



Are You In? Time Is Running Out To Own a Piece of the Block

Evelyn Denmon is excited. The 60-year-old San Diego native did something she's never done before. Evelyn invested and now owns a piece of the block — Market Creek Plaza.

"I'm busting open," Evelyn said. "I'm a part of this project, and I get to be a part of something that's built right here in my own town. I'm glad I got in, and I hope others hear about it."

The Community Development IPO is an opportunity for Diamond Neighborhood residents to purchase ownership units in Market Creek Partners, LLC, the Plaza owner.

"This is a golden opportunity to invest your money into a project that's here, something that you're using daily, monthly, weekly," Evelyn added.

This groundbreaking opportunity is open only for a short time. Diamond Neighborhood residents can invest until Oct. 31, 2006, when the project is closed to new investors. The IPO is open only to Diamond Neighborhood stakeholders, people who demonstrate a commitment to strengthening the neighborhoods surrounding Market Creek Plaza and who live, work, or volunteer in these neighborhoods.

"I was excited to be part of something that was created through the community," said Juan Orozco, another community investor.



Community residents attend a presentation to learn how they can own a piece of the block.

"I invested in this IPO because I felt it was a chance to be part of something innovative, creative, and different."

To explain the details, risks, and benefits of this investment, offering coordinators hold frequent presentations. Victor Avalos attended one of the presentations at Market Creek Plaza.

"We don't have any experience in investing, so it was all fairly new," he said. "I was impressed by how open everyone was. They were willing to talk to us and answer all of our questions right away. We always try to support the businesses



Offering coordinator Barbara Day explains how the businesses contribute to the bottom line on a tour of Market Creek Plaza.

in our community, and this is just an extension of that."

Creating the Community Development IPO took five years. The project took thousands of hours of research and coordination. The end result is an opportunity for the members of the community to own part of a commercial and cultural center that's become a hub of activity.

(Continued on back cover)

Where the World Meets Reopens

A large map of the world hangs behind the counter of Where the World Meets, the newly reopened multicultural gift store in Market Creek Plaza. More than a decoration, it's the store's inspiration.

Xamdi Muse, a Diamond Neighborhoods resident from Somalia, says walking through Where the World Meets is like taking a trip around the world.

"The store brings people together," Xamdi said. "You'll see things from many different cultures, and when people come in, they find items from their home countries, and it makes them proud. They also learn about other people from around the world."

More than a store, Where the World Meets is a cultural experience that connects people through stories and traditions. The store brings together affordable, authentic products from around the world and carries both everyday and hard-to-find items that honor and unite the cultures of the world. Identification cards explain the origin and cultural significance of the items, and the store is filled with selections by local



painters, sculptors, designers, and quilters, as well as imports from around the world.

The new Where the World Meets was created in partnership with the International Outreach Team, a group with representatives from each of the cultures in the Diamond Neighborhoods. The International Outreach Team is working with the Jacobs Center for Neighborhood Innovation to create an international marketplace at Market Creek Plaza and throughout

The Village at Market Creek. They evaluated Where the World Meets in the spring of 2006 and determined that the store didn't fully represent the community.

The team talked with residents and determined that the community wanted the store to carry reasonably priced items that reminded them of their homes and taught others about their cultures. From this new vision, the store closed for restocking and remodeling, then reopened to the public at the Arts and Culture Fest on July 22 (see page 4 & 5).

The store is now a colorful, welcoming place with products from around the world, focusing specifically on Latin America, Asia, Africa, and the Pacific Islands. The items are grouped by region, so a walk through the store becomes a quick journey around the world. The products range from practical to fun: Laotian sticky rice bowls at \$8 to colorful coconut handbags from Samoa for \$16. The items are authentic and often hard to find. When one customer saw the Samoan candy leis, she exclaimed, "I haven't seen one of these since I was back home!"



With a New Vision

Customers can adopt a multi-cultural look with a hand-sewn Laotian pandua cloth (\$15) or a Guatemalan embroidered shirt (\$40), or give their home an international flair with decorative items like Peruvian chulucas ceramics (\$10 - \$40) or an Indonesian djembe drum (\$40). Jewelry, clothing, art, books, music, masks, and collectibles — Where the World Meets has a wide variety of products in every price range.

In coming months, the experience will continue outside the store, where seven cultural houses will sit on ground decorated with an artistically-created map of the world. Each house will display work from local artists and cultural items imported from around the globe.

Where the World Meets is easily accessible by car, bus, trolley, or on foot. Hours are 10 a.m. to 8 p.m., Tuesday through Friday; Saturday from 10 a.m. to 7 p.m., Sunday from noon until 6 p.m., and closed Monday. Call (619)527-5660 or visit www.shopwheretheworldmeets.com.



Where the World Meets is a cultural experience with affordable, authentic products from around the world.



Market Creek Plaza Shuttle Expands

The Market Creek Plaza Shuttle, which provides transportation from Market Creek Plaza to homes in the Diamond Neighborhoods, is expanding its service. The Market Creek Plaza Shop n' Drop Shuttle now runs Monday through Thursday and on Saturday. The service is provided by All Congregations Together (ACT) in partnership with the Jacobs Center for Neighborhood Innovation.

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

Market Creek Plaza Shop n' Drop Shuttle

Service every 30 minutes between these hours:

Monday:	10 a.m. – 6 p.m.
Tuesday:	10 a.m. – 6 p.m.
Wednesday:	10 a.m. – 6 p.m.
Thursday:	10 a.m. – 7 p.m.
Saturday:	10 a.m. – 6 p.m.

Market Creek Plaza Arts and Culture Fest Celebrates Diversity

The Diamond Neighborhoods are home to a rich mix of cultures from around the world. That diversity was celebrated on July 22 at the Arts and Culture Fest, an all-day, family-friendly event at Market Creek Plaza. Despite a heat wave that led to record temperatures throughout San Diego, more than 500 people gathered for a day of free live music, art displays, cultural workshops, a kids zone, and food.

The highlight of the event was a cultural village featuring seven houses built in the traditional style of each region.

The houses — African American, Somalian, Filipino, Mexican, Laotian, Sudanese, and Samoan — hosted free cultural workshops, including a papaya salad and sticky rice cooking demonstration in the Laotian house, a storytelling hour in the Mexican house, and a visual presentation and discussion of Somali culture and history.

"I learned something new about each culture from the houses," said Lefau Leilua, who taught a coconut candy-making demonstration in the Samoan house.

"I took a Filipino dance workshop and learned the handkerchief dance.

It was a hit!" Additional workshops focused on arts and crafts reflective of cultural traditions. Shelia Robinson led a session on the basic materials, tools, and methods used to create simple beaded jewelry, and Keneti Leilu showed children and adults how



to make traditional Samoan candy leis. Other workshops taught electronic beat making, how to make custom t-shirts, and Tahitian dance.

Throughout the day, live music exploding from the amphitheater stage included reggae, Latin jazz, and R&B. On a second cultural stage, attendees enjoyed traditional Laotian dances, Native American dancers, Brazilian capoeira, and an international fashion show with youth models from the community.



Market Creek Plaza came alive with traditional dance performances, cultural workshops, and live music at the all-day Arts and Culture Fest.



Party at the Amp Brings Free Summer Fun

The Market Creek Plaza Amphitheater hosted a summer of fun with the family-friendly Party at the Amp series. Planned by a team of residents, the series was supported by the Jacobs Center for Neighborhood Innovation with grants from Sempra Energy, San Diego Neighborhood Funders, and The Legler Benbough Foundation.

The free series featured the music, food, and traditions of some of the more than 20 cultures that make up the Diamond Neighborhoods. The community was treated to Friday-night Family flicks on the Amphitheater's large outdoor movie screen, featuring favorites

like Chicken Little, Harry Potter and the Sorcerer's Stone, and Glory Road. Saturday Culture Fests included live music, karaoke competitions, and dance performances. On Sunday, groups and choirs from local churches took to the stage for the popular Gospel Sundays.



The Village at Market Creek

Market Creek Plaza and The Joe and Vi Jacobs Community Center are the centerpieces of one of the most ambitious projects built on the vision of Diamond Neighborhoods residents. The Village at Market Creek is a resident-led redevelopment plan that will transform 45 acres of mostly unused, untended properties into a \$300 million “village” with a blend of elements that include housing, jobs, and recreational spaces. This vibrant hub and related activities will develop leadership, promote creativity and learning, encourage opportunity and ownership, value innovation and risk-taking, and promote cooperation, responsibility, and fellowship.

The plan includes 800 new homes that offer transit-oriented living in a cultural village setting, convenient to shopping, services, entertainment, and activity. Flats, condominiums, and town homes will blend quality and affordability in a secure and supportive environment for family living.

Five culturally diverse mixed-income housing communities, designed in partnership with residents, complement the International Marketplace and expand the spirit of service and shared responsibility. A variety of housing opportunities make it possible for current community residents to rent or buy their homes or participate in innovative rent-to-own or cooperative home-ownership options.

Construction Begins on The Joe & Vi Jacobs Community Center

Across the pedestrian bridge from Market Creek Plaza, the Joe and Vi Jacobs Community Center is taking shape. The 75,000-square-foot center will be a three-story building housing a cultural training kitchen, a state-of-the-art meeting and conference center, accessible community and office space, a showplace for public art, and the heart of The Village at Market Creek (see sidebar).

Due to be completed in August of 2007, the structural steel and flooring deck are now in place. In keeping with the goal of using local minority and women-owned contracting firms on the project, 13 of the 18 main contracts, with 11 subcontractors, were awarded to HUBE contractors — Historically Underutilized Business Enterprises. Of the \$8.6-million budget, 67 percent has gone to minority-owned businesses, and 34 percent has gone to businesses in the community.

Planning for the Center began in 1999 as a partnership between resident teams and the Jacobs Center for Neighborhood Innovation (JCNI), an operating foundation that explores and implements community change through entrepreneurial projects,

hands-on learning relationships, and the creative investment of resources. The building is across the creek from its originally planned location, a change made due to limitations that would have impacted the building’s construction.

The Center is named for Joe and Vi Jacobs, founders of JCNI, as a tribute from the community for Joe and Vi’s spirit of entrepreneurship, and their love of arts, culture, and learning. Created in 1988, Joe and Vi’s family foundation has provided more than \$41 million in technical assistance, training, and program support in the Diamond Neighborhoods of San Diego.

The Jacobs family joined the construction crew and members of the community for a topping off party on Sept. 22 to celebrate the installation of the last piece of steel. The final piece of iron was signed by the ironworkers, members of the community, and the Jacobs family, then hoisted into place. Lunch on the construction site followed.



Workers finish installing the structural steel and flooring deck on The Joe & Vi Jacobs Community Center.

ການເວລາ ກໍ່ຈະໄດ້ຜ່ານພົ້ນໄປແລ້ວ ເພື່ອຈະຊື້ສ່ວນ(IPO). ອັນນັ້ນນີ້ແມ່ນໂອກາດອັນ ເບີ່ງສຳຫລັບຊາວບ້ານທີ່ອາໄສຢູ່ຄຸ້ມຂອກ Diamond ຈະໄດ້ຊື້ເປັນເຈົ້າຂອງພາກສ່ວນຢູ່ໃນ Market Creek Patners, LLC, Plaza Owner.

ໂອກາດເປັນເຈົ້າຂອງທີ່ດິນນີ້ໄດ້ເປີດໃຫ້ພຽງແຕ່ເຖິງວັນທີ 16, ເດືອນຕຸລາ, 2006 ເທົ່ານັ້ນ. ຜູ້ປະສານງານໄດ້ເປີດການໝະນຳໃຫ້ຮູ້ຈັກເພື່ອຈະທົບທອນໂດຍລາຍລະອຽດ, ໃນການສຽງ, ແລະ ການຈະໄດ້ຜົນກຳໄລຂອງການລົງທຶນ. ເພື່ອລາຍລະອຽດເພີ່ມເຕີມກະຊວງຢູ່ນາຍ

www.Ownapieceoftheblock.net, ຫລືຕິດຕໍ່ນາຍັງເລຂ (ຟອນ) 667-6060,

ຮ້ານຄ້າຂາຍຂອງຂວັນມາຈາກຫລາຍຊົນເຜົ່າຕ່າງໆ ເຊັ່ນ Were the World Meet ໄດ້ກັບຄືນເປີດອີກແລ້ວດ້ວຍທ່ານໃໝ່ແລະສິນຄ້າໃໝ່ໆ. ຮ້ານຄ້າໃໝ່ນີ້ໄດ້ຄິດປະດິດໃນ ການຮ່ວມເປັນສ່ວນຂອງຄະນະ International Outreach Team, ຜູ້ທີ່ໂອລົມກັບ ຊາວບ້ານທີ່ອາໄສຢູ່ແລະໄດ້ບັງບອກວ່າຊາວບ້ານຢາກໃຫ້ຮ້ານຄ້ານີ້ສິນຄ້າຮາຄາຍອ່ນເຍົາ ແລະຊຶ່ງຂ້າເຈົ້າໄດ້ຄິດເຖິງບ້ານຂ້າເຈົ້າແລະໄດ້ຮຽນຮູ້ກ່ຽວກັບປະເພນີຂ້າເຈົ້າ. ດຽວນີ້ຮ້ານຄ້າ ນັ້ນເປັນຮ້ານຄ້າທີ່ມີສິນຄ້າ, ເປັນສຖານທີ່ຕ້ອນຮັບດ້ວຍເຄື່ອງຂອງຈາກທົ່ວໂລກ, ໂດຍເຈາະຈົງ ໃສ່ Latin America, Asia, Africa, and the Pacific Islands.

ຊາວບ້ານຄຸ້ມຂອກ Diamond ໄດ້ພາກັນສອງງານແສກສິລປະແລະວັທະນະທັມ ໃນວັນທີ 6G, ເດືອນກໍລະກົດ, ຕອດທັງວັນ, ທັງຄອບຄົວໝູ່ຢູ່ Market Creek Plaza. ໄດ້ມີການສ້າງໝູ່ບ້ານວັທະນະທັມນຳໜ້າດ້ວຍເຈົ້າວັທະນະທັມໃນໝູ່ປະເພນີແຕ່ລະ ຂອງພາກຖິ່ນ, ແລະແຕ່ລະບ້ານນັ້ນໄດ້ມີການແສກສອນຕ່າງໆດ້ານວັທະນະທັມໂດຍບໍ່ໄດ້ຄິດຄ່າ

ເລີຍ. ໄດ້ມີກິນຕຣີເຕັມໄປດ້ວຍອາກາດ, ໂດຍມີ reggae, Latin jazz, and R&B, ແລະເວທີທີ່ສອງນຳໜ້າໂດຍການແສກງຽບລາວແລະການແສກງຽບຝ່ອມຂອງ Native American, Brazilian capoeira, ແລະການແສກງຽບນູໆຖິ່ນຕ່າງໆຕອດທັງວັນ.

Market Creek Plaza ໄດ້ເປັນເຈົ້າພາບຈັດລາຍການມ່ວນຊື່ນໃນງານຮະດູ ໜ້າຮອນກັບຄອບຄົວໝູ່ຢູ່ໃນຊຸດ Amp. ອຸດລາຍການຟຣີໂດຍບໍ່ເສັຍຄ່ານີ້ໄດ້ມີການນຳໜ້າ ດ້ວຍກິນຕຣີ, ອາຫານ, ແລະປະເພນີຂອງບາງຢ່າງຂອງວັທະນະທັມຫລາຍກວ່າ 60 ວັທະນະທັມ ຊຶ່ງເຮັດໃຫ້ໝູ່ບ້ານຂອກ Diamond ດີຂຶ້ນ. ອຸກນີ້ໄດ້ມີ Friday night Family Flicks, Saturday Culture Fests, and Gospel Sundays.

ຢູ່ພັງສະພາບຄົມຍ່າງຈາກ Market Creek Plaza, ບ່ອນສູນອຸມຊົນ the Joe and Vi Jacobs ນັ້ນກໍ່ໄດ້ເຂົ້າຮູບເຂົ້າຮອບແລ້ວ. ສູນທີ່ມີໜ້າກວ້າງໆ 14,000 square-foot ກໍ່ຈະໄດ້ເປັນອາຄານບ້ານເຮືອນສາມຊັ້ນຊຶ່ງເປັນບ່ອນພິກຽນກ່ຽວກັບການ ຄົວກິນໝູ່ປະເພນີອັນໜຶ່ງ ຫ້ອງປະຊຸມຂອງການສິລປະຂອງຮູບແຕ່ລະສູນກາງປະຊຸມອັນໜຶ່ງ, ບ່ອນ ຫ້ອງການແລະສຖານທີ່ຂອງອຸມຊົນ, ແລະບ່ອນແສກສິລປະຂອງປະຊາຊົນ. ເພື່ອຈະໃຫ້ໄດ້ແລ້ວ ທັນເວລາໃນເດືອນສິງຫາ 2007 ນີ້, ຮ່າງເຫລັກແລະພື້ນກໍ່ໄດ້ເອົາມາລົງຕັ້ງໃສ່ຢູ່ສຖານທີ່ແລ້ວ. ວັນທີ 6G ກັນຍາ ນີ້, ສມາຊິກປະຊາຊົນຢູ່ຂອກນີ້ຂອງຄະນະຮັດວຽກໄດ້ມາຮ່ວມຄະນະກໍ່ສ້າງແລະ ຄະນະສຸພາອຳນວຍການຂອງ Jacobs ແລະພະນັກງານສຳຫລັບງານເພື່ອສອດຄ່ອງການຕິດຕັ້ງຂອງ ເຫລັກສິ້ນສຸດທ້າຍ.

¿Qué está pasando en la Plaza Market Creek?

El tiempo se está terminando para comprar un pedazo de la cuadra en la Oferta Pública Inicial del Desarrollo de la Comunidad (IPO). El IPO es una oportunidad para los residentes de la Comunidad Diamante para comprar unidades de propiedad de la Sociedad del Market Creek, LLC, el dueño de la Plaza. Esta oportunidad innovadora está disponible sólo hasta el 31 de octubre del 2006. Los coordinadores de la oferta sostienen presentaciones frecuentes para explicar los detalles, riesgos, y ventajas de la inversión. Para más información, visite www.ownapieceoftheblock.net o llame al (619)527-6160.

La tienda de regalos multiculturales, Donde el Mundo Se Encuentra se ha vuelto abrir con una nueva visión y nueva mercancía. La nueva tienda fue creada en sociedad con el Equipo Internacional de Alcance que representa la comunidad. Ellos hablan con los residentes y determinan los artículos que la comunidad desea ver en la tienda con precios razonables que les recordaran

de sus casas y enseñaran a otros sobre sus culturas. La tienda ahora tiene un vistoso colorido, dando la bienvenida al lugar con productos de alrededor del mundo, concentrándose especialmente en América Latina, Asia, África, y las Islas Pacíficas.

La diversidad de la Comunidad Diamante fue celebrada el 22 de julio en el Festival de las Artes y Cultura; fue un acontecimiento amistoso de familia que duro todo el día en Market Creek Plaza. Un pueblo cultural figuró siete casas construidas en el estilo tradicional de cada región, y cada casa ofreció talleres culturales gratis. A lo largo del día, la música en vivo llenó el aire, incluso reggae, jazz latino, y rock, y una segunda etapa presentó bailes laosianos e indígenas tradicionales, Brasileño capoe, y un desfile de modas internacional.

El Market Creek Plaza fué anfitrión de un verano de diversión con una Fiesta amistosa de familia en la serie de Amperio. La serie gratis presentó música, comida, y tradiciones de más de 20 culturas que

son parte de la Comunidad Diamante. La serie incluyó viernes por la noche Películas para la Familia, el sábado Festivales Culturales, y los domingos de Musica Evangelica.

Al otro lado del puente de peatones del Market Creek Plaza, el Joe y Vi Jacobs Centro Comunitario esta tomando forma. El centro de 75,000 pies cuadrados será un edificio de tres pisos que alojará una cocina de formación cultural, un salon de reunión y centro de conferencia de tecnología avanzada. Habrá espacio para la comunidad y espacio de oficina, y un lugar para exponer el arte público. Deberá de ser completado para agosto del 2007, el acero estructural y la cubierta de suelo están ya en su lugar. El 22 de septiembre, los miembros residentes que trabajan en equipos se afiliaron al equipo de construcción y a la mesa directiva de JCNi y el personal para una fiesta para celebrar la instalación del último pedazo de acero.

Are You In?

(Continued from front cover)

"This is an opportunity to do something larger than ourselves," said Sheila Minick, a community investor. "Now, every time I shop here I'm investing in my community. Invest in your community. Don't leave it for someone else to do. Don't bemoan

the fact that other people have not invested. Why not be part of the change?"

As owners, Diamond Community Investors will have a voice in the operation and management of Market Creek Plaza. Individual investors may purchase an ownership stake starting at \$200 and up to \$10,000.

All investments involve risks. Ask questions and get all the information you can before you invest. To learn more about how you can invest in this groundbreaking opportunity, visit www.ownapieceoftheblock.net or call (619)527-6160.



MARKET CREEK PLAZA



Administrative Offices
5160 Federal Blvd.
San Diego, CA 92105

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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

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