

Take a Trip Around the World This Holiday Season

This season, Market Creek Plaza brings the world to San Diego by celebrating the sights, sounds, and smells of holiday traditions from around the world. Festival Park and the amphitheater come alive during the holidays with cultural activities and celebrations that honor the winter traditions of the rich mix of cultures in the Diamond Neighborhoods.

If you find yourself in the Philippines the week before Christmas, don't expect to sleep in. Filipinos attend mass at dawn for nine consecutive mornings before Christmas, a tradition called **misa de gallo**, or mass at the cock's crow. After mass, everyone enjoys tasty snacks from street vendors, including *bibingka* (rice and egg-based cake), *puto bumbong* (purple sticky rice with brown sugar and coconut shavings), and *salabat* (hot ginger tea).

*Feliz Navidad, Maligayang Pasko,
Happy Kwanzaa,
Merry Christmas, and
Eid Mubarak*

Some African-Americans celebrate **Kwanzaa** Dec. 26 - Jan. 1. The holiday originated as a link between African traditions and American customs. Kwanzaa gifts are traditionally handmade and educational, teaching something about the heritage of people of African



The International Outreach Team, with representatives from each of the cultures in the Diamond Neighborhoods, has its hands in everything happening at Market Creek Plaza.

descent. Over the seven days of celebration, families light a series of candles symbolizing the seven basic values of the African-American family: unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity, and faith.

For many Somalians, the big holiday each year is **Id al Fitr**, a three-day celebration marking the end of Ramadan. Hindi Hussien, a member of the International Outreach Team (IOT) — a group with representatives from each of the cultures in the Diamond Neighborhoods — talks about how her family celebrates in San Diego.

"We meet in the morning, pray, and then wish each other **eid mubarak**, or happy holiday. We get dressed up, visit our friends, eat, and give gifts to the kids. We have a big feast marking the end of fasting and everybody celebrates for three days!" Hindi said.

For many Mexican-Americans, the night of December 16 brings **Las Posadas**, a nine-day-long tradition commemorating the Biblical journey of Mary and Joseph from Nazareth to Bethlehem.

"The children dress as angels, and we knock on doors, asking for lodging," said Mariana Ledezma, another IOT member. "The posada house opens the door, and we say the rosary and light candles. On the ninth night, we meet at the final house and celebrate with songs, prayer, piñatas for the kids, and tamales." You can find traditional star piñatas used during La Posada celebrations at Where the World Meets, as well as other decorative items to make your home festive for the holidays.

Take a trip around the world by visiting Where the World Meets and the cultural houses in Festival Park. Join in on the festivities scheduled at Market Creek Plaza on weekends in December.



Market Creek Plaza is a great place to meet family and friends.

A Great Place to Meet and Celebrate

Want to throw a party but need a great location? Looking for a fun new meeting place for your organization? In addition to one-of-a-kind gifts, inspiring public art, and cultural events, Market Creek Plaza is also expanding into a great place to have an event.

Market Creek Plaza will soon offer a variety of venues, including a 500-seat amphitheater, an open-air courtyard surrounded by cultural houses, a world stage, a multicultural marketplace, and restaurants ideal for large or intimate gatherings — all in a vibrant, festive atmosphere. Visitors can enjoy entertainment in the amphitheater hosted by the Market Creek Plaza Amphitheater team and the International Outreach Team.

Market Creek Plaza is great for holiday dinners, school field trips, meetings, celebrations, or business events. Looking for an unforgettable birthday celebration for your children? Host your next party in Cold Stone Creamery

or El Pollo Grill. Bring the family to Festival Park for your next reunion and celebrate among cultural houses from around the world. Starbucks is a great place to meet friends you haven't seen in awhile and catch up over a latte or a muffin. Need to make an impression? Host your organization's meeting in the global atmosphere of Where the World Meets. Get the old gang together for a southern feast at Magnolias, or watch the big game at Batter Up!

Market Creek Plaza was designed and built by teams of community residents as a hub of activity, entertainment, culture, food, and fun. See you there!



Kick off the holidays in style! Join us on December 14 for the Spirit of Unity Festival and celebrate with carolers, food, and Santa.



Join Us on Holiday Weekends

Travel around the world at Festival Park, our new event venue!

This holiday season, explore winter holiday traditions shared by Somalians, Sudanese, Filipinos, Samoans, Mexicans, Laotians, and African Americans. Join us throughout December for a lineup of cultural games, food, music, and fun.

12-6p.m. Saturday, Dec. 2

Writerz Blok Hosts the Four Elements of Hip Hop

Writerz Blok began as a positive approach to preventing graffiti, and has grown into a place for education and business opportunities in graphic design, hip hop dance, and DJ-ing. It also houses a youth aerosol art business and training center.

The Four Elements of Hip Hop event celebrates the art of hip hop by highlighting its four central elements: aerosol art, rapping,

DJ'ing, and dancing. Enjoy live art demonstrations, breakdancing lessons, and a turntable demonstration by DJ Kutfather.

6-8p.m. Sunday, Dec. 3

Holiday Expressions: The Spoken Word Through Visual Arts, Music, Choir, Poetry, and Drama

Experience a truly spectacular nativity play that uses music, art, spoken word, and drama to tell the Bible story of Jesus' birth.

1-5p.m. Saturday, Dec. 9

Holiday Arts & Crafts

The cultural houses in Festival Park open up for games, holiday arts and crafts, and cultural activities. Learn about how cultures around the world celebrate the winter season, and bring the kids for hands-on crafts and games.

3-6p.m. Sunday, Dec. 10

Samoan Nativity Play and Choirs

The nativity play and carols are an essential part of Christmas in Samoa. On Christmas Eve, many families go to the midnight service to see a nativity play, sing songs, and visit with friends and neighbors. This evening captures the spirit of a Samoan Christmas with a nativity play and Samoan choirs singing hymns and Christmas carols.

5:30-8:30p.m. Thursday, Dec. 14

Market Creek Plaza

Spirit of Unity Celebration

Come celebrate the holiday season with your friends and neighbors at a party hosted by Market Creek Plaza and the Jacobs

Center. Join us for caroling, food from Market Creek Plaza restaurants, and an appearance by Santa!

1-5p.m. Sat/Sun, Dec. 16-17

WinterFest – Snow on the Plaza

It never snows in San Diego... or does it? Bring the family for some winter magic as snow arrives at Market Creek Plaza. Stay for games, cultural activities, music, food, and fun!





WHERE THE WORLD MEETS™ MultiCultural Gifts

The gifts people love best are delivered with a story about their history. It's much more interesting to give or receive a handmade gift that harkens to a faraway place than something mass-produced and sold in a chain store. Where the World Meets, the multicultural retail store in Market Creek Plaza, is one of the few places in San Diego that offers products created by local crafters and artisans from around the world, each with a story about the people who made it and the history of their homeland.

Just in time for the holiday season, Where The World Meets has added an exciting variety of Christmas decor, including nativities from around the world.



Give Them The World — Your Holiday

Where the World Meets was created in partnership with the International Outreach Team, a group of representatives from many of the cultures in the Diamond Neighborhoods. Team members search for things that aren't readily available to share their culture with others and bring authentic goods and gifts to the community.

The unusual, hard-to-find products at Where the World Meets

make it the perfect place to shop for those impossible-to-please people on your list. For the fashion-forward woman who wants something stylish and unique, Samaon turtle shell bangles and wrist cuffs are a perfect and affordable choice. Thai yoga pants, the ultimate weekend wear, come in a variety of colors. They are great for yardwork and relaxing around the house.

Want to give your home a multicultural touch? Intricately-carved Indonesian and African antique drums are perfect for the mantel or entryway. Another unusual gift is a Ra-Nad-Ake, a handcarved xylophone from Thailand. The working instrument is a beautiful work of art, and looks striking in an office or on a coffee table.



Where the World Meets is the place to go for hard-to-find, authentic items for your home, your family and friends, and those very special people in your life.

The store carries a full line of colorful, handmade quilts that make a perfect gift for a mother or grandmother. Quilts were used by slaves to pass along traditions and messages (including instructions on how to navigate the underground railroad), and they have maintained their strong tradition in African-American culture today.

Children are fascinated by other cultures, and Where the World Meets is a great source for educational and unusual children's gifts. In addition to selecting from world music and multicultural children's books, consider a Mexican board game or puzzle. Alpaca fur animals are soft and snuggly gifts for younger children, and the store is full of unusual stocking



The store is filled with selections by local painters, sculptors, designers, and quilters, as well as imports from around the world.

Shopping Solution

stuffers like keychains, carved wooden barrettes, and friendship bracelets.

Need an impressive gift but don't have time to shop? The knowledgeable and helpful staff at Where the World Meets creates customized gift baskets filled with cultural items from around the world and tailored specifically to the recipient. The private shopping service, perfect for clients or corporate gift giving, includes help selecting, packaging, and mailing gifts. The store also provides free gift-wrapping during the holidays.

Visit Where the World Meets for a relaxed, hassle-free shopping experience. Call 619-527-5660 for more information, or visit by car, bus, trolley, or on foot. Take a break from the mall mayhem and enjoy personal service with a multicultural touch!



A Cure for the Common Meal

It's a familiar scene. Dinnertime rolls around, you're hungry, and there's nothing in the fridge. Before you reach for the same old takeout menu or head to the mall, discover one of San Diego's best-kept secrets: Market Creek Plaza.

The plaza is home to southeastern San Diego's own restaurant row, serving up a variety of choices — from quick bites to fine dining and desserts. Easily accessible by car, bus, or trolley, with plenty of free parking, come to Market Creek Plaza and taste a whole new world of flavors!



Tired of eating the same old things at the same old places? Discover southeastern San Diego's own restaurant row at Market Creek Plaza.



Magnolias

Magnolias Authentic Southern Dining offers the county's most authentic southern cuisine wrapped in an atmosphere of southern sophistication and hospitality. Serving an upscale menu of traditional southern favorites and Cajun and Creole-style seafood selections, Magnolias is the only restaurant of its kind in southeastern San Diego.

Batter Up!

Step up to the plate for a dining experience that's like hitting one out of the park. Batter Up! brings high-quality ingredients and world-class service to the friendly, fun atmosphere of old school baseball. Dig into mouth-watering, batter-fried fish, chicken, and shrimp baskets, signature salads, or home-run sandwiches all prepared by Chef Melvin Johnson, well-known as one of San Diego's best chefs.

El Pollo Grill

Juicy, authentic Mexican-style, flame-broiled chicken tops the menu at El Pollo Grill. Repeatedly voted "best broiled chicken" in San Diego and Southern California, El Pollo Grill's menu spans traditional Mexican food favorites — from carne asada and grilled fish tacos to breakfast items like chilaquiles and huevos rancheros — authentically seasoned and cooked to perfection.

Cold Stone Creamery

Looking for the Ultimate Ice Cream Experience? Enjoy a flavorful creation of rich freshly-made ice cream blended with your choice of favorite mix-ins at Cold Stone Creamery.

Now you can plan your next party at Cold Stone. Call the store at (619)262-8500 for more details.



Experimente las Tradiciones Festivas en Market Creek Plaza

Durante todo noviembre y diciembre deleita a tus sentidos durante las fiestas tradicionales de alrededor del mundo en Market Creek Plaza. El Festival Park (Parque Festival) y el anfiteatro cobran vida con actividades y celebraciones culturales cada fin de semana que honran las ricas tradiciones culturales de los residentes de la Comunidad El Diamante.

Market Creek Plaza también te ofrece una variedad de espacios para celebrar tus fiestas. Un ejemplo es el anfiteatro, cuyas instalaciones cuentan con 500 asientos. O para quienes prefieren celebrar en restaurantes, los de Market Creek Plaza son ideales para grandes o íntimas reuniones.

Where the Word Meets (Donde se Reúne el Mundo), la tienda de regalos multiculturales en Market Creek Plaza, es el mejor lugar en San Diego para encontrar productos creados por artesanos locales y de alrededor del mundo. ¡Un lugar estupendo para realizar tus compras festivas!

Los artículos en Where the World Meets son seleccionados por un grupo de representantes de varias culturas en la Comunidad El Diamante.

Ya que termines de realizar tus compras, visita alguno de los restaurantes en la Plaza, un lugar que ofrece todo, desde comidas rápidas hasta exquisitos platillos para ocasiones especiales.

¡Tómate un descanso de los centros comerciales comunes y disfruta de la variedad de tiendas y restaurantes que Market Creek Plaza te ofrece!

Tomese un descanso de el centro commercial y disfrute de la variedad de tiendas y restaurantes en Market



Market Creek Plaza 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

Marketing

(619) 660-5555

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

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ເຊີນມາຮ່ວມພ້ອມຊື້ ສິນສົມບັດສະໄໝສູງ ກິນອາຍ ອັນອົບອວນ ຂອງເທສການບ ນງານຕ່າງໆ ຈາກທົ່ວໂລກ ຜູ້ອຳນວຍການ ມາຮຽນຢາມ ກາກເຕຕາກຣີກປລາຊາ ໃນທ້ອງເດືອນ ພຶສະພາແລະທັນວາ. ສ່ວນ ສາທາລະນະການສະແດງແລະເອທິກາງ ແຈ້ງ ຈະຄືກຄັກ ມີຊີວິດຊີວາໄປດ້ວຍກິຈະກຳການສະແດງສິດ ຂອງ ປະເພນີພື້ນຜູ້ຕ່າງໆ ແລະຈັດສະແດງໃນການສະເລີ່ມສະລອງ ຕາມປະເພນີວັດທະນະທຳ ທີ່ສະທ້ອນໃຫ້ເຫັນ ເຖິງ ຊຸ ມຊົນຕ່າງໆທີ່ອາໄສຢູ່ ໃນເຂດຄ ມ ໂດອາມອນ ເນບໍຣ ດ. ມາກເຕຕາກຣີກປລາຊາ ຍັງເປັນບ່ອນ ທີ່ທ່ານ ສາມາດຈັດງານປາຣຕີ ຕ່າງໆ ຈາກເອທິກາງແຈ້ງບັນຈຸ ໂຕເຖິງ 500 ຄົນ ໄປຈົນເຖິງ ຮ້ານອາຫານຕ່າງໆ ທີ່ອຳນວຍ ການສັ່ງສິນໃນບັນຍາກາດອົບອຸ່ນອີກດ້ວຍ.

ຫາງສັ່ງສິນຄ້າ **Where the World Meets** ເປັນຮ້ານຄ້າຈຳໜ່າຍເຄື່ອງທີ່ຣະລິກ ຂອງຂວັນ ຈາກວັດທະນະທຳທຸກໆພາກພື້ນ ໃນ ມາກເຕຕາກຣີກປລາຊາ ເປັນຮ້ານທີ່ປະເສີດທີ່ສຸດ ໃນ ແຊນດີເອໂກ ທີ່ທ່ານ ຈຳໜ່າຍສິນຄ້າທີ່ ຜູ້ລຸ້ນ ໂດຍນັກທຸກກິນແລະສິລປິດຈາກທົ່ວໂລກ. ເປັນຮ້ານທີ່ຍັງໃຫຍ່ໃນການຊື້ອຸປະ ປັງ ສຳຫລັບເທສການບ ນ. ສິນຄ້າຕ່າງໆທີ່ຢູ່ ໃນຮ້ານ **Where the World Meets** ແມ່ນໄດ້ຮັບການຄິດ ເລືອກແລ້ວ ຈາກຜູ້ ຕ່າງໆທຸກໆ ມຊົນ ຕ່າງໆທີ່ອາໄສຢູ່ ໃນ ເຂດຄ ມ ໂດອາມອນ ເນບໍຣ ດ. ຜູ້ອຳນວຍເສີດສິນໃນ ການເລືອກຊື້ອຸປະ ປັງແລ້ວ ຂໍເຊີນທ່ານແວ່ເຂົ້າໄປໃນຮ້ານ ອາຫານ ຮ້ານໂດຮ້ານນຶ່ງກໍໄດ້ ໃນເຂດປລາຊາ ທີ່ ນຳສະເໜີບໍຣິການ ນັບຕັ້ງແຕ່ປະເພດອາຫານວ່າໄປຈົນ ເຖິງ ອາຫານເຕັມຄູບທີ່ແຂບນິວ.

ປ່ຽນບັນຍາກາດຈາກການໄປ ມອດ, ແລ້ວມາພ້ອມຊື້ ຊື້ນຊົນກັບຫາງຮ້ານສິນຄ້າ ແລະຮ້ານ ອາຫານຕ່າງໆ ທີ່ **Market Creek Plaza!** (ມາກເຕຕາກຣີກ ປລາຊາ)

Do You Own A Piece of the Block?

More than 600 residents and neighbors are now owners of Market Creek Plaza after buying units in Market Creek Partners LLC. A team of residents worked for six years with the Jacobs Center for Neighborhood Innovation and a team of lawyers to make the offering possible.

It took that long because government and securities laws generally don't make such opportunities available for individual investors wanting to make modest contributions. The goal of the Market Creek Plaza initial public offering (IPO) was to encourage as many residents as possible to buy into ownership.

The offering opened in April 2006 with a celebration at Market Creek Plaza. It closed on October 31, surpassing its goals and attracting \$500,000 in investment. The 423 investments represent a total of 600 individuals, couples, investments on

behalf of minors, and non-profit and for-profit entities. For one-quarter of the investors, this is their first-ever investment.

When Tonya Oliver first heard about the IPO she asked everyone from security guards to store managers at Market Creek Plaza how she could get involved. Tonya and her daughter, Cayasia, decided together to use money they saved over the years — including some from a piggy bank. Tonya put the paperwork in Cayasia's keepsake box, where they hold everything dear to their hearts.

IPO coordinators George Harris, Barbara Day, and Luis Natividad conducted group presentations and held individual meetings with hundreds of potential investors. Dimple Santos was the first to invest.

Dimple said she often worried about what she would leave her seven children. Her six sons and daughter—now all grown—look after her these

days, and Dimple and her husband want to make sure they leave their children a meaningful legacy.

Joseph Moore first heard about the IPO while attending a community meeting at the Jacobs Center. The IPO was their first investment and they didn't need much convincing. They already shopped at Market Creek Plaza and paid bills at the SDG&E center. Joseph grew up in southeastern San Diego and was impressed by the positive changes in the neighborhood.

Those who purchased shares become members of Diamond Community Investors (DCI). As a preferred group of investors, DCI members will be paid first and up to 10 percent of their investment when the property generates profits. The long-term goal is to develop other ownership opportunities in the Diamond Neighborhoods, including affordable housing.



**MARKET CREEK
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