New Downtown Businesses

Downtown El Cajon is moving forward! Storefront vacancies on East Main Street in Downtown El Cajon decreased by 50% by the end of 2010. Please join the El Cajon CDC in welcoming these latest new additions to our Downtown business community:

New Downtown Businesses Now Open:
- Maloit Insurance, 353 E. Park Avenue
- Sedra Jewelry, 524 E. Main Street
- Prince Optical, 528 E. Main Street
- CB’s Sandwich Shop, 330 N. Magnolia Avenue
- Spa 33, 275 W. Madison Avenue
- Tammy’s Tailoring, 340 N. Magnolia Avenue
- Serenity House Books & Music, 104 E. Main Street
- Clip City Barber Shop, 340 N. Magnolia Avenue
- XTermite, 747 W. Main Street
- West Coast Eye Care, 225 W. Main Street
- Visual Dreams, 134 E. Main Street
- Main Street 5 Art Gallery, 124 E. Main Street

Businesses Under Construction/Opening Soon:
- El Cajon Brewery & Steakhouse, 110 N. Magnolia Avenue
- Subway Sandwich Shop, 220 W. Main Street
- Mona Lisa Restaurant & Banquet Room, 143 E. Main Street
- Santana’s Restaurant, 291 W. Main Street
- Sarah’s Fashion, 188 E. Main Street
- Happy’s Pizza, 388 E. Main Street
- Martial Arts Studio, 116 E. Main Street
- Shear Envy Salon & Boutique, 118 E. Main Street
- Salon Armas, 155 W. Main Street
- Samoon Bakery & Restaurant, 190 N. Magnolia Avenue
- Kips Chinese Restaurant, 175 W. Main Street

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Thank you to our many Downtown Partners & Donors in Fiscal Year 2009-2010

Government Partners
City of El Cajon – Redevelopment Agency, County of San Diego – Community Enhancement Funds

$50,000 and Up
JPMorgan Chase Foundation

$25,000 and Up
Aonian Casino, USB San Diego

$15,000 and Up
Union Bank, U.S. Bank

$10,000 and Up
Sempra Energy

$7,500 and Up
Wells Fargo Foundation

$5,000 and Up
Gaithon, Inc.

$2,500 and Up
Borrego Springs Bank; El Cajon Rotary Foundation

$2,000 and Up
Cox Communications

$1,500 and Up
Cymar, Inc.; YESI Stores, Inc.; Hacienda Casa Blanca

$1,000 and Up
Drew Ford/Volkswagen/Hyundai; First Lutheran Church; Gear Vendors; Hood; Michael; Hutchinson & Brown; LLP; Lidor Construction, Inc.; Oak Tree Escrow, Inc.; Russo, Mike

$750 and Up
Certified Movers of San Diego; El Cajon Font; E-Waste Green; McGhee, John & Teresa; So Cal Kettle Corn

$500 and Up
Affirmed Housing Group; Pacific Home Remodeling; San Diego Fleet Week Foundation; San Diego’s House of Motorcycles; Zeman Mortgage

$400 and Up
Hot Rod Junkie; Zeman, Cathy

$300 and Up
Bah: Call Snow; California Metals; Com Heaven; Golden Accorn Casino; Gini Solar; Jackson Hellit Tax Services (El Cajon); Julio Casar Chavez Auto Group; Olympic Coatings; Rand Engineering; Inc.; Stewart, Bob & Marjorie; Zouhar, Edward & Emily

$200 and Up
AAA Auto Club (La Mesa); Aspen Marketing Services; Babylon International Market; Bank of the West (El Cajon Branch); ECI – Business Choice Insurance; Bower; James; Bushby; John & JoAnne; California Property Management, LLC; Classic Tanning; Cohn Harley Davidson; Griffin, James & Chandler; Grodin Construction, Inc.; KB Homes; KMA Architecture & Engineering; Kona Rico of San Diego; Laurel M. Morello, D.D.S.; L’Oiseau Fine; Long, Byron; Main Tap Tavern; Mini of San Diego; National Investment Group, LLC; National Springs, Inc.; Patriot Painting; Point Loma Credit Union; ReMax; Pacific & Walden Development; San Diego County Credit Union; SoCal Home Inspections; Springbrook Investments; Agency; The Gyro Shop; Van-Derheyden Family; Vey’s Powersports (El Cajon); Washington Market

$100 and Up
A. Vidovich Construction, Inc.; Allergy Gifts; Auto Club of Southern California; Batten Accountancy, Inc.; Beachwalks; Richard; Brown; Gary & Michelle; Carpenters for Union Life; Coastal Housing Works; Costco (La Mesa); Domicile Financial Instutions; Diego Kettle Corn; Dobbins, Sharon; El Hanson’s Muffler Service; Eichler, Michael; First Lutheran Church; Fronticzi; Michael & Nina; GM Performance; Grote Industries; Inc; Greek Town Restaurant Buffet; Jamaica Charcoal Grills; Jando’s Hot Dogs; Kia of El Cajon; Kintzrle; Jeanne; Legg, InLenManager; Kay; Lisa M. Weiss; Old, Morris; Wanda; Parnella; Sue; Pecoraro, Inc.; Pennock; Ron; Shadow Mountain Church; Ski City Drums / Bass & Guitar Tuner; Teaching of the Inner Christ; The Heart Refinery; Venture Petroleum Company; Inc.; Visions Systems, Inc.; Leid’s Carpets / Mohawk Industries

$10,000 and Up
Hofmann’s Hallway; Jr.; Whitmire, Vicki; Lee’s Carpets / Mohawk Industries

Our army of volunteers is essential to the success of Downtown El Cajon. We’d like to thank our many volunteers — far too many to list individually here — who give of their time and effort so freely. We couldn’t do it without you!

Urban Improvement
The Clean & Safe program kept downtown looking great with ongoing sidewalk power washing, graffiti abatement and trash removal. Our downtown Ambassadors continued their friendly presence while securing our District. Some highlights:

• Approximately 2,600 square feet of graffiti reported
• Ambassadors made 3,065 business and stakeholder contacts, plus 1,364 citizen contacts and public referrals

Economic & Arts Development
• Assisted with the creation of 22 new businesses and 166 new jobs in Downtown El Cajon (FY09-10)
• Supported 14 private construction projects valued at $1,014 million in additional investment (FY09-10)
• Awarded $291,876 in Business Success Grants to Downtown El Cajon businesses (FY09-10)
• Completed $123,782 in Façade Improvement Grant construction, generating an additional $422,242 in private investment (FY09-10)
• Presented 24 Business Success Orientations attracting 87 new business leaders and 96 new business inquiries (FY09-10)
• Created a new, comprehensive Retail Matrix Strategy, including market analysis, identification of desirable business clusters, prospect list, and on-going priority business recruitment
• Conducted a feasibility study to support organization of the RAD Arts Co-Operative
• Developed new guidelines for Business Recruitment & Expansion and Façade Improvement Grants
• Expanded UArt: Downtown’s Utility Box Program to now include 58 decorated utility boxes

Thank you Volunteers!
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PBID Accomplishment Highlights
July 2009 — December 2010
These projects, and accomplishments have been achieved through partnership with ALL of the stakeholders in Downtown El Cajon, including the City of El Cajon, our Property Owners, Business Owners, Community Residents and our many Donors and Sponsors.

Thank you to Downtown El Cajon for our Clean & Safe truck!

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