

**Economic Development**

Business Expansion, Attraction and Retention Division

August 15, 2022

Benjamin Nicholls  
Executive Director  
Hillcrest Business Improvement Association, Inc.  
1601 University Avenue  
San Diego, CA 92103

Delivered via U.S. mail and email: [benjamin@hillcrestbia.org](mailto:benjamin@hillcrestbia.org)

**RE: Fiscal Year 2023 MAD District Management Agreement Contract Extension**

Dear Benjamin:

This letter shall serve as confirmation that the Economic Development Department, as the City's Contract Administrator, has authorized a one-year contract extension of the District Management Agreement Commencing Fiscal Year 2022 ("Agreement") between the City of San Diego and Hillcrest Business Improvement Association, Inc. for the Management and Administration of the Hillcrest Commercial Core Maintenance Assessment District.

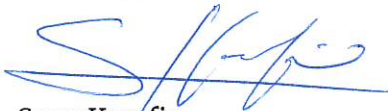
Please note that, under Section 7.2 of the Agreement, the Contract Administrator may authorize up to four one-year extensions and under no circumstance shall this Agreement exceed five years.

As previously discussed through exchanges of emails and other communication, the Agreement was extended for one year beginning on July 1, 2022, and shall terminate on June 30, 2023, or earlier in accordance with the terms of the Agreement.

Thank you for your partnership with the City of San Diego through the management of the Hillcrest Commercial Core Maintenance Assessment District.

If there are any clarifications needed, please contact Michelle Muñoz at (619) 236-6598 or [MichelleM@sandiego.gov](mailto:MichelleM@sandiego.gov).

Sincerely,



Sean Karafin  
Small Business Engagement Program Manager  
Economic Development Department

cc: Christina Bibler, Director, Economic Development  
Monica Hardman, Deputy Director, Economic Development  
Elizabeth Studebaker, Assistant Deputy Director, Economic Development  
Michelle Muñoz, Community Development Coordinator, Economic Development