

Step Up to the Plate at Batter Up! New Restaurant Opens at the Plaza

Chef Melvin Johnson is no stranger to great food and world-class service. He has worked with some of the best chefs in the business, including celebrity chef Bobby Flay, and traveled around the world soaking up a variety of cooking styles and flavors. So when it came time to create a new restaurant in his home community, Chef Mel had some definite ideas.

"I wanted to create a feeling of coming to my house to watch the game — a place where people can eat, talk, and share great food," he said. "This restaurant and these dishes come straight from my heart, and I'm thrilled to be back in the place where I grew up."

Batter Up! offers an original fast-food experience in a lively, sports-themed environment. Chef Mel has created an innovative layering of flavors, a technique he developed while working shoulder-to-shoulder with some of the world's best-known celebrity chefs. The menu features batter-fried fish, chicken and shrimp baskets, signature salads, and home-run sandwiches.

Chef Mel is dedicated to using the best ingredients he can find, and his attention to detail extends all the way to the potato chips served alongside the sandwiches. Mel was unable to find Utz potato chips in Southern



A Diamond neighborhoods native, Chef Mel serves up one-of-a-kind fast food in a casual, sports-themed atmosphere.

California, which he remembered from his time on the East Coast. Determined to bring these light, flavorful chips to his restaurant —

"The best potato chips you can find, without a doubt" — Mel went online and found the distributor. Previously only available on the mid-Atlantic coast, Utz chips are now served exclusively in San Diego at Batter Up!

A devoted Padres fan, Mel's restaurant is a tribute to baseball. The casual, family-friendly eatery is decorated with baseball bats, photos, and memorabilia, as well as four state-of-the-art plasma and LCD screens so patrons can catch the game. Born in San Diego, Chef Mel's career includes successful stints at Atlanta's Baker's Café, San Diego's Grant Grill at the U.S. Grant Hotel, the Gumbo Pot, and the Juke Joint Café. Happy to be back in the neighborhood where he and his parents grew up, Chef Mel also sees Batter Up! as a means to

give back to his own community by serving as a positive role model and providing real work experience and culinary training for local youth. The location of Batter Up! has special meaning for Mel — his grandfather worked in the factory that used to occupy the Market Creek Plaza site.

Batter Up! is across from Coldstone

Creamery in Market Creek Plaza. Hours are 11 a.m. to 9 p.m. Monday through Thursday; 11 a.m. to 10 p.m. Friday and Saturday; and 12 to 7 p.m. on Sunday. Call 619-262-3333 or visit www.gobatterup.com.



Diamond Residents Can Now “Own With Units in Market Creek Partners,

We planned it. We built it.
Now how can we own it?

The next step in resident ownership of Market Creek Plaza was unveiled at a kickoff celebration at the Jacobs Center in March. After years of planning, a groundbreaking Community Development Initial Public Offering (IPO) is giving Diamond neighborhood residents a chance to truly “Own a Piece of the Block.”

The Community Development IPO opens the opportunity for community residents to purchase ownership units in Market Creek Partners, LLC, the Plaza owner. A large crowd of community members and stakeholders gathered to celebrate the kickoff of the ownership campaign.

“We want people to be able to invest in their own neighborhood,” said Robert Tambuzi, a community

resident, activist, and member of the Ownership Design Team. “In the past, we invested by consuming, but this exciting opportunity allows us to own both the process and part of the asset.”

Creating the Community Development IPO took five years and involved a core group of residents partnering with the Jacobs Center for Neighborhood Innovation (JCNI) and the assistance of a legal team. The key to success, team members agreed, was to open the offering to as many community stakeholders as possible from a broad range of backgrounds.



The Ownership Design Team gathered with Vi Jacobs on stage to officially launch the Community Development IPO.

Since this was such an innovative proposal, it took thousands of hours of research and coordination, as well as more than 40 revisions.

“This offering is genuinely about ownership,” said Kelly Steppe, community resident and member of the Ownership Design Team. “This is not only about feeling ownership or loyalty for something genuine because you just love it, but this is actually purchasing a piece of your



Offering Coordinator Luis Natividad (above) discussed the Community Development IPO with Diamond neighborhood residents. The crowd (right) celebrated the groundbreaking opportunity to buy units in Market Creek Plaza.



a Piece of the Block” LLC

community and having ownership in that way.”

In addition to Director of Community Ownership George Harris, Offering Coordinators Luis Natividad and Barbara Day are available to help residents sign up and to answer questions.

“People were curious. They knew something good was happening and didn’t want to be left out,” said Luis. The night of the kickoff, Luis helped 100 people sign up to attend sales presentations.

“This redefines the way we think about community building and community development. It is an extraordinary model because it moves the people who live in the area from being stakeholders to shareholders,” said Angela Glover Blackwell, the founder and CEO of PolicyLink, a national nonprofit organization dedicated to promoting economic and social



Interested residents filled out forms requesting more information about how they can own a piece of the block.

equity in traditionally underserved communities. “You are proving that it is possible to turn dreams into reality.”

All investments involve risks. Ask questions and get all the information you can before you invest.

To learn more about how you can own a piece of the block, visit www.ownapieceoftheblock.net.



Ownership Design Team member Mac McGee (above) explained the first step toward investment.



Local Contractors Needed

Contractors who want to be a part of building the community are welcome to make bids for work on the Joe and Vi Jacobs Community Center. Bids will be selected based on the best combination of price, qualifications, and ability to meet the seven “Community Builder” criteria developed by the team. Criteria include:

- 4th City Council District and/or Historically Underutilized Business Enterprise (HUBE) contractors
- Participation in joint ventures with 4th District or HUBE contractors
- Ability to provide mentoring for the District and/or HUBE contractors
- Commitment to hire local residents for construction labor
- Purchasing from vendors and suppliers in the District
- Creating other strategies and opportunities to build construction and business capacity in the District
- Participating in Community Builders program events and celebrations

The following trade opportunities are available; doors, EIFS and stucco, skylights, windows and storefront, fireproofing, roofing, insulation, sheet metal, waterproofing, ceilings, kitchen equipment and installation, fire sprinklers, framing and drywall, concrete flatwork, ACP, bathroom fixtures, masonry, awnings and canvas, wall coverings, interior and exterior painting, waterproofing and caulking, building signage, floor coverings, millwork, cabinets, corbels, striping, and landscaping.

Contact: Randy Pruitt (619)527-6161

Market Creek Plaza Partners on 15th Annual Heritage Day Festival and Parade

The Market Creek Plaza amphitheater came alive on February 25 as almost 4,000 people gathered for the 15th annual Heritage Day Festival and Parade. The parade began at 49th and Logan and ended at Market Creek Plaza, where visitors were treated to a lively festival of booths, food vendors, and entertainment.

The plaza hosted special appearances and autograph-signing sessions with Raven Symone and Kyle Massey from the Disney Channel's *That's So Raven*; Booker T and Sharmell, WWE Smackdown superstars; Tommy the Clown; and members of the San Diego Chargers.

A festive crowd filled the amphitheater, clapped along to the music, enjoyed dance groups, poetry, and step dancing. Other activities included a Kids Zone with an inflatable rock climbing wall and face painting, a Career Zone,

and a Health Zone, which featured a blood drive to benefit the San Diego Blood Bank Stem Cell Donor Center.

The annual Heritage Day Parade is organized by Nu-Way Operation BHILD, a non-profit organization that helps rebuild and mobilize communities. The Jacobs Family Foundation supported the event and the Jacobs Center provided assistance in planning, security, and promotion.

"It's important for us to participate and honor the events and cultural leaders significant to the people who live in this community," said Roque Barros, director of community building at JCNl. "We look forward to hosting more cultural events and festivals in the Market Creek amphitheater as a way for the community to come together and celebrate."



Raven Symone and Kyle Massey from the Disney Channel's *That's So Raven* signed autographs for a long line of excited fans.

30-Year-Old Tradition Comes to Market Creek Plaza

The Lao Community Cultural Center brought the 30th Annual Lao New Year Festival to Market Creek Plaza for the first time in its history on April 23 and 24.

A ceremony of birth and purification, the Lao New Year is the most widely celebrated festival in Laos.

After the traditional Nang Sangkhane parade, the crowd gathered for a dedication of the Lao tapestry tile walkway. "This tapestry is just a small symbol of our appreciation to honor the Lao community.

We hope you will continue to be here and celebrate with us for many years," said Roque Barros of JCNl.

"We are honored to

have the Jacobs Center represent the Lao culture so we can have a bright future with a diverse community living in harmony," added Khampet Soumpholphakdy, president of the Lao Community Cultural Center in San Diego.

Market Creek Plaza filled with the sounds of traditional Lao music as the crowd, many dressed in traditional Lao fabrics, enjoyed Lao cuisine, crafts, Lao sports competitions, an ethnic costume fashion show, classic dance and music performances, and a Miss Lao New Year pageant. Viliya Ketavong, a member of the Lao community, said the Plaza is the perfect place for the New Year celebration because, "We live here. This is the heart of the Lao community."





A crowd filled the Market Creek Plaza amphitheater to enjoy traditional dance performances and music from Mariachi Reyna de los Angeles.



Project New Village Event Honors César Chávez Legacy

Mexican rock, Cuban boleros, and Argentinean tangos filled the Market Creek Plaza amphitheater as Project New Village, a nonprofit organization dedicated to sustaining a healthy community in southeastern San Diego, and JCNi hosted the 6th Annual César Chávez Tribute and Community Celebration on Saturday, March 25.

The event kicked off with a walk for unity honoring the community and the work of César Chávez — civil rights leader, crusader for nonviolent social change, and consumer advocate. It ended with a celebratory festival at Market Creek Plaza.

Hundreds enjoyed food, health information, a low-rider car exhibit, and live music from three well-known bands. Los Rockin' Devils and Mariachi Reyna de los Angeles entertained the crowd with energetic rock tunes and mariachi music.

Los Panchos performed a variety of Latin sounds including the Cuban bolero, Argentinean tangos, and Colombian Cumbias.

Senator Robert F. Kennedy once noted that César Chávez was one of the heroic figures of our time and the most important Latino leader in U.S. history. Chávez founded the United Farm Workers Union, the most successful farm workers union in American history, and helped start the Chicano activism of the 1960s and 1970s that led to a Latino civil rights movement.

"We started the César Chávez tribute in 2000 when César Chávez Day was created in California," said Project New Village Director Diane Moss. "The people of southeastern San Diego need hope and they need heroes. Chávez is a hero to people of all backgrounds."

Market Creek Plaza Amphitheater Events

For more information, click on "What's Happening" at www.shopmcp.com.

July 15

Arts and Culture Fest

The Arts and Culture Fest kicks off a summer of fun at Market Creek Amphitheater. This all-day festival will feature the work of local visual and performing artists, including lively demonstrations by dance groups and musicians. The highlight of the festival will be the hands-on workshops. From piñatas to cultural art projects, each workshop will provide an opportunity for kids and adults to try their hand at a variety of art projects. The free event is from noon to 6 p.m.

July – September

Multicultural Entertainment

This summer, Market Creek Amphitheater will once again host the Multicultural Entertainment Series, a family-friendly series of events featuring the music, food, and traditions of the cultures that make up the Diamond Neighborhoods. From Pacific Islander night, with cultural dance and live music, to a south-of-the-border Mariachi band, the amphitheater will come alive with music from around the world. Every month will feature Friday family nights, sensational Saturday festivals, and Sunday gospel concerts. Travel the globe without leaving your neighborhood at Market Creek Amphitheater. Everyone is welcome at these free events.

Community Ownership is the Cornerstone of Market Creek Plaza Business

Community ownership. What exactly does that mean, anyway? It has both literal and loose interpretations. It also has both economic and social implications. But what is it? Many things to many people.

The businesses at the Plaza were sought and selected by a resident team. Some are owned and operated by residents, others provide jobs and training opportunities. All of the businesses began with a commitment to the "Spirit of Partnership," which keeps the focus on learning and sharing and growing together as part of a bigger vision.

"When people have good jobs and opportunities they are better able to care for their families, connect with their neighbors, and make an impact on their communities," said Roque Barros of JCNI. "People need access and ownership at all levels, from hourly jobs with competitive pay and good benefits to ownership and responsibility for their own businesses. It all works together to strengthen our neighborhoods."

Ownership is the foundation for building community. Market Creek Plaza didn't just fill up its spaces with whatever came its way. Each merchant was carefully selected to fill community needs and each offers a different level of ownership. The Plaza offers five different types of business ownership, along with programs to support entrepreneurs at every level.

Micro-Business

Where the World Meets (WTWM) is home to the Micro-Business Retail Program (MBRP), which offers opportunities for local artists and artisans to promote their handmade and heartmade creations. The program assists the entrepreneurs in basic business practices and promotes the items on the WTWM web site. The store also carries items from around the world that reflect the cultures of the community.

Locally-Owned Businesses

Local entrepreneurs like Charles and Bessie Johnson at Magnolias Authentic Southern Dining and Victor Lopez at El Pollo Grill own and operate their own businesses. Market Creek Plaza partners with them to assist in financing and promotion, and offers special leasing options that help keep the cash flowing as their businesses grow.

Locally-Owned Franchises

Some merchants — Curves and Cold Stone Creamery — are traditional franchise models, which means they benefit from the experience and backing of a major brand yet are managed locally. The Curves franchise owner is a long-time community resident offering a special brand of customer service and individual attention. While the owners of the Cold Stone franchise leveraged their experience from other shops in San Diego, Curves was supported by Market Creek Plaza early on to help get it off to a good start.

Manage-to-Own

Market Creek Plaza is also home to innovative business models that open up even more opportunities for ownership. Batter Up! is part of a special manage-to-own program, which gives the manager of the business the opportunity to gradually take over ownership of the business. Business Matters, now in redevelopment, may also develop into a manage-to-own opportunity.

National Tenants

Food 4 Less, Starbucks Coffee, Wells Fargo, and San Diego Gas & Electric are extensions of large, successful companies. Because of their success and long-term stability, these businesses support the Plaza by attracting customers, investment, and interest that benefits everyone.

There's Alw

It was a simple idea. Just ask the members of the community what they want.

After 800 neighborhood surveys were conducted in four languages and hundreds of community meetings were held, it became clear that Diamond Neighborhood residents wanted a vibrant commercial and cultural hub for their community. Market Creek Plaza was born out of this process, and it has become a community center that meets the needs of residents by offering a variety of retail shops, food, entertainment, and services.

The dream of Market Creek Plaza has become a reality, and the businesses are experiencing the success that comes from community ownership and involvement. Each of the shops, restaurants, and services at the Plaza are there for a reason, and each fulfills an important role in the community. The ideas of the community members became the blueprint and the guiding force behind the Plaza, and these ideas are the key to its success today.



The El Pollo Grill (above) radio promotion brought in new customers.

ays Something Going on at the Plaza!

There's always something going on at the Plaza. From in-store promotions to monthly specials, Market Creek Plaza is your home for unique products, great variety, and lively gatherings.

Business Matters

As part of its goal to offer a wider variety of services, Business Matters has become an authorized T-Mobile dealer. Business Matters customers can access the same services that are available at any T-Mobile store, including mobile phone activation, upgrades, and accessories. Business Matters will continue to offer copies, faxes, office supplies, and private mailboxes. Easy to reach and easy to use, Business Matters offers personalized customer service and a wide range of essential business services.



Diamond Neighborhood residents were the guiding force behind the mix of shops, restaurants, and services at Market Creek Plaza. Curves (right) offers a special promotion for new and existing members.

El Pollo Grill

Bring the family! Kids eat free on Thursdays at El Pollo Grill. Enjoy two free kids' menu items with each adult combo order. This offer is valid only for dine-in customers at the Market Creek Plaza location. Available for kids under 9, only one offer per family.

Juicy, authentic Mexican-style, flame-broiled chicken tops the menu at El Pollo Grill. El Pollo Grill's recipe is food at great prices.

Starbucks Coffee

Market Creek Plaza Starbucks is one year old! Everyone at Starbucks would like to thank the members of the community for their support during this past year. Visit Starbucks and enjoy a flavor-packed cup of coffee, cappuccino, frappuccino, or latte. Known as "the third place" — away from home or work — Starbucks is the perfect place for rich coffee, great music, and stimulating conversation.



Wells Fargo Bank

Learn how Wells Fargo can help you build wealth as a homeowner! Wells Fargo helps provide the means to purchase a home and helps current homeowners use equity to meet financial needs. Talk to a Wells Fargo banker about home ownership and you'll be entered to win one of several prizes, including a \$10,000 cash grand prize, a \$25 Visa gift card, or *The Automatic Millionaire Homeowner* book by David Bach.

Where the World Meets

Simone Fennell, one of the shop's independent vendors, showed her work at Artexpo New York — the world's largest fine and popular art fair. To see her work, visit Where the World Meets for unique, handcrafted multicultural gifts and products, including pottery, cultural attire, jewelry, and home décor items.

Curves

Bring your teenaged daughter to work out with you — for FREE! Current and new members can bring their daughters 12 to 18 years of age until July 15. Discover a place where women change their lives 30 minutes at time. Curves offers a proven 30-minute workout, common-sense weight loss, and all the support you need to reach your goals. Find the power to amaze yourself at Curves!

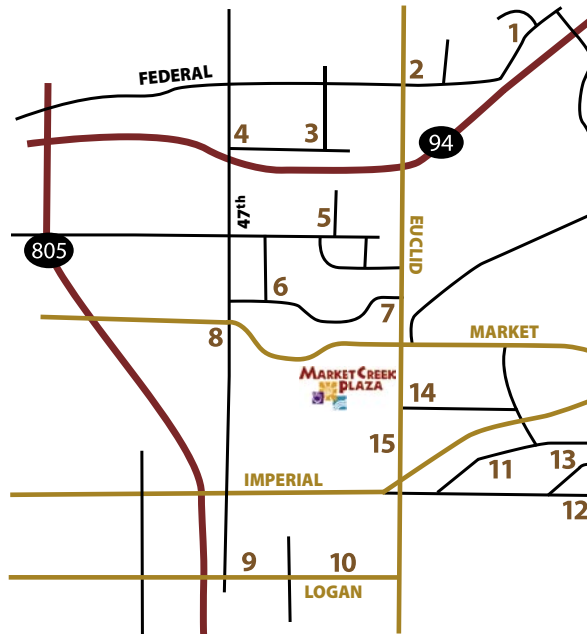


New Shuttle Gets Residents to and from Market Creek Plaza

Market Creek Plaza shoppers who need transportation assistance now have a safe and reliable way to get to and from the Plaza. All Congregations Together (ACT), in partnership with the Jacobs Center for Neighborhood Innovation, provides shuttle service on Tuesdays, Thursdays, and Saturdays.

The Market-to-Market Creek Plaza Shuttle provides a route throughout the Diamond Business Improvement District. The Market Creek Plaza Shop 'n' Drop Shuttle takes shoppers from Market Creek Plaza to homes in the Diamond neighborhoods.

To learn more, contact ACT at (619)527-6315 or email mail@act-sd.org.



1 - John Adams Apts.
2 - Jacobs Center
3 - "A" St. & Mary Lou
4 - "A" St. & 47th
5 - Gompers Park
6 - 48th & Guymon

7 - Guymon Euclid Apts.
8 - Creekside Apts. Trolley
9 - Bay Vista Apts.
10 - Arbor Village Apts.
11 - 54th & Santa Margarita

12 - St. Stephen's Apts. & McKinney Manor
13 - George L. Stevens Senior Center
14 - 54th & Groveland
15 - Euclid Terrace Apts.

Market-to-Market Creek Plaza Shuttle

Hourly Shuttle service

Tuesday: 9 a.m. - 6 p.m.

Thursday: 11 a.m. - 8 p.m.

Market Creek Plaza Shop 'n' Drop Shuttle

Service on the half-hour

Tuesday: 9 a.m. - 6 p.m.

Thursday: 11 a.m. - 8 p.m.

Saturday: 9 a.m. - 6 p.m.



MARKET CREEK PLAZA



Administrative Offices
5160 Federal Blvd.
San Diego, CA 92105

PRESORT STANDARD
US POSTAGE
PAID
SAN DIEGO, CA
PERMIT NO. 3251

Business Directory

Batter Up! (619)262-3333

Business Matters (619)263-4200

Cold Stone Creamery
(619)262-8500

Curves (619)262-2600

El Pollo Grill (619)266-6177

Food 4 Less (619)266-3161

Magnolias Authentic Southern Dining
(619)262-6005

SDG&E Bill-Pay Center
Walk-in service

Starbucks Coffee (619)264-1865

Wells Fargo Bank (619)266-9920

Where the World Meets
(619)527-5660

Visit Us Online

For more information on Market Creek Plaza, its businesses, cultural art projects, upcoming events, and promotions, please visit our website:

www.shopmcp.com



MARKET CREEK PLAZA Update

The Market Creek Plaza Update is published by Market Creek Partners, a wholly-owned subsidiary of the Jacobs Center for Neighborhood Innovation.

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