



CARDIFF 101

C A R D I F F - *by-the* - S E A

A non-profit organization that advocates for Cardiff's residents and businesses

MISSION

The Cardiff 101 Main Street's mission is to enhance the well being of our community and sustain Cardiff-by-the-Sea as a desirable place to live, work, shop and play. Cardiff 101 works with local residents, businesses and government to promote Cardiff's economic vitality, historic preservation, beautification and safety.

VISION

To provide attractive entrances into Cardiff-by-the-Sea, securing a safe and healthy environment, promoting a walkable community that provides goods and services for local residents and visitors alike.



LEARN ABOUT US

- Main Street 4 Point Approach
- Cardiff 101 Highlights
- Committee Highlights
- Committee Goals & Projects
- Events



MAIN STREET APPROACH

The Main Street Four Point Approach® is a philosophy, a program, and a proven comprehensive approach to commercial revitalization of neighborhood business districts. This approach has been implemented in more than 2,000 cities and towns across the nation with the help of statewide neighborhood business district revitalization programs and the National Main Street Center at the National Trust for Historic Preservation.

The success of the Main Street approach is based on its comprehensive nature. By carefully integrating four points into a practical neighborhood business district management strategy, stakeholders in a local Main Street program will produce fundamental changes in a community's economic base.

The 4-Point Approach

Organization

Involves building a Main Street framework that is well represented by business and property owners, citizens, public officials, chambers of commerce, and other local economic development organizations. Everyone collaborates to enhance the neighborhood business district. Developing a strong organization provides the stability to build and sustain a long-term effort.

Promotions

Creates excitement in commercial districts. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

Design

Enhances the attractiveness of the business district, including the perception that it is a clean and safe place. Historic building rehabilitation, street and alley cleanup, colorful banners, landscaping, and lighting all improve the physical image of the neighborhood business district as a quality place to shop, work, walk, invest in, and live. Design improvements of the highest possible standards result in a reinvestment of public and private dollars to neighborhood business districts.

Economic Development

Involves analyzing current market forces to develop long-term solutions. Sharpening the competitiveness of Main Street's traditional merchants, recruiting new businesses, and creatively converting unused space for new uses are examples of economic restructuring activities.



CARDIFF 101 HIGHLIGHTS

City Partnerships:

We work closely with City of Encinitas Planning department, Parks and Rec. department. Other local and state agencies we work with include the Coastal Commission, Leucadia 101, Encinitas 101, Encinitas Chamber of Commerce, County Sheriff's Department, Mira Costa College, and SANDAG. We've built strong partnerships with retailers, restaurants, health services, financial services, non-profit organizations and other local businesses in our community.

Style Guide:

Cardiff 101 Main Street worked with Mires Ball Design Agency to create a Cardiff Style Guide. This guide consists of landscape imagery, icons, typography, color pallet and more all inspired by the Cardiff-by-the-Sea community. We have used the icons created by the agency in our wayfinding signage throughout Cardiff-by-the-Sea, It will help to ensure consistent branding across our website, social media and merchandise.

Social Media:

Increased the quality of photo content posted on Instagram and Facebook by generating high quality images and collaborating with local influencers. Instagram and Facebook followers increased and our audience reach is over 30,000.

Successful Projects:

- Taste of Cardiff
- Cardiff Dog Days of Summer
- Cardiff Small Business Saturday
- Kringle Mingle
- Coastal Rail Trail
- Crosswalk at Liverpool
- SDGE Utility Boxes
- COVID Community Art Project
- Murals around Downtown
- Refurbishment of Cardiff-by-the-Sea wooden signs

Ongoing Projects:

- Cardiff Farmers Market
- Hosting 5 community events
- Build North County Corridor
- Verdi Under-crossing
- Birmingham Streetscape Project
- Way finding Signs
- Quarterly Member Mixers
- Holds Mayoral and City Council Candidate Forums during election years



COMMITTEE HIGHLIGHTS



Design Committee

- Cardiff Style Guide created
- Continued to advocate for safety and mobility improvements in Cardiff
- Created wayfinding signs in Cardiff
- Advocated for a retaining wall that better fit with our natural environment
- Creating landscape design for Coastal Rail Trail

Promotions Committee

- Partnered with City of Encinitas for Cardiff Dog Days of Summer
- Increased promotions and media coverage of our events
- Implemented a retail tie-in at Kringle Mingle to help support our local businesses
- Annual Taste of Cardiff

Economic Development Committee

- Continues to promote local businesses with Small Business Saturday and Shop Small initiatives.
- Works with Sheriff and City officials on safety in downtown district
- Heads the Cardiff Farmers Market Sub Committee

Cardiff Town Council Committee

- Advocates on the behalf of Cardiff residents and keeps them informed and engaged
- Works with City and residents to determine the interest and viability of preserving Birmingham Drive sidewalk panels
- Sponsoring and conducting mayoral and city council candidate forums

Organization Committee

- Recruited and welcomed new local business members and residential members
- Established more of a presence in the Cardiff Community
- Held member mixers

Committee Goals

Promotion

- To create consistent messaging and voice for Cardiff 101
- Develop a marketing plan for Cardiff 101 for social media building up to events
- Grow our current events by 15%

Design

- Work with City staff to create a sign for the Montgomery Design.
- Work with the Economic Development Committee to advise on Style Guide for the downtown area.
- Keep an authentic character in the community and use natural elements from our environment as inspiration.
- Be a voice for development projects that impact downtown Cardiff with the City

Economic Development

- Identify and strengthen economic assets while identifying the needs and wants of local consumers and residents
- Work with the city to align development with the desires of our community

Cardiff Town Council

- Continue to Advocate on the behalf of Cardiff residents and keep them informed, interested, and engaged in community matters.
- Represent Cardiff 101 in residential matters and communicate resident interests to Cardiff 101.
- Help to communicate Cardiff residential interests to City of Encinitas.

Organization

- Promote Cardiff 101 through our monthly newsletter, Facebook and Instagram posts.
- Increase memberships by 10%
- Create additional monthly passive income
- Recruit more businesses and public awareness



EVENTS

Taste of Cardiff: Falling on the first Thursday in May, Cardiff 101 Main Street is proud to present an evening of the best bites from Cardiff-by-the-Sea restaurants and sips of crafted beers, wines and kombucha hosted by the local businesses. Join the community in celebrating culinary flavors, local crafted libations and live music that make our downtown Cardiff district so unique.

Cardiff Dog Days of Summer: On the third Thursday of July, the Cardiff Dog Days of Summer is organized by Cardiff 101 Main Street and the City of Encinitas. This free event features over 100 dog-related vendors, rescue groups, pet adoption agencies, and makers. Activities include dog contests, live music, libation lounge, food trucks, hosted by Cardiff 101 Main Street and the City of Encinitas.

Cardiff Small Business Saturday: On Small Business Saturday, the Saturday after Thanksgiving, Cardiff 101 Main Street encourages you to shop local and support small businesses! We've partnered with local businesses that will be offering discounts, shop specials, surprise giveaways and basket drawing tickets at participating businesses!

Kringle Mingle: Cardiff-by-the-Sea welcomes you to a free festive holiday celebration for the entire community on the first Sunday in December. Come get photos with Santa and listen to lively musical performances throughout the afternoon. Enjoy a cup of coffee or hot chocolate and scrumptious holiday treats from Cardiff 101.

Cardiff Farmers Market



The Cardiff 101 Mainstreet Association is hosting a weekly Farmers Market every Saturday from 10am to 2pm, rain or shine. Located at Mira Costa College San Elijo Campus, Cardiff Farmers Market is a Certified California Farmers Market, featuring locally sourced produce sold by local farmers. We have a wide selection of food products and prepared food vendors, along with a curated group of craft vendors and local makers. It's a perfect and convenient weekend destination for community, food, and fun. It's an awesome addition to the best that Cardiff-by-the-Sea has to offer.

Located across from the San Elijo lagoon, the rustic and charming location is situated perfectly between Olivehain, Encinitas, Solana Beach, and Rancho Santa Fe, with easy access off the I-5 at Manchester Ave. There is FREE and ample parking (room for 850+ vehicles) or even better, ride your bike. As an organization that feels strongly about social justice, equity, and helping their community grow, the Cardiff Farmers Market is proud to accept EBT payments and is ADA-compliant.

WE WELCOME YOU...

With this proven comprehensive and community-driven approach to effectively revitalize the commercial district, Cardiff 101 invites all merchants, property owners and residents to become partners and take action on the wide variety of community issues. Members have the opportunity to participate in local advantageous events, serve on committees that make change and shape their community, while enjoying an array of additional benefits.

