

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.

2021 ANNUAL REPORT

**The Gateway
and Central
Business
Improvement
Districts**

2021 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.

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| 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. | 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. |

Overview

- 2021 was focused on reopening The Boulevard!
- Getting businesses the support and funding needed was a top priority for the organization. Partnerships with LISC, City Heights CDC, The County of San Diego and City of San Diego were instrumental.
- Development continued at a rapid pace. Several large scale mixed-use buildings are under construction, with many near completion.
- The organization has recommitted to the Hub Strategy and BLVD 2020 Plan. This vision for smart living, working and growing into San Diego’s model transit-oriented community is building on decades of effort by The El Cajon Boulevard Business Improvement Association, its member businesses, residents and countless community and government partners.

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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.

- Twenty new trees were added along The Boulevard.

- New planters were added in City Heights.

- 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.

- 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.



- Many development projects along El Cajon Boulevard are in the process of being build. These projects are tracked on the association's website.

- Civic Community Partners continues to fund an Access to Capital position dedicated to assisting businesses with technical support.

- The Fair@44 on El Cajon Blvd continues to host special events that allow small businesses the opportunity to reach a larger customer base. Most of these businesses are minority, refugee or women-owned.

- The Boulevard is working on a small spaces strategy to meet demand for retail and work locations that are in short supply. Funding and grants have been secured to subdivide a building into an incubator space where several businesses could operate.

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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.

- As parking becomes more of an issue, additional meters are being installed to help manage on-street spaces. An education handout was produced to help explain why the meters are needed and how the funding helps the district overall.

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- 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.



- Conversion to head-in parking continued. More new spaces were added to side streets in City Heights and North Park this year. Additional streets will be converted in the near future.
- Additional parking was created throughout the district by removing or shortening red curbs. Time-limited parking has also been added at certain locations to help with turnover.

- The Mid-City Celebrated Dia De Los Muertos On The Boulevard with Camino De Almas at Fair@44 and El Borrego. We welcomed the community back to enjoy the special traditions of our Latino neighbors and to learn and experience.

- 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

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Board of Directors

John O'Connor, President – Property Owner
Jacquelyn R. O'Connor, President Emeritus
Polly Gillette, Vice President – Associate Member
Cuong Nguyen, Treasurer – Property Owner
Julian Villegas, Vice President – 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



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.

Connect

Website: theboulevard.org

Facebook: elcajonboulevard

Instagram: elcajonboulevard

El Cajon Boulevard Business Improvement Association

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