

THE BOULEVARD

EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

THE ASSOCIATION

THE DISTRICT

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.

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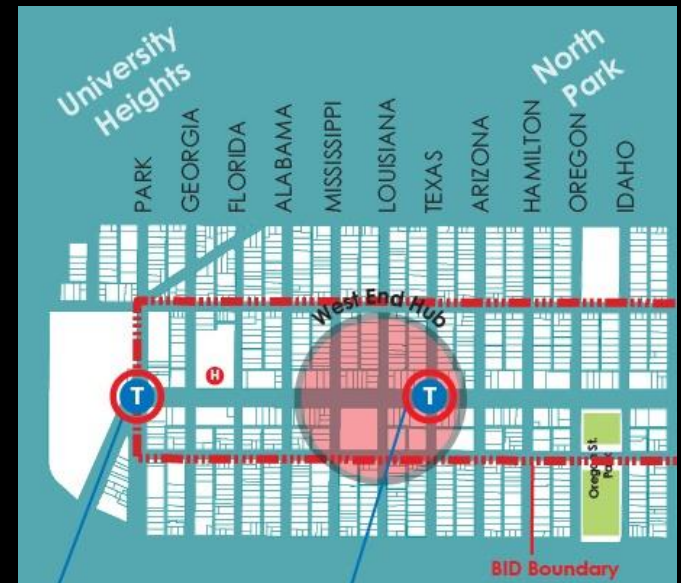
Formed in 1988, The El Cajon Boulevard Business Improvement Association is one of the 17 Business Improvement Districts (BIDs) of San Diego. The Boulevard membership includes over 1,000 small businesses.



The district encompasses 60 blocks along El Cajon Boulevard, from Park Boulevard to Dayton Street, traversing the communities of University Heights, North Park, Normal Heights, Kensington, Talmadge and City Heights.

Overview

- New Development
- Recruitment and Retention
- Business Incubation
- Rethinking The Boulevard
 - Business Hubs
 - Safety
 - Neighborhoods



Design

The El Cajon Boulevard Design Committee meets on the second Wednesday of every month

The focus is to enhance and maintain the physical environment and multimodal safety of El Cajon Boulevard by implementing innovative and cohesive streetscape solutions.



Design

- **Landscape Maintenance Districts**
- **Streetlights**
- **Holiday 805 Bridge Lights**
- **Little Saigon Improvements**



Economic Development

The Economic Development Committee meets on the third Wednesday of every month

The goal is to strengthen the District's existing economic base; finding ways to expand this base and meeting new opportunities; addressing infrastructure deficiencies and overseeing infill development activity and transit issues. Annual Committee Focus: 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 recruitment and retention program, and incubation strategies at our hubs.



Economic Development

- **Development**
- **Recruitment and Retention**
 - **Activation Lots**
- **ULI Tap**
- **Access to Capital**



Parking

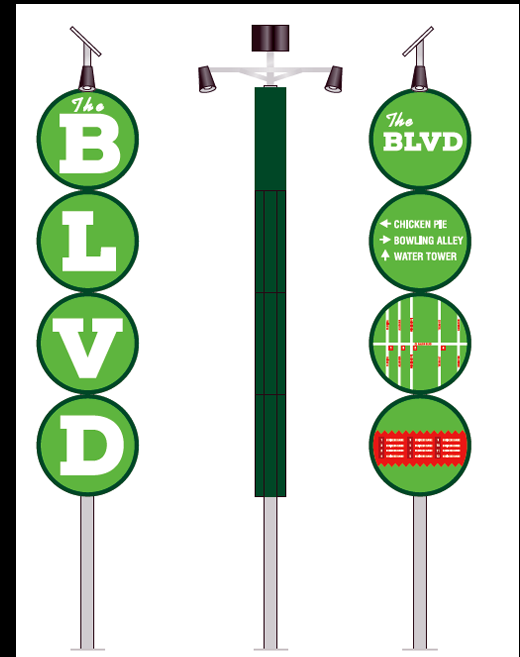
The Mid-City Community Parking District meets on the fourth Wednesday of every month

The group works to increase parking options, creates safe and friendly streets, increases pedestrian activity, advances alternative transportation options and promotes economic revitalization. We foster community cooperation through creative collaborations that enhance the vitality of our businesses, sustain the health of our residential community, and promote a model cohesive neighborhood.



Parking

- Increased Parking Supply
 - Angled Parking
 - Red Curbs
- Bike Infrastructure
 - Bike Valet
 - Bike Accommodation
 - Racks
- Wayfinding





Promotions

The El Cajon Boulevard Promotions Committee meets on the third Monday of every month

Promotes small business, hosts 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.



Promotions

- Placemaking
 - Take Back the Alley
 - Markets
- Hub Banners
- Rock The Boulevard
- Cultural Tourism
 - Little Saigon District
 - #findartshareart
 - Barrios Hermanos



The Boulevard Guide

[illegible]

EL CAJON BOULEVARD

El Cajon Boulevard is centrally located and has a unique mix of businesses that is a diverse community. For many businesses situated in the number of customers passing the street, 20% of San Diego's population live within a 5 mile radius. El Cajon Boulevard is adjacent to South Park, University Heights, Miramar Heights, Escondido, Temecula and San Diego Heights. It has many historic sites at a close distance to I-15, I-16, I-805 and I-805. The El Cajon Boulevard District is located in Escondido and Escondido the boulevard has been "historicized" for cultural purposes to preserve and its economic growth has been maintained for over 100 years.

THE BOULEVARD GUIDE

HISTORIC HIGHWAY 80

El Cajon Boulevard never "loses" "The Highway". In the early 1980s, it was the largest for their commercial San Diego city block. El Cajon Avenue was transformed into a boulevard in 1987, when the City Council voted to change the name to make its significance as a major thoroughfare. As the main east and west route, El Cajon Boulevard has the distinction of Highway 80. The boulevard's highway from Escondido, Temecula, San Diego, California. In 1977, the El Cajon Boulevard District Association began the "Progress Project" to celebrate the anniversary of El Cajon Boulevard in the corridor of Highway 80. Replaced double by four lanes highway, the route retains a unique design.

CULTURAL HUBS

El Cajon Boulevard is a commercial corridor that contains many historic value communities throughout the City of El Cajon and Escondido. Within the El Cajon Boulevard District Improvement District and the Escondido District of historic business clusters. These include the areas around the California Hotel and 2018 I-805, 20th and El Cajon Blvd along with the new San Diego State between Highway and Escondido, which retained artistic expression from the San Diego County Council on June 19, 2013. Arts and culture have been further supported by promotional activities and public improvements to our greater economic development along the Boulevard.

FOOD FUSION

The multicultural community that surrounds El Cajon Boulevard has greatly contributed to El Cajon Boulevard's reputation of being home to some of the most diverse, unique restaurants in San Diego. It is located in the Boulevard's food scene. The Blvd Festival was launched in 2013 creating a festival for "fusion". The event takes place on the 2nd day of each month on the corner of 15th and El Cajon Boulevard.

Visit www.elcagonbd.org for more details!

El Cajon Boulevard Improvement Association
15th and El Cajon Blvd
San Diego, CA 92101

THE BLVD MARKET

Outreach Strategy

Instagram - ElCajonBoulevard



#30ECB #POPUP15 #ELCAJONBOULEVARD

Outreach Strategy

Facebook- ElCajonBoulevard

El Cajon Boulevard
Published by Beryl Forman [?] · December 22, 2016 at 3:58pm · 🌐

Every business spotlight is a new discovery, and in this case, it was great to hear how Kristen from KOR Strength and Conditioning was inspired by the ancient sport of kettlebell while studying at SDSU, and turned it into a thriving business at 30ecb while also exemplifying our Take Back the Alley strategy.



1,787 people reached

Boost Post

El Cajon Boulevard
Published by Beryl Forman [?] · November 23, 2016 · 🌐

Cool kids working on their bikes with Bikes del Pueblo at POPUP15 - 4050 ECB. #bikethebldv #placemaking #popitup



1,666 people reached

Boost Post

Member Outreach

- **SBDC Program Awareness**
- **Building Small Business Network**
- **Expanding Member Database**
- **Promoting Storefront Improvement**

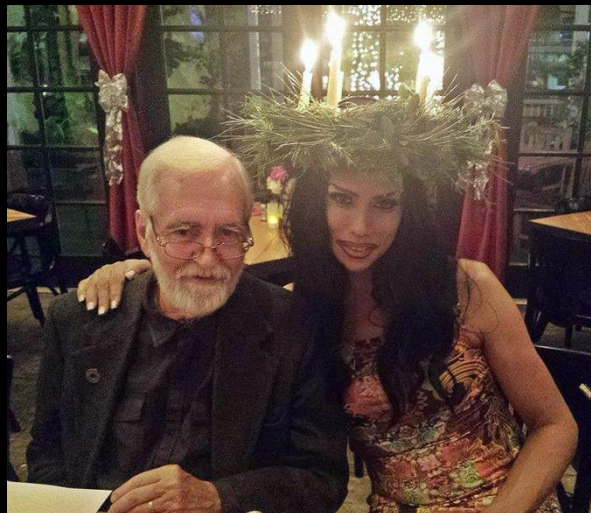
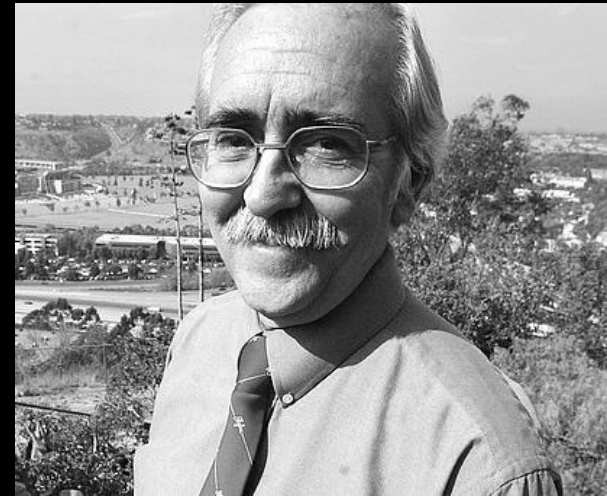


Gary Weber

the



Gary Weber



Awards Ceremony

