

FY2024 FACT SHEET

Based on the FY2024 Adopted Budget



Mission: Lead globally with an inclusive economy and invest equitably across all communities in San Diego.

Vision: Increase economic prosperity for businesses, nonprofits and residents through investment and strategic partnerships.

STAFF:

Budgeted FTE: 56.00 (plus up to 14.0 non-staff interns & volunteers*)

- Business Expansion, Attraction, Retention FTE: 16.00
- Community Development FTE: 18.00
- Economic Development FTE: 22.00
- Employ & Empower Interns FTE: up to 8.0*
- AmeriCorps VISTA Volunteers FTE: up to 6.0*

KEY PROGRAMS:

Business Expansion, Attraction, Retention (BEAR)

- Small business engagement
- Business and Property Based Assessment Districts
- Key industry sector support
- Incentives, grant and loan portfolio

Business Operations and Support Services (BOSS)

- Office/Budget Administration
- Revenue/Expenditure processing
- Public Records Act management

Community Development

- Federal HUD grant administration (CDBG, HOME, ESG)
- Bridge to Home Affordable Housing NOFA, Homekey NOFA
- Promise Zone

Strategic Partnerships and Research

- Successor Agency: ROPs and asset management
- Corporate Partner development
- Economic Research

EDD MANAGEMENT TEAM:

- Director Christina Bibler
- Deputy Director Monica Hardman

Business Expansion, Attraction, Retention

- Assistant Deputy Director Elizabeth Studebaker
- Program Manager Sean Karafin
- Community Development Coordinator Michelle Muñoz
- Community Development Coordinator Lisa Lind
- Community Development Coordinator Karina Danek

Business Operations and Support Services (BOSS)

- Program Manager Aisha Givens
- Supervising Management Analyst Tamika Singleton

Community Development

- Interim Assistant Deputy Director Michele Marano
- Program Manager – HUD Angela Nazareno Clark
- Program Manager – Promise Zone Amber Weber
- Community Development Coordinator Vacant
- Community Development Coordinator Krissey Maier

Strategic Partnerships and Research

- Assistant Deputy Director Sarah Brenha
- Program Manager – Successor Agency Michael Wong
- Community Development Coordinator Leo Alarcón

ANNUAL BUDGET:

Updated: October 2023

Economic Development Department: Special Funds				
Expense				
Program	Sum of 2022	Sum of 2022	Sum of 2023	Sum of 2023
	Current Budget	Actuals	Current Budget	Actuals
BID	2,101,374.40	1,707,383.48	2,110,178.24	1,747,024.00
CDD	83,994,683.90	12,358,796.28	131,293,552.33	36,121,910.36
Corporate Partnership	149,423.12	66,234.36	158,188.76	56,615.64
CRF	316,312,964.65	172,264,180.28		0.00
EWD	1,491,316.46	180,369.10	1,332,577.45	29,395.00
FTZ	257,560.06	43,086.94	363,460.06	61,163.46
GF	20,767,742.00	20,767,738.86	15,335,421.13	15,335,421.13
MAD	14,952,824.74	14,379,592.15	16,752,408.91	15,733,506.04
RLF	2,445,079.78	1,206,023.94	3,095,773.29	390,492.19
SA	60,723,279.00	62,152,055.31	84,137,286.00	62,805,359.78
SBEP	218,544.53		221,044.53	
TMD	38,691,551.00	25,055,401.37	47,058,282.00	41,129,201.34
Grand Total	542,106,343.64	310,180,862.07	301,858,172.70	173,410,088.94
Revenue				
Program	Sum of 2022	Sum of 2022	Sum of 2023	Sum of 2023
	Current Budget	Actuals	Current Budget	Actuals
BID	(2,039,659.00)	(1,741,103.03)	(2,040,783.00)	(1,707,457.57)
CDD	(86,348,679.41)	(17,997,952.03)	(128,008,392.09)	(24,311,481.70)
Corporate Partnership		(75,000.00)		(75,000.00)
CRF	(217,202,844.28)	(172,454,214.34)		0.00
EWD		(10,388.17)		(21,630.09)
FTZ		(89,795.83)		(148,986.94)
GF	(6,169,520.00)	(6,595,528.18)	(5,969,520.00)	(6,774,257.58)
MAD	(14,009,182.42)	(14,538,723.11)	(14,928,022.13)	(15,197,529.14)
RLF		(1,882,417.31)		(1,856,717.45)
SA	(24,769,573.00)	(71,313,840.77)	(44,813,766.00)	(72,890,780.63)
SBEP		(9,750.00)		(2,500.00)
TMD	(26,718,897.00)	(37,622,934.52)	(39,554,023.00)	(45,699,671.75)
Grand Total	(377,258,355.11)	(324,331,647.29)	(235,314,506.22)	(168,686,012.85)

KEY PERFORMANCE INDICATORS*:

NEW PERFORMANCE INDICATOR	FY24 GOAL
Number of jobs supported by the expansion, attraction, and retention of employers working with the Department	750
Number of small businesses assisted, expanded, and retained as a result of small and neighborhood business programs	3,175
Total amount of investment committed to increase housing affordability and supply	\$34,158,548
Total amount of investment committed to strengthen small businesses, local entrepreneurs, and workforce development initiatives	\$2,571,493
Number of Nonprofits funded to serve small businesses in under-resourced communities	50
Total amount of investment committed to improve public and private facilities and neighborhood services	\$6,660,521
Total amount of corporate partner investment in City and public services, programs, and initiatives	\$1,906,408
Revenue generated for the General Fund and Transient Occupancy Tax (TOT) as a result of EDD programs, namely the Business Cooperation Program (BCP) and the Tourism Marketing District (TMD)	\$47,000,000

*The EDD began tracking a new set of KPIs on July 1, 2023.

Departmental

- Partnered with regional stakeholders to develop the 1st Regional Comprehensive Economic Development Strategy (CEDS) for San Diego County, adopted June 2023.

Small Businesses Assistance

- Launched a new Outdoor Business Grant Program to help local vendors maintain safe operations in the public right-of-way.
- Provided technical assistance to 20 SLBE small businesses.
- 487 business-related inquiries with an 89% response rate within 2 business days.
- Permit assistance for 116 business-related projects.
- Relaunched the Capacity Building Microgrant Program (\$367K to 14 nonprofits), the Economic Development Funding Grant Program (\$575K to 21 nonprofits), and the Business Walk Program (4 walks hosted at Logan Heights, Imperial Ave, and City Heights).

Affordable Housing and Community Development

- Allocated over \$45M in federal funds to LMI communities:
 - \$30M to affordable housing inventory and homeownership opportunities.
 - \$5.9M to infrastructure projects and public facility enhancements in LMI neighborhoods.
 - \$3.4M to safe and healthy shelter provision for individuals experiencing homelessness.
 - \$5M in direct financial assistance to nonprofits serving the City's most vulnerable.
- Awarded \$46.2M in Bridge to Home Affordable Housing loans to create 937 affordable units, including 272 permanent supportive housing units for persons at risk of homelessness.

Corporate Partnerships

- Maintained 24 revenue generating agreements total, including:
 - Two new marketing partnerships, three new limited endorsement agreements, six new agreements with catering vendors for the Central Library, and
 - Six existing limited licensing agreements and nine marketing/corporate partnership agreements.
- The City's first partnership initiative for citywide wayfinding technology was secured and approved with a projected \$24.9M in revenue during the term of the contract.

Promise Zone

- Launched childcare informal entrepreneurship pilot program in partnership with National League of Cities and Logan Heights CDC.
- Initiated second round of microgrants through the Cal Coast corporate partnership.

Successor Agency

- Sale of Horton House; proceeds of \$19M to the LMIHAF.
- Hacienda Townhomes rehabilitation and preservation of 52 affordable housing units for additional 55 years.
- Extend leases to Neighborhood House Association to operate childcare facilities in downtown San Diego.

Goal 1: Increase community-derived benefits through department-led programs.

- Leverage funding for vibrant, commercial neighborhoods.
- Increase entrepreneurial and neighborhood business activity.
- Build capacity for nonprofits to develop a more resource-rich ecosystem.

Goal 2: Reduce barriers to investment that generate economic prosperity.

- Increase access to quality public and private facilities and services.
- Maintain and build San Diego's competitive advantage by increasing workforce development, quality of life, and innovation.
- Increase the number of San Diegans with middle-income jobs.

Goal 3: Strategically invest in the growth and development of businesses, neighborhoods and residents, prioritizing underinvested communities.

- Invest in affordable housing options serving diverse populations.
- Expand community and economic development opportunities for all through department-led programs.
- Increase revenue and in-kind values provided to the City through Corporate Partners.

Goal 4: Provide exemplary customer service for all public interactions.

- Receive on average a rating of 90% "good" or "excellent" customer service scores from internal and external customers.
- Increase overall awareness of department programs, incentives and services with the public.
- Highlight successes and impacts of department programs and initiatives.

FISCAL YEAR 2024 PROJECTS:

- Initial implementation of the 2023-2026 Economic Development Strategy (EDS).
- Revise Council Policies 900-01: Economic Development and 900-12: Business Incentive Program to align with the EDS.
- Launch Bridge to Home NOFA round three with \$20M in affordable housing investments.
- Revise Council Policy 700-02: Community Development Block Grant Program.
- Submit the Consolidated Plan 2025-2029.
- Manage the Eviction Prevention Program - special General Fund budget adjustment of \$3M.
- Initial implementation of the Interactive Wayfinding Kiosk Program in Downtown San Diego.
- Complete update to Affordable Housing Master Plan and sale of Columbia Tower.

SHORT- and LONG-TERM GOALS

- Fund 5,000 new affordable housing units in San Diego.
- Revise Council Policies 900-15: Small Business Enhancement Program and 900-17: Storefront Improvement Program
- Update the San Diego Regional Analysis of Impediments to Fair Housing Choice.
- Deploy HOME ARP funding (\$21M) to generate new units for persons experiencing homelessness.
- Refresh City's Nonprofit Academy and Nonprofit Accelerator.
- Bring forth a set of policy reforms that prioritize Promise Zone communities across City Departments.
- Secure new strategic partnerships for City initiatives and programs identified in the EDS 2023-2026.
- Complete infrastructure improvements to Children's Park, Imperial Ave.