

# The BOULEVARD

El Cajon Boulevard Business Improvement Association

[www.theboulevard.org](http://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.

## 2017 ANNUAL REPORT

**The Gateway  
and Central  
Business  
Improvement  
Districts**

# 2017 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.

<b>Organization</b> - Develops policies, procedures and strategic plans; builds community support and co-operation with the many organizations, groups and individuals that have an interest in small business issues.	<b>Economic Development</b> - 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.
<b>Design</b> - Enhance and maintain the physical environment and multimodal safety of El Cajon Boulevard by implementing innovative and cohesive streetscape solutions.	<b>Promotions</b> - 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.

## 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.

# 2017 Annual Report

## Design



- Provided oversight to two Landscape Maintenance Districts 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..

- Decorative pavers and new trees have been installed in the parkway at multiple locations in the Little Saigon District.
- Through a partnership with the Little Saigon Foundation, 8 pagoda roof trash cans have been installed in Little Saigon. Four more are expected to be installed in the near future.
- Sidestreets have been cleaned on an as-needed basis.
- 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

## 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 the Blvd Developer 2.0 in October 2017 to showcase developer investment and opportunities
- Activating POPUP15 in partnership with Bikes del Puelbo, who offers free bicycle clinics every week, and a variety of other groups who have hosted events on the lot throughout the year.
- Received an Innovation Award from Circulate San Diego for our Economic Development Activation Strategy
- Received 15K from the County Reinvestment Funding to support placemaking and urban design projects at Fair@44 and POPUP15
- Continue to support activation of Fair @ 44 through regularly occurring events and placemaking, and garnering more community partnerships



- Support the launch of the Dojo Project at Fair@44, a daily coffee shop
- Supported Access to Capital initiatives by help El Borrego receive a 50K loan to build an outdoor patio as well as a 10K Kiva loan to LK Fashion for enhance their inventory
- Hired a second 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 Price Charities.
- Initiated a city-wide placemaking permit to allow short-term activation of public space, incubate business and enhance community participation.



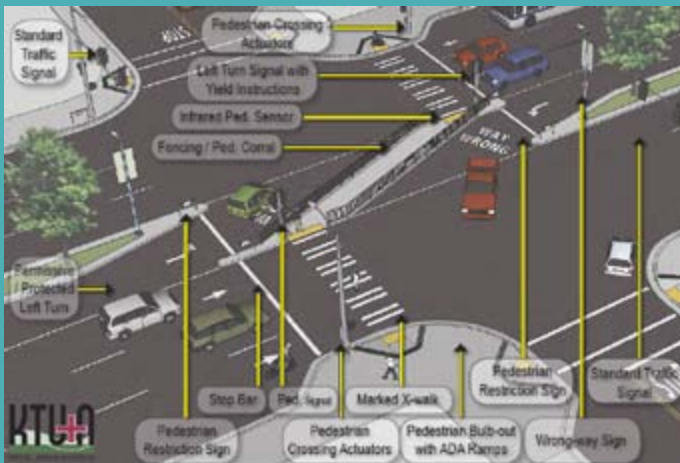


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## Parking

- Continued oversight of the Mid-City Community Parking District budget and activities for The Boulevard, Adams Avenue, North Park and College
- Head-in parking has been added on Arizona Street, for a gain of 14 spaces with a simple re-striping of the asphalt. Many additional conversion projects are in the pipeline. So far these conversions have created 173 spaces in the Mid-City Community Parking District.
- The Bicycle Accommodation Study for El Cajon Boulevard and 30th Street is underway. A series of proposals have been developed and the concepts are being presented to the community. The first focus group was made up of El Cajon Boulevard business owners who were generally in favor of the proposals. All concepts retain parking on El Cajon Boulevard.
- Years of advocacy has finally garnered City approval for a two-phase pedestrian crossing at Kansas Street. Funding is still needed to install the crossing.
- A wayfinding sign will be installed at 30th Street and El Cajon Boulevard. A second sign is under development for the Little Saigon area.



## 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 business spotlights, arts initiative, and other positive news that relates to El Cajon Boulevard.
- Launched the seventh 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, incubate new epicurean entrepreneurs, activate community, and attract more community partners at our the 3rd Friday of the month event.
- To sustain the interest of the Barrios Hermanos effort, which supports urban hubs from both San Diego and Tijuana, the El Cajon Boulevard BIA hosted a cross border beer flight and the Tijuana Zine Fest at the BLVD Market in September 2017.
- Going on its sixth 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, The Boulevard supported a new mural behind Shaper Studio, which was produced by students from Platt College
- Invested funds from the San Diego County Community Enhancement grant to implement Boulevard promotional activities and public art, including placemaking and branding of Fair@44, branding of POPUP15 and the new mural behind Shaper Studio.

- Hosted a Lunar New Year event at Fair@44

# 2017 Annual Report

## Promotions

- Launched the Music Mob, a regular occurring live music roving event on the Blvd's West-End.
- Helped plan a fashion show fundraiser for LK Fashion at the Lafayette Hotel.
- 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 that were designed by SDSU graphic design students, received sponsorship from SDCCU and were hung around Fair@44, POPUP15, Blvd West and 30ECB.



## Outreach Strategy

- Theboulevard.org– The organization's website has been fully redesigned
- The Boulevard Guide - The Boulevard Guide is a handy map highlighting a small sample of the unique businesses that can only be found on the Boulevard. The sixth edition of the guide was produced in 2017.
- Facebook & Instagram- El Cajon Boulevard has a strong social media presence.
- Member Outreach- Door to door campaign to update membership data, understand needs and provide access to resources.



## 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

**El Cajon Boulevard Business Improvement Association**  
3727 El Cajon Boulevard, San Diego, CA 92105  
Email: [info@theboulevard.org](mailto:info@theboulevard.org)

## Connect

**Website:** [theboulevard.org](http://theboulevard.org)  
**Facebook:** [elcajonboulevard](https://www.facebook.com/elcajonboulevard)  
**Instagram:** [elcajonboulevard](https://www.instagram.com/elcajonboulevard)

El Cajon Boulevard BIA  
**Balance Sheet**  
As of December 31, 2017

Dec 31, 17

<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1000 · CA Trust - Checking	63,780.22
1005 · CA Trust - Savings	51,505.08
1015 · Petty Cash for General Office	400.00
1020 · Petty Cash for Blvd Market	250.00
Total Checking/Savings	115,935.30
Accounts Receivable	
2000 · Accounts Receivable	22,446.86
Total Accounts Receivable	22,446.86
Other Current Assets	
2110 · Prepaid Insurance	199.37
2500 · Security Deposit	1,950.00
Total Other Current Assets	2,149.37
Total Current Assets	140,531.53
Fixed Assets	
2300 · Furniture and Equipment	11,771.75
2390 · Accumulated Depreciation	-9,807.15
Total Fixed Assets	1,964.60
<b>TOTAL ASSETS</b>	<b>142,496.13</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	13,803.32
Total Accounts Payable	13,803.32
Other Current Liabilities	
3100 · Payroll Liabilities	
FICA Payable - Employee	-0.07
SDI Payable	0.02
SUI Payable	-0.04
3100 · Payroll Liabilities - Other	0.03
Total 3100 · Payroll Liabilities	-0.06
3150 · Deferred Revenue	26,729.96
Total Other Current Liabilities	26,729.90
Total Current Liabilities	40,533.22
Total Liabilities	40,533.22
Equity	
Net Assets	
Unrestricted Funds	90,017.28
Total Net Assets	90,017.28
3900 · Retained Earnings	7,884.54
Net Income	4,061.09
Total Equity	101,962.91
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>142,496.13</b>