

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 20 REPORT

**The Gateway
and Central
Business
Improvement
Districts**

2020 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.

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

Overview

- Early 2020 saw The BLVD Court, BRT Bus/Bike Lane, Economic Development Tour 3.0 and Mardi Gras.
- In February we knew there was a contagious disease that was starting to make itself known on the west coast and specifically here in California.
- In March it mushroomed and the order to shut down all activity and shelter rocked our business community and way of life. Deaths followed.
- How does an area with struggling businesses, restaurants and nightlife, LMI neighborhoods, a multi-generational family based culture deal with the new normal? We shifted and that was the focus of the work for the association as the year progressed.

2020 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. Funds have been dedicated to increase services on side streets and into the 6 neighborhoods the Boulevard passes through.



- Maintenance of streetscape improvements along El Cajon Boulevard, sidewalks and gutters happens bi-weekly.

- New trees were added along The Boulevard and multiple side streets.

- In a continued partnership with the Little Saigon Foundation, six new pagoda style trash cans have been added to the Little Saigon area.

- New benches were added to the Central hub.
- Twinkle lighting on median trees and required maintenance is ongoing.
- The holiday holiday bridge lighting program on the 805 and 15 had another successful year.
- The project we worked with the Climate Action Campaign to secure a large grant from local funder to plant 33 new tree planting east of the I-15 has been delayed. The City of San Diego has continued to lag in granting us permission to do the planting.

- Power Washing has increased within the El Cajon Boulevard Maintenance Assessment District (805 to 54th). The area has been divided into 4 quadrants, including the Boulevard Transit Deck at SR15. The quadrants are now on a continuous rotation of service. In addition, portions of side streets are power washed or cleaned of trash and debris on an as needed basis to help those areas previously left undone.



Economic Development

- The economic impact of COVID-19 was catastrophic for small businesses. The association worked hard to relay information, assess needs of members and help with critical access to public and private resources through the various phases of the pandemic.

- In an effort to help locally owned businesses survive the crisis and sustain their operations, The Boulevard, with funding through LISC San Diego offered direct funding to businesses in City Heights.



- The Fair@44 on El Cajon Blvd was created with the intention of being a resource to the community. Now, more than ever, these goals have ignited the focus of Fair@44:

- The Boulevard BIA partnered with the International Rescue Committee, SBDC and ArtForm Swapmeet to host Safety in Style City Heights Facemask Distribution.
- Take What You Need – Offered weekly food distribution for City Heights residents.
- Fresh Fruit Swaps – Weekly pick-up and drop off of fresh fruits, targeted to support those in need.
- Baby Essentials provided monthly bundle bags to 100 families from the Mid-City area.

2020 Annual Report



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.
- The Boulevard Mardi Gras Crawl in North Park was held in February. The travelling party, led by a festive New Orleans-style brass band, included stops at a diverse mix of local businesses, with fun activities along the way.



Parking



- Continued oversight of the Mid-City Community Parking District budget and activities for The Boulevard, Adams Avenue, North Park and College.

- The year began with the dedication of the Boulevard Busway – a three-mile stretch of dedicated bus-only lanes along El Cajon Boulevard that will

speed up service and increase usage of a transit corridor that serves over 10,000 passengers daily.

- During the shutdown, an Executive Order by the Mayor allowed restaurants to establish sidewalk dining and the ability to use private parking lots without a permit. This allowed the organization to utilize funds set aside for parklets to be used for outdoor business operation grants.

- Take-Out and Pick-Up locations were designated within the district to help businesses operate.

- Conversion to head-in parking continued. More new spaces were added to side streets in City Heights and North Park this year.

- Additional parking was created throughout the district by removing or shortening red curbs.



- Continued to nurture and support a collaborative effort lead by the 30ECB hub to host a quarterly Stroll the Blvd event. This included the move to a virtual stroll which was live-streamed on various social platforms.

- Friday Food Tours of weekly guided bus tours showcased the best places to eat and drink on The Boulevard! Each week, the Tour focused on a different themed offering, from delicious ethnic cuisine to craft beverages and more.



- As part of the Mingei Museum's inaugural San Diego Design Week, the International Rescue Committee Small Business Development Center, The El Cajon Boulevard Business Improvement Association, and Bohdi Tree Concerts presents Safety in Style:

2020 Annual Report

Promotions



Outreach Strategy

- Theboulevard.org– The organization’s website is updated regularly.
- In addition to emails to our entire distribution lists, targeted emails are sent to members and segments of the
- Facebook & Instagram- El Cajon Boulevard has a strong social media presence.
- Member Outreach- Ongoing door to door campaign to update membership data, understand needs and provide access to resources.



Board of Directors

- John O'Connor, President – Property Owner
- Jacquelyn O'Connor, President Emeritus – Assoc. Member
- Polly Gillette, Vice President – Associate Member
- Cuong Nguyen, Vice President – Property Owner
- Julian Villegas, Treasurer – Copley-Price YMCA
- Carlos Solorio, Secretary– Diego Hills Public Charter School
- Edward Haidar – Mama’s Bakery
- Julie Tran- Goodbody Mortuary
- Lili Klu- LK Fashions
- Luke Nguyen- Rosano Partners

Connect

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

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