Attachment 2
RA 08-15
RTC 08-072

REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO

# SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

## PROPOSED PROJECT BUDGET
## PROPOSED ADMINISTRATIVE BUDGET

## FISCAL YEAR 2009

Southeastern
Economic
Development
Corporation

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# Memorandum

DATE ISSUED: May 14, 2008 Report No. SEDC 08-008

ATTENTION: Council President and Members of the San Diego City Council
Honorable Chair and Members of the Redevelopment Agency

SUBJECT: Approval of the Southeastern Economic Development Corporation's Proposed Fiscal Year 2008-09 Budget

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## REQUESTED ACTION

Should the City Council of the City of San Diego and the Redevelopment Agency of the City of San Diego approve the Southeastern Economic Development Corporation's Fiscal Year 2008-2009 budget (FY 08-09) in the amount of $19.9 million?

## STAFF RECOMMENDATION TO THE CITY COUNCIL AND REDEVELOPMENT AGENCY

It is recommended that the Redevelopment Agency adopt resolutions to:

1. Approve the Fiscal Year FY 08-09 Redevelopment Agency budget for projects administered by the Southeastern Economic Development Corporation and the SEDC's Fiscal Year FY 08-09 Administrative Budget,
2. Authorize a Sales Tax (Fund 10227) loan repayment to the City of San Diego in the amount of $400,000 from the Southcrest Redevelopment Project Area,
3. Authorize a Capital Improvement Program (Fund 30244) loan repayment to the City of San Diego in the amount of $815,000 from the Southcrest Redevelopment Project Area,
4. Accept the transfer of $400,000 from the City of San Diego as an interest bearing Sales Tax loan (Fund 10227) to be used in the FY 08-09 project budget to augment the Gateway Center West Redevelopment Project Area, and
5. Accept the transfer of $815,000 from the City of San Diego as an interest bearing Capital Improvement Program loan (Fund 30244) to be used in the FY 08-09 project budget for the acquisition of properties in the Central Imperial Redevelopment Project Area.

It is recommended that the City Council adopt resolutions to:

1. Accept a Sales Tax (Fund 10227) loan repayment from the Redevelopment Agency in the amount of $400,000 from the Southcrest Redevelopment Project Area to the City's Sales Tax Fund 10227,
2. Accept a Capital Improvement Program (Fund 30244) loan repayment from the Redevelopment Agency in the amount of $815,000 from the Southcrest Redevelopment Project Area to the City's Capital Improvement Program Fund 30244,

3. Authorize the transfer of $400,000 from the City's Sales Tax Fund 10227 to the Redevelopment Agency for the Gateway Center West Project Area as in interest earning Sales Tax loan to provide funds for appropriate project expenses in the FY 08-09 Redevelopment Agency Budget, and;
4. Authorize the transfer of $815,000 from the City's Capital Improvement Program Fund 30244 to the Redevelopment Agency for the Central Imperial Redevelopment Project Area as an interest bearing Capital Improvement Program loan to provide funds for property acquisition expenses in the FY 08-09 Redevelopment Agency Budget.

SUMMARY

The Southeastern Economic Development Corporation (SEDC) is one of two non-profit public benefit corporations owned by the City of San Diego and responsible for redevelopment activities occurring in specific neighborhoods within the city of San Diego. SEDC is responsible for all redevelopment activity occurring in southeastern San Diego, and the Centre City Development Corporation (CCDC) is responsible for redevelopment of downtown. The Redevelopment Division of the City Planning and Community Investment Department of the City of San Diego is responsible for the balance of the adopted redevelopment project areas.

During the past year the Redevelopment Agency of the City of San Diego has been coordinating with the City's Financial Management Department to reformat the FY 08-09 budget so that all elements of the individual budgets (SEDC, CCDC and the Agency) are consistent. The significant change this year is that the approved budget does not include the carry over amount from the previous fiscal year.

The amount being requested for approval in the SEDC FY 08-09 is $19.9 million. The total carryover from FY07-08 is $30.3 million and includes land sale proceeds, bond proceeds, CDBG, debt service reserves and other City loans (budgeted in FY 07-08 and carried over to FY 08-099). The following are priority expenditures which must be funded prior to the funding of any other expenditures. The bond reserve requirements total $3,185,000. The debt service payment of $2,961,225 and tax sharing agreements of $1,168,940 are appropriated in FY09. Additionally, a $1,215,000- non-CDBG loan repayment from the Southcrest Redevelopment Project Area is included to augment the Gateway Center West Redevelopment ($400,000, Fund 10227 –Contribution to RDA) the Dells Imperial Study Area and the Central Imperial Redevelopment ($815,000-Fund 30244 Capital Outlay/Sales Tax) project costs are included in the Long Term Debt budget.

**The total available budget in FY 08-09 is $50.1 million. Attachment No. 1 is the FY 08-09 Budget in the new format.**

The five components that comprise the SEDC budget have not changed. The components include: Administration, Capital Projects, Low and Moderate Income Housing, Economic Development and Long Term Debt. The budget that has been prepared is based upon the Redevelopment Plans, the Five Year Implementation Plans and the Economic Development programs developed to benefit area residents and businesses.

1. ADMINISTRATIVE BUDGET – ($2.7 MILLION)

The Administrative budget includes the corporation's personnel and non-personnel expenses. The FY 08-09 Administrative is $2.7 million or 5% of the total available budget of $50.1 million. The 5% continues the trend of maintaining an administrative budget at or below 9% for the past 13 years. The total net increase for the administrative budget is $140,200 or 5.4% with personnel expenses increasing by $75,700 and non-personnel expenses increasing by $64,500.

*Personnel Expenses* – The Personnel Expenses are proposed for an increase based upon the following recommendation: SEDC currently has 14.5 positions. The FY 08-09 budget is proposing an additional 2.5 positions which reflect the following changes. The Projects and Development would increase by two positions; a full-time Project research coordinator; a full-time Assistant Project Manager and upgrading the part-time Administrative Secretary position to full-time. The other changes are elimination of The Senior Project Manager full-time Clerk Messenger position and the part-time Communications Coordinator.

These changes coordinate with the increased workload and respond to the Redevelopment Activities Review prepared in October 2007 which recommended additional project staff.

*Non-Personnel Expenses* – The category of Overhead Expenses has a net increase of $59,500 or 7.9% which is attributed to the following activities (variances of $1,000 or more):

a. The increased redevelopment activities outlined in the work program for the FY 08-09 resulted in an increase to the following expense categories - line items are:

- Postage – an increase of $15,500 is due to the increase in project related public notices that will be mailed out to the Southeastern San Diego community.

b. The increases in the non-personnel expenses category which are specifically associated with contract, lease agreement, and adjustment per the Consumer Price Index (CPI) changes are as follow:

- Equipment Lease - the increase of $9,100.
- Photography & Blueprint – an increase of $1,300.
- Reproduction - an increase of $2,100.
- Business Expense - an increase of $4,600.

- Promotional & Special Events - an increase of $5,000.
- Data Processing/Comp. Services – an increase of $1,000.
- Consultants – this line item has a net increase of $5,000.
- Equipment/Comp/Furniture Purchases - the increase of $2,900 is in anticipation of upgrading the software.

c. Training/Seminars are available for all eligible employees and Board members. These line items have been increased to include:

- Travel - an increase of $10,700 from a
- Conference, Training & Seminars - an increase of $3,200
- Tuition Reimbursement - an increase of $1,000
- Mileage Reimbursement - an increase of $1,800

d. Other decreases include:

- Brochures & Printing, & Advertising – a decrease of $18,100, and $21,900 respectively is due to the reclassification of these costs from administrative costs to project costs. Specifically, marketing information related to the "Going Native Naturally" Campaign and the SEDC Entrepreneur Academy.
- Repair & Maintenance, & Janitorial Services – a decrease of $2,000 in repair and $2,000 in Janitorial Services is based upon an adjustment to the estimated costs from the prior year budget.
- Contingency Reserve – previously SEDC had accounted for accrued vacation within the benefits category a decrease of $45,000 is the reclassification of accrued vacation contingency expenditure from personnel expense category to non-personnel expense category per the City Controller's instruction.

2. <u>CAPITAL PROJECT BUDGET ($8.4 MILLION)</u>

The Capital Project Budget for FY 08-09 is $8.4 million (the carryover from FY08 is $21.8 million). The capital projects are the core activities which implement the activities outlined in the adopted redevelopment plans.

The major activities that will be undertaken during the FY 08-09 include but are not limited to the completion of the 5th Amendment to the Central Imperial Redevelopment, the Amendment to the Gateway Center West Project Area, coordination and installation of public improvements in various neighborhoods, redevelopment plan amendment and other planning amendments as necessary and continuous coordination of development projects.

The preservation of the existing neighborhoods is enhanced through the concentrated efforts of a full-time Code Enforcement Officer. In FY 08-09 SEDC will continue to fund this position at the City of San Diego. A review of the cases over the past two years indicates significant progress in the closure of the cases. There were approximately 900 cases opened in the target areas and 142 remain open. In addition, there were approximately 450 cases opened outside of the target areas.

3. LOW AND MODERATE INCOME HOUSING ($2.4 MILLION)

The goal of providing affordable housing is a high priority for SEDC. In the next 3-5 years the residential projects being proposed could yield over 1,500 units with as many as 50% of the units restricted as low/moderate income units. Previously, SEDC's request that all affordable units be built on-site has been met. In the future, we recognize the challenges that we will have in maintaining the subsidies necessary for affordable housing at a reasonable level. We are also very sensitive regarding the need to provide balance to a community which has a substantial number of low-moderate income households.

A recent review of three of the for-sale residential developments assisted by SEDC reveal that the limitations on pricing coupled with the minimum 10-year owner-occupancy requirement (for all units) has assisted in the reduction of foreclosures during a time when they are at a record high. The foreclosure issue is something that will be reviewed with the goal of encouraging home ownership and reducing the negative impacts the foreclosure process has had on various neighborhoods.

In FY 08-09, SEDC will continue to fund and expand its Residential Rehabilitation Program. We are encouraging residents to consider sustainable development both in terms of the types of materials being used during the rehabilitation project and the use of water-wise planting in residential landscaping. In November 2007, SEDC launched its water conservation "Going Native Naturally" Campaign which has been supported by the City of San Diego, the County Water Authority and the San Diego Landscape Architects. The response from area residents has been great.

The Multi-family Guidelines originally completed in FY 2000-01 will be updated to revise existing chapters and add additional chapters to address issues such as sustainability, condominium conversion and mixed use development. This document will continue to be utilized to review new developments proposed within SEDC'S Area of Influence.

4. ECONOMIC DEVELOPMENT ($.7 MILLION)

The Economic Development activities currently undertaken by SEDC include programs that assist local business owners, provide employment opportunities for local residents and attract and/or retain local businesses.

FY 08-09 will be the tenth year for SEDC's Entrepreneur Academy. This technical assistance program is a series of in-depth workshops designed to improve existing businesses and guide those who want to start a new business. In FY 07-08 the class of 40 included 10 young people (18-25 years) all with a desire to start a business. With the development of new retail services, SEDC continues to provide a commercial rehabilitation program the commercial rehabilitation programs and the Entrepreneur Academy are tools that enable existing business to maintain a competitive edge. This year SEDC received three applications for businesses located along the Imperial Avenue Corridor. This is exciting because these locations are part of the Imperial Avenue Corridor Master Plan approved by the SEDC Board of Directions in FY 05-06.

SEDC's economic development activities include the community outreach activities undertaken throughout the year. The "Hey Neighbor" Campaign continues to provide residents the opportunity to complement one another or gently request compliance. We continue to produce a variety of activities through the "Hey Neighbor" Campaign as a way to connect with area residents and explain the benefits of redevelopment.

5. LONG TERM DEBT ($5.3 MILLION)

The repayment of long-term debt and tax sharing agreements in the form of City loans are as follow:

| Appropriations for Long Term Debt | FY 08-09 Total Appropriations |
|---|---|
| Project Area | |
| Central Imperial | $ 1,623,000 |
| Gateway Center West | 145,000 |
| Mount Hope | 643,000 |
| Southcrest | 2,934,000 |
| Total Long Term Debt | $5,345,000 |

FISCAL CONSIDERATION

The adoption of SEDC's FY 08-09 budget will enable the Corporation to continue to implement the various redevelopment activities within the SEDC Area of Influence. It should be noted that the $450,000 CDBG repayment approved in the FY08 budget has been applied to the FY09 Fourth Council District Section 108 repayment. In FY10 SEDC will review the available tax increment to determine the feasibility of making an additional repayment.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS

Only April 17, 2008, the SEDC Board of Directors met at a meeting convened specifically to consider the proposed FY 08-09 Budget. Following the presentation, the Board of Directors voted to postpone their vote until the next available Board meeting scheduled for April 23, 2008. This action was taken to allow the Board members additional time to review the back-up detailed the budget information and to formulate any additional questions.

At its meeting of April 23, 2008, additional questions raised by the Board of Directors and members of the public and the Board of Directors unanimously approved the FY 08-09 Budget.

KEY STAKEHOLDERS AND PROJECT IMPACTS

The residents and businesses located within the SEDC Area of Influence will benefit from the investment of resources in the redevelopment activities that include residential, commercial and industrial development as well as major public improvements.

CONCLUSION

The redevelopment undertaken by SEDC has resulted in an average annual increase in tax increment of 29% for the past decade. The strategy of utilizing passed-over sites and the voluntary assemblage of property has resulted in successful redevelopment activities that have been accomplished without the use of eminent domain during the 27 years since SEDC was established.

Future developments will provide additional opportunity for housing employment and services. In addition, the tax allocation Bonds approved in FY 07-08 will provide the funding for major public improvements including parks, streetlights, landscape/streetscape and additional improvements to Las Chollas Creek.

The approval of the FY 08-09 SEDC Budget will enable the planning and development activities to continue throughout the southeastern Community.

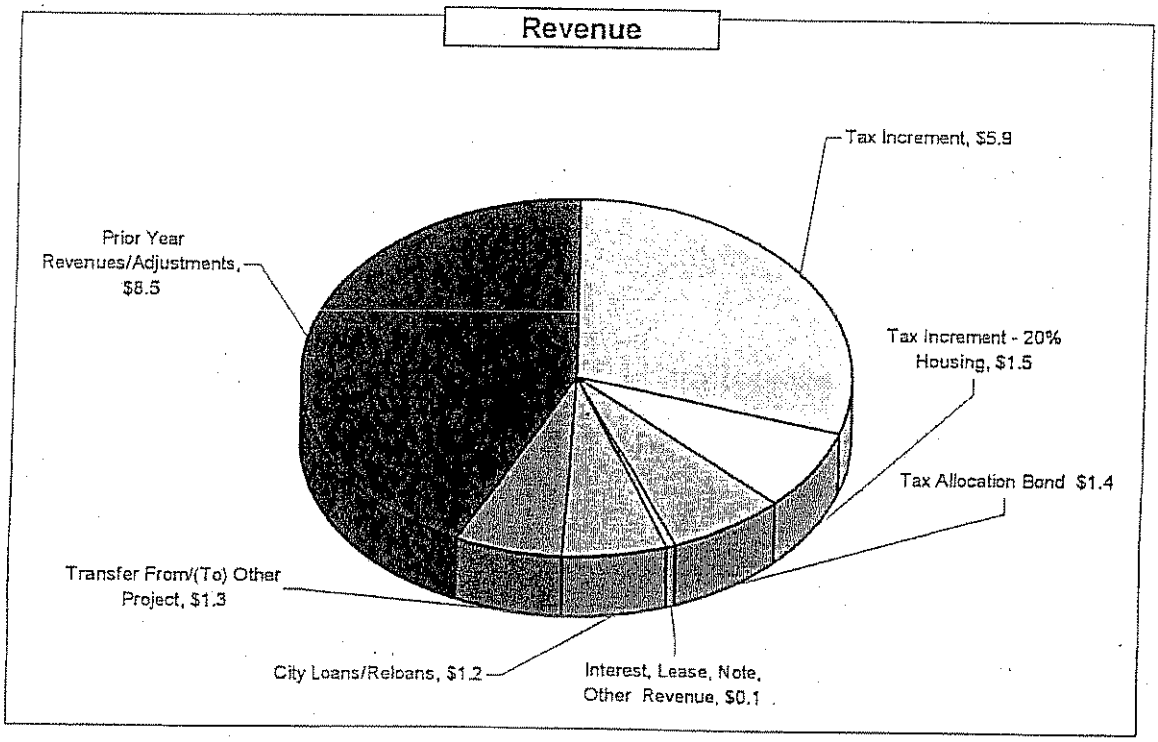
Submitted
Dante Dayacap
Director of Finance

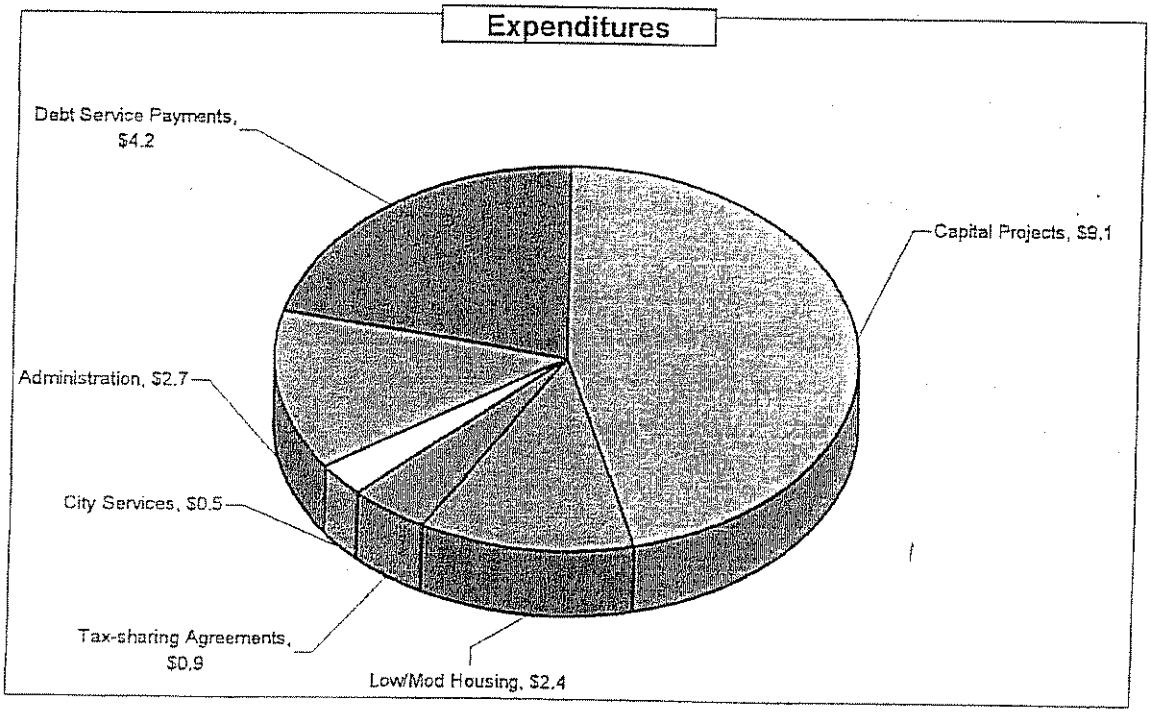
Approved by
Carolyn Y. Smith
President

CYS:kk
Attachment No. 1 – FY 08/09 Program Budget

# SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

## FISCAL YEAR 2009 BUDGET SUMMARY
## REVENUE AND EXPENDITURES
## $19.9 (In Millions)



SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2009 BUDGET SUMMARY
REVENUE AND EXPENDITURES
(In Millions)

| REVENUES | |
|---|---|
| Tax Increment - Non-Housing | $ 5.9 |
| Tax Increment - 20% Housing Set a Side | 1.5 |
| Tax Allocation Bond | 1.4 |
| Developer Proceeds / Advances (Net) | - |
| Interest, Lease, Notes, Other | 0.1 |
| Revenue from Other Agencies | - |
| City Loans/Reloans | 1.2 |
| Transfer From/(To) Other Project | 1.3 |
| Prior Years Revenues / Adjustments | 8.5 |
| Total Revenues | $ 19.9 |

| EXPENDITURES | |
|---|---|
| Project Activities | $ 9.1 |
| Low/Mod Projects Activities | 2.4 |
| Tax Sharing Payments | 0.9 |
| City Services | 0.5 |
| Administration | 2.7 |
| Debt Service Payments | 4.2 |
| Total Expenditures | $ 19.9 |

SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2009 BUDGET BY PROJECT AREA
REVENUE AND EXPENDITURES
(In Millions)

| | Central Imperial | Gateway Center West | Mount Hope | Southcrest | FY 2009 Budget |
|---|---|---|---|---|---|
| Revenue | | | | | |
| Tax Increment | $ 2.0 | $ 0.3 | $ 1.4 | $ 2.3 | $ 5.9 |
| Tax Increment - 20% Housing | 0.5 | 0.1 | 0.3 | 0.6 | 1.5 |
| Tax Allocation Bond / Line of Credit | 0.1 | - | (0.2) | 1.4 | 1.4 |
| Developer Proceeds/Advances | - | - | - | - | - |
| Interest, Lease, Note, Other Revenue | 0.1 | - | - | 0.1 | 0.1 |
| Revenue From Other Agencies | - | - | - | - | - |
| City Loans/Reloans | 0.8 | 0.4 | - | - | 1.2 |
| Transfer From/(To) Other Project | 0.4 | - | - | 0.8 | 1.3 |
| Prior Year Revenues/Adjustments | 2.8 | - | 0.3 | 5.4 | 8.5 |
| Total Revenue | $ 6.7 | $ 0.7 | $ 1.9 | $ 10.6 | $ 19.9 |
| | | | | | |
| Capital Projects | $ 3.8 | $ 0.5 | $ 0.3 | $ 4.5 | $ 9.1 |
| Low/Mod Housing | 0.6 | 0.0 | 0.2 | 1.6 | 2.4 |
| Tax-sharing Agreements | 0.3 | - | 0.1 | 0.5 | 0.9 |
| City Services | 0.2 | 0.0 | 0.1 | 0.2 | 0.5 |
| Administration | 0.8 | 0.0 | 0.6 | 1.3 | 2.7 |
| Debt Service Payments | 1.0 | 0.1 | 0.6 | 2.5 | 4.2 |
| Total Expenditures | $ 6.7 | $ 0.7 | $ 1.9 | $ 10.6 | $ 19.9 |

## SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
### CONSOLIDATED SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2009 EXPENDITURE BUDGET
(In Thousands)

| | | Est. FY08 Carryover | FY09 New | Available Budget |
|---|---|---|---|---|
| 1 | Central Imperial General | $ 1,308 | $ 340 | $ 1,648 |
| 2 | Valencia Business Park | 2,165 | 105 | 2,270 |
| 3 | Imperial Market Place (formerly known as North Creek) | 2,975 | 27 | 3,002 |
| 4 | Las Cholias Creek | 18 | - | 18 |
| 5 | 54th & Market Street | 42 | 1 | 43 |
| 6 | Imperial Avenue Corridor Master Plan - 61st to 69th Street | 514 | 2,268 | 2,782 |
| 7 | Imperial Avenue Corridor Master Plan - I 805 to Euclid Avenue | 285 | 560 | 845 |
| 8 | Market Creek Plaza | - | 300 | 300 |
| 9 | Ouchi Courtyard (formerly known as Lincoln Park Paseo) | 112 | 75 | 187 |
| 10 | Valencia Business Park - Lots 2 - 7 | (11) | 44 | 33 |
| 11 | Mar Vista Mixed Use | 139 | 46 | 185 |
| 12 | Dell/Imperial Study Area | 920 | - | $ 920 |
| 13 | Gateway Center West General | 1,378 | 488 | $ 1,866 |
| 14 | Gateway Land Acquisition and Assembly | 529 | - | 529 |
| 15 | Mount Hope General | 7,280 | 620 | 7,900 |
| 16 | Mount Hope Market Street Demonstration Project | 924 | (275) | 649 |
| 17 | Mount Hope Public Improvement - Phase II | - | - | - |
| 18 | Southcrest General | 1,089 | 1,089 | 2,178 |
| 19 | Southcrest Community Park | 17 | - | 17 |
| 20 | Southcrest Alpha Street Construction Phase II | 1,036 | - | 1,036 |
| 21 | Southcrest Land Acquisition | 25 | 1,695 | 1,720 |
| 22 | Southcrest Public Improvement | 848 | 1,371 | 2,219 |
| 23 | Southcrest Development & Community Programs | 12 | 381 | 393 |
| 24 | Southcrest Alpha Street and 40th Street | 53 | - | 53 |
| 25 | Commercial Rehabilitation Program | 171 | - | $ 171 |
| | Total Projects Expenditures | $ 21,829 | $ 9,135 | $ 30,964 |
| 26 | Affordable Housing | 3,922 | 2,422 | 6,344 |
| 27 | Tax Sharing Agreements | 918 | 869 | 1,787 |
| 28 | City Services | - | 532 | 532 |
| 29 | Administration | - | 2,717 | 2,717 |
| 30 | Debt Service Payments | 3,652 | 4,193 | 7,845 |
| | Total FY 2009 Budget | $ 30,321 | $ 19,868 | $ 50,189 |

## SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
CENTRAL IMPERIAL REDEVELOPMENT PROJECT
FISCAL YEAR 2009 EXPENDITURE BUDGET
(In Thousands)

| | | Est. FY08 Carryover | FY09 New | Available Budget |
|---|---|---|---|---|
| 1 | Central Imperial General | $ 1,308 | $ 340 * | $ 1,648 |
| 2 | Valencia Business Park | 2,165 | 105 | 2,270 |
| 3 | Imperial Market Place (formerly known as North Creek) | 2,975 | 27 | 3,002 |
| 4 | Las Chollas Creek | 18 | - | 18 |
| 5 | 54th & Market Street | 42 | 1 | 43 |
| 6 | Imperial Avenue Corridor Master Plan - 61st to 69th Street | 514 | 2,268 | 2,782 |
| 7 | Imperial Avenue Corridor Master Plan - I 805 to Euclid Aven | 285 | 560 | 845 |
| 8 | Market Creek Plaza | - | 300 | 300 |
| 9 | Ouchi Courtyard (formerly known as Lincoln Park Paseo) | 112 | 75 | 187 |
| 10 | Valencia Business Park - Lots 2 - 7 | (11) | 44 | 33 |
| 11 | Mar Vista Mixed Use | 139 | 46 | 185 |
| | Total Projects Expenditures | $ 7,547 | $ 3,766 | $ 11,313 |
| 12 | Affordable Housing: | | | - |
| | Low/Moderate Income Housing | 1,817 | 451 | 2,268 |
| | Hilltop and Euclid Housing | 112 | 45 | 157 |
| | Market Creek Housing | 23 | 65 | 88 |
| 13 | Tax Sharing Agreements | 527 | 328 | 855 |
| 14 | City Services | - | 164 | 164 |
| 15 | Administration | - | 847 | 847 |
| 16 | Debt Service Payments | (18) | 1,013 | 995 |
| | Total FY 2009 Budget | $ 10,008 | $ 6,679 | $ 16,687 |

** Includes $170,000 for Southeastern San Diego cluster community plan update.*

## SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

DELLS IMPERIAL STUDY AREA

FISCAL YEAR 2009 EXPENDITURE BUDGET

(In Thousands)

| | | Est. FY08 Carryover | FY09 New | Available Budget |
|---|---|---|---|---|
| 1 | Dell/Imperial Study Area | $ 920 | $ - | $ 920 |
| | | | | - |
| | | | | - |
| | | | | - |
| | | | | - |
| | Total Projects Expenditures | $ 920 | $ - | $ 920 |
| 2 | Affordable Housing | - | - | - |
| 3 | Tax Sharing Agreements | - | - | - |
| 4 | City Services | - | - | - |
| 5 | Administration | - | - | - |
| 6 | Debt Service | - | - | - |
| | Total FY 2009 Budget | $ 920 | $ - | $ 920 |

## SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
GATEWAY CENTER WEST REDEVELOPMENT PROJECT
FISCAL YEAR 2009 EXPENDITURE BUDGET
(In Thousands)

| | | Est. FY08 Carryover | FY09 New | Available Budget |
|---|---|---|---|---|
| 1 | Gateway Center West General | $ 1,378 | **$ 488** | $ 1,866 |
| 2 | Gateway Land Acquisition and Assembly | 529 | - | 529 |
| 3 | | | | - |
| 4 | | | | - |
| 5 | | - | - | - |
| | Total Projects Expenditures | $ 1,907 | **$ 488** | $ 2,395 |
| 6 | Affordable Housing | 234 | **28** | 262 |
| 7 | Tax Sharing Agreements | - | - | - |
| 8 | City Services | - | **21** | 21 |
| 9 | Administration | - | **45** | 45 |
| 10 | Debt Service Payments | 4 | **145** | 149 |
| | Total FY 2009 Budget | $ 2,145 | **$ 727** | $ 2,872 |

## SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

MOUNT HOPE REDEVELOPMENT PROJECT

FISCAL YEAR 2009 EXPENDITURE BUDGET

(In Thousands)

| | | Est. FY08 Carryover | FY09 New | Available Budget |
|---|---|---|---|---|
| 1 | Mount Hope General | $ 6,880 | $ 620 * | $ 7,500 |
| 2 | Mount Hope Market Street Demonstration Project | 1,324 | (275) | 1,049 |
| 3 | Mount Hope Public Improvement - Phase II | | | - |
| | Total Projects Expenditures | $ 8,204 | $ 345 | $ 8,549 |
| 4 | Affordable Housing | 580 | 185 | 765 |
| 5 | Tax Sharing Agreements | 86 | 66 | 152 |
| 6 | City Services | - | 133 | 133 |
| 7 | Administration | - | 567 | 567 |
| 8 | Debt Service Payments | 49 | 576 | 625 |
| | Total FY 2009 Budget | $ 8,919 | $ 1,872 | $ 10,791 |

**Includes $400,000 for Southeastern San Diego cluster community plan update.*

## SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
SOUTHCREST REDEVELOPMENT PROJECT
FISCAL YEAR 2009 EXPENDITURE BUDGET
(In Thousands)

| | | Est. FY08 Carryover | FY09 New | Available Budget |
|---|---|---|---|---|
| 1 | Southcrest General | $ 1,089 | $ 1,089 * | $ 2,178 |
| 2 | Southcrest Community Park | 17 | - | 17 |
| 3 | Southcrest Alpha Street Construction Phase II | 1,036 | - | 1,036 |
| 4 | Southcrest Land Acquisition | 25 | 1,695 | 1,720 |
| 5 | Southcrest Public Improvement | 848 | 1,371 | 2,219 |
| 6 | Southcrest Development & Community Programs | 12 | 381 | 393 |
| 7 | **Southcrest Alpha Street and 40th Street** | 53 | - | 53 |
| | Total Projects Expenditures | $ 3,080 | $ 4,536 | $ 7,616 |
| 8 | Affordable Housing | 1,156 | 1,648 | 2,804 |
| 9 | Tax Sharing Agreements | 305 | 475 | 780 |
| 10 | City Services | - | 214 | 214 |
| 11 | Administration | - | 1,258 | 1,258 |
| 12 | Debt Service Payments | 3,617 | 2,459 | 6,076 |
| | Total FY 2009 Budget | $ 8,158 | $ 10,590 | $ 18,748 |

**Includes $430,000 for Southeastern San Diego cluster community plan update.*

## SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

COMMERCIAL REHABILITATION PROGRAM AND ENTREPRENEUR ACADEMY
FISCAL YEAR 2009 EXPENDITURE BUDGET
(In Thousands)

| | | Est. FY08 Carryover | FY09 New | Available Budget |
|---|---|---|---|---|
| 1 | Commercial Rehabilitation Program | $ 171 | $ - | $ 171 |
| | | | | - |
| | | | | - |
| | | | | - |
| | | | | - |
| | Total Projects Expenditures | $ 171 | $ - | $ 171 |
| 2 | Affordable Housing | - | - | - |
| 3 | Tax Sharing Agreements | - | - | - |
| 4 | City Services | - | - | - |
| 5 | Administration | - | - | - |
| 6 | Debt Service | - | - | - |
| | Total FY 2009 Budget | $ 171 | $ - | $ 171 |

SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2009 BUDGET
REVENUE DETAIL (In Thousands)

| Description | Central Imperial | Gateway Center West | Mount Hope | Southcrest | Dell | Commercial Rehab | Total | Comments |
|---|---|---|---|---|---|---|---|---|
| **REVENUES** | | | | | | | | |
| **TAX INCREMENT REVENUE** | | | | | | | | |
| | $1,991 | $262 | $1,389 | $2,252 | | | $5,894 | |
| | | | | | | | $0 | |
| **Total Tax Increment Revenues** | $1,991 | $262 | $1,389 | $2,252 | $0 | $0 | $5,894 | |
| **TAX INCREMENT - 20% Housing Set-a-Side** | | | | | | | $0 | |
| | $498 | $65 | $347 | $563 | | | $1,473 | |
| | | | | | | | $0 | |
| **Total Tax Increment Revenues** | $498 | $65 | $347 | $563 | $0 | $0 | $1,473 | |
| **TAX ALLOCATION BOND PROCEEDS** | | | | | | | $0 | |
| | $106 | $0 | ($183) | $1,430 | | | $1,353 | |
| | | | | | | | $0 | |
| | | | | | | | $0 | |
| **Total Bond Proceeds** | $106 | $0 | ($183) | $1,430 | $0 | $0 | $1,353 | |
| **DEVELOPER PROCEEDS / PASS THRUS / OTHER (NET)** | | | | | | | | |
| None | | | | | | | | |
| | | | | | | | $0 | |
| | | | | | | | $0 | |
| **Total Developer Proceeds** | $0 | $0 | $0 | $0 | $0 | $0 | $0 | |
| **INTEREST / LEASE / NOTES / OTHER REVENUE** | | | | | | | | |
| Interest Earnings | | | | | | | | |
| Interest Income - 2007 Bond Investment | $50 | | | $79 | | | $129 | |
| Lease / Note Receivable Income | | | | | | | | |
| None | $0 | | | | | | $0 | |
| Rental/Other Income | | | | | | | | |
| None | $0 | | | | | | $0 | |
| **Total Interest /Rent/Other** | $50 | $0 | $0 | $79 | $0 | $0 | $129 | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Revenues From Other Agencies** | | | | | | | |
| | | | | | | | $0 |
| | | | | | | | $0 |
| | | | | | | | $0 |
| Total Revenue from Other Agencies | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| **City Loans / Reloans** | | | | | | | |
| | $815 | $400 | | $0 | | | $1,215 |
| | | | | | | | $0 |
| | | | | | | | $0 |
| Total City Loans / Reloans | $815 | $400 | $0 | $0 | $0 | $0 | $1,215 |
| **Transfer From/(To) Other Project** | | | | | | | |
| | $415 | | | $845 | | | $1,260 |
| | | | | | | | $0 |
| | | | | | | | $0 |
| Total Transfer From/(To) Other Project | $415 | $0 | $0 | $845 | $0 | $0 | $1,260 |
| **PRIOR YEAR REVENUE / ADJUSTMENTS** | | | | | | | |
| | | | | | | | $0 |
| | $2,804 | $0 | $319 | $5,420 | $0 | $0 | $8,543 |
| | | | | | | | $0 |
| | | | | | | | $0 |
| Total Prior Year Revenue | $2,804 | $0 | $319 | $5,420 | $0 | $0 | $8,543 |
| **TOTAL REVENUES** | $6,679 | $727 | $1,872 | $10,589 | $0 | $0 | $19,867 |

SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2009 BUDGET
EXPENDITURE DETAIL (In Thousands)

| ITEM | DESCRIPTION | Est. FY08 CARRYOVER | FY09 NEW | AVAILABLE BUDGET | COMMENTS |
|---|---|---|---|---|---|
| **CENTRAL IMPERIAL** | | | | | |
| 1 | General | $ 1,308 | $ 340 | $ 1,648 | Southeastern San Diego cluster community plan update |
| 2 | Valencia Business Park | 2,165 | 105 | 2,270 | Development agreement |
| 3 | Imperial Market Place (formerly known as North Creek) | 2,975 | 27 | 3,002 | Final Construction |
| 4 | Las Chollas Creek | 18 | - | 18 | Monitoring the use of land |
| 5 | 54th & Market Street | 42 | 1 | 43 | Review, approve tenants, and DDA obligations |
| 6 | Imperial Avenue Corridor Master Plan - 61st to 69th Street | 514 | 2,268 | 2,782 | Public improvements, acquisitions and development agreements |
| 7 | Imperial Avenue Corridor Master Plan - I 805 to Euclid Avenue | 285 | 560 | 845 | Right of way improvements and development agreements |
| 8 | Market Creek Plaza | - | 300 | 300 | Owner participation agreements, and public improvements |
| 9 | Orchid Courtyard (formerly known as Lincoln Park Paseo) | 112 | 75 | 187 | Development agreement |
| 10 | Valencia Business Park - Lots 2 - 7 | (11) | 44 | 33 | Rezone and development agreements |
| 11 | Mar Vista Mixed Use | 139 | 46 | 185 | Review development proposals, and negotiate agreements |
| | Total | $7,547 | $3,766 | $11,313 | |
| **Dell Imperial** | | | | | |
| 12 | Dell/Imperial Study Area | $ 920 | $ - | $ 920 | Identify boundary for adoption |
| | Total | $920 | $0 | $920 | |
| **GATEWAY CENTER WEST** | | | | | |
| 13 | Gateway Center West General | $ 1,378 | $ 488 | $ 1,866 | Amend plan to expand areas |
| 14 | Gateway Land Acquisition and Assembly | 529 | - | 529 | Identify sites |
| | Total | $1,907 | $488 | $2,395 | |
| **Mount Hope** | | | | | |
| 15 | Mount Hope General | $ 6,880 | $ 620 | $ 7,500 | Southeastern San Diego cluster community plan update |
| 16 | Mount Hope Market Street Demonstration Project | 1,324 | (275) | 1,049 | Determine feasibility of development |
| 17 | Mount Hope Public Improvement - Phase II | - | - | - | Complete median, streetlights construction |
| | Total | $8,204 | $345 | $8,549 | |
| **Southcrest** | | | | | |
| 18 | Southcrest General | $ 1,089 | $ 1,089 | $ 2,178 | Southeastern San Diego cluster community plan update |
| 19 | Southcrest Community Park | 17 | - | 17 | Coop agreement for park development |
| 20 | Southcrest Alpha Street Construction Phase II | 1,036 | - | 1,036 | |
| 21 | Southcrest Land Acquisition | 25 | 1,695 | 1,720 | Research and identify sites |
| 22 | Southcrest Public Improvement | 848 | 1,371 | 2,219 | Install street lights, street scapes, identify addit'l improvements |
| 23 | Southcrest Development & Community Programs | 12 | 381 | 393 | Entrepreuneur academy, commercial facades loans |
| 24 | Southcrest Alpha Street and 40th Street | 53 | - | 53 | Agreement for sustainable residential units |
| | Total | $3,080 | $4,536 | $7,616 | |

| | | | | |
|---|---|---|---|---|
| **25 - Commercial Rehabilitation** | | | | |
| Central Imperial - Commercial Rehabilitation | $ 66 | $ - | $ 66 | Facilitate business improvements |
| Gateway Center West - Commercial Rehabilitation | 25 | - | 25 | Facilitate business improvements |
| Mount Hope - Commercial Rehabilitation | 56 | - | 56 | Facilitate business improvements |
| Southcrest - Commercial Rehabilitation | 24 | - | 24 | Facilitate business improvements |
| Total | $171 | $0 | $171 | |
| TOTAL FY2009 PROJECTS | $21,829 | $9,135 | $30,964 | |
| **26 - AFFORDABLE HOUSING** | | | | |
| **Central Imperial:** | | | | |
| Low/Moderate Income Housing | $ 1,817 | $ 451 | $ 2,268 | Determine feasibility of proposed affordable multi-family |
| Hilltop and Euclid Housing | 112 | 45 | 157 | DDA negotiations |
| Market Creek Housing | 23 | 65 | 88 | OPA negotiations |
| **Gateway Center West:** | | | | |
| Low/Moderate Income Housing | 234 | 28 | 262 | Project area committee formation |
| **Mount Hope:** | | | | |
| Low/Moderate Income Housing | 580 | 185 | 765 | Residential rehabilitation programs |
| **Southcrest:** | | | | |
| Low/Moderate Income Housing | 1,156 | 1,648 | 2,804 | Developer selection process |
| Total | $3,922 | $2,422 | $6,344 | |
| **ADMINISTRATION/MISCELLANEOUS** | | | | |
| 27 **Tax Sharing Agreements** | | | | |
| Central Imperial | $ 527 | $ 328 | $ 855 | |
| Mount Hope | 86 | 66 | 152 | |
| Southcrest | 305 | 475 | 780 | |
| 28 **Administration/City Services** | | | | |
| Central Imperial | - | 164 | 164 | |
| Gateway Center West | - | 21 | 21 | |
| Mount Hope | - | 133 | 133 | |
| Southcrest | - | 214 | 214 | |
| 29 **Administration/SEDC** | | | | |
| Central Imperial | - | 847 | 847 | |
| Gateway Center West | - | 45 | 45 | |
| Mount Hope | - | 567 | 567 | |
| Southcrest | - | 1,258 | 1,258 | |
| Total | $918 | $4,118 | $5,036 | |
| TOTAL PROPOSED FY2009 PROJECT BUDGETS | $26,669 | $15,675 | $42,344 | |
| **DEBT SERVICE** | | | | |
| 30 **Debt Service** | | | | |
| Central Imperial 2007A&B Bonds | $ (18) | $ 1,013 | $ 995 | |
| Gateway Center West 1995 Bond | 4 | 145 | 149 | |
| Mount Hope 1995 A Bond | 49 | 90 | 139 | |
| Mount Hope 2002 A Bond | - | 153 | 153 | |
| Mount Hope 2007 A Bond | - | 333 | 333 | |
| Southcrest 2007 A& B Bonds | 3,617 | 1,244 | 4,861 | |
| Sub Total Bond Debt Service Payments | $ 3,652 | $ 2,978 | $ 6,630 | |
| Southcrest City Loan Repayment | - | 1,215 | 1,215 | |
| Total Debt Service | $ 3,652 | $ 4,193 | $ 7,845 | |

SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
ADMINISTRATIVE BUDGET
FISCAL YEAR 2009

| Description | Current FY 2008 | FY 2009 | Budget Variance | % | |
|---|---|---|---|---|---|
| SALARIES AND BENEFITS | | | | | |
| Corporation Staff | $1,307,000 | $ 1,335,700 | $ 28,700 | 2.2% | 2.2% |
| Benefits | 368,000 | 415,000 | 47,000 | 12.8% | 12.8% |
| Subtotal Salaries | $1,675,000 | $ 1,750,700 | $ 75,700 | 4.5% | 4.5% |
| OVERHEAD | | | | | |
| Office/Storage Space | $ 211,200 | $ 211,500 | $ 300 | 0.1% | |
| Equipment Lease | 35,900 | 45,000 | 9,100 | 25.3% | |
| Telephone | 12,000 | 12,000 | - | 0.0% | |
| Utilities | 15,600 | 15,600 | - | 0.0% | |
| Cable/Internet Services | 6,000 | 6,500 | 500 | 8.3% | |
| Photography & Blueprinting | 9,200 | 10,500 | 1,300 | 14.1% | |
| Reproduction | 5,000 | 7,100 | 2,100 | 42.0% | |
| Office Supplies | 23,100 | 22,900 | (200) | -0.9% | |
| Postage | 19,000 | 34,500 | 15,500 | 81.6% | |
| Publications & Subs. | 5,000 | 4,400 | (600) | -12.0% | |
| Brochures & Printing | 53,000 | 34,900 | (18,100) | -34.2% | |
| Advertising | 50,100 | 28,200 | (21,900) | -43.7% | |
| Business Expense | 29,000 | 33,600 | 4,600 | 15.9% | |
| Title & Fees | 2,000 | 2,000 | - | 0.0% | |
| Travel | 17,400 | 28,100 | 10,700 | 61.5% | |
| Membership Dues | 5,200 | 5,700 | 500 | 9.6% | |
| Conference, Training & Seminars | 18,700 | 21,900 | 3,200 | 17.1% | |
| Tuition Reimbursement | 9,600 | 10,600 | 1,000 | 10.4% | |
| Auto Expenses | 5,400 | 5,400 | - | 0.0% | |
| Mileage | 5,300 | 7,100 | 1,800 | 34.0% | |
| Parking | 3,000 | 3,600 | 600 | 20.0% | |
| Promotions/Special Events | 70,000 | 75,000 | 5,000 | 7.1% | |
| Security | 2,000 | 2,000 | - | 0.0% | |
| Repair/Maint., Bldg & Equip. | 22,000 | 20,000 | (2,000) | -9.1% | |
| Liability Insurance | 2,000 | 2,000 | - | 0.0% | |
| Janitorial Services | 18,000 | 16,000 | (2,000) | -11.1% | |
| Messenger Service | 2,500 | 1,700 | (800) | -32.0% | |
| Payroll Processing | 3,600 | 3,600 | - | 0.0% | |
| Data Processing/Comp. Services | 57,000 | 58,000 | 1,000 | 1.8% | |
| Contigency Reserve ( Vacation Accrual) | - | 45,000 | 45,000 | | |
| Equip/Comp/Furniture Purchases | 27,900 | 30,800 | 2,900 | 10.4% | |
| Subtotal Overhead | $ 745,700 | $ 805,200 | $ 59,500 | 8.0% | 8.0% |
| CONSULTANTS | | | | | |
| Legal/Financial/Audits/Other Contractual S | $ 150,600 | $ 155,600 | $ 5,000 | 3.3% | |
| Director Fees | 5,400 | 5,400 | - | 0.0% | |
| Subtotal Consultants | $ 156,000 | $ 161,000 | $ 5,000 | 3.2% | 3.2% |
| TOTAL OVERHEAD/CONSULTANTS | $ 901,700 | $ 966,200 | $ 64,500 | 7.2% | |
| TOTAL ADMINISTRATIVE BUDGET | $2,576,700 | $ 2,716,900 | $ 140,200 | 5.4% | 5.4% |

SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION
FY 2008-09
POSITIONS & SALARY RANGES

| CORPORATION STAFF POSITION | FY 2008 | FY 2009 | CURRENT | | | PROPOSED * | | |
|---|---|---|---|---|---|---|---|---|
| President | 1.0 | 1.0 | $145,000 | to | $160,000 | $ 149,400 | to | $165,400 |
| Director of Finance | 1.0 | 1.0 | 95,000 | to | 120,000 | 97,900 | to | 123,600 |
| Mgr of Projects/Development | 1.0 | 1.0 | 75,000 | to | 100,000 | - | to | - |
| Community Relations Manager | 1.0 | 1.0 | 73,000 | to | 85,000 | 75,200 | to | 87,600 |
| Senior Project Manager ** | 1.0 | 1.0 | 60,000 | to | 80,000 | 61,800 | to | 82,400 |
| Senior Accountant | 1.0 | 1.0 | 60,000 | to | 80,000 | 61,800 | to | 82,400 |
| Project Manager *** | 2.0 | 3.0 | 48,000 | to | 68,000 | 50,500 | to | 70,000 |
| Executive Assistant | 1.0 | 1.0 | 47,000 | to | 68,000 | 48,500 | to | 70,000 |
| Staff Accountant | 1.0 | 1.0 | 45,000 | to | 58,000 | 46,400 | to | 59,800 |
| Administrative Support Coordinator | 1.0 | 1.0 | 40,000 | to | 55,000 | 41,200 | to | 56,700 |
| Administrative Secretary | - | 1.0 | - | to | - | - | to | 50,000 |
| Assistant Community Development Coordinator | 1.0 | 1.0 | 35,000 | to | 45,000 | 36,100 | to | 46,400 |
| Receptionist | 1.0 | 1.0 | 30,000 | to | 40,000 | 30,900 | to | 41,200 |
| Assistant Project Manager | - | 1.0 | - | to | - | 30,000 | to | 40,000 |
| Research Coordinator | - | 1.0 | - | to | - | 30,000 | to | 40,000 |
| Messenger Clerk | 1.0 | - | 18,000 | to | 28,000 | - | to | - |
| Communications Coordinator | 0.5 | - | 20,000 | to | 30,000 | - | to | - |
| **Subtotal Positions & Base Salaries** | 14.5 | 17.0 | | | $895,360 | | | $1,053,000 |
| Allowance for Payments in Lieu of Vacation/Sick Leave, Cost of Living, & Merit / Longevity/Incentive Pay | | | | | $152,640 | | | $164,100 |
| Accrued Vacation Contingency (Separation payments) | | | | | $45,000 | | | $0 **** |
| **Subtotal Positions & Salaries, Allowance for Other Pay, & Accrued Vacation Contingency** | | | | | $1,193,000 | | | $1,217,100 |
| Overtime/Temporary/Bonus/Misc | | | | | 114,000 | | | 118,600 |
| **Total Positions & Salaries** | | | | | $1,307,000 | | | $1,335,700 |

* Proposed Salary Range increased by 3% from FY 2008

** Senior Project Manager position was a reclassification position from Senior Planner

*** Project Manager position was a reclassification position from Project Coordinator

**** Accrued Vacation Contingency (Separation payments) was reclassified to non-personal contingency expenditure per the Comptroller's instruction.

# SEDC Administered Redevelopment Project Areas

# Fiscal Year 2009 Work Plan

**Southeastern Economic Development Corporation**
**Central Imperial Redevelopment Project Area**
**Fiscal Year 2009 Work Plan**

## Eliminate Blight

- Amend the Central Imperial Redevelopment Plan increase tax increment limits in accordance with California Redevelopment law Section 33354.6 (a) & (b).
- Prepare the Fourth Redevelopment Area 5 Year Implementation Plan (July 2010 – June 2014) in accordance with California Redevelopment Law Section 33000 et seq.
- Determine the ultimate use of the former Valencia Park Library Site.
- Analyze the feasibility of development proposals on Market Street as received.
- Encourage development of any underutilized sites.
- Fund a full time code enforcement officer to assist SEDC in code compliance complaints.

## Improve Public Infrastructure

- Implement the recommendations contained in Imperial Avenue Corridor Master Plan.
- Prepare improvement plans for trolley line enhancements.
- Review developer analysis of public improvements necessary for development at Hilltop and Euclid.
- Fund and construct various public improvements as prioritized in the 5-year Implementation Plan.

## Increase Affordable Housing

- Determine feasibility of any proposed multi-family residential developments as received by SEDC.
- Coordinate the residential development at Hilltop and Euclid per the Development Agreement.
- Review construction plans for Phase I residential development for the development of 42 townhomes at Village Center at Euclid and Market – Pilot Village.
- Complete development agreement, coordinate preparation of site development plans and initiate construction for mixed use development at Lincoln Park Paseo #1 – Ouchi Courtyards.
- Review feasibility of proposal and negotiate any necessary agreement for affordable multifamily development at Lincoln Park Paseo #2.
- Introduce and fund area wide Residential Rehabilitation Program.
- Review and determine feasibility of first-time homebuyers assistance program.
- Complete update to SEDC Multifamily Housing Guidelines.
- Update SEDC's Housing Policy.

## Economic Development

- Facilitate implementation of agreements for the Imperial Avenue Corridor Master Plan.
- Negotiate ENA/DDA for development at Valencia Business Park Lots 2 – 7.
- Negotiate agreements for development on Imperial Avenue from 61st – 63rd, Encantada Plaza
- Review and approve proposed tenants and revise development agreement to allow for mixed use development at Village Center at Euclid – Pilot Village.
- Determine proposed tenants of new industrial space at 54th & Market Street.
- Continue to conduct the SEDC Entrepreneur Academy to improve existing businesses and assist tart-ups.
- Encourage local area businesses to utilize business enhancing resources including, but not limited to the Facade Improvement Program, Enterprise Zone/Community Renewal Program, Revolving Loan Program and Entrepreneur Academy.

Southeastern Economic Development Corporation
Central Imperial Redevelopment Project Area
Fiscal Year 2009 Work Plan

**Neighborhood Preservation**

- Support the Facade Improvement Program to assist area businesses with exterior building improvement.
- Explore collaboration with financial institutions for short term maintenance of foreclose and abandoned properties.
- Monitor compliance with SEDC's Employment and Training Agreements requiring employment of area residents.
- Hey Neighbor Campaign- Neighborhood communication tool encouraging friendly interactions and neighborhood pride.
- Promote the SEDC "Going Native Naturally" campaign and conduct quarterly workshops about water-wise landscaping techniques.
- Implement the SEDC public arts and culture program.

**Southeastern Economic Development Corporation**
**Southcrest Redevelopment Project Area**
**Fiscal Year 2009 Work Plan**

**Eliminate Blight**

- Amend the Southcrest Redevelopment Plan to increase tax increment limits in accordance with California Redevelopment law Section 33354.6 (a) & (b).
- Prepare the Fourth Redevelopment Area 5 Year Implementation Plan (July 2010 – June 2014) in accordance with California Redevelopment Law Section 33000 et seq.
- Complete Memorandum of Understanding with City Parks & Recreation Department which will provide $1.6 million. Monitor design and development of the Southcrest 252 Corridor Park Phase II.
- Begin process to amend planning documents necessary to focus development opportunities along the 43rd Street Corridor, including mixed-use development.
- Encourage infill and development of any underutilized sites.
- Fund a full time code enforcement officer to assist SEDC in code compliance complaints.

**Improve Public Infrastructure**

- Coordinate with the community to identify additional public improvements.
- Fund and coordinate installation and repair of streetlights.
- Fund and construct various public improvements.
- Fund and monitor City of San Diego Parks & Recreation Department Maintenance Assessment District Formation process.

**Increase Affordable Housing**

- Monitor rehabilitation construction at Mayberry Townhomes low-income (70) multi-family units.
- Distribute RFP for development of model a sustainable housing on Agency-owned property.
- Revise Residential Rehabilitation Program to increase limits on loan/grant amounts and fund program.
- Review and determine feasibility of first-time homebuyers assistance program.
- Complete update to SEDC Multifamily Housing Guidelines.
- Update SEDC's Housing Policy.

**Economic Development**

- Assist Mayberry Townhomes developer with local employment outreach during rehabilitation of affordable units.
- Continue to conduct SEDC Entrepreneur Academy to improve existing businesses and promote new small business opportunities.
- Encourage local area businesses to utilize business enhancing resources including, but not limited to the Facade Improvement Program, Enterprise Zone/Community Renewal Program, Revolving Loan Program and Entrepreneur Academy.
- Monitor compliance with SEDC's Employment and Training Agreements

**Neighborhood Preservation**

- Monitor use of mitigation funds provided by SDG&E for Las Chollas Creek.
- Explore collaboration with financial institutions for short term maintenance of foreclose and abandoned properties.
- Monitor compliance with SEDC's Employment and Training Agreements requiring employment of area residents.
- Hey Neighbor Campaign- Neighborhood communication tool encouraging friendly interactions and neighborhood pride.
- Promote the SEDC "Going Native Naturally" campaign and conduct quarterly workshops about water-wise landscaping techniques.
- Implement the SEDC public arts and culture program.

**Southeastern Economic Development Corporation**
**Mt. Hope Redevelopment Project Area**
**Fiscal Year 2009 Work Plan**

**Eliminate Blight**

- Amend the Mt. Hope Redevelopment Plan to increase tax increment limits in accordance with California Redevelopment law Section 33354.6 (a) & (b) and determine feasibility of expanding boundaries of project area.
- Prepare for approval of the Fourth Redevelopment Area 5 Year Implementation Plan (July 2010 – June 2014) in accordance with California Redevelopment Law Section 33000 et seq.
- Determine scope of development of agency-owned property located on Market Street.
- Encourage infill and development of any underutilized sites.
- Fund a full-time code enforcement officer to assist SEDC in code compliance complaints.

**Improve Public Infrastructure**

- Complete the construction of Market Street Public Improvements.
- Identify funding of potential improvements and initiate preparation of engineering and feasibility studies.

**Increase Affordable Housing**

- Revise Residential Rehabilitation Program to increase limits on loan/grant amounts and fund program.
- Review and determine feasibility of first-time homebuyers assistance program.
- Complete update to SEDC Multifamily Housing Guidelines.
- Update SEDC's Housing Policy.

**Economic Development**

- Develop and conduct single topic Business Development Workshops.
- Continue to monitor compliance with Gateway Center East Planned Industrial Permit.
- Support Facade Improvement Program to assist area businesses with exterior building improvement.
- 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.

**Neighborhood Preservation**

- Explore collaboration with financial institutions for short term maintenance of foreclosed and abandoned properties.
- Monitor compliance with SEDC's Employment and Training Agreements requiring employment of area residents.
- Hey Neighbor Campaign- Neighborhood communication tool encouraging friendly interactions and neighborhood pride.
- Promote the SEDC "Going Native Naturally" campaign and conduct quarterly workshops about water-wise landscaping techniques.
- Implement the SEDC public arts and culture program.

Southeastern Economic Development Corporation
Gateway Center West Redevelopment Project Area
Fiscal Year 2009 Work Plan

**Eliminate Blight**

- Amend the Gateway Center West Redevelopment Plan and begin the Plan Amendment Process to include a portion of the Dells Imperial Study Area.
- Prepare the Fourth Redevelopment Area 5 Year Implementation Plan (July 2010 – June 2014) in accordance with California Redevelopment Law Section 33000 et seq.
- Continue funding for possible acquisition of non-conforming residential sites in the industrial park for the purpose of assembling industrial sites.
- Encourage development of underutilized sites in the project area.
- Fund a full-time code enforcement officer to assist SEDC in code compliance complaints.

**Economic Development**

- Prepare and issue Request for Proposals for Agency-owned sites..
- Continue to conduct Entrepreneur Academy to improve existing businesses and promote new small business opportunities.
- Conduct single topic Business Development Workshops.
- Encourage local area businesses to utilize resources including, but not limited to the Facade Improvement Program, Enterprise Zone/Community Renewal Program, Revolving Loan Program and Entrepreneur Academy.

**Neighborhood Preservation**

- Monitor use of mitigation funds provided by SDG&E for Las Chollas Creek.
- Explore collaboration with financial institutions for short term maintenance of foreclosed and abandoned properties.
- Monitor compliance with SEDC's Employment and Training Agreements requiring employment of area residents.
- Hey Neighbor Campaign- Neighborhood communication tool encouraging friendly interactions and neighborhood pride.
- Promote the SEDC "Going Native Naturally" campaign and conduct quarterly workshops about water-wise landscaping techniques.
- Implement the SEDC public arts and culture program.

# SEDC Administered Redevelopment Project Areas

# Status Update Fiscal Year 2008 Work Plan

Southeastern Economic Development Corporation
Central Imperial Redevelopment Project Area
Status of FY 2008 Work Plan

| Eliminate Blight | Status |
|---|---|
| • Issue Tax Allocation Bonds | • Determined area capacity for repayment of tax allocation bonds<br>• Identified implementing projects<br>• Successfully secured Bonds totaling over $10 million. |
| • Amend the redevelopment plan to extend the plan time limits (SB 1045 and SB 1096) | • Extended time limit an additional 1 year |
| • Amend the redevelopment plan, community plan, planned district ordinance to accommodate development of mixed-use and higher density within the community area. | • Prepared 2nd and 3rd draft amendments, and corresponding environmental impact report, responded to city staff comments for revisions and methods. |
| • Imperial Avenue Corridor Master Plan Development, I-805 to Euclid and 61st to 69th Streets<br>- Ouchi Courtyards<br>- Encantada Plaza<br>- Encantada Mixed-Use Development | • Negotiated and entered into development and/or purchase agreements with developers and/or property owners for:<br>- 50th & Imperial Avenue<br>- 61st – 63rd Streets<br>- 63rd & Imperial Avenue<br>- 66th & Imperial Avenue<br>• Prepared and analyzed site studies and acquired certain properties. |
| • Former Valencia Park Library Site | • Completed site acquisition, determined level of hazardous containing building materials and interior air quality level. Initiated planning for building disposition and site development. |

| Improve Public Infrastructure | Status |
|---|---|
| • Imperial Avenue Corridor Streetscape Improvements – I 805-Euclid Avenue | • Identified specific improvements for Phase I implementation, completed design, prepared improvement plans, issued bids and commenced construction. |
| • Imperial Avenue Corridor Streetscape Improvements - Trolley line enhancements and park entrance. | • Selected landscape consultant, prepared preliminary design plans. |
| • Imperial Avenue Corridor Streetscape Improvements – Mid-Block Streetlights Installation | • Identified locations for 21 additional streetlights and provided funding for design, construction and installation. |
| • Las Chollas Creek | • Analyzed request and negotiated for Agency funding to reimburse of implementation of Las Chollas Creek Enhancement Program at Euclid Avenue and Market Street. |
| • Maintenance Assessment District (MAD) with Diamond BID | • Worked with BID, developers, community members, property owners, to initiate outreach to obtain community's level of interest and support for a MAD. |

| Increase Affordable Housing | Status |
|---|---|
| • Issue Request For Proposal (RFP) for Hilltop & Euclid development | • Issued RFP, selected second development team, negotiated agreement for residential development. |
| • Village Center at Euclid and Market | Prepared amendments to redevelopment plan, community plan, planned district ordinance and corresponding environmental impact report necessary to implement the pilot village. Negotiated amendment to development agreement. |

Southeastern Economic Development Corporation
Central Imperial Redevelopment Project Area
Status of FY 2008 Work Plan

| | |
|---|---|
| • Lincoln Park Paseo # 1 – Ouchi Courtyards | • Negotiated agreements for site purchase and development. Determined level of hazardous building materials, acquired site, issued bid for remediation and building demolition. |
| • Lincoln Park Paseo # 2 – Property located on Willie James Jones Avenue | • Reviewed affordable housing development proposals, analyzed feasibility of financial proformas, negotiated development agreement with development team. |
| • 47th & Markets Streets | • Met with prospective site owners, analyzed site development concepts, financial proformas, and feasibility of affordable housing developments. |
| • 53rd St. and Naranja Ave. | • Met with prospective site owners, analyzed site development concepts, financial proformas, and feasibility of affordable housing developments. |

| **Economic Development** | **Status** |
|---|---|
| • Valencia Business Park Lots 2-7 | • Issued a new RFP for commercial/industrial |
| • Village Center at Euclid and Market | • Construction of 75,000 square foot office and community center completed per OPA with Agency. |
| • Imperial Marketplace | • Completed construction of 8,000 square foot Navy Federal Credit Union.<br>• Completed substantial conformance review for final phase.<br>• Prepared development plans and applied for building permits for remaining 38,000 square foot commercial/office facility. |
| • Entrepreneur Academy | • Held 2 seven-week workshops for the Entrepreneur Academy for 40 participants. |
| • Employment and Training Agreements | • Continued quarterly contact with employers in Agency developed properties to monitor compliance with SEDC's employment and training requirements including employment of 596 area residents. |

| **Neighborhood Preservation** | **Status** |
|---|---|
| • Code Compliance | • Funded full-time code enforcement officer to focus on municipal code issues along area major corridors. Opened over 30 new code violation cases. Over 10 cases remediated and closed. |
| • Hey Neighbor Campaign | • Surveyed area monthly to identify Hey Neighbor Card recipients and sent out series of Hey Neighbor cards to recognize property maintenance, encourage ongoing maintenance and good neighbor relations.<br>• Participated in neighborhood block parties to encourage Hey Neighbor campaign and community relations. |
| • Phases I & II Utility Box Art | • Selected local artists and completed art paintings on 23 utility boxes along Imperial Avenue. |
| • Going Native Naturally | • Initiated an area-wide water conservation campaign which included quarterly workshops and free consultations with landscape architects. |

Southeastern Economic Development Corporation
Southcrest Redevelopment Project Area
Status of FY 2008 Work Plan

| Eliminate Blight | Status |
|---|---|
| • Issue Tax Allocation Bonds | • Determined area capacity for repayment of tax allocation bonds<br>• Identified implementing projects<br>• Successfully secured Bonds totaling over $11 million. |
| • Amend the redevelopment plan to extend the plan time limits (SB 1045 and SB 1096) | • Extended time limit an additional 1 year. |
| • Monitor construction of Legacy walk townhomes | • Constructed and sold 110 townhomes. |

| Improve Public Infrastructure | Status |
|---|---|
| • Identify infrastructure improvements. | • Identified street light installations and repairs.<br>• Transferred funds to the City for streetlight installations.<br>• Held meetings with the community to identify other public improvements. |
| • Southcrest Park Phase II | • Transferred funds to City Park & Rec. for design and development of Phase II of the park. |
| • Southcrest Maintenance Assessment District | • Transferred funds to City Park & Rec. for MAD formation. |

| Increase Affordable Housing | Status |
|---|---|
| • Mayberry Townhomes 70 very-low and low income units | • Determined feasibility of loans for site rehabilitation and refinancing.<br>• Negotiated, entered into and funded loan agreements.<br>• Monitored site rehabilitation progress |
| • Issue a Request for Proposals (RFP) for sustainable development on Agency owned property near 40th and Alpha Streets. | • Issued RFP |
| • Single-Family Residential Rehabilitation Loan and Grant Program | • Funded 7 grants totaling $35,000<br>• Completed 4 residential rehabilitation projects totaling $20,000. |
| • Legacy Walk | • Monitored final construction of 110 townhome development including 11 affordable units. |

| Economic Development | Status |
|---|---|
| Develop Facade Improvement Program | • Worked with City, Consultants to develop program. |
| • Entrepreneur Academy | • Held 2 seven-week workshops for the Entrepreneur Academy for 40 participants. |
| • Southcrest park Plaza Employment & Training Agreements. | Continued quarterly contact with employers in Southcrest Park Plaza to monitor compliance with SEDC's employment and training requirements including employment of 219 area residents. |
| • Encourage local area businesses to utilize supportive services. | • Provided funding for expanded San Diego regional Enterprise Zone. |

Southeastern Economic Development Corporation
Southcrest Redevelopment Project Area
Status of FY 2008 Work Plan

| Neighborhood Preservation | Status |
|---|---|
| • Code Compliance | • Funded full-time code enforcement officer to focus on municipal code issues along area major corridors. Opened over 16 new code violation cases. |
| • Hey Neighbor Campaign | • Surveyed area monthly to identify Hey Neighbor Card recipients and sent out series of monthly cards to recognize property maintenance, encourage ongoing maintenance and good neighbor relations.<br>• Participated in neighborhood block party to encourage Hey Neighbor campaign and community relations |
| • Going Native Naturally | • Initiated an area-wide water conservation campaign which included quarterly workshops and free consultations with landscape architects. |

Southeastern Economic Development Corporation
Mt. Hope Redevelopment Project Area
Status of FY 2008 Work Plan

| Eliminate Blight | Status |
|---|---|
| • Feasibility study to add territory along commercial corridors of Imperial Avenue and Commercial Street | • Study has been re-directed to focus on expansion to the northern area of Mt. Hope; feasibility study is being initiated. |
| • Amend the redevelopment plan to extend the plan time limits (SB 1045 and SB 1096) | • Extended time limit an additional 3 years. |

| Improve Public Infrastructure | Status |
|---|---|
| • Mt. Hope Market Street Public Improvements | • Plans have been submitted to the city and are under review; preparation of bid is underway. |
| • Mt. Hope Infrastructure Improvements | • Potential funds for improvements are being researched and identified. |
| • Las Chollas Creek | • Funded a public education and stewardship program for students, and supported restoration efforts of the creek. |

| Increase Affordable Housing | Status |
|---|---|
| • Monitor Residential Rehab Program | • $30,000 in grants awarded this year. |

| Economic Development | Status |
|---|---|
| • Market Street & 36th Street | • Determined that development proposal was infeasible. |
| • Gateway Center East | • Referred and reviewed potential users and monitored compliance with the Planned Industrial Permit. |
| • Entrepreneur Academy | • Held 2 seven-week workshops for the Entrepreneur Academy for 40 participants. |
| • Employment and Training Agreements | • Continued quarterly contact with employers in Agency developed properties to monitor compliance with SEDC's employment and training requirements including employment of 318 area residents. |
| • Gateway Center East PID | • Continued to monitor PID compliance. |

| Neighborhood Preservation | Status |
|---|---|
| • Code Compliance | • Funded full-time code enforcement officer to focus on municipal code issues along area major corridors. |
| • Hey Neighbor Campaign | • Surveyed area monthly to identify Hey Neighbor Card recipients and sent out series of monthly cards to recognize property maintenance, encourage ongoing maintenance and good neighbor relations. |
| • Going Native Naturally Campaign | • Kicked-off a campaign to educate residents about drought-tolerant plants and water-wise landscaping.<br>• Conducted quarterly workshops and free consultations with landscape architects. |

Southeastern Economic Development Corporation
Gateway Center West Redevelopment Project Area
Status of FY 2008 Work Plan

| Eliminate Blight | Status |
|---|---|
| • Amend the redevelopment plan to expand boundaries of project area | • Initiated feasibility study and process for redevelopment plan adoption/amendment. |
| • Amend the redevelopment plan to extend the plan time limits (SB 1045 and SB 1096) | • Extended time limit an additional 3 years. |

| Economic Development | Status |
|---|---|
| • SDG&E Administrative Building<br>• | • Construction completed and requirements of the Owner Participation Agreement are being monitored. |
| • 33rd Street & E Street | • Received and reviewed development proposal and negotiated initial terms of development. Developer was non-responsive and agreement negotiations were terminated. |
| • Site Acquisitions in the industrial park | • Identified particular acquisition site, and reviewed feasibility. |
| • Entrepreneur Academy | • Held 2 seven-week workshops for the Entrepreneur Academy for 40 participants. |
| • Employment and Training Agreements | • Continued quarterly contact with employers in Agency developed properties to monitor compliance with SEDC's employment and training requirements including employment of 131 area residents. |
| • Development of infill sites | • Continued to work with various developers interested in development in area. |

| Neighborhood Preservation | Status |
|---|---|
| • Code Compliance | • Funded full-time code enforcement officer to focus on municipal code issues along area major corridors. |
| • Going Native Naturally Campaign | • Kicked-off a campaign to educate residents about drought-tolerant plants and water-wise landscaping. |