

SAN YSIDRO IMPROVEMENT CORPORATION  
DBA San Ysidro Business Association  
BUSINESS IMPROVEMENT DISTRICT  
BUDGET NARRATIVE FY 2017

**I. PERSONNEL and OPERATING**

- Staff salaries, benefits, taxes, and insurance
- Maintain office operation, including such overhead as office rental and utilities
- Staffing monthly Board meeting (which meets the 4th Tuesday of the month)
- Staffing six monthly committee meetings-Events & Promotions, Education, Boulevard (Small Business), San Ysidro Smart Border Coalition, Border Public Art Committee and Organization
- Management of financial operations and contract compliance, including bookkeeping, bill paying, preparation of required financial reports, and BID reimbursement requests
- Maintain functional relationships with multiple public and private entities. Main partners include San Ysidro (SY) Community Planning Group, SY Chamber of Commerce, Hearts & Hands, Casa Familiar, Neighborhood Partners Program, YMCA, SY School District, Border Transportation Council, SY Transportation Collaborative (which SYBA "coordinates), SY Smart Border Coalition, City of San Diego-Office of Small Business, Planning Department, and Office of Councilmember David Alvarez, SANDAG, GSA, and Caltrans.
- Advocacy for public improvements to attain City standards. San Ysidro Business Association performs the following: maintain ongoing audit of needed sidewalk, store front repair and replacement, street lighting, traffic signals, road repaving, and public amenities throughout San Ysidro. Work with businesses to remain compliant with Code Compliance. Additionally, Association is a founding member of the San Ysidro Smart Border Coalition whose focus is to monitor construction of and attain mitigation for the community from the negative impacts on San Ysidro of \$600 million reconfiguration of San Ysidro Port of Entry. Main mitigation projects include reconfiguration of the Intermodal center as a true "Grand Central Station" and construction of a Bridge Deck Plaza (over 1-5). Every business in the San Ysidro BID is affected by our border crossing and the impact the port of entry has on our customers, partners and customers. More efficient border crossings, proper border infrastructure and better mobility through San Ysidro from the port are advocacy needs faced by every business paying assessments in San Ysidro.

**II. OUTREACH/ PROMOTION**

- Publication (including electronic format) of the annual "San Ysidro Business Directory" which is distributed door-to-door to 11,000 households and businesses.
- More fully engage business membership by frequent one-on-one personal contact by staff and Board members through "Ambassadors" program (twice monthly), and e-blasts "News You Can Use" (every other month) , and the "Monday Mañanero" (weekly).
- Web site maintenance and preparation of other promotional materials, including but not limited to:
  - Updated SYBA Brochures to be given to visitors of the Community Services Center and the SYBA offices
  - San Ysidro Placard program augmenting our Banner program. These are placards hanging on our banners that are more individualized and less expensive to sponsor for assessed businesses.

- Publish quarterly bilingual newsletter
- Hold business breakfast socials by clusters of businesses, at least every four months
- Motivating and giving recognition to businesses, such as annual small business awards.
- Coordinate monthly, thematic workshops for business membership, e.g. business compliance, (enhanced) Storefront Improvement Program
- Co-sponsor with San Ysidro Chamber of Commerce banner program, to be expanded to 150 light standards with three change-outs per year

### **III. SPECIAL PROJECTS AND EVENTS**

- Annual "Holidays on the Border" at three small shopping centers, spread over two weekends-Santa on his sleigh, candy for children, raffle for large stocking filled with presents, and music – bringing more residents and clients to assessed businesses in and around the shopping centers
- Quarterly cleanup events, all of San Ysidro
- Establish "signature" summer event to bring more tourists and clients to BID
- Install public art on up to sixty additional utility boxes beautifying BID area for a more pleasant experience for assessed business customers
- Annual Casino Night fundraiser, conducted jointly with San Ysidro Chamber of Commerce to augment assessed funds for work listed herein
- Maintain two "welcoming" signs located on E. San Ysidro Blvd

### **IV. Design**

- We manage the cleaning and up-cleaning of the business corridor

### **V. CLEANING AND MAINTENANCE**

- Continue litter control project all commercial areas which includes curbs, gutters and sidewalks and reporting of graffiti or defaced street signs, potholes, excessive litter on private property, or other problems; four times per week
- Monitor adequacy City maintenance services (pot holes, street sweeping, burnt out streetlights)
- Plant ten additional trees along business corridor

We will also explore grants and other business development options for purposes of securing additional unrestricted funds and miscellaneous fundraising efforts provide funding support for work listed herein.