

# THINGS WE DO

The Hillcrest Business Association provides a variety of services throughout the neighborhood every day that all contribute to making Hillcrest the fabulous neighborhood it is.

## SECURITY

The HBA provides a walking patrol security service in the heart of the neighborhood. A guard patrols in the blocks around the Hillcrest Sign, relocating homeless people and reporting issues. If your business is in the heart of the neighborhood and you need security call (619) 938-2333.

## FLOWER BASKETS

The HBA maintains over forty flower baskets throughout the neighborhood on street light poles watering them twice a week in the summer and weekly in the winter.

## TREE TRIMMING AND GARDENING

There are over 200 trees in the neighborhood that the HBA maintains through pruning and watering. The HBA also maintains three pocket gardens and a variety of planters, keeping the flowers blooming and replacing the plants and needed.

## SIDEWALK CLEANING

The HBA regularly picks up trash and sweeps the sidewalks throughout Hillcrest. In the heart of the neighborhood, around the Hillcrest Sign, the HBA picks up trash five times a week. On the east end and south end, cleaning happens twice a week.

## PRESSURE WASHING

The HBA regularly pressurewashes the sidewalks in the heart of the neighborhood. In the blocks around the Hillcrest Sign, the HBA steam cleans monthly.

## TRASHCANS AND ASHTRAYS

The HBA has, over the years, installed over 45 trashcans and recycling cans throughout the neighborhood. The stylized round green and blue (for recycling) cans are throughout the neighborhood and emptied on a regular basis. The HBA also installed ten ashtrays throughout the neighborhood.

# THINGS YOU CAN SIGN UP FOR

The HBA has a variety of services that are provided for free to members. The services in this section are services that require some participation (and sometimes money) to take advantage of.

## YOUR GUIDE TO FABULOUS

Your guide to fabulous is a well crafted printed neighborhood guide that features businesses, neighborhood landmarks, and events. The guide is distributed to hundreds of hotels in Mission Valley, at the beaches, and downtown. The program also features a video shown in hotel rooms that promote the maps. Call us to be included in the next printing of the map.

## PARTICIPATING IN EVENTS (FREE)

The HBA hosts many events throughout the year, attracting thousands of people to the neighborhood. All our events provide an opportunity for businesses to promote themselves. If you'd like to be part of CityFest, Mardi Gras, Nightmare on Normal Street or Pride Block Party (for free) contact us.

## HILLCREST TASTE 'N TINIS

Hillcrest Taste 'n Tinis is a walking tour of the neighborhood during the holiday shopping season. Over 800 guests follow a map to participating restaurants or retailers for delicious tastes (at restaurants) or mini martinis (at retailers). This event is free to restaurants and includes a small fee to retailers.

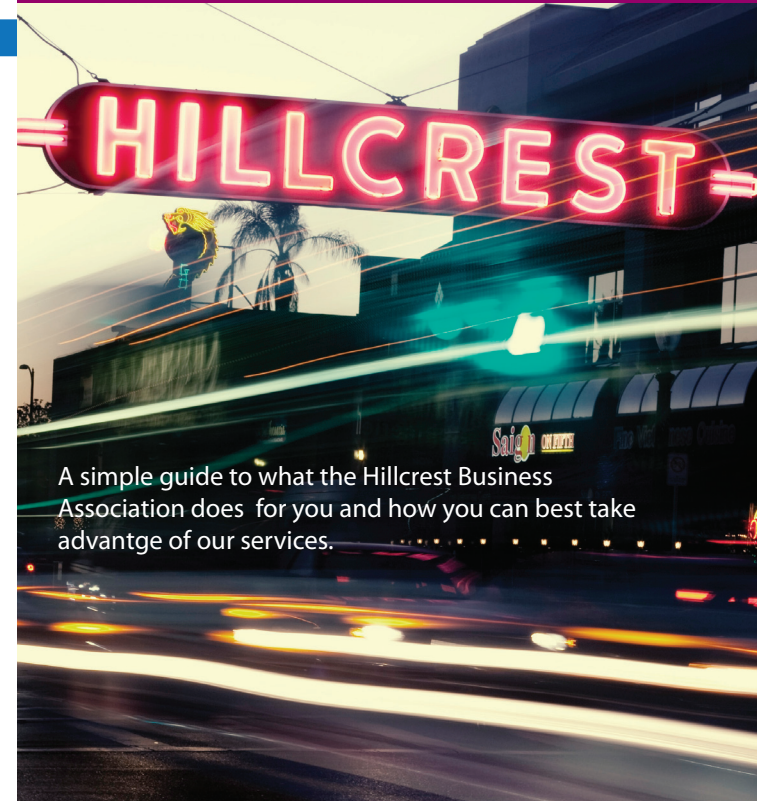
## TASTE OF HILLCREST (DONATIONS)

This walking tour of the neighborhood's finest restaurants is one of San Diego's most popular tasting events. Free for restaurants to participate in, this event attracts over 1200 people each April and is a great way to showcase your restaurant.

## SHOP HILLCREST FOR THE HOLIDAYS (DONATIONS)

During the Holiday Season, the HBA hosts a shop local campaign that features a \$2,500 shopping spree give away in Hillcrest. Businesses can participate by donating gift certificates to the prize pool. The HBA then promotes the businesses that participate. Contact us to get involved!

# A GUIDE FOR BUSINESS OWNERS



A simple guide to what the Hillcrest Business Association does for you and how you can best take advantage of our services.

## WHAT IS THE HILLCREST BUSINESS ASSOCIATION

The Hillcrest Business Association is a nonprofit geographic based business association that seeks to improve the neighborhood both physically and economically. One of San Diego's oldest neighborhood business associations, we have helped to make Hillcrest the neighborhood that it is today. Our first members, women shopkeepers in the 1920s, worked to create the Hillcrest Sign. In the years since, we've hosted hundreds of neighborhood promotions, emptied thousands of trashcans, created the Hillcrest Pride Flag, and so much more.

This simple guide is an outline of the services we provide today.

## WWW.FABULOUSHILLCREST.COM

The HBA manages a variety of domains and social media accounts on behalf of the neighborhood. The reach of the HBA's online activities is impressive and is available to our members. If you'd like to be included on our email blasts, our social media posts, or on one of our websites, please contact us.

## OTHER GROUPS

There are a variety of neighborhood organizations that work with the HBA and provide services to the community of Hillcrest.

### UPTOWN COMMUNITY PARKING DISTRICT (UCPD)

The UCPD manages a portion of the parking meter funds in Uptown on behalf of the City. Their mission is to improve the parking and transportation environment for Hillcrest, Mission Hills and Bankers Hill. Find out more at [www.parkuptown.org](http://www.parkuptown.org).

### HILLCREST COMMUNITY DEVELOPMENT CORP.

The Hillcrest CDC is often called Hillcrest's "think tank". This gathering of planners and urban designers work on advocating for big picture planning for Hillcrest. If you'd like to get involved call 619-299-3330 and ask for the Hillcrest CDC.

### HILLCREST TOWN COUNCIL

The Hillcrest Town Council is Hillcrest's resident's group. Each month, they hold a town hall meeting to discuss important issues facing Hillcrest. They also hold regular neighborhood volunteer clean up days. Find them online at [www.facebook.com/HillcrestTownCouncil/](http://www.facebook.com/HillcrestTownCouncil/)

### LGBT VISITOR CENTER

The San Diego LGBT Visitors Center is San Diego's official travel resource for LGBT travelers and allies. Maps, local business brochures and recommendations. Connect at [www.lgbtvisitorscenter.org](http://www.lgbtvisitorscenter.org) to promote your business to San Diego visitors.



## THINGS WE DO

### MONTHLY OPEN HOUSE EVENTS

Every quarter, the HBA invites the membership to an open house event where we discuss the exciting things going on with the HBA. Each open house is hosted at a local business and serves to showcase that business. Each quarter, we have between fifty and sixty folks turn out for this exciting networking opportunity. If your business would like to host us, please call.

### PROMOTIONAL EVENTS

The HBA hosts a promotional event in the neighborhood, on average, every second month. These events include, Mardi Gras in February, Taste of Hillcrest in April, Pride Block Party in July, CityFest in August, and Hillcrest Taste 'n Tinis in December. These events are widely promoted, showcasing the best of Hillcrest, and raising money for the neighborhood.

### ADVOCACY

The HBA advocates on behalf of the businesses of Hillcrest to ensure the long term viability of the business community. Over the last several years the HBA has pushed the government on a variety of issues. This past year, the HBA negotiated with SANDAG and the City for common sense bike lanes that don't take away parking spaces. In 2015 and 2016, the HBA promoted reasonable development in new zoning as part of the Uptown Community Plan update. The HBA is currently pushing for new funding for sidewalk cleaning and security through a new Maintenance Assessment District. The HBA has been working to ensure the appropriate deployment of parking meter money through the Uptown Community Parking District. And finally, over the last few years, the HBA has been developing a new public space and expand Pride Plaza on Normal Street.

## GET INVOLVED

The HBA is managed by a Board of Directors and a large number of volunteers. Getting involved in the HBA is relatively easy.

### HBA COMMITTEES

The HBA's committee structure is very simple. If you have an issue or project you want to work on and you can find two other members to work on it with you, call the HBA and we'll add an ad-hoc committee. That way, you can propose projects for funding and HBA staff will help you with your ideas.

### MAINTENANCE ASSESSMENT DISTRICT (MAD)

The MAD committee oversees the work of the various special assessment districts in the neighborhood.

### VOLUNTEERING AT THE HILLCREST FARMERS MARKET

The HBA is always looking for help staffing its booth at the Hillcrest Farmers Market. Shifts at the market run from 8:30am to 2pm at the market booth.

### VOLUNTEERING AT OTHER EVENTS

Some people love to volunteer at neighborhood events and festivals. If you're one of these people we call you a Fabuteer! If you'd like to help us with events like CityFest, the Taste of Hillcrest, Mardi Gras or any of our other events, we'd love to have you. Contact the HBA to get involved!



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[HillcrestBIA.org](http://HillcrestBIA.org)