



Chula Vista's
Original Neighborhood

The Rise of the Village

Property Based and Business Improvement Districts

PBID – 265 assessed properties

BID – 290 assessed businesses

GOVERNANCE

Board of Directors

Executive Committee

EDC & Promotional Committees

DAILY SERVICES

Professional Staff

Annual Maintenance = 4650 hours

Graffiti Abatement = 250 tags

District Promotion

Business Resources & Advocacy



**An Eclectic
Collection of
Independently
Owned Businesses in
a Walkable
Neighborhood**



- ❖ **Eateries**
- ❖ **Entertainment**
- ❖ **Retail**
- ❖ **Services**
- ❖ **Watering Holes**



PARTNERS IN REVITALIZATION

- ❖ **City of Chula Vista & SANDAG**
- ❖ **TAVA's Renewed PBID**
- ❖ **TAVA Events & Marketing**

- ❖ **New Investors & Entrepreneurs
bringing craft beer, new retail,
& restaurants**





FEED YOUR PASSION



Eclectic collection of
Independently owned
Boutiques
Eateries
Services
nestled in a
walkable neighborhood

THIRDAVENUEVILLAGE.COM



EMBRACE the AMBIANCE



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RISE UP



Eclectic collection of
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Social Media



**Third Avenue
Village Association
2,500 + followers**



**@ThirdAvenueVillage
400 + followers**



**@ThirdAveVillage
800 + followers**

***Newly rebranded.
Engagement has increased by 70% in the past months***



Events drive over
45,000 visitors to
Third Avenue
each year



Events create a
greater sense of
community within
the Village

2016 - 2017

August
Lemon
Festival

December
Holiday in
the Village

March
Taste of
Third

May
Avenue
Amps & Ales

**Strategic Events Planned
to Attract Visitors to the Village**



Latest Event Addition

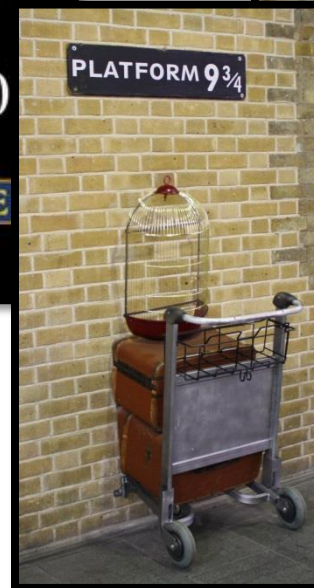



LIT (n.) [e-ra-ture]
ON THIRD

A Night of Chilling Tales and Prose;
Soul and Spirits.

SATURDAY 10.21.17 4-9 PM \$10

TICKETS AVAILABLE
IN ADVANCE AT
353 THIRD AVENUE
CHULA VISTA, CA 91910



A walkable neighborhood crawl in collaboration with Chula Vista Cultural Arts highlighting literature, artistry, craft beer, restaurants and local businesses.

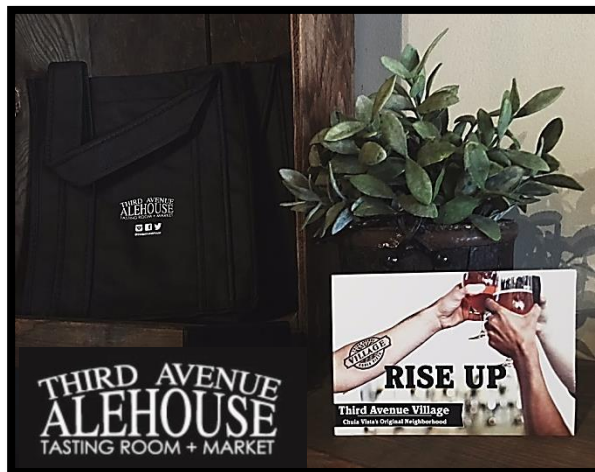


“A Beer Backwater No Longer Third Avenue in Chula Vista is the next 30th Street”

CityBeat 03.25.16

“South San Diego County is quickly becoming its own brewing destination!”

The influence of the craft beer industry has supported the revitalization and growth of Third Avenue by attracting not only brewers, but other new entities to the burgeoning Village





Temp°

A year after returning to his hometown of Imperial Beach, chef Steve Brown is putting roots down in Chula Vista, where he has launched a restaurant called Temp°.

Temp° will host Brown's special pop-up dinners, Press by Cosecha (a portable panini concept) and is planning a full design overhaul in January.



The Balboa

The Balboa Bar & Grill has signed a lease on Third Avenue. Owner and Bonita-native Tom Logsdon stated "I'm very excited to be bringing The Balboa to the community I grew up in. There are great things going on in Chula Vista and I'm proud to be part of that."

Opening with a beer & wine license and the goal to get a full liquor license quickly so that it can offer its lineup of craft cocktails. The Balboa South is anticipated to open early 2018.



Groundswell Brewing Co.

Groundswell Brewing Company, owned by Chula Vista residents, will soon open its third tasting facility at 258 Third Avenue.

The space will offer beer on draft, available for onsite consumption in pints, flights, or for takeaway in growlers. Groundswell has high hopes to add a future kitchen on site.



Bar Sin Nombre

At the corner of Davidson Street Tony Raso is opening a craft beer and wine bar simply called Bar Sin Nombre.

"I'm raising my kids in a community where my wife and I were both raised. I can help create a neighborhood where when they grow up they can hang out with their friends, versus what I had to do, and shoot north."





The Gentle Penguin

An upcoming lounge that boasts a beautiful & unique setting in the heart of Chula Vista. Perfect for a sip of your favorite coffee, fine wine or craft beer.



The Vogue

Young investors have closed on the historical Vogue Theater. The venue will be restructured similar to The Observatory located in North Park.



CHULA VISTA
THIRD AVENUE
DOWNTOWN

G Street

7
ELEVEN