

# THE VON WILPERT REPORT

A City Council Update for District 5



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## Hello, District 5 Neighbors!

I am excited to share some updates on projects and initiatives we've been working on to keep our communities safe, sustainable, and vibrant. This month, we're highlighting new developments in our public safety programs, efforts to address local traffic concerns, and updates on park and recreational projects that continue to make our neighborhoods more accessible and enjoyable for all. Let's finish this year strong!

### City Hall Updates

#### City Council Resolution - Tijuana River Valley

Earlier this month, I supported Councilmember Vivian Moreno and Imperial Beach Mayor Paloma Aguirre in urging the federal government to declare a national emergency in our Tijuana River Valley. We need immediate action to protect our environment and our economy from this public health crisis.



### **City Council Proclamation - Filipino Heritage Month**

Happy Filipino Heritage Month, San Diego! Huge thank you to the Samahan Filipino American Performing Arts & Education Center for your amazing performance during our October 15th

City Council meeting! We highlighted the many contributions of the Filipino American community to San Diego's history and continued growth.



### **Key to the City & Proclamation - Alex Morgan**

On top of her legendary soccer career, Alex Morgan has inspired an entire generation of women and girls to push limits and strive for greatness. It was my pleasure to join Mayor Todd Gloria and my City Council colleagues in delivering Alex a Key to the City and a City Council Proclamation. Excited to see more great work from the [Alex Morgan Foundation](#) in San Diego!



## **Public Safety - Smart Streetlight Update**

Great to join Mayor Todd Gloria and San Diego Police Department Chief Wahl to provide an update on the Smart Streetlight initiative. These tools help keep our communities safe, while maintaining privacy for all residents.

[Click Here](#) for more information on SDPD Technology.



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## **In The Community**

### **Community Public Safety Forum**

Our Community Public Safety Forum was a huge success! Officials from San Diego Police Department, San Diego Fire-Rescue Department, & City of San Diego Parks & Recreation, Open Space Division gave informative presentations and elded questions from residents.



I also had the privilege of meeting with local Scout Troops as part of their Civic Engagement project. It is so exciting to see our youth engage with their local government, and to know they are interested in contributing to and improving our community so early in their lives. Special thank you to Rancho Bernardo Library staff for your support!





**Rancho Peñasquitos - Environmental Services Department Cleanup**

Another successful Cleanup in Rancho Peñasquitos! The City of San Diego's Environmental Services Department staff removed 1.33 tons of recyclable waste, and 9.30 tons of non-recyclable waste, for a total of 10.63 tons.



**Carmel Mountain Ranch - Carmel Mountain Community Pool**

It was truly an honor to join Mayor Todd Gloria, City of San Diego Parks & Recreation staff, and community leaders to officially unveil the Carmel Mountain Ranch Community pool! San Diegans of all ages should have access to public swimming facilities, and I'm proud that this pool will serve the residents of District 5. Special thank you to the 80+ staff members, across multiple City departments, who put in years of hard work and collaboration so District 5 residents can enjoy this newly renovated City pool!

The upgraded facility features lap swimming, water fitness, youth swim team, junior water polo and recreational swim. [More Info](#)



## Announcements

### **San Diego Tourism Authority - 2025 Tourism Accelerator**

San Diego Tourism Authority's 2025 [Tourism Accelerator](#) application is now open. It's a great opportunity for small businesses owned by women, veterans, people of color, people with disabilities and members of the LGBTQIA+ community who want to tap into our local tourism industry. The accelerator includes a year of mentorship, training and advertising valued at more than \$15,000.

To apply, check out the full benefits and eligibility guidelines: [www.SanDiego.org/accelerator](http://www.SanDiego.org/accelerator)  
Questions? Please contact [accelerator@sandiego.org](mailto:accelerator@sandiego.org) or (619) 557-2863



Oct. 2, 2024

FOR IMMEDIATE RELEASE

## **San Diego Tourism Authority Program Helps Small Businesses Grow Revenue and Create Jobs**

*Diverse local business owners can apply now for the 12-month  
Tourism Accelerator, valued at more than \$15,000*

*SAN DIEGO, CA* – Now entering its fourth year, the San Diego Tourism Authority’s [Tourism Accelerator](#) is an award-winning, first-of-its kind education and networking program that helps diverse local businesses tap into San Diego’s \$22 billion local tourism industry. Applications for the class of 2025 are open now through Nov. 8, 2024.

The program is open to businesses owned by women, veterans, people of color, people with disabilities and members of the LGBTQIA+ community.

After experiencing the program, 65% of graduates reported increased revenue, 45% reported creating new jobs, and 100% reported more confidence in doing business.

Ten participants will receive \$15,000 in complementary benefits and services, including:

- Free SDTA membership, free admission to select events and special access to SDTA senior staff, board members and program investors.
- Business services and coaching from the top providers in San Diego in finance, risk management, sales, operations and marketing.
- A \$500 voucher for a course through UC San Diego Extension.
- Free advertising in brochure racks at over 450 locations in San Diego from Certified Folder.
- A \$1,000 credit to use on SDTA’s digital advertising platforms.
- Free digital ad and discounts with the San Diego Business Journal.
- Access to ongoing alumni events and opportunities.

“When we appeared on CBS news, we posted it to our social media and got the most likes and shares ever,” said 2023 graduate Shannon Salhany, owner of Kebab Craft. “It helped our business with brand awareness. Since then, we’ve been able to expand our business with a second location and make connections that will help us continue to grow. The SDTA Tourism Accelerator gave us

access to resources we would not have on our own."

The award-winning Tourism Accelerator is the first destination marketing organization program of its kind, designed to promote diversity, equity and inclusion in the tourism industry.

"Our Tourism Accelerator Program is designed to support diverse business owners by providing the tools, mentorship, and connections essential for growth in the tourism industry," said Theresa Cunningham, director of diversity, equity, inclusion and community engagement at SDTA.

"Together with our dedicated partners and sponsors, we've witnessed how the Tourism Accelerator program not only contributes to the success of our participating businesses, but also creates a ripple effect that extends their positive impact throughout the community. SDTA remains committed to building a more inclusive tourism sector that values and represents all who live, work, and visit in San Diego."

Tourism is the second-largest industry in San Diego, generating \$22 billion for the region and employing 1 in 8 San Diegans. Last year, San Diego welcomed 31.8 million visitors who spent \$14.3 billion in the region, generating more than \$417 million in Transient Occupancy Tax (TOT) for the county and additional \$1 billion in sales, property, and other taxes revenues, which helps fund police and fire safety, infrastructure, and other public benefits.

Learn more about the Tourism Accelerator and [apply here](#).

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#### **ABOUT THE SAN DIEGO TOURISM AUTHORITY**

The San Diego Tourism Authority is a private, non-profit, mutual benefit corporation composed of approximately 1,000 member organizations, businesses, local governments, and individuals seeking a better community through the visitor industry. San Diego Tourism Authority members include tourism-related entities in such categories as lodging, dining, arts, attractions, shopping, and transportation, among others, as well as other companies indirectly involved in tourism. As a sales and marketing organization, the main objective of the San Diego Tourism Authority is to promote and market the San Diego region as a preferred vacation and meeting destination. Learn more at [www.sandiego.org](http://www.sandiego.org).

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Sincerely,



Councilmember Marni von Wilpert  
District 5  
San Diego City Council



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## CONTACT ME

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