



**El Cajon Boulevard Business Improvement Association  
Annual Budget Narrative  
FY 2021**

**Personnel/Staffing and Office/Operational**

Personnel and Operating expenses support the functioning of the Association, including:

- Staff salary/wage, benefits, payroll taxes and insurance (health and workers compensation)
- Maintain office and meeting space - paying monthly rent and utilities.
- Monthly board meetings noticed and held in accordance with the Brown Act:
  - Monthly Board of Directors meeting (third Thursday of the month)
  - Monthly Executive Officers meeting (first Wednesday of the month)
- Monthly committee meetings - noticed and held in accordance with the Brown Act.
  - Design/ECBBIA Parking (second Wednesday of the month)
  - Promotions (third Thursday of the month)
  - Economic Development (third Wednesday of the month)
  - Financial/Budget/Policy Adhoc (first Monday of the month)
  - Mid-City Community Parking District (fourth Wednesday of the month)
- 4 Monthly Hub meetings along the Boulevard. in areas where there is an active business group and neighbor participation to address issues, define challenges and take advantage of opportunities. Hubs are West End, 30ECB, East End, and LSCultural
- Monthly bookkeeping, bill-paying and management of cash flow. This includes monthly reports to the Board of Directors and coordination with accounting and audit consultants.
- Working monthly in obtaining and keeping various insurance documentation/requirements in place.
- Preparation of required reports and monthly reimbursement requests for City of San Diego reimbursements, to include: Office of Small Business – BID Reimbursements, Small Business Enhancement Program reimbursements, and Community Parking District reimbursements.
- Preparation of required reports and reimbursement requests for the following: Community Projects, Programs and Services grants, and County Community Enhancement Grant.
- Preparation of reports on grants from outside public and private agencies.

- Coordinate and facilitate business training to educate businesses about business programs available from government and private organizations. This includes benefits available from Workforce Partnership, SCORE, The Internal Revenue Service, Accion and other programs as they become available.
- Staff coordination of special events such as First Friday, BLVD Mardi Gras Crawl, Street Food Friday, Salsa Sabado, BLVD Stroll, Parking Day, Take Back the Alley and Vision Zero through partnerships with business members and community groups throughout the year to host events within the business district.
- Staff coordinates seasonal business mixers at various locations throughout the district.
- Staff prepares monthly e-newsletters and annual reports that are sent to our constituents and business members.
- Expand and maintain the GIS (Geographic Information System) of community assets and development opportunities in the district.
- Manage interns that help develop various promotional projects such as events, business directories, online content and promotional videos.
- Manage consultants and A2C employees
- A board member shall maintain a seat on the board of directors of the BID Council.

### **Consulting Services**

- Hire consultants to forward initiatives and mission to create safer streets, business improvement, recruitment and retention of business and technology advances.
- Work with consultants on transportation, safe streets and capital programs

### **Communications/Website**

- Maintain the district's website, <http://www.theboulevard.org>. Keep the current required posting of organization governance documents. Also includes adding current events, business resources, project updates, historical resources and organization activities.
- The organization also maintains a presence on Facebook and Instagram.
- Distributes and posts monthly newsletter

### **Design and Improvements**

- Oversee the two Mid-City Landscape Maintenance zones that are within the Boulevard BIAs boundaries. Work with City Parks and Recreation department on maintenance and enhancement issues.
- Attend North Park Landscape Maintenance District and North Park Planning Group meetings to advocate for projects and services on the El Cajon Boulevard portion of the district.
- Identify locations and facilitate the planting of street trees, lighting, tree benches, wayfinding kiosks and other improvements on El Cajon Boulevard and its side streets.
- Holiday bridge lighting projects along the 805 and 15 freeways. Coordination with NP mainstreet, Adams Ave BID, CHBIA
- Repair and upgrade median and other special lighting projects along El Cajon Boulevard.

- Work to increase mobility options in the district. This includes traffic calming, pedestrian mobility and bicycle infrastructure, including but not limited to parklets, enhanced crossings and bicycle facilities.
- Work with government agencies to direct infrastructure funding into the district.
- Administer the street banner district along El Cajon Boulevard, including maintaining the infrastructure and the replacement of banners. There are currently 150 banners in the program. This includes coordination with other organizations that have contracted for the use of banner poles in the district. Attend meetings to advocate for infrastructure improvements and redevelopment projects along El Cajon Boulevard. The organization is focused on gaining resources to implement projects outlined in a City-funded sidewalk replacement study.
- Through the Public Right of Way Enhancement (PROW) program, the El Cajon Boulevard now has the ability to grant permits to allow sidewalk seating and other amenities for member businesses.
- Continue to market the City of San Diego's Storefront Improvement Program to member businesses and assist in the application process.
- Expand the district's address signage program to make storefront addresses more visible with the utilization of a unified theme. Tailor Address signage branding to Little Saigon Cultural District
- Hire artists to paint and maintain art on walls and street furnishings that promote El Cajon Boulevard, our hub areas and City Designated Districts and Landmarks.

### **Business Promotion and Development**

- Oversee funding from the County Community Enhancement grant to implement Boulevard promotional activities and public art.
- Promote local businesses through the use of written spotlights, and become familiar with each business, one by one, to develop new friends and partners and document the history, diversity and evolution of the business district.
- Produce 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 the El Cajon Boulevard Facebook page and Instagram.
- 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
- Design and print the Boulevard Guide, which is a map highlighting a small sample of the unique businesses that can only be found on the Boulevard.
- Work in partnership with Circulate San Diego and other community based organizations on the initiative Vision Zero.
- Work in partnership with the Little Saigon Foundation and our Little Saigon Committee to implement projects that focus on the district's continued evolution as a notable cultural district.
- Work towards state designation of the Little Saigon Cultural District through monthly meetings and community backed projects

- Work with local schools and local volunteers to develop and implement placemaking projects.
- Promote holiday shopping through national Shop Local Saturday and a holiday shopping guide.
- Develop partnerships that assist in the success and outreach of our monthly BLVD Markets.
- Host an Annual Meeting each January to showcase the work of the El Cajon Boulevard BIA, and award business owners and BIA partners for their contribution.

### **Special Events**

- Work in partnership with the Little Saigon Foundation and the Little Saigon Committee to highlight the Vietnamese business cluster along El Cajon Boulevard.
- Work with business owners to within our business hubs to host signature events including Mardi Gras, the Sip and Shop and Parking Day.
- Host a monthly outdoor foodie and maker event on the Court for First Friday Night Market.
- Work with business owners to host Boulevard Nights, a Quarterly event at the 30ECB Hub that overlaps with our First FridayMarket.
- Work in partnership with the San Diego Music Foundation to host the Festival of Beers on El Cajon Boulevard, which showcases all the best in local and independent microbrews, and partner with them on selecting music for our BLVD Market.
- 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.
- Manage the Fair at 44 lot that encourages Community and City Heights entrepreneurship and educational opportunities.
- Manage the POPUP15 lot for Community activation and involvement on the I-15 bridgedeck and for the utilization of city heights residents and local non-profits.
- Partnership with Media Arts Center, Aja, and Little Saigon Foundation to launch and sustain the Little Saigon Stories initiative.
- Utilize content to address vacancies and ad art projects where are left unattended, underutilized and vacant.

### **Other**

- Strengthens the District's existing economic base by finding ways to expand the numbers of businesses in the district and to meet new opportunities; address infrastructure deficiencies and oversees infill development activity and transit issues.
- Meet with developers to encourage the development of projects in the district.
- The BIA continues its membership with the San Diego Regional Chamber of Commerce and is represented on the Chamber's Legislative, Housing and Transportation Committees.
- Launch a pilot dedicated bus lane in partnership with MTS and the City of San Diego.

- Work with SDSU, MTS and the city in monitoring and collecting information, public comment and data for the Boulevard Busway
- Work closely with ULI, MTS and SANDAG to oversee the development around the Bus Rapid Transit stations throughout our district.
- Work with the development community to facilitate infill projects in the district. Promote development site and business attraction opportunities through networking and publicity strategies.
- Coordinate economic development tours and produce property profiles and other materials to bring investment into the district.
- Plan and implement incubation strategies to activate hubs within the district and attract future development.
- Close coordination with the Copley-Price YMCA to ensure that where our mission statements align we best serve our surrounding communities and neighborhoods.
- Follow-up on recommendations from ULI TAP to activate and capture the interest of transit oriented development around the I-15 bridge deck
- Administer the Access to Capital Program sponsored by LISC, Civic San Diego, that provides for small business owners to open, expand, implement storefront improvement, and relocate on to El Cajon Boulevard. Through this program we have been able to create and maintain a survey directory.
- Publish a Blvd. 20/20 Plan that outlines our vision for the Boulevard for the next 10 years. The plan outlines values, 1,3, and 5 year goals, and the strategy for accomplishing our plan. We engaged community and partners such as Housing You Matters, ULI, and the City Heights CDC as well as our local community groups in informing our BLVD. 2020 plan.