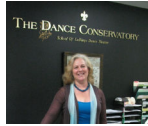


COMMUNITY VOICES



"I would like to express my appreciation to the El Cajon Community Development Corporation for guiding me through the process of bringing my business to Downtown El Cajon."
— Tracy Van Baalen, The Dance Conservatory



"The El Cajon CDC is accessible, proactive, friendly and resourceful."
— Gabe Gomez, Liberty Tax Service



"The El Cajon CDC are supportive of downtown businesses and have been very helpful to us."
— Hana Oshana, Greek Town Buffet

"Downtown El Cajon is very clean and the new trees and streetscape improvements look very nice."
— Joel Garcia, Perry's Cafe



"The ECCDC was really helpful to me and guided me through the moving process."
— Tom Beebe, Guitar & Bass Land/Skin City Drums

Downtown El Cajon is emerging and is a great place to be right now. The El Cajon CDC encouraged me to start my business here."
— Zohny Hanna, Serenity House Books & Music



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:

- **Malcuit Insurance**, 353 E. Park Avenue
- **Sedra Jewelry**, 524 E. Main Street
- **Prince Optical**, 526 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 Galley**, 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**, 168 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



a California Main Street community

ANNUAL PBID ACCOMPLISHMENT REPORT JULY 2009 — DECEMBER 2010

December 31, 2010



2010—2011 El Cajon CDC Board of Directors

John McTighe

Principal, McTighe & Associates
Chairman

Michael Hood

Sr. Vice President, California Bank & Trust
Vice Chairman
Resource Development Chair

Kirk Gentry

Sr. Vice President, North Island Credit Union
Past Chairman

JoAnne Ventre

Executive Consultant, J&B Consulting
Secretary

Cathy Zeman

President, Zeman Mortgage, Inc.
Chief Financial Officer
Finance Committee Chair
Clean & Safe Advisory Chair

Rick Sweeney

Owner, Omni Graphics
Economic & Arts Development Co-Chair

Vicki Whitmire

Sr. Vice President, Borrego Springs Bank
Community Development Co-Chair

Nancy J. Lewis

El Cajon Resident
Merchant Promotions Co-Chair

Sharmista Mitra-Kelly

Sr. Interior Designer, JCJ Architecture
Design Review Co-Chair

Deborah Bailey

County of San Diego, Real Estate Division
County Representative

Bill Wells

El Cajon City Council
City Representative

Frank Boss Jr.

CEO, Power Find
Member at Large

Nina Frontz

Wells Fargo Home Mortgage
Member at Large

Saad Hirmez

Owner, Apple Tree Supermarket
Member at Large

Sharon Dobbins

Dir. Long Range Planning,
Cajon Valley School District
Member at Large

Kathy Hughes

Center of Oral & Facial Surgery
Member at Large

Wendy Morris

Administrator
Sophie's Art Gallery & Gift Shop
Member at Large

Martin Samo

Owner, Elite Security & Surveillance
Member at Large

Cindi Fargo

President & CEO, El Cajon CDC
Non-voting Member

El Cajon

Community Development Corporation

131 E. Main Street, #200
El Cajon CA 92020
(619) 401-8858
www.downtownelcajon.com

Read Now!

DOWNTOWN 2009—2010 PBID ACCOMPLISHMENT REPORT



MESSAGE FROM THE PRESIDENT



New leadership. New businesses. New horizons. What a pleasure to know and serve the people of El Cajon this year. Thank you for your kindness.

Let's talk about results. First, this report is worth reading. Second, our economic development strategies have resulted in many new businesses locating in downtown over the last 18 months. We welcome the newest of these just in

the last few months including: Prince Optical, Sedra Jewelry, Serenity House Books and Music, Shear Envy Salon, Nancy's Bridal, CB Sandwich Shop and Spa 33. Coming in January 2011 – add Sarah's Fashions, Salon Armas, Subway Sandwiches, Arsenal Martial Arts Studio, Main Street 5 Art Gallery and Santana's Restaurant. On the horizon are Happy's Restaurant, Kip's Restaurant, Samoon Bakery and Restaurant, El Cajon Brewing Company and Mona Lisa Restaurant. Main Tap will soon reopen. Gabe Marrujo expanded the Downtown Café adding more dining, kitchen and banquet/meeting space. We have had a few losses, but the incoming businesses and investments far outnumber those lost. This is a noteworthy accomplishment in these challenging economic times. Our empty spaces are being filled or transformed. We are using City Grant Funds towards strategic retail recruitment and working hard to keep and support our existing business community.

Our special events, marketing and merchant promotions program is growing with the addition of a new signature event, new 360 Virtual Tour of downtown, co-op advertising and our new business recruitment video. Downtown is moving forward.

We thank each of you who invested, donated, volunteered, encouraged, supported and participated with us in the 2009-2010 year. Thank you to our Board, committees, volunteers, partners and staff – a dedicated, hard working, generous group of people. Thank you to the City of El Cajon for their leadership and partnership in downtown revitalization. Together, we will make even more progress in 2011. If you would like to be involved with the downtown revitalization program, please call us at 619-401-8858 or email me at cindi@downtownelcajon.com. We welcome your involvement.

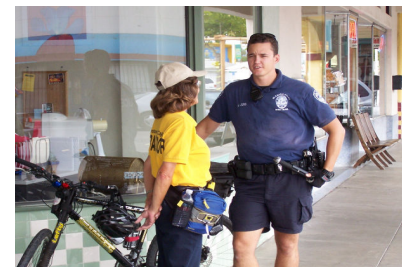
Cindi Fargo

President and CEO
El Cajon Community Development Corporation



Thank you Volunteers!

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!



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

Sycuan Casino; LISC 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

Gafcon, Inc.

\$2,500 and Up

Borrego Springs Bank; El Cajon Rotary Foundation

\$2,000 and Up

Cox Communications

\$1,500 and Up

Cymer, Inc.; YES! Stores, Inc.; Hacienda Casa Blanca

\$1,000 and Up

Drew Ford/Volkswagen/Hyundai; First Lutheran Church; Gear Vendors; Hood, Michael; Hutchinson & Bloodgood, LLP; Leducor Construction, Inc.; Oak Tree Escrows, Inc.; Russo, Mike

\$750 and Up

Century Club of San Diego; El Cajon Ford; E-Waste Green; McTighe, 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

Behr; Cali Snow; California Metals;

Corn Heaven; Golden Acorn Casino; GroSolar; Jackson Hewitt Tax Services (El Cajon); Julio Cesar Chavez Auto Group; Olympic Coatings; Rand Engineering, Inc.; Stewart, Bob & Margie; Zouhar, Edward & Emilie

\$200 and Up

AAA Auto Club (La Mesa); Aspen Marketing Services; Babylon International Market; Bank of the West (El Cajon Branch); BCI – Business Choice Insurance; Bolwerk, James; Bushby, John & JoAnne; California Property Management, LLC; Classic Towing; El Cajon Harley Davidson; Griffin, James & Chandra; Grondin Construction, Inc.; KB Homes; KMA Architecture & Engineering; Kona Ice of San Diego; Laurel M. Morello, D.D.S.; Lionsgate Films; Long, Byron; Main Tap Tavern; Mini of San Diego; Naraghi Investment Group, LLC; National Springs, Inc.; Patriot Painting; Point Loma Credit Union; ReMax; Pacific & Weiland Development; San Diego County Credit Union; SoCal Home Inspections; Springbrook Insurance Agency; The Dyno Shop; Van-Derheyden Family; Vey's Powersports (El Cajon); Washington Market

\$100 and Up

A. Vidovich Construction, Inc.; Alleryie's Gifts; Auto Club of Southern California; Batten Accountancy, Inc.; Braithwaite, Richard; Brown, Gary & Michelle; Carpenter, Claire; Center for Life; Community Housing Works; Costco (La Mesa); Department of Financial Institutions; Diego Kettle Corn; Dobbins, Sharon; Ed Hanson's Muffler Service; Eichler, Michael; Foothills Christian Church; Frontz, Michael & Nina; GM Performance Parts; Gotte Electric, Inc.; Greek Town Restaurant Buffet; Jamacha Chase Chiropractic; Jando's Hot Dogs; Kia of El Cajon; Kintzele, Jeanne; Legg, Inc.; LeMenager, Kay; Lisa M. Weiss, O.D.; Morris, Wendy; Parrella, Sue; Pecoraro, Inc.; Pennock, Ron; Shadow Mountain Church; Skin City Drums / Bass & Guitar Land; Teaching of the Inner Christ; The Gold Refinery; Venture Petroleum Company, Inc.; Visions Systems, Inc.; Whitmire, Vicki; Lee's Carpets / Mohawk Industries

Thank you!

(If we inadvertently missed you, please let us know! We appreciate your support.)



Marketing, Promotions & Special Events

- Cajon Classic Cruise: presented 16 major car shows attracting approximately 52,000 to Downtown El Cajon
- Concerts on the Green: presented 14 major outdoor concerts attracting some 10,000 spectators
- First Fridays: presented 52 First Friday events promoting Downtown businesses
- Presented a special Light Up The Holidays and Downtown Christmas promotion for 2010
 - Developed an expanded calendar of Special Events for 2011
- Re-energized the Downtown Merchant Promotion Committee and returned to monthly meetings
 - Developed new merchant promotion and Co-Op advertising programs
- Funded and coordinated an on-line Virtual Tour of Downtown El Cajon & Merchants
- Created the "Welcome To Downtown El Cajon" marketing video
- Established Social Marketing program for Downtown El Cajon and merchants, including Twitter and Facebook pages, and the Downtown Blog.



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 and removed
- Ambassadors made 3,065 business and stakeholder contacts, plus 1,364 citizen contacts and public referrals
- Clean & Safe staff made 1,205 contacts with the homeless in the downtown area, gathered 4,691 gallons of litter, handled 147 incidents of illegal dumping, and recovered 826 abandoned shopping carts



Our thanks to Toyota of El Cajon for donating our Clean & Safe truck



Neighborhood Vitality

- Organized 11 monthly Saturday Morning Neighborhood Clean-up and enhanced 5 properties through comprehensive Neighborhood Enhancement projects, attracting a total of 756 volunteers who donated 2,690 hours to improving Downtown El Cajon neighborhoods. (FY09-10)
- Designing the Downtown El Cajon Residential Leadership Academy
- Held 11 resident leadership trainings attended by 262 local residents (FY09-10)
- Created a video showcasing downtown neighborhood improvement activity
- Held 33 community group meetings (FY09-10)
- Developed 39 new business partnerships (FY09-10)

