

The BOULEVARD

El Cajon Boulevard Business Improvement Association
www.theboulevard.org



The El Cajon Boulevard Business Improvement Association is an association of local businesses committed to improving the physical and economic conditions along the El Cajon Boulevard corridor and its surrounding neighborhoods in Mid-City San Diego.

20 ANNUAL 16 REPORT

**The Gateway
and Central
Business
Improvement
Districts**

2016 Annual Report

What is a Business Improvement District?

A Business Improvement District (BID) is an assessment district approved by the City Council to perform agreed-upon tasks within its boundaries. Once the BID is established by the City Council, each business license in the area is assessed a mandatory charge that is payable to the City at the same time as the business license. Our business owners pay \$60-\$90 per year, depending on the location and type of business, to support BID activities. The El Cajon Boulevard Business Improvement Association was established to:

- Assist member businesses in problem solving
- Organize civic events and decorate the streets and public spaces
- Work toward alleviating parking and traffic problems
- Improve the image of the area
- Facilitate and encourage revitalization projects

ECBBIA Committee Structure

The ECBBIA follows the four-point "Main Street" approach towards revitalization which is designed to the needs of the business community it serves. This strategy accomplishes the goals of the mission statement. In addition to the four committees, the ECBBIA is a community partner and hosts the meetings for MCTIP, the Community Parking District and the Mid-City Landscape Maintenance Districts.

<p>Organization - Develops policies, procedures and strategic plans; builds community support and cooperation with the many organizations, groups and individuals that have an interest in small business issues.</p>	<p>Economic Development - Foster greater relationships with public and private entities to create projects that enhance the Boulevard, and create an improved environment for residents and businesses through continued advocacy, business development, a retention and retention program, and incubation strategies at our hubs.</p>
<p>Design - Enhance and maintain the physical environment and multimodal safety of El Cajon Boulevard by implementing innovative and cohesive streetscape solutions.</p>	<p>Promotions - Promote small business, host theme specific events, initiate more public art and placemaking, highlight ethnic diversity, and work in parallel with other committee goals, all to showcase and communicate positive activity on The Boulevard.</p>

Overview

- The Boulevard has seen a recent influx of new development. New investment is not only bringing attention to the area, but also new residents living on El Cajon Boulevard. These are new customers to existing businesses and will also serve as eyes on the street. This continued growth is crucial to the success of the business district.
- We have revived recruitment, retention and incubation efforts. This is exemplified by our pop-up lots, markets and outreach to the business and development community, and through our partnerships with Civic San Diego and Lisc.
- We are currently working on multiple mobility projects. Our commitment is to transform our historic six-lane former highway into a slower speed thoroughfare that works for pedestrians, cyclists and automobile traffic and drives customers and neighbors to Boulevard businesses with safety and access in mind.

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Design



- Provided oversight to two Landscape Maintenance Districts (LMD) through regular meetings with City staff. Twice a week street clean-ups and landscaping services continue. Funds have been dedicated to increase services on side streets and into the 6 neighborhoods the Boulevard passes through.

- The Boulevard gateway sign received a fresh paint job

- Double globe ornamental streetlights were installed at 24 locations along the west end of El Cajon Boulevard

- Twinkle lighting on median trees and required maintenance is ongoing. Funding has been secured to expand solar twinkle lights in the west end



- Holiday I-805 holiday bridge lighting program had another successful year



- Partnered with Bikes del Pueblo to launch free bike valet every Friday at POPUP15 along with a donation based 'bike kitchen' offering bicycle educational and maintenance support to members of the community

- Kicked-off Fair @ 44 in September 2016 by piloting a weekly Wednesday International Market

- Working closely with the City of San Diego and San Diego Unified School District partners to ensure good circulation and an active, accessible joint-use facility.

- Hired an Americorp Resource Manager to provide access to capital to business members and support The Boulevard's economic development strategy

- Continue to gain a firm understanding, and monitor future developments on The Boulevard.

- Continue to attract many new faces to our Economic Development committee meeting and forge positive relationships with developers, investors and non-profit partners, including Civic San Diego, Urban Land Institute, LISC, and

Economic Development

- Economic growth strategies are underway within active business hubs throughout our district, which include the BLVD West, 30ECB, Centerline, Little Saigon and BLVD East, where we are seeking to incubate clusters of business activity within each hub.

- Hosted Technical Assistance Panel (TAP) with the Urban Land Institute (ULI) in May 2016, to envision development opportunities at the I-15 bridge decks and adjacent vacant lots.

- Secured lease with City of San Diego to activate POPUP15, which launched in May 2016. Since taking possession of the lot we have worked with community to put on an open-air movie series, with The Media Arts Center; a Women's craft and health event, with La Maestra; a think tank community group on bike/bus connectivity, with Councilmember Marti Emerald, MTS, CHCDC, and Long Beach transportation planner Charlie Gandy.



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Parking

- Continued oversight of the Mid-City Community Parking District budget and activities for The Boulevard, Adams Avenue, North Park and College
- The El Cajon Boulevard BIA, through the Mid-City Community Parking District, worked for nearly four years to convert Oregon Street, from University Avenue to Adams Avenue, into head-in parking. The project yielded a gain of about 100 spaces with a simple re-striping of the asphalt.
- A Bike Valet Parking pilot has launched to provide the service for local transit commuters on The Boulevard. El Cajon Boulevard BIA, Bikes del Pueblo and The Mid-City Community Parking District are partnering on the project at POPUP15.
- The Mid-City Community Parking District has contracted with a transportation planner to create a Bicycle Accommodation Plan for El Cajon Boulevard and 30th Street.
- We partnered with the City of San Diego on the Complete Boulevard SANDAG Smart Growth Grant to improve the Little Saigon District. The project is nearing competition.
- Efforts are being made to diminish the loss of parking
- A wayfinding sign has been designed and will be installed at 30th Street and El Cajon Boulevard.

Promotions

- Promote local businesses through the use of written spotlights, and become familiar with each business, one by one, to expand The Boulevard network and document the history, diversity and evolution of the business district.
- Produced a monthly e-newsletter to highlight restaurant spotlights, arts initiative, and other positive news that relates to El Cajon Boulevard.
- Continue to develop a strong presence on El Cajon Boulevard's Facebook and Instagram pages, including the BLVD Market, Fair @ 44 and POPUP15.
- The sixth edition of the Boulevard Guide, a handy map highlighting a sampling of the unique Boulevard businesses was printed this past year, and included sponsorship from local businesses.
- Continued to grow the sustainability of The BLVD Market, a showcase of San Diego's highly regarded up and coming chefs, incubates new epicurean entrepreneurs and activates community, which takes place on the 3rd Friday of the month.
- To launch the Barrios Hermanos brand, which supports urban hubs from both San Diego and Tijuana, the El Cajon Boulevard BIA hosted food vendors from Tijuana at the BLVD Market in August 2016.
- Going on its fifth year, Take Back the Alley is a collaborative, yearly public intervention of working with business owners, residents, and community volunteers to beautify and activate alleyways within our BIA. This year, three Take Back the Alley projects were created on El Cajon Boulevard. The first behind Shaper Studios and Tiger!Tiger!, designed by architect Pauli Faktor. The second one was organized in partnership the High Tech High Chula Vista and the City Heights CDC, to build-out a café for City Heights Coffee House behind Humble Heart, and the third was organized in partnership with Bluxom Salon to enhance the alley behind the Boulevard Center where the BLVD Market is located.

2016 Annual Report

Promotions

- Supported the activation of the parklet in front of Mama's Lebanese and the Live Wire by hosting a weekly Sunday music event in June 2016.
- Worked in partnership with the San Diego Bicycle Coalition and Tiger!Tiger! to locate a CiclosDias hub in the alley of 30ECB.
- Invested funds from the San Diego County Community Enhancement grant to implement Boulevard promotional activities and public art, including three new murals at Café Madeleine, The Boulevard Center and Twisted Taps.
- Invested funds from the City of San Diego's ACCF, District 3 to develop a Boulevard promotional video and new tables and chairs for our pop-up events including the BLVD Market.
- Invested funds from the City of San Diego's ACCF, District 9 to support the launch of POPUP15.
- In partnership with the local non-profit organizations, the El Cajon Boulevard BIA received funding through LISC to establish and promote ethnic and geographic business clusters, and support the growth of Fair @ 44 and POPUP15.
- New hub banners were designed by SDSU graphic design students, and will be hung in January 2017, thanks to a generous sponsorship from the San Diego County Credit Union.



Board of Directors

Tootie Thomas, President- LIPS
Jacquelyn R. O'Connor, President Emeritus
Polly Gillette, Vice President- Property Owner
Cuong Nguyen, Treasurer- Soda Bar
John O'Connor, Secretary- Property Owner
Edward Haidar- Mama's Bakery
Danny Fitzgerald- Grasshopper
Julian Villegas- Copley-Price YMCA
Sher Cox- Twisted Taps
David Chan- The Lafayette Hotel
Zane Mumford- Négociant Winery
Ralph A. Enriquez- Attorney at Law
Julie Tran- Goodbody Mortuary



Contact

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Connect

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El Cajon Boulevard Business Improvement District
Balance Sheet
As of December 31, 2016

	Dec 31, 16
ASSETS	
Current Assets	
Checking/Savings	
1000 · CA Trust - Checking	36,713.70
1005 · CA Trust - Savings	51,499.94
1015 · Petty Cash for General Office	400.00
1020 · Petty Cash for Blvd Market	300.00
Total Checking/Savings	88,913.64
Accounts Receivable	
2000 · Accounts Receivable	19,646.20
Total Accounts Receivable	19,646.20
Other Current Assets	
2110 · Prepaid Insurance	664.32
2500 · Security Deposit	1,950.00
Total Other Current Assets	2,614.32
Total Current Assets	111,174.16
Fixed Assets	
2300 · Furniture and Equipment	11,771.75
2390 · Accumulated Depreciation	-9,807.15
Total Fixed Assets	1,964.60
TOTAL ASSETS	113,138.76
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
3100 · Payroll Liabilities	
Federal Withholding Payable	2,588.00
FICA Payable - Employee	3,415.64
SDI Payable	200.93
State Withholding Payable	892.79
Total 3100 · Payroll Liabilities	7,097.36
3150 · Deferred Revenue	20,122.00
3200 · BID Assessment Advance	
BID Assessment Advance - FY'13	5,774.70
BID Assessment Advance - FY'15	215.77
BID Assessment Advance - FY'16	-3,444.73
BID Assessment Advance - FY'17	-1,311.08
Total 3200 · BID Assessment Advance	1,234.66
Total Other Current Liabilities	28,454.02
Total Current Liabilities	28,454.02
Total Liabilities	28,454.02
Equity	
Net Assets	
Unrestricted Funds	90,017.28
Total Net Assets	90,017.28
Net Income	-5,332.54
Total Equity	84,684.74
TOTAL LIABILITIES & EQUITY	113,138.76

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El Cajon Boulevard Business Improvement District

Profit & Loss

01/18/17

July through December 2016

Accrual Basis

	<u>TOTAL</u>
Ordinary Income/Expense	
Income	
4000 · Parking Revenue	19,161.71
4010 · Sponsorships	37,499.33
4020 · Special Events Revenue	4,783.38
4030 · Grant Revenue	6,000.00
4040 · BID Funding	46,532.50
4050 · General Revenue	3,256.24
Total Income	<u>117,233.16</u>
Expense	
6000 · Salaries & Wages	51,682.89
6050 · Event Expenses	24,979.59
6100 · Facilities	17,320.85
Grant - Expenses	1,000.00
6150 · Professional Services	16,576.52
6200 · Insurance	7,746.37
6300 · Office Expenses	2,014.07
6400 · Travel & Entertainment	1,021.55
6460 · Sales & Marketing	187.92
6500 · Bank Fees	38.50
Total Expense	<u>122,568.26</u>
Net Ordinary Income	-5,335.10
Other Income/Expense	
Other Income	
7000 · Other Income	2.56
Total Other Income	<u>2.56</u>
Net Other Income	2.56
Net Income	<u><u>-5,332.54</u></u>

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El Cajon Boulevard Business Improvement District
Profit & Loss
July through December 2016

01/18/17

Accrual Basis

	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16
Ordinary Income/Expense						
Income						
4000 · Parking Revenue	2,869.86	5,519.17	4,235.54	1,455.94	2,409.64	2,671.56
4010 · Sponsorships	0.00	0.00	0.00	10,833.33	833.00	25,833.00
4020 · Special Events Revenue	1,615.35	1,358.01	1,595.50	264.52	0.00	-50.00
4030 · Grant Revenue	0.00	6,000.00	0.00	0.00	0.00	0.00
4040 · BID Funding	10,859.64	7,514.25	6,206.01	7,480.04	7,072.61	7,399.95
4050 · General Revenue	0.00	0.00	0.00	1,216.00	2,040.24	0.00
Total Income	15,344.85	20,391.43	12,037.05	21,249.83	12,355.49	35,854.51
Expense						
6000 · Salaries & Wages	8,890.27	9,571.17	8,969.12	11,298.80	7,009.10	5,944.43
6050 · Event Expenses	1,804.67	3,709.06	5,729.19	3,346.20	5,364.16	5,026.31
6100 · Facilities	2,065.41	1,798.11	1,955.58	3,764.75	5,421.47	2,315.53
Grant - Expenses	0.00	0.00	0.00	0.00	0.00	1,000.00
6150 · Professional Services	2,038.00	4,295.00	1,036.20	1,456.00	1,917.40	5,833.92
6200 · Insurance	723.77	3,180.29	646.80	975.19	1,107.69	1,112.63
6300 · Office Expenses	16.55	1,267.70	92.48	139.15	23.00	475.19
6400 · Travel & Entertainment	17.03	0.00	23.10	703.84	124.44	153.14
6460 · Sales & Marketing	56.70	0.00	0.00	37.90	46.66	46.66
6500 · Bank Fees	10.50	10.50	10.50	7.00	0.00	0.00
Total Expense	15,622.90	23,831.83	18,462.97	21,728.83	21,013.92	21,907.81
Net Ordinary Income	-278.05	-3,440.40	-6,425.92	-479.00	-8,658.43	13,946.70
Other Income/Expense						
Other Income						
7000 · Other Income	0.39	0.47	0.42	0.44	0.42	0.42
Total Other Income	0.39	0.47	0.42	0.44	0.42	0.42
Net Other Income	0.39	0.47	0.42	0.44	0.42	0.42
Net Income	-277.66	-3,439.93	-6,425.50	-478.56	-8,658.01	13,947.12

El Cajon Boulevard BID

Treasurer's Report for Annual Meeting

Calendar Year 2016

Checking Acct

Balance - 1/1/16	\$ 1,232.43
Balance - 12/31/16	36,713.70

Savings Acct

Balance - 1/1/16	61,994.80
Balance - 12/31/16	51,499.94

BID Funding - 1/1 - 12/31/16	108,940.70
Less Outstanding A/R 12/31/16	<u>5,489.31</u>
Funding Received	103,451.39

Parking District Revenue - 1/1 - 12/31/16	37,002.75
Less Outstanding A/R 12/31/16	<u>10,774.68</u>
Funding Received	26,228.07

SBEP Funding (small business enhancement)	20,122.00
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Rock Church	11,666.00
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