



FY 2019 Annual Report
Statement of Activities
July 1, 2018 thru June 30, 2019


PERSONNEL & OPERATIONS

- Contracted Executive Director Liliana Garcia-Rivera to three-quarters time.
- Songo Wawa completed her part-time Small Business Community Initiative Officer through AmeriCorps.
- JoAnn Fields completed her full-time Community Outreach position through AmeriCorps.
- Retained Brittany Miller as an independent consultant for one (1) quarter to conduct outreach for Access to Capital Program.
- Maintained Administrative Office and Resource Office for Program Manager/Members.
- Completed successful Audit Process and filed FY 2018 Tax Returns.
- Held Monthly Board Meetings.
- Held Monthly Committee Meetings (Executive, Marketing & Promotions, Economic Development)
- Prepared and submitted required monthly reports.

ORGANIZATIONAL DEVELOPMENT

- Prepared and held Annual Meeting and Board Elections.

MARKETING AND BUSINESS OUTREACH

- Maintained an online Internet marketing presence, which includes: Website, Facebook Page, Twitter,  Instagram, Mail Chimp and Constant Contact Email Marketing.
- Held a Workshop on Business and Commercial Financing (July 2018) and Workshop on Styrofoam Reduction in partnership with Council District 4 (October 2018)
- Held three Mixers: US Bank Business Mixer (July 2018), Photoshoot Mixer (February 2019), Spring Mixer (May 2019).
- Diamond Team participated in Hip Hop 5k (October 2018)
- Initiated Business Walk Thursdays Campaign (February 2019)

DESIGN AND STREETScape

- Custom banners displayed on Diamond District light poles, with four distinct themes throughout the year, including: Shop Diamond Shop Local (50), Diamond Graffiti Art (20), Taste of the Diamond (20), the San Diego County Fair (50), the Diamond Street Festival (23), Bike Banners (30); Live Love Laugh Learn (8), the Good Food District (16), Voices of the Children (20), San Diego Community College District Winter Session (20), and San Diego Community College District Spring Session (20).
- Collaborated with Council Districts 4 and the Electrical Workers Minority Caucus to install Holiday Bridge Lights over three bridges.

- Worked with City of San Diego concerning promotion of Storefront Improvement Program.

SPECIAL EVENTS

- Hosted Fourth Annual Diamond Street Festival & Car Show (August 2018).
- Hosted Sixth Annual Taste of the Diamond October 2018 at Big Lots parking lot. Created and disseminated marketing materials (outreach to restaurants and business owners).

BUDGET AND FINANCE

- Finalized FY2018 Budget and Workplan for Office of Small Business.
- Tracked the budget versus actual expenditures records for the twelve-month fiscal year.
- Maintained a \$30k US Bank Line of Credit.
- Maintained a \$12k US Bank Credit Card.
- Income and Expenditures
 - Income
 - BID: \$50,104.50
 - SBEP: 21,695.00
 - County Grant: \$8,000
 - Diamond Cowork: \$2,846.80
 - Discretionary: \$90,420.88
 - Expenditures
 - BID: \$50,104.50
 - SBEP: 21,695.00
 - County Grant: \$8,000
 - Diamond Cowork: \$16,817.33
 - Discretionary: \$82,896.38

ECONOMIC DEVELOPMENT

- Collaborated with CIVIC San Diego for the Access to Capital Partnership Program.
- Managed Small Business Finance CDC Lending Program
- Collaborated with City Councilmember's Office and Property Owners.
- Managed Diamond Cowork Offices.
- Planned and organized monthly Economic Development Committee Meetings.
- Participated in the Promise Zone Increasing Economic Activities Committee.
- Promoted Opportunity Zone Resources.

FUND DEVELOPMENT/GRANTS

- County Supervisors - Community Enhancement - \$8,000.
- Civic San Diego to support BID Access to Capital Collaboration - \$10,000.
- Small Business Finance CDC Microenterprise Assistance - \$20,000.
- City of San Diego - Technical Assistance - \$2,000.