



FY 2020 Annual Report
Statement of Activities
July 1, 2019 thru June 30, 2020


PERSONNEL & OPERATIONS

- Contracted Executive Director Liliana Garcia-Rivera to three-quarters time.
- Retained Laura Castro, Summer Intern for assistance with Diamond Street Festival.
- Retained Michelle Price 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 2019 Tax Returns.
- Held Monthly Board Meetings.
- Held Committee Meetings (Executive, Marketing & Promotions, Economic Development).
- Prepared and submitted required monthly reports.

ORGANIZATIONAL DEVELOPMENT

- Prepared and held Annual Meeting and Board Elections.
- Consulted with Arboreta Group for the preparation of Gap Analysis.

MARKETING AND BUSINESS OUTREACH

- Maintained an online Internet marketing presence, which includes: Website, Facebook Page, Twitter,  Instagram, Mail Chimp and Constant Contact Email Marketing.
- Hosted eight (8) workshops for The Brink Innovation Business Basics, Financial Literacy, Intro to Government Contracting and Innovation Boot Camp (SDBD) at Diamond Cowork (September 2019 and January 2020)
- Hosted two business member workshops with IRC San Diego to prepare business owners for BIG Grant (CDBG) (October 2019)
- Held two Business Mixers: Banner Bash (August 2019), Photoshoot Mixer (February 2020),
- Assisted with Grand Opening of Derby United (March 2020)
- Conducted Weekly Business Walks (June 2019-March 2020)
- Provided COVID-19 resources and technical assistance to business members with respect to relief applications including SBA PPP, SBA EIDL, City of San Diego Small Business Relief Fund, LISC Verizon Grant and Central San Diego Black Chamber of Commerce Grant (March-June 2020)

DESIGN AND STREETScape

- Managed year-round banner program in Diamond District and introduced Cox Communication Banner Campaign (July 2019) and MTS Banner Campaign (October 2019)
- Collaborated with Council Districts 4 and the Electrical Workers Minority Caucus to install Holiday Bridge Lights over two bridges.

SPECIAL EVENTS

- Hosted Fifth Fourth Annual Diamond Street Festival & Car Show (August 2019).
- Began organizing Seventh Annual Taste of the Diamond May 2020 (Canceled due to COVID-19)

BUDGET AND FINANCE

- Finalized FY2021 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: \$45,009
 - SBEP: 32,410
 - County Grant: \$10,000
 - Diamond Cowork: \$1,470
 - Discretionary: \$46,846
 - Expenditures
 - BID: \$45,009
 - SBEP: 32,410
 - County Grant: \$10,000
 - Diamond Cowork: \$6,841
 - Discretionary: \$50,922

ECONOMIC DEVELOPMENT

- Collaborated with CIVIC San Diego for the Access to Capital Partnership Program.
- Managed Small Business Finance CDC Lending Program for six months.
- 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 - \$10,000.
- Civic San Diego to support BID Access to Capital Collaboration - \$10,000.
- Small Business Finance CDC Microenterprise Assistance - \$5,000.
- Grantmakers/JCNI Covid Relief - \$2,000
- City of San Diego Covid Relief/Payroll Assistance - \$5,000
- City of San Diego - Technical Assistance - \$2,000.

