



Celebrating the Life of “No Ordinary Joe”

With cultural tributes, heartfelt expressions, and the swing of a Dixieland band, more than 400 residents celebrated the life of man known to many in this community as “Dr. Joe.”

Joseph John Jacobs, Jr. Ph. D., founder of the Jacobs Family Foundation (JFF) and Jacobs Center for Neighborhood Innovation (JCNI), passed away on Oct. 23. He was 88 years old.

A risk-taking businessman and philanthropist, Dr. Joe touched many lives in south-eastern San Diego. Teams of residents worked with him and the foundations to strengthen their neighborhoods and bring in needed services. Millions have been invested by Joe and the foundations in the work of numerous projects, the largest of which are Market Creek Plaza and the Elementary Institute of Science (EIS).



For Market Creek Plaza, Dr. Joe and his family used \$4.5 million in cash and \$20.5 million in stock in his company, Jacobs Engineering Group (JEG), to support community residents in building the Plaza.

At the Celebration of Life tribute event held on Friday, Nov. 5, many shared favorite memories and impressions of the man who

encouraged them to take risks and believe in themselves.

The afternoon celebration featured tributes to Dr. Joe by representatives from Latino, Laotian, Sudanese, and Samoan cultures.

“Dr. Joe had a way of inspiring everybody,” said Basil Muhammad, owner of Snappers Fish & Chips. “He dealt with you as a human being – as an individual – to let you know all things are possible.”

Barbara Lewis, one of the micro-entrepreneurs whose merchandise is featured in Where the World Meets multicultural gift shop, said, “My heart is so full of gratitude, because he gave me the

opportunity. That’s all any of us need.”

The celebration was held at Market Creek Plaza – the place Dr. Joe called the “pilot” of a new approach to building and strengthening neighborhoods by partnering with residents to own and drive change in their community.

Dr. Joe was very proud of the community’s work in bringing the Plaza to life.

“What’s wonderful about this work is that people in the community take hold of it and make it theirs. The ultimate thing for me to hear is, ‘We did it. We did it ourselves, and we are beholden to nobody.’ That’s the best accomplishment that we – as a group and as friends – can be proud of.”



Writerz Blok and a group of Samoan dancers were among the many groups that paid tribute to Dr. Joe.





Psst! Can You Keep a Secret?

As quiet and calm as a warm southern breeze, Magnolias Authentic Southern Dining™ quietly opened its doors especially for local residents who've patiently waited to taste San Diego's finest southern cooking.

From jambalaya and crawfish enchiladas to smothered pork chops and gumbo, Magnolias Authentic Southern Dining™ sets a new standard for southern cuisine (including Creole and Cajun cooking) the way it's meant to be enjoyed.

Magnolias Authentic Southern Dining™ is open every day for lunch and dinner, from 11 a.m. to 10 p.m.

Plans are currently underway to host a Mardi Gras grand opening in February. To learn more, call Tracee Johnson at (619) 262-6005.



The Market Creek Plaza update is published by Market Creek Partners, a wholly-owned subsidiary of the Jacobs Center for Neighborhood Innovation. It is distributed to all addresses within a two-mile radius of the Plaza.

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Your Business Matters To Us

Small & Micro-businesses Benefit From New Service Center

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Business Matters™ is run by manager Chris Johnson. His commitment to bringing a high level of service to the southeastern San Diego community drives his business – and that includes providing bilingual English-Spanish staff.

"The ease and convenience of having these services so close to home, the trolley, and the bus station makes us a resource for the people and businesses here," he said.

Business Matters™ is open Monday-Friday from 9 a.m. to 6 p.m., and Saturday from 9 a.m. to 1 p.m. Call (619) 263-4200.



Business Matters™ offers both PC and Mac computer time rental as well as color and black & white copying.

Coming soon...

Starbucks & Cold Stone Creamery

Coffee and cream takes on a whole new meaning at Market Creek Plaza with the announcement of the two most recent businesses to lease space here – Starbucks Coffee Company and Cold Stone Creamery. These new merchants help fulfill the community's top-10 requests for the Plaza. The community Business & Leasing Team worked hard to find the right mix of local and national tenants to meet resident needs.

Starbucks, expected to open early next year, comes through Urban Coffee Opportunities (UCO), a new division of the Starbucks Coffee Company. UCO started in 1998 as a collaboration between Starbucks Coffee Company and Johnson Development Corporation (JDC), owned by Earvin "Magic" Johnson. There are more than 65 UCO stores across the United States, with a goal of 125.

UCO was formed when Starbucks and JDC recognized that many communities were bypassed by larger companies. Because they knew areas like the Diamond could support major high-end retailers, they committed to making it happen.

To meet community needs, Starbucks is seeking local food vendors to offer special menu items. The store's music selections will also reflect the musical preferences of the community.

Cold Stone Creamery is a franchise business owned by San Diegans Renny and Damon Goldstein. The Goldsteins own other Cold Stone locations in Pacific Beach, Imperial Beach, Lemon Grove, National City, and Spring Valley.

"Cold Stone is a community-based business," Renny said. "This area, like other unincorporated parts of the city, is more community-oriented. There is a strong sense of community here, and we're excited to be part of it."

"Cold Stone is a community-based business. There is a strong sense of community here, and we're excited to be part of it."

— Renny Goldstein

Although it's a national brand, Cold Stone Creameries are run like small businesses. According to Renny, the Market Creek Plaza location is ideal, because he and Damon try to position their stores in areas that have lots of people. He estimates the area serves 100,000 people.

Fifteen local residents will be hired to staff the store. According to Damon, it's a great job for anyone. "We're looking for people who are ambitious, high-energy, with good customer service skills. This is a fun job. It's a real team environment," he said.

Those interested in applying for a job at Cold Stone Creamery can call the employment hotline at (619) 644-9000. Applicant screening and hiring takes place two months before the store opens to get staff trained and ready for opening.

Founded in 1988, Cold Stone Creamery uses super-premium ice cream and yogurt blended with a host of mix-in ingredients like cookies, candy, and fruit on a granite stone chilled to 16 degrees. It is the 25th fastest growing franchise in the nation and bases its success on what it calls, "the Ultimate Ice Cream Experience."



Damon and Renny Goldstein are looking forward to opening Cold Stone Creamery at the Plaza early next year.

The Village Center at Euclid & Market

Resident Teams Focus On Larger Vision



Market Creek Plaza is just a hint of what community residents can do when they come together around a common vision. The Plaza is now one piece of an even larger vision – the Village Center at Euclid and Market.

Approved by the City of San Diego's City of Villages program, The Village Center at Euclid and Market will transform 45 acres of mostly untended and unused property along the Market Street/ Euclid Avenue corridor into a vibrant community hub. The vision includes creating a place where people can live, work, and play.

The resident teams that planned, designed, built, and leased the Plaza are now working together on the Village Center. It, too, will honor and celebrate the cultures of the world through art, entertainment, retail, and food businesses.

The Village Center plans for more than 800 housing units, including designated affordable housing. As a strategy for creating paths to home ownership, it brings more necessary goods and services to the community, with opportunities



Resident teams partner with JCNI staff to plan all aspects of the Village Center.

for local entrepreneurs and job creation. The plan includes youth activities, park space, and cultural learning opportunities, including an outdoor amphitheater, community-center, and cultural art.

Don't miss this chance to really make an impact on your community. Get involved with the teams making this project happen.



on for Community Redevelopment



Village Center Meetings

- **Art & Design:** Developing art and architecture reflecting the cultures of this community.
- **Business Development & Leasing:** Determining the needed products and services and developing a mix of local and national merchants to meet those needs.
- **Employment Development:** Developing pathways for workforce training and preparedness.
- **Youth:** Exploring youth needs and developing programs and projects to meet those needs.
- **Childcare:** Working with families and current community childcare providers to strengthen childcare programs.
- **Community Ownership:** Guiding the development of investment and ownership opportunities for residents.
- **Community Coordinators:** Developing neighborhood relationships, addressing safety issues and resident needs, and working together on community clean-ups, graffiti removal, and other projects.
- **Resource Development:** Attracting public and private investment to fund Village Center development.



Resident Ardelle Mathews reviews the site plan for the Village Center with Roque Barros.

- **Neighborhood Unity Foundation:** Launching a community foundation designed, owned, and led by residents.
- **Training Kitchen:** Guiding design of services and programs in the food service and hospitality fields that will be available to residents and local businesses.
- **Community Center:** Defining the mission, vision, and operations or a community-friendly meeting space.
- **Grants:** Attracting funds from foundations and groups to support local programs.

To get involved, call Roque Barros at the Jacobs Center for Neighborhood Innovation at (619) 527-6161.

Public Safety at the Plaza

Plaza Security: Creating a Safe, Inviting Environment

Making sure Market Creek Plaza is a safe, secure place to shop, dine, or work out is a 24-hour job.

Duane Phillips, Market Creek Plaza site supervisor, leads a crew of two on-site maintenance technicians and a landscape technician to keep the Plaza looking like a community jewel.

"They put 100 percent into this place," Duane said of Stacy Butler, Leo Bojorques, Daryl Johns, and Robert Cardoza. "They put their hearts into making it look its best. Sometimes I have to tell them to go home at the end of the day."

Before coming to MCP, Duane was a public safety officer for a 279-block area of San Diego that included downtown and the Gaslamp. He also worked as a

backstage manager for concerts throughout San Diego.

"I've found all you need to do to get others to smile is to smile yourself," Duane added. "People are very positive about the Plaza. They're happy with the merchants we have here and happy with the community."

The biggest struggle Duane and his team face is trash control, so getting everyone's help in keeping the Plaza clean is one of his priorities. The other is building a strong customer relations approach with the security team.

He also works in cooperation with Kelly Steppe, owner of K-Tech Security, to make all Market Creek Plaza experiences good ones.

Steppe is very committed to the community – the place she's called home her entire life.

"The Plaza is in my neighborhood," she said. "My mom shops at Food 4 Less,

and I want it to be a safe place for her and everyone else to go. This is more than a job – it's my home."

Kelly has been involved as a community resident planning the Plaza "since it was just a baby idea."

"I've lived in this beautiful, changing community since 1961," she said. "When the folks from the

"People are very positive about the Plaza. They are happy with the merchants we have here and happy with the community"

– Duane Phillips

Jacobs Center came in, I worked with them for a couple of years on community outreach. I've watched it go from the abandoned Langley factory through demolition, to construction, to where it is now. I've got a lot of buy-in on this project."

While Market Creek Plaza was coming to life, Steppe built her own company. For 12 years before that, she worked in the security field. "I love security and want to see it done well. There's a lot of security out there that is simply not," she said.

K-Tech provides 24-hour security that is highly visible and user-friendly. In 2003, K-Tech was named Business of the Year by the Diamond Business Improvement District.

By working together the Market Creek Plaza site staff and K-Tech ensure that residents have an on-going sense of pride in the Plaza and what it brings to the community.



Market Creek Plaza site supervisor Duane Phillips and his crew (top) work together with Kelly Steppe and the staff of K-Tech security to make sure the plaza is a safe, secure place to shop.

El Progreso de la Plaza Market Creek

Celebrando al “Dr. Joe”

Más de 300 residentes celebraron la vida del hombre conocido a muchos como el Doctor Joe. El Doctor Joseph John Jacobs Jr., el fundador de la Fundación de la Familia Jacobs (JFF) y el Centro Jacobs para la Innovación de la Vecindad (JCNI), falleció el 23 de octubre. Tenía 88 años. El Dr. Joe influenció muchas vidas en el sureste de San Diego. Una asociación de residentes trabajaron con él y sus fundaciones para sostener sus vecindades y traer unos servicios necesitados. El Dr. Joe invirtió casi \$40 millones de dolares en varios proyectos vecindarios, como en la Plaza Market Creek y el Instituto de Ciencia Preliminar (EIS).

Centro Nuevo para Servicios de Negocio

Algunos negocios pequeños en las vecindades Diamante, tendrán un recurso nuevo para servicios con la tienda Business Matters. Fácil para usar y obtener, Business Matters ofrece servicios personalizados y esenciales para los negocios. Estos servicios incluyen: el alquiler de apartados postales, imprimación de tarjetas de negocio, el alquiler de computadoras, enviamientos, servicios postales, copias de negro/blanco y de color, carteles, letreros y hacen llaves. También se puede mandar faxes y comprar surtidos para la oficina.

Pronto Vendrán el Café y el Helado a la Vecindad

La compañía, Starbucks, que vende café y la heladería, Coldstone Creamery vienen a la Plaza de Market Creek en el año 2005. Estos mercantes nuevos son unos de los negocios más deseados por la vecindad.

Planeando el Centro Village

Las asociaciones residenciales que planearon, diseñaron, construyeron y locacionaron la Plaza ahora están trabajando juntos para realizar una aldea en las Calles de Market y la Avenida Euclid. El Centro Village transformará 45 acres de propiedad junto a la Calle Market y la Avenida Euclid en un

corredor vibrante en la vecindad. La visión incluye crear un lugar donde la gente podrá ir a vivir, trabajar y jugar. La asociación está trabajando para determinar y dirigir todos los aspectos de este proyecto. Para participar en este trabajo tan emocionante, por favor llame al Señor Roque Barros al (619) 527 – 6161.

ເລຂະການຮູບແບບນະຄອນ ເບຣເນກສ໌ໂອລບຣັກເອີນເອ

ເປັນຈຳນວນ 100 ກວ່າ ຄົນຂອງອຸມຊົນຊາວບ້ານຊາວເມືອງທີ່ໄດ້ມາສຳລອງຊີວິດຂອງບຸກຄົນອັນມີຊື່ສຽງທີ່ປະຊາຊົນທັງຫລາຍຮູ້ເຝົ້າຢູ່ໃນກຸ່ມນວນຊົນ ຄືທ່ານ Dr. Joe Joseph John Jacobs, Jr. ໄດ້ສຳເລັດການສຶກສາ Ph.D. ຊຶ່ງໄດ້ເປັນຜູ້ສ້າງການຈັດຕັ້ງ Jacobs Family Foundation(JFF) ແລະ Jacobs Center for Neighborhood Innovation(JCNI), ໄດ້ມີຮະນາກັນໄປໃນວັນທີ່ 6 ຕຸລານີ້. ເຝົ້າມີອາຍຸຢູ່ 88 ປີ. ທ່ານ Dr. Joe ໄດ້ເຮັດໃຫ້ແຕ່ຕ່າງຈິດໃຈຊາວບ້ານທາງດ້ານຕາເວັນອອກສຽງໃຕ້ຂອງເມືອງແຊນດີເອໂກ. ຄຸນະຊາວບ້ານທີ່ໄດ້ເຮັດວຽກຮ່ວມກັບເຝົ້າແລະການຈັດຕັ້ງໃນວຽກງານຂອງໂຄງການເປັນຈຳຫລາຍໂຄງການ, ອັນທີ່ໃຫຍ່ກ່ອນໝູ່ນັ້ນແມ່ນເພື່ອໃຫ້ໝູ່ບ້ານຂອງເຂົາເຈົ້ານັ້ນເຂົ້າມາຮູ້ແລະໄດ້ເອົາການບໍລິການທີ່ມີຄວາມຕ້ອງການມາ. ໄດ້ມີຈຳນວນເງິນເກືອບຈະເຖິງ \$4 ລ້ານທີ່ເອົາມາລົງທຶນໂດຍ Dr. Joe ແລະການຈັດຕັ້ງຫລາຍອັນ, ໂຄງການອັນໃຫຍ່ຫລວງກ່ອນໝູ່ນັ້ນກໍ່ແມ່ນສຖານການຄ້າ Market Creek Plaza ແລະ the Elementary Institute of Science(EIS).

ການຄ້າເລັກໆນ້ອຍໆດັ່ງ Diamond Neighborhoods ນັ້ນໄດ້ມີບ່ອນໃຫ້ຄວາມຄິດຫາຫົນທາງໃໝ່ສຳຫລັບເຄື່ອງມືແລະການບໍລິການໃຫ້ການຄ້າໄດ້ສາມາດເກີດຂຶ້ນໄດ້-ວັດຖຸສິ່ງຂອງການຄ້າ. ຄວາມໄດ້ໄຊ້ໄດ້ຢ່າງສດວກ. ເຮືອງຮາວຂອງການຄ້ານີ້ໄດ້ບໍລິການລູກຄ້າສ່ວນບຸກຄົນແລະການບໍລິການອັນເປັນຈຸດສຳຄັນ. ໂດຍມີ: ບ່ອນສົ່ງຈົດໝາຍຊຶ່ງທາງໄປສະນີໃຫ້ເຊົ່າ, ຫົວເຈ້ຍຂຽນຈົດໝາຍແລະນາມບັດການຄ້າ. ບ່ອນຄອມປິວເຕີຢູ່ໃນຮ້ານໃຫ້ເຊົ່າ, ການສົ່ງຂອງ, ກິຈການໄປສະນີ, ສຳເນົາ(ເປັນສີ), ປ້າຍເຄື່ອງໝາຍແລະໃບປະກາດຕ່າງ, ກະເຊາ, ພາສ, ແລະພັສຕູໂຊໃນຫ້ອງການ.

ບໍລິສັດຮ້ານກາເຟ ສທາບັກແລະ Gold Stone Creamery ກໍ່ຈະໄດ້ເຂົ້າມາຢູ່ມາກເກັດກິກປລາຊາໃນປີ 2005 ນີ້. ຮ້ານຄ້າໃໝ່ສອງຮ້ານນີ້ ຈະໄດ້ຊ່ວຍໃຫ້ເຂດອຸມຊົນບັນລຸເປັນນຶ່ງໃນຈຳນວນສິບຂັ້ນສູງສູດສຳຫລັບປລາຊາ.

ຄຸນະທີ່ຢູ່ໃນອຸມຊົນຊາວບ້ານຊຶ່ງໄດ້ວາງແຜນ, ອອກແບບ, ກໍ່ສ້າງ, ແລະໄດ້ເຊົ່າປລາຊານັ້ນ ໄດ້ເຮັດວຽກຮ່ວມກັນກັບ the Village Center(ສູນກາງໝູ່ບ້ານ) ຢູ່ຕີນ Euclid ແລະ Market. ສູນກາງໝູ່ບ້ານຈະໄດ້ປ່ຽນແປງຮູບຂອງທີ່ດິນທີ່ມີ 45 ເອເກີທີ່ບໍ່ໄດ້ຢູ່ແລະບໍ່ໄດ້ໃຊ້ໃຫ້ມາເປັນຈຸດສູນກາງຂອງອຸມຊົນຊາວບ້ານອັນທີ່ສົມສະເໝີ. ພາບທີ່ມອງເຫັນນັ້ນໄດ້ຄືຄະດີດອອກແບບເປັນສຖານທີ່ອັນນຶ່ງຊຶ່ງເປັນບ່ອນໃຫ້ຄົນສາມາດໄດ້ຢູ່ອາໄສ, ມີຄວາມຮັກ, ຫົວຍື່ນ, ເຮັດວຽກການ, ຫລິນ, ແບ່ງປັນຮ່ວມກັນ, ແລະຈະເຮັດເຕີບໂຕ. ຄຸນະໄດ້ເຮັດວຽກຮ່ວມກັນໃນປັດຈຸບັນນີ້ເພື່ອໃຫ້ສາມາດຮູ້ໄດ້ແຕ່ລະແນວນຳຊື່ທາງໃນຮູບການທັງໝົດຂອງໂຄງການເລົ່ານີ້. ເພື່ອຈະພົວພັນໃນວຽກການອັນຕົ້ນຕໍນີ້, ຈົ່ງໂທຫາ (609) 467-7070.



The Holidays come to Market Creek Plaza

More than 500 people enjoyed a special holiday shopping day close to home at Market Creek Plaza's Third Annual Holiday Gift Faire. The event combined beautiful multicultural clothing, jewelry, art, and other gifts from the micro-entrepreneurs that define Where the World Meets Multicultural Gift Shop. Bigger and better than ever, the Faire also featured offerings from other new and existing businesses at the Plaza.

Santa was the most popular attraction at the Faire, as more than 300 children took photos with St. Nick. Kids also had their faces painted and decorated holiday cookies. For young and old, new businesses Cold Stone Creamery and El Pollo Grill passed out samples of their famous products. Both businesses will open in 2005.

**MARKET CREEK
PLAZA**



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