

Ocean Avenue Association  
Executive Director's Report  
August 21 to October 15, 2014

**1. Invest in Neighborhoods and Challenge Grant Applications** Neil Ballard and I prepared two grant applications in the past month. We applied to an Invest in Neighborhoods grant for Ocean Avenue Festival entertainment funding and for Second Sundays program funding. We also applied for a Community Challenge Grant, using San Francisco Beautiful as our fiscal sponsor as OAA is not a 501(c)3. Our proposal was for funding to landscape the two DPW islands on Ocean and Geneva Avenues and to paint a large mural on the Geneva Avenue retaining wall that will constitute the backdrop for these islands. The mural will feature the landmark buildings and streetcars of Ocean Avenue. Challenge grant award notification will occur in mid-December. Both grant proposals were developed at the September Street Life Committee.

**2. Retail Business Development: Target Coming to Ocean Avenue** Target held its required community meeting on September 26 at the location of its proposed future store. Discussion focused on the need for transparency of the Ocean Avenue front of the store, possible new landscaping around the store, the security plans for the store, and the types of funding Target potentially can provide to support OAA projects and other community organizations.

**3. Main Street Program** Keith Kjelstrom, a business development consultant who utilizes the Main Street approach developed by the National Trust for Historic Preservation, spent 3 days in September visiting Ocean Avenue and evaluating possible ways to grow small businesses and enhance the corridor's historic assets. His focus was on the connection between small store spaces and small, family owned businesses. Visiting two small business owners, he urged them to try and buy their building, or a building suitable for their business, in order to control the cost of leasing space.

**4. Merchant Outreach on Ocean Avenue** Neil Ballard and Luis Licea worked with small businesses to sign them up for Second Sundays, to promote OAA's glass graffiti removal cost sharing program, and to inform business owners of the planning department rules on window transparency and signage.

**5. Development Plans for 1600 Block South** Luis is meeting with small business owners in the 1600 block South of Ocean to discuss their future plans in light of the planned demolition of their storefronts. There are 7 businesses in that block currently.

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