

RESOLUTION NUMBER R- 295411

ADOPTED ON SEP 10 2001

WHEREAS, the Hillcrest Business Association was founded in 1921 in one of the fastest growing business and residential areas in the City of San Diego; and

WHEREAS, the Hillcrest Business Association is one of 42 such districts state-wide, and one of 18 in the City of San Diego, which was formed for the purpose of publishing a community newspaper to promote cohesiveness and camaraderie in the district; and

WHEREAS, the Hillcrest Business Association has undertaken coordination and promotion of community programs such as the Farmer's Market, Fifth Avenue's ongoing and unique tree lighting program, Tuesday Night Out, and its annual Taste of Uptown; and

WHEREAS, the Hillcrest Business Association hosts one of the City's community street fairs, CityFest, which has more than 100,000 people attending each year; and

WHEREAS, the Hillcrest Business Association serves more than 1,200 businesses, and prudently manages a budget of \$90,000 each year; and

WHEREAS, the Hillcrest Business Association provides additional quality services such as tree planting, trash pick-up and addresses safety issues to enhance our quality of life; and

WHEREAS, the Hillcrest Business Association worked closely with the City of San Diego and the Downtown Partnership to create the Uptown Parking District to more formally address the area's growing parking and traffic related matters; and

WHEREAS, the Hillcrest Business Association's mission remains the same today as it was 80 years ago: to strengthen and improve the economic living and business environment of

the people of Hillcrest; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the citizens of San Diego, does hereby recognize the Hillcrest Business Association on their 80th Anniversary.

BE IT FURTHER RESOLVED, that September 11, 2001, be and is hereby proclaimed to be "**HILLCREST BUSINESS ASSOCIATION DAY**" in the City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett
Stuart H. Swett
Senior Deputy City Attorney

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