

000591

105  
05/06

**BUSINESS IMPROVEMENT DISTRICT**  
**BUDGET REPORTS**  
**(BUDGETS & NARRATIVES OF ACTIVITIES)**  
**FY2009**

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Adams Avenue Business Improvement District**

Fund 10552

**Ordinance:** O-18087 adopted July 11, 1994 amending Ordinance  
No. O-16479 adopted July 29, 1985

*This Budget Report proposes changes to the boundaries of the BID to include the Kensington-Talmadge business core. The proposed additional street ranges are identified below. Actions to initiate the amendment have started and the amended ordinance is scheduled to be introduced at City Council on April 29, 2008 with the second reading to follow within three weeks. It is anticipated that the ordinance amendment, if approved, will be effective as of July 1, 2008.*

**Advisory Board** Adams Avenue Business Association, Inc.  
4649 Hawley Blvd San Diego CA 92116

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$8,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$3,000
Estimated Assessments to be collected in the Fiscal Year:	\$44,000
<b>Total Appropriation:</b>	<b>\$55,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$20,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$11,800
Publications/Printing (Brochures, Newsletters, Production)	\$12,200
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$3,000
Consulting Services	\$2,500
Other	\$5,500
<b>Total Budgeted Expenditures:</b>	<b>\$55,000</b>
 Estimated Contribution from Association Activities:	 <b>\$435,000</b>

*The amount of assessments estimated to be collected in FY 2009 includes an estimate of \$5,500 from businesses within the proposed expansion area.*

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$155	\$70	\$60
B	\$135	\$50	\$40

000594

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Adams Avenue Business Improvement District**

Fund 10552

Assessment Categories

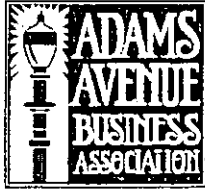
Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
30th Street			4600-4799
32nd Street			4600-4799
33rd Street			4600-4799
34th Street			4600-4799
35th Street			4600-4799
36th Street			4600-4799
39th Street			4600-4799
Adams Avenue		3466-3999	
Adams Avenue	3350-3465	2400-3349	
Arizona Street			4600-4799
Bancroft Street			4600-4799
Boundary Street			4600-4799
Cherokee Street			4600-4799
East Mountain View Drive			4600-4799
Felton Street			4600-4799
Hamilton Street			4600-4799
Hawley Boulevard			4600-4699
Hawley Boulevard	4700-4732 even		4701-4731 odd
Hawley Boulevard			4733-4799
Idaho Street			4600-4799
Iowa Street			4600-4799
Kansas Street			4600-4799
Mansfield Street			4600-4799
Ohio Street			4600-4799
Oregon Street			4600-4799
Utah Street			4600-4799
West Mountain View Drive			4600-4799
Wilson Street			4600-4799

*Additional Street Ranges and Zones for Expansion into Kensington-Talmadge Business Core*

Street	Zone 1	Zone 2	Zone 3
Adams Avenue		4000-4248	
Biona Drive			4600-4799
Edgware Road			4600-4799
Kensington Drive			4600-4799
Marlborough Drive			4600-4799
Park Place			4100-4199
Terrace Drive			4600-4799
Vista Street			4600-4726
42nd Street			4600-4799



## Adams Avenue Business Association Proposed Activities for the Fiscal Year 2009

The following explains how the Adams Avenue Business Association (AABA) intends to use the BID Funding for the Fiscal year 2009 (July 1, 2008 – June 30, 2009). The Adams Avenue Business Association understands that all staff time expended and reimbursements requested are for services performed will be in accordance with the proposed agreement between The City of San Diego and Adams Avenue Business Association for the management of the Adams Avenue Business Improvement District in Fiscal Year 2008.

The annual budget for the AABA is nearing \$500,000, and the expected assessments for the Adams Avenue Business Improvement District in the fiscal year 2009 (assuming the expansion to include Kensington businesses) will generate approximately \$44,000. Because the generated revenues are insufficient to fully fund activities, projects and programs of the AABA, remaining costs will be generated through other revenue sources. Some of these other revenue sources include Small Business Enhancement Program funding, special event fundraising efforts and the Adams Avenue Maintenance Assessment District funding.

### **Operations (FY 2009 BID Funding \$11,800)**

The Adams Avenue Business Association (AABA) will partially fund its operations through the BID revenues. These expenses include but may not be limited to:

- \$7,400 Insurance (D&O, General Liability, Worker's Compensation)
- \$1,200 Office Supplies
- \$2,000 Office Space Rent
- \$800 Office Utilities (Telephone & Internet)
- \$400 Meeting Supplies

### **Publications/ Website (FY 2009 BID Funding \$18,000)**

(Staffing Cost: \$8,000/ Production Cost: \$10,000)

During the fiscal year, the AABA will publish a number of documents, newsletters, publications and continue to update the website, all partially funded with BID revenues. These efforts include:

- Write, design, print and mail a quarterly newsletter for the member businesses
- Write, design and print a "One Sheet" touting the benefits of the Adams Avenue Business District to attract new businesses to the district.
- Write, design and print a "One Sheet" attracting developers to purchase and develop available properties within the Adams Avenue Business District.
- Write, design and e-mail the "AABA Weekly E-News", a free weekly e-blast to subscribers.
- Redesign, host, update and track traffic for the AABA Website, [www.AdamsAveOnline.com](http://www.AdamsAveOnline.com).
- Write, design, print and distribute to the region's hotels a business listing/ event calendar brochure to attract visitors to the Adams Avenue Business District.

000536

**Advertising (FY 2009 BID Funding \$7,000)**

(Staffing Cost: \$4,800/ Production Cost: \$2,200)

Advertising efforts are on-going and designed to enhance the presence and activities of the member businesses and the Adams Avenue Business Association. The advertising efforts include:

- Offering co-operative advertising to member businesses in various publications
- Writing and submitting press releases to various publications
- Writing and submitting periodical columns or news-worthy articles to various publications
- Negotiate reduced rate advertising for the member businesses in various local publications

**Technical Assistance Programs for Small Businesses (FY 2009 BID Funding \$7,200)**

(Staffing Cost: \$7,200)

The Adams Avenue Business Association has made it a priority to address the needs of the member businesses through a variety of programs offering technical assistance to the merchants. The AABA's Technical Assistance Programs include

- **City of San Diego's Storefront Improvement Program:** The AABA will promote the program to the businesses and property owners in the business district. The AABA will also offer assistance to the participants with the administrative aspects of the program and act as liaison between the business/ property owner and the City of San Diego Staff for each project to ensure completion in a timely fashion.
- **Public Right of Way Enhancement Program (PROW):** Promote and administer the program which allows businesses to place temporary sidewalk displays of a-frame signs, merchandise displays and outdoor cafés to enhance the visual appearance and atmosphere of the business district for a minimal annual permit fee.
- **Micro-enterprise Consulting Program:** Promote and fully administer a program to offer assistance to small businesses and micro-enterprise merchants within the Adams Avenue Business District. Through the collective efforts of other organizations such as SCORE, Accion, Small Business Development and International Trade Center and others, this program will offer business planning assistance, site location assistance and finance structuring in order to attract new and retain existing viable businesses in the business district
- **Advocacy and Resources from outside organizations:** Working with outside organizations to bring help and support to the AABA and member businesses. Some of these support organizations include the various departments of the City of San Diego, Business Improvement District Council and the Mid City Parking District.

**Design Improvements (FY 2009 BID Funding \$3,000)**

(Project Cost \$3,000)

The Adams Avenue BID is assessed \$3,000 per year to support design improvement projects through Adams Avenue Maintenance Assessment District (AAMAD). These funds support additional projects that would normally not be afforded the AAMAD through regular property owner assessments.

**Consultants (FY 2009 BID Funding \$2500)**

(Consultant cost \$2,500)

The AABA will hire a consultant to assist the Board of Directors with Organizational and Board Development throughout the year. This will include 2 development sessions and a Board Retreat in October 2008.

000597

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION  
**City Heights Business Improvement District**  
 Fund 10554

**Ordinance:** O-16918 adopted August 3, 1987

**Advisory Board** City Heights Business Association  
 3910 University Avenue San Diego CA 92105

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$5,000
Estimated Assessments to be collected in the Fiscal Year:	\$40,000
<b>Total Appropriation:</b>	<b>\$45,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$42,500
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$2,500
Publications/Printing (Brochures, Newsletters, Production)	\$0
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$45,000</b>

Estimated Contribution from Association Activities:

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$70	\$60	
B	\$50	\$40	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

000598

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**City Heights Business Improvement District**

Fund 10554

**Street Ranges and Zones**

<b>Street</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
33rd Street		3800-4099	
34th Street		3800-4099	
35th Street		3800-4099	
36th Street		3800-4099	
37th Street		3800-4099	
38th Street		3800-4099	
39th Street		3800-4099	
40th Street		3800-4099	
41st Street		3800-4099	
42nd Street		3800-4099	
43rd Street		3800-4099	
44th Street		3800-4099	
45th Street		3800-4099	
46th Street		3800-4099	
47th Street		3800-4099	
48th Street		3800-4099	
Central Avenue		3800-4099	
Chamoune Avenue		3800-4099	
Cherokee Avenue		3800-4099	
Euclid Avenue		3800-4099	
Fairmount Avenue		3800-4099	
Highland Avenue		3800-4099	
Marlborough Avenue		3800-4099	
Menlo Avenue		3800-4099	
Swift Avenue		3800-4099	
University Avenue	3300-4799		
Van Dyke Avenue		3800-4099	
Wilson Avenue		3800-4099	

000599



March 5, 2008

Meredith Dibden Brown  
Manager  
The City of San Diego  
Office of Small Business  
Civic Center Plaza  
1200 Third Avenue  
Suite 1400, MS 56D  
San Diego, CA 92101

Dear Meredith:

Per your request, below is a brief narrative of our proposed activities for FY 2008:

- **Clean & Safe Program (Maintenance Assessment District)**  
We will continue to manage our MAD contract and implement maintenance and security services through FY09. Continued emphasis will be placed on graffiti and crime prevention strategies and initiatives such as a utility box painting program.
- **Redevelopment Agency Funded Project**  
We will be implementing a \$142,000 bus shelter purchase and installation project within the BID funded by City Heights Redevelopment funds.
- **CDBG Funded Projects**
  1. City Heights Community Sign: We will be working closely with city departments and community partners to build and install a community identification sign.
  2. We will be purchasing and installing over 40 additional trash receptacles.
- **Marketing & Special Events**  
Our marketing and special events will include:
  1. Business mixers
  2. Annual awards banquet
  3. Street light banner program
  4. Quarterly newsletter



000600

5. WEB Site
  6. Sponsoring of community events such as the "Cinco de Mayo-Con Orgullo" and the "Day of the Dead".
  7. Sponsor Educational Business Workshops
- **Member Services & Education**  
*We will continue to provide counseling and advocacy services for our members.*
  - **Market Analysis**  
*We have begun to identify support for the implementation of a City Heights market analysis.*
  - **Administration**
  - **City Heights Foundation**  
*We have created a sister organization called the City Heights Foundation to help us implement charitable initiatives. We expect to receive our 501c3 IRS designation this summer.*
  - **Board and Staff Development**
  - **BID Council Board Participation**
  - **Fundraising**  
*A significant amount of the ED's time will be spent on seeking additional sources of revenue in order to expand programs and services.*

This is a brief summary of our proposed activities for FY 2009. We expect that our activities for the year will significantly exceed the list above and we will keep you informed through our *regular reimbursement reports* as well as through our *quarterly newsletter*. Please call me should you have any questions or need additional information.

Sincerely,

Enrique Gandarilla  
Executive Director

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**College Area Business Improvement District**

Fund 10562

**Ordinance:** O-18539 adopted June 29, 1998 amending Ordinance  
No. O-18263 adopted February 20, 1996

**Advisory Board** College Area Economic Development Corporation  
4704 College Avenue San Diego CA 92115

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$100
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$6,400
Estimated Assessments to be collected in the Fiscal Year:	\$66,000
<b>Total Appropriation:</b>	<b>\$72,500</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$28,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$9,000
Publications/Printing (Brochures, Newsletters, Production)	\$11,500
Special Events	\$14,000
Design Improvements (Maintenance, Beautification, Clearing)	\$4,000
Consulting Services	\$0
Other	\$6,000
<b>Total Budgeted Expenditures:</b>	<b>\$72,500</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$15,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$500	\$300	
B	\$180	\$120	
C	\$100	\$80	
D	\$90	\$60	
E	\$80	\$60	
F	\$60	\$60	

000632

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION  
**College Area Business Improvement District**  
 Fund 10562

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily large retailers, department stores, theatres, financial institutions and recreation or entertainment centers.	
B	Primarily small or specialty retailers, food and beverage establishments, beauty salons, nursery, floral, electronics and nightclubs.	
C	Primarily medical, professional or repair services, auto-related businesses.	
D	Construction, manufacturing, wholesale, hotels and motels, appliances and private learning institutions.	
E	Benevolent associations, non-profits and utility companies.	
F	Owner operated sole proprietor with no employees providing personal services.	
X	Apartment Buildings, government offices and public schools.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
70th Street		4800-5000	
Acorn Street	6138-6185		
Adams Avenue	6000-6100		
Campanile Drive		5000-5780	
College Avenue	4400-4800	4801-5198	
College Way	4527-4566		
El Cajon Boulevard		7101-7400	
El Cajon Boulevard	5800-7100	5468-5799	
Hardy Avenue		5700-5900	
Lindo Paseo		5700-5850	
Montezuma Place		5000-5700	
Montezuma Road		5500-6700	

000603



# College Area Business District

Representing the College Area Economic Development Corporation

March 10, 2008

Meredith Dibden-Brown  
Office of Small Business  
City of San Diego  
1200 3<sup>rd</sup> Ave, Suite 1400  
San Diego, CA 92101

**RE: Narrative of Proposed FY09 Activities**

Dear Meredith,

The College Area Business District is looking forward to another year full of BID Activities to benefit the 500+ businesses in the College Area.

Proposed activities include:

<u>Activity</u>	<u>Annual Budgeted Cost</u>
• Monthly Newsletter	\$ 5,500
• Current Website & New Enhancements	\$ 4,000
• 10,000 Printed Business Directories	\$ 9,000
• Business Mixers	\$ 6,000
• Rolando Street Fair – Equipment/Labor Provided	\$ 1,000
• Fall Fest Business Expo at SDSU	\$ 1,200
• The Boulevard BOO! Parade*	\$ 1,000
• Winter Season Celebration – Tree lighting/food and donation drive	\$10,000
• Beautification Days – twice a year	\$ 1,300

\*The Boulevard BOO Parade is funded through outside business sponsorships and grant funding. The amount shown here represents only the proposed BID expenses for this event.

These are the activities that will be constantly provided to the business owners and include small business advocacy and education at all times.

Sincerely,

Jennifer R. Finnegan  
Executive Director  
College Area Economic Development Corporation

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Diamond Business Improvement District**

Fund 10563

**Ordinance:** O-18540 adopted June 29, 1998 amending Ordinance  
No. O-18262 adopted February 20, 1996

**Advisory Board** Diamond Community Development Corporation  
5106 Federal Blvd # 207 San Diego CA 92105

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$19,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$6,000
Estimated Assessments to be collected in the Fiscal Year:	\$54,000
<b>Total Appropriation:</b>	<b>\$79,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$39,900
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$23,000
Publications/Printing (Brochures, Newsletters, Production)	\$2,900
Special Events	\$3,200
Design Improvements (Maintenance, Beautification, Clearing)	\$4,000
Consulting Services	\$3,000
Other	\$3,000
<b>Total Budgeted Expenditures:</b>	<b>\$79,000</b>
Estimated Contribution from Association Activities:	<b>\$8,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$500	\$300	
B	\$180	\$120	
C	\$100	\$80	
D	\$90	\$60	
E	\$80	\$60	

000606

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION  
**Diamond Business Improvement District**  
 Fund 10563

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily large retailers, department stores, theatres, financial institutions and recreation or entertainment centers.	
B	Primarily small or specialty retailers, food and beverage establishments, beauty salons, nursery, floral, electronics and nightclubs.	
C	Primarily medical, professional or repair services, auto-related businesses.	
D	Construction, manufacturing, wholesale, hotels and motels, appliances and private learning institutions.	
E	Owner operated sole proprietor with no employees providing personal services.	
X	Non-profits, apartment buildings, independent contractors providing beauty related services and home-based businesses.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
47th Street North	100-1650		
47th Street South		100-1000	
54th Street	1800-1962		
61st Street	400-500		
63rd Street	400-500		
69th Street	500-700		
Air Way	4500-4800		
Akins Avenue		5900-6700	
Churchward Street	5000-5150		
Euclid Avenue North	100-1913 excl. 1755		
Euclid Avenue South	100-1000		
Federal Boulevard	4500-5300		
Gateway Center Avenue	3600-3800		
Gateway Center Drive	700-800		
Gateway Center Way	600-1000		
Imperial Avenue	4400-6945		
Lisbon Street	6900-7000		
Lockridge Street	3900-4100		
Logan Avenue	4600-5150		
Market Street	3900-5000 excl. 4637	5001-5400	
Naranja Street		5000-5400	
Raven Street	400-500		
Whitmore Street	400-500		

**RESOURCE DEVELOPMENT OVERVIEW****1- Strategy #1- Increasing Business Assessments**

As 1 of 18 Business Improvement Districts within the City of San Diego, the Diamond BID receives the base of its income from assessments levied on local businesses.

Assessments are levied on businesses on the basis of relative benefit from the improvements and activities to be funded. In San Diego, the fees generally range from \$40 to \$500 per business each year, anchor businesses paying up to \$5,000 to support BID-related projects.

Businesses within the Diamond Business Improvement District typically pay approximately \$100 each per year. This results in approximately \$4500 per month, or \$54,000 per year in annual income through basic business assessments. The board is considering using its power to increase assessments which could result in doubling revenue to approximately \$108,000 per year.

In addition, the Diamond BID has undertaken the creation of a Maintenance Assessment District (MAD), whereby local businesses pay into the MAD for the maintenance of the landscape and aesthetic amenities that make business communities attractive points of destination for potential customers. The MAD is expected to raise \$35,000- \$45,000 annually in management fees.

Finally, the Diamond BID is hoping to model other BID strategies for getting large anchor tenants to pay an increased assessment as part of an Anchor Tenant Corporate Advisory Board which would serve as leaders in the business community and help guide the direction of corporate initiatives within the Diamond.

**2- Strategy #2-Management of Key Partnerships**

For approximately four years, the Diamond Community Development Corporation has received a steady stream of support from The Jacobs Family Foundation, a private operating foundation whose mission is working with communities to own the economic revitalization of their communities.

The original vision for the Diamond Community Development Corporation was to create a Community Development Corporation to manage the newly created Business Improvement District. The Jacobs Family Foundation, through its operating arm, The Jacobs Center for Neighborhood Innovation, has provided both annual funding and technical assistance support to the Diamond CDC/BID in this effort. This support has helped the organization build a solid foundation and attract high level executive talent. As the Diamond CDC grows and looks to move to the next level, the organization's goal is to now leverage the Jacobs Family Foundation support and move toward increased revenue generation through a diversified funding base.

Another key partner which the Diamond CDC has worked with over the years, is San Diego National Bank which has traditionally provided the CDC with both a working line of credit and grant support. Again, as an initial seed funder, San Diego National Bank helped to lay the foundation on which the CDC must now grow. Our goal is to continue the support of San Diego National Bank through both our banking relationship and in-kind office space, while pursuing grant funding through new donor acquisition. The value of this in-kind office space is \$12,000.

The City of San Diego remains a key partner, both through its Office of Small Business, and through the provision of Community Development Block Grant funding. Though this funding does not include operational support, it does provide pass through funding for projects and funding to support local business and economic development. Accordingly, it is the goal of the Diamond CDC/BID to continue to pursue and increase the relationships with City Council and the Mayor's Office to ensure that southeastern San Diego receives its share of this important Federal funding. No financial goal is listed in this category, as again CDBG funding for BIDs does not include



operational or administrative funding. However, the fact that the BID is managed by a Community Development Corporation, which is eligible for funding which might include such permissible line items, bares further research.

### **3- Strategy #3-Targeted New Donor Acquisition**

Targeted new donor acquisition is a key area of focus for the Diamond CDC in 2008 as it works to diversify its funding base. In light of its mission of driving economic investment in the low-income community of southeastern San Diego, it is a good "mission match" for many of the local banks which share that goal.

These banks include: Wells Fargo, Union Bank, and Washington Mutual, which all have a presence in southeastern San Diego and where the Executive Director of the organization has established relationships which make donor cultivation and solicitation a likely success.

Additional banks where relationships could be pursued include CDC Small Business Finance, Neighborhood National Bank, Citibank, San Diego Bank and Trust, Bank of America, and US Bank. Though none of these institutions currently has a branch in the geographic area service by the Diamond Community Development Corporation, each has a goal of promoting economic development and many have made financial investments in projects, if not philanthropy, in southeastern San Diego.

Two other philanthropic organizations which grant both philanthropic and project funding include LISC, the Local Initiative Support Corporation, and The Heron Foundation, a New York based foundation with projects in California, interested in economic development and individual wealth creation in under resourced communities.

A link to each of the aforementioned funders as well as a calendar of each organization's application deadlines is attached.

Finally, the City of San Diego Arts & Culture Commission, a previous funder of the Diamond *Community Development Corporation*, has the potential to be a key partner in the CDC's expansion through support of "Diamond Fest" an umbrella "division" of the CDC which would work with local organizers of popular southeastern San Diego street festivals, including:

The Encanto Street Fair, Imperial Fest, Taste of the Diamond, and similar events. Additional events which cater to the demographic of the Diamond might include a Holiday Blues Fest with local blues talent and business vendors, and Mardi Gras at Market Creek working with Magnolias and other local soul food businesses.

#### **4- Revenue Generating Programs**

As it looks to expand and diversify its funding streams, it is the intention of the Diamond CDC to participate in real estate transactions within the southeastern San Diego community, which will allow it to have assets under management. The goal for 2008 and beyond is to generate at least \$50,000 in asset management fees through this activity. The hope is that this would become a steady, and ever increasing revenue generating activity for the CDC.

Another tool, as a means to both promote small business in the community and to solidify the CDC's position as a business association which brings benefit to its members is a Community Business Guide, underwritten by the larger corporate partners in the community, and modeled after the comprehensive guide developed by the City Heights CDC. This would provide an additional \$5000-\$10,000 in revenue generation, while helping the Diamond CDC/BID to fulfill its mission of attracting new business and supporting existing business in the community.

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Downtown Improvement Area**

Fund 10550

**Ordinance:** O-10774 adopted February 1, 1972 amending  
Ordinance No. O-10450 adopted December 1, 1970

**Advisory Board** Downtown San Diego Partnership, Inc.  
401 B Street # 100 San Diego CA 92101

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$21,500
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$5,000
Estimated Assessments to be collected in the Fiscal Year:	\$95,000
<b>Total Appropriation:</b>	<b>\$121,500</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$30,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$91,500
Publications/Printing (Brochures, Newsletters, Production)	\$0
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$121,500</b>

Estimated Contribution from Association Activities:

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$0		
B	2 x BTCF not to exceed [\$50 plus \$4 per employee]		
C	1 x BTCF not to exceed [\$25 plus \$2 per employee]		

**Assessment Categories**

Category	General Description	X = Exclusions
A	Manufacturing, wholesale, and public utilities.	

000612

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Downtown Improvement Area**

Fund 10550

- B Primarily retail, amusement, auto-related, barber and beauty salons, hotels, motels, parking structures, office buildings, laundry-related, resale, shoe repair and photography related.
- C Those businesses not included in Categories A or B.

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
10th Avenue	900-1399		
1st Avenue	900-1399		
2nd Avenue	900-1399		
3rd Avenue	900-1399		
4th Avenue	900-1399		
5th Avenue	900-1399		
6th Avenue	900-1399		
7th Avenue	900-1399		
8th Avenue	900-1399		
9th Avenue	900-1399		
A Street	100-999		
Ash Street	100-999		
B Street	100-999		
Broadway	100-999		
Broadway Cr	001-9999		
C Street	100-999		
E Street	100-999		
Horton Plaza	199		
Westgate Plaza	221		

000613



THE VOICE OF DOWNTOWN

Ms. Meredith Dibden-Brown  
Community and Economic Development  
City of San Diego  
Civic Center Plaza  
1200 Third Avenue, Suite 1400  
San Diego, CA 92101

Dear Ms. Dibden-Brown:

For the years 2008-2009 the Downtown San Diego Partnership has some ambitious plans to continue to promote and enhance the downtown business climate. Following are some initiatives we have planned and recent accomplishments of the Partnership:

#### Downtown Business Attraction Program

We are still working closely with the City's Economic Development Department, the Centre City Development Corporation (CCDC) and the Regional Economic Development Corporation (EDC) to promote a downtown business attraction program. We are working to create a regional focused program to attract more business downtown, with the overall goal to not only attract but retain business as well. With the help of CCDC, we have recently hired Progressive Urban Management Associates (PUMA), a consulting firm based out of Denver CO, to create a working strategic plan scheduled to be complete by August 2008.

#### Downtown Residential Marketing Alliance

Under the leadership of Sherman Harmer from Urban Housing Partners, we continue to promote and enhance downtown San Diego residential life. With the help of many of our downtown builders, we were able to recently sponsor a pavilion at Little Italy's Artwalk. Our hope is that, with programs like this and with continued efforts, we can assist the downtown residential community in growing.

#### Special Events

Our many special events include the Alonzo Awards, Golf Tournament, the Taste of Downtown and several luncheons throughout the year. Last year, our Alonzo awards were the highest ever in attendance with over 550 people, and both our golf tournament and taste of downtown were sold out events.

000614

Marketing/Communications

The Arts and Culture Committee has finished creating an Art map that will go to print in April. It will act as a guide for tourists and San Diego residents to all the public art in downtown San Diego. Like so many major cities who also use art maps, we are hoping it will highlight our cultured dynamic downtown.

Our Annual Report and monthly e-newsletters provide the downtown community with information about the myriad of happenings downtown, as well as showcasing our members and their activities. Our parking map is a useful tool to visitors and members.

In April we will be hosting a City Attorney Candidate Forum luncheon. The panel, consisting of the top 4 candidates, will meet to discuss and debate over pertinent downtown issues.

Quality of Life

Our Social Services Directory, which was updated in October of 2007, provides quick references to downtown social service agencies. It has been distributed throughout homeless shelters, hospitals, Clean & Safe ambassadors, and day centers.

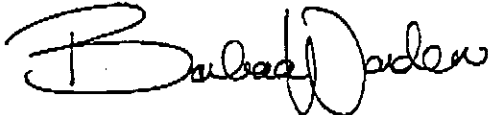
With the guidance of Todd Voorhees, who serves as Vice-chair of the C-street advisory Committee, we continue to support the C-Street Master Plan. Since its establishment in 2004, with no funding, the Master Plan now has a \$2.1 million revitalization budget in effect.

The Partnership continues to be financial supporters of the Work Your Way Home Program. This program, coordinated by Traveler's Aid, gives the homeless a job and place to stay while they earn enough to purchase a bus ticket home.

Our transit pass program continues to grow as well; we have become the biggest private distributor of transit passes in the county. We now distribute over 990 passes per month and close to 12,000 per year. We plan on increasing this number in the next year.

As you can see we are devoted to the advancement of downtown as a place to live, work, and play.

Regards,



Barbara Warden  
President

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION  
**El Cajon Boulevard Central Business Improvement District**  
Fund 10561

**Ordinance:** O-16919 adopted August 3, 1987

**Advisory Board** El Cajon Boulevard Business Improvement Association  
3727 El Cajon Blvd San Diego CA 92105

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$16,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$90,000
Estimated Assessments to be collected in the Fiscal Year:	\$64,000
<b>Total Appropriation:</b>	<b>\$170,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$53,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$20,000
Publications/Printing (Brochures, Newsletters, Production)	\$15,000
Special Events	\$12,000
Design Improvements (Maintenance, Beautification, Clearing)	\$28,000
Consulting Services	\$32,000
Other	\$10,000
<b>Total Budgeted Expenditures:</b>	<b>\$170,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$12,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$75	\$60	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

000616

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**El Cajon Boulevard Central Business Improvement District**

Fund 10561

**Street Ranges and Zones**

<b>Street</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
33rd Street		4200-4399	
34th Street		4200-4399	
35th Street		4200-4399	
36th Street		4200-4399	
37th Street		4200-4399	
38th Street		4200-4399	
39th Street		4200-4399	
40th Street		4200-4399	
41st Street		4200-4399	
42nd Street		4200-4399	
43rd Street		4200-4399	
44th Street		4200-4399	
45th Street		4200-4399	
46th Street		4200-4399	
47th Street		4200-4399	
48th Street		4300-4499	
49th Street		4300-4499	
51st Street		4300-4499	
52nd Street		4300-4499	
54th Street		4300-4499	
Alta Dena Avenue		4300-4499	
Central Avenue		4200-4399	
Chamoune Avenue		4200-4399	
Cherokee Avenue		4200-4399	
Copeland Avenue		4200-4399	
Dawson Avenue		4300-4499	
Dayton Street		4300-4499	
El Cajon Boulevard	3300-5399		
Estrella Avenue		4300-4499	
Euclid Avenue		4300-4499	
Fairmount Avenue		4200-4399	
Felton Street		4200-4399	
Highland Avenue		4200-4399	
Marcellena Road		4300-4499	
Marlborough Avenue		4200-4399	
McClintock Street		4200-4399	
Menlo Avenue		4200-4399	
Swift Avenue		4200-4399	
Van Dyke Avenue		4200-4399	
Wilson Avenue		4200-4399	
Winona Avenue		4300-4499	



## Summary FY 2009 Proposed Activities

### **Organizational:**

- Oversee association business and finance requirements.
- Expand and maintain the GIS (Geographic Information System).
- Recruit interested business owners into the organization and its committees.
- Continue production of a regular newsletter.
- Expand and upgrade the BIA websites.
- Oversee Mid City Community Parking District.

### **Promotions:**

- Market the Boulevard as a live, work, and shopping designation.
- Initiate regular business member mixers and events.
- Promote the Boulevard's historic context, including its designation as Historic Route 80.
- Support the Annual Chinese, Vietnamese, and Cambodian New Year Celebrations.
- Coordinate the annual holiday bridge lighting along the I-805 and Route 15 freeways.
- Continue the Boulevard street banner sponsorship program.
- Support complimentary events and activities of adjacent community organizations.
- Produce and maintain a member business directory, including an on-line version.
- Develop an on-line monthly electronic bulletin.
- Maintain a feature that highlights member businesses in the various publications.
- Initiate the use of promotional ads in community-based publications.
- Develop and implement and maintain a public art program along the Boulevard.
- Develop promotion videos about El Cajon Boulevard

### **Design:**

- Maintain the Boulevard medians and enhance accent lighting.
- Market the City's Storefront Improvement Program to interested businesses.
- Continue tree planting along the Boulevard and adjacent side streets.
- Install and maintain ornamental streetlights along the Boulevard and side streets.
- Repair and replace deteriorated sidewalks from Fairmount Avenue to 54<sup>th</sup> Street.
- Explore public right-of-way recycling container program

### **Economic Restructuring:**

- Facilitate infill development activity.
- Bring enhanced BRT transit service to the Boulevard and along Route 15.
- Increase availability of on-street and off-street parking.
- Facilitate Pilot Village implementation.
- Facilitate the increased use of small business financial assistance programs.
- Facilitate new business and employment development along the Boulevard.
- Identify public resources necessary to facilitate appropriate infill development.

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION <b>El Cajon Boulevard Gateway Business Improvement District</b> Fund 10551
---

**Ordinance:** O-16480 adopted July 29, 1985

**Advisory Board** El Cajon Boulevard Business Improvement Association  
 3727 El Cajon Blvd San Diego CA 92105

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$10,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$18,000
Estimated Assessments to be collected in the Fiscal Year:	\$32,000
<b>Total Appropriation:</b>	<b>\$60,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$22,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$11,000
Publications/Printing (Brochures, Newsletters, Production)	\$4,000
Special Events	\$4,000
Design Improvements (Maintenance, Beautification, Clearing)	\$8,000
Consulting Services	\$10,000
Other	\$1,000
<b>Total Budgeted Expenditures:</b>	<b>\$60,000</b>
 Estimated Contribution from Association Activities:	 <b>\$4,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$75	\$60	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

000819

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION  
**El Cajon Boulevard Gateway Business Improvement District**  
Fund 10551

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
30th Street		4200-4399	
32nd Street		4200-4399	
Alabama Street		4200-4399	
Arizona Street		4200-4399	
El Cajon Boulevard	1800-3299		
Florida Street		4200-4399	
Georgia Street		4200-4399	
Hamilton Street		4200-4399	
Idaho Street		4200-4399	
Illinois Street		4200-4399	
Iowa Street		4200-4399	
Kansas Street		4200-4399	
Louisiana Street		4200-4399	
Mississippi Street		4200-4399	
Ohio Street		4200-4399	
Oregon Street		4200-4399	
Park Boulevard		4200-4399	
Texas Street		4200-4399	
Utah Street		4200-4399	

## Summary FY 2009 Proposed Activities

### **Organizational:**

- Oversee association business and finance requirements.
- Expand and maintain the GIS (Geographic Information System).
- Recruit interested business owners into the organization and its committees.
- Continue production of a regular newsletter.
- Expand and upgrade the BIA websites.
- Oversee Mid City Community Parking District.

### **Promotions:**

- Market the Boulevard as a live, work, and shopping designation.
- Initiate regular business member mixers and events.
- Promote the Boulevard's historic context, including its designation as Historic Route 80.
- Support the Annual Chinese, Vietnamese, and Cambodian New Year Celebrations.
- Coordinate the annual holiday bridge lighting along the I-805 and Route 15 freeways.
- Continue the Boulevard street banner sponsorship program.
- Support complimentary events and activities of adjacent community organizations.
- Produce and maintain a member business directory, including an on-line version.
- Develop an on-line monthly electronic bulletin.
- Maintain a feature that highlights member businesses in the various publications.
- Initiate the use of promotional ads in community-based publications.
- Develop and implement and maintain a public art program along the Boulevard.
- Develop promotion videos about El Cajon Boulevard

### **Design:**

- Maintain the Boulevard medians and enhance accent lighting.
- Market the City's Storefront Improvement Program to interested businesses.
- Continue tree planting along the Boulevard and adjacent side streets.
- Install and maintain ornamental streetlights along the Boulevard and side streets.
- Repair and replace deteriorated sidewalks from Fairmount Avenue to 54<sup>th</sup> Street.
- Explore public right-of-way recycling container program

### **Economic Restructuring:**

- Facilitate infill development activity.
- Bring enhanced BRT transit service to the Boulevard and along Route 15.
- Increase availability of on-street and off-street parking.
- Facilitate Pilot Village implementation.
- Facilitate the increased use of small business financial assistance programs.
- Facilitate new business and employment development along the Boulevard.
- Identify public resources necessary to facilitate appropriate infill development.

000621

<p>FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION</p> <p><b>Gaslamp Business Improvement District</b></p> <p>Fund 10555</p>
---

**Ordinance:** O-17664 adopted July 15, 1991 amending Ordinance  
 No. O-15647 adopted January 4, 1982

**Advisory Board** Gaslamp Quarter Association, Inc.  
 614 Fifth Avenue # E San Diego CA 92101

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$12,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$30,000
Estimated Assessments to be collected in the Fiscal Year:	\$76,000
<b>Total Appropriation:</b>	<b>\$118,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$68,400
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$35,600
Publications/Printing (Brochures, Newsletters, Production)	\$3,000
Special Events	\$5,000
Design Improvements (Maintenance, Beautification, Clearing)	\$6,000
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$118,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$292,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$0		
B	[\$100 plus \$2 per employee] not to exceed \$250		
C	[\$140 plus \$4 per employee] not to exceed \$250		

**Assessment Categories**

Category	General Description	X = Exclusions
A	Non-profits.	

000622

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Gaslamp Business Improvement District**

Fund 10555

- B Manufacturing, auctioneers, storage facilities, utilities, labs, secretarial or accounting services, film and video production, credit collection, and emergency vehicle operators.
- C Primarily retail or supply businesses, repair, restaurants, theatres, arcades, services, schools, hotels, motels, and parking lots.

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
4th Avenue	500-599 even		
4th Avenue	100-999 odd		
5th Avenue	100-999		
6th Avenue	100-999 even		
Broadway	400-599 odd		
Dr Martin Luther King Way	400-599		
E Street	400-599		
F Street	400-599		
G Street	400-599		
Island Street	325-599		
J Street	400-599		
K Street	400-599		
L Street	400-599		
Market Street	400-599		

March 3, 2008

**Narrative of Proposed Activities  
For FY2009**

**To:           The Office of Small Business**  
**From:       Perri Spiller, Chair**  
**RE:         GQA 2008-2009 Program of Work**

The Gaslamp Business Improvement District is proud of its many accomplishments this past year and we look forward to new opportunities and challenges in FY 2008-2009. Many of our accomplishments are made possible with the support of our volunteer Board, Committees and members.

The Gaslamp Quarter Association has planned and worked diligently to create a *positive economic climate for our merchants, an outstanding experience for our guests and a highly desirable community in which to; celebrate, work, and visit.* The Gaslamp Quarter is the premier Dining, Entertainment, and Shopping destination in Southern California.

**Program of Work for 2008-2009**

We will continue to advocate the use of revenues secured from parking meters to continue the plan of constructing new parking structures and creating traffic mitigation programs for the benefit of employees, customers and residents. To further the development of additional structures, the GQA will continue its marketing program to promote the existing public structures (6<sup>th</sup> & K Parkade and Park-it-on-Market North). We pleased to see that the developer has been chosen by the Downtown Parking District/CCDC to construct the mixed use project at 7<sup>th</sup> & Market to include over 600 public parking spaces. We continue our efforts to encourage the development of more parking resources for the downtown area. Our important position on the *Downtown Parking Management Group is essential to the development and implementation of innovative short and long-term solutions to the parking management problems in downtown San Diego.* The DPMG has been created by District two in response to the recommendations made by the *Parking Management Task Force* in its comprehensive traffic management plan for the City of San Diego. Now the example for the rest of the City, our test areas for extended time, rate variations and new technology have been an unqualified success. We continue to collect and analyze the data to implement new methods to stimulate meter usage in under utilized areas. In 2008-2009, we will be *actively involved in the expansion of the program to areas throughout the downtown area.* We will also work the Mayor's staff to mitigate the possible impacts created by the potential increase in the duration of metered on-street parking within our district.

The GQA will continue to work with its downtown partners to create pedestrian friendly areas and safe walking corridors to and from the residential neighborhoods

000624

that surround the district. We concluding are involvement in the selection process for the *Comprehensive Environmental Lighting Plan* for downtown. In the next year will be active in the community input component of the program to stress pedestrian way-finding and neighborhood connectivity for both day and night uses. We have been extremely disappointed with the enacting and enforcement of the new News-rack permit/regulation Ordinance and look to encourage City officials to fulfill the commitment they made last year to the merchants of the Gaslamp Quarter and the people of San Diego. To that end, we will increase our activity with both the City's Neighborhood Code Compliance and the Downtown Partnership's Clean & Safe program to see that enforcement is made a priority in the entire downtown area.

Major events to be sponsored by the GQA in 2008-2009 include our signature event *Mardi Gras*, San Diego's largest single one day event, the 2<sup>nd</sup> Annual Gaslamp Art Showcase, the *Michael Jon Hogue Memorial Golf Tournament*, the *Taste of the Gaslamp*, the *Lamplighter Awards and Auction*, and the *KIFM Smooth Jazz Festival*. In an effort to develop a more balanced event profile and enhance our Fall pedestrian traffic, we working to launch the *Gaslamp High Performance Festival* early in October. A free public event featuring high performance automobiles from all over the planet placed at the termination point for Historic Highway 80, the Gaslamp Quarter. During the year we will coordinate workshops and town halls for the membership and surrounding community on an as needed basis.

We will continue our merchant exposure programs that we launched over the past two years. Our four-color rack cards feature the retail and daytime professional services available in the Gaslamp Quarter and increase the visibility of all of our establishments while doubling our "brochure rack" exposure in hotels and visitor centers. We will also continue the single most impactful marketing piece ever created by the GQA, by publishing the 3<sup>rd</sup> and 4<sup>th</sup> issues of "G Magazine", an expanded brochure to create a directed informational piece that has branded the Gaslamp Quarter and its merchants. Its' sophisticated design and layout will serve to create a distinctly "Gaslamp" presentation that will be distributed throughout the city though traditional and non-traditional hospitality outlets. We will increase our promotional programs to include a "Holiday" promotion this Holiday Season. To better achieve our Marketing goals, the GQA is continuing into the fourth year of our Strategic Marketing Plan, "San DieGO Downtown!" that focuses on the downtown area in a holistic fashion, highlighting the diverse dining, shopping and entertainment options available to residents and visitors alike. Developed with seed funding by the GQA, the plan is supported through funding by key downtown stakeholders.

The Board of Directors accepts its leadership role in setting a program of work for the year as well as its financial responsibility to wisely use the money entrusted to it. Our annual Board retreat will be held in late July, and has served as an essential tool to determine the overall direction of the Association. All members of the Association are encouraged to take an active role through town halls, committees, task forces and board involvement.

If you have questions regarding this **Program of Work for 2008-2009** or need additional information, please contact Jimmy Parker at (619) 233-5227 or visit us at [www.gaslamp.org](http://www.gaslamp.org).



000625

<p>FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION</p> <p><b>Hillcrest Business Improvement District</b></p> <p>Fund 10565</p>
---

**Ordinance:** O-17340 adopted September 11, 1989 amending  
Ordinance No. O-16230 adopted June 25, 1984

**Advisory Board** Hillcrest Business Improvement Association, Inc.  
P.O. Box 3714 San Diego CA 92163

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$23,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$16,000
Estimated Assessments to be collected in the Fiscal Year:	\$100,000
<b>Total Appropriation:</b>	<b>\$139,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$62,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$17,000
Publications/Printing (Brochures, Newsletters, Production)	\$12,500
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$35,500
Consulting Services	\$4,000
Other	\$8,000
<b>Total Budgeted Expenditures:</b>	<b>\$139,000</b>
 Estimated Contribution from Association Activities:	 <b>\$25,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$115	\$75	
B	\$75	\$55	
C	\$45	\$30	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, resale, bars and restaurants, dance, exercise or health studios, financial institutions, theatres, hotels and motels.	

000626

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Hillcrest Business Improvement District**

Fund 10565

- B Primarily service providers and utility companies.
- C Primarily services, accountants, secretarial services, hair salons and barbers, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
10th Avenue	3850-3999	3700-3849	
1st Avenue		3700-4099	
3rd Avenue		4050-4149	
3rd Avenue	3650-4049	3600-3649	
4th Avenue	3700-4049	3400-3699	
4th Avenue		4050-4149	
5th Avenue	3700-4049	3400-3699	
5th Avenue		4050-4149	
6th Avenue	3700-4049	3400-3699	
6th Avenue		4050-4149	
7th Avenue		3950-4099	
7th Avenue	3850-3949	3600-3849	
8th Avenue	3850-3949	3600-3849	
8th Avenue		3950-4099	
9th Avenue		3950-4099	
9th Avenue	3850-3949	3600-3849	
Anderson Place		500-599	
Blaine Avenue		1400-1599	
Brookes Avenue		300-699	
Centre Lane		3900-3999	
Centre Street		3750-3900	
Cleveland Avenue	900-1299	1300-4099	
Essex Street		900-1799	
Evans Place	500-599		
Front Street		3700-4099	
Herbert Street		3700-3899	
Ivy Lane		500-599	
Lewis Street		100-999	
Lewis Street West		100-199	
Normal Street		3900-3999	
Park Boulevard	3750-3999		
Pennsylvania Avenue		650-799	
Pennsylvania Avenue	300-649	100-299	
Pennsylvania Avenue West		100-199	
Richmond Street	3850-4049	3700-3849	
Robinson Avenue	300-649	100-299	
Robinson Avenue	1750-1849		
Robinson Avenue		650-1749	
Robinson Avenue West		100-199	
University Avenue	100-1799		
University Avenue West	100-199		
Upas Street		300-699	

000627

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Hillcrest Business Improvement District**

Fund 10565

Vermont Street		3800-3899
Walnut Avenue		300-699
Washington Street		600-999
Washington Street	300-599	100-299
Washington Street West		100-199

000628

**HILLCREST ASSOCIATION  
3737 FIFTH AVE SUITE 202  
SAN DIEGO CA 92103**

March 4, 2008

Meredith D. Brown, Director  
Office Small Business  
1200 Third Ave 14 Floor  
San Diego CA 92101

**HILLCREST BID ACTIVITIES FY 2009**

1. Farmers Market every Sunday at DMV from 9:00 a.m. to 1:00 p.m.
2. Sell Parking Meter Cards, refilling parking meters
3. Coordinate neighborhood activities for local events, store openings, tours by elected officials and general interest groups
4. Coordinate activities of the safety committee
5. Work on implementation of Phase III of the Normal Street Median Improvement Project from University to Blaine Street
6. Coordinate bi-monthly watering and landscape activities of the contractor for 99 trees in the BID
7. Write articles for quarterly newsletter "Hillcrest Highlights" and mail them.
8. Coordination of anti-graffiti and bi-monthly cleanup activities in the BID
9. Correspondence of the BID as needed, maintenance of website, monthly updates
10. Participation in committee activities of the Association, Uptown Law Enforcement Committee, Uptown Planning Committee, Uptown Partnership, SBAB, and BID Council.
11. Coordination and support of Special Events for the BID (Mardi Gras, Taste of Uptown, CityFest, December Nights and Holiday Promotion).

**SPECIAL EVENTS**

2009

All year—Farmers Market every Sunday

May –October—Hillcrest Art Walk (once a month, date tbd.

June 1 – Rock N Roll Marathon Water Station #1

August 10 -- CityFest – a street festival

October 14 -- Annual Meeting

November 27 to December 21 – Holiday Promotion

February 24, 2009-- Mardi Gras Festival

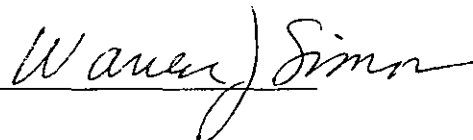
April 18-- Taste of Uptown & Merchants Sidewalk Sale

June to October—Hillcrest Art Walk (once a month, date tbd.

June 7—Rock N Roll Marathon Water Station #1

August 9 -- CityFest

Warren J Simon, Executive Director



## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**La Jolla Business Improvement District**

Fund 10559

**Ordinance:** O-17803 adopted July 14, 1992 amending Ordinance  
No. O-17458 adopted April 16, 1990

**Advisory Board** Promote La Jolla, Inc.  
P.O. Box 9047 San Diego CA 92038

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$15,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$30,000
Estimated Assessments to be collected in the Fiscal Year:	\$186,000
<b>Total Appropriation:</b>	<b>\$231,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$87,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$35,000
Publications/Printing (Brochures, Newsletters, Production)	\$10,000
Special Events	\$15,000
Design Improvements (Maintenance, Beautification, Clearing)	\$35,000
Consulting Services	\$5,000
Other	\$44,000
<b>Total Budgeted Expenditures:</b>	<b>\$231,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$20,000</b>

*This Association also undertakes maintenance and improvements in the public right-of-way under the terms of Agreement C-04444, recorded November 6, 1992.*

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$350	\$300	\$150
B	\$300	\$250	\$100
C	\$65	\$55	\$45

000630

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**La Jolla Business Improvement District**

Fund 10559

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail general, variety and specialty.	
B	Auto rentals, furniture and appliance sales, photo studios, video equipment and rentals, printing, publishing, and audio sales.	
C	Primarily service related, entertainment-related, theatres, parking lots and fitness facilities.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
Bishops Lane			7730-7748
Cave Street			1216-1315
Coast Boulevard	100-1327		
Fay Avenue	7761-7855	7500-7760	
Girard Avenue	7600-8040	7500-7599	7400-7499
Herschel Avenue		730-7399	
Herschel Avenue		7800-7966	7400-7799
Ivanhoe Avenue		7900-7979	
Ivanhoe Avenue		1910-7699	7700-7899
Kline Street		900-1135	709-899
La Jolla Boulevard			7345-7607
Pearl Street			410-1014
Prospect Place	7982		
Prospect Street	781-1445		230-780
Roslyn Lane			1200-1299
Silver Street			705-747
Silverado Street			1100-1296
Silverado Street		901-1099	715-899
Torrey Pines Road			1000-1199
Wall Street		1006-1140	

**FY 2009  
LA JOLLA  
BUSINESS IMPROVEMENT DISTRICT/STREETSCAPE AGREEMENT  
PROGRAM NARRATIVE\***

**PROMOTIONS:**

- Professionally Written Stock Articles for Travel Publications
- Operations of Visitors Information Center
- Marketing of VIC
- Guide Tours of Business District
- Support Signature Events- La Jolla Motorcar Classic, Gallery and Wine Walk
- Provide partners support to Movies by the Sea- LJ Park and Rec. event
- Print and or Television Marketing Campaign
- Newsletter
- Holiday Promotions
- Develop new spring event to feature village retailers

**DESIGN:**

- Sidewalk Cleaning and Trash Removal, Weed Control
- Tree and Potted Plant Installations and Trimming
- Maintenance, Installation and Donation of Street Furniture to City
- Create Community Identification Gateway Signage
- Holiday Street Pole Decoration
- Street Light Improvements
- Banners- Tourist District Seasonal and Event Related
- Median Improvements
- Sidewalk Pride PR campaign
- Crosswalk repairs
- Refuse Container Program

**ECONOMIC DEVELOPMENT:**

- Support the Community Parking District Subcommittee
- Identify Funding Sources for Parking Garage
- Site and Build Parking Garage
- Install Universal Parking Directional Signs
- Create Community Directional Sign Program
- Create a responsible tourism program
- Site a La Jolla Conference Center to attract conventioners
- Research longer term special event series

**ORGANIZATION:**

- Governmental Advocacy
- Member Benefits
- Office Rental, Supplies, Equipment
- Staff Operations and Sub Contractors
- Accounting and Legal

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION  
**Little Italy Business Improvement District**  
 Fund 10556

**Ordinance:** O-18541 adopted June 29, 1998 amending Ordinance  
 No. O-18374 adopted January 13, 1997

**Advisory Board** Little Italy Association  
 1830 Columbia Street San Diego CA 92101

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$9,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$0
Estimated Assessments to be collected in the Fiscal Year:	\$71,000
<b>Total Appropriation:</b>	<b>\$80,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$50,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$25,000
Publications/Printing (Brochures, Newsletters, Production)	\$5,000
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$0
<b>Total Budgeted Expenditures:</b>	<b>\$80,000</b>
 Estimated Contribution from Association Activities:	 \$0

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$5,000		
B	\$600		
C	\$300		
D	\$200		
E	\$100		
F	\$80		



000634

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Little Italy Business Improvement District**

Fund 10556

**Assessment Categories**

Category	General Description	X = Exclusions
A	Manufacturers with 1,000 or more employees.	
B	Financial Institutions, major theatres, major utilities, hotels and resorts with 100 or more rooms.	
C	Retail oriented businesses which will gain the most direct benefit from increased commercial traffic and hotels motels with 99 rooms or less.	
D	Other retail and services businesses expected to derive a lesser benefit.	
E	Professional service providers.	
F	Manufacturers with less than 1,000 employees, wholesale, construction and non-profits.	
X	Independent contractor beauticians and home based businesses.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
A Street West		200-1200 even	
Ash Street West	200-1200		
Beech Street West	200-1200		
California Street	1400-2500		
Cedar Street West	200-1200		
Columbia Street	1300-2500		
Date Street West	200-1200		
Elm Street West	200-1200		
Fir Street West	400-1200		
Front Street	1300-1700 even		
Grape Street West	500-1200		
Harbor Drive	1400-2500		
Hawthorne Street West	600-1200		
India Street	1300-2500		
Ivy Street West	700-1200		
Juniper Street West	700-1200		
Kalmia Street West	800-1200		
Ketner Boulevard	1320-2500		
Laurel Street West	600-1300 odd		
Pacific Highway	1400-2500		
State Street	1300-2200		
Union Street	1300-1800		



**Little Italy Association  
FY 2009 Proposed Activities**

Organization Committee

- Provide monthly financial reports
- Review day-to-day activities of the Little Italy Board of Directors
- Interface with District 2 Council Rep, County Supervisor Rep, and Assemblymember Rep
- Interface with CCDC on development issues
- Hold monthly Board meetings at Our Lady of the Rosary Church
- Seek out and pursue grants from local and national agencies
- Work with local agencies on Little Italy Education Center
- Implement parking district contract with CCDC

DISI Committee

- Install Gateway signs
- Design of five more famous Italian-American banners
- Maintain Piazza Basilone War Memorial
- Designate additional Piazzas throughout the district and identify with signage
- 14<sup>th</sup> Annual Little Italy Festa to be held on Saturday & Sunday October 11-12, 2008
- Continue to produce and distribute Little Italy district Walking Maps
- Holiday Tree Lighting to be held on Saturday, December 6, 2008
- Continue to update and improve the Little Italy web site:  
[www.LittleItalySD.com](http://www.LittleItalySD.com)
- Host Stickball Tournaments throughout the year
- Carnevale Venetian Masquerade Festival in February
- Opera at Dusk – rotating opera performances on four Saturdays in the fall
- Develop a Cruise Ship Task force
- Work with CCDC on Trolley Stop design & way-finding system

Land Use Committee

- North Embarcadero Planning
- Work with County of SD on development of parking lot at Kettner & Cedar
- Administration of Enhanced Maintenance Assessment District
- Homeless intervention with SDPD
- Graffiti Paint-out program
- Clean and sweep streets in Little Italy district
- Work with Airport Authority on overlay zone
- Work with Neighborhood Plan Consultant and CCDC on public amenities
- Work with state and local agencies on proposed Bullet Train

LITTLE ITALY ASSOCIATION OF SAN DIEGO

---

1668 COLUMBIA ST • SAN DIEGO, CA 92101  
(619) 233-3898 • FAX (619) 233-4866  
ROSIE@LITTLEITALYSD.COM • WWW.LITTLEITALYSD.COM

000837

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Mission Hills Business Improvement District**

Fund 10558

**Ordinance:** O-17229 adopted January 30, 1990**Advisory Board** Mission Hills Business Improvement District  
4019 Goldfinch Street # 106 San Diego CA 92103**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$10,000
Estimated Assessments to be collected in the Fiscal Year:	\$30,000
<b>Total Appropriation:</b>	<b>\$40,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$25,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$5,400
Publications/Printing (Brochures, Newsletters, Production)	\$5,000
Special Events	\$1,500
Design Improvements (Maintenance, Beautification, Clearing)	\$2,500
Consulting Services	\$100
Other	\$500
<b>Total Budgeted Expenditures:</b>	<b>\$40,000</b>

Estimated Contribution from Association Activities:

**Schedule of Assessments***Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$70	\$60	
C	\$50	\$30	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	
B	Bars & taverns, dance, exercise or health studios, farm & garden, hair salons & barbers, and spas.	
C	Bars & taverns, dance, exercise or health studios, farm & garden, hair salons & barbers, and spas.	

000038

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Mission Hills Business Improvement District**

Fund 10558

**Street Ranges and Zones**

<b>Street</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
Albatross Street	3959-4089		
Brant Street	3936-4090		
Dove Street	3911-4026		
Eagle Street	3926-4025		
Falcon Street	3103-4196		
Fort Stockton Drive	818-1112		
Goldfinch Street	3730-4070		
Hawk Street	3914-4019		
Ibis Street	4010-4285		
India Street		3033-3753	
Ingalls Street		4011-4190	
Jackdaw Street		3900-4300	
Lark Street		4016-4067	
Lewis Street West		328-1753	
Palmetto Way		4111-4212	
Randolph Street		4069-4222	
Reynard Way		3003-3680	
Stephens Street		4081-4125	
Sutter Street		1111-1112	
University Avenue West	300-1025		
Washington Street West	228-1794		

000839



**MISSION HILLS BUSINESS IMPROVEMENT DISTRICT**  
"Mission Hills First"

**Narrative of Proposed Activities**  
For FY2009

**Mission:** Develop, promote and enhance a positive Mission Hills experience for our businesses, residents and visitors.

Our goal is to stimulate local residential support for Mission Hills businesses and explore innovative ways to help member businesses promote, advertise and increase market share. Provide a support network and a unified voice for the small businesses in Mission Hills.

**Proposed Activities:**

- Keep our business members aware of planned government policy changes that will affect them. This will be accomplished through notices and newsletters.
- Continue to improve business relationships by sponsoring business mixers.
- Support revitalization efforts for a vibrant Mission Hills.
- Foster strong, positive communication between business owners and residents.
- Publish a Mission Hills Business Directory. The Business Directory will be distributed to all of the Mission Hills businesses and local residences.
- Improve the Mission Hills BID web site.
- Continue to oversee the current Washington Street and San Diego Avenue median and Mission Hills Entry Monument Project to completion.
- Plan on a second Entry Monument at Front Street and Washington.
- Stage civic events to benefit Mission Hills BID and the community.
- Publish quarterly newsletter informing members of events, BID activities, new businesses, promotional opportunities and information beneficial to BID members.
- Work with Mission Hills Town Council to promote Mission Hills.

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION  
**North Park Business Improvement District**  
 Fund 10553

**Ordinance:** O-16481 adopted July 29, 1985

*An effort is underway to determine the level of business support for modifying the basis of assessment and the boundaries. A mailed ballot procedure has already determined that there is support for generally increasing the level of assessments within the existing District. A separate ballot procedure is being conducted among businesses in the commercial area adjacent to the existing BID to determine the level of support for expanding the boundaries and levying an annual assessment consistent with the assessment methodology proposed for the existing District. Once the ballot process is complete then the proposed modifications to the North Park BID ordinance and the FY2009 North Park BID Budget Report will be brought to City Council for approval.*

**Advisory Board** North Park Organization of Businesses, Inc.  
 3076 University Avenue San Diego CA 92104

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$15,500
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$1,500
Estimated Assessments to be collected in the Fiscal Year:	\$20,500
<b>Total Appropriation:</b>	<b>\$37,500</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$18,950
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$3,000
Publications/Printing (Brochures, Newsletters, Production)	\$3,000
Special Events	\$800
Design Improvements (Maintenance, Beautification, Clearing)	\$11,000
Consulting Services	\$0
Other	\$750
<b>Total Budgeted Expenditures:</b>	<b>\$37,500</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$1,000</b>

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$70	\$60	

000642

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**North Park Business Improvement District**

Fund 10553

B	\$50	\$40
---	------	------

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
29th Street		3800-3899	
30th Street	3800-3999		
31st Street		3800-3899	
32nd Street		3800-3999	
Bancroft Street		3800-3999	
Boundary Street		3800-3999	
Granada Street		3800-3899	
Grim Street		3800-3899	
Herman Street		3800-3899	
Illinois Street		3900-3999	
Iowa Street		3900-3999	
Kansas Street		3900-3999	
Lincoln Avenue		2750-3299	
North Park Way		2850-3299	
Ohio Street		3900-3999	
Ray Street		3800-3899	
University Avenue	2750-3299		
Utah Street		3800-3999	

000643



## *Revitalizing North Park Through Arts, Culture, & Entertainment*

---

### **North Park Main Street BID Activities - FY 2009**

1. Host monthly Board of Directors Meetings.
2. Host monthly Promotions Committee, Economic Restructuring, and Design Committee Meetings.
3. Develop Community Profile, and work on Business Recruitment Plan with assistance from Economic Restructuring Committee.
4. Expand the BID to increase geographic area and increase ability to assist with small business in the region. New proposed boundaries will include University Avenue from Boundary Street to Georgia Street and 30<sup>th</sup> Street from Herman Street to Thorn Street.
5. Increase assessments of businesses in the current BID to match surrounding communities and increase ability to provide quality service to the commercial district.
6. Work with the Redevelopment Agency on Project Area, including Market & Demographic Information, Ordinance Review, Business and Technical Assistance, the Parking Garage, the North Park Theater, Historic Buildings Inventory, and other public projects.
7. Market the City Storefront Improvement Program to new and interested businesses.
8. Repair and replace deteriorated sidewalks, along University Avenue and side streets from Boundary Street to 28<sup>th</sup> Street, as possible.
9. Redesign, increase functionality of NPMS Website.
10. Organize and host 12<sup>th</sup> annual Festival of the Arts event on the 3<sup>rd</sup> Sunday in May from 10am-6pm.
11. Organize a "Taste of North Park" event.
12. Assist with planning of, and attend monthly Ray at Night event on the 2<sup>nd</sup> Saturday from 6:00pm-10:00pm.
13. Host the North Park Farmers Market every Thursday evening from 3:00pm to 7:00pm.
14. Coordinate community activities including cleanups, tours by elected officials, merchant mixers, informational meetings with new businesses, and historic walking tours.
15. Design and hang new banners, continue banner program, for the North Park BID each 5-6 months.
16. Host monthly "walk about" tours of the Business District with residents, businesses, and tourists.
17. Write and publish quarterly newsletter, the North Park Way.
18. Regular correspondence, assistance with businesses and property owners.
19. Participation in North Park committees including: Western Division of the SD Police Department, City Attorney's Office, Greater North Park Community Planning Committee (and Urban Design/Project Review Subcommittee and Public Facilities Subcommittee), North Park Redevelopment Project Area Committee, BID Council (and Legislative Committee), North Park Parking Garage Art Committee, North Park Parking Management Working Group, and North Park Community Association (and History Subcommittee – soon to be North Park Historical Society)
20. Meet each month with local BIDs (Hillcrest, Adams Ave, El Cajon Blvd, and City Heights) to strategize on collaborative projects and learn from colleagues.
21. Support local BIDs and BID Council with event planning and execution.
22. Work on Historic Building Registry for North Park.



## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Ocean Beach Business Improvement District**

Fund 10557

**Ordinance:** O-17248 adopted February 21, 1989**Advisory Board** Ocean Beach Merchant's Association, Inc.  
1868 Bacon Street San Diego CA 92107**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$3,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$3,000
Estimated Assessments to be collected in the Fiscal Year:	\$24,000
Total Appropriation:	<b>\$30,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$29,500
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$0
Publications/Printing (Brochures, Newsletters, Production)	\$0
Special Events	\$0
Design Improvements (Maintenance, Beautification, Clearing)	\$0
Consulting Services	\$0
Other	\$500
Total Budgeted Expenditures:	<b>\$30,000</b>

Estimated Contribution from Association Activities:

**Schedule of Assessments***Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$65	
B	\$70	\$55	

**Assessment Categories**

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, laundry-related and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, and non-profits.	

000646

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Ocean Beach Business Improvement District**

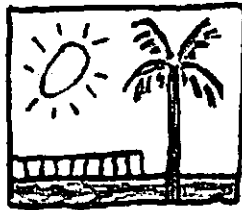
Fund 10557

**Street Ranges and Zones**

<b>Street</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
Abbott Street		1901-1969 odd	
Bacon Street		1821-1976	
Cable Street		1850-1976	
Narragansett Avenue		4783-4819 odd	
Newport Avenue	4800-5099		
Niagara Avenue		4796-5098 even	
Niagara Avenue		4975-5099 odd	
Niagara Avenue		4781-4825 odd	
Santa Monica Avenue		4800-5099	
Sunset Cliffs Boulevard		1769-1976	

000647

**O C E A N**



**B E A C H**

## MAINSTREET ASSOCIATION

### PROPOSED ACTIVITIES FY 2008-2009

The Ocean Beach MainStreet Association is excited about the many projects for the upcoming year. To facilitate these proposed projects, we have forged many partnerships with other community organizations in order to better serve our membership and the community at large. The following is a listing of the activities by committee:

#### The Organization Committee

The Organization Committee is comprised of the elected Executive Board of Directors of the OBMA. This executive committee oversees matters that deal with staff, board advancement, business mixers, and other major organizational decisions.

Current Committee Chair: Mike Akey, President

Current Meeting Time: As decided by President

This strong committee will be handling the following issues in the coming year:

- Community Development Block Grant
- County & City TOT
- Monthly/Quarterly Merchant Meetings
- Review Staff Roles & Responsibilities
- Review Committee workplans and work with committee heads
- Annual Meeting and Awards
- Establish list of potential fundraising opportunities
- Oversee all special events

#### The Design Committee

The Design Committee is comprised of member business owners, property owners & residents in the Ocean Beach Community. They are committed to public improvement projects and the storefront improvement projects, as well as any other projects in the Ocean Beach Business District that focus on elements of design.

Current Committee Chair: Staff (new chair to be chosen in April)

Current Meeting Time: First Tuesday of the Month, 8:30 am

This dynamic committee will be tackling the following projects in the coming year:

- Repainting curb planters (yearly)
- Expanding ashcan project (monthly)
- Expanding Tile Project - Phase 10 (Community Fundraiser)
- Purchasing & installing holiday decorations for the main street
- Managing our Public Improvement & Revitalization Project
- Façade Rebate Program
- Community Walk About to identify repairs needed within the business district.
- Updating an Ocean Beach Design Guidelines Brochure
- Design Historic landmark project
- Repair and redesign Veterans Plaza

1868 BACON STREET, SUITE A, SAN DIEGO, CA 92107

PH (619)224-4906

FAX (619)224-4976

Email: obbid@nethere.com

000648

### The Promotion Committee

The Promotion Committee is comprised of members of the OBMA Board of Directors as well as other business owners in the Ocean Beach Community. This committee is dedicated to the creation, implementation and promotion of special events, advertising campaigns and the Ocean Beach website: [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com).

Current Committee Chair: Cordelia Mendoza, Cottage Antiques

Current Meeting Time: 1<sup>st</sup> Friday of the Month, 8:00 am

This enthusiastic committee will be working on the following projects in the coming year:

- Oversight of the OBMA website – making it more user friendly and interactive
- Developing ways to reach new visitors and residents through sign up lists on the web
- Developing a tighter budget for print advertising – set up a more comprehensive schedule for ads and dual purpose advertising
- Developing new promotional items to use as fundraisers.
- Oversight of OBMA Newsletter
- Developing a raffle project for the OB Street Fair event, Fireworks & OB Oktoberfest
- Implementing a community pride campaign with a “Get to Know Your Local Merchants” campaign
- Update OBMA Merchant Handbook
- Holiday Campaign (Nov-Dec-Jan)
- Promoting and publishing the OB Local Business Directory (22,000 copies)
- Purchasing ad and editorial space in visitor publications and electronic media.

### The Economic Restructuring Committee

The Economic Restructuring Committee is comprised of member business owners in the Ocean Beach Community. This committee’s focus is the economic well-being of the Ocean Beach business district, including business retention, business recruitment and cost analysis studies.

Current Committee Chair: Heather Clarke, Union Bank

Current Meeting Time: 2<sup>nd</sup> Wednesday of the Month, Noon

This hardworking committee will be addressing the following issues in the coming year:

- Parking lots and spaces which are under-utilized and mis-marked.
- URM – putting property owners, businesses owners, city staff and construction firms together.
- Develop continuing education on subjects affecting business owners.
- Develop a series of questionnaires regarding appropriate business and community issues that affect business in the district.
- Develop a business recruitment packet
- Oversight of the Community Crime Prevention Sub-Committee in response to merchant needs.
- Update needs in the MAD that can be met within funding limitations
- ADA related issues for private property and public walkway.

### The Finance Committee

The Finance Committee is comprised of members of the OBMA Board of Directors. This additional committee was formed for the sole purpose of clarifying budget matters and giving necessary additional attention to the OBMA accounting matters.

Current Committee Chair: Mike Stifano, Winstons

Current Meeting Time: Wednesdays before Board meeting as decided by members

This small committee will be working to provide the following in the coming year:

- Oversight of finances
- Publish year end financials
- Review audits and 990 filings
- Develop a working budget for all special events

### The Four (Plus One) Committee Approach:

The OBMA operates under the four (plus Finance) committee approach, meaning the annual workload is divided between four committees (Design, Promotion, Economic Restructuring, Organization). These four committees abide by the following guidelines:

- 1) All committees report to the Board of Directors
- 2) All committee activity, including but not limited to financial expenditures is to be voted on by the Board of Directors.
- 3) Committees are to meet monthly unless additional meetings are required at the discretion of the Chair.
- 4) The Board of Directors may vote to empower a committee to act on behalf of the Board in the interest of time.
- 5) Committees are open to the Association membership. A member must attend a minimum of three consecutive meetings before being allowed to vote on committee issues.
- 6) Agenda items may be submitted to the committee for review and discussion 15 days prior to meeting. Requests will be acknowledged on the agenda when the time permits.
- 7) Additional committees may be established or dissolved as the Board deems necessary.
- 8) New board members will be recruited from the committees as necessary.

000651

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION <b>Old Town Business Improvement District</b> Fund 10566
---

**Ordinance:** O-18208 adopted September 11, 1995

**Advisory Board** Old Town San Diego Chamber of Commerce  
P.O. Box 82686 San Diego CA 92138

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$0
Estimated Assessments to be collected in the Fiscal Year:	\$35,000
<b>Total Appropriation:</b>	<b>\$35,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$11,825
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$6,595
Publications/Printing (Brochures, Newsletters, Production)	\$9,365
Special Events	\$3,000
Design Improvements (Maintenance, Beautification, Clearing)	\$3,000
Consulting Services	\$1,000
Other	\$215
<b>Total Budgeted Expenditures:</b>	<b>\$35,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$10,000</b>

*Additional funds are raised and used for promotional activities such as expanded brochure distribution and the Old Town Visitor's Guide.*

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$200	\$150	
B	\$100	\$75	
C	\$40	\$30	
D1	\$50	\$50	
D2	\$200	\$200	
D3	\$400	\$400	

00052

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Old Town Business Improvement District**

Fund 10566

**Assessment Categories**

Category	General Description	X = Exclusions
A	Large retailers and restaurants with 13 employees or more.	
B	Small retailers and restaurants with 12 or fewer employees.	
C	Service providers or non-retail businesses.	
D	Hotels, motels, and apartment buildings. D1 6-20 units. D2 21-65 units. D3 66 or more units.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
Ampudia Street	3950-4000	3800-3949	
Arista Street	3950-4000	3800-3949	
Calhoun Street	2500-3000		
Conde Street	3950-4099	3700-3949	
Conde Street		4100-4200	
Congress Street	2200-3000		
Cosoy Way		4000-4300	
Gaines Street	3900-4300		
Hancock Street		2155-2300	
Harney Street	3850-4099	3800-3949	
Harney Street		4100-4200	
Heritage Park Row		2300-2600	
Hortensia Street		3800-3900	
Jackson Street		2500-2900	
Jefferson Street		2300-2600	
Juan Street	2400-3000		
Kurtz Street		2100-2300	
Linwood Street		2300-2500	
Mason Street		4100-4300	
Mason Street	3950-4099	3900-3949	
Moore Drive		2200-2400	
Noell Street		3600-3700	
Old Town Avenue	3800-4000		
Pacific Highway		4201-4399 odd	
Pacific Highway		4400-4850	
Presidio Drive		2200-2500	
Presidio Point Observation		all numbers	
Rosecrans Street	3900-4300		
San Diego Avenue	2300-4300	1700-2299	
Smith Street		1700-2299	
Sunset Street	2850-3000	2600-2849	
Taylor Street	4000-4105	4106-4500	
Twiggs Street	3800-4099	4100-4200	
Wallace street	3800-4099	4100-4200	
Whitman Street		2400-2900	
Wright Street		3700-3800	



**Old Town San Diego Chamber of Commerce**  
P.O. Box 82686 San Diego, CA 92138 • (619) 291-4903 • (Fax) 291-9383

Narrative of Proposed Activities  
For FY2009

**Mission:** Develop, promote and enhance a positive Old Town experience for our businesses, residents and visitors.

Our goal is to promote historic Old Town as one of the most visited venues in San Diego. Old Town visitors and revenue have been steady as changes improve in the Old Town State Historic Park through the completion of renovations, opening of the Old Town Theatre, and the new Goldman-Wallach Square. We are working continuously to increase our local, national and international tourism base. This is being accomplished by extensive promotion of all events and activities that are occurring in Old Town.

Planned Activities:

- Through notices, newsletters and during various committee and Chamber meetings, keep our business members aware of planned government policy changes that will affect them.
- Continue to enhance the Old Town web site to attract and entice national and international visitors to Old Town who are considering San Diego as a potential destination.
- Promote and market the entire Old Town community as tourist destination through our distribution of the Old Town Brochures. Areas included are the Orange and LA County, the Inland Empire and the California Welcome Centers along Interstate 5.
- Improve the Old Town Streetscape through sidewalk cleaning on an annual basis.
- Organize our 3<sup>rd</sup> Annual Art Festival in September that will complement the promotion of Old Town as destination for California history, art and culture.
- Continue to publish a comprehensive Old Town Visitor's Guide directed to prospective conventions, groups and individuals promoting the attractiveness and amenities offered within Old Town. The visitor's guide includes other historic sites operated by other agencies that include Old Town State Historic Park, Heritage Park and Presidio Park. Last year over 2,500 Visitor's Guides were mailed not only in the U.S. but to other countries.
- Promote and support additional events in Old Town.



000655

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Pacific Beach Business Improvement District**

Fund 10564

**Ordinance:** O-18542 adopted June 29, 1998 amending Ordinance  
No: O-18373 adopted January 13, 1997

**Advisory Board** Pacific Beach Community Development Corporation dba Discover Pacific Be  
1503 Garnet Avenue San Diego CA 92109

**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$10,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$10,000
Estimated Assessments to be collected in the Fiscal Year:	\$150,000
<b>Total Appropriation:</b>	<b>\$170,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$60,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$20,000
Publications/Printing (Brochures, Newsletters, Production)	\$45,000
Special Events	\$20,000
Design Improvements (Maintenance, Beautification, Clearing)	\$20,000
Consulting Services	\$3,000
Other	\$2,000
<b>Total Budgeted Expenditures:</b>	<b>\$170,000</b>

Estimated Contribution from Association Activities:

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$360	\$180	
B	\$240	\$120	
C	\$180	\$90	
D	\$90	\$60	
E	\$360	\$360	
F	\$180	\$180	
G	\$60	\$60	

00056

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION  
**Pacific Beach Business Improvement District**  
 Fund 10564

**Assessment Categories**

Category	General Description	X = Exclusions
A	Banks and businesses with 21 or more employees.	
B	Businesses with 13 to 20 employees.	
C	Businesses with 3 to 12 employees.	
D	Businesses with 0 to 2 employees.	
E	Apartments/hotels/motels with 66 or more units.	
F	Apartments/hotels/motels with 21 to 65 units.	
G	Apartments/hotels/motels with 6 to 20 units.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
Balboa Avenue		1900-2799	
Bayard Street		4400-4699	
Bunker Hill Street		2900-3199	
Cass Street		4400-5199	
Damon Avenue		2900-3199	
Dawes Street		4400-4699	
DeSoto Street		4600-4799	
Diamond Street		700-799	
Emerald Street		700-799	
Everts Street		4400-4699	
Fanuel Street		4400-4699	
Felspar Street		700-799	
Garnet Avenue	700-2799		
Grand Avenue		700-2799	
Gresham Street		4400-4699	
Haines Street		4400-4699	
Hornblend Street (businesses on		700-1599	
Ingraham Street		3400-4699	
Jewell Street		4400-4699	
Kendall Street		4400-4499	
La Playa Avenue (apts/hotels/m		1550-1649	
Lamont Street		4400-4699	
Mission Bay Drive		4200-4599	
Mission Bay Drive		4700-4799	
Mission Boulevard	4100-5199		
Morrell Street		4400-4699	
Noyes Street		4400-4499	
Ocean Boulevard		4100-4599	
Oliver Avenue		700-799	
Oliver Court		4200-4299	
Olney Street		4400-4499	
Pacific Beach Drive		700-711	
Reed Street		700-799	

000657

FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**Pacific Beach Business Improvement District**

Fund 10564

Thomas Street	700-799
Turquoise Street	700-1099

## Discover Pacific Beach Narrative of Proposed Activities

In FY2008-09 Discover Pacific Beach will continue to strengthen its core programs that make up the three project directions of the organization. These lines of business are neighborhood promotions, physical improvements, and business leadership. Each line of business will be managed by a Board committee: Promotions, Design and Improvements, and Organization respectively.

The Promotions Committee, with its Pacific BeachFest subcommittee, has the goal of promoting Pacific Beach as a place to do business as a customer or a business person. Its popular programs will continue. Pacific BeachFest, two restaurant walks, tourist map, and concierge event are a core of special events. Discover Pacific will examine the potential for developing a new event in FY09 which will showcase the diversity of Pacific Beach's business community.

The Design and Improvements Committee has two sub committees including Parking and Hospitality Taskforce. Its goal is to make Pacific Beach as attractive and accessible to new customers as possible. The banner program, the green space and tree maintenance programs, utility box art program, and litter abatement programs are a solid core of activities that improve the appearance of the neighborhood. A main tenant of the Design and Improvement Committee in FY09 will be to witness and support the establishment of the West Pacific Beach Maintenance Assessment District.

Discover Pacific Beach will continue its stewardship of the Beach Area Community Court through volunteer and work service coordination. The Parking Committee will work with other neighborhood groups to address Pacific Beach's growing parking. It is the goal of Discover Pacific Beach to implement a pilot parking program in FY09 which will include meters and residential parking zones.

The Hospitality Taskforce will continue to work with local businesses and national organizations to improve the neighborhood entertainment and hospitality businesses. It is the goal of this group to produce the Pacific Beach Holiday Parade, as in previous years. Also, the group is seeking to continue to partner with the San Diego Police Department and City Attorney's office on electronic security programs and sexual assault awareness trainings, respectively.

The Organization Committee will enable DPB to serve as the voice for the business community on current issues and to lead the community into the future. This will be accomplished through efforts including new volunteer and leadership recruitment, communications, fundraising, and policy making.

000959

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**San Ysidro Business Improvement District**

Fund 10568

**Ordinance:** O-18612 adopted January 11, 1999**Advisory Board** San Ysidro Improvement Corporation  
318 E. San Ysidro Blvd # B San Diego CA 92173**Available Funds FY2009**

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2008:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$10,000
Estimated Assessments to be collected in the Fiscal Year:	\$150,000
<b>Total Appropriation:</b>	<b>\$160,000</b>

**Proposed Activities/Expenditures FY2009**

Personnel (Salaries/Wages)	\$75,000
Office/Operation Costs (Supplies, Rent, Ins., Utilities, Equip. Purchases)	\$28,000
Publications/Printing (Brochures, Newsletters, Production)	\$4,000
Special Events	\$6,000
Design Improvements (Maintenance, Beautification, Clearing)	\$40,000
Consulting Services	\$0
Other	\$7,000
<b>Total Budgeted Expenditures:</b>	<b>\$160,000</b>
<b>Estimated Contribution from Association Activities:</b>	<b>\$100,375</b>

*Budget includes BID assessments, SBEP funds, corporate sponsorships, Redevelopment Grant, LISC and special fund raising activities.*

**Schedule of Assessments**

*Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.*

Category	Zone 1	Zone 2	Zone 3
A	\$1,200	\$1,200	
B	\$360	\$270	
C	\$240	\$180	
D	\$160	\$120	
E	\$120	\$90	

000660

## FY2009 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

**San Ysidro Business Improvement District**

Fund 10568

**Assessment Categories**

Category	General Description	X = Exclusions
A	Banks, theatres, hotels with 100 or more rooms.	
B	Retail-oriented businesses - food, beverages, drugs, automotive and service stations, miscellaneous retail.	
C	Service related businesses - laundry and cleaning, repair, amusement and recreational.	
D	Professional related - business, personal, medical, health and financial service providers.	
E	Wholesale, construction, manufacturing, agricultural, transportation, and utilities.	

**Street Ranges and Zones**

Street	Zone 1	Zone 2	Zone 3
Beyer Boulevard East		2700-3099	
Border Village Road		4250-4699	
Calle Primera		100-199	
Calle Primera West		100-529	
Camino de la Plaza	3700-4800		
Camiones Way		5700-5799	
Louisiana Avenue		100-399	
Olive Drive		100-150	
Park Avenue East		100-199	
San Ysidro Boulevard East	0-799		
San Ysidro Boulevard West	0-930		
Sycamore Road		200-250	
Via de San Ysidro		100-230	
Via Nacional		3000-3999	
Virginia Avenue		100-499	
Willow Road		100-3999	

# SAN YSIDRO BUSINESS ASSOCIATION

000661

## NARRATIVE OF PROPOSED ACTIVITIES FY 2009 (July 2008 – July 2009)

### I. INTRODUCTION:

At its annual Retreat July 31, 2007, the SYBA Board of Directors adopted a set of strategic goals, the implementation of which is designed towards attainment of SYBA's mission, namely, the economic revitalization of San Ysidro. These six strategic goals are to:

1. Improve traffic circulation throughout San Ysidro
2. Advocate for San Ysidro to be brought up to city standards for public improvements and infrastructure
3. Develop San Ysidro as a consumer destination
4. Implement a design guideline for San Ysidro's commercial district
5. Implement a San Ysidro cleanup program.
6. Advocate for a more efficient border crossing, both short term operational improvements and longer term complete reconfiguration of the Port of Entry.

These strategic goals are and continue to be refinements from those first enunciated in 2001.

Based on developments during this current fiscal year, the following several projects and activities, delineated by principal action committee, are the proposed work plan for the upcoming fiscal year commencing July 2008

### II. ECONOMIC RESTRUCTURING COMMITTEE

#### *#1 To improve traffic circulation throughout San Ysidro.*

1. Advocate for completion of San Ysidro Mobility Plan (SYMP):
  - Phase 1, the first draft of which recommends nine major road improvements (including improved freeway access), and
  - Start up of Phase 2 (preliminary design and engineering, and financing plan).

Both phases have been funded by Caltrans, with the City of San Diego as the project holder. The prime stakeholder working group is the SY Transportation Collaborative launched by SYBA and is composed of twelve San Ysidro community-based organizations who have been meeting periodically, with technical support provided by a variety of public agencies, cooperating private entities, and offices of elected officials.

2. Continue to identify and resolve short-term traffic circulation improvement projects, such as traffic signal signalization and other means to improve traffic flow.

#### *#2 To advocate for San Ysidro being brought up to city standards for public improvements and infrastructure*

1. Develop and prioritize by location and type improvement a set of infrastructure and public improvements required for San Ysidro to achieve city standards. Advocate for application into viable timeline under the following categories:

##### A. Street Infrastructure Projects- Local Streets

- Insure that various SYMP consultants' recommendations in fact converted to viable projects, specifically: create an outlet from the "Warehouse District" to Camino de la Plaza, widen Camino de la Plaza/Dairy Mart Road, and achieve streetscape enhanced to convert Beyer Blvd. /E. Beyer Blvd into a parkway "green spine"

000562

- Stress such public safety improvements on prime E. San Ysidro Blvd. commercial corridor as new streetlights, traffic signal at Center St., and a pedestrian "scramble" at Rail Court
- Installation of additional street lighting on other commercial streets to city standard of one light per 150 feet. Less than standard conditions are particularly evident on far West San Ysidro Blvd., West Calle Primera, and Border Village Road
- Follow up on traffic signals and pedestrian crossing enhancements, such as on: on ESYB at Center St., Rail Court, Averil, and Alverson; and on Via de SY at northbound exit 1B. Rail Court presents a particularly egregious situation to mitigate dangerous conditions on exiting the Intermodal, and to separate the 20,000 pedestrians and 10,000 cars that use this intersection on a daily basis.
- Remediation required for missing sidewalks in commercial areas, including Camino de la Plaza Bridge approaches and associated with freeway frontage, e.g. West San Ysidro Blvd., Calle Primera and West Calle Primera, and Border Village Road \*
- Evaluate opportunities for additional public amenities including additional street trees, street furniture, "pocket" parks, and potential sites for public art. \*

B. Street Infrastructure Projects- Connections to Freeways:

- Monitor several SYMP recommendations converted to actual projects, specifically relocation of I-5 southbound off ramp at Via de San Ysidro, and new I-5 on/off ramps installed at top of Camino de la Plaza Bridge (in conjunction with Port of Entry Expansion project)
- Evaluate adequacy public street lighting at all freeway on/off ramps.

2. Closely monitor the following projects under the purview of the City of San Diego to completion:

- Camino de la Plaza streetscape improvements (estimated \$600,000). Incorporates new sidewalks, streetlights, trees, and landscaping "missing" from Caltrans' "Friendship Plaza" project along Camino de la Plaza Bridge and 700 block of ESYB. Employs reprogrammed funds from Adopt-A-Block streetscape improvement project \*
- Additional sixty-eight streetlights (\$430,000). With forty-nine new streetlights programmed in the commercial areas and/or on residentially zoned corridors connecting commercial areas, monitor installation in form of decorative "double-acorn" lights along 2/5 mile portion of ESYB- as described immediately below.
- Secure sponsorships in the form of a "Light up San Ysidro" campaign to add individual electrical outlets on the 19 decorative lights to be installed. Electrical outlets will be used for special lighting and/or holiday occasions. \*
- Repaving major street segments. Following from twenty sites first identified in 2005, four priority locations have been identified. Three of these have been completed (portion of 600 block ESYB, Via de SY, and Camino de la Plaza (4310 to 4492)), with Olive Drive at Hall still remaining.
- Identify locations requiring sidewalk repairs and entirely "missing" sidewalks.

Work closely with SY Planning and Development Group to monitor towards completion.



000560  
3. Incorporate new San Ysidro Streetscape Improvement project to increase SYBA capacity to more systematically identify and analyze conditions deficit infrastructure, as reviewed above. This two year grant has been funded by the San Diego Redevelopment Agency (SDRA).

4. Work with City, SANDAG, Caltrans, and Federal authorities in advocating that San Ysidro receives its fair share of revenue for public improvements and mitigation for gross condition of deficit in infrastructure. Towards this end, continue to participate in a variety of regional advocacy coalitions. Such groups include SCEDC (particularly its Transportation and Infrastructure Committee), the Alliance for Border Efficiency, and SANDAG's "COBRO." In San Ysidro key advocacy resources include the SYPDG and its several component subcommittees, the SY Smart Border Coalition, the SY Transportation Collaborative, and the SYCC. At the City of San Diego, funding resources include tax increment, developer impact fees (DIF), CDBG, and TransNet.

5. To the extent that street infrastructure/capital improvement projects take hold, it can be anticipated that property owners would support the formation of area Maintenance Assessment Districts (MAD's) to offset certain ongoing maintenance costs, such as additional electrical consumption and litter control. Under aegis of SYSIP grant, perform preliminary feasibility analysis on establishing a MAD in the "Warehouse District" or along West San Ysidro Blvd.

6. Continue initiative to plan for and implement the San Ysidro Business Pilot Village project. A joint venture has been proposed on the part of Developer-General Partner, Barratt American, along with the BID Council and the several property owners as limited partners, however drastic changes in market conditions has resulted in the need for a new approach. The original mixed-use development proposed up to 140,000 sq. ft of new commercial and 650 units of housing on 14 acres on San Ysidro Blvd. between I-805 & Cottonwood; the scope should be scaled back into smaller "clusters." SYBA has held preliminary discussions with the San Diego Capital Collaborative pursuant to activating a new venture capital fund they are creating to fund predevelopment costs to support "community initiated development." SDRA has been an active partner ready to support the project with "gap" funding, and regardless of SYBA's success working with a developer and property owners has plans to build a first-time Civic Center for San Ysidro to be located in the heart of the project area.

7. Advocate for long delayed Update to the San Ysidro Community Plan, which dates from 1991. Completion of the SYMP links directly to this effort; intent is that the Mobility Plan serves as the Circulation Element of the Plan Update. A Plan Update will result in elimination of the current PDO, and, in its place, adoption of the most appropriate code elements within the Land Development Code. Abolishing the PDO will facilitate the potential of additional mixed-use development throughout San Ysidro, particularly along San Ysidro Blvd.

8. Employ selective utilization of SYBA financial resources in leveraging public improvements; such projects as:

- Friendship Plaza, Phase 1 (\$3,600 maintenance annually on \$3,000,000 improvement) \*
- Friendship Plaza, Phase 2 (\$2,400 estimated maintenance level required on \$3,000,000 improvement) \*
- Camino de la Plaza bridge streetscape improvements (estimated \$4,800 annual maintenance of estimated \$600,000 improvement). \*

### III. PROMOTIONS COMMITTEE

#### #3 To promote San Ysidro as a consumer destination

1. Refine marketing plans by:

- 000664
- Conducting business surveys
  - Determine customer base
  - Identify appropriate marketing tools

Explore more formalized strategic partnership with Chamber of Commerce to this end.

2. Publish 5<sup>th</sup> edition of SY Business Directory, and distribute to all 11,000 San Ysidro and nearby households. Continue to expand content, to include additional advertisers.

3. Sponsor community events that promote San Ysidro business:

A. Holidays on the Border – late November/December. Kick off for holiday shopping season; includes:

- Businesses pass out “goodies” to the children, i.e. balloons, candy canes
- Flyers passed out and posted listing participating businesses
- Best decorated business contest.
- Santa Claus visit and tree lighting at one of shopping centers
- Drawing for large Christmas stocking filled with goodies
- Support annual tree lighting event at Library
- Continue light pole wreath decorations with Chamber

B. Consider sponsoring additional events (in conjunction with other committees), such as:

- Resource Fairs for business membership
- Super SY Cleanup event
- Casino Night fundraiser
- Mexican Independence Day: shopping tour for visitors

4. Build Business Capacity through LISC HUD Section 4 Grant

- Provide individual assessment for target area businesses on capacity building skills needed
- Provide tools for businesses to better reach customers, e.g. marketing, branding, creative window displays, and using the media and internet
- Provide business plans and mentoring for start up businesses and free onsite services to teach them how to manage their business
- Provide program support with the Public Right of Way program, Storefront Improvement Program and advocacy with other agencies and the City
- Provide free computers to businesses who complete our business capacity building program provided with LISC funding and a free Web page design; also conduct an IT workshop for member businesses, stressing value added benefit, with such practical application as adding e-mail address to their business card.

5. Explore Collaboration with Casa Familiar on Business Incubation Program. Program would propose to send out an RFP to businesses who would like to expand their business. This may be an expansion to a larger location and/or financially. It would also include expanding number of employees. The SYBA and Casa Familiar would enter into a Memorandum of Understanding (MOU).

#### IV. DESIGN COMMITTEE

##### *#4 To implement a design guideline for San Ysidro commercial district.*

1. Market previously developed design guidelines for streetscape and storefront improvements. Objective is to provide business and property owners with a handbook that incorporates examples of good design- façade, color, signage, streetscape, trees, etc. Key funding resources- SIP. Key design resource- PROW, and students from New School of Architecture.

000865 2. Promote maximum utilization of City-sponsored Storefront Improvement Program, particularly as augmented by Redevelopment Funds. Connect SIP approvals with use of design guidelines. Consider forming architectural review sub-committee

3. Utilize Public Right-of-Way (PROW) as a resource.
4. Expand information campaign on ADA compliance; link with augmented SIP resource.
5. With City of San Diego financial support, test implement a way finding sign project. Will necessitate creation of special district.
6. Facilitate planting of additional trees, as part of Mayor's/BID Council program. Inform property and business owners about care and responsibility for trees. \*
7. Continue to maintain both community welcoming signs. \* Fill remaining spaces on larger sign with logos depicting up to twelve SY community organizations.
8. Continue to maintain both "Adopt-A-Freeway Exit" and other landscaping projects. \*
9. Continue joint banner program with Chamber. Consider new banner themes and additional pole coverage. \*

#### **#5 Implement a San Ysidro cleanup program**

1. Continue litter control project in all areas of BID. The current subcontractor (Hearts & Hands) operates the maintenance cart and trailer, which provide advertising/income-generating possibilities.
2. Continue landscape maintenance projects, at the pre-2006 locations, consisting of:
  - three medians and city parking lot on San Ysidro Blvd, and
  - two-freeway exits (I-5 at Via de San Ysidro and I-805 at San Ysidro Blvd)
3. Manage landscape maintenance requirements mandated as a condition for San Ysidro receiving a particular public improvement project. These include:
  - Adopt-A-Block sidewalk improvements (100 Block WSYB)
  - "Friendship Plaza," Phase 1 (Camiones Way area)
  - "Friendship Plaza," Phase 2 (pedestrian stairway and bike parking lot)- estimated completion date mid 2008
  - Camino de la Plaza bridge streetscape improvements (including 700 block ESYB)- estimated completion date late 2008
4. Continue to monitor adequacy of City maintenance services. These include existing streetlights, potholes, sewers, street sweeping, graffiti control, and trash removal. Create project to map and thereby be able to better track maintenance of City mandated services. Monitor Caltrans work crew's cleanup along area freeways on/off ramps.
5. Spearhead annual San Ysidro Cleanup event, to include graffiti paint-out, in conjunction with Council 8 District office and SY Community Service Center.
6. Continue periodic "Golden Dust Pan" award in recognition of standout businesses in who maintain clean sidewalk and adjacent areas.

000360  
V. **BORDER ISSUES COMMITTEE:** *To advocate for a more efficient border crossing, both short-term operational improvements and longer term complete reconfiguration of the Port of Entry* (Note- this strategic goal as yet unranked; reprioritization all strategic goals to be one subject on agenda July 2008 Board Retreat).

1. San Ysidro Port of Entry- San Ysidro is the world's busiest land border crossing averaging 113,000 persons (including people in vehicles) daily (2006 tallies), a figure which is projected by SANDAG to grow to 150,000 persons per day by 2020. The current facility is inadequate to handle this huge volume with acceptable wait times that do not negatively impact business. GSA has provided the first design of a \$570+ million project to expand the POE, and construction of the first phase could start as early as late 2008 (with completion by 2014). SYBA has played an important role in advocating that the project addresses needs of business community in design and mitigation of negative impacts on commercial land displacement and local traffic circulation. The EIR/EIS process (due in spring 2009) needs to be monitored closely.

SYBA will work closely with the San Ysidro Smart Border Coalition as a focal point for a united front by the San Ysidro community. Additionally, the SY Planning Group has requested that the City of San Diego provide master planning technical assistance (to include identification sources of additional funding needed). Particular mitigation include such remediation as:

- secure southbound pedestrian exit into Mexico on the east side,
- relocation of Greyhound and other bus company's operations into a true long distance bus terminal capacity (as originally envisioned in the \$30 million San Ysidro Intermodal Transportation Center),
- remediation pedestrian/vehicle conflict at Rail Court and the I-5 northbound entrance, and
- construction of a large scale bridge deck connector over the I-5 to connect the northern boundary of the GSA project (the pedestrian walkway) to the existing Camino de la Plaza bridge. Estimated by Caltrans at \$25 million, this improvement will link both sides of the community currently divided by the freeway in a dramatic pedestrian plaza setting that will also allow for small business "kiosks."

2. Short-Term Operational Improvements- In the interim of completing the new Port of Entry, many additional measures can be applied to make the border crossing more efficient; such as: the long promised additional CBP staffing, additional "stacked" booths, pedestrian SENTRI, "smart" technology to actually "read" documents presented. The SY Smart Border Coalition and the Alliance for Border Efficiency are major SYBA allies towards this end, and this includes advocacy for more practical measures to ease the new Passport requirement for US citizens (e.g. passport "card" and an "enhanced" California driver's license).

## VI. ORGANIZATION COMMITTEE

1. Develop alternative sources of discretionary funding, by such means as:

- Explore the feasibility of expanding SYBID boundaries, particularly in the Swap Meet area, approximately 200 businesses (mostly small vendors) off Via Segundo and Via Tercero; and also at the Dairy Mart shopping plaza, approximately 30 businesses. Note a special election on the part of the candidate businesses would be required; this will entail extensive marketing.
- Conduct a fund raising event, such as a "Casino Night"

2. Publish a bilingual membership newsletter quarterly.

3. Continue annual Padres baseball event "Business Partnership with Youth," a collaboration with SYSD, Casa Familiar, YMCA, Parks & Recreation, and SYCC.

4 Continue to implement all projects and activities through increasingly functional Committee structure.

000967

5 Continue to hold an annual Board Retreat in order to refine and institutionalize SYBA strategic goals and annual action plans.

6: Closely monitor assessments collections with focus on members not paying fair share. Continue proactive approach, special outreach stressing added value as SYBA member. In this regard, make available an attractive organizational packet that depicts the array of SYBA activities and services.

\* Indicates projects/activities potentially funded with MAD in place

000669

REQUEST FOR COUNCIL ACTION  
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER  
(FOR AUDITOR'S USE ONLY)

105  
05/06

TO:  
CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):  
CITY PLANNING & COMMUNITY INVESTMENT

3. DATE:  
4/8/2008

4. SUBJECT:  
BUSINESS IMPROVEMENT DISTRICT BUDGETS - FY 2009 ANNUAL APPROPRIATION PROCESS

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.):  
Alicia M. Higgs x66488 MS56D *AH*

6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.):  
Scott Kessler x66405 MS56D

7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND				
DEPT.				
ORGANIZATION				
OBJECT ACCOUNT				
JOB ORDER				
C.I.P. NUMBER				
AMOUNT				

9. ADDITIONAL INFORMATION / ESTIMATED COST:  
Approximately \$1.3 million of BID assessments will be collected in FY2009 by City on behalf of BIDs and disbursed back to the BIDs.  
  
THERE IS NO NET FISCAL IMPACT.

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	SCOTT KESSLER <i>SK</i>	4-9-08	8	DEPUTY CHIEF	WILLIAM ANDERSON <i>W Anderson</i>	4/11/08
2	DEPARTMENT DIRECTOR	WILLIAM ANDERSON <i>W Anderson</i>	4/11/08	9	COO	JAY GOLDSTONE <i>J Goldstone</i>	4/21/08
3	ENVIRONMENTAL REVIEW	KENNETH TEASLE <i>Ken Teasle</i>	4/16/08	10	CITY ATTORNEY	KIMBERLY K. HARRIS <i>Kim Harris</i>	4/23/08
4	LIAISON OFFICE	ED PLANK <i>Ed Plank</i>	4/18/08	11	ORIGINATING DEPARTMENT	ALICIA MARTINEZ-HIGGS <i>Alicia Martinez-Higgs</i>	4/23/08
5	FINANCIAL MANAGEMENT	AUTHORIZED SIGNER <i>David</i>	4/21/08	DOCKET COORD: <i>SC</i> COUNCIL LIAISON: <i>X</i> for EIP 4/24/08			
6	AUDITORS	FERNANDA FIGUEROA <i>Fernanda Figueroa</i>	4/21/08	COUNCIL PRESIDENT: <i>CME</i> <input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION <input type="checkbox"/> REFER TO: _____ COUNCIL DATE: 5/6/08			
7							

11. PREPARATION OF:  RESOLUTION(S)  ORDINANCE(S)  AGREEMENT(S)  DEED(S)

1. Accept the budget report for FY2009 for each Business Improvement District (BID).
2. Declare intent to levy annual assessments for each BID and set May 27, 2008 as the noticed public hearing date.
3. Confirm the budget report for each BID and levy the annual assessments for FY2009.
4. Authorize executing the FY2009 BID Operating Agreements with the respective business associations.

11A. STAFF RECOMMENDATIONS:  
Adopt the Resolutions

12. SPECIAL CONDITIONS:

**COUNCIL DISTRICT(S):** 1, 2, 3, 4, 7, 8.

**COMMUNITY AREA(S):** Center City, College Area, Greater North Park, La Jolla, Mid-City, Mission Beach, Ocean Beach, Old San Diego, Pacific Beach, San Ysidro, Southeastern San Diego, and Uptown.

**ENVIRONMENTAL IMPACT:** This activity is not a "project" and is therefore not subject to CEQA pursuant to State Guidelines Section 15060 (c) (3).

**HOUSING IMPACT:** None.

**OTHER ISSUES:** Clerk to publish resolution of intention once in newspaper of general circulation not less than seven days before the public hearing.  
We request May 27, 2008 as the noticed hearing date.

000671

**EXECUTIVE SUMMARY SHEET**  
CITY OF SAN DIEGO

DATE ISSUED: April 7, 2008 REPORT NO:  
ATTENTION: City Council  
ORIGINATING DEPARTMENT: *City Planning & Community Investment*  
SUBJECT: Business Improvement District –FY2009 Annual  
Appropriation Process  
COUNCIL DISTRICT(S): 1, 2, 3, 4, 7, 8  
CONTACT/PHONE NUMBER: Alicia Martinez-Higgs 23-66488/Scott Kessler 23-66405

REQUESTED ACTIONS:

At the first Council date (May 5 or 6, 2008):

1. Approve the FY2009 Budget Reports for each specified Business Improvement District [BID] (Adams Avenue, City Heights, College Area, Diamond, Downtown, El Cajon Boulevard Central, El Cajon Boulevard Gateway, Gaslamp, Hillcrest, La Jolla, Littly Italy, Mission Hills, North Park, Ocean Beach, Old Town, Pacific Beach, and San Ysidro); and
2. Declare the Council's intention to levy and collect annual assessments from businesses within each specified BID, and set May 27, 2008 as the noticed public hearing date.

At the second Council date (the noticed public hearing on May 27, 2008):

3. Confirm the FY 2009 Budget Reports for each specified BID and levy the annual assessments for those BID's; and
4. Authorize the Mayor to execute the FY2009 BID Operating Agreements with the non-profit associations for the specified BID's.

STAFF RECOMMENDATION: Adopt the requested actions.

EXECUTIVE SUMMARY: The California Streets and Highways Code authorizes the City to establish Business Improvement Districts (BID's), to levy and collect an assessment from businesses within the BID's, and to apply these assessments toward improvements and activities that benefit the businesses within their respective BID's. The City established each of the BIDs by adopting an ordinance which details the street ranges to be included in the BID, the categorization of the types of businesses within each BID, and in some cases the size of the businesses as determined by the number of employees. The assessment levels, as determined by these factors, are also detailed in each ordinance.

Under State law the City Council must annually review and approve the Budget Reports for the BID's. In addition, the City Council must annually authorize the levying of the assessments as established in the respective ordinances and hold a noticed public hearing on the matter. Once authorized, the BID assessments are collected by the City Treasurer at the same time and in the same manner as the City's business tax.

The City collects approximately \$1.3 million annually in BID assessments from approximately 12,000 businesses; these funds are accounted for separately in the City's accounting system and are provided to the non-profit business associations (whose memberships include the businesses

in the respective BID's) under an operating agreement. Generally, funds are remitted to the non-profit associations on a reimbursement basis to manage BID programs in the respective BID's, though working capital advances are permitted under certain circumstances. State law also provides that the Budget Reports shall identify any surplus or deficit revenues to be carried over from a previous fiscal year. These funds are identified in the Budget Reports as Estimated Unexpended Assessments to be carried forward and Estimated Outstanding Operating Advances. In approving the Budget Reports the City Council appropriates the assessments to be collected and the prior year surplus funds.

000072

In accordance with State Streets and Highways Code, proposed modifications to the Adams Avenue BID and the North Park BID are noted in the Budget Reports. Actions to initiate the amendment to the Adams Avenue BID have started and it is anticipated that the ordinance amendment will be effective as of July 1, 2008. Balloting is underway in North Park and once it is completed then the proposed modifications to the North Park BID ordinance and Budget Report will be brought to City Council for approval.

FISCAL CONSIDERATIONS: The City does not retain any of the BID assessments for administrative or other purposes, there is a zero net fiscal impact for collecting and disbursing the BID assessments.

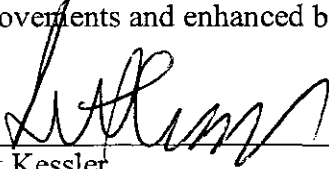
PREVIOUS COUNCIL and/or COMMITTEE ACTION: R-302888 and R-302889 (August 3, 2007) and R-302820 and R-302821 (July 16, 2007) approving the FY2008 Budget Reports for, and authorized the levying of assessments on businesses within, the following BID's: Adams Avenue, City Heights, College Area, Diamond, Downtown, El Cajon Boulevard Central, El Cajon Boulevard Gateway, Gaslamp, Hillcrest, La Jolla, Littly Italy, Mission Hills, North Park, Ocean Beach, Old Town, Pacific Beach, and San Ysidro.

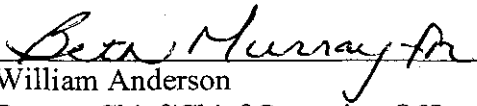
EQUAL OPPORTUNITY CONTRACTING

"This agreement is subject to Article 10, Sections 10.1 and 10.2 as stated in each Agreement for Management of the San Diego Business Improvement Districts, the City's Equal Opportunity Contracting (San Diego Ordinance No. 18173, Section 22.2701 through 22.2702) and Non-Discrimination in Contracting Ordinance (San Diego Municipal Code Sections 22.3501 through 22.3517)".

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: The non-profit associations that manage the BID's, holds regular meetings and publishes regular newsletters which are distributed to the businesses within the respective BID's. Organizational budgets and work plans are developed by the respective boards and approved at their meetings.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Businesses within the respective BIDS are the key stakeholders and beneficiaries of community improvements and business marketing and development. Residents and property owners may also benefit from public improvements and enhanced business services.

  
\_\_\_\_\_  
Scott Kessler  
Originating Department

  
\_\_\_\_\_  
William Anderson  
Deputy Chief/Chief Operating Officer



000673

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO APPROVING THE FISCAL YEAR 2009 BUDGET REPORTS FOR SPECIFIED BUSINESS IMPROVEMENT DISTRICTS.

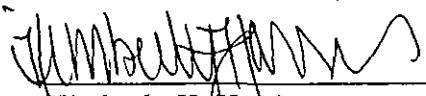
WHEREAS, the City Council, in accordance with the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code sections 36500, et seq.), wishes to continue the promotional activities of specified Business Improvement Districts in the City of San Diego; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That the Fiscal Year 2009 Budget Report for each specified Business Improvement District [District] in the City of San Diego is hereby approved. Those Districts are as follows: Adams Avenue; City Heights; College Area; Diamond; Downtown; El Cajon Boulevard Central; El Cajon Boulevard Gateway; Gaslamp; Hillcrest; La Jolla; Little Italy; Mission Hills; North Park; Ocean Beach; Old Town; Pacific Beach; and San Ysidro.
2. That a full and detailed report describing each specified District, including the boundaries of proposed assessments to be levied upon the businesses as well as the

improvements and activities to be undertaken within each specified District, from July 1, 2008 through June 30, 2009, is available for review at the Office of the City Clerk.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By   
\_\_\_\_\_  
Kimberly K. Harris  
Deputy City Attorney

KKH:bas  
04/09/08  
Or.Dept:CP&CI  
R-2008-967  
MMS #6175

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN  
DIEGO DECLARING THE COUNCIL'S INTENTION TO  
LEVY AND COLLECT ANNUAL ASSESSMENTS FROM  
BUSINESSES WITHIN SPECIFIED BUSINESS  
IMPROVEMENT DISTRICTS FOR FISCAL YEAR 2009, AND  
NOTICING THE PUBLIC HEARING.

WHEREAS, the City Council, in accordance with the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code sections 36500, et seq.), wishes to continue the promotional activities of specified Business Improvement Districts in the City of San Diego; and

WHEREAS, on March 4, 2008, by Resolution No. R-303447, the Council declared its intention to modify the Adams Avenue Business Improvement District [BID] to expand the District to include the Kensington-Talmadge business core;

WHEREAS, as specified in Resolution No. R-303447, the Council held a public meeting on April 1, 2008, and a public hearing on April 29, 2008, to permit testimony in support of or in opposition to the levying of assessments on the businesses in the proposed expanded area of the Adams Avenue BID; and

WHEREAS, on April 29, 2008 an ordinance was introduced to amend Ordinance O-18087 to expand the Adams Avenue BID; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That the intention of the City Council to levy and collect an assessment from businesses within each specified Business Improvement District [District] in the City of San Diego for the period of July 1, 2008 through June 30, 2009 is hereby declared.

000676

2. That the Districts to be assessed and their respective locations are as follows:

**Adams Avenue** - generally from the 2400 to the 4248 block of Adams Avenue; and all adjacent side-streets from the 4600 to the 4799 block of those side-streets.

**City Heights** - generally from the 3300 to the 4799 block of University Avenue; and all adjacent side-streets from the 3800 to the 4099 block of those side-streets.

**College Area** - generally from the 5400 to the 7400 block of El Cajon Boulevard; all adjacent streets from the 5400 to the 7400 block of El Cajon Boulevard; and certain other streets in the vicinity of San Diego State University.

**Diamond** - generally that area within the diamond formed by the following four points: the 1900 block of Euclid Avenue to the north; the 1000 block of Euclid Avenue South to the south; the 6900 block of Imperial Avenue to the east; and the 3900 block of Market Street to the west.

**Downtown** - generally that area within the following boundaries: Ash Street to the north; E Street to the south; Tenth Avenue to the east; and First Avenue to the west.

**El Cajon Boulevard Central** - generally from the 3300 to the 5399 block of El Cajon Boulevard; all adjacent side-streets from 33rd Street to 47th Street between the 4200 to the 4399 block of those side-streets; and all adjacent side-streets from Euclid Avenue to Dayton Street between the 4300 and the 4499 block of those side-streets.

**El Cajon Boulevard Gateway** - generally from the 1800 to the 3299 block of El Cajon Boulevard; and all adjacent side-streets from the 4200 to the 4399 block of those side-streets.

000077

**Gaslamp** - generally that area within the following boundaries: Broadway to the north; the San Diego and Arizona East Railway right-of-way to the south; Sixth Avenue to the east; and Fourth Avenue to the west.

**Hillcrest** - generally that area within the following boundaries: Montecito Street to the north; Upas Street to the south; Park Boulevard to the east; and Front Street to the west.

**La Jolla** - generally from 200 to 1445 Prospect Street; Ivanhoe Avenue, Herschel Avenue, Girard Avenue, and Fay Avenue between Torrey Pines Road and Pearl Street; and from the 1100 block of Torrey Pines Road to the 400 block of Pearl Street toward La Jolla Boulevard, including 7345 to 7607 La Jolla Boulevard.

**Little Italy** - generally that area within the following boundaries: Laurel Street to the north; "A" Street to the south; Interstate 5 and Front Street to the east; and North Harbor Drive to the west.

**Mission Hills** - generally from 818 to 1112 Fort Stockton Drive, including all adjacent side-streets from Stephens Street to Albatross Street; 228 to 1794 Washington Street; the 300 to the 1025 block of University Avenue; 328 to 1753 West Lewis Street; and 3033 to 3753 India Street.

**North Park** - generally from 2750 to 3299 University Avenue, including all adjacent side-streets between the 3800 and the 3999 block of those side-streets; 2750 to 3299 Lincoln Avenue; and 2850 to 3299 North Park Way.

**Ocean Beach** - generally from the 4800 to the 5099 block of Newport Avenue; portions of the 4700 to the 5099 block of Narragansett Avenue, Niagara Avenue,

000678

and Santa Monica Avenue; and portions of Sunset Cliffs Boulevard, Cable Street, Bacon Street, and Abbot Street between 1769 and 1976 of those streets.

**Old Town** - generally that area within the following boundaries: Interstate 5 to the north; Pacific Highway to the south; Washington Boulevard to the east; and Rosecrans Street to the west.

**Pacific Beach** – generally that area within the following boundaries: Garnet Avenue and Balboa Avenue to the north; the 700 to the 1099 block of Turquoise Street to the northwest; Grand Avenue to the south, including Ingraham Street and all adjacent side-streets from the 3400 block to Grand Avenue; Interstate 5 to the east; and the 4100 to 5199 block of Mission Boulevard and all adjacent side-streets to the west.

**San Ysidro** - generally that area within the following boundaries: the 930 block of West San Ysidro Boulevard to the northwest; the U.S.-Mexico border to the southeast; East Beyer Boulevard to the east; and Willow Road to the southwest.

3. That the proposed improvements and activities authorized by the ordinance establishing each specified District (or by amendment to such ordinance), as well as any substantial changes and/or additions proposed to be made to those improvements and activities in Fiscal Year 2009, are as follows:

<u>District</u>	<u>Improvements and Activities Authorized by Ordinance</u>	<u>Substantial Changes and/or Additions to Improvements and Activities</u>
Adams Avenue	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operations;	Website; master plan development; Storefront Improvement Program/PROW Program; and grant/funding solicitation.

000679

advertising/promotion; special events; newsletter/brochure; business development; maintenance of landscaping; and public improvements.

City Heights

Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operations; advertising/promotion; special events; newsletter/brochure; business development; and street decorations.

Website; beautification/maintenance; and Storefront Improvement Program/PROW Program.

College

Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operation; and advertising/promotion.

Website; newsletter; special events; business mixers; and beautification/maintenance.

Diamond

Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operation; and advertising/promotion.

Website; Maintenance Assessment District formation activities; business development; special events; and grant/funding solicitation.

Downtown

Street decoration/music; promotion of public events; and promotion of retail trade.

Business attraction/development; Residential Marketing Alliance; Paradise in Progress; special events; marketing/communications/website; master plan development; homeless intervention; and Transit Pass Program.

El Cajon Blvd.  
Central

Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operation; advertising/promotion; newsletter; and

Website; beautification/maintenance; transit programs; Pilot Village; and public improvements.

	new business development.	
El Cajon Blvd Gateway	Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; and promotion of business activities.	Website; administration/operation; advertising/promotion; beautification/maintenance; transit programs; Pilot Village; and public improvements.
Gaslamp	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Infrastructure Improvement Plan; pedestrian way-finding; special events; and marketing/promotions.
Hillcrest	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Website; Farmers Market; walking patrol; beautification/maintenance; newsletter; and public improvements.
La Jolla	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Website; newsletter; special events; marketing/advertising; public improvements; beautification/maintenance; and way-finding signage.
Little Italy	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; special events; and marketing administration.	Website; grant/funding solicitation; beautification/maintenance; public improvements; signage; transit issues; and homeless intervention.
Mission Hills	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; advertising/promotion; newsletter; holiday decorations; special events;	Website and public improvements.



landscape beautification; business alert program; and business development.

North Park

Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; promotion/advertising; newsletter; business directory; and special events.

Website; community redevelopment; Historic Building Registry; Farmers Market; Ray at Night monthly event; and beautification/maintenance.

Ocean Beach

Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; advertising/promotion; Cleanup and landscaping in public right of way; newsletter; holiday decorations; and business development.

Website; special events; Farmers Market; public improvements; Tile Program; Storefront Improvement Program/design guidelines; Historic Landmark Project; Ocean Beach Merchant's Association Merchant Handbook; Un-Reinforced Masonry Program; and business training.

Old Town

Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; and advertising/promotion.

Website; tourism promotion; streetscaping; and special events.

Pacific Beach

Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; security publications; advertising; decorations; and streetscape.

Website; public improvements; special events; beautification/maintenance; Beach Area Community Court; and business training.

San Ysidro

Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; marketing/promotion;

Website; public improvements; traffic circulation; design guidelines; beautification/maintenance; Pilot Village; special events; and business training.

administration/operations;  
design/planning; and general projects.

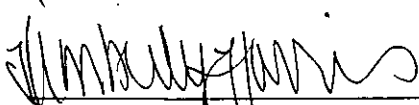
4. That a full and detailed report describing each specified District, including the boundaries of proposed assessments to be levied upon the businesses as well as the improvements and activities to be undertaken within each specified District, from July 1, 2008, through June 30, 2009, is available for review at the Office of the City Clerk.

5. That notice is hereby given that on May 27, 2008 at \_\_\_\_\_ (the hour) in the Council Chambers of the City Administration Building, located at 202 "C" Street, 12th Floor, San Diego, California, is fixed as the time and place when and where any and all interested persons having a desire to be heard may appear and state their views, or submit such views in writing in compliance with California Streets and Highways Code Sections 36524 and 36525, for or against the continued establishment of each specified District, the extent of each specified District, the furnishing of specified types of improvements or activities within each specified District, or the levying of the proposed assessments within each specified District.

6. That the City Clerk is hereby directed to give notice of the aforementioned public hearing by publication, pursuant to California Streets and Highways Code section 36534(b).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By



Kimberly K. Harris  
Deputy City Attorney

KKH:bas  
04/09/08  
Or.Dept:CP&CI  
R-2008-968  
MMS #6175

000683

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor