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The Village

at Market Creek Update

ISSUE 1
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A Vision for the Future

The Village at Market Creek

It was almost 10 years ago in 1998 that community residents and the Jacobs Center for Neighborhood Innovation broke ground for a new idea in commerce and culture near the corner of Market Street and Euclid Avenue. Since then, thousands of residents have worked in teams to plan, design, and build Market Creek Plaza, a hub of activity for shopping, entertainment, dining, meeting, and mixing.

Now that the Plaza is fully operational and partially owned by the community, resident teams have set

their sights on expanding their work to focus on The Village at Market Creek, an additional 35 acres of vibrant activity, inviting walkways, open-air marketplaces, thriving businesses, diverse entertainment, community centers, and affordable homes built around the rich multicultural traditions of the Diamond Neighborhoods.

The Village International Marketplace will add 350,000 square feet of storefront and open-air markets anchored by retail, office, and businesses.

The Community Resource Network will connect social and economic networks to serve and strengthen the community and increase linkages to greater San Diego.

Market Creek Village Homes will include 800 new homes in family-

centered, multicultural housing communities.

To reflect this larger vision, the former *Market Creek Plaza Update* newsletter is now *The Village at Market Creek Update*, full of news on the progress of The Village and the people building it.

What's All the Buzz?

Yes, everybody is talking about it, yet The Village at Market Creek is still a vision — a dream about what residents say they want to see in their community. It is still a concept about a beloved community offering all the necessities, special touches, and connections residents want and need. So there is still a lot to be done and plenty of time for your input and involvement. We need you!

Call! 619-527-6161

Email! TheVillage@MarketCreek.com

Go to! TheVillageAtMarketCreek.com



*The Village
International
Outreach Team*

What's That Building Going Up Behind the Plaza?

Something big in shades of yellow, gray, and white is growing back there. It may be a mystery, but it's not a secret. It's 75,000 square feet of colorful community space that will house a cultural training kitchen, a state-of-the-art meeting and conference center, and plenty of room for community groups and multicultural art.

Set for completion in February 2008, the Joe & Vi Jacobs Center is named for the founders of the Jacobs Family Foundation and the Jacobs Center for Neighborhood Innovation. Resident teams named it in honor of Joe and Vi's spirit of entrepreneurship and investment in the community.

The interior and exterior of the Center will have

a multicultural flair, with art representing diverse cultures and niches displaying cultural artifacts and traditions.

Laura Benavidez, a member of the International Outreach Team, was among those who listened to the community and helped design the center and determine its uses.

"I'm really excited about the community art exhibits," she said. "This is a chance for people to see artists from their community and culture express themselves. People won't have to go to

Balboa Park and other places outside the area to enjoy art."

Laura is most excited about uniting the Jacobs Center and Market Creek Plaza on adjacent properties and helping bring The Village to life.



It will be a great central resource center and a place for people to meet. It's something that's needed in the community. It will bring our work together as we expand the vision of The Village.

Laura Benavidez
International Outreach Team Member

Who's Who? What's What? And Why?

Do you find it a bit confusing when you hear or read about MCP, JCNI, MCPLLC, DCI, NUF, DN, or SEDS? And what about the WB, Tha SET, IOT, EIS, JFF, DMI? And what the heck are Market Creek Plaza, the Diamond Neighborhoods, and the Jacobs Center? Need a dictionary and a translator to figure out what the buzz is all about? Maybe this will help!

MCP **Market Creek Plaza** is what some people refer to as the Food4Less shopping center. It is far more than that, though. If you look past the parking lot you will find a variety of food establishments, a multicultural gift shop, an amphitheater for events and entertainment, a set of seven cultural houses, and a small park. The Plaza was designed and built by teams of residents partnering with the Jacobs Center for Neighborhood Innovation.

JCNI **The Jacobs Center for Neighborhood Innovation** is a nonprofit operating foundation. That means it can have staff and run programs and raise money. The staff works with residents on projects and programs that connect neighbors and help strengthen their communities. Market Creek Plaza is one of those programs. Now a group of residents own part of the Plaza's parent company, Market Creek Partners, LLC.

MCPLLC **Market Creek Partners, LLC** worked with residents to figure out how people in and connected to the community could invest in ownership of the Plaza. Those who participated became members of Diamond Community Investors (DCI). Another group of residents that invested in the Plaza is the Neighborhood Unity Foundation.

NUF **The Neighborhood Unity Foundation** was founded by residents wanting to support the good work going on in their community. It provides access to money for projects or ideas that bring Diamond Neighborhood residents together.

DN **The Diamond Neighborhoods** are named for the business district that serves the communities of Chollas View, Emerald Hills, Lincoln Park, Mt. Hope, Mountain View, Oak Park, North and South Encanto, Valencia Park, and Webster. You might know this area as Southeastern San Diego (SESD).

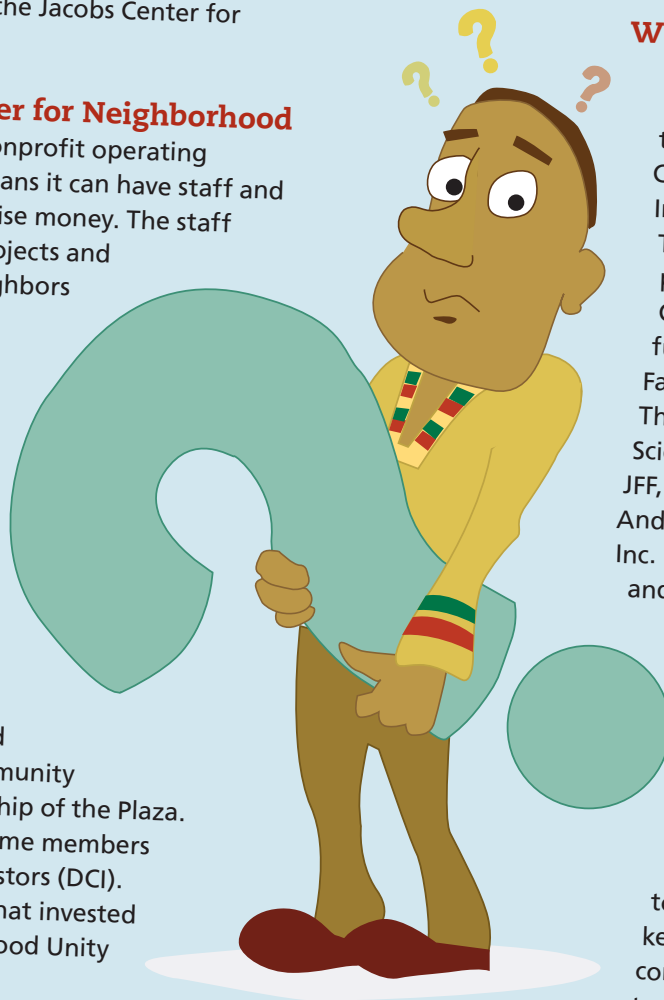
What are all those other letters?

Writerz Blok (WB), the Southeastern Teen Center (tha' SET), and the International Outreach Team (IOT) are all programs of the Jacobs Center and partially funded by the Jacobs Family Foundation (JFF). The Elementary Institute of Science (EIS), also funded by JFF, is a community partner. And Diamond Management, Inc. (DMI) is the construction and property management company that trains residents to build and manage The Village at Market Creek.

While it is a lot of names and places to remember, the key is that they are all connected by one thing: teams of community residents working in partnership with the Jacobs Center.

Questions?

Email them to Communications@JacobsCenter.org or call the Jacobs Center at (619) 527-6161.





The Vision of



At the center of The Village are Market Creek Plaza and the Joe & Vi Jacobs Center, hubs of community, commerce, culture. Its gateways are from the 805 freeway along Market Street to the west and from the Martin Luther King Freeway to the south on Euclid Avenue. The Village vision includes more than 45 acres in and around the Plaza.

of The Village at Market Creek



What are you waiting for?

Market Creek Plaza is the Place to Be!

Thanks to the community, gross sales at Market Creek Plaza increased 40 percent over last year. While the major merchants like Food4Less and Starbucks are going like gangbusters, the restaurant owners need more people to come in more often.

To help them grow, cut out the address box of this newsletter and give it to

your server after a meal or snack at Coldstone, Batter Up, Magnolias, or El Pollo Grill to qualify to win \$100.

You're very important to the local folks

working hard to make their businesses successful. Become a booster by taking your business to Market Creek Plaza.

You will enjoy a great meal and earn a chance to win 100 bucks cash!

Success for the Plaza means success for the community. In 2006, Market Creek Plaza closed the year with

196 jobs, 58 percent of them from the surrounding neighborhoods and 86 percent people of color.

at the Amp series with its popular Friday Night Movies and Gospel Sundays. An Arts & Culture Fest is set for October 20.

Joseph Moore is an investor in the Plaza, a member of the Housing Team, shops at Market Creek Plaza, pays his bills at the SDG&E service center, occasionally eats at the restaurants, and joins family and friends for entertainment in the amphitheater. He grew up in Southeastern San Diego.

"Whatever I am doing here, I'm investing for my children's future. This is for the next generation," he said. "Anything I get back, I'm going to reinvest right back into the community."

Events at the Plaza brought in more than 19,000 people for cultural festivals like Cesar Chavez Day, the Heritage Day Festival, and the summer-long Party



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



The most exciting news about Market Creek Plaza are the stories about people like Joseph who have felt the impact of the relationships they have developed, the teamwork

they have shared, and the ownership they have taken. It isn't all about numbers. It is about residents deciding what they want and need and working together to get it.



Public Art Unites Cultures, Commerce, and Communities

Diverse cultures of the Diamond Neighborhoods are reflected and respected in the art and architecture of Market Creek Plaza. Public art planned and created by resident teams is envisioned throughout The Village at Market Creek.

Cultural Walkways



Two walkways at the Plaza are adorned with renditions of cultural tapestries recreated in tile — an African batik and traditional Laotian cloth. A Samoan tapa cloth design will be added.

(Sponsored by the Jacobs Family Foundation)

Children's Art Wall



The Semptra Children's Art Wall involved schools and families in creating a copper-inlaid tree decorated with hand-painted, circular tile leaves crafted by more than 1,000 local children.

(Sponsored by Semptra Energy and the Jacobs Family Foundation)

Community Faces



This project recognizes and celebrates the contributions of people who improved the quality of life in their communities. Breathtaking reproductions of portraits painted by local artists were enlarged on canvas

art panels that hang on the sides of Food 4 Less. *(Sponsored by The Legler Benbough Foundation and the Jacobs Family Foundation)*

Dome Art



Inside El Pollo Grill is a magnificent ceiling dome designed and painted by local artist Sal Barajas and his son, Sal Barajas, Jr., using colors and graduated tones reflecting the distinct exterior of Market Creek Plaza. *(Sponsored by the Jacobs Family Foundation)*

Boy With Dragonfly



The first of several planned lifesized bronze sculptures of children sits on the Children's Wall near the amphitheater. Artist Jean Cornwell designed and created the whimsical piece.

(Sponsored by the Jacobs Family Foundation)

FREE ADMISSION

Arts & Culture Fest

Discover our Community! Experience the World!

- ★ International Marketplace
- ★ Kids Zone ★ Diaper Derby
- ★ Cultural Workshops ★ Art Exhibits
- ★ Live Music & Dance Performances

**Saturday, October 20
Noon-6pm**



MARKET CREEK PLAZA
Where the World Meets

Sempre Energy

JACOBS
CENTER FOR NEIGHBORHOOD INNOVATION

Visit www.ShopMCP.com or call (619) 527-6161 for details or vendor info.
Market Creek Plaza, 310 Euclid Ave., San Diego, CA 92114

Change Spoken Here

The International Outreach Team can assist you if you have questions or would like to read the Update in your native language. Contact them at (619) 527-4987.

Samoan

O lo'o iai ni sui mai le International Outreach Team e mafaia ona fesoasoani e taliina ni fesili ete fia malamalama ai. O lo'o maua fo'i le avanoa ete maua ai le lomiga o lenei niusipepa I lau lava gagana. Valaau mai, ile numera (619) 527-4987.

Somalian

Gudiga ololaha caalamiga waxa uu kuu balan qaadayaa in uu kaa gacan siiyo hadii aad qabto wax su'aalo ah ama aad doo nayso wax ala wixii si bedel ah in aad ku aqriso luqadaada. Fadlan kala xirii (619) 527-4987.

Spanish

Tienes preguntas o le gustaría leer la información en su propio idioma. El International Outreach Team le puede ayudar. Por favor de llamar al (619) 527-4987.

Sudaneese

Mi gori hoo ba jaak ka ji en bok eme, cola ney ka International Outreach Team. Ka (619) 527-4987.

Laotian

ການປຸງຮຽນໃນຕົ້ນພາສາ
ພະນັກງານຂອງພວກເຮົາສາມາດຊ່ວຍທ່ານໄດ້
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ຕິດຕໍ່ໂຕ້ຕໍລະຫວ່າງ (619) 527-4987.

The Jacobs Center for Neighborhood Innovation
5160 Federal Blvd.
San Diego, CA 92105

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**The Jacobs Center
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(619) 527-6161
communications@jacobscenter.org

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