



YAAANA

THE YIDDISH  
ARTS AND ACADEMICS  
ASSOCIATION OF NORTH AMERICA



# YIDDISHLAND CALIFORNIA

“You can take a Jew out of a *shtetl*, but you cannot take a *shtetl* out of a Jew”

- Sholem Aleichem

## Come join us!

We are currently looking for members to join  
the future Yiddishland Founders' Committee.

The Yiddish Arts and Academics Association of North America (YAAANA) is a non-profit organization that strives to expand awareness of the beauty and joy of *Yiddishkeit* and to preserve and advance the Yiddish language and culture within the US and worldwide. Our EIN is 85-2064877, and we are registered in the state of California. If you are interested in collaborating with us, please email [info@yaaana.com](mailto:info@yaaana.com) or call 619-719-1776.



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## WELCOME TO YIDDISHLAND CALIFORNIA!

A Multigenerational, *Shtetl*-Inspired Community in  
San Diego County, California

### Who We Are

The Yiddish Arts and Academics Association of North America (YAAANA) unites scholars, artists, activists, and anybody with an interest in Yiddish. Our mission is to expand awareness of the beauty and joy of *Yiddishkeit* and to preserve and advance the Yiddish language and culture within the US and worldwide. YAAANA offers family-friendly, low-cost Yiddish language classes, theater and song workshops, lectures, and Jewish holiday celebrations. We are rooted in the local San Diego County community, as well as the extended US and international community. Our growing team educates and entertains both virtually and in person. YAAANA has already become a trusted and popular destination to learn and engage. Learn more about us at [www.yaaana.org](http://www.yaaana.org). The physical home for YAAANA will be Yiddishland California.



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# VISION

We envision an immersive, *shtetl*-inspired, multigenerational community for Yiddish and non-Yiddish speakers alike. The word *shtetl* (literally meaning “little town”) is a diminutive of the Yiddish word *shtot*, meaning town. The word originates from the Proto-Indo-European root “sta,” meaning to stand, make, or be firm. As the origin of the word suggests, we plan to build a permanent Yiddish cultural institution, spreading our love of the Yiddish language and culture for many years to come. Yiddish is a language historically spoken by Eastern European Jews, with its own vibrant culture attached to it. Dating back to the 19th century, Yiddish speakers who immigrated to California from Eastern Europe created agricultural communities, culture clubs, small businesses, and other types of societies in which Yiddish thrived. San Diego County is home to many Yiddish speakers from Mexico, South Africa, Russia, Israel, and Poland, but there are neither Jewish museums nor Yiddish classes taught at the local universities. Locally, there is a need and desire for a Yiddish cultural institution with a physical presence. Additionally, San Diego experiences beautiful weather year-round, making it easy for visitors to enjoy our offerings both outdoors and indoors during all seasons. With its combination of community and the arts, our proposed Yiddishland will provide an alternative way of experiencing Yiddish culture, with all its guests united by a common love of the Yiddish language and culture. We want to remember a way of living that our ancestors experienced, as well as educate those unfamiliar with Yiddish customs. Bringing Yiddishland to San Diego County will help promote the language and culture that is so important in understanding the history of the Yiddish-speaking Jewish community, and the history of Jewish people in general.



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## THE DETAILS

We are hoping to create a mixed-usage community that will incorporate six guest rooms and a museum, detailing the history of *shtetlekh* (small Jewish towns in Eastern Europe) and of Yiddish-speaking Jews in California. Year-round, we will continue offering daily Yiddish language and culture classes, weekly gatherings such as shabes dinners and Yiddish exercise sessions, and monthly special events, including Yiddish wedding recreations, fashion shows, and theater performances. Three times a year, we will welcome multigenerational students for intensive in-person and online winter, spring, and summer programming. Additionally, we will have activities for all our guests, no matter their age. For example, we will feature tech-savvy educational tools for teenagers and millennials, and we will organize family-friendly activities including Yiddish educational programs for children of all ages.

## NEXT STEPS

Our next steps are to generate interest and start raising funds to bring our idea to life. We are currently looking for members of the future Yiddishland Founders' Committee who would join us in our efforts to purchase a suitable property. A property that is currently on the market, the Shell Beach Bungalows, located in La Jolla, CA 92037, meets our criteria, and could be easily converted into a small museum with six guest rooms. All of ten available units are fully renovated and include modern amenities. Six of them would be furnished with *shtetl*-style furniture and made available to our guests for short and long-term rental. The rest of the property would become a museum and a cultural center with seminar rooms. Please find a detailed summary of the available property below.



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## PROPERTY INFORMATION



### Offering Summary

- Sale Price: \$6,825,000
- Number of Units: 10
- Price/Unit: \$682,500
- Cap Rate: 2%
- Building Size: 4,629 sq feet
- Lot Size: 0.17 Acres
- Year Built: 1932
- Year Renovated: 2020



**Property Address: 1020 – 1026 S Coast Blvd, La Jolla, CA 92037**

### Financing Data

Loan Amount	\$3,753,750
Down Payment	\$3,071,250
Debt Service (3.05% Interest Only)	\$114,489
Debt Service Monthly	\$9,540



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## PROPERTY OVERVIEW

The Shell Beach Bungalows (the “Property”), a unique multi-family property located in an irreplaceable location – the heart of La Jolla, can easily be converted into Beach Bungalows. Shell Bungalows consist of ten *Shtetl* Beach beach bungalows in the desirable Village neighborhood, across the street from the beach. The property sits across three parcels. The property consists of five (5) one-bedroom / one-bathroom units, three (3)



twobedroom / one-bathroom units, and two (2) two-bedroom / two-bathroom units. Some of the units have views of the beach, and select units have patios or balconies. The property recently underwent an extensive renovation. The kitchens were appointed with new cabinets, quartz countertops, fixtures, recessed lighting, and stainless-steel appliances which include a range and hood, refrigerator, and dishwasher. The bathrooms received new cabinets, quartz countertops, laminate flooring and baseboards, shower enclosure, fixtures, lighting, blinds, doors and trim, and windows as needed. The living areas and bedrooms received new laminate flooring and baseboards, ceiling fans, recessed lighting, blinds, doors and trim, and windows as needed. With a Walk Score of 86 (very walkable) and the Pacific Ocean just a stone’s throw away, everything one could need, and more is right at their fingertips.



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## PROPERTY HIGHLIGHTS



### Located in The Village – the Heart of La Jolla

- Across the Street from Shell Beach
- Steps from La Jolla Cove and Children’s Pool Beach
- 10 Renovated Units
- Select Units with Ocean Views
- Select Units with Patios
- Select Units with Balconies
- Mix of One- and Two-Bedroom Units
- Laundry Station
- Dog Washing Station
- Courtyard Area
- Barbecue Area
- Walk Score of 86 (Very Walkable)



### Investment Highlights

- Irreplaceable Location
- 10 Units Spanning Across Three Parcels
- Eligible for Attractive Residential Financing



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## AMENITIES



### Property Amenities

- Courtyard Area
- Barbecue Area
- Laundry Station
- Dog Washing Station
- Off-Site, Secured Parking
- Beach and Park Access



### Unit Amenities

- Patio or Balcony Space in Select Units
- Beach Views in Select Units
- New Cabinets and Quartz Countertops
- New Stainless-Steel Appliances - Range, Hood, Refrigerator, and Dishwasher
- New Fixtures
- New Laminate Flooring and Baseboards
- New Recessed Lighting
- New Blinds
- New Doors and Trim
- New Shower Enclosures
- New Ceiling Fans



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## PROPERTY DETAILS INTERIOR PHOTOS





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## THE DETAILS





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## LOCATION INFORMATION



La Jolla, often referred to as “The Jewel of San Diego,” is one of the most popular beach destinations in California, offering the residents of its picturesque seaside community a lifestyle that has something for everyone. La Jolla is home to Torrey Pines Golf Course, Birch Aquarium at Scripps Institute of Oceanography, La Jolla Playhouse, Museum of Contemporary Art, Torrey Pines State Natural Reserve, and the University of California, San Diego. With seven miles of coastline, residents and visitors have their pick of some of the most beautiful beaches such as Shell Beach (which is just across the street from the subject property). Downtown La Jolla, also known as “The Village,” is full of both casual and fine dining restaurants with ocean views, charming cafes, art galleries, and upscale boutiques that offer unique shopping experiences. La Jolla is located just twelve miles from Downtown San Diego and neighbors other beach towns such as Del Mar, Encinitas, and Cardiff.

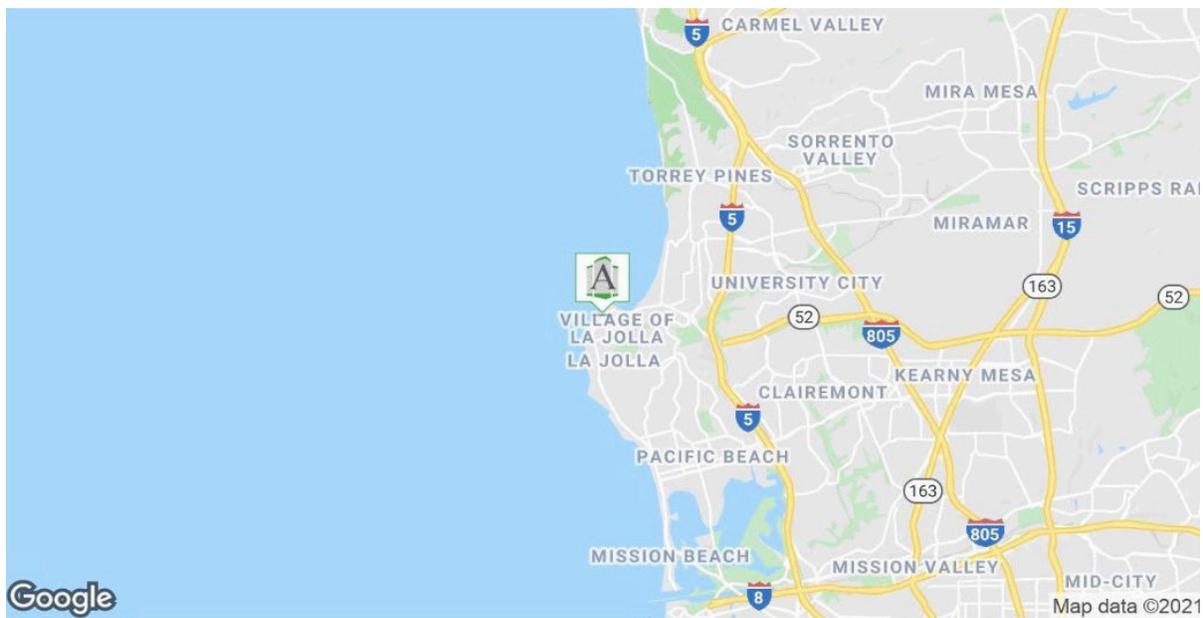


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# SITE PLANS REGIONAL MAP





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## INCOME

DESCRIPTION	Total / year
Guest Rooms	\$378,000
Tuition	\$45,500
Museum Tickets	\$15,600
Hakhel Grant	\$9,000
Donations	\$5,000
Museum Memberships	\$2,500
Translation Services	\$500
<b>TOTAL</b>	<b>\$463,600</b>

## EXPENSES

DISCRIPTION	Total/year
Property Expenses	\$157,983
Property Planning	\$100,000
Teachers' Payments	\$30,000
Hiring Contractors	\$20,000
Marketing	\$5,000
Office Expenses	\$3,500
Legal Advice and Protection	\$2,687
Website and E-mail Hosting	\$2,250
Bookkeeping	\$1,500
<b>TOTAL</b>	<b>\$322,920</b>

## PROPERTY EXPENSES

EXPENSE SUMMARY	CURRENT	PER SF
Property Taxes	\$84,674	\$18.29
Off-Site Management	\$18,549	\$4.01
Parking Credit	\$13,200	\$2.85
Gas & Electric	\$13,092	\$2.83
Repairs & Maintenance	\$9,000	\$1.94
Water & Sewer	\$8,700	\$1.88
Insurance	\$4,954	\$1.07
Landscaping	\$1,800	\$0.39
Trash	\$1,620	\$0.35
Taxes & Fees	\$955	\$0.21
Pest	\$540	\$0.12
<b>Gross Expenses</b>	<b>\$157,084</b>	<b>\$33.93</b>



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## DEMOGRAPHICS

POPULATION	1 MILE	3 MILES	5 MILES
Total Population	4,269	31,014	145,329
Median Age (Female)	54.1	46.9	35.9
Median Age (male)	48.4	44.5	34.2
Median Age	51.6	46.2	35.2

HOUSEHOLDS & INCOME	1 MILE	3 MILES	5 MILES
Average House Value	\$1,091,630	\$975,033	\$774,608
Average HH Income	\$143,780	\$162,467	\$102,474
Total Households	2,280	13,434	62,260
# of persons per HH	1.9	2.3	2.3

ETHNICITY (%)	1 MILE	3 MILES	5 MILES
Hispanic	5.4%	7.7%	10.4%

RACE (%)	1 MILE	3 MILES	5 MILES
White	92.4%	87.8%	75.3%
Asian	4.5%	8.0%	17.6%
Black	0.3%	0.4%	1.0%
American Indian	0.3%	0.1%	0.2%
Hawaiian	0.0%	0.1%	0.2%
Other	1.5%	1.4%	2.9%

\* *Demographic data derived from 2010 US Census*

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## SUPPORT OUR CAUSE!

We welcome donations of any amount. We are also currently looking for people who would like to join our Yiddishland Founders' Committee Donation Tiers for the members of the Yiddishland Founders Committee are the following:

\$140 or more	For the first 20 people – a free shtitzer/shtitzerke membership, which grants free access to all events for a year (Yiddish classes excluded)
\$300 or more	For the first 20 people – a free balebos/baleboste membership - access to all YAAANA events for half a year and 15% off all classes
\$450 or more	For the first 10 people – a free groyser makher/makherke membership - access to all events and 20% off all classes for a year
\$2,000 or more	Your name will be featured on a donors' plaque in our future physical space, and you will receive free access to YAAANA online and in person events for a year (Yiddish classes excluded)
\$50,000 or more	We will create an exhibit featuring your heritage shtetl and family history in our future physical space.
\$100,000 or more	You can name a summer program, winter program, spring program, theater academy, or scholarship to honor your loved one's memory or the name of the shtetl your family comes from.
\$200,000 or more	You can name a museum located in our future physical space to honor your loved one's memory or the name of the shtetl your family comes from.

Thank you for your interest and we are looking forward to hearing from you.

The YAAANA team