



### ***Description of Organization:***

The Hillcrest Association was established in 1921, making it the oldest business association in San Diego. A Business Improvement District (BID) works to unify the businesses within a particular district to work toward a common goal of economically revitalizing their business district. This is typically done through marketing programs, civic beautification projects, commercial recruitment, and parking and transportation improvements. There are 17 business districts in San Diego, each with similar goals to support and develop their communities. The HBA represents over 1,200 businesses acting as a liaison between the business community and the city, and encourages economic development for the Hillcrest area through events and promotions. The Business Association also employs private security patrols in the core of our neighborhood, maintains cleanliness on the streets and keeps the Hillcrest Sign shining bright.

### ***General Outline of Web Projects:***

#### **Existing Sites**

The HBA needs a redesign and server side integration of its two current sites [hillcrestbusinessassociation.org](http://hillcrestbusinessassociation.org) and [fabuloushillcrest.com](http://fabuloushillcrest.com). This project requires both design and database development.

- Design
  - Both sites will be redesigned to reflect an updated web aesthetic
    - Each site should represent its respective brand and give the appearance of separate sites while maintaining some cohesion
  - Both sites will be redesigned to better serve the needs of members and visitors and better reflect information about the HBA and Fabulous Hillcrest
- Development
  - Both sites will have administrative Web based access for users (i.e. business members and Hillcrest partners), including creation and maintenance of personal 'home pages'
    - The HBA serves of 1200 HBA members, all of whom should be able to have their own 'account' to update their pages and allows them to update both sites
  - Both sites will have administrative Web based access for admins (i.e. staff and interns) that easily allow changes to the site including content, photos, and page layout

#### **New Site**

The HBA needs design and customized development for a street-fair style vendor 'sign up' platform. This project requires both design and database development.

Please send project questions and requests to Lisa Weir by e-mail at [Lisa@hillcrestbia.org](mailto:Lisa@hillcrestbia.org)



## BUSINESS ASSOCIATION

- o Design a web site that vendors can log on to access their desired street fair and sign up to participate in that street fair.
- o Design a system that is self-sustaining for vendor management and sign up
  - o Merchant services
  - o Detailed vendor information
  - o An auto-populated vendor layout for 'day of street fair'