



FY 2021 Annual Report
Statement of Activities
July 1, 2020 thru June 30, 2021

PERSONNEL & OPERATIONS

- June 30, 2021 Executive Director Liliana Garcia-Rivera, resigned from position.
- December 1, 2020 Retained Kathy Beas, Small Business Technical Assistance Manager for Technical Assistance and to conduct outreach for Access to Capital Program.
- Maintained Administrative Office and Resource Office for Small Business Technical Assistance Manager/Members.
- Completed successful Audit Process and filed FY 2020 Tax Returns.
- Held Monthly Board Meetings.
- Held Committee Meetings (Executive).
- Prepared and submitted required monthly reports.

ORGANIZATIONAL DEVELOPMENT

- Prepared and held Annual Meeting and Board Elections.
- Contracted with Arboreta Group to conduct the survey - Diamond BID Assessment of the District.

MARKETING AND BUSINESS OUTREACH

- Maintained an online Internet marketing presence, which includes: Website, New Business Directory to grow Shop the Diamond, Facebook Page, Twitter, Instagram, and Mail Chimp.
- Conducted business member outreach as permitted due to COVID-19 restrictions.
- Distributed PPE resources, including masks, hand sanitizer, and compliance materials to BID members.
- Provided technical assistance to business members with respect to relief applications including SBA PPP, SBA EIDL, City of San Diego Small Business Relief Fund - Round 2, LISC Grants, Central San Diego Black Chamber of Commerce Grants, County of San Diego Small Business COVID-19 Relief Grant, County of San Diego Stimulus Grant, California Small Business Relief Grant, LISC Latino Small Business Owner Grant, and CARES - Restaurant Foundation Grant.
- Provided member referrals to partner resource organizations for business resources.

DESIGN AND STREETScape

- Processed permits to have the curb painted green for temporary parking in front of Co-Work.
- Worked with Urban Collaborative to develop Euclid Avenue and Imperial Avenue activation.

SPECIAL EVENTS

- None (All events 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 \$33k US Bank Line of Credit.
- Maintained a \$12k US Bank Credit Card.
- Income and Expenditures
 - Income
 - BID: \$51,120.38
 - SBEP: \$16,847.00
 - County Grant: \$15,000
 - Discretionary: \$54,845.08
 - Diamond Cowork: \$1,470
 - Expenditures
 - BID: \$51,120.38
 - SBEP: \$16,847.00
 - County Grant: \$15,000
 - Discretionary: \$26,767.05
 - Diamond Cowork: \$201.69

ECONOMIC DEVELOPMENT

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

FUND DEVELOPMENT/GRANTS

- County Supervisors - Small Business Stimulus Grant - \$15,000.
- Civic Community Partners - Access to Capital Collaboration - \$10,000.
- LISC/Lowe's Grant \$32,000.
- Statefund PPE - \$1,000.
- California Small Business Covid-19 Relief Grant \$15,000.
- Asian Business Association Grant \$5,000.
- US Bank Sponsorship \$8,000.

OTHER

- Renewed membership of BID Alliance and participated in board of director meetings.