



OFFICE OF COUNCILMEMBER CHRISTOPHER WARD THIRD COUNCIL DISTRICT

FOR IMMEDIATE RELEASE

CONTACT: Lucas O'Connor

Phone: (619) 236-6633 / (619) 368-3153

COUNCILMEMBER WARD ANNOUNCES MATCHING FUNDS TO EXPAND COMMUNITY POWER WASHING PROGRAM IN HILLCREST

SAN DIEGO, CA – (Wednesday, September 13, 2017) – San Diego Councilmember Chris Ward (District Three) announced \$5,000 in funding from his council office discretionary budget to augment the Hillcrest Business Association's power washing program, helping to expand the pilot program to better address the impacts of homelessness in the community.

"The impacts of San Diego's homeless crisis have been increasingly felt outside of downtown, and as the city continues to develop new strategies to address the crisis, community groups have also been stepping up in important ways to respond in our neighborhoods," said Councilmember Ward. "The Hillcrest Business Association has done a great job getting this program off the ground, and I'm pleased that my office can invest in keeping Hillcrest safe and vibrant for our residents, businesses, and visitors."

Hillcrest Business Association recently initiated a pilot program that allows business owners in the commercial core of Hillcrest to opt-in to six months of power washing and/or security service on a block by block basis. On Tuesday, Sept 12th, the HBA voted to extend the pilot program to other blocks outside of the boundaries of the Maintenance Assessment District. Councilmember Ward is allocating a major portion of his office's annual Community Projects, Programs and Services (CPPS) funds to provide \$5,000 in matching support for business owners opting in to the program. The Hillcrest Business Association will also use the funds to address most impacted areas and bus stops in the community.

"The HBA's sidewalk steam cleaning subscription program is a terrific way to stretch the limited dollars we have in Hillcrest for cleaning, said Benjamin Nicholls, Executive Director of the Hillcrest Business Association. "This support from Councilmember Ward's team will stretch those dollars much further and will make sure those neighborhood trouble spots are cleaned."

The Hillcrest Association was established in 1921, making it the oldest business association in San Diego. The Hillcrest Business Association represents over 1,300 businesses acting as a liaison between the business community and the city, and encourages economic development for the Hillcrest area through events and promotions.

For more information or to interview Councilmember Ward, contact Lucas O'Connor at (619) 236-6633 or (619) 368-3153.

Councilmember Ward represents San Diego's Third Council District including the communities of Downtown, Little Italy, Bankers Hill, Mission Hills, Middletown, Hillcrest, University Heights, North Park, Normal Heights, Old Town, South Park, and Golden Hill.

###