

Item F -
Written Communications

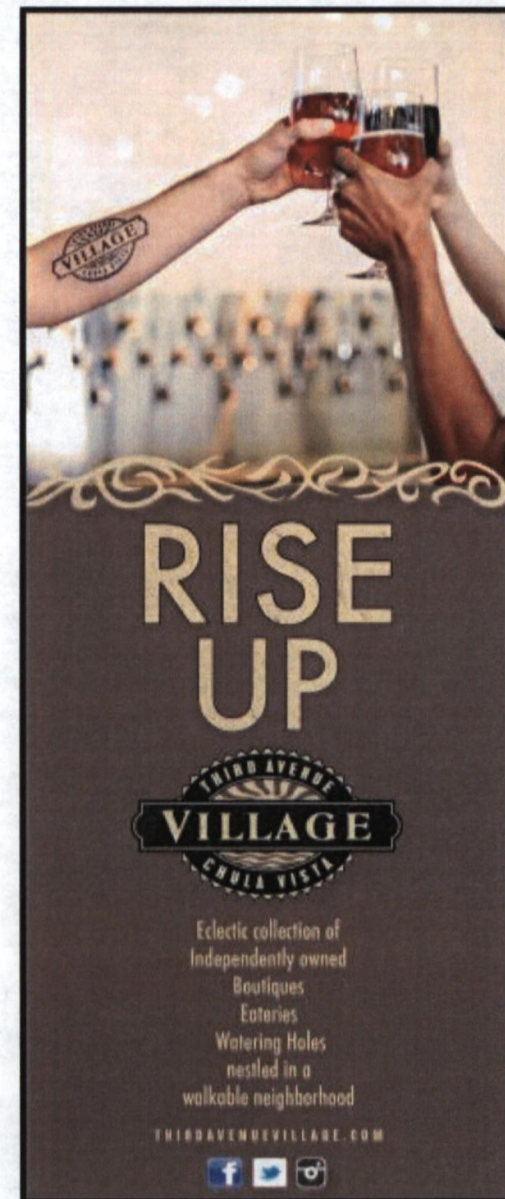
Third Avenue Village Association Working Together For Success

City of Chula Vista
April 25, 2017

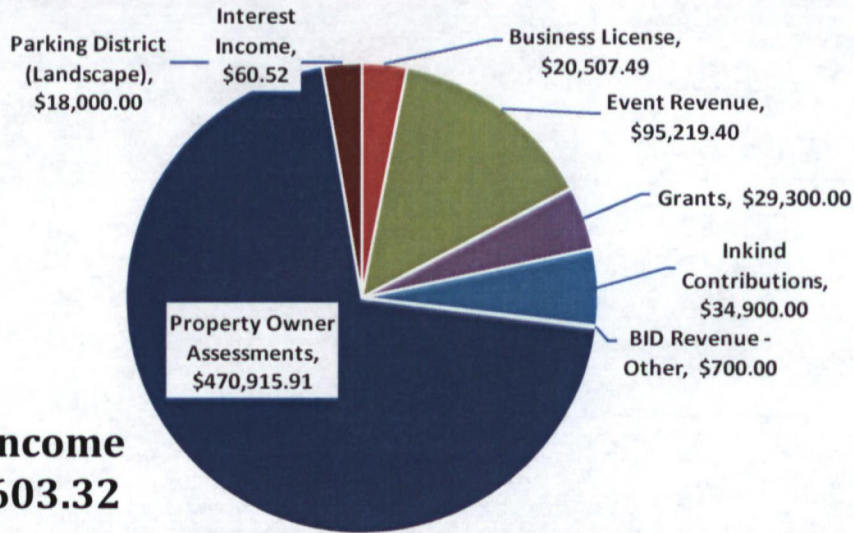


FY 15-16 Significant TAVA Highlights

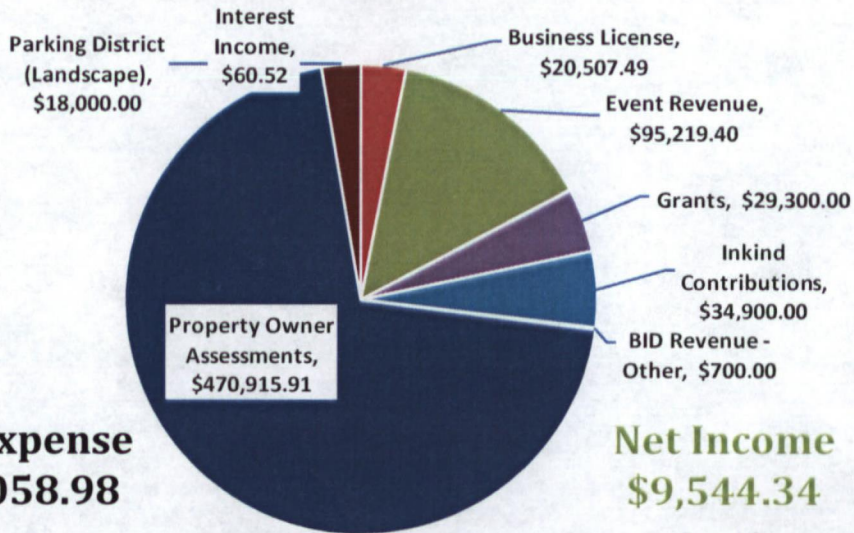
- Successful PBID Renewal
 - Ten year renewal
 - Designated district marketing funds
 - Homeless Initiatives
- Events
 - Annual attraction of 65,000 visitors
 - Holiday event collaboration with the City
 - Avenue Amps & Ales promotes incoming craft beer economy
- Marketing
 - TAVA installs branding campaign banners
 - City Beat predicts Third Ave. to be the next “30th Street”
 - TAVA creates additional ad for district marketing to include craft beer infusion
- Maintenance
 - 6500 + annual hours
 - 5000 + trash bags
 - 250 + graffiti tags removed



FY 2015-2016




Total Income
\$669,603.32



Total Expense
\$660,058.98

Net Income
\$9,544.34





“Coming together is a beginning, keeping together is progress, working together is success.” – Henry Ford

- **City of Chula Vista**


- City Hall support, Streetscape Master Plan, EDD & DSD recruit craft beer industry, concierge services to property owners, new & existing businesses, Communications Department collaborates on event operations & promotions, CVPD & Public Works assistance.

- **Community**

- Support of TAVA events from throughout Chula Vista and San Diego
- Media embraces the positive changes coming to Third Avenue Village
- Infused excitement with new breweries, tasting rooms, and potential new restaurants
- Increased interaction on social media
- Hosting events on Third Avenue, engaging businesses, additional marketing opportunities

- **TAVA Property Owners & Business Members**

- Embracing the need for change to drive economic development, upgrading building facades, obtaining guidance from City EDD staff regarding improvements
- Utilizing a trespass letter with CVPD to proactively protect their property
- Long-term property owners considering property sale to new commercial investors



Working Together IS Success!

