we have seen increased commercial occupancy rates and improved storefronts, brought attention and business to the retail, restaurant and service businesses located here, and grown the stability of independent locally-owned businesses and their employees.

As part of our FY14 plan, we will research and compile statistical results documenting the impact of our work. Evident indicators of impact include:

2a) Economic Development –

Special events attract thousands of visitors to patronize member businesses. Businesses report record receipts, with carry-over patronage. Many add staff during events.

Media attention has resulted in new business starts and relocations into South Park. Today all businesses here are locally owned --a positive element of our character, though we must self-fund all marketing without assistance from a big corporate source.

Several businesses have expanded into larger spaces, employing local contractors for building services, and improving storefronts and streetscapes, including work with the City's Storefront Improvement Program.

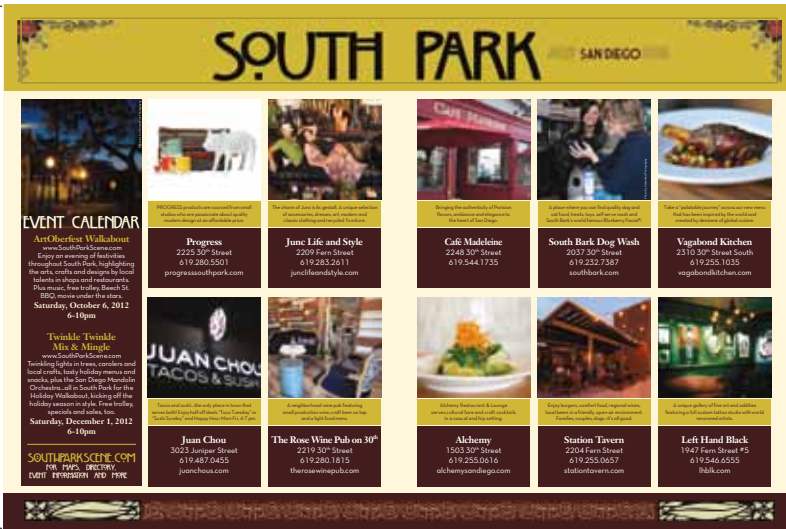
2b) Employment Development –

More business license holders. (Membership has grown from 24 to 65 in five years.) South Park businesses are operated by local resident-owners, employing staff and contracting with local services to sustain their operations.

2c) Tourism Development –

South Park's unique character makes it an attraction for San Diego visitors. Historic architecture, interesting array of independent shops, galleries and restaurants, diversity of culture, blending of commercial and residential areas, and absence of large commercial enterprises ... all result in an experience unique among San Diego neighborhoods.

WHERE San Diego,
Summer 2012



We began a program to specifically address tourism development in 2012, including a very successful cooperative program with WHERE SAN DIEGO magazine including advertising, online promotion, and a most successful Concierge fam tour. *See the ATTACHMENTS for a details, including testimonials by local hotel staff members.*

Media coverage of South Park appears in national and California media – including Sunset, Westways, in-flight magazines and travel media -- generating extended stays by tourists and convention visitors, and revenues for San Diego.

Feedback from these efforts conveys that South Park has remained a “secret” or “hidden attraction” for many visitors, and that tourism development efforts must be expanded. Funds requested via this EDTS

application will be earmarked to implement SPBG's new branding campaign ("Charm in the Heart of San Diego"), our expanded travel PR and outreach program, and the Holiday Lighting project and campaign -- all aimed to brand South Park as a “must see” destination for visitors and shoppers.

3. Marketing

Since 2009, the SPBG has employed an experienced professional marketing consultant (Marsha Smelkinson, who is also a member of our Board of Directors; see Bio in ATTACHMENTS) to manage and direct marketing programs for the SPBG and our special events, the annual Old House Fair (June) and four quarterly Walkabouts (March, July, October, December).

New Branding Campaign and Holiday Lighting -- In 2012 the SPBG Branding Committee chaired by Director Christy Jaynes (see BOD Bios) initiated focus groups, developed a creative brief (“**South Park – Charm in the Heart of The City**”), drafted logo concepts using a stylized vintage house key, and is now interviewing agencies to implement the program. This Committee is also planning the Holiday Lighting Project, obtaining proposals for design, costing, and installation services. *See ATTACHMENT C1 for more Program Details and Timeline for these new programs.*



Ongoing Marketing Campaign Details

3A) Publicity

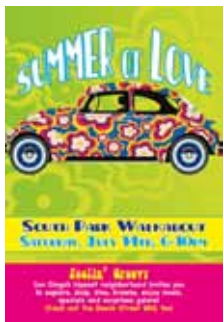
Ongoing PR campaign: Media news releases, press kit, photography, feature articles, contact and placement efforts every month of the year. Primary targets are local media to publicize our quarterly Walkabouts and the Old House Fair, to attract attendance and participation. We maintain and communicate with over 100 reporters and editors via email, phone, and personal contact to arrange tours and interviews, provide materials and photography.

Promotional Tools (print and online)

- Posters – Walkabouts, Old House Fair, Holiday Shopping
- Postcard/Flyers – Themed postcards promoting each Walkabout and the Old House Fair, distributed in local businesses, and to targeted San Diego neighborhoods.
- Kiosks in South Park (Grape St., Beech St.) with posters and news.
- Websites -- www.SouthParkScene.com, www.TheOldHouseFair.com, landing pages (example: www.SouthParkWalkabouts.weebly.com) NOTE: reserved domains for future use – www.SouthParkCharm.com, www.SouthParkWalkabout.com.
- Social Media -- Facebook Profile and Page, Twitter account – SouthParkScene
- Online Business Directory – with searchable categories, contact info and links to all member businesses of SPBG – (see Business tab on www.SouthParkScene.com)
- **South Park Map/Guide** – with detailed street map of South Park, locations of SPBG businesses, and contact info for each business. Printed 2x/year, with download version available online, and linked on all our web media vehicles.
- Links to Media Coverage of South Park available to public via our website, and posted on Facebook, to expand reach and visibility of each article.
- Email List and Newsletter – Eight (8) editions were emailed in 2012.
- Bike South Park decals for shop windows and bicyclists.
- “Shop Local” flyers to local residents, and promotional tie-ins with Small Business Saturday (American Express), The 3/50 Project, and periodic “cash mob” events.

Old House Fair - promotional tools include:

- A 48-page **Old House Fair Program and Resource Guide** booklet (2500 copies), with maps, articles, sponsors and ads, plus contact information for all exhibitors so Fairgoers may do business with them after the event. (See ATTACHMENTS.)
- Printed materials including postcards, posters, flyers, Tour tickets, maps. “**Historic Homes of South Park**” self-guided bike and walking tours.map and brochure (print and online).



- Street banners displayed across the 30th & Beech Street intersection and at high visibility traffic points in South Park, North Park and Golden Hill.

3C) Advertising --



Paid advertising has not been a significant strategy, as we use publicity, special events, and promotions as more cost-effective marketing tools for our limited budgets. We have fostered trades, partnerships and media co-op programs such as:

WHERE San Diego Magazine (see Testimonial in ATTACHMENTS) – South Park section in tourist-oriented magazine, online and email blasts, and Hotel Concierge fam tour.

Local print media – South Park page in monthly NORTH PARK NEWS, in SAN DIEGO UPTOWN NEWS, CITY BEAT, and GAY SAN DIEGO. Trades and with San Diego HOME & GARDEN Lifestyles, The ESPRESSO, and community publications.

Underwriting Sponsorships of KPBS -- on-air radio promotion in advance of each special event (4 Walkabouts, and the Old House Fair).

3D) Sponsorships --

Sponsorships of the Old House Fair are sold to local businesses, including restoration and preservation contractors and related services, artists, and community organizations. SPBG members participate as sponsors of other festivals, events and promotions that reach targeted audiences, including the Pride Festival and FilmOut San Diego.

3E) Marketing Plan Time Line --

CONTINUING January – December – Ongoing PR and Social Media activities, including monthly news releases, continuing media contact, feature story writing, photography and placement activities. Facebook postings at least 3x/week, Twitter at least 1x/per week. Periodic development of cooperative advertising programs. Presentations and planning at SPBG monthly business meetings, BOD meetings and committee meetings. Website and landing page updating. Online Business Directory updating. Email newsletter 8+ times per year.

- January-February -- Walkabout posters, South Park Map/Guide, Old House Fair exhibitor/sponsor marketing, Spring Walkabout postcards.
- March-April – Spring Walkabout (late March) publicity, Walkabout Guide, event implementation. “Save the Date” promotion of Old House Fair to public via PR, posters, postcards, flyers. Hotel industry concierge event (with WHERE San Diego).
- May-June – Old House Fair advance promotion and tour ticket sales, production and management of Old House Fair (mid-June) including 48-page Program Booklet & Resource Guide, neighborhood tours and maps, banners and signage for the event. Summer Walkabout (mid-July) advance promotion and postcard distribution.
- July-August -- Organization and materials for South Park member booths at San Diego Pride Festival (mid-July). Summer of Love Walkabout (late July) publicity, event implementation, Walkabout guide. Finalize design and contracts for Holiday Lighting installation.
- September-October – Artoberfest Walkabout (early October) postcards, advance publicity, event implementation, Walkabout guide. Updated South Park Map/Guide printing and distribution. Advance planning of Holiday season events (Holiday Lighting grand events, storefront and neighborhood lighting, Small Business Saturday, Holiday Walkabout, Christmas, New Year's.).
- November-December – Continuing advance publicity for Holiday Lighting and Holiday Walkabout (early December) and other holiday season events, with extensive publicity campaign, distribution of promotional materials including posters and postcards. Implementation and management of holiday season promotions and special events.

What's a Walkabout?

It's a fun-filled evening festival to introduce you to the shops and cafes of South Park.

From Kalmia to Beech Streets, you'll find shops open late, entertainment, specials, and surprises. Browse, explore, shop, and celebrate the independent spirit of our neighborhood.

Free trolley 6-10pm.

Walkabouts are produced by the South Park Business Group, partially funded by the City of San Diego's Small Business Enhancement Program.

Save the Dates - South Park 2013
 Mar. 23 Spring Walkabout
 June 15 Old House Fair 2013
 July 20 Summer of Love
 Walkabout
 Oct. 6 ArtOberfest Walkabout
 Dec. 7 Holiday Walkabout

4) Partnerships



The SPBG is committed to working effectively with several partners -- see *letters of support and program information in Attachments* -- including:

- **SOHO San Diego (Save Our Heritage Organisation)**, partner in Old House Fair.
- Old House Fair exhibits for North Park Historical Society, Second Chance Pet Rescue, the Green Machine (SD County BOE), Albert Einstein Academies.
- San Diego LGBT Pride Festival. FilmOut San Diego.
- **KPBS.**
- Bicycling events and organizations: **Tour de Fat** (festival and bike parade through South Park), San Diego Bicycling Coalition, San Diego Mountain Biking Association.
- Peace on Earth Carolers, with donations to project YANO.
- **WHERE Magazine San Diego** -- Partnership included a South Park section (1-2 pages each issue), email and online promotions, and a Concierge Fam Tour. The **fam tour** enabled 35 hotel guest contacts to discover South Park and the shops, restaurants and businesses for their guests to enjoy. Mikel Staton of Hilton San Diego Bayfront, exemplified the enthusiasm for South Park as a visitor destination. He writes:

Concierge Fam Tour



"The neighborhood is filled with hidden jewels for locals and visitors to explore. Tacos & sushi were awesome at Juan Chou! I don't own any pets but how neat to see pets being pampered with blueberry scrub at South Bark Dog. Enjoyed the ambiance and selections at Rose Wine Pub. Alchemy offers a nice modern spin on healthy & organic fare. Vagabond is such a worldly eclectic blend of taste around the country. Dining here is like having a passport to explore the best finds for must see destinations. I definitely fell in love, over and over."

5) Community Support and Diversity

The SPBG actively works to maintain our community's qualities of beautification and diversity. Programs include:



- Maintenance and liability of the trash receptacles and fixtures in the community – The SPBG now maintains trash receptacles and other neighborhood fixtures in the community, on a volunteer basis, since the 2012 dissolution of the Greater Golden Hill MAD.
- Bike South Park Master Plan – The SPBG drafted a detailed plan for the City of San Diego's Bicycle Master Plan, and has since been involved with implementing plans with the city. The SPBG (with leadership by Thomas Bike Shop) has also been involved with Bike to Work Day, San Diego Velodrome, San Diego Bicycle Coalition, SD Bike Commuter.com.
- South Park Sub-Committee for Community Plan Update – The SPBG Sub-Committee participated in recommending plans for the recent Community Plan Update. The sub-committee presented SPBG recommendations to the GGHPC, the NPPC, and the CPUAC.
- Diversity of locally owned business community – The South Park area has an incredible variety of locally owned businesses, primarily staffed by South Park, North Park and Golden Hill residents. The SPBG is an eclectic group of individuals and partners, who come from diverse socio-economic and cultural backgrounds. This diverse, eclectic, and local membership of the SPBG gives us the opportunity to have a passionate and resourceful approach to getting our goals accomplished. Our neighborhood has a perfect mix of retail shops, restaurants and service businesses that all have the same goal: to preserve, to celebrate, and share our historic and diverse charm.



**4A) CHALLENGES
TO YOUR
ORGANIZATION**

The largest challenge facing the SPBG is our transition from an informal gathering of like-minded neighborhood business owners into a chartered non-profit corporation -- with contracts, responsibilities and programs that must be managed, funded, and implemented. We believe that we entered this transition with a strong history and active membership and significant accumulated assets (cash reserves, partners, reputation). Thus, although we are well-positioned and prepared for the next years, the SPBG knows that we have entered a new era with new challenges.

Specific challenges that we must always consider in planning and implementing our programs include:



- **Location** – South Park is not immediately accessible off major highways, nor visible to major thoroughfares. This adds to our “charm,” but limits visibility. Our messages must always include location/direction, and convince audiences to find us.
- **Geography** – Businesses are spread over a 10-block area, interspersed with residences. Clustered along the 30th St./FernSt. corridor, the business district has three main intersections (at Juniper, at Grape, and at Beech St.). We work hard to convey to all visitors the reasons to travel – walk, bike, or drive – to all the areas.
- **Economic Factors** – Because businesses in South Park are all small locally-owned independents, we are particularly sensitive to changes in the general economic health of the nation. We address these challenges, but we must always remain sensitive to economic fluctuations.

Challenges to the organization if funding for this program was not available:



The funding proposed to FY14 EDTS for SPBG is important in our efforts to implement our marketing programs during this period. If the funding from EDTS is not available, there will be less funding for implementation of these 3 key elements:

- **New branding campaign** (“Charm in the Heart of the City”) implementation; fewer dollars for street banners, way-finding, printed materials and online promotion.
- **Expanded publicity campaign** to reach travel media, tourism portals, and influentials in the visitor and meeting markets.
- **Holiday lighting program** -- fewer dollars for lighting installations, limitation of marketing efforts to promote seasonal destination.



The SPBG is committed to implementing all of these programs (and we have budgeted use of our surplus reserves to do so), but the programs will be scaled down if EDTS FY14 funding is not granted.

South Park Business Group Board of Directors

President – Maureen Ceccarelli

Maureen Ceccarelli has been the owner of Studio Maureen and The Next Door Gallery in the South Park community of San Diego for 25 years. She is also an art instructor at St. Didacus School and co-director of The Old House Fair, which is an annual event that celebrates the historic homes of South Park. She has been a member of the South Park Business Group since its inception in 1997, and has lived in South Park for over 30 years.

Vice President – Donna Walker

Donna F. Walker, RVT, is co-owner of South Bark Dog Wash, an award winning self- service dog wash, retail store, and training center. South Bark was established in San Diego, California, in October of 2000. She is directly responsible for the co-development of a popular product and process, “South Bark ‘s Blueberry Facial®” and other successful private label items that are sold for retail and wholesale. Donna is a published writer and authored many pet industry magazine and newspaper articles. She is considered very credible within the Professional Pet Industry. She is also a Registered Veterinary Technician and has a degree in Animal Health Technology.

Donna F. Walker retired honorably after 20 years as a Chief Photographers Mate and filmmaker for the United States Navy. She also holds BS degrees in Liberal Arts with a concentrate in Film, Video, Radio and Television.

Treasurer – Anne Mery

Anne Mery is the co-owner of The Grove at Juniper, a creative collective that features books, yarns & fabrics, clothing, home furnishings, art and unique gift items. Established in 2003, in the historic neighborhood of South Park in San Diego, The Grove has been featured in Sunset Magazine,, Westways, Vogue Knitting, and various local media including television. The Grove offers craft classes and hosts author events. The Grove also provides bookselling services at offsite events. Anne is a member of ABA (American Booksellers Association) and SCIBA (Southern California Independent Booksellers Association) and a Small Business Advocate for E-Fairness.

Secretary – Jeniffer Thompson

Jeniffer Thompson is Co-Founder and President of Money C Media. She is a speaker and educator who is passionate about helping others understand and leverage the power of the Internet. She is the author of Web Site WOW: Turn Your Web Site Into Your Most Powerful Marketing Tool and the creator of the popular Web Site WOW seminar series. With a bachelor’s in Communications and Journalism from SDSU, Mrs. Thompson began her publishing career as the Marketing Director of a San Diego publishing house more than 15 years ago. She now uses her marketing prowess and passion for publishing to empower authors around the world. You can learn more about Mrs. Thompson on her website <http://JenifferThompson.com> where she shares marketing and website advice that every author must know. Learn more about her web and design services at <http://monkeyCmedia.com>. She serves on the boards of Publishers and Writers of San Diego and Read Local San Diego.

Director – Christy Jaynes

Christy Jaynes, the co-owner of Progress South Park, a furniture and gift boutique, has grown her career in retail for more than 20 years. Working as a buyer, merchandiser, manager, and consultant gave her the experience she need to open her own shop. Progress opened it's doors a little over two years ago and experienced great success, exceeding goals and growing 47% in their second year. The owners of Progress attribute this to the mix of businesses in South Park, the friendly diverse environment that business owners and community members cultivate, and growing popularity of South Park as a destination for shopping and dining. Christy took a break from retail to work in advertising at GSD&M in Austin, Texas where she worked on account teams for clients such as DreamWorks and Master Card. In returning to retail she brought with her some practical philosophies about customer service and truly serving clients. The over arching idea of friendliness and accessibility touches every part of her business and the work she does with the South Park Business Group.

Director – Matt Thomas

Matt Thomas is owner and manager of Alchemy Restaurant, a neighborhood favorite in South Park. Alchemy Restaurant Group is a multifaceted company that serves various sections of the food system, everything from corporate and private catering, to food service education (Scratch Cooking Classes). He has a B.A. degree in Philosophy from San Diego State University, and is currently getting is M.A. in Philosophy from SDSU. Matt has been a member of the South Park Business Group for the past three years and is currently on the Board of Directors. He also volunteers as a member of the Greater Golden Hill Planning Committee and the Community Plan Update Advisory Committee, generating and developing ideas that will help this young city grow.

Director – Marsha Smelkinson

Marsha Smelkinson is an independent marketing consultant with over 30 years experience in destination marketing, special events management, public relations and advertising. She holds a B.S. in Journalism (Magna Cum Laude) from the Syracuse University Newhouse School of Public Communications, and several certifications from the American Marketing Association. Her work in the original branding and marketing of Hilton Head Island, S.C. earned her awards from the American Advertising Federation, and the State of South Carolina Division of Tourism.

Her career has included co-ownership of a 16-person advertising agency (Smelkinson, Cerrati & Company, Inc. 1978-1986), and several years as vice-president of a San Diego-based sports and special event production company which created the U.S. Triathlon Series, the World Triathlon Championship, and the NFL Quarterback Challenge, among others. Her non-profit management experience includes five years as Executive Director of Lawyers Club of San Diego, Inc., a 501(c) 6 specialty bar association.

For the South Park Business Group, Marsha manages and produces our internal communication, online, social and public relations campaigns, print and other promotional materials. She is also the Co-Director of the annual Old House Fair and creator/manager of websites used by the SPBG: www.SouthParkScene.com, www.TheOldHouseFair.com, www.spbg.yolasite.com, and www.SouthParkWalkabout.weebly.com.

Program information not included in Review Criteria

**Additional detail
re new Branding
Campaign:**

Specific components of the expanded Branding Campaign are expected to include:

- Tagline and theme development.
- Logo, typography and style guide.
- Printed material redesign for event materials.
- Street banners, signage, window decals, info kiosks, and merchandise.
- Expanded publicity and social media outreach to travel market for tourism development.
- Redesign and relaunch website.
- Implementation of “Holiday Lighting Extravaganza” with promotion of South Park as San Diego’s premier neighborhood destination for holiday season lighting displays. Activities will include special event to turn on the lights, neighborhood walking and trolley tours, and tie-ins to seasonal promotions including Small Business Saturday, South Park Holiday Walkabout, and other holiday activities.

Timeline for Branding Campaign and Holiday Lighting :

January 2013 through FY2014:

- 1st quarter 2013 – Creative brief, research potential partners and service providers, develop RFPs and solicit proposals.
- 2nd quarter 2013 – Interview, select and contract for services. Plan and begin implementation of expanded PR campaign to travel and lifestyle media outside the local market.
- 3rd quarter 2013 – Develop complete plans and begin rebranding implementation, including presentations to key target stakeholders (SPBG members, South Park residents, neighboring communities, San Diego tourism and economic development agencies and industry leaders, news media, etc.)
- 4th quarter 2013 – Implement Holiday Lighting program, and continue rebranding implementation, including website relaunch and new printed materials.
- 2014 – All materials and messages will use the new branding styles. Continue development of physical aspects (banners, signage, waymaking, lighting, merchandise), as budgets and resources allow.

Program information not included in Review Criteria

WHERE San Diego Partnership

TOURISM PARTNERSHIP

The South Park Business Group has done an excellent job of promoting tourism for the neighborhood. Through partnering with SoCal Media Group (publisher of WHERE Magazine), individual businesses in South Park used their own personal funds to promote South Park to the visitor market in San Diego. The business group is extremely organized and enthusiastic about bringing tourism to the community.

ABOUT SOUTH PARK

With tree-lined streets, charming boutiques and galleries, pet pampering, and lively cafes, restaurants and bars, South Park has it all. The neighborhood is filled with locally-owned businesses that make South Park a unique destination for visitors. South Park truly is San Diego's hidden gem that all visitors should know about!

ABOUT WHERE MAGAZINE

WHERE Magazine is published specifically for upscale travelers with distribution in the hotel rooms and at the concierge desks of 97 hotels throughout San Diego. WHERE's editorial content guides visitors to unique dining and shopping destinations through neighborhood guides, along with where to explore nightlife and cultural activities. Published in 45 cities around the world, WHERE Magazine is the leading visitor publication and has been in circulation for more than 75 years. The partnership of WHERE's readers with the South Park Business Group could not have been more perfect in bringing tourism to the community.

MARKETING PARTNERSHIP

WHERE Magazine put together a discounted advertising package to promote South Park as a destination for travelers on vacation in San Diego. The piece was targeted at guests staying in 3, 4 and 5-star hotel properties who have the money to explore the best that San Diego has to offer. Through the support of the South Park Business Group, businesses joined forces to participate in the partnership.

The cost of the advertising package with WHERE Magazine was funded entirely by the individual businesses in South Park proving their dedication to the tourism initiative.

The marketing package included the following:

- **2-page spread in WHERE Magazine**
 - Circulation – 28,000 copies per month
 - Distribution – Delivered to guests in 97 hotels throughout San Diego
 - Readership – 156,000 readers per month
- **Concierge program**
 - **Newsletter** - Participating South Park businesses received features in the official concierge newsletter sent to over 400 San Diego concierges.
 - **E-blasts** - Participating South Park businesses had access to an eblast program to promote South Park via email to the concierge community.

WHERE San Diego Partnership

- o *Direct Mail* - Participating businesses had access to a direct mail program to reach concierges.
- o *Website* - South Park received website exposure on WhereSD.com (viewed by over 77,000 visitors every month).
- o *Weekend Round-up* - South Park's walkabouts were featured in WHERE Magazine's "Weekend Round-up" eblast sent to over 1,400 local industry personnel and viewed on WhereSD.com.
- *Concierge event* - The businesses in South Park hosted hotel concierges for an evening of dining, drinking and shopping. Concierges began the night with appetizers at Juan Chou, explored the neighborhood's locally owned boutiques, restaurants and cafes including Café Madeleine, Junc, Progress, The Rose Wine Pub on 30th, So Childish, South Park Dog Wash, Vagabond and Station Tavern & Burgers, then closed the evening with desserts and cocktails at Alchemy. All costs associated with the event including food, drinks and raffle prizes were paid for by the individual businesses.

CONCIERGE TESTIMONIALS

"The South Park Soiree was so much fun and so educational. South Park is a hidden gem. If it weren't for you, we wouldn't have known about it. The scavenger hunt was really clever. It truly gave us a sense of the area and will greatly help us as concierges!" - Park Hyatt Concierge Team

"The [South Park] area was completely unfamiliar to me and is now going to be my favorite getaway area! I probably would never have been in the neighborhood and ventured into Juan Chou - boy, would I have missed some very good food. Another favorite was the Rose Wine Pub - what delicious flatbreads! I could go on and on - so thank you to everyone!" - Carol Cross, Convention and Visitors Bureau

"I am so grateful for Where Magazine's tour of South Park! I had friends visiting recently and I decided to take them to a new spot so we headed to South Park. What a great day we had. If it weren't for Where Magazine's evening I would never have known where to go. We started at Juan Chou for a bite, which they loved, then I thought I would re-do the tour so off we went to Junc. My friends bought dresses for themselves and their daughters. We wandered around and continued to shop at So Childish for their grandchildren. As we were leaving my friend had to stop into [Café] Madeline's for a snack. What a day! Thank you for putting together a great concierge night that I could then show off to my friends." - Jennifer Fine, Hilton Del Mar

"The neighborhood is filled with hidden jewels for locals and visitors to explore. Tacos & sushi were awesome at Juan Chou! I don't own any pets but how neat to see pets being pampered with a blueberry scrub at South Park Dog. Enjoyed the ambiance and selections at Rose Wine Pub. Alchemy offers a nice modern spin on healthy & organic fare. Vagabond is such a worldly eclectic blend of taste around the country. Dining here is like having a passport to explore the best finds for must see destinations. I definitely fell in love, over and over." - Mikel Staton, Hilton San Diego Bayfront

Support Letter -- From SOHO San Diego



Save Our Heritage Organisation
Saving San Diego's Past for the Future

January 31, 2013

To Whom It May Concern:

Save Our Heritage Organisation (SOHO) has worked with the South Park Business Group on the Old House Fair for many years, and we appreciate the work that the organization has done to produce and promote this annual event. As San Diego's oldest and only countywide historic preservation organization, SOHO supports the preservation of the historical links and landmarks that contribute to our community's special identity, depth, and character. SOHO is a local partner with the National Trust for Historic Preservation.

The Old House Fair in South Park showcases the community's unique historic character, and plays a valuable role in encouraging historic preservation and interest in the heritage of our city. Over the past 14 years, thousands of visitors to the event have enjoyed the festivities, exhibits and tours through one of San Diego's most charming and historic neighborhoods.

Sincerely,

Bruce Coons
Executive Director
Save Our Heritage Organisation

BOARD OF DIRECTORS

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Letter of Support from KPBS

Public Broadcasting 619 / 594-1515
5200 Campanile Drive Fax: 619 / 594-0448
San Diego State University www.kpbs.org
San Diego, CA 92182-5400

January 28, 2013



Board of Directors
South Park Business Group, Inc.
2801 B St. #64
San Diego, CA 92102

To Whom It May Concern:

I am writing to let you know I have worked with members of the South Park Business Group since 2008. As part of their media outreach to promote the community of South Park, KPBS airs radio messaging that inform the public about South Park events, bringing visibility to the neighborhood, that also educates the community about the history of the area.

The partnership between KPBS and the South Park Business Group radio sponsorship delivers approximately 834,000 Impressions, which equals the number of individuals that hear their ads.

The SPBG not only cares deeply about their community, they are professional in their dealings with our organization and a talented group of businesses that are a pleasure to work with. Please contact me if I can be of any assistance.

Sincerely,

A handwritten signature in cursive script that reads 'Annette Fleming'.

Annette Fleming
Corporate Development Executive
KPBS Public Media

Letter of Support from Albert Einstein Academies



January 29, 2013

To Whom It May Concern:

It is with great pleasure that we offer this letter of support for the South Park Business Group's tourism grant submission, and specifically for the never-ending support and collaboration that our schools have enjoyed with the Alchemy Restaurant.

Many years ago, owners Matt Thomas and Ron Troyano came to meet with us to discuss ways in which their soon-to-be restaurant could partner with our schools. Over the years they have supported our students by conducting cooking classes with students each Tuesday, partnering with healthy events on campus, leading student field trips to a local farm, contributing to our yearly auction, and hosting staff celebrations.

Schools rarely see this type of ongoing commitment from a local business. The relationship that we enjoy with Alchemy is one-of-a-kind and we are grateful for all that they do for our staff and students. In addition to supporting us, Alchemy is a vital part of the greater South Park Business Group. This group provides wonderful opportunities for residents and tourists alike, both in everyday business and entertainment, as well as the South Park Walkabouts scheduled throughout the year.

Both Alchemy and the South Park Business Group are forward-thinking organizations that care deeply about providing a safe, welcoming and interesting community for all who live and visit here. Our schools feel privileged to be a part of this community and all that it has to offer.

We sincerely hope that you will strongly consider funding their proposal to continue the fine work that is already underway in the South Park community.

Thank you.

A handwritten signature in cursive script that reads 'Jeannette Vaughn'.

Jeannette Vaughn
Elementary Principal

A handwritten signature in cursive script that reads 'David Sciarretta'.

David Sciarretta
Middle School Principal