
2009-2010 Annual Report

East Side Business Improvement District #20



Activities for 2009-10

The East Side B.I.D. #20 respectfully submits its Annual Report on the following activities undertaken in 2009-10. They include:

- 1) Operated the 10th season of **The East Side Green Market**. Each Saturday, between June and October, neighborhood residents are invited to come down and enjoy fresh and organic produce, freshly prepared foods, arts and crafts, and free live music. Over 20 vendors have participated in this season and foot traffic from the neighborhood continues to increase.
- 2) The East Side BID hired a consultant to create **Design and Development Guidelines** for properties within BID #20. Ten meetings were held over the course of the last 18 months to engage property owners, residents, and city officials in the process.
- 3) Planted over **100 street planters** with variety of annuals, perennials, and bushes. New planters were installed west of Oakland Ave. on North Ave.
- 4) Tenth year of our **East Side Litter Maintenance** program with Riverworks/NMIDC BID and Oakland Ave. BID. The group has contracted for services with a maintenance company to pick up litter weekly in the commercial neighborhoods on the East Side.
- 5) Hosted 10th annual **Summer Soulstice Music Festival** on June 23rd, 2007, which attracted over 5,000 people to our all day celebration of the East Side. Featured arts and crafts vending, 3 music stages with 10 bands, food from East Side restaurants, and a climbing wall for all ages.
- 6) Hosted our 4th annual **Tomato Romp!** featuring the East Side Bloody Mary Contest and famous Tomato Fight. The fight featured 200 participants and raised \$600 for Feeding America.
- 7) Continued efforts to **shape the retail environment** in our neighborhood. We continue to monitor development issues and inform interested investors and realtors about neighborhood goals related to redevelopment and preferred retail mix.
- 8) **Annual audit** was completed and forwarded to DCD with the 2011 Operating Plan.