

SAN YSIDRO IMPROVEMENT CORPORATION
DBA San Ysidro Chamber of Commerce
BUSINESS IMPROVEMENT DISTRICT
BUDGET NARRATIVE FY 2020

I & II PERSONNEL and OPERATING

- Staff salaries, benefits, taxes, and health insurance
- Maintain office operation, including such overhead as office equipment and utilities
- Staffing monthly Board meeting (which meets the 4th Tuesday of the month)
- Staffing four monthly committee meetings- Smart Border Coalition, Events, Executive Committee, Education
- 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, 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 Improvement Corp 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.

III. COMMUNICATIONS/ WEBSITE

- Upgrade and maintain new customer service database – contact info, membership info, membership accounting and website feed
- 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
- Publish weekly e-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

IV. CLEAN PROGRAM

- 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
- Continue landscape maintenance contract at eight distinct locations in business corridor, with most expansive coverage area located near the border ("Friendship Plaza"); weekly service
- Monitor adequacy City maintenance services (pot holes, street sweeping, burnt out streetlights)
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V. BUSINESS PROMOTION/ DEVELOPMENT

- Purchase airtime for promoting San Ysidro Money Exchanges that promise fair customer treatment (RMXSY committee)
- Produce RMXSY video for anti-money laundering agencies showcasing higher than necessary practices by RMXSY members.
- 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

VI. SPECIAL EVENT

- Sydro Summer Music Fest - community festival bringing 12,000 residents and visitors to San Ysidro, booths, live music, fireworks

VII. OTHER ACTIVITIES

- Install public art on up to sixty additional utility boxes beautifying BID area for a more pleasant experience for assessed business customers
- Production/ installation of other public art pieces in San Ysidro commercial area