

THE BOULEVARD

EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION



20 ANNUAL **25** REPORT

**The Gateway
and Central
Business
Improvement
Districts**

2025 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 the Mid-City Community Parking District and the Mid-City Landscape Maintenance Districts. In 2023, committee meetings were combined into a single committee meeting that’s held twice a month.

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.

Overview

- The total number of businesses in the district has increased by a net gain of 20.
- Development continues with many new residential units on The Boulevard, with many hundreds more on the way. Over 1,800 units have been added in just the last four years.
- 2025 saw an increase in community oriented events on our CALs (community activated lots). Fair@44 transitioned to Pop-up Winona and held multiple weekly and special events throughout the year.
- Improvements to the streetscape continues with new trees in City Heights and increased maintenance throughout the district. A sculpture in a median on the east end of the district was also added.
- The organization continues to outreach to members on a daily basis. Spotlights of businesses are shared through social media to highlight the various products and services available along our four mile district.
- Multiple theme specific events were held. We initiated more public art and placemaking, highlighted ethnic diversity, and worked to showcase and communicate positive activity on The Boulevard.

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Design

- Provided oversight to two Landscape Maintenance Districts through regular meetings with City staff. 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.



- The Boulevard went big for Arbor Day. In addition to welcoming many new trees that were planted, a whole week of tree loving activities took place. We teamed up with Hoover High School, The San Diego Zoo and AJA Project. Workshop leaders included Queer Sol Collective, Tree SD, Youth for a Sustainable Future (Y4SF), Carbon Footprint and Treedom.

- The holiday bridge lighting program on the 805 and 15 had another successful year. It was the 36th anniversary of working with our partners in North Park, Normal Heights and City Heights.

- Twinkle lighting on median trees is ongoing. We are exploring upgrades to the existing design to lower maintenance costs and have a greater visual impact.



- The quarterly sidewalk power washing within The Boulevard Maintenance Assessment District (805 to 54th) continues.



- A dedication ceremony was held with Mayor Todd Gloria to honor the sculpture by artist Vicki Leon, who is a resident of City Heights. "Dreamcatcher" is located on the median in front of the Talmadge Senior Village on the 5200 block of El Cajon Boulevard.

Economic Development

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



- Residential developments are at the forefront of economic development along El Cajon Boulevard. In 2025 the district added over 270 units. In excess of 3,000 residential units have been added in the district since 1998, a nearly 50% increase. North Park has seen the largest increase, with nearly 80%! Over 1,900 units have been added in the district in the last six years.

Recently Completed (Past 6 Yrs):

1,933 Residential Units
18 Mixed-Use Projects

In process:

587 Residential Units
8 Projects

- The Mid-City Communities Plan update is underway. A Boulevard representative is on the working group and attends each meeting to provide input on behalf of the organization.



- Employment numbers were relatively consistent compared with recent years, with a total of 2,739. This was a drop from from last year, which was higher than average at 2,980 employees. The 2025 decrease came on the Gateway portion of the district and mostly from the closing of Pancho Villa market. The property is being redeveloped into a new grocery store, which is scheduled to open in 2026. Another new market will open further east at 4144 El Cajon Boulevard.

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Parking

- Due to budget constraints, The City of San Diego has paused the Community Parking District program for the next two fiscal years. Instead of sharing parking meter revenue collected in each community, it will be absorbed into the City's budget.
- Angle Parking conversions initiated by Mid-City Community Parking District have added 489 new spaces in the neighborhood. Currently, 10 blocks are approved to be converted to angled parking. This includes North Park blocks that have been approved to move forward to the installation stage. This will create close to 100 new spaces when the City installs them. Most of the projects that haven't been installed were initiated by the community parking district in 2023 and as far back as 2021.



Community Activates Lots (CALs)



- Through partnerships with nonprofit and community-based organizations, we create pathways for entrepreneurship and creative expression, with a particular focus on women and individuals from BIPOC, refugee, and immigrant communities. This work is grounded in our mission to advance Inclusivity, Diversity, and Equity and positions the Boulevard as a welcoming civic corridor where commerce, culture, and community intersect.

Promotions

- We 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.
- Our signature activations are Stroll the BLVD in 30ECB and Little Saigon, the Holiday Market, San Diego Design Week, the BLVD Mardi Gras Crawl, Camino de Almas, and our unique self-guided tours. The Boulevard Coffee Tour has a major success with costumers and cross-promotion between the cafe's through the district.
- In 2025 Fair@44 has moved to El Cajon Boulevard at Winona and became Pop-Up Winona. This is a continuation of the BIA's CAL program. It houses Dojo Café and serves as a community events space. Hundreds of events, both big and small happen throughout the year.
- Through a formal partnership with Love City Heights, we are supporting the creation of a new 501(c)(3) organization alongside its founders, board members, and volunteers. This collaboration expands murals, public art installations, placemaking projects, and weekly live music and spoken-word events along the Boulevard and throughout City Heights. Art has the power to transform a community from the street up by telling the multicultural stories of its residents, mentoring youth, amplifying voices, and fostering pride and connection. For the business community, this cultural vibrancy translates into increased foot traffic, longer visits, stronger identity, and a destination that people are eager to experience and support.



- The Boulevard Mardi Gras Crawl in North Park was held again. 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.
- The Mid-City Celebrated Dia De Los Muertos On The Boulevard with Camino De Almas at Pop-up Winona and El Borrego. We welcomed the community back to enjoy the special traditions of our Latino neighbors and to learn and experience.
- 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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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 district.
- 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 R. O’Connor, President Emeritus
Peter Osetek, Treasurer – Associate Member
Julian Villegas – Copley-Price YMCA
Edward Haidar – Mama’s Bakery
Julie Tran- Goodbody Mortuary
Christine Perez- Cafe Madeleine
Luke Nguyen- Rosano Partners



Connect

Website: theboulevard.org

Facebook: elcajonboulevard

Instagram: elcajonboulevard

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