



# The City Heights Business News

ISSUE 5

DECEMBER 2005

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## Storefront Improvement Rebate Program Expanded

The City Heights Adopt-a-Block Project has been expanded to include the entire City Heights Business Improvement District. The City Heights Business Improvement District runs along University Avenue from Interstate 805 to 48th Street, North and South one block. The Adopt-a-Block Project provides technical assistance and rebates to businesses and property owners so that they can improve their storefronts. The goal of the Adopt-a-Block Project is to help enhance and revitalize the business district.

The application process is fairly simple and CHBA and City of San Diego staff will assist businesses and property owners through the entire storefront improvement process.

The first step is to contact the City Heights Business Association at (619) 516-2252 to see if your business or property quali-



**Tortilleria Lily is the first renovation to be completed under Adopt-a-Block.**

fy for the program. If you qualify, representatives from CHBA, the City of San Diego and an independent architect hired by the City will meet with you and discuss your storefront improve-

ment needs. The design team will do a physical assessment of the property, take photographs and ask several questions to better understand your goals. Based on your budget, the design team will develop schematic design drawings that show improvement concepts, as well as provide a rough cost estimate. The design is presented to the owner for approval. Upon the owner's approval, a signed copy is given to the owner as well as to the City. Depending on the complexity of the project, a storefront improvement design can be completed by a licensed contractor alone. Once you have completed the improvements according to the agreed on design, you can submit your project receipts to the city for the eligible rebate amounts.

## New Trash Receptacles For Business District

The City Heights Business Association will be installing 42 new steel trash receptacles throughout the business district in January 2006. Since January 2005, the City Heights Business Association has been implementing the Clean & Safe Program providing maintenance and security services for the business district. The program includes sidewalk

sweeping and litter removal. It became clear early on that there were not enough trash receptacles in the district and that this was contributing to the amount of litter on the sidewalks. Thanks to the assistance received from City Council Member Toni Atkins' Office, we applied for and received a CDBG grant to purchase the 42 trash receptacles.



# CHBA 2005 Annual Report

For more information on the services and resources provided by the CHBA, visit our WEB site at [www.cityheightsba.org](http://www.cityheightsba.org)

**Mission: To enhance the growth and improvement of City Heights as an international marketplace. To create partnerships between business and property owners that promote economic revitalization. To administer business and property owner assessment districts under contract with the City of San Diego.**

*Message from the Executive Director:* 2005 has been a remarkable year for CHBA. In a very short period of time, we have established our organization as a major positive influence in the development of City Heights. Working with our partners at the City of San Diego and with local community organizations, we have successfully been able to leverage our limited resources to help improve the business district. Our most visible programs, the Clean & Safe Pro-

gram and the Marketing & Special Events activities, described below, have had a significant impact on how our business district looks and feels to customers, business owners and residents. Our Adopt-a-Block Program (described on the front page) has begun to transform the district with the renovation of Tortilleria Lily. Soon new trash cans and bus shelters will also grace the district. Over the year, we have also provided counseling and tech-

nical assistance to many businesses and property owners on such issues such as permits, business loans, and City regulations. I strongly encourage you to visit our new WEB site for additional information on our services and activities.

We are committed to advocating for our members and working with our partners to help City Heights grow and prosper as an international marketplace.

*Enrique Gandarilla*

## Clean & Safe Program

In December 2004, the CHBA was selected by the City of San Diego to manage the City Heights Maintenance Assessment District. In January 2005, the CHBA began its Clean & Safe Program. The goal of the Clean & Safe Program is to provide enhanced maintenance and security services for the City Heights Maintenance Assessment District under con-

tract with the City of San Diego. Key services provided include: sidewalk sweeping and litter abatement, sidewalk power washing, graffiti removal, tree trimming and weed abatement, and security patrols. Since January we have disposed of over 6,000 bags of trash, power washed over 50,000 square feet of sidewalk, removed over 70,000 square

feet of graffiti, trimmed over 110 trees, abated over 360 blocks of weeds, planted 73 trees, implemented three community service days, and provided over 800 security patrol hours. CHBA subcontracts with Urban Corps of San Diego to provide the maintenance services and with Off-Duty Officers of San Diego to provide the security services.

## Marketing and Special Events

In 2005 the CHBA developed the "International Marketplace" campaign for the business district. CHBA believes that the international diversity of our businesses and their products makes us unique in San Diego and that we should publicize and market this characteristic. Other marketing

activities this year included: the development of a new logo; the design, printing and hanging of 80 new street banners; the implementation of four business mixers; the publication of 4 newsletters, the implementation of First Annual City Heights Business of the Year Banquet; and the launch-

ing our new WEB site. We are encouraged by the level of interest and participation in our special events. We had over 100 attendees at our annual City Heights Business of the Year banquet and have an average of about 50 attendees at our regular business mixers.

**City Heights Business Association  
Statement of Activities  
For the year ended June 30, 2005**

Revenue		
City of SD - Business Improvement District	\$	25,559
City of SD - Small business Enhancement Program		46,057
City of SD - Maintenance Assessment District		114,436
City of SD - Adopt-A-Block		40,000
Other		<u>5,981</u>
Total Revenue		<u>232,033</u>
Expenses		
Clean and Safe		95,505
Salaries and Wages		77,101
Advertising and Marketing		11,648
Rent		8,445
Payroll Taxes		7,474
Office Supplies/Small Equipment		5,988
Accounting Fees		5,880
Printing		4,193
Health Insurance		3,013
Liability Insurance		2,339
Vacation Expense		2,084
Worker's Compensation Insurance		1,836
Telephone		1,791
Travel and Entertainment		1,572
Miscellaneous		1,278
Dues and Subscriptions		1,039
Postage and Delivery		<u>326</u>
Total Expenses		<u>231,512</u>
Increase in Net Assets		521
Net Assets, beginning of the year		-
Net Assets, end of year	\$	<u>521</u>

**The CHBA FY 2005 Audited Financial Statements were prepared by the firm of Sonnenberg and Company, CPA's. For a copy, please contact the CHBA at (619) 516-2282.**



3910 University Avenue  
San Diego, CA 92105

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On the WEB at:  
[www.cityheightsba.org](http://www.cityheightsba.org)

## Helpful Phone Numbers & WEB Sites for Businesses

### Business Permits

Business Certificate 615-1500  
Development Services Dept. 446-5000  
Dev. Services Liaison 446-5211  
Inspection Requests (858) 581-7111  
County of SD Health Dept. 338-2222  
City of SD Police Licensing 531-2250  
Office of Small Business 533-5305  
Small Business Advocate 533-4256

### Other Numbers

Business Reference Librarian 236-5894  
City of SD Information 236-5555  
Contractors License (800) 321-2752  
County Clerks Office 237-0502  
Fire Prevention 533-4400  
Neighborhood Code 236-5500  
SCORE 557-7272  
SD Economic Development 533-4233  
SD Police (Mid City) 516-3000

Small Business Admin. 557-7250  
Small Business Dev. Center 482-6391  
Social Security (800) 772-1213  
Tax Assessor 236-3771  
Water & Sewer 515-3500  
Weights & Measures (858) 694-2739  
Worker's Comp. Info. (800) 736-7401

### WEB Sites

Acción San Diego  
[www.accionsandiego.org](http://www.accionsandiego.org)  
Asian Business Association  
[www.abasd.org](http://www.abasd.org)  
CA Southern Small Business Development  
[www.casouth.com](http://www.casouth.com)  
CDC Small Business Finance Corporation  
[www.cdclloans.com](http://www.cdclloans.com)  
City Heights Business Association  
[www.cityheightsba.org](http://www.cityheightsba.org)  
City of San Diego  
[www.sandiego.gov](http://www.sandiego.gov)

Greater San Diego Business Association  
[www.gsdba.org](http://www.gsdba.org)  
International Rescue Committee  
[www.theirc.org](http://www.theirc.org)  
Association of Women Business Owners  
[www.nawbo-sd.org](http://www.nawbo-sd.org)  
SDBizGuide [www.sdbizguide.com](http://www.sdbizguide.com)  
San Diego Business Healthcare Connection  
[www.sdbhc.org](http://www.sdbhc.org)  
San Diego Hispanic Chamber of Commerce  
[www.sdchcc.com](http://www.sdchcc.com)  
San Diego Regional Chamber of Commerce  
[www.sdchamber.org](http://www.sdchamber.org)  
San Diego Supplier Development Council  
[www.workforce.org](http://www.workforce.org)  
Service Corps of Retired Executives  
[www.score-sandiego.org](http://www.score-sandiego.org)  
SBDITC [www.sbditc.org](http://www.sbditc.org)  
U.S. Small Business Administration  
[www.sba.gov/regions/states/ca/sandiego](http://www.sba.gov/regions/states/ca/sandiego)  
World Trade Center of San Diego  
[www.wtcds.org](http://www.wtcds.org)