

## Attachment 1

### Summary

The total funding for EDF awards for FY24 is \$844,399. A brief description of the funded programs is provided below.

Organization Name	Amount Funded	Funding Source	Program / Project Name
Accessity	\$29,564	SBEP	Accessity's Microlending Program
Asian Business Association San Diego	\$12,600	SBEP	Asian Pacific Islander Economic Equity Advancement Program
North San Diego Business Chamber	\$12,600	SBEP	Visit North San Diego
San Diego Volunteer Lawyer Program, Inc.	\$12,600	SBEP	Microbusiness & Nonprofit Support Program
South Park Business Group, Inc	\$12,600	SBEP	Post-Covid Holiday Season Online and Foot Traffic
<b>TOTAL SBEP</b>	<b>\$79,964</b>		
Biocom Institute	\$60,000	TOT	Biocom Institute's Fellowship Program
California Western School of Law	\$33,300	TOT	New Media Rights
Cleantech San Diego Association	\$45,000	TOT	Southern California Energy Innovation Network
Connect Foundation	\$60,000	TOT	San Diego Innovation Day
Cyber Center of Excellence (CCOE)	\$40,000	TOT	City of San Diego Cybersecurity Awareness Program
Economic Development Corp of San Diego County	\$60,000	TOT	MetroConnect Export Assistance Program
Otay Mesa Chamber of Commerce	\$35,000	TOT	Promoting E-Commerce Trade Services in Otay Mesa
San Diego Diplomacy Council	\$60,000	TOT	Promote the City of San Diego as a Visitor Destination
San Diego Fleet Week Foundation	\$25,000	TOT	The San Diego Fleet Week Innovation Zone
San Diego Software & Internet Council	\$60,000	TOT	Jacobs Talent Initiative, including the 'Ready to Work' Certificate Program
South County Economic Development Council	\$60,000	TOT	South County EDC Business Outreach and Workforce Development Program
Startup San Diego	\$30,000	TOT	San Diego Startup Week 2023
Swedish-American Chamber of Commerce in San Diego	\$17,635	TOT	Green Connections and Bridging the Gap events
The San Diego French American Chamber of Commerce	\$58,500	TOT	Oui Start To Succeed (Extension)
TMA BlueTech	\$60,000	TOT	BlueTech Week 2023 TMA's 15th Annual Blue Tech Conference
Travelers Aid Society of San Diego	\$60,000	TOT	Visitor Services Program
<b>TOTAL TOT</b>	<b>\$764,435</b>		

### FY24 TOT-funded programs

**Biocom Institute** - Biocom Institute's Fellowship Program: Biocom Institute's Fellowship program assists local military Veterans and first-generation college graduates with entering the life science industry and providing local life science companies access to emerging and diverse talent. Funding would be used towards funding the staff positions that are involved in various aspects of these programs, including logistics and coordination, company recruitment, outreach, promotion, events, and strategy.

**California Western School of Law** - New Media Rights: New Media Rights provides legal services to underserved entrepreneurs, technologists, and small businesses whose projects require specialized intellectual property, privacy, and media law expertise who otherwise could not afford lawyers. Funding for legal compliance allows entrepreneurs to spend their dollars on product development and avoid the risk of their projects being shuttered due to legal disputes or lawsuits.

**Cleantech San Diego Association** - Southern California Energy Innovation Network: The program provides support to startups with electric energy-focused technologies and provides resources through a consortium of regional partner organizations to help energy entrepreneurs successfully bring their innovations to market and help meet San Diego's and California's clean energy and climate goals. Financial support from the City will assist staff time dedicated to the program: coordinating and providing custom business services; researching, writing and submission of grant proposals; creating marketing materials; and developing and managing events.

**Connect Foundation** - San Diego Innovation Day: San Diego Innovation Day showcases the strength of the region's innovation ecosystem by bringing together venture capitalists, pre- and post-venture entrepreneurs, higher education & research institutions, and talent. Funds will be used to offer smaller San Diego companies exhibition and fund recruiting spaces. Additionally, funds would be used to cover the hard costs of space and A/V for educational content to be delivered, so that future base sector businesses get valuable information to establish themselves in San Diego and grow locally.

**Cyber Center of Excellence (CCOE)** - City of San Diego Cybersecurity Awareness Program: CCOE seeks to develop and host a Cybersecurity Briefing and Podcast Series to provide cybersecurity threat awareness, preparedness and highlight career pathway programs for San Diego businesses and workers. CCOE will also produce a 5-part Cyber Insiders Podcast Series featuring local cybersecurity leaders sharing best practices and lessons learned from the region's key sectors that can be applied to all businesses. The Briefings and Podcasts will help bolster the cybersecurity posture and business resiliency of our community.

**Economic Development Corp of San Diego County (SDREDC)** - MetroConnect Export Assistance Program: MetroConnect is the flagship export assistance program of WTCSD, in which a cohort of 15 high-growth SMEs is selected through a competitive application process every 1.5 years, to receive a suite of cash and in-kind resources to boost their entry into the global marketplace.

**Otay Mesa Chamber of Commerce** - Promoting E-Commerce Trade Services: Promote the San Diego/Tijuana region as an e-commerce hub taking advantage of a change in regulation that makes our region more competitive when fulfillment centers are established in Tijuana, which generate additional import/export services for businesses in Otay Mesa.

**San Diego Diplomacy Council** - Promote the City of San Diego as a Visitor Destination: The SDDC is the only San Diego based organization that has a working partnership with the U.S. Department of State's International Visitors Leadership Program (IVLP). Through this program and through our custom exchange programs, SDDC will bring to San Diego over 800 new international emerging and current leaders for an estimated 2,500 hotel room night stays and adding an estimated \$2 million in revenue to the local tourism industry.

**San Diego Fleet Week Foundation** - The San Diego Fleet Week Innovation Zone: Fleet Week San Diego's Innovation Zone showcases San Diego's Innovation Companies, Research Institutions, Defense Companies, and the Military, through displays of equipment and technology. The San Diego Public is able to interact with the Technology and observe how it is used in an operational environment.

**San Diego Software & Internet Council (Tech San Diego)** - Jacobs Talent Initiative: Talent is economic development - we are seeking continuation of the Jacobs Talent Initiative with an emphasis on diversity. An example is the Ready to Work Program. A community-based model integrating academia, industry and

community stakeholders. This program provides support to local College talent through in-person and virtual workshops, on-campus tech professional panels, off-campus employer site visits and assistance for employment applications to our San Diego innovation companies.

**South County Economic Development Council** - South County EDC Business Outreach and Workforce Development Program: Engaging businesses in Otay Mesa, San Ysidro, Palm Ave/Nestor providing individualized assistance through award winning outreach program. SCEDC provides wide variety of support, assistance, funding, resources, incentives and expertise to grow and enhance business. Working closely with companies to increase sales, improve efficiency and grow.

**Startup San Diego** - San Diego Startup Week 2023: San Diego Startup Week is an annual premier tech conference that convenes the San Diego entrepreneurial ecosystem to connect the community, build relationships, share progress, exchange resources, support the growth of startups, and showcase local innovation! We support the ecosystem growth and San Diego's reputation as an innovative city through helping to increase the number of new startup companies, the growth of startup companies, and company attraction from other mature innovation hubs.

**Swedish-American Chamber of Commerce in San Diego** - Green Connections and Bridging the Gap: The primary objective of the Swedish-American Chamber of Commerce (SACC) is to attract new businesses to the region by actively promoting trade and facilitating business opportunities. The Chamber serves as a vital liaison between Swedish companies and potential investors, partners, and customers in the San Diego area. With a thriving network, the Chamber's influence and popularity continue to grow, prompting us to continuously expand our connections and pursue new business ventures.

**The San Diego French American Chamber of Commerce** - Oui Start To Succeed: The OUI START TO SUCCEED (Extension) expands our previous successful project to all tech companies with a sustainability focus in San Diego or Greentech Companies (Greentech is a term that covers all technologies and sciences aimed at reducing the human impact on the environment). Indeed, our mission is to provide vital support and services, highlighting resources for French innovative entrepreneurs and investors to succeed in San Diego's ecosystem.

**TMA BlueTech** - BlueTech Week 2023, TMA's 15th Annual Blue Tech Conference: TMA BlueTech will host the 15th Annual BlueTech Week conference to showcase our region's innovative, smart, and business-ready BlueTech products and services. This conference hosts 600+ attendees from 20 countries representing 140 companies. Intention: Promote BlueTech innovation and Blue Jobs for the San Diego region.

**Travelers Aid Society of San Diego** - Visitor Services Program: Travelers Aid's Visitor Services Program will provide Information and Referral services to 54,000 individuals traveling through transportation hubs in the City of San Diego. Our volunteer staff books hotel/motel rooms for visitors without advance reservations; assists with car rentals; provides referrals to local attractions, restaurants, and casinos; and delivers critical information about transit options. Volunteers staff stationary desks and mobile information kiosks 365 days/year.

#### FY24 SBEP-funded programs

**Accessity** - Accessity's Microlending Program: The Accessity Microlending Program will provide small business educational events, technical assistance, and loans (ranging from \$300 to \$100,000) to City of San

Diego small businesses so that they can start, maintain, or grow operations. Those served will increase their financial self-sufficiency and have positive impacts on their neighborhoods through job creation and local spending.

**Asian Business Association San Diego** - Asian Pacific Islander Economic Equity Advancement Program: The Asian Pacific Islander Economic Equity Advancement program aims to provide business advising support and technical assistance to small and minority-owned businesses, including but not limited to business consulting, financial literacy, access to capital, and access to network for the API communities.

**North San Diego Business Chamber** - Visit North San Diego: Visit North San Diego is focused on bringing weekend travelers to SD North of I-8. Ads target different moods that people may have when traveling and take users to the website where they are given ideas of what to do in North San Diego.

**San Diego Volunteer Lawyer Program, Inc.** - Microbusiness & Nonprofit Support Program: SDVLP's Microbusiness and Nonprofit Support Program (MNSP) provides free legal services to low-income entrepreneurs and microbusinesses in San Diego. MNSP staff and volunteer attorneys strengthen and support local businesses by offering legal workshops, training, education, legal clinics, and one-on-one legal representation on important topics such as business entity formation, business contracts, employment law, leases, intellectual property, licenses, and permitting.

**South Park Business Group, Inc.** - Post-Covid Holiday Season Online and Foot Traffic: We will maximize the first post-Covid holiday season's in-person and online traffic (and, in turn, sales) for businesses in our neighborhood by 1) expanding Fall and Winter Walkabouts to highlight overlooked businesses in the South end of our district; 2) bringing back the Luminaria event that draws new customers; 3) reinstating our seasonal tree lights that create a charming and safer environment for customers to stay and spend later, and 4) updating our website and increasing online marketing.