

ATTACHMENT 2

ATTACHMENT 2

FISCAL YEAR 2011 PROPOSED BUDGET

FOR THE REDEVELOPMENT PROJECT AREAS

MANAGED BY

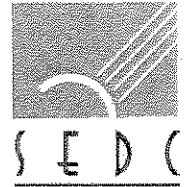
**SOUTHEASTERN ECONOMIC
DEVELOPMENT CORPORATION**

AND THE

PROPOSED ADMINISTRATIVE BUDGET

OF

**SOUTHEASTERN ECONOMIC
DEVELOPMENT CORPORATION**



Southeastern
Economic
Development
Corporation

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www.sedecinc.com

Date: May 7, 2010

To: Chair and Members of the City of San Diego,
Budget Review Committee

Subject: Fiscal Year 2011 Budget for the San Diego Redevelopment Agency
Projects Administered by Southeastern Economic Development Corporation

Staff Contact: Terry Darden, Chief Financial Officer

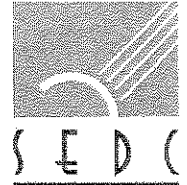
Requested Action: The Southeastern Economic Development Corporation (SEDC) requests that the City Council for the City of San Diego and the San Diego Redevelopment Agency approve the FY 2011 Budget for the projects administered by SEDC and SEDC's FY 2011 Administrative Budget.

Staff Recommendations: SEDC recommends that the City Council for the City of San Diego and the Redevelopment Agency for the City of San Diego approve the Fiscal Year 2011 Budget for the Redevelopment Agency of the City of San Diego projects administered by SEDC and SEDC's Administrative Budget.

Summary: This memorandum, combined with Attachment A, represents the proposed FY 2011 budgets for the Central Imperial, Gateway Center West, Mount Hope, and Southcrest Redevelopment Projects. The proposed combined budget totals \$10.7 million.

Fiscal Considerations: The Proposed FY 2011 Budget totals \$10.7 million and is financed with tax increment, bond proceeds, and other income.

Committee Recommendation: On April 28, 2010, the Board of Directors voted unanimously, Chair Gonzalez, Vice Chair Champion-Cain, Treasurer Evans, Secretary Lawrence, Director Geisler, Director Williams, Director Wong, and Director Ayala, to approve staff's recommendation of the FY 2011 Budget for the Redevelopment Agency of the City of San Diego projects administered by the Corporation and the Corporation's FY 2011 Administrative Budget.



BACKGROUND

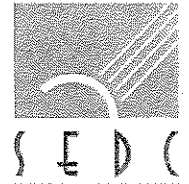
SEDC is a not-for-profit public benefit corporation organized in 1981 to administer economic development projects within the community of Southeast San Diego and provide redevelopment services to the Redevelopment Agency of the City of San Diego.

This memorandum combined with Attachment A lists potential elements of the Fiscal Year 2011 Budget for review and discussion. Within Attachment A, Chart A summarizes the revenue and expenditures for the fiscal year. Schedule I is the fiscal year budget summary of revenue and expenditures for the combined Central Imperial, Southcrest, Mount Hope, and Gateway Center West Redevelopment Projects. Schedule II is the budget summary of revenue and expenditures for each project area. Schedule III is the consolidated project expense summary.

DISCUSSION

The proposed FY 2011 budget consists of several components: Low/moderate income housing budgets, 80% capital projects' budgets, appropriations for debt service on bonds, CDBG repayments, tax sharing payments, ERAF payments, county administrative and service fees, city services' payments, and SEDC's administrative budget. The components of the budget have funding sources derived from tax increment, bond proceeds, and other income.

80% Capital Project Budgets (\$1.7 million): 80% Capital Project budgets are developed consistent with the SEDC Five-Year Strategic Plan, the Five-Year Implementation Plans for the Redevelopment Project Areas, the SEDC Operating Agreement, and the Agency Board direction. The project budgets contain multiyear projects and, therefore, the budget includes adjustments to existing project activities and provisions for new activities. The proposed budget contains a total of \$1.7 million of new appropriation for projects and related soft costs. In Southcrest, the current industrial zoning, or rezoning, for development around the Keeler Court area could potentially allow additional generation of jobs and tax increment funding. Residential development at the Agency-owned sites near 40th & Alpha will provide for sustainable affordable housing and a model of future residential development in the area. Capital projects in Southcrest include design and development of Southcrest Trails Park, installation of streetlights, and utilizing the SDG&E mitigation funds in partnership with the Storm Water Department to further enhance Las Chollas Creek



while providing storm water and model 'green' alley improvements adjacent to Southcrest Trails Park and Chavez Elementary School. Commercial development in the Central Imperial Redevelopment project area includes the development of Valencia Business Park, along with the commercial mixed use development within the Village Center at Euclid and Market. Residential development efforts will focus on the Hilltop and Euclid site, the Village Center at Euclid and Market, and rehabilitation of the Vista Grande Apartments. Residential developments include very low, low and moderate income housing. Amendments to the Redevelopment Plans to merge project areas for financial purposes will be processed. Plan amendments to expand redevelopment into the Dells Imperial Study Area and other areas suggested by the community are being initiated, along with the formation of a Project Area Committee formed through a community election process. Catalyst project efforts include the Commercial and 22nd Street site in partnership with CCDC and the San Diego Housing Commission. Additional low and moderate income housing efforts include administration of the SEDC funds provided for the Housing Enhancement Loan Program and the SEDC Lead Safe San Diego Program in the SEDC Area of Influence in coordination with the San Diego Housing Commission.

Low/Moderate Income Housing (\$2.3 million): The proposed budget provides funding for low/moderate income housing in the amount of \$2.3 million to be used for various affordable housing projects.

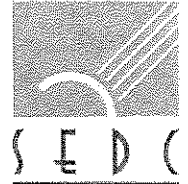
Tax Sharing Payments (\$.6 million): The proposed budget includes funding for tax sharing agreements of \$.6 million.

City Services and County Fees (\$.6 million): The proposed budget includes appropriations of \$.5 million for City Services and \$.1 million for County Administrative and Service Fees.

ERAF Payments (\$.5 million): The proposed budget includes funding the State's ERAF shift of \$.5 million.

CDBG Repayments (\$.3 million): The proposed budget includes an allocation of \$.3 million for the yet-to-be approved CDBG repayment plan.

SEDC Administrative Budget (\$1.5 million): The total administrative budget is \$1.5 million, which includes \$96 thousand for low/moderate income housing planning and administration. The administrative budget represents a decrease of \$.8 million, or 34%,



from the current year's overall budget. The decrease consists of reductions in salaries and benefits of \$566,900, and \$231,700 in non-personnel costs from the original FY 2010 budget, and reductions in salaries and benefits of \$245,100 and \$553,500 in non-personnel costs from the amended (amended in September 2009) FY 2010 budget.

Debt Service (\$3.3 million): The debt service payments for FY 2011 total \$3.3 million.

CONCLUSION

This memorandum, combined with the attachment, represents a proposed FY 2011 budget for the Central Imperial, Southcrest, Mt Hope, and Gateway Redevelopment Projects and the administration budget. The proposed FY 2011 budget consists of several components: Low/moderate income housing budgets, 80% capital projects budget, appropriations for debt service on bonds, CDBG repayments, tax sharing payments, ERAF payments, county administrative and service fees, city services' payments, and SEDC's administrative budget. The components of the budget have funding sources derived from tax increment, bond proceeds, and other income.

Handwritten signature of Terry Darden in cursive script.

Submitted by
Terry Darden
Chief Financial Officer

Handwritten signature of Brian L. Trotier in cursive script.

Approved by
Brian L. Trotier
Acting President/Chief Executive Officer

**REDEVELOPMENT AGENCY OF
THE CITY OF SAN DIEGO**

**CENTRAL IMPERIAL, GATEWAY CENTER WEST,
MOUNT HOPE, AND SOUTHCREST
REDEVELOPMENT PROJECTS
FISCAL YEAR 2011 BUDGET**

**Prepared By:
Southeastern Economic Development Corporation, Inc.
April 28, 2010**

Redevelopment Agency of the City of San Diego
Central Imperial, Gateway Center West, Mount Hope, and Southcrest
Redevelopment Projects
FISCAL YEAR 2011 BUDGET

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REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
 FISCAL YEAR 2011 BUDGET SUMMARY
 REVENUE AND EXPENDITURES
 \$10,705 (\$ Thousands)

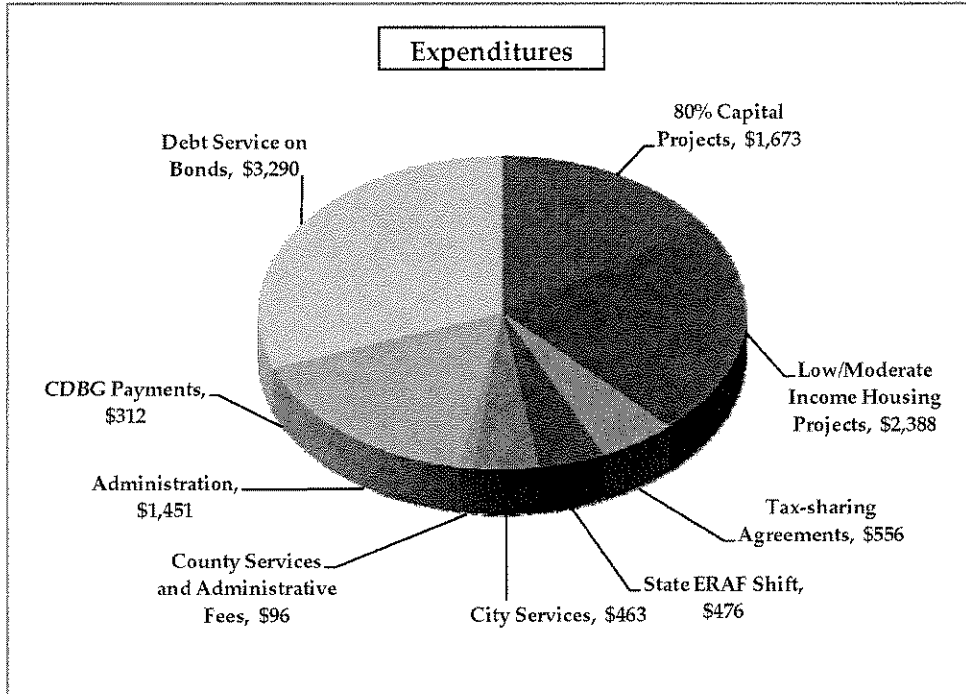
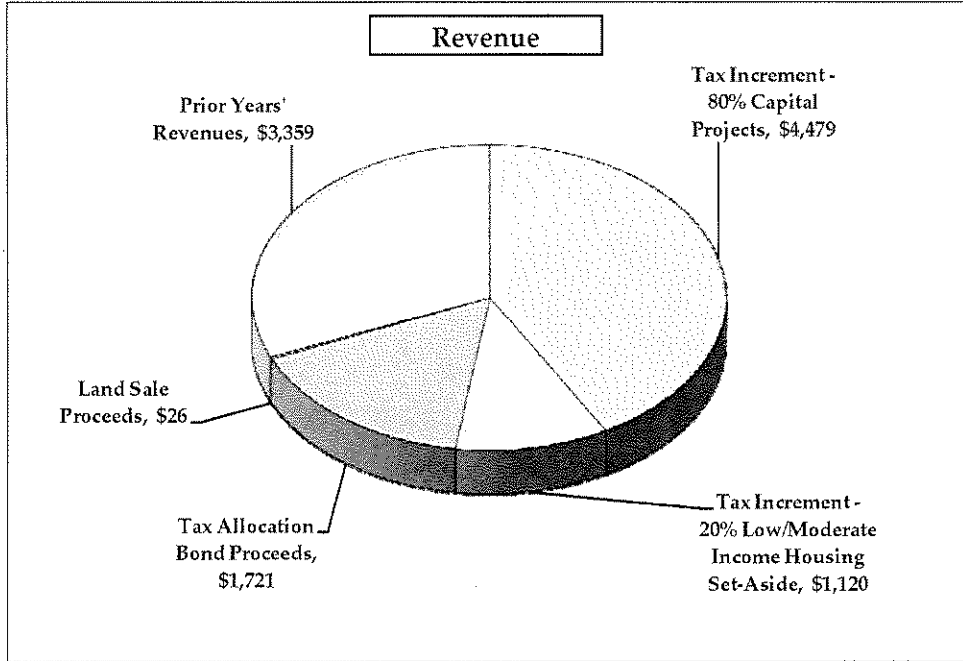


CHART A - CONSOLIDATED
ATTACHMENT A

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2011 BUDGET SUMMARY
REVENUE AND EXPENDITURES

(\$ Thousands)

REVENUES

Tax Increment - 80% Capital Projects	\$ 4,479
Tax Increment - 20% Low/Moderate Income Housing Set-Aside	1,120
Tax Allocation Bond Proceeds	1,721
Land Sale Disposition Proceeds	26
Prior Years' Revenues	3,359
Total Revenues	\$ 10,705

EXPENDITURES

80% Capital Projects' Activities (Schedule VI, Page 11)	\$ 1,673
Low/Moderate Income Projects' Activities (Schedule VI, Page 11)	2,388
Tax-sharing Agreements (Schedule VI, Page 12)	556
State ERAF Shift (Schedule VI, Page 12)	476
City Services (Schedule VI, Page 12)	463
County Services and Administrative Fees (Schedule VI, Page 12)	96
Administration (Schedule VI, Page 12)	1,451
CDBG Repayments (Schedule VI, Page 13)	312
Debt Service on Bonds (Schedule VI, Page 13)	3,290
Total Expenditures	\$ 10,705

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2011 BUDGET BY PROJECT AREA
REVENUE AND EXPENDITURES

(\$ Thousands)

	Central Imperial	Gateway Center West	Mount Hope	Southcrest	FY 2011 Budget
Revenue					
Tax Increment					
80% Capital Projects	\$ 1,611	\$ 262	\$ 1,100	\$ 1,506	\$ 4,479
20% Low/Moderate Income Housing Set-Aside	403	65	275	377	1,120
Tax Allocation Bond Proceeds	1,242	-	-	479	1,721
Land Sale Proceeds	26	-	-	-	26
Prior Years' Revenues	743	445	185	1,986	3,359
Total Revenue	\$ 4,025	\$ 772	\$ 1,560	\$ 4,348	\$ 10,705
Expenditures					
80% Capital Projects	\$ 965	\$ 150	\$ 103	\$ 455	\$ 1,673
Low/Moderate Income Housing Projects	863	51	114	1,360	2,388
Tax-sharing Agreements	244	-	124	188	556
State ERAF Shift	165	23	120	168	476
City Services	141	3	106	213	463
County Services and Administrative Fees	38	10	20	28	96
Administration	453	25	328	645	1,451
CDBG Payments	110	119	33	50	312
Debt Service on Bonds	1,046	391	612	1,241	3,290
Total Expenditures	\$ 4,025	\$ 772	\$ 1,560	\$ 4,348	\$ 10,705

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2011 CONSOLIDATED EXPENDITURE BUDGET

(\$ Thousands)

	Est FY 2010 Carryover	FY 2011 New	Available Budget
Central Imperial General	\$ -	\$ 187	\$ 187
Central Imperial Unallocated	-	88	88
Central Imperial Economic and Community Development	-	181	181
Central Imperial Public Improvements	2,152	509	2,661
Gateway Center West General	880	150	1,030
Mount Hope General	284	56	340
Mount Hope Economic and Community Development	-	33	33
Mount Hope Public Improvements	187	14	201
Southcrest General	3,615	71	3,686
Southcrest Economic and Community Development	-	182	182
Southcrest Public Improvements	987	202	1,189
Total 80% Capital Projects' Expenditures	8,105	1,673	9,778
Low/Moderate Income Housing Projects' Expenditures	1,967	2,388	4,355
Tax Sharing Agreements	192	556	748
State ERAF Shift	-	476	476
City Services	-	463	463
County Services and Administrative Fees	-	96	96
Administration	-	1,451	1,451
CDBG Repayments	-	312	312
Debt Service on Bonds	-	3,290	3,290
Total FY 2011 Budget	\$ 10,264	\$ 10,705	\$ 20,969

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
CENTRAL IMPERIAL REDEVELOPMENT PROJECT
FISCAL YEAR 2011 EXPENDITURE BUDGET

(\$ Thousands)

	Est FY 2010 Carryover	FY 2011 New	Available Budget
80% Capital Projects			
Central Imperial General	\$ -	\$ 187	\$ 187
Central Imperial Unallocated Projects	-	88	88
Economic and Community Development	-	181	181
Public Improvements	2,152	509	2,661
Total 80% Capital Projects' Expenditures	2,152	965	3,117
Low/Moderate Income Housing Projects			
Low/Moderate Income Housing General	-	71	71
Economic and Community Development	-	42	42
Public Improvements	475	-	475
Central Imperial Low/Mod Unallocated Projects	-	750	750
Total Low/Moderate Income Housing Projects Expenditures	475	863	1,338
Tax Sharing Agreements	82	244	326
State ERAF Shift	-	165	165
City Services	-	141	141
County Services and Administrative Fees	-	38	38
Administration	-	453	453
CDBG Repayment	-	110	110
Debt Service on Bonds	-	1,046	1,046
Total FY 2011 Proposed Budget	\$ 2,709	\$ 4,025	\$ 6,734

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
GATEWAY CENTER WEST REDEVELOPMENT PROJECT
FISCAL YEAR 2011 EXPENDITURE BUDGET

(\$ Thousands)

	Est FY 2010 Carryover	FY 2011 New	Available Budget
Gateway Center West General - 80% Capital Projects	\$ 880	\$ 150	\$ 1,030
Low/Moderate Income Housing Projects			
Low/Moderate Income Housing General	95	31	126
Gateway Center West Low/Mod Unallocated Projects	-	20	20
Total Low/Moderate Income Housing Projects' Expenditures	95	51	146
State ERAF Shift	-	23	23
City Services	-	3	3
County Services and Administrative Fees	-	10	10
Administration	-	25	25
CDBG Repayment	-	119	119
Debt Service on Bonds	-	391	391
Total FY 2011 Proposed Budget	\$ 975	\$ 772	\$ 1,747

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
MOUNT HOPE REDEVELOPMENT PROJECT
FISCAL YEAR 2011 EXPENDITURE BUDGET

(\$ Thousands)

	Est FY 2010 Carryover	FY 2011 New	Available Budget
80% Capital Projects			
Mount Hope General - 80% Capital Projects	\$ 284	\$ 56	\$ 340
Mount Hope Economic and Community Development	-	33	33
Mount Hope Public Improvements	187	14	201
Total 80% Capital Projects' Expenditures	<u>471</u>	<u>103</u>	<u>574</u>
Low/Moderate Income Housing Projects			
Low/Moderate Income Housing General	835	64	899
Economic and Community Development	-	50	50
Total Low/Moderate Income Housing Projects' Expenditures	<u>835</u>	<u>114</u>	<u>949</u>
Tax Sharing Agreements	99	124	223
State ERAF Shift	-	120	120
City Services	-	106	106
County Services and Administrative Fees	-	20	20
Administration	-	328	328
CDBG Repayment	-	33	33
Debt Service on Bonds	-	612	612
Total FY 2011 Proposed Budget	<u><u>\$ 1,405</u></u>	<u><u>\$ 1,560</u></u>	<u><u>\$ 2,965</u></u>

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
SOUTHCREST REDEVELOPMENT PROJECT
FISCAL YEAR 2011 EXPENDITURE BUDGET

(\$ Thousands)

	Est FY 2010 Carryover	FY 2011 New	Available Budget
80% Capital Projects			
Southcrest General - 80% Capital Projects	\$ 3,615	\$ 71	\$ 3,686
Southcrest Economic and Community Development	-	182	182
Southcrest Public Improvements	987	202	1,189
Total 80% Capital Projects' Expenditures	4,602	455	5,057
Low/Moderate Income Housing Projects			
Low/Moderate Income Housing General	557	38	595
Economic and Community Development	5	42	47
Southcrest Low/Mod Unallocated Projects	-	1,280	1,280
Total Low/Moderate Income Housing Projects' Expenditures	562	1,360	1,922
Tax Sharing Agreements	11	188	199
State ERAF Shift	-	169	169
City Services	-	212	212
County Services and Administrative Fees	-	28	28
Administration	-	645	645
CDBG Repayment	-	50	50
Debt Service on Bonds	-	1,241	1,241
Total FY 2011 Proposed Budget	\$ 5,175	\$ 4,348	\$ 9,523

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2011 BUDGET
REVENUE DETAIL
(\$ Thousands)

Description	Central Imperial	Gateway Center West	Mount Hope	Southcrest	Total
TAX INCREMENT REVENUE - 80% Capital Projects	\$ 1,611	\$ 262	\$ 1,100	\$ 1,506	\$ 4,479
TAX INCREMENT - 20% Housing Set-Aside	403	65	275	377	1,120
	<u>2,014</u>	<u>327</u>	<u>1,375</u>	<u>1,883</u>	<u>5,599</u>
OLD GLOBE LAND SALE PROCEEDS	26				26
BOND PROCEEDS	1,242			479	1,721
PRIOR YEARS' REVENUE	743	445	185	1,986	3,359
TOTAL REVENUES	<u>\$ 4,025</u>	<u>\$ 772</u>	<u>\$ 1,560</u>	<u>\$ 4,348</u>	<u>\$ 10,705</u>

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2011 BUDGET
EXPENDITURE DETAIL
(\$ Thousands)

DESCRIPTION	Est FY 2010 Carryover	FY 2011 New	Available Budget	COMMENTS
80% CAPITAL PROJECTS				
Central Imperial				
General	\$ -	\$ 187	\$ 187	General activities including redevelopment plan amendment and merger
Economic and Community Development	-	181	181	Smart Growth zoning ordinance, amendment for entitlements
Public Improvements	2,152	509	2,661	Catalyst project assistance
Unallocated Projects	-	88	88	
Total Central Imperial 80% Capital Projects	2,152	965	3,117	
Gateway Center West				
Gateway Center West General	880	150	1,030	General activities including redevelopment plan amendment and merger
Mount Hope				
Mount Hope General	284	56	340	General activities including redevelopment plan amendment and merger
Economic and Community Development	-	33	33	Smart Growth zoning ordinance, amendment for entitlements
Public Improvements	187	14	201	Catalyst project assistance
Total Mount Hope 80% Capital Projects	471	103	574	
Southcrest				
Southcrest General	3,615	71	3,686	General activities including redevelopment plan amendment and merger
Economic and Community Development	-	182	182	Smart Growth zoning ordinance, amendment for entitlements
Public Improvements	987	202	1,189	Catalyst project assistance
Total Southcrest 80% Capital Projects	4,602	455	5,057	
TOTAL FY 2011 80% CAPITAL PROJECTS	\$ 8,105	\$ 1,673	\$ 9,778	
LOW/MODERATE INCOME HOUSING PROJECTS				
Central Imperial				
General Low/Moderate Income Housing	\$ -	\$ 71	\$ 71	General activities including redevelopment plan amendment and merger
Economic & Community Development	-	42	42	Smart Growth zoning ordinance, amendment for entitlements
Public Improvements	475	-	475	
Unallocated Projects	-	750	750	
Total Central Imperial Low/Moderate Income Housing	475	863	1,338	
Gateway Center West				
General Low/Moderate Income Housing	95	31	126	General activities including redevelopment plan amendment and merger
Unallocated Projects	-	20	20	
Total Gateway Center West Low/Moderate Income Housing	95	51	146	

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
 FISCAL YEAR 2011 BUDGET
 EXPENDITURE DETAIL
 (\$ Thousands)

DESCRIPTION	Est FY 2010 Carryover	FY 2011 New	Available Budget	COMMENTS
Mount Hope:				
General Low/Moderate Income Housing	835	64	899	General activities including redevelopment plan amendment and merger Smart Growth zoning ordinance, amendment for entitlements
Economic & Community Development	-	50	50	
Total Mount Hope Low/Moderate Income Housing	835	114	949	
Southcrest:				
General Low/Moderate Income Housing	557	38	595	General activities including redevelopment plan amendment and merger Smart Growth zoning ordinance, amendment for entitlements
Economic & Community Development	5	42	47	
Unallocated Projects	-	1,280	1,280	
Total Southcrest Low/Moderate Income Housing	562	1,360	1,922	
TOTAL FY 2011 20% LOW/MODERATE INCOME HOUSING BUDGET	\$ 1,967	\$ 2,388	\$ 4,355	
Tax Sharing Agreements				
Central Imperial	82	244	326	
Mount Hope	99	124	223	
Southcrest	11	188	199	
State ERAF Shift				
Central Imperial	-	165	165	
Gateway Center West	-	23	23	
Mount Hope	-	120	120	
Southcrest	-	168	168	
City Services				
Central Imperial	-	141	141	
Gateway Center West	-	3	3	
Mount Hope	-	106	106	
Southcrest	-	213	213	
County Services and Administrative Fees				
Central Imperial	-	38	38	
Gateway Center West	-	10	10	
Mount Hope	-	20	20	
Southcrest	-	28	28	
Administration/SEDC				
Central Imperial	-	453	453	
Gateway Center West	-	25	25	
Mount Hope	-	328	328	
Southcrest	-	645	645	
Total Tax Sharing, ERAF, City Services, County Fees, and Administration Budgets	192	3,042	3,234	
TOTAL PROPOSED FY 2011 PROJECTS BUDGETS	\$ 10,264	\$ 7,103	\$ 17,367	

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 ADMINISTERED BY SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
 FISCAL YEAR 2011 BUDGET
 EXPENDITURE DETAIL
 (\$ Thousands)

DESCRIPTION	Est FY 2010 Carryover	FY 2011 New	Available Budget	COMMENTS
CDBG Repayments				
Central Imperial	\$ -	\$ 110	\$ 110	
Gateway Center West	-	119	119	
Mount Hope	-	33	33	
Southcrest	-	50	50	
Debt Service on Bonds				
Central Imperial 2007A&B Bonds	-	1,046	1,046	
Gateway Center West 1995 Bond	-	391	391	
Mount Hope 1995 A Bond	-	95	95	
Mount Hope 2002 A Bond	-	153	153	
Mount Hope 2007 A Bond	-	328	328	
Mount Hope Section 108	-	36	36	
Southerest 2007 A& B Bonds	-	1,241	1,241	
Total Debt Service and CDBG Payments	-	3,602	3,602	
TOTAL FY 2011 PROPOSED BUDGET	\$ 10,264	\$ 10,705	\$ 20,969	

Southeastern Economic Development Corporation
FY 2011 Administrative Budget

	Amended FY 2010 Budget	Proposed FY 2011 Budget	Change	% Change
PERSONNEL EXPENSES				
Salaries and wages	\$ 879,000	\$ 697,000	\$ (182,000)	(20.71)%
Retirement contributions	117,000	83,700	(33,300)	(28.46)%
Employer health & life insurance	106,300	84,400	(21,900)	(20.60)%
Employer payroll taxes	19,200	13,500	(5,700)	(29.69)%
Workers' compensation insurance	9,300	7,100	(2,200)	(23.66)%
TOTAL PERSONNEL EXPENSES	1,130,800	885,700	(245,100)	(21.67)%
NON-PERSONNEL EXPENSES				
Office space rental	212,200	90,000	(122,200)	(57.59)%
Facility rental-Board & community meetings	-	6,000	6,000	100.00 %
Equipment leased	38,100	35,000	(3,100)	(8.14)%
Leasehold improvements	20,000	15,000	(5,000)	(25.00)%
Telephone	13,400	4,000	(9,400)	(70.15)%
Electric service	18,000	12,000	(6,000)	(33.33)%
Cable/internet services	5,300	3,500	(1,800)	(33.96)%
Moving expenses	60,000	-	(60,000)	(100.00)%
Photography & blueprinting	9,000	1,500	(7,500)	(83.33)%
Reproduction	6,000	3,000	(3,000)	(50.00)%
Office supplies	17,750	12,000	(5,750)	(32.39)%
Postage	20,600	12,000	(8,600)	(41.75)%
Publications & subscriptions	5,400	1,200	(4,200)	(77.78)%
Brochures and printing	29,300	6,000	(23,300)	(79.52)%
Advertising	16,000	8,000	(8,000)	(50.00)%
Business expense	23,250	10,000	(13,250)	(56.99)%
Office expense	5,000	4,500	(500)	(10.00)%
Fees & licenses	2,000	2,000	-	0.00 %
Travel	15,500	3,600	(11,900)	(76.77)%
Membership dues	8,800	4,400	(4,400)	(50.00)%
Conferences & seminars	19,400	6,000	(13,400)	(69.07)%
Tuition reimbursement	8,750	3,600	(5,150)	(58.86)%
Mileage	7,400	6,000	(1,400)	(18.92)%
Parking	4,600	4,000	(600)	(13.04)%
Public relations & promotional	30,000	20,000	(10,000)	(33.33)%
Corporate events	2,000	1,800	(200)	(10.00)%
Security	2,050	500	(1,550)	(75.61)%
Equipment maintenance	13,400	10,000	(3,400)	(25.37)%
Director's fees	5,400	-	(5,400)	(100.00)%
Audits	58,000	40,000	(18,000)	(31.03)%
Legal consultants	182,000	100,000	(82,000)	(45.05)%
Professional services	38,900	30,000	(8,900)	(22.88)%
Contingency	-	59,500	59,500	100.00 %
Office maintenance & janitorial	10,400	6,000	(4,400)	(42.31)%
Messenger service	1,250	500	(750)	(60.00)%
Temporary employment services	236,000	112,500	(123,500)	(52.33)%
Payroll processing	3,600	2,400	(1,200)	(33.33)%
Pension plan fees	8,000	2,400	(5,600)	(70.00)%
Data processing services	6,000	6,000	-	0.00 %
Website maintenance	12,000	3,200	(8,800)	(73.33)%
Equipment purchase	2,000	-	(2,000)	(100.00)%
Computer hardware	5,000	2,000	(3,000)	(60.00)%
Computer software	4,400	1,200	(3,200)	(72.73)%
Computer maintenance	28,000	10,000	(18,000)	(64.29)%
Furniture	650	-	(650)	(100.00)%
TOTAL NON-PERSONNEL EXPENSES	1,214,800	661,300	(553,500)	(45.56)%
TOTAL SEDC ADMINISTRATIVE BUDGET	\$ 2,345,600	\$ 1,547,000	\$ (798,600)	(34.05)%

* Project Costs Allocation Breakdown

Allocation to Capital Projects	\$ 1,451,291
Allocation to Low/Mod Housing	95,709
Total SEDC FY 2011 Administrative Budget	\$ 1,547,000

SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FY 2011 ADMINISTRATIVE BUDGET

CORPORATION STAFF POSITION	# of Positions		CURRENT			PROPOSED		
	FY 2010	FY 2011		to			to	
President/Chief Executive Officer	1.0	1.0	\$ 140,000	to	\$ 170,000	\$ 140,000	to	\$ 170,000
Chief Financial Officer	1.0	1.0	105,000	to	135,000	105,000	to	135,000
Vice President, Projects & Development	-	1.0	-	to	-	80,000	to	100,000
Manager, Projects & Development	1.0	-	80,000	to	100,000	-	to	-
Operations/Human Resource Manager	1.0	1.0	52,015	to	72,100	52,015	to	72,100
Project Manager	3.0	1.0	50,500	to	70,000	50,500	to	70,000
Senior Accountant	1.0	1.0	49,900	to	74,900	49,900	to	74,900
Executive Assistant	1.0	1.0	48,500	to	70,000	48,500	to	70,000
Staff Accountant	1.0	-	41,900	to	59,800	-	to	-
Administrative Support Coordinator	1.0	1.0	41,200	to	56,700	41,200	to	56,700
Administrative Secretary	1.0	-	39,000	to	50,000	-	to	-
Assistant Community Development Coordinator	1.0	1.0	36,100	to	46,400	36,100	to	46,400
Receptionist	1.0	-	30,900	to	41,200	-	to	-
Assistant Project Manager	1.0	1.0	30,000	to	40,000	30,000	to	40,000
Messenger Clerk	0.5	-	10,000	to	20,000	-	to	-
Subtotal Positions & Salaries	15.5	10.0			\$ 1,072,100			\$ 674,225
Overtime/Interns					35,000			22,775
Total Positions & Salaries	15.5	10.0			\$ 1,107,100			\$ 697,000

**Southeastern Economic Development Corporation
Central Imperial Redevelopment Project Area
Fiscal Year 2011 Work Plan**

Eliminate Blight

- Merge all four Southeastern Project Areas for financial purposes and expand to include territory in Dells Imperial & explore expansion areas including Jamacha area, and Federal Boulevard at Euclid site.
- Elect and establish a Project Area Committee for the merged Project Areas.
- Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Euclid and Market Street Trolley-Transit area.
- Together with Jacobs Center design and initiate a catalyst project or projects and support development of the Village Center at Euclid and Market – Pilot Village.
- Create capacity to issue and/or refinance bonds when market improves or catalyst project surfaces and when SEDC Board and Redevelopment Agency Board approve issuance.

Improve Public Infrastructure

- Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area.
- Coordinate with the City, Caltrans, SANDAG, State and Federal Agencies for identification of funding of priority capital improvement projects, such as missing infrastructure including 'green' alley improvements, sidewalks, streetlights, transit improvements, intersection improvements, etc.
- Install SEDC funded streetlights along Imperial Avenue.
- Install 62nd Street Trolley Station improvements.
- Identify and obtain funding for installation of traffic mitigation improvements necessary for redevelopment at Euclid and Market as identified in the Fifth Amendment to the Redevelopment Plan FEIR.

Preserve/Create Affordable Housing

- Complete rehabilitation of affordable 49-unit Vista Grande Apartments.
- Identify funding and negotiate agreements for 52-unit Trolley Residential at the Village Center at Euclid and Market – Pilot Village.
- Continue to implement the SEDC HELP program to rehabilitate existing single-family homes.
- Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program.

**Southeastern Economic Development Corporation
Central Imperial Redevelopment Project Area
Fiscal Year 2011 Work Plan**

Economic Development

- Negotiate ENA/DDA for development at Valencia Business Park Lots 2 – 7.
- Select the highest and best opportunities for Agency-owned sites and identify strategy for redevelopment activities on site including Hilltop and Euclid, Ouchi Courtyards, former Valencia Park Library and others.
- Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents.
- Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and City's Revolving Loan Program.
- Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance and consider waiving certain fees as incentives.

Neighborhood Preservation

- Identify a site or sites for a community garden(s) and sponsor legislation to remove regulatory barriers to this sustainable land use practice and for farmer's markets.
- Expand participation in the Redevelopment Agency Community Enhancement Program to include Central Imperial Neighborhoods.

**Southeastern Economic Development Corporation
Gateway Center West Redevelopment Project Area
Fiscal Year 2011 Work Plan**

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Merge all four Southeastern Project Areas for financial purposes and expand territory to include Dells Imperial Study Area. • Accomplish a SB 211 Amendment to lift the cap for Gateway Center West. • Elect and establish a Project Area Committee for the merged Project Areas. • Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Imperial Avenue and Commercial Street Corridors. • Create capacity to issue and/or refinance bonds when market improves or catalyst project surfaces and when SEDC Board and Redevelopment Agency Board approve issuance.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area. • Coordinate with the City, Caltrans, SANDAG, State and Federal Agencies for identification of funding of priority capital improvement projects, such as missing infrastructure including 'green' alley improvements, sidewalks, streetlights, transit improvements, intersection improvements, etc.
<p>Preserve/Create Affordable Housing</p> <ul style="list-style-type: none"> • Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program. • Partner with the Housing Commission, CCDC and others to construct Comm 22, a mixed use and affordable housing catalyst project along the transit corridor in the Dells Imperial Redevelopment Study Area.
<p>Economic Development</p> <ul style="list-style-type: none"> • Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents. • Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and the City's Revolving Loan Program. • Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance and consider waiving certain fees as incentives. • Negotiate DDA for development of 33rd and E Streets.
<p>Neighborhood Preservation</p> <ul style="list-style-type: none"> • Identify a site or sites for a community garden(s) and sponsor legislation to remove regulatory barriers to this sustainable land use practice and for farmer's markets. • Expand participation in the Redevelopment Agency Community Enhancement Program to include Southcrest Neighborhoods.

**Southeastern Economic Development Corporation
Mt. Hope Redevelopment Project Area
Fiscal Year 2011 Work Plan**

Eliminate Blight

- Merge all four SEDC Project Areas for financial purposes and expand to include territory in Dells Imperial & explore expansion areas including Jamacha area, and Federal Boulevard at Euclid site.
- Elect and establish a Project Area Committee for the merged Project Areas.
- Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Euclid and Market Street Trolley-Transit area.
- Create capacity to issue and/or refinance bonds when market improves or catalyst project surfaces and when SEDC Board and Redevelopment Agency Board approve issuance.

Improve Public Infrastructure

- Complete the construction of Market Street Public Improvements AKA Mount Hope Medians and Streetlights and coordinate the groundbreaking with all responsible parties and District 4.
- Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area.
- Coordinate with the City, Caltrans, SANDAG, State and Federal Agencies for identification of funding of priority capital improvement projects, such as missing infrastructure including 'green' alley improvements, sidewalks, streetlights, transit improvements, intersection improvements, etc.

Preserve/Create Affordable Housing

- Continue to implement the SEDC HELP program to rehabilitate existing single-family homes.
- Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program.

Economic Development

- Determine highest and best use and seek proposals for development of Agency-owned parcels on Market Street.
- Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents.
- Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and the City's Revolving Loan Program.
- Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance and consider waiving certain fees as incentives.

Neighborhood Preservation

- Identify a site or sites for a community garden(s) and sponsor legislation to remove regulatory barriers to this sustainable land use practice and for farmer's markets.
- Expand participation in the Redevelopment Agency Community Enhancement Program to include Mt. Hope Neighborhoods.

**Southeastern Economic Development Corporation
Southcrest Redevelopment Project Area
Fiscal Year 2011 Work Plan**

Eliminate Blight

- Merge all four Southeastern Project Areas for financial purposes and expand to include territory in Dells Imperial Study Area.
- Elect and establish a Project Area Committee for the merged Project Areas.
- Participate with the City and SANDAG in the Smart Growth Incentive Specific Plan for the Imperial Avenue and Commercial Street Corridors.
- Create capacity to issue and/or refinance bonds when market improves or catalyst project surfaces and when SEDC Board and Redevelopment Agency Board approve issuance.

Improve Public Infrastructure

- Collaborate with the PAC to identify priorities for funding and implementation of capital improvement projects by neighborhood area.
- Coordinate with the City, Caltrans, SANDAG, State and Federal Agencies for identification of funding of priority capital improvement projects, such as missing infrastructure including 'green' alley improvements, sidewalks, streetlights, transit improvements, intersection improvements, etc.
- Install SEDC funded Southcrest streetlights.
- Complete design and initiate construction of Southcrest Trails Park, another SEDC funded community park.
- With the Stormwater Department to implement green alley pilot project for three blocks of missing infrastructure adjacent to the Southcrest Trails Park at Las Chollas Creek.
- Continue to assure that the 43rd Street Realignment includes pedestrian and other multi-modal design features, such as street trees and landscaping to meet City standards.

Preserve/Create Affordable Housing

- Sign DDA to construct 6 LEED-certified affordable homes at 40th & Alpha
- Partner with the Housing Commission, CCDC and others to construct Comm 22, a mixed use and affordable housing catalyst project along the transit corridor in the Dells Imperial Study Area.
- Continue to implement the SEDC HELP program to rehabilitate existing single-family homes. Continue to coordinate with Environmental Health Coalition and San Diego Housing Commission on the implementation of the Lead Safe San Diego Program.

Economic Development

- Continue to conduct Entrepreneur Academy to improve existing businesses, to promote new small business opportunities, and to retain/create jobs for local residents.
- Encourage local area businesses to upgrade using the Facade Improvement Program, Enterprise Zone/Community Renewal Program, and the City's Revolving Loan Program.
- Work with the City to transfer responsibility for processing entitlements to SEDC through the Planned District Ordinance and consider waiving certain fees as incentives.

Neighborhood Preservation

- Identify a site or sites for a community garden(s) and sponsor legislation to remove regulatory barriers to this sustainable land use practice and for farmer's markets.
- Expand participation in the Redevelopment Agency Community Enhancement Program to include Southcrest Neighborhoods.

**Southeastern Economic Development Corporation
Central Imperial Redevelopment Project Area
Status of Fiscal Year 2010 Work Plan**

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Amend the Central Imperial Redevelopment Plan for financial purposes. • Issue RFP and negotiate a partnership for re development of Valencia Business Park and former Valencia Park Library sites. • Identify strategy for redeveloping underutilized sites for both jobs creation and tax increment financing. • Initiate redevelopment activities on high-priority sites, including Village Center at Euclid and Market, Hilltop and Euclid, Ouchi Courtyards, and others. • Together with City Code Enforcement, encourage elimination of health and safety violations on private property in residential neighborhoods and neighborhood commercial districts. 	<p>Status</p> <ul style="list-style-type: none"> • Strategic Plan scheduled for Agency Board adoption May 2010, including reaffirmation of direction to proceed with financial amendments • Achieved Board approval of contract for technical services to initiate formal Plan amendment process June 2010 • Widespread community participation process initiated, including identification of cross-sector partners • Issued RFP for Valencia Business Park in February 2010. • Entitlements and permit approved for 52 townhomes at the Village Center and applied for infrastructure and planning funding assistance for Village Center. • Provided 20 local youth training and hands-on work experience in business, water conservation, environmental issues, creek restoration, and community services through the Hire a Youth Program. • Worked with Code Enforcement to remove eyesore and health hazards, including 3 vehicles abandoned at 40th & Franklin. • Conducted a full abatement of a homeless camp along the Chollas Creek with Environmental Services.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Monitor design for installation of public improvements necessary for redevelopment at Hilltop and Euclid. • Monitor design for installation of traffic mitigation improvements necessary for redevelopment at Euclid and Market. • Collaborate with City for identifying funding and implementation of CIP projects in project area. • Identify funding and collaborate with the City to construct public improvements including street improvements necessary to support proposed growth in area west of I-805 along major corridors and the transit and trolley lines. 	<p>Status</p> <ul style="list-style-type: none"> • Identified funding for CIP design of SR94 Euclid Avenue exit ramp and initiated design in March 2010. • Prepared applications for traffic congestion improvements and applied for funding through City and Federal appropriations. • Encouraged City to complete design and installation of 21 streetlights previously funded in FY2008, now scheduled for completion in FY 2011. • Achieved \$315,000 of ARRA funds for 62nd Street Trolley Station improvements. • Expanded scope with Storm Drains for City CIP 43rd Street re-alignment project to include storm water 'green' standards, landscaping, and street trees. Worked with Art Commission to include public art in project.
<p>Increase Affordable Housing</p> <ul style="list-style-type: none"> • Approve and implement the DDA for residential development at Hilltop and Euclid. • Identify funding, negotiate agreements and coordinate plans for additional phases of development of the Village Center at Euclid and Market – Pilot Village. • Identify additional funds for and monitor Housing Enhancement Loan Program (HELP). 	<p>Status</p> <ul style="list-style-type: none"> • Agency approved OPA for \$781,780 funding for Vista Grande Apartments Rehabilitation in March 2010. • Agency extended timeline 5 years and approved the revised Replacement Housing Plan for Hilltop and Euclid. • Coordinated entitlements approval for Village Trolley Residential project. • Expanded HELP program for single family homeowners to rehabilitate homes and provided additional funds to program. • Revised the SEDC Multi-Family Development Guidelines, adopted by Agency Board in December 2010. • SEDC co-funded \$50,000, with Redevelopment and CCDC, for the City's affordable housing parking study, underway.

**Southeastern Economic Development Corporation
Central Imperial Redevelopment Project Area
Status of Fiscal Year 2010 Work Plan**

<p>Economic Development</p> <ul style="list-style-type: none"> • Facilitate implementation of agreements for the Imperial Avenue Corridor Master Plan. • Negotiate ENA/DDA for development at Valencia Business Park Lots 2 – 7. • Continue to conduct Entrepreneur Academy to improve existing businesses and promote new small business opportunities. • Conduct quarterly redevelopment area tours to inform interested parties, market development opportunities and promote the benefits of redevelopment. 	<p>Status</p> <ul style="list-style-type: none"> • Construction complete on 24 Hour Fitness facility and opened at Imperial Marketplace. Job fair held, providing 15 local jobs. • Issued new RFP for Valencia Business Park in 2/2010. • Coordinated 5th Amendment to CI follow up action to be finalized FY2010. • Held the Entrepreneur Academy in September and October 2009. Developed a new advanced series that was held in April 2010. • Held redevelopment area tours promoting development in Southeastern San Diego.
<p>Neighborhood Preservation</p> <ul style="list-style-type: none"> • Collaborate with City, Housing Commission, and other agencies to develop a program to stabilize neighborhoods, forestall foreclosures, train buyers, etc. • Develop new component to “Going Native Naturally” program, including proposed water supply mitigation measures. • Identify funding and collaborate with City and community to prepare the community plan update cluster for Southeastern San Diego and Skyline Paradise Hills. 	<p>Status</p> <ul style="list-style-type: none"> • Revised the SEDC Multi-Family Development Guidelines. Ongoing collaboration with partners. • Expanded HELP program for single family homeowners to rehabilitate homes and provided additional funds to program. • Collaborated with City and community to implement City’s Smart Growth Incentive Planning grants for mixed use change areas centered on Euclid and Market Street. • Conducted an area-wide water conservation education campaign which included quarterly workshops and free consultations with landscape architects. • Funded Lead Safe program to remediate lead hazards in low-income rental homes.

**Southeastern Economic Development Corporation
Gateway Center West Redevelopment Project Area
Status of Fiscal Year 2010 Work Plan**

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Amend the Gateway Center West Redevelopment Plan for financial purposes. • Conduct a public outreach effort as part of the initiation of a plan amendment to expand territory. • Identify strategy for redeveloping underutilized sites for both jobs creation and tax increment revenue. • Together with City Code Enforcement, encourage elimination of health and safety code violations. 	<p>Status</p> <ul style="list-style-type: none"> • Strategic Plan scheduled for Agency Board adoption May 2010, including reaffirmation of direction to proceed with financial amendments • Achieved Board approval of contract for technical services to initiate formal Plan amendment process June 2010 • Widespread community participation process initiated, including identification of cross-sector partners. • Provided 20 local youth training and hands-on work experience in business, water conservation, environmental issues, creek restoration, and community services through the Hire a Youth Program.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Collaborate with City for identifying funding and implementation of capital improvement projects. • Coordinate with the community and other agencies for identification of funding of capital improvement projects. 	<p>Status</p> <ul style="list-style-type: none"> • Developed partnerships with SDOP and Southeastern Planning Group to map the missing infrastructure in their neighborhoods and began advocating through the City CIP and MTS for prioritization of missing sidewalks, safe routes to schools, ADA facilities, etc.
<p>Economic Development</p> <ul style="list-style-type: none"> • Select the highest and best opportunities of Agency-owned sites and identify strategy for redevelopment activities on site. • Continue to conduct Entrepreneur Academy to improve existing businesses and promote new small business opportunities. • Encourage local area businesses to utilize supportive services including, but not limited to the Facade Improvement Program, Enterprise Zone/Community Renewal Program, Revolving Loan Program and Entrepreneur Academy. 	<p>Status</p> <ul style="list-style-type: none"> • Negotiated industrial development at 33rd and E Street • Held the Entrepreneur Academy in September and October 2009. Developed a new advanced series that was held in April 2010. • Initiated corporate outreach program starting with highest revenue and job producing corporations.
<p>Neighborhood Preservation</p> <ul style="list-style-type: none"> • Collaborate with City, Housing Commission, and other agencies to develop a program to stabilize neighborhoods, forestall foreclosures, and promote first-time homebuyer opportunities. • Monitor compliance with SEDC's employment and training requirements including employment of area residents. 	<p>Status</p> <ul style="list-style-type: none"> • Expanded HELP program for single family homeowners to rehabilitate homes and provided additional funds to program. • Funded Lead Safe program to remediate lead hazards in low-income rental homes.

**Southeastern Economic Development Corporation
Mt. Hope Redevelopment Project Area
Status of Fiscal Year 2010 Work Plan**

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Amend the Mt. Hope Redevelopment Plan for financial purposes. • Identify strategy for redeveloping underutilized sites for both jobs creation and tax increment revenue. • Encourage infill and development of any underutilized sites. 	<p>Status</p> <ul style="list-style-type: none"> • Strategic Plan scheduled for Agency Board adoption May 2010, including reaffirmation of direction to proceed with financial amendments • Achieved Board approval of contract for technical services to initiate formal Plan amendment process June 2010 • Widespread community participation process initiated, including identification of cross-sector partners • Provided 20 local youth training and hands-on work experience in business, water conservation, environmental issues, creek restoration, and community services through the Hire a Youth Program.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Monitor and complete the construction of Market Street Public Improvements. • Collaborate with City for identifying funding and implementation of capital improvement projects. • Coordinate with the community and other agencies for identification of funding of capital improvement projects. 	<p>Status</p> <ul style="list-style-type: none"> • Funded medians and street lights in Mt. Hope and achieved ARRA funds. Accelerated construction scheduled for completion in FY 2011 • Developed partnerships with SDOP and Southeastern Planning Group to map the missing infrastructure in their neighborhoods and began advocating through the City CIP and MTS for prioritization of missing sidewalks, safe routes to schools, ADA facilities, etc. • Initiated landscape establishment program with corporate sponsors for trees and landscaping in public projects.
<p>Increase Affordable Housing</p> <ul style="list-style-type: none"> • Continue to implement residential rehabilitation (HELP) program. • Continue update to SEDC's Housing Policy in collaboration with local and regional partners. 	<p>Status</p> <ul style="list-style-type: none"> • Expanded the HELP program and provided additional funds. • Agency adopted the revised SEDC Multi-Family Development Guidelines.
<p>Economic Development</p> <ul style="list-style-type: none"> • Continue to conduct Entrepreneur Academy to improve existing businesses and promote new small business opportunities. • Encourage local area businesses to utilize supportive services including, but not limited to the Facade Improvement Program, Enterprise Zone/Community Renewal Program, Revolving Loan Program and Entrepreneur Academy. 	<p>Status</p> <ul style="list-style-type: none"> • Provided business retention assistance and expansion of Oopsy Daisy Fine Art for Kids in Gateway Center East Business Park • Provided recruitment assistance to LC Industries for locating armor manufacturing in Gateway Center East. • Held the Entrepreneur Academy in September and October 2009. Developed a new advanced series that was held in April 2010. • Developed electronic newsletter and mail list to promote economic development in area.

**Southeastern Economic Development Corporation
Mt. Hope Redevelopment Project Area
Status of Fiscal Year 2010 Work Plan**

Neighborhood Preservation	Status
<ul style="list-style-type: none"> • Collaborate with City, Housing Commission, and other agencies to develop a program to stabilize neighborhoods, forestall foreclosures, and promote first-time homebuyer opportunities. • Monitor compliance with SEDC's employment and training requirements including employment of area residents. • Develop new component to "Going Native Naturally" program to include water supply mitigation measures. 	<ul style="list-style-type: none"> • Identified community garden site on Market Street. Provided \$50,000 in funds for installation scheduled for Summer 2010. • Funded Lead Safe program to remediate lead hazards in low-income rental homes. • Expanded HELP program for single family homeowners to rehabilitate homes and provided additional funds to program. • Conducted an area-wide water conservation education campaign which included quarterly workshops and free consultations with landscape architects.

**Southeastern Economic Development Corporation
Southcrest Redevelopment Project Area
Status of Fiscal Year 2010 Work Plan**

<p>Eliminate Blight</p> <ul style="list-style-type: none"> • Amend the Southcrest Redevelopment Plan for financial purposes. • Identify strategy for redeveloping underutilized sites for both jobs creation and tax increment revenue • Initiate redevelopment activities on high priority sites, including 43rd and Newton Streets • Together with City Code Enforcement, encourage elimination of health and safety code violations on private property in residential neighborhoods and neighborhood commercial districts. 	<p>Status</p> <ul style="list-style-type: none"> • Strategic Plan scheduled for Agency Board adoption May 2010, including reaffirmation of direction to proceed with financial amendments. • Achieved Board approval of contract for technical services to initiate formal Plan amendment process June 2010 • Widespread community participation process initiated, including identification of cross-sector partners. • Redevelopment activity included initiation of murals on commercial sites, 40th and Alpha DDA negotiated and scheduled for Board adoption in Summer 2010 • Initiated Green Street Pilot Program with corporate and non-profit partners for home improvements, street trees, and community garden scheduled for Spring 2010. • Provided 20 local youth training and hands-on work experience in business, water conservation, environmental issues, creek restoration, and community services through the Hire a Youth Program.
<p>Improve Public Infrastructure</p> <ul style="list-style-type: none"> • Coordinate with the community for funding and construction of public improvements. • Coordinate with community to identify potential public improvements needed and identify funding. • Monitor installation and repair of SEDC funded streetlights. • Monitor SEDC funded 252 Corridor Park design and development. • Fund and coordinate with City of San Diego Parks & Recreation Department Public Improvement Assessment District Formation process. • Identify funding and coordinate with City and community on Streetscape concepts and previously identified public improvements. • Identify funding and coordinate with Park & Recreation for the design and installation of park lights in Southcrest Community Park. • Identify funding and design & develop alley improvements along the south end of the 252 Corridor Park. • Design and develop a creek enhancement project with SDG&E mitigation funds. 	<p>Status</p> <ul style="list-style-type: none"> • Developed partnerships with SDOP and Southeastern Planning Group to map the missing infrastructure in their neighborhoods and began advocating through the City CIP and MTS for prioritization of missing sidewalks, safe routes to schools, ADA facilities, etc. • Funded Southcrest Street lights and coordinated with Engineering and Capital Projects to install in FY 2011. • Continued funding the Parks Department design and construction of the Southcrest Trails Park, scheduled for completion in FY 2012. • Partnered with Storm Water Department for Green Alley Pilot project in Southcrest to improve four blocks of currently unpaved alleyway serving many residential units and adjacent to an elementary school and park. Utilized SDG & E mitigation funds as seed funding. • Initiated landscape establishment program with corporate and non-profit sponsors for trees and landscaping in public projects, such as the 43rd Street Realignment. • Expanded scope with Storm Drains for City CIP 43rd Street re-alignment project to include storm water 'green' standards, landscaping, and street trees. Worked with Art Commission to include public art in project.

**Southeastern Economic Development Corporation
Southcrest Redevelopment Project Area
Status of Fiscal Year 2010 Work Plan**

<p>Increase Affordable Housing</p> <ul style="list-style-type: none"> • Monitor low-income rental requirements and loan agreement for Mayberry Townhomes. • Implement DDA for residential development on Agency-owned property. • Continue to implement residential rehab program. 	<p>Status</p> <ul style="list-style-type: none"> • Agency approved 1st Amendment to Mayberry Loan Agreement. Completed rehabilitation construction in February 2010. Preserved 69 townhomes as very low, low, and moderate income housing. • DDA for 40th and Alpha is scheduled for Board adoption in summer 2010. • Expanded HELP program and provided additional funds. • Revised the SEDC Multi-Family Development Guidelines, adopted by Agency Board in December 2010. • SEDC co-funded \$50,000, with Redevelopment and CCDC, for the City's affordable housing parking study, underway. • Agency approved \$150,000 for Lead Safe San Diego Program to remediate lead hazards in low income rental homes.
<p>Economic Development</p> <ul style="list-style-type: none"> • Continue to conduct Entrepreneur Academy to improve existing businesses and promote new small business opportunities. • Encourage local area businesses to utilize supportive services including, but not limited to the Facade Improvement Program, Enterprise Zone/Community Renewal Program, Revolving Loan Program 	<p>Status</p> <ul style="list-style-type: none"> • Completed the Entrepreneur Academy in September and October 2009. Developed new advanced series that was held in April 2010. • Initiated corporate outreach program starting with highest revenue and job producing corporations.
<p>Neighborhood Preservation</p> <ul style="list-style-type: none"> • Determine use of mitigation funds provided by SDG&E for Las Chollas Creek. • Develop new component to "Going Native Naturally" program, including water supply mitigation measures. 	<p>Status</p> <ul style="list-style-type: none"> • Dedicated the SDG&E funding source to a Green Alley pilot project adjacent to Southcrest Trails Park, together with Storm Water Department. • Funded Lead Safe program to remediate lead hazards in low-income rental homes. • Expanded HELP program for single family homeowners to rehabilitate homes and provided additional funds to program. • Conducted an area-wide water conservation education campaign which included quarterly workshops and free consultations with landscape architects. • Obtained property owner approval of four mural sites on commercial buildings with graffiti targeted walls scheduled for Spring 2010.

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO
 (Administered by Southeastern Economic Development Corporation)
 COMPLETED RESIDENTIAL PROJECTS

Project Name	Community Area	Total new or rehabbed units	Total low and mod restricted units	Moderate up to 120% of AMI	Low up to 80% of AMI	Very Low up to 50% of AMI	Total low and mod restricted units
Casa de Suenos	Central Imperial	8	8	7	1		8
Evergreen Village	Central Imperial	56	12	12			12
Kings Row	Central Imperial	53	53	53			53
Sunshine Gardens	Central Imperial	41	3		3		3
Village at Euclid	Central Imperial	23	2	2			2
Morrison Street	Mt. Hope	6	6		6		6
Mt. Hope Rehab Program	Mt. Hope	134	134	11	42	81	134
38th Street Homes	Southcrest	4	4	4			4
Boston Village	Southcrest	12	12	12			12
Legacy Walk	Southcrest	110	11	11			11
Mayberry Townhomes	Southcrest	70	69	41	21	7	69
Southcrest Park Estates I	Southcrest	33	5	5			5
Southcrest Park Estates II	Southcrest	62	62	62			62
Southcrest Rehab Program	Southcrest	87	87	19	31	37	87
Jarrett Heights	Lincoln Park	23	5	5			5
Knox Glen	Lincoln Park	54	54		54		54
Lincoln Park Co-op	Lincoln Park	15	15		2	13	15
Skyline Terrace	Skyline	30	4		4		4
Total SEDC Area		<u>821</u>	<u>546</u>	<u>244</u>	<u>164</u>	<u>138</u>	<u>546</u>
Low/Mod as a Percentage of Total Market Rate			<u>67%</u>	Very low as a Percentage of Low/Mod			<u>25%</u>

SOUTHEASTERN SAN DIEGO REDEVELOPMENT HIGHLIGHTS
Central Imperial, Gateway Center West, Mount Hope, and Southcrest Redevelopment Projects
Administered by Southeastern Economic Development Corporation (SEDC)

Capital Improvement Projects

Listed below are some SEDC assisted capital projects that have presented employment opportunities to the residents of southeastern San Diego, generated additional sales tax revenues and employment taxes, as well as offering more neighborhood shopping and businesses that cater to the needs of its residents.

	Current Employment at December 31, 2009		% of Local Residents
	Total Jobs Created	Local Residents Employed	Employed to Jobs Created
	Central Imperial Redevelopment Project		
Imperial Marketplace Retail Center (16 businesses incl. Home Depot*, 99c Store*, 24-Hour Fitness)	773	398	51%
Market Creek Plaza Retail Center (12 businesses incl. Food 4 Less*, restaurants*, Wells Fargo Bank)	205	95	46%
Har-Bro Construction	47	8	17%
Old Globe	23	6	26%
Valencia Park Post Office	70	35	50%
Total Jobs Created in Central Imperial Redevelopment Project	1,118	542	48%
Gateway Center West Redevelopment Project			
Gateway Center West Business Park (7 businesses incl. St. Vincent de Paul and SDG&E)	956	88	9%
Mount Hope Redevelopment Project			
Gateway Center East Business Park (30 businesses incl. Costco*, medical facilities, various industries*)	1,089	173	16%
Southcrest Redevelopment Project			
Southcrest Park Plaza (16 businesses incl. Northgate Mkt*, Auto Zone*, CVS Pharmacy*, restaurants*)	450	364	81%
Total Redevelopment Projects	3,613	1,167	32%

* Major sales tax revenue generators.

Note: Since July 1995, SEDC has assisted in redevelopment projects that have resulted in the creation of almost 5,000 jobs.

Public Improvements

Below are highlights of some City of San Diego owned assets funded by SEDC as public improvement projects that have enriched the quality of life for the residents of southeastern San Diego. These projects have helped to provide safer and more attractive neighborhoods with essential safety improvements, public art projects, and clean up efforts by all who have participated and will participate in these continuing worthwhile projects.

Central Imperial	\$17 million
Willie James Jones street improvements	
Imperial Avenue median and streetlights	
Imperial Marketplace public improvements - Imperial Ave., Ocean View Blvd, and Chollas Creek	
Valencia Business Park public improvements - Public art, trail, park benches, bus shelter, streetscapes, open space	
Walls of Excellence park and street improvements - Intersection of Imperial Ave. and Willie James Jones	
Leghorn Ave. public improvements at Skyline Terrace Estates	
Martin L. King Senior Center improvements	
Gateway Center West	\$ 2 million
Street improvements at E Street between 33rd and 34th St.	
Mount Hope	\$ 4 million
Streets and landscape improvements at Gateway Center East	
Market Street street improvements - medians, streetlights, sidewalks, curbs, gutters, etc.	
Public parks - Dennis V. Allen Park	
Southcrest	\$14 million
Public parks - Dorothy Petway Park and Southcrest Trails	
252 Corridor - Mitigation for rescinded fwy	
252 Corridor - Phase I - Alpha St. medians, streetlights, sidewalks, curbs, gutters, etc.	
252 Corridor - Phase II - Residential streets improvements	
39th Street and Boston Street improvements	
Streetlight installations - various streets	

Residential Projects

	Total # of	
	Units	% of Total
HOUSING UNITS		
Very Low Income Housing Units	138	17%
Low Income Housing Units	164	20%
Moderate Income Housing Units	244	30%
Subtotal Very Low, Low, Moderate Income Housing Units	546	67%
Market Rate Housing Units	275	33%
Total Completed Housing Units	821	100%