Third Avenue Village Association

Chula Vista City Council Meeting October 14, 2014

TAVA Mission:

New mission statement developed in 2013

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.

TAVA meets this mission through:

- ✓**Marketing**
- ✓**Advocacy**
- ✓**Special Events**
- ✓**Enhanced Maintenance**

TAVA 2015
Board of Directors & Staff

OFFICERS

President
Christine Moore, AT&T

Past President
Michael Green, Green & Green Law

Vice President
Betsy Keller, OnStage Playhouse

Secretary
John Mendez, Mendez Strategy

Treasurer
Greg Smyth, St. Rose of Lima

BOARD MEMBERS

Steve Bandoian. South Bay Bicycles

Eric Crockett, City of Chula Vista

John Moreno, The Star News

Helmer Rodriguez, Co. of San Diego

"Snooky" Rico, Rico's on Third

Kathy Sparks, Mangia Italiano

Ian Trotter, Chula Vista Photo

STAFF

Executive Director – Luanne Hulsizer
Communications Manager– Heather Marshall
Event Coordinator – Kelly Lannom
Maintenance Manager - James Atencio
Crew – David, Hector, Mauricio, Jorge, Bob – Farmers' Market Mgr

TAVA Meetings

Board of Directors

First Wed of each month @ 7:30 am
City Hall, 276 Fourth Avenue, Bldg 100

Committees

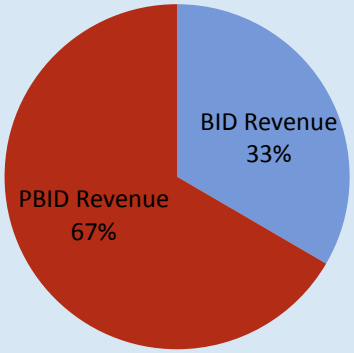
Economic Development	*Second Tuesday - 8:00 a.m.*
Executive Committee	*Fourth Tuesday – 9:00 a.m.*
Promotional Committee	*Third Monday - 8:30 a.m.*
Design	*As needed*

**All committees are held at the TAVA office.*
**All meetings are open to members and the general public.*

PBID and BID District Map

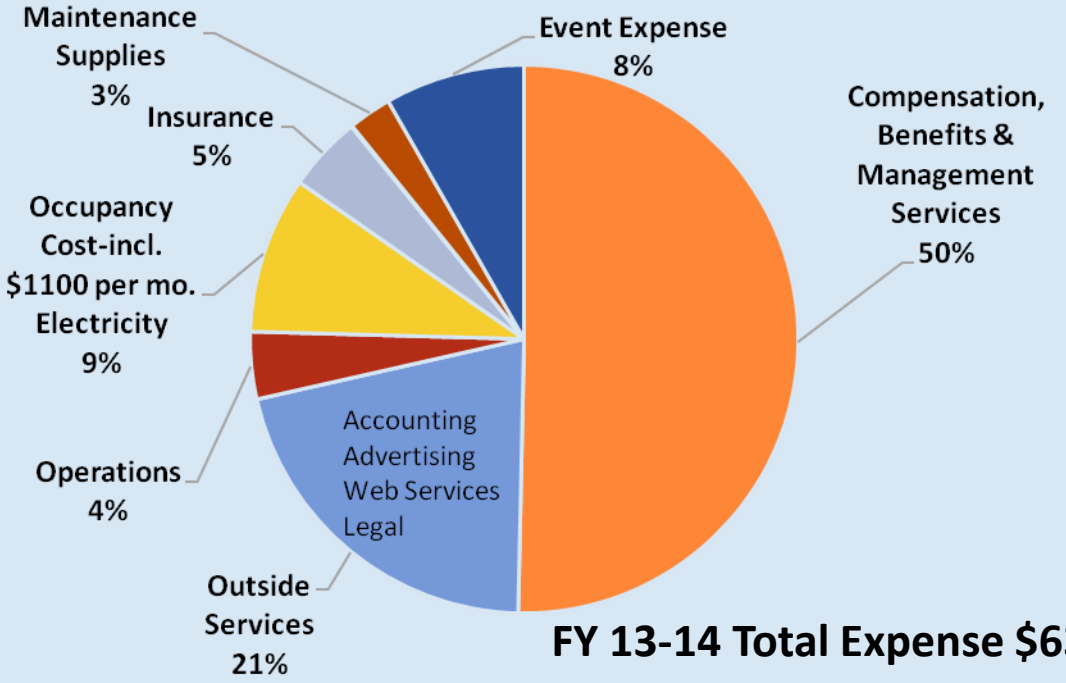
TAVA Financials

FY 13-14 Total Income $653,033



BID Revenue
- Business License $38,300
- Event Revenue $102,546
- In kind Media Revenue $71,537

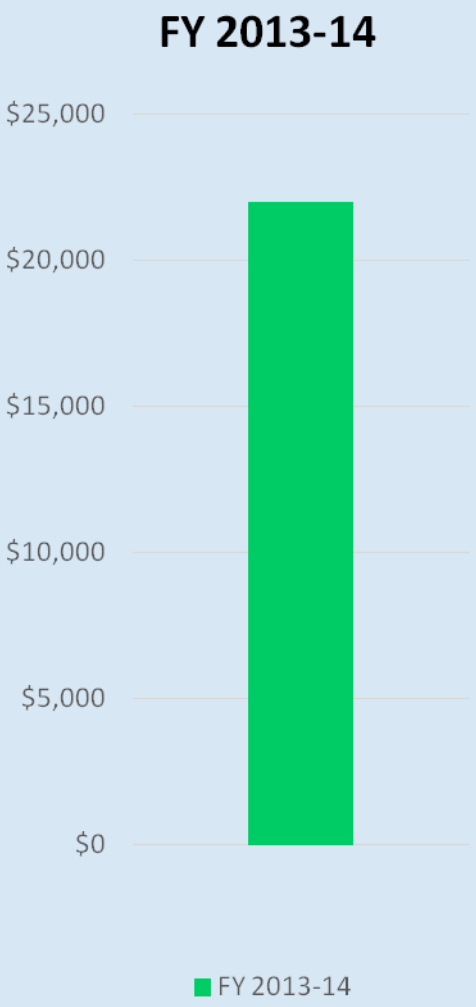
PBID Revenue
- Parking District $18,000
- Property Owners $416,887



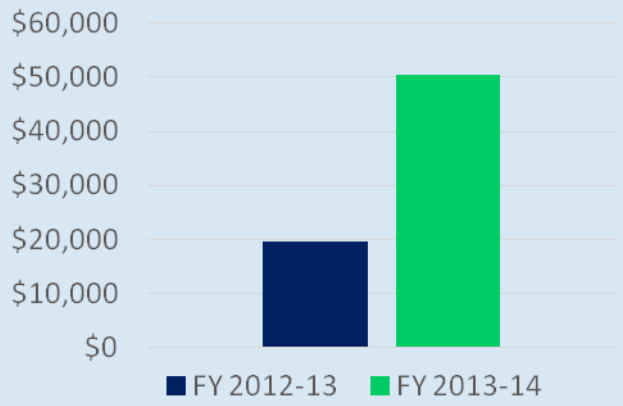
FY 13-14 Total Expense $630,730

Revenue Improvements

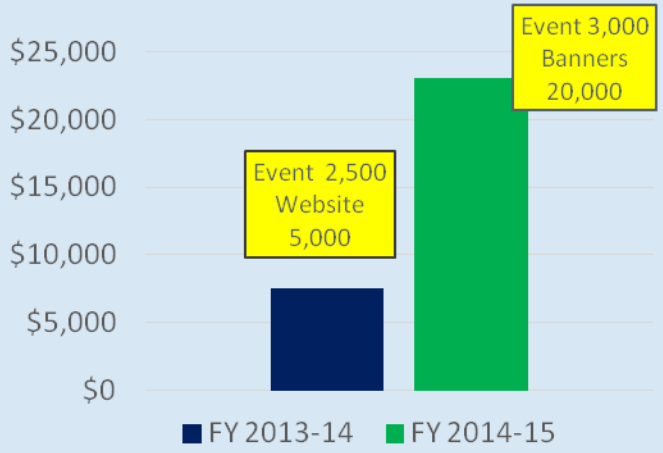
Net Revenue



Net Event Revenue



Grant Revenue



City of Chula Vista Third Avenue Streetscape Project Phase II

From Fuddruckers to 200 feet north of F Street

- Anticipated March 2015 start
- Yes, there will be inconvenience
- Construction outreach meetings
- Improved pedestrian experience
- Revitalization of street & sidewalks
- Increased property values
- Enhancement of the Village

Maintenance, Beautification & Repairs

Monthly Averages for 2014

Month	Sidewalks Blowing Hours	Sidewalks Washed Hours	Trash Cans Emptied	Parking Lot Maintenance Hours	Planters Median Hours	Graffiti Removed # of tags
Total	**35**	**6**	**220**	**62**	**24**	**18**

Month	Sticker Removal # of	Ace Trash Cans Emptied	Irrigation Repair	Mop/Scrub Sidewalks Hours	Homeless Cleanup Hours
Total	**34**	**35**	**6**	**10**	**10**

TAVA Events

Events have transitioned from quantity to quality.

Chula Vista Lemon Festival 2013

THE ORIGINAL Since 1994
CHULA VISTA CERTIFIED FARMERS MARKET
CELEBRATING CVFM 20 YEARS
FRESH LOCAL PRODUCE
ARTISAN FOODS AND CRAFTS
CENTER STREET AT THIRD AVENUE
EVERY THURSDAY
3 PM TO 7 PM
THIRD AVENUE VILLAGE — CHULA VISTA
WWW.THIRDAVENUEVILLAGE.COM • 619-422-1982

HOLIDAY IN THE VILLAGE
THIRD AVENUE VILLAGE ASSOCIATION

TASTE OF THIRD & ARTWALK

THIRD AVENUE VILLAGE STREET FAIRE CHULA VISTA

Connecting the Village

- ✓ New website launched March 2014
- ✓ Increased social media presence
- ✓ Farmer's Market monthly print ad
- ✓ Directional & announcement signage
- ✓ Expanded advertising avenues
- ✓ Launched member newsletter
- ✓ Chula Vista Day @ SD County Fair
- ✓ SCEDC award for "Best of South County"
- ✓ Collective event attendance of 50,000+

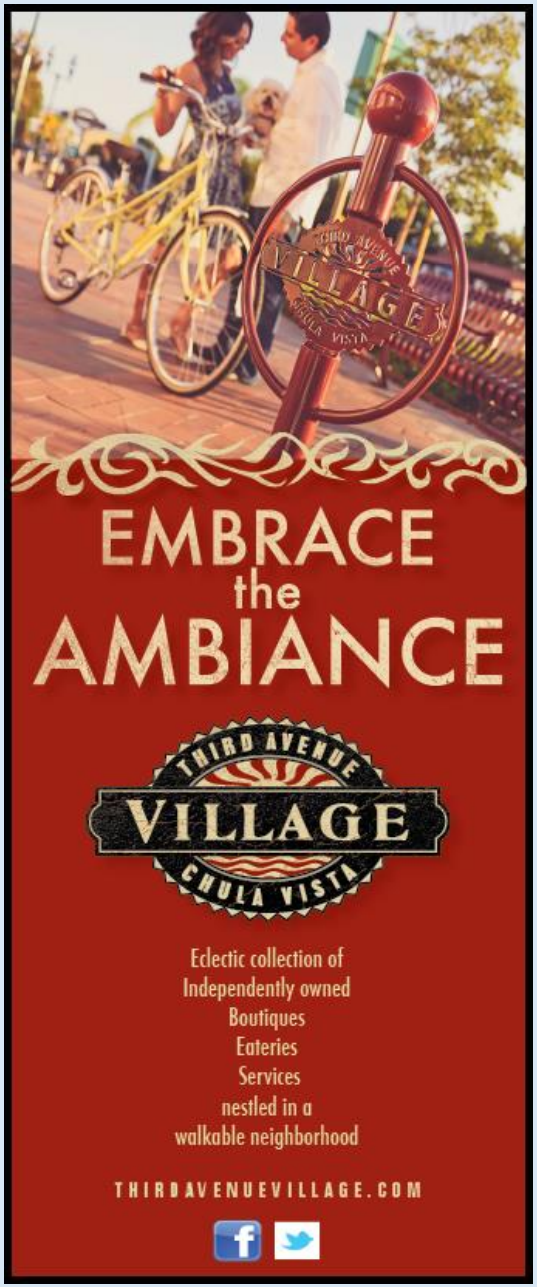
Collaborating with City Hall

- ✓ Monthly meeting with City Manager
- ✓ Regular meetings with City Departments
- ✓ City Conservation participates in Farmers' Market each week
- ✓ TAVA provides the City w/multiple booths at both street fairs
- ✓ City provides TAVA w/free parking for events
- ✓ Cross social media promotion
- ✓ Chula Vista Day @ SD County Fair
- ✓ Executive Director serves on City's Asset Management Program Advisory Committee
- ✓ Combined Holiday in the Village with the City's return of the Starlight Parade

Third Avenue Village Coming Attractions

- District Marketing Campaign - Oct 2014
  City Beat, Military Dispatch, Living East
- Secured $20,000 of County grant funds for Village banner program - Spring 2015
- Celebrate 20 years of TAVA's Farmers' Market
- Collaboration with the City to present "Holiday in the Village" w/the "Starlight Parade"
- 2016 PBID renewal campaign launch - 2015
- Third Avenue Streetscape Project Phase II - 2015

THIRD AVENUE
VILLAGE
CHULA VISTA


EMBRACE
the
AMBIANCE
THIRD AVENUE
VILLAGE
CHULA VISTA
Eclectic collection of
Independently owned
Boutiques
Eateries
Services
nestled in a
walkable neighborhood
THIRDAVENUEVILLAGE.COM

Questions?

Contact Us

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