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A Journey to the Best of All Worlds

As Cold Stone Creamery and El Pollo Grill open for business, it marks a milestone in a five-year journey to create a place that meets the needs of residents while creating opportunities for entrepreneurs and employment.

Market Creek Plaza is now packed with 11 great businesses: five owned by local entrepreneurs, four owned by national chains, and two owned by the Jacobs Center for Neighborhood Innovation (JCNi) and managed by residents.

The combination brings together the best of all worlds. The national chains have economic strength and stability, as well as big names that draw customers to the Plaza for groceries, coffee, bill-paying, and banking services.

The foot traffic they bring benefits the emerging, locally-owned businesses that provide a



Where The World Meets multicultural gift store helps local artisans and businessmen and women bring their goods to market.

fitness center, take-out food, and sit-down dining. It also benefits the community's artisans and craftspersons whose products are featured at Where the World Meets.

Local businesses get a jump start from JCNi's support in access to capital and business development assistance.

This unique recipe for success was developed by the Market Creek Plaza Resident Business and

Leasing Team.

Its early tasks were to identify the businesses that best fit the Plaza, find ways to benefit local businesspersons, and create new jobs.

"The mix of local and national tenants creates great employment opportunities for this community," said Henry Merritt, who worked with the businesses in identifying

employment opportunities and potential candidates. "The national businesses offer career tracks that can carry a person through many levels of an organization. The local businesses are more limited in promotional opportunities, yet provide a great training ground in a variety of career fields."

When all 11 businesses are open, they'll provide nearly 200 full-time and part-time jobs. The businesses are helping keep in the community much of the \$60 million residents were spending on goods and services elsewhere. By promoting local spending, the tax base of the community is stronger, bringing more and better public services.



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Foundations Focus on Market Creek Plaza

Market Creek Plaza took center stage before foundation representatives from around the country during the Council on Foundations Annual Conference in San Diego in April.

The Council on Foundations is made up of grant-making organizations with missions ranging from community redevelopment to medicine, education, and more.

Market Creek Plaza was both the subject of a panel discussion and a site visit highlighting innovative and effective approaches to hometown philanthropy, which occurs when a local foundation supports programs and projects in its home community.

The Plaza is the result of a partnership between Diamond Neighborhood residents and the



Artist Victor Ochoa explained how the Plaza's public art projects were developed.

Jacobs Center for Neighborhood Innovation (JCNI), a local foundation devoted to helping residents own and drive the change that takes place in their community. The innovative nature of the project, which placed residents firmly in the driver's seat on everything from art and architecture to business and leasing, has drawn more than \$23 million in investments,

including \$5 million from other foundations, in addition to the financial and technical assistance support of JCNI.

A group of 45 foundation representatives heard residents' first-hand stories of how an abandoned factory site became a vibrant, thriving commercial and cultural center. They experienced the Plaza and some of the cultures of the Diamond with Laotian and Samoan dancers

performing at the amphitheater, local artists discussing the public art projects, and saw residents' support of this community hub on a busy Sunday afternoon.

At the panel presentation, JCNI President and CEO Jennifer Vanica participated in a panel discussion on hometown philanthropy with three others, representatives from a foundation, a public-policy advocacy group,

and a university. She stressed the importance of residents being involved in every phase of a redevelopment project like the Plaza.



Samoan and Laotian dancers gave foundation representatives a taste of the cultures of the community.





Top: Music lovers filled the amphitheater to hear Mario Olivares and Latin Spice.
Right: Raven Simone of the Disney Channel's "That's So Raven" signed hundreds of autographs for kids who waited hours to see her.



Community Celebrates Culture Parade, Festival, and Concert at the Plaza

For the first time in four years, cultural music filled the Market Creek Plaza amphitheater as the Jacobs Center for Neighborhood Innovation (JCNI) joined a long-standing community celebration in February.

JCNI partnered with the organizers of the 14th annual Heritage Day Festival and Parade to help expand the annual event to two new venues — the Tubman Chavez Multicultural Center and Market Creek Plaza.

The Heritage Day Parade route started at 49th Street and Logan Avenue and ended on Euclid Avenue at the site of the Euclid Medical Center with a festival of booths, food vendors, and entertainment.

The Tubman-Chavez Multicultural Center hosted displays of Black Pioneers in San Diego and the story of the Community Faces Project, the painted portraits that hang on the

sides of the Food 4 Less at Market Creek Plaza.

The Plaza's amphitheater was the site of afternoon entertainment. Hosted by Willie "Big Willie G" Green, an entertainer from the community now on MTV, the concert featured two popular San Diego instrumental groups — Mario Olivares with Latin Spice and Fattburger.

"It was a lot of fun to be part of and see so many folks come out, sit on the grass, and enjoy this great place in our community."

"The music sounded great in this really beautiful venue," said Willie. "It was a lot of fun to be part of and see so many folks come out, sit on the grass, and enjoy this

great place in our community."

The Plaza also hosted an autograph-signing session with Raven Simone, star of the Disney Channel's *That's So Raven*, who was one of the grand marshals of the parade. She participated in coordination with the San Diego Blood Bank to identify potential bone marrow donors for a local child with a terminal disease who needs a bone marrow transplant.

Children lined up near the back patio of Magnolias Authentic Southern Dining hours before Raven came, then beamed with joy when they got to meet one of their favorite stars.

Cold Stone Creamery set up a special booth to introduce some of its popular ice cream creations to the community before the store's opening, selling ice cream samples to attendees for only \$1.

Market Creek Plaza hopes to partner with other cultural celebrations in the future.

Magnolias' Grand Opening **Celebrating Mardi Gras-style**

That unique New Orleans Mardi Gras spirit returned to San Diego early in April when Magnolias Authentic Southern Dining let the good times roll at its grand-opening celebration.

The best of Bourbon Street came to Market Creek Plaza, with live jazz entertainment, signature southern dishes, smooth Hurricanes, and Mardi Gras beads and throws. Daily Mardi Gras specials accented the already spectacular Cajun, Creole, and Southern-flavored menu, including Soft-shelled Crab and a "paper-on-the-table" Crawfish Boil, along with traditional red beans and rice, and special etouffee, jambalaya, and Creole recipes.

San Diego's most authentic southern cuisine is capturing rave reviews from customers and food critics alike.

The restaurant has already gotten attention from the *San Diego Union-Tribune*, *San Diego Reader*, and Rod Luck of KUSI-TV.

"We've been so pleased with the positive response we've received from our customers," said Bessie Johnson, co-owner. "The grand opening was our way of saying thanks to them, and also to invite those who don't yet know us to have a great time and a great meal – just as good as if you were right in the New Orleans French Quarter."

The restaurant has a special private indoor dining room that seats 30 and an outdoor dining



Magnolias' menu includes a variety of Southern dishes, great desserts, and a full bar.

patio overlooking the restored Chollas Creek for groups up to 75. To reserve one of these areas, contact manager Tracee Johnson at 262-6005.

Magnolias Authentic Southern Dining is open Tuesday-Saturday at 11 a.m. and Sunday at noon.



The Mardi Gras spirit returned to San Diego with the grand opening of Magnolias Authentic Southern Dining.

Wells Fargo Welcomed by Community Helping Customers in Four Languages

Wells Fargo celebrated the opening of its beautiful Market Creek Plaza branch on March 14, hosting a press conference, community breakfast, and grants presentation.

Top management from Wells Fargo joined key community and business leaders to celebrate the branch's opening day. The Wells Fargo Foundation presented three grants for \$25,000 each to fund the San Diego Neighborhood Funders, the Jackie Robinson YMCA, and the Jacobs Center for Neighborhood Innovation.

Wells Fargo's support of the Plaza began in the early planning stages and continued through last year's \$15-million investment via the New Markets Tax Credit program.

"This community expressed the need for the same level of service and banking products found in other communities," said Wendell

French, vice president and regional manager of community development. "The Market Creek Plaza project is the heart beat of this community, and it's where we want to be."

The branch is tailor-made for the Diamond Neighborhoods.

Many of the branch's multicultural management and staff members are current or previous community residents and can work with customers in four languages: English, Spanish, Tagalog, and Laotian.

The Market Creek Plaza branch brings with it a full host of financial services for individuals, families, and businesses. The branch handles checking and savings accounts, as



Wells Fargo representatives and grant recipients cut the ribbon at Wells Fargo's opening.

well as investments and loans. It has an on-site mortgage and financial consultant for potential home buyers and homeowners interested in home equity loans.

The branch is open Monday-Friday from 9 a.m. to 6 p.m. and Saturday from 9 a.m. to 2 p.m. Two ATM machines and a night drop box for deposits are on-site with 24-hour access.

Starbucks Offers a Special Blend

Indoors or outdoors, Starbucks Coffee is a great place to enjoy special blends of coffee, Chai Tea, and Frappuccinos, along with cultural music and rich conversations.

Now open at Market Creek Plaza, that signature Starbucks feel is

winning new customers to the store.

"We see a lot of customers from the trolley, the bus, pedestrian traffic, and even skateboards," said Ian King, manager.

As a company, Ian says Starbucks considers itself "the third place" – away from home or work – to

enjoy great coffee, great place, and great music.

The store is part of Urban Coffee Opportunities, Inc., (UCO) co-owned by Starbucks founder Howard Schultze and Earvin "Magic" Johnson. UCO is focused on developing business in urban areas.

Its location is the home community for about half the store's staff. Future hiring will happen through fairs at the Starbucks at El Cajon Boulevard and College Avenue from 4 to 6 p.m. every first and third Thursday. Interested applicants can fill out an application and be interviewed on the spot and, as jobs open, these applicants are considered for positions at the Plaza's location and three other area locations.

Starbucks café (interior seating) is open Monday-Saturday from 5:30 a.m. to 10:30 p.m. and opens at 6 a.m. on Sunday. The easy-to-reach drive thru is open Sunday-Thursday from 5 a.m. to 11 p.m. and until 11:30 p.m. on Friday and Saturday.



Starbucks reflects the colors and culture of Market Creek Plaza.

Food 4 Less Committed to Customer Service

Food 4 Less is making positive changes to the store's level of service by adding additional cashiers to reduce the length of check-out lines and hiring a cleaning crew to improve the overall appearance of the store. Customer service remains a key focus for all staff.

The spirit of teamwork that built the Plaza led to discussions for addressing concerns raised by community members.

Food 4 Less became the anchor tenant of the Plaza in January 2001, enjoying a great deal of support from the community.

As the store grew, some residents voiced concerns about long waits in cashier lines, the need for better customer service, pricing, and product freshness.

Those concerns came to the attention of the Coalition of Neighborhood Councils (CNC), an organization that represents residents in 23 local neighborhoods. Representatives of the CNC, Food 4 Less, and the Market Creek Plaza Business and Leasing Team listened to both residents' and store concerns, including struggles with shoplifting and cart theft.

Together, they developed an action plan, and both the community and Food 4 Less are seeing the difference.

"We're making progress," said Jack Breeding, Food 4 Less zone manager. "The Market Creek Plaza store was awarded the #1 customer service store in the zone as evaluated by anonymous shopper visits and customer service survey responses."

Where the World Meets Branching Out to New Horton Plaza Site

*W*here the World Meets is expanding its world of opportunity by taking the store's unique merchandise and message on the road

Starting May 15, the store will also sell products through a kiosk at Horton Plaza. While the kiosk only provides a sampling of the store's multicultural merchandise, it's a great invitation for shoppers to come to Market Creek Plaza to discover more.

"Horton Plaza is packed with shoppers that are both local and tourists. This gives us a way to branch out and expose the beautiful items of our artisans and entrepreneurs to people who might never have discovered them," said Rickie Brown, store manager.

The kiosk will be located on the second level, near the Clark's Shoes and Guess stores.

The store's unique mission, offering multicultural gift items – many made by local artisans, also drew invitations to participate



Rickie Brown joined by vendors Paul Hughes and Barbara Lewis represented the store at the Naval Command Center.

in cultural celebrations and educational opportunities during Black History Month. Rickie participated in observances for GEICO Direct insurance company, City Tree Christian School, the US Post Office Midway location, and the Coronado Center for Naval Leadership.

She also attended Kuumba Fest and the National Sorority of Phi Delta Kappa Outstanding Black Educator Awards Breakfast.



Rickie Brown introduced visitors from the Council On Foundations to the store's unique merchandise.

El Progreso de la Plaza Market Creek

La Plaza Market Creek tendrá once gran negocios para servir la comunidad. Acaba de abrir la heladería Cold Stone Creamery y pronto vendrá El Pollo Grill. Cuando se abren todos los negocios, proporcionará casi dos cientos empleos para la comunidad. Estos negocios están promoviendo el gasto local y están ayudando en desarrollar y fortalecer la comunidad. Mucho de los sesenta millones de dólares que se estaba gastando fuera de la comunidad se está quedando en la misma vecindad. Todo esto le conviene al público porque atrae más servicios públicos de mejor calidad.

La Plaza fue destacada en una reunión de fundaciones de caridad. Había representantes de todas partes de los estados unidos. Cuarenta y cinco representantes de estas fundaciones visitaron la Plaza Market Creek. Ellos oyeron cuentos de primera mano sobre como fue el local antes del progreso y modernismo. Antes, solo había una fábrica abandonada y ahora se ha convertido en un centro vibrante lleno de negocios y cultura. También disfrutaron de una presentación de bailarines Samoan y Laosiano en el ampiteatro. También oyeron los artistas locales hablar sobre los proyectos públicos de arte.

El banco Wells Fargo celebró su inauguración en la bella Plaza Market Creek el catorce de marzo. Este local en la Plaza tiene empleados y gerencia de origen multicultural. Muchos de ellos en un tiempo fueron residentes de la comunidad o hoy viven en la vecindad. Ellos pueden ofrecer servicios para los clientes que hablan Inglés, Español, Tagalog y Laosiano.

Un grupo de residentes que forman el Equipo de Artes y Cultura están trabajando para desarrollar los principios vitales para el ampiteatro de la Plaza Market Creek. Ellos van a determinar todo sobre el uso y manejo del ampiteatro, incluyendo cuanto se cobrará para su uso. También

trabajarán para asegurar que la diversidad cultural de la comunidad se mantenga. Este grupo esta planeando una serie de eventos para el verano. Planes iniciales incluyen; noches de película para la familia, conciertos de una variedad de estilos musicales y actividades para los niños.

ເປັນຈຳນວນ 1000ກວ່າ ຄົນອາໄສຢູ່ໃນພາກພື້ນຂອງເມືອງທີ່ໂດມາສລອງຊີວິດຂອງບຸກຄົນອົມມີຊື່ສຽງທີ່ປະຊາຊົນທົ່ວໄປມັກຈະພົບເຫັນ ຄືທ່ານ Dr. Joe Joseph John Jacobs, Jr. ໄດ້ຮັບການສະເໜີຂໍ້ສະເໜີ ຂອງໂດເປັນຜູ້ສ້າງການຈັດຕັ້ງ Jacobs Family Foundation(JFF) ແລະ the Joseph Center for Neighborhood Innovation(JCNI), ໄດ້ມີຮະນາກັມໄປໃນວັນທີ 6 ມ ຕຸລານີ້. ເພິ່ນມີອາຍຸຢູ່ 22 ປີ. ທ່ານ Dr. Joe ໄດ້ເຮັດໃຫ້ແຕ່ຕ່ອງຈິດໃຈຊາວບ້ານທາງດ້ານຕາເວັນອອກສຽງໃຕ້ຂອງເມືອງແຊນດີເອໂກ. ຄະນະຊາວບ້ານທີ່ໄດ້ເຮັດວຽກຮ່ວມກັບເພິ່ນແລະການຈັດຕັ້ງໃນວຽກງານຂອງໂຄງການເປັນຈຳຫລາຍໂຄງການ, ອັນທີ່ໃຫຍ່ກ່ອນໝູ່ນັ້ນແມ່ນເພື່ອໃຫ້ໝູ່ບ້ານຂອງເຂົາເຈົ້າມີຮູບຮ່າງຂັ້ນຕອນແລະໄດ້ເອົາການບໍລິການທີ່ມີຄວາມຕ້ອງການມາ. ໄດ້ມີຈຳນວນເງິນເກືອບເຖິງຫລາຍໆລ້ານໂດລາທີ່ເອົາມາລົງທຶນໂດຍ Dr. Joe ນັ້ນກໍ່ແມ່ນສຖານການຄ້າ Market Creek Plaza ແລະ the Elementary Institute of Science(EIS).

ການຄ້າລັກໆນອ້ຍໆດັ່ງ Diamond Neighborhoods ນັ້ນໄດ້ມີບ່ອນໃຫ້ຄວາມຄິດຫາຫົນທາງໃໝ່ສຳຫລັບເຄື່ອງມືແລະການບໍລິການໃຫ້ການຄ້າໄດ້ສາມາດເກີດຂຶ້ນໄດ້-ວັດຖຸສິ່ງຂອງການຄ້າ. ຄວ້າໄດ້ໃຊ້ໄດ້ຢ່າງສດວກ. ເຮືອງຮາວຂອງການຄ້ານີ້ໄດ້ບໍລິການລູກຄ້າສ່ວນບຸກຄົນແລະການບໍລິການອັນເປັນຈຸດສຳຄັນ. ໂດຍມີ: ບ່ອນສົ່ງຈົດໝາຍຊົງທາງໄປສະນີໃຫ້ເຊົ່າ, ຫົວເຈົ້າຍຸດນາຈົດໝາຍແລະນາມບັດການຄ້າ. ບ່ອນຄອມປິວເຕີຢູ່ໃນຮ້ານໃຫ້ເຊົ່າ, ການສົ່ງຂອງ, ກິຈການໄປສະນີ, ສຳເນົາ(ເປັນສີ), ປ້າຍເຄື່ອງໝາຍແລະໃບປະກາດແຈ້ງ, ກະແຈ, ພາສ, ແລະພັສຕ໌ໄຊໃນຫ້ອງການ.

ບໍລິສັດຮ້ານກາເຟ ສຫຍັກແລະ Cold Stone Creamery ກໍ່ຈະໄດ້ເຂົ້າມາຢູ່ນາກເກັກກິກິປລາຊາໃນປີ 2005ນີ້. ຮ້ານຄ້າໃໝ່ສອງຮ້ານນີ້ ຈະໄດ້ຊ່ວຍໃຫ້ເຂດຂອງຄົນບັນລຸເປັນນຶ່ງໃນຈຳນວນສີ່ຂັ້ນສູງສຸດສຳຫລັບປລາຊາ.

ຄະນະທີ່ຢູ່ໃນຊຸມຊົນຊາວບ້ານຊຶ່ງໄດ້ວາງແຜນ, ອອກແບບ, ກໍ່ສ້າງ, ແລະໄດ້ເຊົ່າປລາຊານັ້ນ ໄດ້ເຮັດວຽກຮ່ວມກັນກັບ the Village Center(ສູນກາງໝູ່ບ້ານ) ຢູ່ເກີມ Euclid ແລະ Market. ສູນກາງ ໝູ່ບ້ານຈະໄດ້ປ່ຽນແປງຮູບຂອງທີ່ດິນທີ່ມີ 45 ເອເກີດທີ່ບໍ່ໄດ້ຢູ່ແລະບໍ່ໄດ້ໃຊ້ໃຫມ່ເປັນຈຸດສູນກາງຂອງຊຸມຊົນຊາວບ້ານອັນທີ່ສົມສະເໝີ. ຟາບທີ່ມີເງື່ອນໄຂນັ້ນໄດ້ຄິດປະດິດອອກແບບເປັນສຖານທີ່ອັນນຶ່ງຊຶ່ງເປັນບ່ອນໃຫ້ຄົນສາມາດໄດ້ຢູ່ອາໄສ, ມີຄວາມຮັກ, ຫວີຍິມ, ເຮັດວຽກການ, ຫລິນ, ແບ່ງປັນຮ່ວມກັນ, ແລະຈະເຮັດເຕີບໂຕ. ຄະນະໄດ້ເຮັດວຽກດ້ວຍກັນໃນປັດຈຸບັນນີ້ເພື່ອໃຫ້ສາມາດຮູ້ໄດ້ແລະແນະນຳຊຶ່ງທາງໃນຮູບການທັງໝົດຂອງໂຄງການເລົ່ານີ້. ເພື່ອຈະພົວພັນໃນວຽກການອັນຕົ້ນຕໍນີ້, ຈົ່ງໂທຫາ (ຟອນ) 467-7070.

Amphitheater: A Star in the Making

When the Market Creek Plaza Amphitheater roared to life during the Heritage Day Festival, it was clear from the fantastic sound and great atmosphere of this unique venue that it's a star in the making. Since that day, the phones at the Jacobs Center for Neighborhood Innovation (JCNI) have been buzzing with folks interested in

holding events in the amphitheater.

Before that can happen, a group of residents on the Arts and Culture Team must develop the core principles and purposes for the amphitheater. They are determining everything from how the venue will be run and what fees will be charged for use, to making sure that the cultural diversity of the community is represented.

The group is planning a series of events that may run through the summer. Initial plans include family movie nights, concerts covering a variety of music styles, and activities for children.

That series will be a test run for the venue, highlighting strengths and challenges to help the Arts and Culture Team develop the long-term operational plan.

That team is also focused on planning events that celebrate cultural art at Market Creek Plaza. Several of the existing art pieces will have dedication ceremonies, including the cultural tapestry tile walkways and the Semptra Children's Art Wall.

An event featuring the work of many local artists, also lies ahead.

To get involved in the work of the Arts and Culture Team or to learn more, contact JCNI at (619) 527-6161.



A series of fun, family-friendly events are being planned for the amphitheater by a resident team.



Administrative Offices
5160 Federal Blvd.
San Diego, CA 92105

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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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