

2021 Business Improvement District Performance Survey

Business Survey Results

BID District: Hillcrest

Management Organization: Hillcrest Business Improvement Association, Inc.

Chief Executive: Benjamin Nicholls

Open During: October 11, 2021 – November 19, 2021

Total Respondents: 64

Q1: How aware or unaware are you of the Hillcrest Business Improvement Association, Inc.? (64 respondents)

Response	Number	Percent
Very aware	44	69%
Somewhat aware	9	14%
Unaware	11	17%

Q2: How would you rate the effectiveness of the Hillcrest Business Improvement Association, Inc. in supporting this local business community? (50 respondents)

Response	Number	Percent
Great	22	44%
Good	6	12%
Fair	10	20%
Poor	6	12%
Don't know	6	12%

Q3: How would you rate the Hillcrest Business Improvement Association, Inc. in providing technical assistance? (54 respondents)

Response	Number	Percent
Great	19	35%
Good	5	9%
Fair	6	11%
Poor	12	22%
Don't know	12	22%

Q4: How would you rate the Hillcrest Business Improvement Association, Inc. in promoting neighborhood identity? (54 respondents)

Response	Number	Percent
Great	28	52%
Good	10	19%
Fair	10	19%
Poor	4	7%
Don't know	2	4%

Q5: How would you rate the Hillcrest Business Improvement Association, Inc. in attracting customers to local businesses? (54 respondents)

Response	Number	Percent
Great	19	35%
Good	11	20%
Fair	13	24%
Poor	7	13%
Don't know	4	7%

Q6: How would you rate the Hillcrest Business Improvement Association, Inc. on responding to inquiries in a timely manner? (54 respondents)

Response	Number	Percent
Great	22	41%
Good	4	7%
Fair	7	13%
Poor	8	15%
Don't know	13	24%

Q7: How would you rate the Hillcrest Business Improvement Association, Inc. on holding regular, accessible board and committee meetings? (53 respondents)

Response	Number	Percent
Great	26	49%
Good	7	13%
Fair	12	23%
Poor	2	4%
Don't know	6	11%

Q8: How would you rate the Hillcrest Business Improvement Association, Inc. on maintaining a current and easy-to-navigate website? (52 respondents)

Response	Number	Percent
Great	17	32%
Good	12	23%
Fair	6	11%
Poor	6	11%
Don't know	11	21%

Q9: How would you rate the Hillcrest Business Improvement Association, Inc. on providing opportunities for participation? (52 respondents)

Response	Number	Percent
Great	27	50%
Good	4	7%
Fair	9	17%
Poor	8	15%
Don't know	4	7%

Q10: How would you rate the Hillcrest Business Improvement Association, Inc. on communicating proactively? (53 respondents)

Response	Number	Percent
Great	26	48%
Good	7	13%
Fair	11	20%
Poor	8	15%
Don't know	1	2%

Q11: How would you rate the Hillcrest Business Improvement Association, Inc. on facilitating fair board elections? (52 respondents)

Response	Number	Percent
Great	23	43%
Good	5	9%
Fair	4	7%
Poor	7	13%
Don't know	13	24%

Q12: How would you rate the Hillcrest Business Improvement Association, Inc. on promoting inclusivity? (53 respondents)

Response	Number	Percent
Great	27	50%
Good	7	13%
Fair	8	15%
Poor	7	13%
Don't know	4	7%

Q13: What do you think of the following statement: The Hillcrest Business Improvement Association, Inc. represents my business community well? (51 respondents)

Response	Number	Percent
Strongly Agree	21	41%
Somewhat Agree	9	18%
Neither Agree Nor Disagree	8	16%
Somewhat Disagree	5	10%
Strongly Disagree	8	16%

Q14: How would you rate the performance of Benjamin Nicholls, the chief executive of the Hillcrest Business Improvement Association, Inc.? (52 respondents)

Response	Number	Percent
Great	21	39%
Good	7	13%
Fair	7	13%
Poor	6	11%
Don't know	11	20%

Q15: How would you rate the performance of the Hillcrest Business Improvement Association, Inc. Board of Directors? (53 respondents)

Response	Number	Percent
Great	21	39%
Good	6	11%
Fair	6	11%
Poor	6	11%
Don't know	14	26%

Q16: Is there anything else you'd like to share with the City of San Diego regarding the Hillcrest Business Improvement Association? For example: What does it do well? How could it improve? What additional services would you like to see in your community? (55 Comments were provided by 35 Respondents)

Comment Subject	Number	Percent
Cleanliness (i.e. Trash, Graffiti)	7	14%
Homelessness	6	12%
Organizational Effectiveness	5	10%
Services	5	10%
Leadership Concerns	4	8%
Organizational Concerns	4	8%
Other	4	8%
Events	3	6%
Home Business	3	6%
Lack of Support	3	6%
Big/Corporate Business Concerns	2	4%
Lack of Communication	2	4%
Bike Lanes	1	2%
Concerns with the City	1	2%
Funding	1	2%
Parking	1	2%
Safety Concerns	1	2%
Strong Communication	1	2%
Strong Leadership	1	2%