



**KEVIN L. FAULCONER
MAYOR**

M E M O R A N D U M

DATE: July 25, 2014
TO: Honorable Todd Gloria, Council President
Honorable Councilmembers
FROM: Mayor Kevin L. Faulconer 
SUBJECT: Appointment of President of Civic San Diego

It is my pleasure to appoint Mr. Reese Jarrett as President of Civic San Diego.

Mr. Jarrett's professional career includes every facet of real estate development, community engagement and financing. He is a native San Diegan who is dedicated to transforming urban neighborhoods in the San Diego community.

Mr. Jarrett began his career in the savings and loan industry as a commercial and construction real estate lending officer at Home Federal Savings and Loan Association and Great American Savings Bank. In 1982, he became the Executive Vice President and Director of the Southeast Economic Development Corporation (SEDC). As the Director of SEDC, Mr. Jarrett embarked upon the vision of creating jobs and new business investment in the southeastern community. Under his leadership, the Gateway Center was planned and developed. It attracted new businesses, provided essential services and created thousands of jobs over the years.

In 1986, Mr. Jarrett formed E. Smith and Company, a real estate investment, development and management firm, and later became a General Partner at Carter Reese & Associates. His willingness to invest in his community created a renewed sense of ownership and pride among families in communities that were often neglected and resulted in new investments in traditionally underserved communities.

Mr. Jarrett has received numerous honors and awards for his many contributions to the San Diego community, including the San Diego Unified School District Board of Education's Proclamation for Outstanding Leadership of the San Diego Martin Luther King Jr. Foundation, the NAACP's Business Achievement Award, African American Golfers' Hall of Fame Humanitarian Award, Greater San Diego Business Development Council's Advocate of the Year Award, City of San Diego 4th City Council District's Developer of the Year Award, and the Black Contractors Association's Urban Housing Developer of the Year Award.

Mr. Jarrett brings impressive qualifications and experience to Civic San Diego, and I am confident that he will have continued success in serving the neighborhoods of San Diego.

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cc: Honorable Jan Goldsmith, City Attorney
Andrea Tevlin, Independent Budget Analyst
Liz Maland, City Clerk