

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 15 REPORT

**The Gateway
and Central
Business
Improvement
Districts**

2015 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.

Organization - 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.	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.
Design - Enhance and maintain the physical environment and multimodal safety of El Cajon Boulevard by implementing innovative and cohesive streetscape solutions.	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.

ECBBIA Projects

“The Boulevard Arts District” was established by the El Cajon Boulevard Business Improvement Association with the goal of using arts and culture as a transformational tool to bring new life into the business district.

The Mid-City Transit Interchanges Project (MCTIP)- MCTIP resulted from the development opportunities created by the completion of the Route 15 freeway. Its goal is to bring higher density development to the vicinity of the transit plazas, and to other major intersections along the Boulevard. The current development of the two freeway interchanges into transit plazas is part of that activity. More recently, adoption of the BIA-sponsored Pilot Village by the City Council for the northeast and northwest corners of the Boulevard and the Route 15 freeway is a manifestation of the many years of MCTIP activities.

Mid-City Community Parking District- ECBBIA is the responsible fiscal entity for this program. The District includes portions of the College Area, City Heights, University Heights, North Park, Normal Heights, Kensington, Talmadge and Golden Hill communities. The District receives 45% of the funds collected from parking meters within its area. The funds may be used to improve parking conditions, induce traffic calming, increase pedestrian safety/mobility, and foster improved public transit.

Mid-City Landscape and Maintenance District - ECBBIA oversees three LMDs with the City's Park and Recreation Department. These Districts maintain lighting and landscaping along the Boulevard and in the medians.

2015 Annual Report

Design



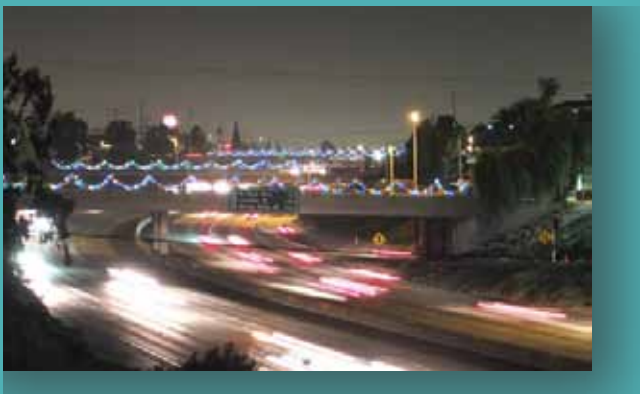
- Provided oversight to two Landscape Maintenance Districts (LMD) through regular meetings with City staff. Twice a week street clean-ups and landscaping services continue. The BIA oversees the work activity and budget for Mid-City and allocated \$30K for future capital projects.

- LMD-funded ornamental side street lighting were installed on 35th, 44th, 46th, and Euclid.

- Planters have been installed in the Little Saigon District, which include plaques funded by Councilmember Marti Emerald's office. The plaques celebrate the establishment of the Little Saigon District.

- Twinkle lighting on median trees and required maintenance is ongoing.

- Holiday I-805 bridge lighting program has continued with funding assistance from Councilmember Todd Gloria.



Economic Development

- Economic growth strategies are underway within active business hubs throughout our district, which include the West End, Central and College Gateway, where we are seeking to incubate clusters of business activity within each hub.

- Created a growing list of development opportunities on El Cajon 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.

- Continue to gain a firm understanding of future developments on The Boulevard.

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

- Organizing partnerships and pursuing funding opportunities to establish a permanent food market on El Cajon Boulevard.

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

2015 Annual Report



Parking

- Continued the role as the fiscal agent for the Mid-City Community Parking District for The Boulevard, Adams Avenue, North Park and College Business Districts.
- 84 angle parking spaces were installed in the district.
- The installation of the City's second parklet happened on Alabama Street in partnership with Live Wire and Mama's Bakery. The project also includes the district's second bike corral.
- Nine new bicycle racks were installed within the district.
- A bicycle survey was conducted online, by mail and in the field which asked business owners what they thought about various roadway configurations.
- A bicycle accommodation study has been initiated which will explore how bike lanes could be installed on El Cajon Boulevard and 30th Street. One of the project goals is to have no net loss of on-street parking.
- The Complete Boulevard SANDAG Smart Growth project is underway in the Little Saigon District. A walk and workshop have been held and the project will result in a urban design plan to improve mobility, branding, and aesthetics for the area.



Promotions

Events

- Worked in partnership with the Little Saigon Foundation to highlight the Vietnamese business cluster along El Cajon Boulevard, including a plaque celebration which highlighted the formal designation of the Little Saigon District by the San Diego City Council.
- Worked with business owners to plan and host the quarterly Bike the Boulevard event, which is a day of biking, art, music, and socializing at some of El Cajon Boulevard's hippest business locations.
- With a common interest in locally sourced, sustainable products, local business owners expressed a shared vision of developing a monthly market. Rather than your traditional farmer's market, The BLVD Market, which takes place on the 3rd Friday of the month, is a showcase of San Diego's highly regarded, up and coming chefs.
- To celebrate the one Year Anniversary of the BLVD Market, the El Cajon Boulevard BIA hosted a special 'Taste of the Blvd Market', allowing customers to sample each of the market vendors.
- 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, as well as build partnerships across San Diego and Tijuana.
- To showcase new Boulevard Banners and celebrate the Anniversary of the Boulevard Sign, the El Cajon Boulevard BIA will continue to host an annual celebration at the Lafayette Hotel.
- Worked in partnership with the San Diego annual Rock 'n' Roll Marathon to locate music stages and realize partners throughout the district, to showcase the annual marathon event on El Cajon Boulevard.

2015 Annual Report

Promotions

- Oversaw funding from the County Community Enhancement grant to implement Boulevard promotional activities and public art.
- Oversaw funding from the City of San Diego CPPS grants to implement Boulevard promotional activities and public improvements.
- Continue the association's promotional banner program, with banners that showcase photographs of business owners who fall into our four categories, Cruise, Rock, Shop and Dine.
- 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.
- 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 page and Instagram.
- Worked with a videographer to promote restaurants and markets throughout the district with an online video program called Boulevard Recipes. The videos are short cooking demonstrations, taught by great chefs on El Cajon Boulevard.
- 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.
- The Boulevard Guide is a handy map highlighting a small sample of the unique businesses that can only be found on the Boulevard. The fifth edition of the guide was produced in 2015.
- In partnership with the Little Saigon Foundation, IRC, Horn of Africa, Media Arts Center San Diego, and the City Heights CDC, the El Cajon Boulevard BIA has continued to receive funding to promote ethnic business and geographic clusters.
- We continue to nominate and honor an El Cajon Boulevard Business of the Year.
- 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.

Board of Directors

Officers:

Tootie Thomas, President - LIPS
Jacquelyn O'Connor, Pres. Emeritus- O'Connor's Church Goods
Polly Gillette, Vice President - Property Owner
John O'Connor, Secretary - Baymart Company
Ricardo Alvarez-Malo, Treasurer - El Pollo Loco

Directors:

Alberto Aldrete - City Heights Family Health Center
Edward Haidar - Mama's Bakery
Andrew Holets - Copley-Price YMCA
Cuong Nguyen - Soda Bar
George Thornton - The Homebrewer



Contact

El Cajon Boulevard Business Improvement Association
3727 El Cajon Boulevard, San Diego, CA 92105
Email: info@theboulevard.org

Connect

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

2015 Annual Report

Financials

**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION**
Statement of Financial Position
For the Year Ended June 30, 2015 and 2014

ASSETS

	2015	2014
Current Assets:		
Cash	\$ 53,113	\$ 63,335
Accounts Receivable	32,164	17,933
Total Current Assets	<u>85,277</u>	<u>81,268</u>
Fixed Assets:		
Equipment	11,772	9,617
Accumulated Depreciation	(9,807)	(9,478)
Fixed Assets (Net)	<u>1,965</u>	<u>139</u>
Other Assets:		
Prepaid Insurance	1,341	1,825
Rent Deposit	950	950
Total Assets	<u><u>\$ 89,533</u></u>	<u><u>\$ 84,182</u></u>

LIABILITIES AND NET ASSETS

Current Liabilities & Deferred Income		
Accounts Payable	\$ -	\$ 2,181
Payroll Liabilities	-	-
Deferred Income	<u>6,290</u>	<u>8,461</u>
Total Liabilities & Deferred Income	6,290	10,642
Net Assets		
Unrestricted Net Assets	<u>83,243</u>	<u>73,540</u>
Total Net Assets	<u>83,243</u>	<u>73,540</u>
Total Liabilities and Net Assets	<u><u>\$ 89,533</u></u>	<u><u>\$ 84,182</u></u>

**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION**
Statement of Activity
For the Year Ended June 30, 2015 and 2014

	2015	2014
Revenue:		
Governmental Funding:		
BID Reimbursements	\$ 104,796	\$ 99,825
Small Business Enhancement Program Grant	26,422	23,523
Grant Income	29,675	31,736
Parking Meter District	40,785	42,159
Total Governmental Funding	<u>201,678</u>	<u>197,243</u>
Other Revenue:		
Special Events	14,830	14,766
Interest Earned	6	6
Total Other Revenue	<u>14,836</u>	<u>14,772</u>
Total Revenue	216,514	212,015
Expenses:		
Program	187,574	192,856
General and Administrative	<u>19,238</u>	<u>17,547</u>
Total Expenses	<u>206,811</u>	<u>210,503</u>
Increase in Net Assets	9,703	1,512
Net Assets Beginning of Year	<u>73,540</u>	<u>72,028</u>
Net Assets End of Year	<u><u>\$ 83,243</u></u>	<u><u>\$ 73,540</u></u>

Note: The above Statements of Financial Position and Activity are from the statements audited by The Guerrero, Jimenez, Diaz & Co. LLP, CPA firm. The statements are on file at the El Cajon Boulevard BIA office at 3727 El Cajon Boulevard, San Diego, CA 92105