

# The BOULEVARD

El Cajon Boulevard Business Improvement Association  
[www.theboulevard.org](http://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.

## 2023 ANNUAL REPORT

**The Gateway  
and Central  
Business  
Improvement  
Districts**

# 2023 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 “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. In 2023, these meetings were combined into a single committee meeting that’s held twice a month.

<b>Organization</b> - 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.	<b>Economic Development</b> - 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.
<b>Design</b> - Enhance and maintain the physical environment and multimodal safety of El Cajon Boulevard by implementing innovative and cohesive streetscape solutions.	<b>Promotions</b> - 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

- 2023 saw an increase of community oriented events. Fair@44, one of the organizations activation spaces, held multiple weekly events throughout the year.
- Improvements to the streetscape continues with new trees and streetlights in City Heights and increased maintenance throughout the district.
- Development continues with many new residential units on The Boulevard and many hundreds more on the way.
- The organization has been doing outreach to the home-based business membership. A letter was sent to all members letting them know what services are available to them. We are planning a mixer in the coming year to explore ways for these businesses can partner with each other and the rest of the membership.

# 2023 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.



- As the greening of The Boulevard continues, new trees were added along The Boulevard and side streets. Eleven were planted on the north side of El Cajon Boulevard from 41st to Copeland. Over 30 more trees will be planted in the Little Saigon hub in 2024.

- The holiday bridge lighting program on the 805 and 15 had another successful year. It was the 35th anniversary.

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

- Quarterly Power Washing continues within the El Cajon Boulevard Maintenance Assessment District (805 to 54th).



- North Park MAD Reballot - An effort is underway to establish priorities for the future services and improvements desired by assessed property owners. The amount of services and improvements will have an impact on the property assessment to fund the special benefit services. The services offered by the NPMAD Engineering Report, which stipulates how funds can be spent, was written in a very restrictive way. It specifies an exact number of trees that can be planted, the number of streetlights that can be installed and which sidewalks can be steam cleaned. North Park has changed dramatically since the report was written in 1998.



## Economic Development

- Civic Community Partners continues to fund an Access to Capital position dedicated to assisting businesses with technical support.
- Residential developments are at the forefront of economic development along El Cajon Boulevard.

### Recently Completed (Past 5 Yrs):

837 Residential Units  
20 Commercial Units  
4 Mixed-Use Projects  
17 Projects Total

### In process:

1,182 Residential Units  
21 Commercial Units  
7 Mixed-Use Projects  
18 Projects Total



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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.



- We continued to nurture and support a collaborative effort lead by the 30ECB hub to host a quarterly Stroll the Blvd event. This included quarterly events.



- 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.

## Parking



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

- Pedestrian safety improvements and increasing bicycle infrastructure helps ease parking impacts in the area. We continue to add bike racks based on business requests.

- Angle Parking conversions have added hundreds of new spaces in the neighborhood.



- Currently, 20 blocks are in various stages of conversion to angled parking. This includes several blocks in North Park that have been approved to move forward to the installation process. This will create over 83 new parking spaces.

- The association works with city staff to evaluate and change curb colors to increase supply and manage parking. This includes reducing red curb lengths and the installation of time-limited parking. Outreach to business owners, residents and property owners is conducted to gain approvals and city crews implement the projects.

- We partnered with the San Diego County Fair on a promotional banner program. Business owners and community partners graced the banners along El Cajon Boulevard.



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## Board of Directors

John O'Connor, President – Property Owner  
Jacquelyn R. O'Connor, President Emeritus  
Cuong Nguyen, Treasurer – Property Owner  
Julian Villegas, Vice President – Copley-Price YMCA  
Edward Haidar – Mama's Bakery  
Julie Tran- Goodbody Mortuary  
Christine Perez- Cafe Madeleine  
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](http://theboulevard.org)

**Facebook:** [elcajonboulevard](https://www.facebook.com/elcajonboulevard)

**Instagram:** [elcajonboulevard](https://www.instagram.com/elcajonboulevard)

**El Cajon Boulevard Business Improvement Association**

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