

RESOLUTION NUMBER R- 287918

ADOPTED ON OCT 21 1996

WHEREAS, the Hillcrest Association was founded in 1921 and celebrates its 75th Anniversary on October 24, 1996; and

WHEREAS, the Hillcrest Association has enjoyed a rich history of community development and promotion beginning in the 1920s with a newspaper and the beginning of what is now the traditional lighting of Christmas trees in the business area and caroling during the holiday season; and

WHEREAS, the Hillcrest Association hosted its first community celebration on March 16, 1926 to introduce its new street lighting system and hosted its second community event in 1936 in conjunction with the International Exposition; and

WHEREAS, the Hillcrest Association during World War II, despite the constrained workforce, was able to continue its tradition with the help of neighborhood children; and

WHEREAS, the Hillcrest Association formed a committee on February 17, 1982 to explore the formation of a Business Improvement District ("BID"), and to discuss community concerns such as the restoration of the Hillcrest sign, adequate parking, and landscape improvements; and

WHEREAS, the Hillcrest Association was formally incorporated on March 29, 1984, under the name Hillcrest Business Improvement Association, Inc., whose purpose is to strengthen the business and living environment of the Hillcrest Business area, and the Hillcrest Association. BID was formally approved by the San Diego City Council on July 25, 1984 with Joyce Beers as

its first Executive Director; and

WHEREAS, the Hillcrest Association has continued its tradition of special events and civic improvements including sixteen Tastes of Uptown, thirteen CityFest street fairs, Tuesday Nite Out, completed restoration of the Hillcrest sign as a public art project, Medical Employee Appreciation Week, monthly publication of the *Hillcrest Highlights*, and the recent commencement of the University Avenue Median project; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby commend the Hillcrest Association members, volunteers, and community supporters for their dedication to the citizens of San Diego.

BE IT FURTHER RESOLVED, that October 24, 1996 be and is hereby proclaimed to be "HILLCREST ASSOCIATION DAY" in San Diego.

APPROVED: JOHN W. WITT, City Attorney

By


John M. Kaheny
Assistant City Deputy

JMK:pev

09/12/96

Or.Dept:Council-Kehoe

R-97-274

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