



FY 2017 Annual Report
Statement of Activities
July 1, 2016 thru June 30, 2017

PERSONNEL & OPERATIONS

- Contracted Executive Director Liliana Garcia-Rivera to three-quarters time.
- Contracted Karina Velazquez as a full-time Program Manager .
- Selected Fran Orellana Polanca as a full-time Small Business Community Initiative Officer through AmeriCorps.
- Maintained internship program and recruited high school students from local schools.
- Maintained Resource Office for Program Manager & Members.
- Completed Audit Process & filed FY 2016 Tax Returns.
- Held Monthly Board Meetings.
- Held Monthly Committee Meetings (Executive, Marketing & Promotions, Economic Development)
- Held Ad Hoc Clean & Safe Committee, as needed.
- Prepared and submitted required monthly reports.
- Attended monthly BID Council Meetings.

ORGANIZATIONAL DEVELOPMENT

- Prepared and held Annual Meeting and Board Elections.

MARKETING AND BUSINESS OUTREACH

- Maintained online Internet marketing presence, which includes: Website, Facebook Page, Twitter, Instagram, Flickr, Klout and Constant Contact Email Marketing.
- Continued developing website with interactive business directory.
- Produced 2,000 Printed Business Directories.
- Produced Dine Diamond brochure (restaurant directory).
- Held Two Mixers: Joint Holiday Mixer with the College Area BID (December 2016), Photoshoot Mixer (February 2017).
- Held Six Workshops: Financial Health and Check Up Workshop (September 2016), Grow Your Business Through Referrals Workshop (October 2016), Grow Your Business With Email and Social Media Workshop (January 2017), Access to Capital Workshop (March 2017), New Mandatory Regulations Workshop (May 2017), and Taller Para Comerciantes Workshop (June 2017).
- Coordinated Small Business Saturday Event (November 2016).
- Coordinated Two Grand Openings for news businesses: Master Barbers and Monica's Salon.
- Recruited two restaurant members to participate in the One SD Neighborhood Experience (March 2017).

DESIGN AND STREETScape

- Custom banners displayed on Diamond District light poles, with four distinct themes throughout the year, including: Shop Diamond Shop Local (70), Diamond Graffiti Art (20), Happy Holidays (20) the Taste of the Diamond (20), the San Diego County Fair (50), the Diamond Street Festival (23), Bike Banners (30); Live Love Laugh Learn (4), and the Good Food District (16).
- Collaborated with Council Districts 4 & 9 and the Electrical Workers Minority Caucus to install Holiday Bridge Lights over three bridges.
- Work in progress with City Councilperson Cole and Mayor's Office concerning promotion of Storefront Improvement Program.

SAFE & CLEAN STREETS

- Collaborated with Community Partners for installation of crosswalk on Market Street and Denby; organized a community celebration (March 2017).
- Organized District 4 Homeless Count in collaboration with the Mayor's Office: 24 volunteers counted 80 people; four were placed in shelters and 2 were identified as veterans (March 2017).
- Hosted a Business Corridor Clean-up (April 2017).
- Hosted Bike to Work Pit Stop (May 2017).
- Bike-In Movie Night (May 2017).

SPECIAL EVENTS

- Hosted Second Annual Diamond Street Festival & Car Show (July 2016).
- Hosted Fourth Annual Taste of the Diamond October 2016 at Big Lots parking lot. Created and disseminated marketing materials (outreach to restaurants and business owners).
- Hosted Third Annual Bridge Holiday Lighting Ceremony December 2016.
- Hosted Food Truck and Music Festival (June 2017).

BUDGET AND FINANCE

- Finalized FY2017 Budget and Workplan for Office of Small Business.
- Tracked the budget versus actual expenditures records for the twelve-month fiscal year.
- Opened Line of Credit with US Bank for \$30,000 (August 2016)
- Opened credit card with US Bank for \$13,000 (August 2016)

ECONOMIC DEVELOPMENT

- Collaborated with CIVIC San Diego for the Access to Capital Partnership Program.
- Funded 3 local business KIVA loans through the Access to Capital Partnership Program.
- Created Restaurant Delivery Initiative Program.
- Submitted letter of intent to lease 1,250 square feet at 5003 Imperial Avenue, San Diego, California (Diamond Cowork at Ouchi Courtyards).

FUNDS DEVELOPMENT: GRANTS \$40,400

- Council District 4 - Community Projects, Programs & Services - \$5,000*
- Council District 4 - Commission of Arts & Culture (TOT) - \$5,000*
- Council District 4 - Commission of Arts & Culture (TOT) - \$1,400
- County Supervisors - Community Enhancement - \$5,000
- City of San Diego - Technical Assistance - \$2,000
- Civic San Diego - \$10,000
- SANDAG Go by Bike - \$3,000*
- Jcni Creative Placemaking Grant - \$9,000

*Funds received FY2018