

WHAT SERVICES BENEFIT MY BUSINESS?

The following services are considered a general benefit to all members. Some of these services are offered more frequently to members within the MAD as a special benefit.

Street & Sidewalk Sweeping and Trash & Recycling:

The HBA cleaning crews service the neighborhood's streets and sidewalks by sweeping and air-blowing the streets. The HBA also maintains over fifty ashtrays, trash cans and recycling cans throughout the neighborhood. These services are offered five times a week within the Hillcrest MAD and twice per week outside of the MAD.



Hillcrest Clean, Green & Safe Walkabout: Members may join HBA staff every Friday morning for a neighborhood walkabout. Our weekly walkabouts provide business, and property owners, as well as residents- an opportunity to join us on a cleanliness and safety audit through one of five designated zones in Hillcrest. This allows us to solve problems that are most important and nearest to your business.

Illegal Dumping Cleanup: The HBA maintains an on-call service for neighborhood businesses to have abandoned items picked up or unsightly messes cleaned up. This service performs special cleaning projects daily.



Landscape Services: The HBA maintains three sidewalk gardens on University Ave. and five large planters throughout the neighborhood. These landscaped areas are planted with trees, shrubs and flowering plants. The HBA also maintains over 200 trees throughout Hillcrest including the seventeen large heritage trees on Fifth Ave.

Flower Baskets: The HBA maintains almost fifty planted flower baskets on street poles throughout the neighborhood. These baskets are replanted with new flowering and hanging plants every six months.

Maintaining the Hillcrest Sign and Pride Plaza: The HBA maintains -on behalf of the community- the Iconic Hillcrest Gateway Sign and Pride Plaza, home to the popular Hillcrest Pride Flag. The sign's maintenance, power bill, and the regular replacement of flags are funded by the HBA's special event programs.

Letter of Agency: The Police Department will not enforce the law on your property without your permission. Having an SDPD Letter of Agency on file with the HBA allows our guards to call the Police during your off hours, and allows the police to enforce the law.

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WHAT SERVICES MAY MY BUSINESS VOLUNTARILY SUBSCRIBE TO?

Monthly Sidewalk Steam & Pressure Washing, and Security Patrol Services are funded through the Hillcrest Maintenance Assessment District (Hillcrest MAD). These services are "special benefits" to business and property owners in the core of Hillcrest.

As a service to our general membership, the HBA negotiates contracts to provide these services to HBA members outside of the MAD-- at a rate equal to the cost of services provided to members within the MAD. Our subscription services are voluntary and billed using a recurring payment plan.

Security Patrol Services: The HBA has a regular security patrol. Our security patrols are armed patrol officers that assist with issues such as safety & security concerns, panhandling, or individuals that are blocking sidewalk access. They are also trained to deal with homeless issues.

Sidewalk Steam & /Pressure Washing: The HBA has contracted a local power washing contractor, to provide monthly steam and pressure sidewalk power washing services to members once per month.

WHAT ADDITIONAL ENHANCEMENT SERVICES ARE AVAILABLE FOR MY BUSINESS?

Public Right-Of-Way Enhancement Program: This program allows merchants with ground-level storefronts to apply for a Hillcrest BID PROW Permit. This service permits the use of the sidewalks in front of member's businesses to place A-frame signs, limited displays of merchandise, and outdoor cafes without railings. The PROW permit program is designed to provide a lively experience for pedestrians and diners who visit Hillcrest and give merchants more leeway to expand their businesses and enhance their income.

Patriotic Flag Display Program: The HBA supports the Hillcrest Lions Club's American Flag Program by helping to sponsor the display of 150 American Flags throughout the streets of Hillcrest. American flags are displayed from dawn to dusk on the following American holidays: President's Day, Armed Forces Day, Memorial Day, Flag Day, Independence Day, Labor Day, Patriot's Day, and Veteran's Day. The Patriotic Flag Display Program is designed to provide a patriotic display for visitors and residents of Hillcrest.



Enhancement & Subscription Services Information & Application Form



The HBA currently provides a wide variety of services which are focused on helping the business district and our members within it. The services we provide to our members come from a diverse range of funding sources that apply to various parts of the district, including a Maintenance Assessment District (MAD) and Business Improvement District (BID).

Services that the City normally provides are called the "general benefit." Services that are above-and-beyond what the City of San Diego normally provides are called a "special benefit". As a supplement to the general benefit, the HBA provides some "enhanced benefits" and "subscription services" to its members. These subscription services allow members located outside the Hillcrest MAD boundaries to enjoy those services.

For more information visit our website HillcrestBIA.org/Clean-Safe

Hillcrest Business Association

Enhancement & Subscription Services Application Form

The person(s), business company, or corporation applying for the participation in our subscription services shall be hereby referred to as “applicant”. By signing below, applicants acknowledge that; 1) They shall only receive the paid subscription services for which they agree to receive on a voluntary basis. 2) Applicants services will begin on the first of the month after submitting their application. 3) Applicants understand that they will pay with a credit card for services requested. 4) Applicants acknowledge that they may be required to fill out forms, applications and/or provide additional information for the services selected below. 5) Applicant authorizes the HBA, to automatically debit/charge the credit card indicated below, on or about the 1st of each month, using the payment amount, and account information provided on this form. Enhancement services are billed in one annual charge. 6) Applicant agrees that all information provided on this form is true and correct. 7) Applicant acknowledges that cancellation of this payment agreement must be done in writing along payment in full. 8) Applicant understands that this payment agreement will not cease until payment in full is received.

Business name: _____ **Contact name:** _____

Phone: _____ **Email:** _____

Address for requested services: _____

Special notes: _____

Subscription Services

Yes! By initializing and signing below, applicant agrees to pay the subscription service charges indicated below- for the property identified above.

- ___ \$75 each month for one steam cleaning per month.
- ___ \$75 each month for security patrols from 4am - 4pm.
- ___ \$75 each month for security patrols from 4pm - 2am.

Enhancement Services

Yes! By initializing and signing below, I agree to pay for enhancement services for the property listed above. I agree to pay for the following.

- ___ \$75 for one year of Patriotic Flag Displays (eight days total).
- ___ \$52 for a one-year Hillcrest Public Right-Of-Way (PROW) Permit/Renewal. Please visit HillcrestBIA.org/Clean-Safe/prow/ for additional paperwork and application.

CREDIT CARD INFORMATION

Name on Credit Card: _____

Credit Card Number: _____

Expiration: _____ Security Code _____

Billing Zip Code: _____

SIGNATURES

Applicants Printed Name: _____

Applicants Signature: _____

Date _____

Hillcrest Business Association Signature: _____

Printed Name: _____ Date: _____