



SDG&E's High-Tech Service Center Now Open!

San Diego's largest electricity supplier is bringing power to the people in a whole new way at Market Creek Plaza. San Diego Gas & Electric (SDG&E) has opened a new, high-tech service branch, offering more than 25,000 customers a month 24-hour access to account information and service matters.

"This looks great!" said Samuel Merrill, a first-time customer. "It's much nicer than the old location."

The Market Creek Plaza service center replaces branch offices on Euclid Avenue and University Avenue. The Market Creek Plaza location offers easy bus and trolley access, expanded parking, and high-tech capability. Personal service is available 9 a.m. to 5 p.m., Monday through Friday.

The Market Creek Plaza location also offers a self-service, computerized work station with 24-hour access to SDG&E. Through the secure station, payments can be made by cash or check at any time and will be



immediately posted to the customer's account. The station also includes two "ring-through" phones that connect directly to multi-lingual customer service 24 hours a day.

Also at the site is the first-ever interactive customer Internet connection to the SDG&E web

site. Customers can go online to order service, request an appliance check, or arrange an energy audit from the branch.

"Customers love it here," said Noreen Woods, customer service representative. "People like using the high-tech machines and have told me it is nice to have one of the most modern stores right here in the community."

SDG&E's parent company, Sempra Energy, is also supporting the development of cultural arts at Market Creek Plaza by underwriting a portion of the Children's Wall art project — a 100-foot long wall that runs between the retail shops and the amphitheater. The wall will be decorated with hundreds of tiles designed and painted by children of the community.

"We believe in supporting artistic and cultural efforts that showcase the rich cultural diversity of our community and enhance the vitality of special places like Market Creek Plaza," said Molly Cartmill, Sempra Energy's corporate and community relations director.

"Market Creek Plaza is becoming an important hub in this community, and we have welcomed both familiar faces and new customers who appreciate the convenience that the new customer service center offers its neighbors."

Energy Savings in Any Language

SDG&E recently launched an informational campaign to reach Chinese-, Vietnamese-, and Tagalog-speaking residents to assist them in taking advantage of the state-sponsored Energy Team program. It offers qualifying utility customers free, energy-saving home

improvements. The campaign includes customer brochures and advertising in Chinese, Vietnamese and Tagalog, in addition to the brochures already available in English and Spanish. Ask the SDG&E Customer Service Center at Market Creek Plaza for more information.

MARKET CREEK PLAZA *At a Glance*

- 20-acre commercial and cultural center designed and built by community teams
- Located near the intersection of Market Street and Euclid Avenue near downtown
- Close to Highway 94 and Interstate 805
- Adjacent to the Euclid Trolley stop and bus transfer station

Businesses on the east side of Market Creek Plaza expected to open this year include fish, pizza, and family restaurants, as well as a cultural gift shop.

Residents Take a Sneak Peek

Visitors to Market Creek Plaza were in high spirits as the Market Creek Plaza Holiday Gift Faire in December attracted friends and neighbors from throughout the Diamond. Community artisans stocked booths to overflowing with hand-crafted jewelry, pillows, dolls, quilts, clothing, art, pottery, and other stylish gift items with a culturally-inspired flair. The event featured the work of many who are interested in becoming a part of Where the World Meets multi-cultural gift shop.

"It was a wonderful opportunity to connect with people who have never seen our jewelry," said Saadiq Murray who, with his wife, Stacey, offered unique silver and gemstone designs. "We are very excited about the benefits that Where the World Meets will



provide micro-entrepreneurs. They will be able to begin with a shelf and have the potential of making a profit the very first day!"

Participants in the Faire learned about the various options for selling their items in the store, in kiosks, or from carts in Market Creek Plaza.

MARKET CREEK PLAZA *Update*

The *Market Creek Plaza Update* is published by the Jacobs Center for NonProfit Innovation, an operating foundation and developer of the project. It is distributed to all addresses within a two-mile radius of the Plaza.

For questions, suggestions, or more information regarding this publication contact:

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Entrepreneurs will be able to begin with a shelf and have the potential of making a profit the very first day!

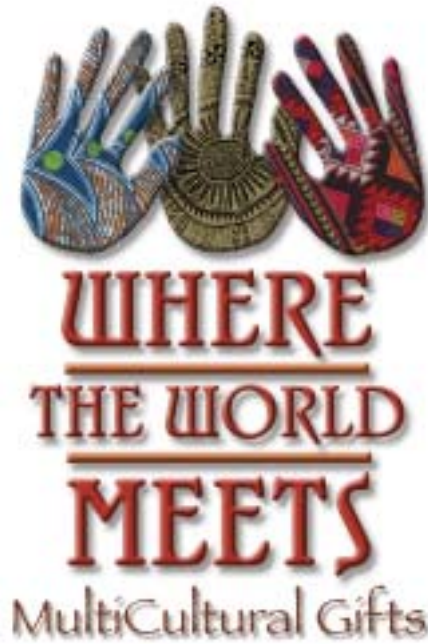
Coming soon...

Shop the World at Market Creek Plaza

Where the World Meets, the first retail store to open at Market Creek Plaza, will be both a showcase for resident entrepreneurs and a destination for those seeking gift items imported from around the world.

Merchandise will reflect the distinct cultures of the communities surrounding the Plaza: African-American, Hispanic, Laotian, Samoan, Somalian, Pacific Islander, Caucasian, and Native American. Products will range from as little as \$5 up to \$1,000.

For local craftspeople, the store is an opportunity to venture beyond selling artistic creations from home. They can move into a high-profile, high-traffic location without the risk and cost of traditional business ownership. Spaces as small as a shelf or tabletop can grow with the artisan to expand to a cart, kiosk, or even full retail space.



To help ensure the success of these micro-entrepreneurs, Market Creek Plaza is providing support in business planning, marketing, operations, and accounting.

"It's a commitment to supporting micro-enterprise at the community level," said Jennifer Vanica, president and CEO of the Plaza's developer, the Jacobs Center for NonProfit Innovation. "Opening a store can be overwhelming and the risk is tremendous. This store provides a place to showcase unique products to a larger market."

Local artisans interested in participating in the training program and selling their hand-crafted items in the store can contact Ernestine Love at (619) 527-5660.



Coming soon...



First on the Plaza Menu

Fresh and fabulous Southern-seasoned fish and chicken tops the menu at Snapper's Fish & Chips. The first eating establishment opening at Market Creek Plaza, Snapper's is set to open this summer. The restaurant provides quick-service food made fresh to order, an alternative to fast-food and processed meals.

Snapper's dine-in/take-out menu includes fresh fish and chicken, seasoned with a secret-recipe batter. Side dishes include seasoned fries, mashed potatoes, southern-style rice, and onion rings. For the early crowd, Snapper's offers breakfast choices including chicken and waffles, pancakes, eggs, and grab-and-go breakfast sandwiches.

Owner and long-time commu-

nity resident Basil Muhammad, 25, also has his finger on the pulse of the health-conscious diner. His lunch and dinner menus offer such lower-fat favorites as grilled chicken and fish, freshly-made cole slaw, garden salads, and potato salad.

I want to create a place that offers the same kind of opportunity for youth that I had—sort of a mini-business internship.

Snapper's will seat 13 guests inside the 1,000-sq.-ft. restaurant, eight more at outside tables, and plenty of others in a shared food court area. Snapper's will be open 6 a.m. to 9 p.m. Sunday through

Thursday, and 6 a.m. to 11 p.m. on Friday and Saturday.

The youngest entrepreneur to open a business at Market Creek Plaza, Muhammad spent 10 years working in and managing other mom-and-pop-type seafood restaurants. For him, Snapper's is the realization of a dream.

"When I started working in food service, I learned a lot by working hand-in-hand with the owners and asking questions," he said. "I want to create a place that offers the same kind of opportunity for youth that I had—sort of a mini-business internship."

The Market Creek Plaza Business Team is working with Muhammad on developing a business plan, acquiring capital, planning and making tenant improvements, and developing a marketing plan. Muhammad was awarded a planning grant to help him gather expertise, buy equipment, and engage in the activities needed prior to opening a successful business.

Last year, Snapper's made an unofficial debut at the Encanto Street Fair. Muhammad served more than 500 meals during the day-long event.

"The response I got from my customers that day was wonderful!" he said. "I got nothing but good comments about the food, so I feel confident that my neighbors will like what they find at Snappers."



Muhammad oversees the installation of a counter in preparation for Snapper's opening.

Bessie's Garret to Re-open as



Bessie Johnson is one of San Diego's most beloved restaurateurs. Her previous restaurant, Bessie's Garret, featured authentic Southern delicacies and drew diners from all over San Diego County to her locations in Encanto and La Jolla. Four years ago, she closed up shop to slow down a bit and move into the catering business.

Now, Bessie is back! She's returning to her roots with the opening of Magnolias Authentic

I'm looking forward to reconnecting with my customers again, as well as introducing my cooking to some new folks.

Southern dining at Market Creek Plaza, serving a family-friendly menu that includes the cherished Southern-style cooking learned during her Louisiana upbringing.

Fried catfish, jambalaya, gumbo, smothered chicken and pork chops, barbecue beef, chicken and links, and other specialties are on the lunch and dinner menu, along with a full-service bar. Magnolias also offers the desserts for which Bessie is famous: peach cobbler, pecan pie, and sweet potato pie. On Saturdays and Sundays, Magnolias plans a Southern-style brunch, complete with biscuits and gravy, grits, eggs, bacon, and sausage.

"This is going to be a nice place with good food and great



service – a place people will want to come and just sit and talk with friends and family," Bessie said. "I'm looking forward to reconnecting with my customers again, as well as introducing my cooking to some new folks."

The secret to the restaurant's success lies in the made-from-scratch recipes passed on from



Bessie and Charles Johnson

generation to generation in her family.

"My mother had a café in Louisiana, and I grew up helping her," Bessie said. "While my kids

Dishes once offered at Bessie's Garret will be featured on the menu at Magnolias in Market Creek Plaza.

were young, I wanted to work, but not for anyone else.

So I opened my own restaurant and my kids grew up in it. I never expected that Bessie's Garret would succeed like it did."

She also credits her success to the support of her husband, Charles, whom she calls the backbone of the operation.

Charles serves as the chief operating officer, running the administrative side of the

The Market Creek Plaza Business Team is working in partnership with the Johnsons to help them with business planning, capital, interior and exterior design, and marketing. The Johnsons were selected to receive a special planning grant to support their business concept.

Magnolias is slated to open this summer.

Since You Asked...

Amphitheater Update

What is the amphitheater?

Nestled along the banks of Chollas Creek, just before the pedestrian bridge, is the Market Creek Plaza amphitheater, part of the cultural center and entertainment hub planned by community members as a focal point of Market Creek Plaza. The open-air seating accommodates 500 people with terrific visual access to the floatable creek-bed stage.

Why was it built?

The amphitheater was built to provide a fun, vibrant place to showcase the rich cultural diversity of the area and serve as a performance venue for local talent.

What kind of events can be held there?

A wide variety of events — from casual community celebrations to organized concert series — will have a home at the amphitheater. The amphitheater will also be used to host Market Creek Plaza promotional events.

When will it open?

The facility cannot open until it is fully complete, with ample parking available, and permits are obtained from the City of San Diego. Parking plans need approval, restroom and electrical improvements are needed, and the leasing/management arrangements must be finalized. The goal is to open the amphitheater before the end of the year. At that time, more detailed information will be available.

Cultural Art Projects Bloom at Market Creek Plaza

You are invited to see and experience the creative results of the work of the Market Creek Plaza Art & Design Team. In an effort to make Market Creek Plaza a destination for arts and entertainment, resident teams have worked together for four years on various art projects.

Completed and in-process art pieces will be on view for the community beginning May 17.

Community Faces Art Project

See the community come to life as the installation of the Community Faces Project happens May 17 at 6:30 p.m. The spectacular public art project honors 27 dedicated residents from the community.

Twelve local artists painted the 8' X 8' portraits. The Teen Producers video project compiled and edited video-taped interviews of the honorees, sharing the motivations and inspirations that led the honorees into community service.

Sempre Children's Art Wall

Children of the Diamond Neighborhoods are invited to add their own personally-designed wall tiles to a 100-foot-long wall at the Market Creek Plaza Amphitheater.

Because the wall is located near the banks of Chollas Creek, the tiles will reflect a natural, environmental theme. The project will help children learn about the plants, animals, and elements found in and around the creekbed.

Artist Jean Cornwell, working with two additional local artists—



Jose Morales and Toni Barros—is coordinating with several community schools and organizations to give kids the opportunity to create tiles for the wall. If you know of a children's organization that would like to participate, contact Lisette Islas at the Jacobs Center.

Multicultural Tile Walkways

The African batik walkway uses vibrant floor tiles to recreate the pattern and colors of a traditional African cultural cloth. Installation has begun between the back of the restaurants and the banks of Chollas Creek.

A traditional Laotian fabric will also be recreated using rich, colorful floor tiles for a walkway located between the two retail buildings.

Custom-designed tiles will convey a Samoan cultural cloth in a third mosaic walkway. It will be installed between the amphitheater and Where the World Meets.

El progreso de la Plaza Market Creek

Usted está invitado a inaugurar y disfrutar de la primera serie de piezas públicas de arte dramático en la Plaza Market Creek. El proyecto Caras de la Comunidad (Community Faces), que honra a líderes locales de la comunidad por medio de retratos y que han sido pintados por algunos de los artistas más talentosos del área, será inaugurado en la Plaza el día sábado 17 de Mayo a las 6:30 p.m.

En la Plaza Market Creek los clientes disfrutan del nuevo Centro de Servicio del Cliente de la Compañía de Gas y Electricidad de San Diego (SDG&E), que ofrece acceso a información sobre servicios o sus cuentas personales las 24 horas del día. Servicios con tecnología avanzada como una línea telefónica multilingüe de servicio para el cliente estará disponible. Las horas de servicio personal son de lunes a viernes, de 9 a.m. a 5p.m.

Dos nuevos restaurantes abrirán éste verano, siendo el primero Snapper's Fish & Chips. El menú del restaurante Snapper's, donde puede llegar a comer o pedir su comida para llevar, contiene platillos de pescado fresco y de pollo sazonado en su receta secreta. Magnolias Authentic Southern Dining es un restaurante con ambiente familiar y que servirá platillos regionales del sur, tipo Cajún.

Where the World Meets, la primera tienda que se inaugura en la Plaza Market Creek reflejará las diferentes culturas que rodean la comunidad de la Plaza con artículos desde \$5 hasta \$1,000.

La comunidad esta ansiosa de inaugurar el teatro al aire libre con capacidad para 500 personas y ha sido planeada para convertirse en el centro cultural y de entretenimiento de la Comunidad Diamond. El proyecto está en espera de permisos otorgados por la ciudad de San Diego.

El mural Semptra Children's Art Wall enmarcará la parte posterior del teatro al aire libre y reflejará imagenes naturales de Chollas Creek. La artista Jean Cornwell está coordinando la pintura de los azulejos a traves de varias organizaciones infantiles. Adicionalmente, el arte en la Plaza Market Creek, sigue en progreso con las banquetas de azulejos africanas, laosianas y samoanas.

ວ່າວທີ່ລ່າສຸດຂອງສູນກາຣຄ້າ ມາກເກັກກິຣິກປລາຊາ

ທ່ານໄດ້ຖືກເຊີນມາຮ່ວມພິທີເປີດຜ້າຄູມໂສມຮູບວາດອຸດທີ່ນີ້ຂອງສິລປະຫລາຍຊັ້ນຂອງປວງອຸມອິນຢູ່ສູນກາຣຄ້າ ມາກເກັກກິຣິກປລາຊາ ໂຄງການທີ່ໄດ້ໃຫ້ກຽດແກ່ໂສມຮູບວາດຂອງພວກຄນະຜູ້ນຳຊາວອຸມອິນຢູ່ໃນລຸ້ນເຂດ, ແລະໄດ້ວາດແຕ່ມໂດຍສິລປະຫລາຍຄົນທີ່ມີພອນສວັນທີ່ຢູ່ໃນເຂດນີ້, ຈະໄດ້ມີພິທີເປີດຜ້າຄູມຮູບພາບອອກຢູ່ສູນກາຣຄ້າປລາຊານີ້ໃນວັນເສົາ, ວັນທີ 17 ພຶສພາ, ເວລາ 6:30 ໂມງແລງ.

ລູກຄ້າຂອງສູນກາຣຄ້າ ມາກເກັກກິຣິກປລາຊາ ໄດ້ຊົມຊື່ມໃນການໃຫ້ບໍລິການຄ່າພະລັງໄຟຟ້າຂອງ ການໄຟຟ້າຈາຍຄ່າໃບເກັບເງິນ, ໂດຍມີການບໍລິການການຕິດຕໍ່ທາງໂທລະຄົວເປັນຫລາຍໆພາສາໃນເວລາເລີ່ມແຕ່ 11:00 ໂມງເຊົ້າເຖິງບ່າຍ 5:00 ໂມງແລງ, ວັນຈັນເຖິງວັນສຸກ.

ຮ້ານອາຫານໃໝ່ຂອງຮ້ານຈະໄດ້ເປີດໃນໜ້າຮະດູຮອນນີ້, ໂດຍມີ Snappers Fish & Chips ເປັນຮ້ານທີ່ແຮກເລີຍຮ້ານອາຫານຈະໄດ້ບໍລິການນັ່ງກິນຢູ່ໃນຮ້ານ/ແລະສົ່ງເອົາໄປກິນຢູ່ບ້ານກໍໄດ້ເຊິ່ງມີປະລະໄກ່ຢ່າງສົດໄລ່ລ້ວງດ້ວຍຕຳຣາວິທີຢູ່

ຮ້ານອາຫານ Magnolias Authentic Southern ກໍຈະໄດ້ເປີດບໍລິການຢູ່ມາກເກັກກິຣິກປລາຊາ ນີ້ໂດຍອາຫານທາງພາກໃຕ້ທີ່ມີຍົນກັນພ້ອມກັບມີບ່ອນສຖານທີ່ໃຫ້ນັ່ງ, ດັ່ງເປັນຮ້ານອາຫານແນວພັນຄອບຄົວ.

ຮ້ານຂາຍເຄື່ອງຂອງໂດຍມີຊື່ວ່າ Where the World Meets ເປັນຮ້ານທີ່ນີ້ຈະໄດ້ເປີດຢູ່ສູນກາຣຄ້າ ມາກເກັກກິຣິກປລາຊາຈະໄດ້ເຮັດໃຫ້ແຊງສະທ້ອນແກ່ວັດທະນະທັມຂອງເຂດອ້ອມແອ້ມເລົ່ານີ້ໂດຍມີສິນຄ້າເລີ່ມຈາກຣາຄາຕຳ 5 ເຖິງ 50,000.

ສູນອຸມອິນຊາວບ້ານຄາຕິວລວງໜ້າວ່າຈະມີການເປີດໂຮງໝັງຊຶ່ງມີບ່ອນນັ່ງ 500 ບ່ອນ, ຊຶ່ງໄດ້ວາງແຜນເອົາໃຈໃສ່ໂດຍສະມາຊິກຂອງອຸມອິນຊາວບ້ານເພື່ອຈະໄດ້ມາເປັນສຖານທີ່ແສງຂອງຫລາຍໆປະເພນີວັດທະນະທັມຂອງຄູ່ມືບ້ານ ດາຍມອນ. ສະໜາທີ່ນີ້ຍັງຈະຖືກໃບອະນຸຍາດຈາກຫ້ອງການເມືອງແຊນດີເອໂກເພື່ອຈະໄດ້ຮຽບຮ້ອນ.

ສິລປະກອນ The Semptra Children's Art Wall ກໍຈະໄດ້ເຮັດເປັນຫລັງສາກຂອງໂຮງແສງຮະຄອນກາງ ຕັ້ງແລະຈະໄດ້ເຮັດໃຫ້ສະທ້ອນກັບຮູບພາບທັມຊາດຈາກ ທານນ້ຳ ຈອຍແປຊ. ສິລປະກອນ Jean Cornwell ເປັນຜູ້ປະສານງານດ້ານແຕ່ມູນຮູບຂອງດິນກະເບື້ອງຜ່ານທາງການຈັດຕັ້ງຂອງເກັກກິຣິກ. ສິລປະເພີ່ມຕື່ມໃນຂັ້ນຕົ້ນຄືໜ້າຢູ່ ມາກເກັກກິຣິກປລາຊາ ຕໍ່ຮປນີ້ຈະໄດ້ມີ ບ່ອນຍ່າງເປັນດິນກະເບື້ອງໂດຍມີສິລປະກອນຟຣີກັນ, ລາວ, ແລະຊາວນວນດ້ວຍ.

Celebrate the Faces of Our Community

The Artists...



As Market Creek Plaza prepares to display the first in a series of dramatic public art pieces, we would like you to join us for the unveiling of the

Community Faces Project

the Storytellers...



The portraits, honoring local community leaders and painted by some of this area's most talented artists, will be unveiled at Market Creek Plaza

Saturday, May 17
6:30 p.m.

and the Honorees



Come celebrate and meet the honorees, artists, and young historians who made this project possible.

To be respectful to Food4Less shoppers, parking will be provided next door at the Euclid Medical Center and across the street behind the Tubman-Chavez Multi-Cultural Center.

Project supported by The Legler Benbough Foundation and the Jacobs Family Foundation.

Get Involved!

The success of the Plaza depends on your involvement. We invite you to join us! Call our recorded message line at (619) 525-3181 or any team member listed below.

Outreach Team

Equipo de Participación Comunitaria
Roque Barros (619) 527-6161

Art & Design Team

Equipo de Artes y Diseño
Lisette Islas (619) 527-6161

Community Ownership Design Team

Equipo de Diseño para Posesión Comunitaria
Dwayne Crenshaw (619) 527-6161

Public Relations, Marketing & Communications

Relaciones Públicas, Comercialización y Comunicaciones
Val DeWitt-Ruiz (619) 660-5555

Check Out Our New Website!

Visit Market Creek Plaza from your computer. The site details Market Creek Plaza's unique history and development, the work of community teams, and includes past issues of this newsletter. Visit us at:

www.MarketCreek.com

**MARKET CREEK
PLAZA**



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