



# ANNUAL REPORT 2020



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# THE ORGANIZATION

The Third Avenue Village Association is a 501 C(6) non-profit entity that oversees the daily operations of two separate Business Improvement Districts (BID) established by the City of Chula Vista. BID's are established to provide services that are beyond the capacity of a city including event production, district marketing, landscaping, clean and safe programs, and business resources.

In 1971, the City of Chula Vista established the Downtown Business Improvement District to provide the promotion of public events, district marketing, and the decoration of public areas. The funding to support the operation of the BID is provided by an assessment applied to the business license of those businesses that are either a single business per property, or when there are multiple business licenses per property, the assessment is charged to the business with the largest capacity. Annual receipts equal approximately \$20,000.



**193**  
**PROPERTY OWNERS**



**267**  
**BUSINESS MEMBERS**



**256**  
**PARCELS**



**16**  
**BLOCKS**

Then in July 2001, the City formed a Property Business Improvement District (PBID) with dedicated boundaries that encompass a 16-block area along the Third Avenue commercial corridor, bounded by E Street to the north, Church Avenue to the east, Landis Avenue to the west and I Street to the south. The renewal of the PBID is first dependent upon the approval of district property owners before going to the City. The PBID was renewed in 2006 and in 2016 for 10-years. The PBID assessment is a fee paid by a property owner through their county property tax bill and eventually the assessment is distributed to the City of Chula Vista and then on to TAVA. The funding received through the PBID assessments in FY 2020 was \$469,100. Services provided by TAVA for the PBID are landscaping, hard-scape maintenance, graffiti abatement, economic development, and professional staffing to oversee daily operations. TAVA is governed by an elected board of directors who pledge to advocate on behalf of its PBID and BID members' best interest.



# ENVIRONMENTAL ENHANCEMENTS



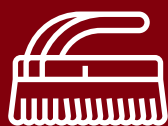
TAVA's commitment to provide a clean, safe, and attractive district is the foundation of attracting visitors and investors to the district. TAVA's Clean & Safe Team provide enhanced maintenance and landscape services within the Third Avenue Village PBID. The services provided by TAVA assures the property owners and the City of Chula Vista that the district will be maintained at a level beyond the basic services provided by the City of Chula Vista. For TAVA to effectively approach the maintenance issues facing the district, a multi-dimensional approach has been developed to address the removal of litter, the cleanliness and sanitation of benches, bus stops, and trash receptacles, quarterly sidewalk power washing, irrigation and landscape maintenance, and graffiti removal up to twelve feet from the ground using environmentally friendly products.

Not only is it important to keep the environment clean and attractive, TAVA also works closely with the Chula Vista Police Department to educate property owners on the safety and trespass programs that support property owners in the prevention of property crimes and to mitigate trespassing when the owner is not present. Graffiti tags can represent more than just vandalism. TAVA's rapid removal of graffiti is imperative because it discourages vandals by canceling the notoriety amongst their followers.



740

GRAFFITI  
TAGS  
REMOVED



400

STICKERS  
REMOVED



5,264

TRASH CANS  
EMPTIED



134

HOURS OF  
HOMELESS  
CLEANUP



1021

HOURS OF  
LANDSCAPE  
SERVICES



3X

ANNUAL  
POWER  
WASHING



622

HOURS OF  
SIDEWALK  
CLEANING

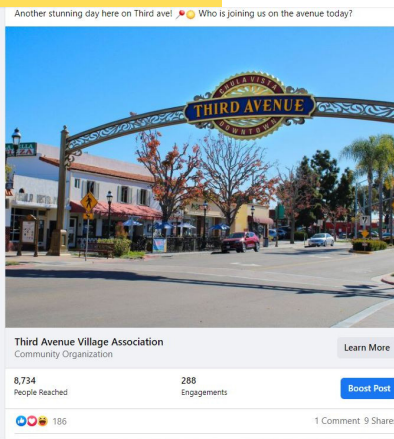


# ECONOMIC DEVELOPMENT

With the unexpected economic consequences of the COVID-19 pandemic mandates in mid-March 2020, the TAVA Board of Directors knew that the property owners and their tenants would need a support system that was not focused on events and gatherings within the Village. TAVA adapted its economic development strategy for 2020 to focus on marketing and public relations by hiring the professional firm Alternative Strategies to catapult the Village and its businesses into a stronger advertising campaign which included multi-media, social media, and web-based exposure. The collaboration of TAVA and Alternative Strategies brought about vast improvements in our marketing footprint including more than doubling our social media following and multimedia exposure while also increasing member involvement. TAVA will continue this commitment through December 2021 pushing the revitalization of the district back to prosperity.

The 2020 annual Taste of Third was able to take place just prior to the COVID-19 mandated closures. A community and member favorite, this self guided tasting tour offered ticket holders samples of signature dishes from assorted Village eateries and drinking establishments and brought new and true pedestrian traffic to the avenue while also offering up a plethora of public relations opportunities.

When government mandates allow, property and business owners will once again benefit from the marketing of TAVA's signature events, the Taste of Third, Avenue, Amps, & Ales, Lemon Festival, and the fall season's Villains in the Village.



1700  
E-NEWSLETTER  
SUBSCRIBES

53  
E-NEWSLETTERS  
SENT

10,277  
SOCIAL MEDIA  
FOLLOWERS

12/2020  
STREETSCAPE  
COMPLETED

8  
BROADCAST  
FEATURES  
SECURED

8  
PRINT PIECES  
SECURED

39  
ONLINE PIECES  
SECURED

8 +  
TOP MEDIA  
OUTLETS  
SECURED

# Financials

In FY 2020, the Third Avenue Village Association projected an operational budget of \$588,355 that included TAVA's annual event expenses and net revenue. On March 19, 2020, a week following TAVA's successful Taste of Third, it was no longer "business as usual" in California. With the first COVID-19 "stay at home" mandate, business operations for TAVA members and the organization's events were halted. TAVA's ability to promote Village members through events that create net revenue beyond the assessments were terminated for the rest of 2020 in the interest of public safety and understandably so.

Fortunately, the TAVA Board took swift and adaptive action to support the district's stakeholders and authorized hiring the professional marketing team Alternative Strategies. Working with TAVA staff to connect quickly to members, the team developed a robust public relations strategy that included social media, online blogs, and television promotional spots showcasing Third Avenue and the businesses that could be open during the State of California's mandated tiers. This financial investment created an impact on TAVA's projected budget. Fortunately, TAVA has maintained reserves from previous years for unexpected financial events and although the unaudited year-end balance below demonstrates a loss of \$24,632 the organization is financially stable and was able to provide uninterrupted services to the district while adding the new benefit to its members. TAVA's annual audit for FY 2020 should be available in May 2021.

## ASSETS

### CURRENT ASSETS

CHECKING / SAVINGS \$232,887  
 ACCOUNTS RECEIVABLE \$26,374  
 OTHER CURRENT ASSETS \$4,926

**TOTAL CURRENT ASSETS \$264,288**  
**TOTAL FIXED ASSETS \$35,230**  
**TOTAL ASSETS \$299,518**

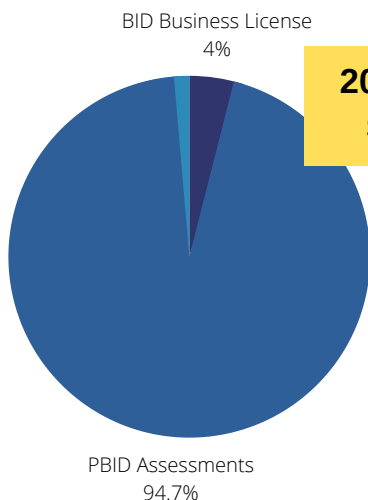


## LIABILITIES & EQUITY

### CURRENT LIABILITIES

ACCOUNTS PAYABLE \$1,127  
 DEFERRED REVENUE \$7,600  
 ACCRUED VACATION \$4,498

**TOTAL CURRENT LIABILITIES \$13,225**  
**TOTAL LIABILITIES & EQUITY \$299,518**

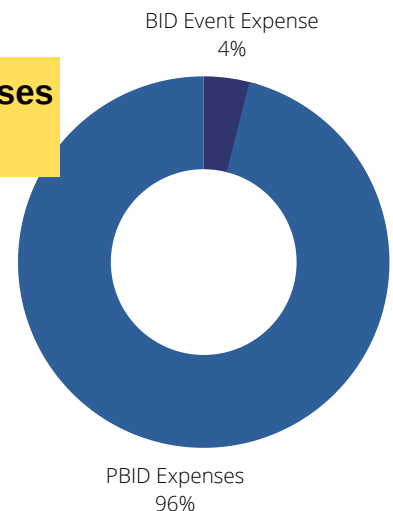


**2020 Income**  
**\$495,901**

**2020 Expenses**  
**\$520,533**

## Statement of Activities

2020 Net Income  
 -\$24,632





# CONNECT WITH THE TAVA TEAM

## Board of Directors

Kendell Manion - President  
Kevin Lewis - Vice President  
Benjamin Green - Treasurer  
Randy Bellamy  
Slade Fischer  
Greg La Marca  
Kevin Pointer  
Gonzalo Quintero  
Joseph Raso  
Jake Reynolds  
Ron Richie  
Helmer Rodriguez  
Adam Sparks

## TAVA Staff

Luanne Hulsizer - Executive Director  
Kelly Lannom - Event Manager  
Michelle Mercado - Administrative Assistant  
Hector Ortega - Crew  
Mauricio Garcia - Crew  
Thelmo Velasco - Crew

[info@thirdavenuevillage.com](mailto:info@thirdavenuevillage.com) 619.422.1982

## Our Mission

*“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”.*



## Join us!

**Board of Directors**  
First Wednesday of each month  
7:30 a.m.- 9:00 a.m.

**Economic Development Committee**  
Second Tuesday of each month  
8:00 a.m – 9:00 a.m.

**Promotional Committee**  
Third Tuesday of each month  
8:30 a.m. – 9:30 a.m.

**Executive Committee**  
Fourth Tuesday of each month  
9:00 a.m. – 10:00 a.m.

All TAVA Meetings are open to TAVA members and the public.  
All meetings are held via ZOOM until further notice as per State of California mandates.