



Balboa
Village

MERCHANTS ASSOCIATION

Neighborhood Activation Funding Request Proposal

**Presented by Yuka Ioroi
Director of Marketing & Business Development
Balboa Village Merchants Association**



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Balboa
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MERCHANTS ASSOCIATION

Executive Summary

Balboa Village Merchants Association (BVMA) is a 501(c)(6) organization founded in 2015 in a joint effort of local merchants and PTA of St. Thomas Apostle school. Currently, Marjan Philhour serves as the President and Yuka Ioroi serves as the Director of Marketing & Business Development and Treasurer. BVMA has 9 paid member businesses that hold monthly meetings and seasonal socials which are open to all merchants on the corridor.

BVMA has successfully held multiple events, the largest one being the Balboa Fright Fest Halloween Festival for the last 3 years, where neighborhood elementary school children walk [along] the corridor for scavenger hunts in costumes and enjoy festivities at Lafayette Elementary and St Thomas Apostle School. BVMA also works closely with other community organizations, namely with the Richmond District Neighborhood Center for their events and held a merchant walk with Airbnb targeting neighboring hosts.

Social media has been working effectively and has helped to establish the Balboa Village name and branding in the neighborhood. The BVMA Facebook page has almost 400 people following and we are constantly getting views on our Instagram and website.

Outer Richmond is very special. It is almost like the last frontier of the good old San Francisco: Where neighbors know each others by name, safe to walk on the streets at night and rents for tenant spaces and apartments are lower than other parts of the City, which is contributing to new people moving into the area. It is gorgeously surrounded by abundant natural beauty and adjacent to world class museums and parks. As Airbnb and ride share services like Uber and Lyft have become more popular for visitors to use, our neighborhood has seen a substantial increase in tourists who used to not have options to come out this way after visiting museums and the Downtown area.

Since the popularity of the area and the unity of merchants on Balboa Street is stronger than ever before, it is a perfect time for us to put more effort into neighborhood activation programs to support small businesses and offer more attractions to visitors and residents alike. We are seeking for \$25,000 in funding from the District 1 Supervisor's office to help jump start this effort. We saw how strongly the street can grow organically based purely on the goodwill of people that care. With the help of this funding, we believe that we can accelerate the process and offer even more vibrant life to the area and viability to small businesses.

We are so grateful for this opportunity to discuss our visions with you and look forward to forming a strong relationship together.



**Balboa
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Vision & Mission

Our Vision of Balboa Village

Our vision for the Balboa Village is to be a laid-back hub of local art and music and a cluster of great restaurants in the Richmond District. We are less known than the other corridors that have been in the Richmond District with established identities: Clement Street for having predominantly Chinese shops, and Geary for the Russian influence with night clubs and bars. When you ask people who haven't spent much time in our area, the first thing they think of is the Balboa Theatre. We want to capitalize this strong identity marker and build branding around it.

Livability and a walkable neighborhood is another pillar idea when we define the Balboa Village. Within a few blocks of safe, quaint streets, you can get your groceries, get artisan coffee and pastries, browse interesting arts, and have a dinner date with a movie. With the popularity of restaurants such as Cassava and Marla Bakery in addition to the known favorite of Shanghai Dumpling King and such, more people from all over the City are coming to spend more time here to enjoy more activities. We want to leverage this traffic to benefit the whole corridor with the planned neighborhood activation plans.

Our Mission

To operate an inclusive business community open to all merchants on Balboa Street from 30th Ave to 45th Ave currently, and grow to invite adjacent area interested merchants.

To serve the business and the residential community through maintenance and security effort work with other local agencies and promote awareness of clean streets with the merchants.

To serve the merchants with marketing efforts that leverage our power in numbers, establishing the awareness of the area with residents within a 1 mile radius, our immediate customer base, and the whole Richmond District until "Everyone in the Richmond District Knows Every Single Shop in the Balboa Village."

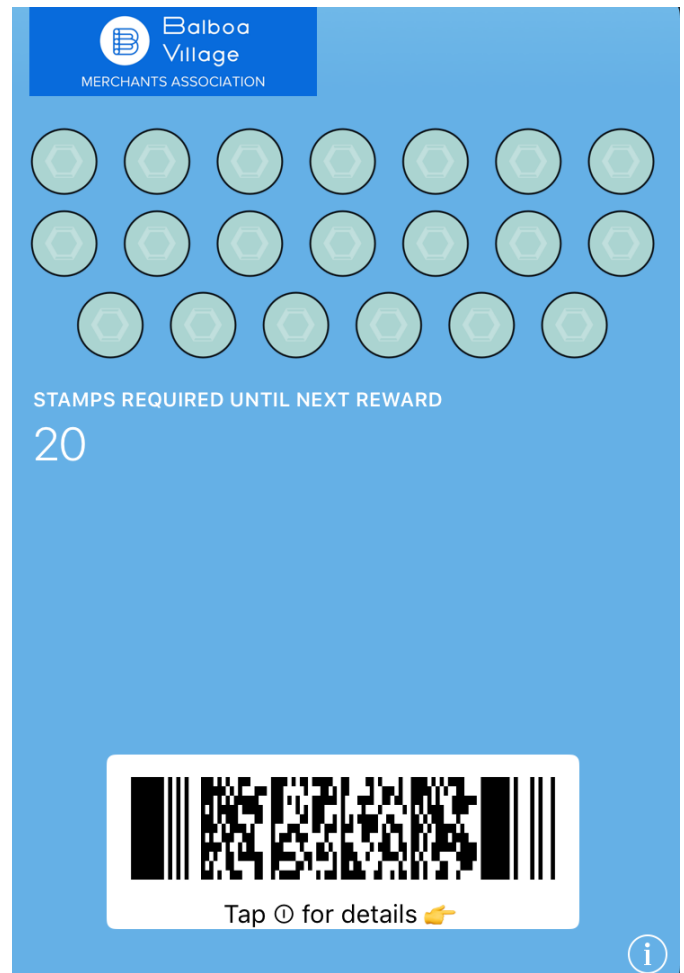
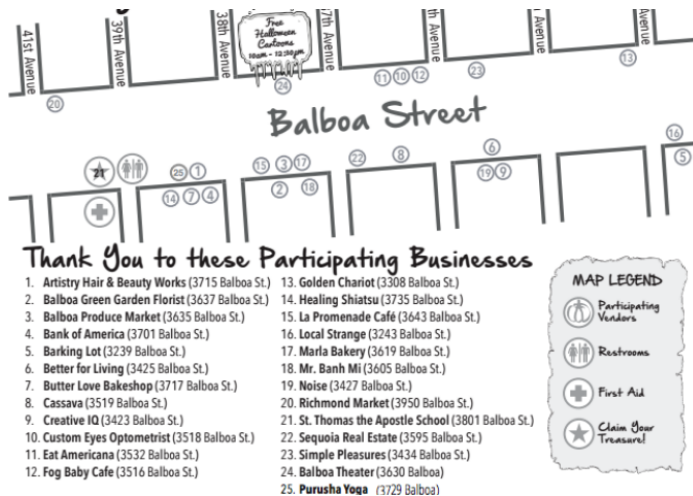


Balboa Village

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Neighborhood Activation Plans

Balboa Village Map and Passport \$4000



Map of our corridor with highlighted business information that are offering discounts to the "passport holders". It'll be a guidebook format in prints and PDF will be available on our website.

We are planning to do a launch announcement and do a mailing list sign up give away of Outsidelands tickets in the mid June targeting our local residents who will frequent the Balboa Village.

Digital version of the Balboa Village Passport can also launch on top of the physical map, and it will be hosted by Loopnet, an app and smartphone based scanning loyalty program.

The funds will go towards photography, designing, printing of the map, Loopnet subscription and the launch announcement marketing of the program.



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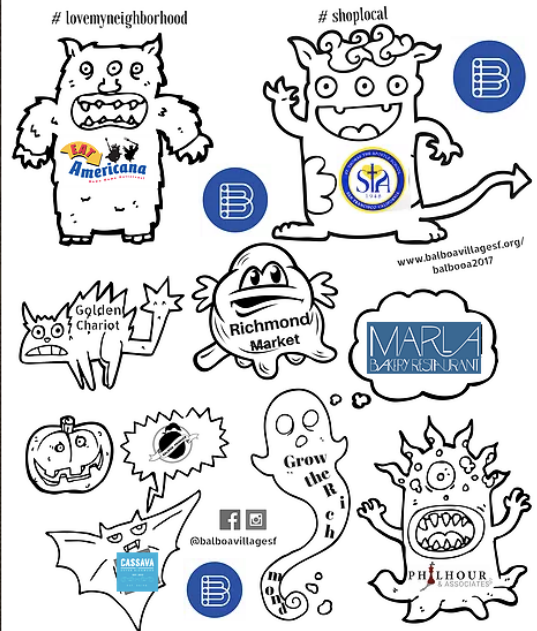
Neighborhood Activation Plans

Seasonal Festivals

\$3000



Re-Discover Your Backyard. Meet Your Neighbors.
www.balboavillagesf.org



Balboa Village Outer Richmond San Francisco

BALBOA VILLAGE MERCHANTS ASSOCIATION THANKS YOU FOR VISITING OUR LITTLE NEIGHBORHOOD TODAY

YOU'RE WELCOME HERE

GET IN TOUCH
balboavillagesf.org
@BalboaVillageSF

BALBOA VILLAGE GARAGE SALE DAY

SATURDAY, JULY 21ST
10AM - 4PM

Map of deals

PARTICIPATING MERCHANTS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

← TO OCEAN BEACH

Balbooa Fright Fest has been successfully running for the last 3 years and we want to host more interesting festivals for the street to attract traffic. We are planning a garage sale day, Holiday market and Holiday wine merchants walk just to name a few for 2018.

On top of the amazing sponsorships from the community organizations and the merchants, this funding will be a great seed money to accelerate the planning process.

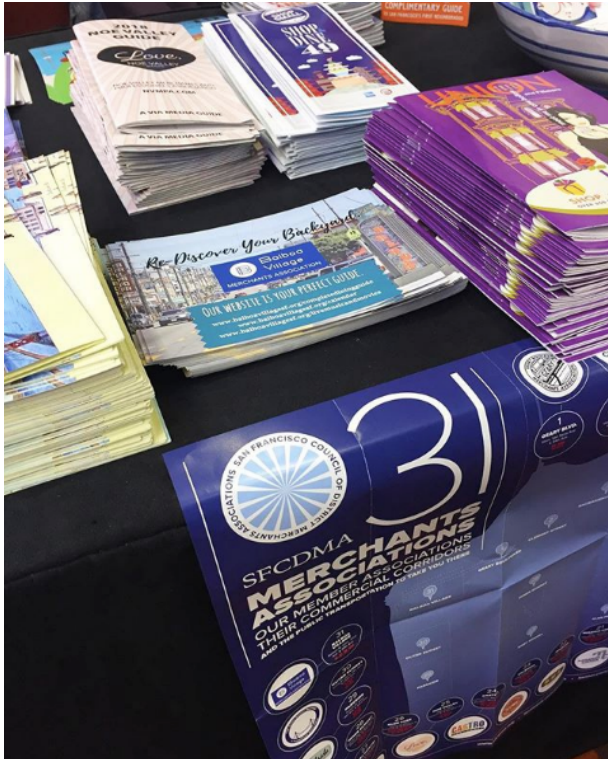


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Neighborhood Activation Plans

Influencers & Tourist Marketing \$2000



The Outer Richmond: An Adventure-seeker's Mecca in the City

By Lauren Seward, on behalf of the Balboa Village Merchants Association (BVMA)
MEDIUM.COM



An insider's guide to the Outer Richmond, with Yuka Ioroi

Balboa Village is one of San Francisco's best-kept secrets. Located in the Outer Richmond, the area balances the old-school charm and innovative...
AIRBNBCITIZEN.COM



Hike in the City: The 3 Best Trails In and Around the Outer Richmond Neighborhood

The San Francisco Bay Area is home to some of the most majestic and diverse hiking and walking trails the United States has to offer. From...
MEDIUM.COM

Our biggest advantage towards visitors is the area's abundance of nature, being adjacent to the museums and to the Golden Gate Park and it brings a lot of Airbnb guests and tourists. We are operating a content marketing on social media currently and seeing a great great feedback results. With the success we want to bump up the target market effort aimed at Airbnb super hosts and hotel concierges with guided tours with wine and "Taste of Balboa Village" food sampling reception. The funding will go towards organizing the event and the ongoing marketing campaigns.



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Neighborhood Activation Plans

Balboa Village Place Visitor Center \$7500



IT IS FILLED WITH LOCAL MUSIC & ART.



Balboa Village Place will take over the space that formerly housed Better; for Living at 3425 Balboa Street, in the great complex that houses Noise, a record shop and art gallery that hosts live music, and Creative IQ that operates art gallery and art classes, and across the street from another legendary local coffee shop Simple Pleasures Cafe who is the village's bohemian center.

The space will have 4 components on top of the Balboa Village Visitor Center: community event space with fenced backyard together with Creative IQ making it ideal for parties, artisan craft and gift shop that rotates local makers from the Richmond district perfect for visitors, and a resident ceramicist studio and its collection for sale.

It will be a great starting place for the visitors to start the stroll of the neighborhood where they can gather the map of Balboa Village, Golden Gate Park, and adjacent local attractions such as the museums and the Sutro Baths. They can pick up souvenirs specific to the neighborhood and to the Richmond District. This is where we can hold community meetings, merchants' social and local art showcases. It'll be our "base camp" while being an inviting retail space.



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Neighborhood Activation Plans

Branding Campaign \$3500



FRIED CHICKEN
TRIANGLE IN



Balboa
Village

Our organic branding through website and social media posts have been working great and the flyer listing the web address is also well received by the residents and the visitors. We believe it's essential to keep with this organic continuous marketing effort and the requested funding will help the effort.

We are also looking to install light post banner with Balboa Village branding and street lights during the holidays. We are in the process of getting the quote for the project and this funding will be the seed money jump starting the process.

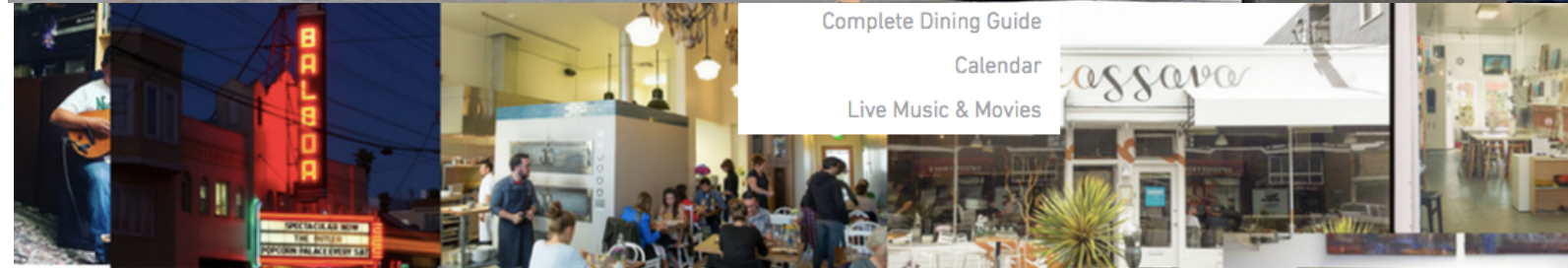


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Neighborhood Activation Plans

BVMA Rainy Day Fund \$5000

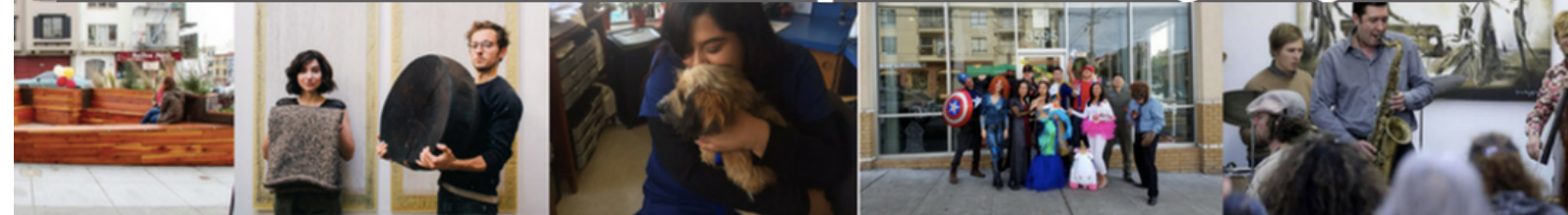


Complete Dining Guide

Calendar

Live Music & Movies

Location Like No Other. Let's Conquer the Challenges Together.



Cashflow is one of the hardest things to manage while operating small businesses. We want to reserve a \$5000 "rainy day fund" in the style of microfunding such as Kiva. The funds will be available for the member merchants on a monthly repayment basis. Following Kiva's model of financial education with repayment schedule, the recipients of the funding will attend business education session on the repayment dates. This program needs a further legality review to launch, however, we want to start by securing the funds.