

**REDEVELOPMENT AGENCY OF
THE CITY OF SAN DIEGO**

**SOUTHEASTERN SAN DIEGO
MERGED REDEVELOPMENT PROJECT AREA
FISCAL YEAR 2012 BUDGET**

**Prepared By:
Southeastern Economic Development Corporation
June 14, 2011**

**Redevelopment Agency of the City of San Diego
Southeastern San Diego Merged Redevelopment Project Area
FISCAL YEAR 2012 BUDGET**

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REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 (Administered by Southeastern Economic Development Corporation)
FISCAL YEAR 2012 BUDGET SUMMARY
REVENUE AND EXPENDITURES
 \$8,238 (\$ Thousands)

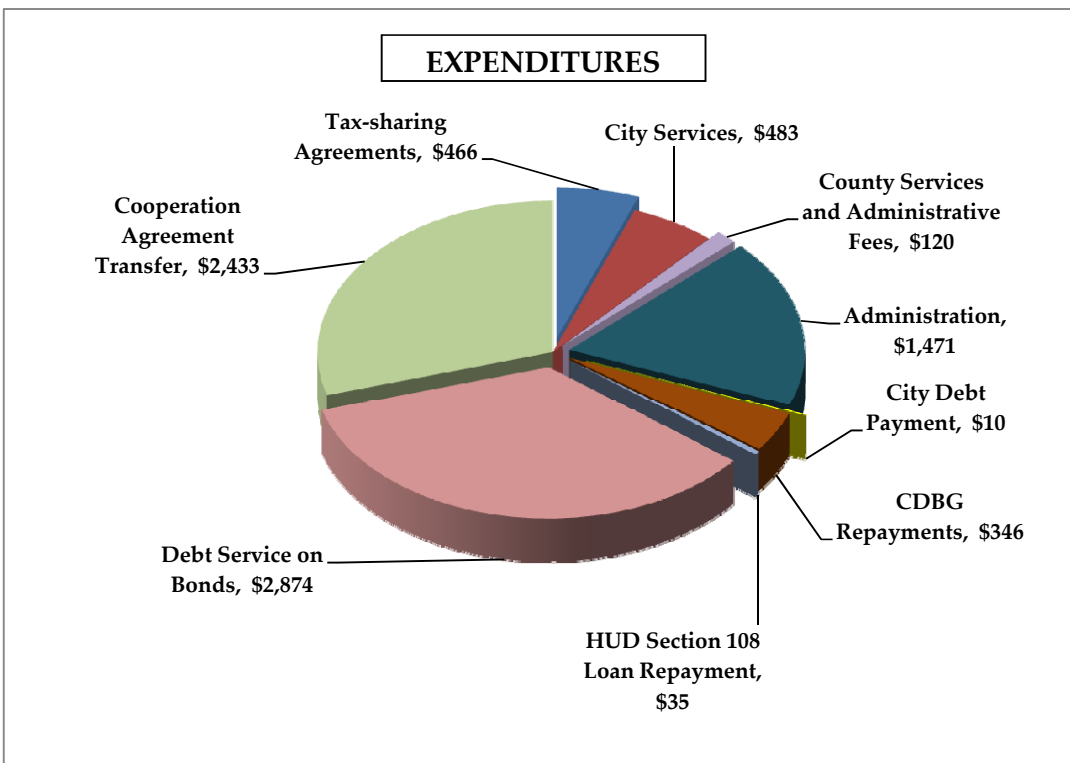
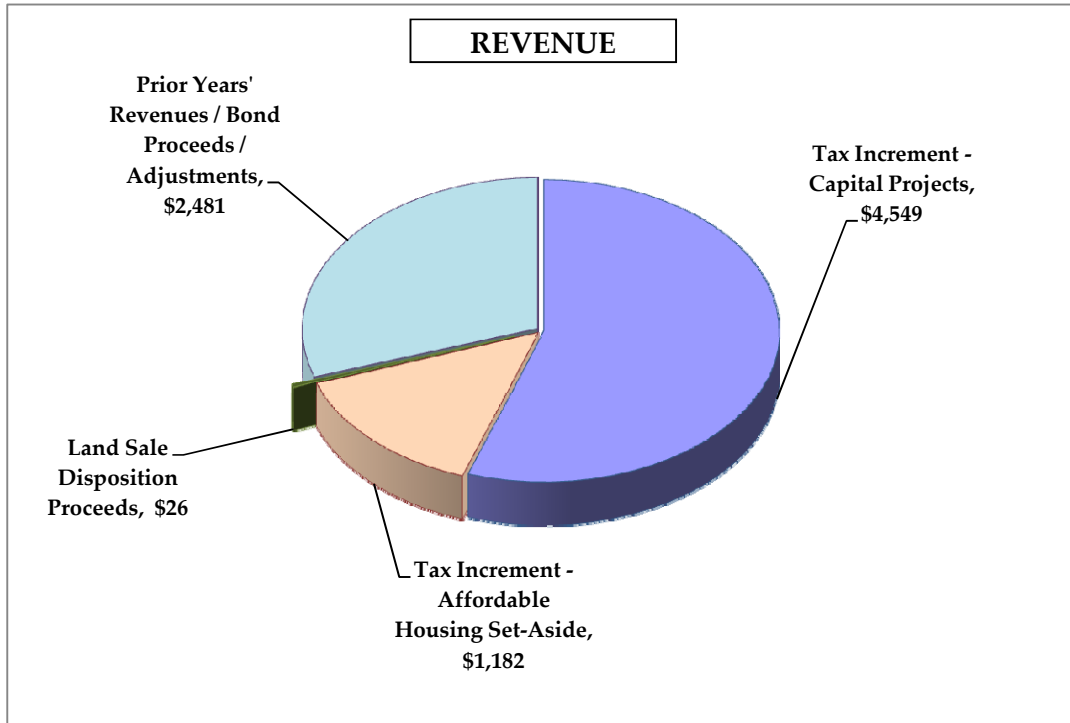


CHART A - REVENUE & EXPENDITURE CHART
 ATTACHMENT A

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
(Administered by Southeastern Economic Development Corporation)
FISCAL YEAR 2012 BUDGET SUMMARY
REVENUE AND EXPENDITURES

(\$ Thousands)

REVENUES

Tax Increment - Capital Projects	\$ 4,549
Tax Increment - Affordable Housing Set-Aside	1,182
Land Sale Disposition Proceeds	26
Prior Years' Revenues / Bond Proceeds / Adjustments	2,481
Total Revenues	\$ 8,238

EXPENDITURES

Tax-sharing Agreements	\$ 466
City Services	483
County Services and Administrative Fees	120
Administration	1,471
City Debt Payment	10
CDBG Repayments	346
HUD Section 108 Loan Repayment	35
Debt Service on Bonds	2,874
Cooperation Agreement Transfer	2,433
Total Expenditures	\$ 8,238

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 (Administered by Southeastern Economic Development Corporation)
TOTAL BUDGET CONSOLIDATED WITH COOPERATION AGREEMENT
FISCAL YEAR 2012 EXPENDITURE BUDGET
 (\$ Thousands)

	Cooperation Agreement			Agency			Total
	FY 2011	FY 2012	Total	FY 2011	FY 2012	Total	Available
	Carryover	Budget		Carryover	Budget		Budget
CAPITAL PROJECTS							
Development Projects							
Gateway Industrial & Southcrest Neighborhoods	\$ 1,082	\$ 463	\$ 1,545	\$ 257	\$ -	\$ 257	\$ 1,802
Village Center at Euclid and Market St. Vicinity	618	407	1,025			-	1,025
Euclid Gateway	133		133	79		79	212
Property Management	170		170			-	170
Miscellaneous Commercial Development Projects	1,021	813	1,834	43		43	1,877
Public Improvements							
Holly Street	230		230			-	230
Village Center at Euclid and Market St. Vicinity	762	238	1,000			-	1,000
Gateway Industrial & Southcrest Neighborhoods	283		283	84		84	367
Various Public Improvements	-		-	23		23	23
Economic & Community Development							
Economic Development Strategy	957		957	43		43	1,000
Brownfield Grant Program	40		40			-	40
Storefront Improvement Program	134		134	14		14	148
TOTAL CAPITAL PROJECTS	5,430	1,921	7,351	543	-	543	7,894
AFFORDABLE HOUSING PROJECTS							
Development / Rehab Assistance Projects							
40th & Alpha Streets			-	210		210	210
Village Center at Euclid and Market St. Vicinity	1,026		1,026			-	1,026
Multi & Single Family Southcrest / Gateway Center West Neighborhoods	465		465			-	465
HELP Program	171		171			-	171
First-Time Home Buyer Program	170		170			-	170
Miscellaneous Affordable Housing Assistance Projects	741	512	1,253	162		162	1,415
Public Improvements							
Village Center at Euclid and Market St. Vicinity	1,000		1,000			-	1,000
Miscellaneous Public Improvements	100		100	50		50	150
TOTAL AFFORDABLE HOUSING PROJECTS	3,673	512	4,185	422	-	422	4,607

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 (Administered by Southeastern Economic Development Corporation)
CONSOLIDATED SOUTHEASTERN SAN DIEGO MERGED PROJECTS
FISCAL YEAR 2012 EXPENDITURE BUDGET

(\$ Thousands)

	Cooperation Agreement			Agency			Total
	FY 2011	FY 2012	Total	FY 2011	FY 2012	Total	Available
	Carryover	Budget		Carryover	Budget		Budget
MANDATORY OBLIGATIONS							
Tax Sharing Agreements	\$ -	\$ -	\$ -	\$ -	\$ 466	\$ 466	\$ 466
City Services			-		483	483	483
County Services and Administrative Fees			-		120	120	120
Administration			-		1,471	1,471	1,471
City Debt Payment			-		10	10	10
CDBG Repayments			-		346	346	346
HUD Section 108 Loan Repayment			-		35	35	35
Debt Service on Bonds			-		2,874	2,874	2,874
Cooperation Agreement Transfer		-	-		2,433	2,433	(1)
TOTAL MANDATORY OBLIGATIONS	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>8,238</u>	<u>8,238</u>	<u>5,805</u>
Total FY 2012 Budget	<u>\$ 9,103</u>	<u>\$ 2,433</u>	<u>\$ 11,536</u>	<u>\$ 965</u>	<u>\$ 8,238</u>	<u>\$ 9,203</u>	<u>\$ 18,306</u>

⁽¹⁾ The Total does not crossfoot because the Cooperation Agreement payment is reflected in the Cooperation Agreement "FY 2012 Budget" column and would double the amount in the total.

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
(Administered by Southeastern Economic Development Corporation)
SOUTHEASTERN SAN DIEGO MERGED PROJECT AREA
FISCAL YEAR 2012 BUDGET
REVENUE DETAIL

(\$ Thousands)

TAX INCREMENT - Capital Projects	\$ 4,549
TAX INCREMENT - 20% Housing Set-Aside	1,074
TAX INCREMENT - 30% Housing Set-Aside	108
TOTAL TAX INCREMENT	<u>5,731</u>
OLD GLOBE DISPOSITION PROCEEDS	26
PRIOR YEARS' REVENUE / BOND PROCEEDS	<u>2,481</u>
TOTAL REVENUE	<u><u>\$ 8,238</u></u>

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO

(Administered by Southeastern Economic Development Corporation)

FISCAL YEAR 2012 BUDGET

EXPENDITURE DETAIL

(\$ Thousands)

Tax Sharing Agreements	\$ 466
City Services	483
County Services and Administrative Fees	120
Administration	1,471
Total Tax Sharing, City, County, and Administration Budgets	<u>2,540</u>
CDBG Repayments	346
City Debt Payment	10
Debt Service	
Central Imperial 2007A&B Bonds	1,045
Mount Hope 1995 A Bonds	91
Mount Hope 2002 A Bonds	153
Mount Hope 2007 A Bonds	337
Mount Hope HUD Section 108 Loan	35
Southcrest 2007 A& B Bonds	1,248
Total CDBG, City, and Debt Service Payments	<u>3,265</u>
City Cooperation Agreement Transfer	<u>2,433</u>
TOTAL FY 2012 EXPENDITURE BUDGET	<u><u>\$ 8,238</u></u>

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO

(Administered by Southeastern Economic Development Corporation)

REVENUE & EXPENDITURES

FIVE YEAR OUTLOOK SUMMARY

(\$ Thousands)

	FISCAL YEAR					TOTAL
	2012	2013	2014	2015	2016	
<u>REVENUE</u>						
Tax Increment - Capital Projects	\$ 4,549	\$ 4,594	\$ 5,027	\$ 5,313	\$ 5,493	\$ 24,976
Tax Increment - Affordable Housing	1,182	1,195	1,305	1,377	1,424	6,483
Land Sale Disposition Proceeds	26	26	26	26	26	130
Prior Years' Revenue / Bond Proceeds / Adjustments	12,549	3,842	1,841	1,201	654	20,087
<u>TOTAL REVENUE</u>	\$ 18,306	\$ 9,657	\$ 8,199	\$ 7,917	\$ 7,597	\$ 51,676
<u>EXPENSES</u>						
Affordable housing projects	\$ 4,607	\$ 841	\$ 732	\$ 804	\$ 851	\$ 7,835
Capital Projects	7,894	2,846	1,264	917	508	13,429
Tax Sharing	466	476	646	766	833	3,187
City loan repayment	10	10	10	10	10	50
CDBG loan repayment	346	243	265	289	315	1,458
Debt Service	2,909	2,869	2,864	2,864	2,864	14,370
Administration	1,471	1,755	1,790	1,626	1,561	8,203
City Services	483	493	503	513	523	2,515
County Services	120	124	125	128	132	629
<u>TOTAL EXPENDITURES</u>	\$ 18,306	\$ 9,657	\$ 8,199	\$ 7,917	\$ 7,597	\$ 51,676

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 (Administered by Southeastern Economic Development Corporation)
SOUTHEASTERN SAN DIEGO MERGED AREA PROJECT EXPENDITURES
FIVE YEAR TOTAL OUTLOOK
 (\$ Thousands)

	FISCAL YEAR					TOTAL
	2012	2013	2014	2015	2016	
Affordable Housing Projects						
Development / rehabilitation and assistance projects	\$ 3,457	\$ 841	\$ 602	\$ 704	\$ 751	\$ 6,355
Public improvements	1,150		130	100	100	1,480
Total Affordable Housing Projects	<u>\$ 4,607</u>	<u>\$ 841</u>	<u>\$ 732</u>	<u>\$ 804</u>	<u>\$ 851</u>	<u>\$ 7,835</u>
Capital Projects						
Gateway industrial & Southcrest neighborhoods' development	\$ 1,802	\$ 118	\$ 118	\$ 118	\$ 118	\$ 2,274
Village Center at Euclid and Market St. vicinity	1,025					1,025
Euclid Gateway	212	350	250	200		1,012
Ouchi Courtyards		325				325
Imperial Crest and frame area		300				300
Imperial Crest development		352	250	180	100	882
Imperial Avenue commercial			200	187		387
Property management	170					170
Miscellaneous commercial development projects	1,877					1,877
Holly Street improvements	230					230
Village Center at Euclid and Market St. vicinity public improvements	1,000			-	-	1,000
Gateway Industrial & Southcrest neighborhoods public improvements	367	267	188	42	100	964
Imperial Crest development public improvements		300	70	100	100	570
Various public improvements	23					23
Economic Development Strategy	1,000	646	-			1,646
Brownfield Grant Program	40	40	40	40	40	200
Storefront Improvement Program	148	148	148	50	50	544
Total Capital Projects	<u>\$ 7,894</u>	<u>\$ 2,846</u>	<u>\$ 1,264</u>	<u>\$ 917</u>	<u>\$ 508</u>	<u>\$ 13,429</u>

SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FY 2012 ADMINISTRATIVE BUDGET
(\$)

	FY 2011 Amended	FY 2012 Requested	Increase / (Decrease)
REVENUE			
Redevelopment Agency of the City of San Diego	\$ 1,600,000	\$ 1,471,000	\$ (129,000)
Other Revenue	121,000	250,000	129,000
Total Revenue	1,721,000	1,721,000	-
EXPENDITURES			
Personnel			
Salaries & Wages	721,200	835,600	114,400
Employee Benefits	238,800	283,400	44,600
Sub-Total Personnel Expenditures	960,000	1,119,000	159,000
Non-Personnel			
Office Space Rental	100,000	81,000	(19,000)
Offsite Facilities Rental	13,250	11,600	(1,650)
Equipment Leased	35,000	19,100	(15,900)
Leasehold Improvements	14,000	-	(14,000)
Utilities/Telephone	14,500	11,000	(3,500)
Office Expense	34,050	32,100	(1,950)
Business Expense	15,500	10,500	(5,000)
Public Relations/Advertising	35,800	30,800	(5,000)
Travel Expenses	13,600	12,100	(1,500)
Memberships/Subscriptions	5,600	7,000	1,400
Repairs & Maintenance	30,000	23,700	(6,300)
Consultants/Professional Services	288,000	275,000	(13,000)
Contingency	19,400	68,000	48,600
Temporary Employment Services	112,500	5,000	(107,500)
Office Equipment/Furniture	13,200	4,000	(9,200)
Conferences, Seminars, & Education	11,600	11,100	(500)
Moving Costs	5,000	-	(5,000)
Sub-Total Non-Personnel Expenditures	761,000	602,000	(159,000)
Total Expenditures	1,721,000	1,721,000	-
Revenue in Excess (Under) Expenditures	\$ -	\$ -	\$ -

**SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FY 2012 ADMINISTRATIVE BUDGET**

<u>CORPORATION STAFF POSITION</u>	<u># of Positions</u>								
	<u>FY 2011</u>	<u>FY 2012</u>							
President/Chief Executive Officer	1.0	1.0	\$ 140,000	to	\$ 170,000	\$ 140,000	to	\$ 170,000	
Chief Financial Officer	1.0	1.0	105,000	to	135,000	105,000	to	135,000	
Vice President, Projects & Development	1.0	1.0	80,000	to	100,000	80,000	to	100,000	
Vice President, Operations	-	1.0	-	to	-	52,015	to	75,000	
Operations/Human Resource Manager	1.0	-	52,015	to	72,100	52,015	to	72,100	
Project Manager	1.0	1.0	50,500	to	70,000	50,500	to	70,000	
Senior Accountant	1.0	1.0	49,900	to	74,900	49,900	to	74,900	
Executive Assistant	1.0	1.0	48,500	to	70,000	48,500	to	70,000	
Administrative Support Coordinator	1.0	1.0	41,200	to	56,700	41,200	to	56,700	
Assistant Economic Development Manager	-	1.0	-	to	-	38,000	to	50,000	
Assistant Community Development Coordinator	1.0	-	36,100	to	46,400	36,100	to	46,400	
Assistant Project Manager	1.0	1.0	30,000	to	40,000	30,000	to	45,000	
Accounting Clerk	-	1.0	-	to	-	30,000	to	45,000	
Subtotal Positions & Salaries	<u>10.0</u>	<u>11.0</u>	\$ 703,000			\$ 817,390			
Overtime/Interns			<u>18,200</u>			<u>18,210</u>			
Total Positions & Salaries	<u>10.0</u>	<u>11.0</u>	<u>\$ 721,200</u>			<u>\$ 835,600</u>			

Southeastern Economic Development Corporation
Southeastern San Diego Merged Redevelopment Project Area
Fiscal Year 2012 Work Plan

Eliminate Blight

- Expand the Merged Area to include Jamacha area, Federal Boulevard and the 252 Corridor site owned by CALTRANS and any others directed by the Agency Board. Explore with community a new project area for Greater Logan Heights, aka Dells Imperial.
- Elect and establish a Project Area Committee or Committees for the merged and expanded Project Areas.
- Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Euclid and Market Street Trolley Transit area and lead the effort to update the Community Plan, zoning, and complete a Master EIR for the change areas such as the Village Center at Euclid and Market, Imperial Crest, and other Transit Oriented Development (TOD) or economic development opportunity sites.
- Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance or equivalent tools and consider waiving certain fees as incentives.
- Issue and/or refinance bonds when advised by bond counsel and approved by the Agency and/or City.
- Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area.
- Continue to coordinate with the City, Caltrans, SANDAG, MTS, state and federal agencies for identification of funding of priority capital improvement projects such as Euclid and SR 94 interchange, I-805/Imperial Avenue overpass and interchange, the I-805 BRT Orange Line station, the I-805/43rd and 47th Streets' interchanges, and other deficient infrastructure.
- Facilitate needed additional right of way for improvement of Holly Drive to include sidewalks, curbs, gutters, and parkway street trees.
- Continue to coordinate with City Staff on Capital Improvement Projects either partially or fully funded by SEDC:
 - Imperial Avenue streetlights
 - Southcrest streetlights
 - Southcrest Park Trails
 - Beta Street Green Alley Project
 - Mt. Hope Market Street median and streetlight project
 - 62nd Street Trolley Station Project
 - 43rd Street realignment
 - Holly Drive
 - SR-94 Euclid Avenue interchange
 - Market Street (Euclid Avenue to 54th)

Increase Affordable Housing

- Complete Vista Grande Apartments
- Initiate design, permitting and construction of COMM 22,
- Reissue RFP and negotiate DDA for 40th & Alpha
- Continue to fund the SEDC HELP program to rehabilitate existing single-family homes.
- Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program.
- Fund a First Time Homebuyer Program administered by the San Diego Housing Commission.

**Southeastern Economic Development Corporation
Southeastern San Diego Merged Redevelopment Project Area
Fiscal Year 2012 Work Plan**

Economic Development

- Complete entitlements for industrial building at 33rd & E Streets and begin construction
- Negotiate OPA with Jacobs for 52-unit affordable housing project known as Trolley Residential at the Village Center at Euclid and Market
- Negotiate DDA for development at Valencia Business Park Lots 2 – 7.
- Negotiate DDA for highest and best use at Hilltop and Euclid site
- Negotiate ENA and DDA for Ouchi Courtyards
- Negotiate OPA for Willie James Jones Townhomes
- Negotiate OPA for multi-family residential project at 53rd & Naranja Street
- Accomplish hazardous materials clean-up of former Valencia Park Library site.
- Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents.
- Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and City's Revolving Loan Program.

Neighborhood Preservation

- Update the Community Plan to include policies to preserve existing neighborhoods and work with neighborhood councils to set priorities for the PAC.
- Initiate a Market Makeover program together with Project New Village and work to improve the Farmer's Market through community garden collaborative.
- Move forward with graffiti tracker and continue the mural project to eliminate graffiti in most parts of the Southeastern San Diego Merged Area.
- With Code Enforcement, LISC, Jacobs, and other partners, reinstate the "Hey Neighbor" program.
- Expand the pilot program titled "Green Today."
- Complete the Brownfields Community Assessment grant to identify sites for clean-up.

**Southeastern Economic Development Corporation
Central Imperial Component Area (formerly Redevelopment Project Area)
Fiscal Year 2011 Work Plan Status**

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Merge all four Southeastern Project Areas for financial purposes and expand to include territory in Dells Imperial & explore expansion areas including Jamacha area, and Federal Boulevard at Euclid site. • Elect and establish a Project Area Committee for the merged Project Areas. • Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Euclid and Market Street Trolley Transit area. • Together with Jacobs Center design and initiate a catalyst project or projects and support development of the Village Center at Euclid and Market – Pilot Village. • Create capacity to issue and/or refinance bonds when market improves or catalyst project surfaces and when SEDC Board and Redevelopment Agency Board approve issuance. 	<p>Status</p> <ul style="list-style-type: none"> • Merger and financial amendments adopted by Redevelopment Agency Board on February 15, 2011. Expansion awaiting State legislative action. • Project Area Committee elections to occur in summer 2011 pending State legislative action. Community Advisory Committee will be elected as an alternative if the State eliminates redevelopment. • The Village at Market Creek received the State of California Housing & Community Development Catalyst Community Gold designation in June 2010, positioning it for State funding priority. • SEDC is now positioned for the bond market but awaiting State legislative action.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area. • Coordinate with the City, Caltrans, SANDAG, State and Federal Agencies for identification of funding of priority capital improvement projects, such as missing infrastructure including “green” alley improvements, sidewalks, streetlights, transit improvements, intersection improvements, etc. • Install SEDC funded streetlights along Imperial Avenue. • Install 62nd Street Trolley Station improvements. • Identify and obtain funding for installation of traffic mitigation improvements necessary for redevelopment at Euclid and Market as identified in the Fifth Amendment to the Redevelopment Plan FEIR. 	<p>Status</p> <ul style="list-style-type: none"> • Refer to PAC update above. • Coordination with Caltrans, SANDAG and City ongoing regarding Euclid interchange, I-805/Imperial overpass, I-805 and SR 94 widening to include BRT connection to the Orange Line. • Imperial Avenue streetlights expected project completion is October 2011. 13 pole-mounted lights to be installed summer 2011. • 62nd Street Station mural completed in the summer of 2010 and SANDAG included the design for the ADA-compliant connecting bus stop to the trolley platform in final Orange Line upgrades. Construction to begin summer of 2011 to conclude 2012. • The City budgeted \$900,000 in FY 2011 for the redesign at Euclid and SR94 interchange. SEDC is working with City, CALTRANS and Rick Engineering to upgrade the interchange in coordination with Jacobs and the future developer of Hilltop and Euclid site.

Southeastern Economic Development Corporation
Central Imperial Component Area (formerly Redevelopment Project Area)
Fiscal Year 2011 Work Plan Status

<p>Increase Affordable Housing</p> <ul style="list-style-type: none"> • Complete rehabilitation of affordable 49-unit Vista Grande Apartments. • Identify funding and negotiate agreements for 52-unit Trolley Residential at the Village Center at Euclid and Market – Pilot Village. • Continue to fund the SEDC HELP program to rehabilitate existing single-family homes. • Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program. 	<p>Status</p> <ul style="list-style-type: none"> • Completed. • Trolley Residential received entitlement approval in March 2010. SEDC’s budget contains earmarks for this project as well as anticipated leveraged funding from Jacobs and other housing-collaborative partners. • Completed rehabilitation of seven homes totaling \$206,058 as of December 31, 2010. • Multi-family three unit lead remediation project out to bid, and two projects totaling 24 units awaiting lead inspection reports to determine scope of work as of December 31, 2010.
<p>Economic Development</p> <ul style="list-style-type: none"> • Negotiate ENA/DDA for development at Valencia Business Park Lots 2 – 7. • Select the highest and best opportunities for Agency-owned sites and identify strategy for redevelopment activities on site including Hilltop and Euclid, Ouchi Courtyards, former Library and others. • Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents. 	<p>Status</p> <ul style="list-style-type: none"> • ENA with Valencia Business Park Dev. LLC extension was approved by Agency Board on April 12, 2011, with the DDA to be approved by October 2011. • Awaiting the return of the conventional financing market, former Valencia Park Library has prequalified for a Brownfield Cleanup grant, Ouchi Courtyards was scheduled for an SEDC Board ENA approval in April 2011 but was withdrawn by one of the investors. Rick Engineering is examining highest and best use prior to issuing an RFP for Hilltop and Euclid in fall 2011. • The Entrepreneur Academy has served over 642 individuals and business owners for 11 years receiving acclaim from participating and community leaders. SEDC hosted its first Advanced Academy program in 2010 geared towards individuals who had been in business at least two years and desired additional small business training. The Basic Entrepreneur Academy program began in 1999 working with individuals who have been in business less than one year and wanted additional small business training.

**Southeastern Economic Development Corporation
 Central Imperial Component Area (formerly Redevelopment Project Area)
 Fiscal Year 2011 Work Plan Status**

<p>Economic Development (continued)</p> <ul style="list-style-type: none"> • Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and City’s Revolving Loan Program. • Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance and consider waiving certain fees as incentives. 	<p>Status (continued)</p> <ul style="list-style-type: none"> • Local area businesses in the 4th & 8th Council Districts do not have the upfront capital to participate in the City’s existing Façade Improvement Program. SEDC is developing its own program with forgivable loans to the businesses’ property owners utilizing SEDC allocated funds. • SEDC is collaborating with City Development Services Department and Planning and Investment to make this transition for processing entitlements over the next two years.
<p>Neighborhood Preservation</p> <ul style="list-style-type: none"> • Identify a site or sites for a community garden(s) and sponsor legislation to remove regulatory barriers to this sustainable land use practice and for farmer’s markets. • Expand participation in the Redevelopment Agency Community Enhancement Program to include Central Imperial Neighborhoods. 	<p>Status</p> <ul style="list-style-type: none"> • On January 11, 2011, SEDC leased the Market Street sites to Project New Village for community gardening purposes for a three-year interim use. SEDC sponsored the City’s community garden ordinance deregulation for City Council consideration in summer 2011. • Initiated pilot program “Green Today,” community enhancement event for debris clean-up, home painting and repair, energy efficiency measures, lead abatement, landscaping, tree planting, and streetscape enhancements.

Southeastern Economic Development Corporation
Gateway Center West Component Area (formerly Redevelopment Project Area)
Fiscal Year 2011 Work Plan Status

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Merge all four Southeastern Project Areas for financial purposes and expand territory to include Dells Imperial Study Area. • Accomplish an SB 211 Amendment to lift the cap for Gateway Center West. • Elect and establish a Project Area Committee for the merged Project Areas. • Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Imperial Avenue and Commercial Street Corridors. • Create capacity to issue and/or refinance bonds when market improves or catalyst project surfaces and when SEDC Board and Redevelopment Agency Board approve issuance. 	<p>Status</p> <ul style="list-style-type: none"> • Merger and financial amendments adopted by Redevelopment Agency Board on February 15, 2011. Expansion awaiting State legislative action. • Project Area Committee elections to occur in summer 2011 pending State legislative action. Community Advisory Committee will be elected instead of a PAC if State eliminates redevelopment. • SEDC is now positioned for the bond market but is awaiting State legislative action.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area. • Coordinate with the City, Caltrans, SANDAG, State and Federal Agencies for identification of funding of priority capital improvement projects, such as missing infrastructure including "green" alley improvements, sidewalks, streetlights, transit improvements, intersection improvements, etc. 	<p>Status</p> <ul style="list-style-type: none"> • Refer to PAC update above. • Coordination with Caltrans, SANDAG and City ongoing regarding Euclid interchange, I-805/ Imperial overpass, I-805 and SR 94 widening to include BRT connection to the Orange Line, Euclid interchange redesign, and the improvement of the Imperial Interchange and bridge.
<p>Increase Affordable Housing</p> <ul style="list-style-type: none"> • Continue to fund the SEDC HELP program to rehabilitate existing single-family homes. • Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program. • Partner with the Housing Commission, CCDC and others to construct Comm 22, a mixed use and affordable housing catalyst project along the transit corridor in the Dells Imperial Redevelopment Study Area. 	<p>Status</p> <ul style="list-style-type: none"> • Completed rehabilitation of seven homes totaling \$206,058 as of December 31, 2010. Multi-family three unit lead remediation project out to bid, and two projects totaling 24 units awaiting lead inspection reports to determine scope of work as of December 31, 2010. • COMM 22 DDA with Bridge Housing, MAAC Project, and Bronze Triangle scheduled for Agency Board approval on May 24, 2011, to initiate construction in spring 2012.

**Southeastern Economic Development Corporation
Gateway Center West Component Area (formerly Redevelopment Project Area)
Fiscal Year 2011 Work Plan Status**

<p>Economic Development</p> <ul style="list-style-type: none"> • Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents. • Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and the City’s Revolving Loan Program. • Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance and consider waiving certain fees as incentives. 	<p>Status</p> <ul style="list-style-type: none"> • The Entrepreneur Academy has served over 642 individuals and business owners for 11 years receiving acclaim from participating and community leaders. SEDC hosted its first Advanced Academy program in 2010 geared towards individuals who have been in business at least two years and desired additional small business training. The Basic Entrepreneur Academy program began in 1999 working with individuals who had been in business less than one year and wanted additional small business training. • Local area businesses in the 4th & 8th Council Districts do not have the upfront capital to participate in the City’s existing Façade Improvement Program. SEDC is developing its own program with forgivable loans to the businesses / property owners utilizing SEDC allocated funds. • SEDC is collaborating with City Development Services Department and Planning and Investment to make this transition for processing entitlements over the next two years. Approximately 1.8 million to be budgeted in FY12 for this purpose.
<p>Neighborhood Preservation</p> <ul style="list-style-type: none"> • Identify a site or sites for a community garden(s) and sponsor legislation to remove regulatory barriers to this sustainable land use practice and for farmer’s markets. • Expand participation in the Redevelopment Agency Community Enhancement Program to include Southcrest Neighborhoods. 	<p>Status</p> <ul style="list-style-type: none"> • On January 11, 2011, SEDC leased the Market Street sites to Project New Village for community gardening purposes for a three-year interim use. SEDC sponsored the City’s community garden ordinance deregulation for City Council consideration in summer 2011. • Initiated pilot program “Green Today,” community enhancement event for debris clean-up, home painting and repair, lead abatement, energy efficiency measures, landscaping, tree planting, and streetscape enhancements.

**Southeastern Economic Development Corporation
 Mount Hope Component Area (formerly Redevelopment Project Area)
 Fiscal Year 2011 Work Plan Status**

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Merge all four Southeastern Project Areas for financial purposes and expand to include territory in Dells Imperial & explore expansion areas including Jamacha area, and Federal Boulevard at Euclid site. • Elect and establish a Project Area Committee for the merged Project Areas. • Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Euclid and Market Street Trolley Transit area. • Create capacity to issue and/or refinance bonds when market improves or catalyst project surfaces and when SEDC Board and Redevelopment Agency Board approve issuance. 	<p>Status</p> <ul style="list-style-type: none"> • Merger and financial amendments adopted by Redevelopment Agency Board on February 15, 2011. Expansion awaiting State legislative action. • Project Area Committee elections to occur in summer 2011 pending State legislative action. Community Advisory Committee will be elected as an alternative if the State eliminates redevelopment. • SEDC is now positioned for the bond market but awaiting State legislative action.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Complete the construction of Market Street Public Improvements AKA Mount Hope Medians and Streetlights and coordinate the groundbreaking with all responsible parties and District 4. • Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area. • Coordinate with the City, Caltrans, SANDAG, State and Federal Agencies for identification of funding of priority capital improvement projects, such as missing infrastructure including “green” alley improvements, sidewalks, streetlights, transit improvements, intersection improvements, etc. 	<p>Status</p> <ul style="list-style-type: none"> • Mount Hope medians and streetlights project is under construction due for completion summer 2011. Groundbreaking occurred on February 7, 2011. • Refer to PAC update above. • Coordination with Caltrans, SANDAG and City ongoing regarding Euclid interchange, I-805/Imperial overpass, I-805 and SR 94 widening to include BRT connection to the Orange Line, Euclid interchange redesign, and the improvement of the I-805/Imperial Interchange and bridge.
<p>Increase Affordable Housing</p> <ul style="list-style-type: none"> • Continue to fund the SEDC HELP program to rehabilitate existing single-family homes. • Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program. 	<p>Status</p> <ul style="list-style-type: none"> • Completed rehabilitation of seven homes totaling \$206,058 as of December 31, 2010. • Three units are in process of remediation, and two projects totaling 24 units are being initiated as of December 31, 2010.

**Southeastern Economic Development Corporation
Mount Hope Component Area (formerly Redevelopment Project Area)
Fiscal Year 2011 Work Plan Status**

<p>Economic Development</p> <ul style="list-style-type: none"> • Determine highest and best use and seek proposals for development of Agency-owned parcels on Market Street. • Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents. • Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and the City’s Revolving Loan Program. • Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance and consider waiving certain fees as incentives. 	<p>Status</p> <ul style="list-style-type: none"> • On January 11, 2011, SEDC leased the Market Street sites to Project New Village for community gardening purposes for a three-year interim use. SEDC sponsored the City’s community garden ordinance deregulation due for City Council consideration in summer 2011. • The Entrepreneur Academy has served over 642 individuals and business owners for 11 years receiving acclaim from participating and community leaders. SEDC hosted its first Advanced Academy program in 2010 geared towards individuals who had been in business at least two years and desired additional small business training. The Basic Entrepreneur Academy program began in 1999 working with individuals who have been in business less than one year and wanted additional small business training. • Local area businesses in the 4th & 8th Council Districts do not have the upfront capital to participate in the City’s existing Facade Improvement Program. SEDC is developing its own program with forgivable loans to the businesses’ property owners utilizing SEDC allocated funds. • SEDC is collaborating with City Development Services Department and Planning and Investment to make this transition over the next two years.
<p>Neighborhood Preservation</p> <ul style="list-style-type: none"> • Identify a site or sites for a community garden(s) and sponsor legislation to remove regulatory barriers to this sustainable land use practice and for farmer’s markets. • Expand participation in the Redevelopment Agency Community Enhancement Program to include Mt. Hope Neighborhoods. 	<p>Status</p> <ul style="list-style-type: none"> • On January 11, 2011, SEDC leased the Market Street sites to Project New Village for community gardening purposes for a three-year interim use. SEDC sponsored the City’s community garden ordinance deregulation for City Council consideration in summer 2011. • Initiated pilot program “Green Today,” community enhancement event for debris clean-up, home painting and repair, lead abatement, energy efficiency measures, landscaping, tree planting, and right of way enhancements.

**Southeastern Economic Development Corporation
Southcrest Redevelopment Project Area
Fiscal Year 2011 Work Plan Status**

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Merge all four Southeastern Project Areas for financial purposes and expand to include territory in Dells Imperial Study Area. • Elect and establish a Project Area Committee for the merged Project Areas. • Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Imperial Avenue and Commercial Street Corridors. • Create capacity to issue and/or refinance bonds when market improves or catalyst project surfaces and when SEDC Board and Redevelopment Agency Board approve issuance. 	<p>Status</p> <ul style="list-style-type: none"> • Merger and financial amendments adopted by the Redevelopment Agency Board February 15, 2011. Expansion awaiting State legislative action. • Project Area Committee elections to occur in summer 2011 pending State legislative action. Community Advisory Committee will be elected instead of a PAC if State eliminates redevelopment. • SEDC is now positioned for the bond market but awaiting State legislative action.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area. • Coordinate with the City, Caltrans, SANDAG, State and Federal Agencies for identification of funding of priority capital improvement projects, such as missing infrastructure including “green” alley improvements, sidewalks, streetlights, transit improvements, intersection improvements, etc. • Install and repair SEDC funded Southcrest streetlights. • Complete design and initiate construction of Southcrest Trails Park, another SEDC funded community park. • With the Stormwater Department to implement green alley pilot project for three blocks of missing infrastructure adjacent to the Southcrest Trails Park at Las Chollas Creek. • Continue to assure that the 43rd Street Realignment includes pedestrian and other multi-modal design features, such as street trees and landscaping to meet City standards. 	<p>Status</p> <ul style="list-style-type: none"> • Refer to PAC update above. • Coordination with Caltrans, SANDAG and City ongoing regarding Euclid interchange, I-805/Imperial overpass, I-805 and SR 94 widening to include BRT connection to the Orange Line and economic opportunities at Southcrest SR252 corridor area. • Providing funding for green alley upgrades for several blocks along with funds from Storm Water Department, located adjacent to the Southcrest Trails Park currently under design. • Complete Street design was included in the final construction drawings for the 43rd Street Realignment, now under construction due for completion in April 2012.
<p>Increase Affordable Housing</p> <ul style="list-style-type: none"> • Construct 6 LEED-certified affordable homes at 40th & Alpha • Partner with the Housing Commission, CCDC and others to construct Comm 22, a mixed use and affordable housing catalyst project along the transit corridor in the Dells Imperial Study Area. • Continue to fund the SEDC HELP program to rehabilitate existing single-family homes. 	<p>Status</p> <ul style="list-style-type: none"> • 40th and Alpha DDA with Urban Link withdrawn by developer. RFP to be reissued in FY 2012. • COMM 22 DDA with Bridge Housing, MAAC Project, and Bronze Triangle is scheduled for Agency Board approval on May 24, 2011, to initiate permitting and construction of infrastructure and family housing in FY 2012. Completed rehabilitation of seven homes totaling \$206,058 as of December 31, 2010.

**Southeastern Economic Development Corporation
Southcrest Redevelopment Project Area
Fiscal Year 2011 Work Plan Status**

<p>Increase Affordable Housing (continued)</p> <ul style="list-style-type: none"> Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program. 	<p>Status (continued)</p> <ul style="list-style-type: none"> Multi-family three unit lead remediation project out to bid, and two projects totaling 24 units awaiting lead inspection reports to determine scope of work as of Dec. 31, 2010.
<p>Economic Development</p> <ul style="list-style-type: none"> Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents. Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and the City's Revolving Loan Program. Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance and consider waiving certain fees as incentives. 	<p>Status</p> <ul style="list-style-type: none"> The Entrepreneur Academy has served over 642 individuals and business owners for 11 years receiving acclaim from participating and community leaders. SEDC hosted its first Advanced Academy program in 2010 geared towards individuals who have been in business at least two years and desired additional small business training. The Basic Entrepreneur Academy program began in 1999 working with individuals who had been in business less than one year and wanted additional small business training. Local area businesses in the 4th & 8th Council Districts do not have the upfront capital to participate in the City's existing Façade Improvement Program. SEDC is developing its own program with forgivable loans to the businesses' property owners utilizing SEDC allocated funds. SEDC is collaborating with City Development Services Department and Planning and Investment to make this transition for processing entitlements over the next two years.
<p>Neighborhood Preservation</p> <ul style="list-style-type: none"> Identify a site or sites for a community garden(s) and sponsor legislation to remove regulatory barriers to this sustainable land use practice and for farmer's markets. Expand participation in the Redevelopment Agency Community Enhancement Program to include Southcrest Neighborhoods. 	<p>Status</p> <ul style="list-style-type: none"> On January 11, 2011, SEDC leased the Market Street sites to Project New Village for community gardening purposes for a three-year interim use. SEDC sponsored the City's community garden ordinance deregulation for City Council consideration in summer 2011. Initiated pilot program "Green Today," community enhancement event for debris clean-up, home painting and repair, lead abatement, energy efficiency measures, landscaping, tree planting, and streetscape enhancements. Pilot event was 35th & Boston in Southcrest. Installed three large community murals along Ocean View Boulevard and along Alpha Street in former areas of high incidents of graffiti.

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 (Administered by Southeastern Economic Development Corporation)
 SOUTHEASTERN SAN DIEGO MERGED REDEVELOPMENT PROJECT AREA
 COMPLETED RESIDENTIAL PROJECTS

<u>Project Name</u>	<u>Community Area</u>	<u>Total new or rehabbed units</u>	<u>Total low and mod restricted units</u>	<u>Moderate up to 120% of AMI</u>	<u>Low up to 80% of AMI</u>	<u>Very Low up to 50% of AMI</u>	<u>Total low and mod restricted units</u>
Casa de Suenos	Central Imperial	8	8	7	1		8
Evergreen Village	Central Imperial	56	12	12			12
Kings Row	Central Imperial	53	53	53			53
Sunshine Gardens	Central Imperial	41	3		3		3
Village at Euclid	Central Imperial	23	2	2			2
Morrison Street	Mt. Hope	6	6		6		6
Mt. Hope Rehab Program	Mt. Hope	134	134	11	42	81	134
38th Street Homes	Southcrest	4	4	4			4
Boston Village	Southcrest	12	12	12			12
Legacy Walk	Southcrest	110	11	11			11
Mayberry Townhomes	Southcrest	70	69	41	21	7	69
Southcrest Park Estates I	Southcrest	33	5	5			5
Southcrest Park Estates II	Southcrest	62	62	62			62
Southcrest Rehab Program	Southcrest	87	87	19	31	37	87
Jarrett Heights	Lincoln Park	23	5	5			5
Knox Glen	Lincoln Park	54	54		54		54
Lincoln Park Co-op	Lincoln Park	15	15		2	13	15
Skyline Terrace	Skyline	30	4		4		4
Vista Grande*	Valencia Park	49	48		14	34	48
SEDC Housing Enhancement Loan Program (HELP)	15 Neighborhoods in the SEDC Area of Influence	10	10		4	6	10
Total SEDC Area		<u>880</u>	<u>604</u>	<u>244</u>	<u>182</u>	<u>178</u>	<u>604</u>
Low/Mod as a Percentage of Total Market Rate			<u>69%</u>	Very low as a Percentage of Low/Mod			<u>29%</u>

* Under construction - completion scheduled for FY 2011

SOUTHEASTERN SAN DIEGO MERGED REDEVELOPMENT PROJECT AREA HIGHLIGHTS
Central Imperial, Gateway Center West, Mount Hope, and Southcrest Component Areas
Administered by Southeastern Economic Development Corporation (SEDC)

Capital Improvement Projects

Listed below is information on how SEDC assisted capital projects that have presented employment opportunities to the residents of southeastern San Diego, generated additional sales tax revenues and employment taxes, as well as offering more neighborhood shopping and businesses that cater to the needs of its residents.

Retail square footage produced	774,500 square feet		
Industrial square footage produced	738,000 square feet		
Total amount of Tax Allocation Bonds issued	\$53,600,000		
	Current Employment at December 31, 2010	% of Local Residents	
	Total Jobs Created	Local Residents Employed	Employed to Jobs Created
Central Imperial Component Area	867	391	45%
Gateway Center West Component Area	994	131	13%
Mount Hope Component Area	1,104	167	15%
Southcrest Component Area	510	360	71%
Total Redevelopment Projects	<u>3,475</u>	<u>1,049</u>	<u>30%</u>

Note: Since July 1995, SEDC has assisted in redevelopment projects that have resulted in the creation of almost 5,000 jobs.

Public Improvements

Below are highlights of some City of San Diego owned assets funded by SEDC as public improvement projects that have enriched the quality of life for the residents of southeastern San Diego. These projects have helped to provide safer and more attractive neighborhoods with essential safety improvements, public art projects, and clean up efforts by all who have participated and will participate in these continuing worthwhile projects.

Central Imperial	\$17 million
Willie James Jones street improvements	
Imperial Avenue median and streetlights	
Imperial Marketplace public improvements - Imperial Ave., Ocean View Blvd, and Chollas Creek	
Valencia Business Park public improvements - Public art, trail, park benches, bus shelter, streetscapes, open space	
Walls of Excellence park and street improvements - Intersection of Imperial Ave. and Willie James Jones	
Leghorn Ave. public improvements at Skyline Terrace Estates	
Martin L. King Senior Center improvements	
Gateway Center West	\$ 2 million
Street improvements at E Street between 33rd and 34th St.	
Mount Hope	\$ 4 million
Streets and landscape improvements at Gateway Center East	
Market Street street improvements - medians, streetlights, sidewalks, curbs, gutters, etc.	
Public parks - Dennis V. Allen Park	
Southcrest	\$14 million
Public parks - Dorothy Petway Park and Southcrest Trails	
252 Corridor - Mitigation for rescinded fwy	
252 Corridor - Phase I - Alpha St. medians, streetlights, sidewalks, curbs, gutters, etc.	
252 Corridor - Phase II - Residential streets improvements	
39th Street and Boston Street improvements	
Streetlight installations - various streets	

Residential Projects

	Total # of Units	% of Total
HOUSING UNITS		
Very Low Income Housing Units	178	20%
Low Income Housing Units	182	21%
Moderate Income Housing Units	244	28%
Subtotal Very Low, Low, Moderate Income Housing Units	604	69%
Market Rate Housing Units	276	31%
Total Completed Housing Units	<u>880</u>	<u>100%</u>