



**El Cajon Boulevard Business Improvement Association
Annual Budget Narrative
FY 2026**

The El Cajon Boulevard Business Improvement Association is an association of local businesses dedicated to enhancing the physical and economic landscape of the El Cajon Boulevard corridor and its surrounding neighborhoods in Mid-City San Diego. This year, we amplified our efforts at the Fair@44, serving seniors and partnering with other nonprofits to create opportunities for entrepreneurs, particularly women and individuals from our BIPOC, refugee, and immigrant communities. These initiatives align with our mission to promote Inclusivity, Diversity, and Equity, reflecting the values that drive our work.

Personnel/Staffing Overview: Personnel and operating expenses are critical to sustaining the Association, which oversees the Business Improvement District. This includes staff salaries, benefits, payroll taxes, and essential insurance such as health and workers' compensation. Our dedicated staff fosters collaboration and engagement through meetings and HUB gatherings, ensuring the continuous growth and vibrancy of our community.

Key Responsibilities and Initiatives: Board and Committee Meetings: We coordinate and lead monthly board and a joint committee meeting in compliance with the Brown Act, ensuring transparent governance. This includes Monthly Board of Directors meetings, Executive Officers meetings, Joint Committee Meetings, and Mid-City Community Parking District sessions.

HUB Meetings: Our HUB meetings connect businesses with their neighbors, rekindling relationships and fostering cooperation along The Boulevard. Current HUBs include West End, 30ECB, East End, College Gateway, Little Saigon Cultural District, and the emerging Central Corridor.

The Blvd. 20/20 Vision: In year 6, Our Blvd. 20/20 continues to flourish, within the 8 principles we adopted in 2019 set forward by community engagement and partnerships with organizations such as Housing You Matters, ULI, City Heights CDC, and local groups. Despite setbacks during the pandemic, our volunteer board and management consistently develop the 10-year vision to meet changing needs, including the home-based businesses, Recruitment and incubation efforts of minority owned businesses. In addition we have been

able to address the walkability and look of the Blvd. through trees and art. These measures were implemented mainly in D9

Community Engagement and Partnerships: We cultivate relationships and rely on our partnerships with Neighborhood Planning Groups, nonprofits, trade groups, stakeholders, and government representatives to develop initiatives that benefit El Cajon Boulevard. Our events—such as The Holiday Market (D9), San Diego Design Week (D9), BLVD Mardi Gras Crawl, Camino De Almas (D9), and Take Back the Alley(D9)—activate the community and create lasting connections. This year with the help of the state grant we have already increased our events list and look forward to this through FY26.

Business Mixers and Communications: We organize business mixers throughout the district to encourage collaboration and foster relationships. Monthly e-newsletters and annual reports keep our members informed and engaged.

Hybrid Meetings: To accommodate our diverse community, we host hybrid meetings that provide flexibility for business owners, neighbors, and partners.

GIS Management: We continue to expand GIS mapping of community assets and development opportunities, empowering growth and innovation.

Internship Program: Through partnerships with the Department of Rehabilitation, we manage interns who contribute to promotional projects such as business directories, social media, and video development, enriching their professional skills and expanding our digital reach.

With the addition of state funding for events, our hosting capacity has increased by 200%, amplifying our ability to engage the community.

Key Achievements and Activities: Maintaining Office Infrastructure: We ensure smooth operations by managing rent and utilities, creating a productive workspace.

Financial Management: We maintain rigorous bookkeeping, manage cash flow, and provide consistent financial reporting to our Board of Directors.

Insurance Compliance: We secure comprehensive insurance policies and manage all required documentation.

City of San Diego Reimbursements: We prepare and submit monthly reimbursement requests for City of San Diego programs, ensuring responsible financial stewardship.

Grants Management: We oversee grant reporting and reimbursement processes for Community Projects, Programs, and Services, as well as County Community Enhancement

Grants.

Business Training and Education: We offer valuable training sessions, connecting businesses with programs from Workforce Partnership, SCORE, IRS, and other organizations.

Board Management: Our all-volunteer Board of Directors leads from our office, actively engaging with the BID Alliance and other strategic partners.

Consultant Engagements: We hire consultants to drive initiatives focused on safer streets, business improvement, and technological advancement.

Communications/Website Overview: Our online presence strengthens our connection with the community. Through engaging social media and an informative website, we celebrate district businesses and promote cultural diversity.

Key Achievements and Activities: Website Functionality and Design: We continue to enhance our website to reflect the vibrancy and diversity of our community.

Website Maintenance and Content Updates: Our website remains a hub of information, offering governance documents, event updates, and business resources.

Diverse Social Media Presence: We actively manage social media across multiple platforms, amplifying our reach and engagement. We also aid our members and those we engage with in a more informal basis to attain an online social presence and develop their online commerce.

As we look to the future, we aim to enhance online commerce and encourage greater participation from our members. The Boulevard BIA is committed to fostering inclusivity, innovation, and sustainable growth, ensuring that El Cajon Boulevard thrives as a community asset in 2026 and beyond.