

Economic Development Department

Fiscal Year 2024 Proposed Budget

May 4, 2023

City Council Budget Review Committee Hearing

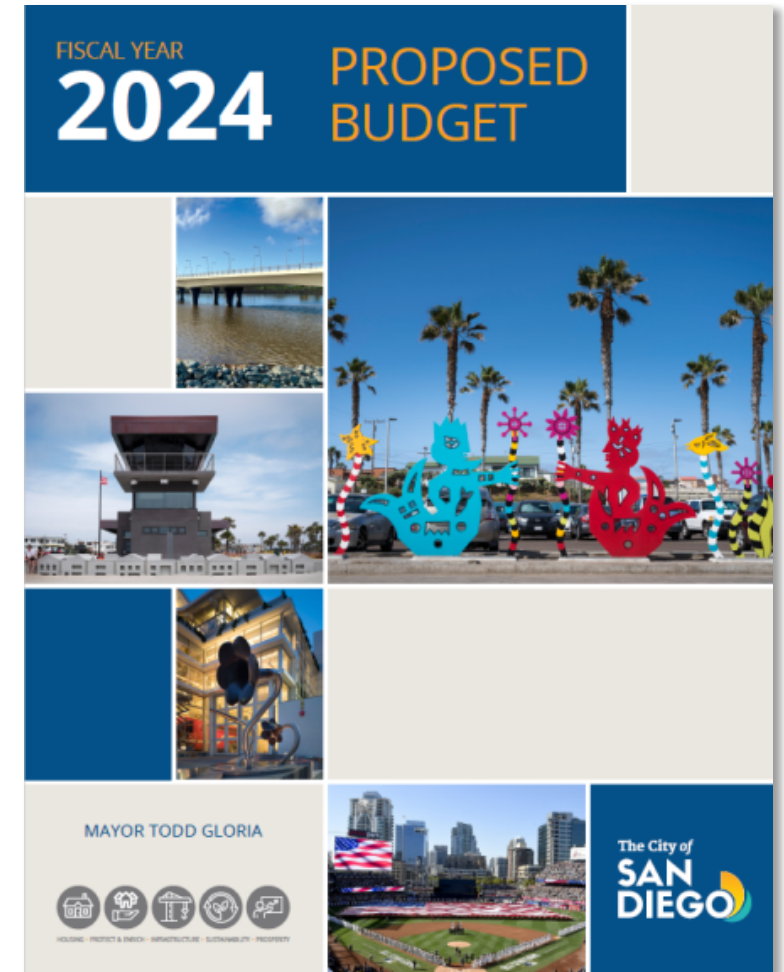
The Economic Development Department is comprised of several work units including Business Expansion, Attraction and Retention (BEAR), Community Development, Strategic Partnerships & Research, and Business Operations and Support Services (BOSS). **The Department implements economic and community development programs to create and sustain a resilient and economically prosperous City.** Inclusive economic growth, revenue enhancement, and community revitalization are accomplished by attracting new companies, retaining and expanding existing companies, investing in older business communities and creating opportunities for vulnerable populations.

Mission Statement:

Increase economic prosperity for businesses, nonprofits and residents within San Diego through investment and strategic partnerships.

Vision:

Lead globally with an inclusive economy and invest equitably across all communities in San Diego.



Department Highlights

❖ **Accomplishments**

- Grants awarded to dozens of nonprofits to build capacity to small businesses and rebound post-pandemic
- Bridge to Home Program deployed \$48 Million creating 937 affordable housing units
- Expanded industry trade operations through the Foreign Trade Zone by creating two new sites
- Awarded \$21M in HOME-ARP grants for housing opportunities
- Awarded grant for informal entrepreneurship to support creating more childcare businesses
- Developed new Focused Economic Development Strategy guiding priorities for the next three years
- Promise Zone Youth-led Career Expo hosted hundreds and gave on-the-spot internships with companies
- Co-host fair housing conference “Crashing through Barriers to Fair Housing”
- Marketing Partnership for digital wayfinding that will lead public to resources downtown and create \$24.9M in new general fund revenue
- Deployed \$750,000 for 500+ youth and adults (16-24) to receive job training and employment

Department Highlights

❖ Looking Forward

- Implementation of Focused Economic Development Strategy with programming funds
- Support Civic Center Revitalization Project notice of availability and negotiation process
- Seek new opportunities with corporate partners to achieve City goals
- Continue to winddown former redevelopment obligations: six property offering and negotiations
- Deploy next round of funds for Bridge to Home for creating additional affordable housing units
- Initiate the Consolidated Plan effort for federal funds and priorities for the next five years
- Revise Council Policies to coincide with the Economic Development Strategy (CP900-12, etc)
- Research overall investment and funding impact of the San Diego Promise Zone

Department Highlights

❖ **Equity Highlights** *(Overall Budget)*

- Deployed \$100,000 through Corporate Partnership with Cal Coast to support nonprofit partners empowering Promise Zone community members
- Relaunch Business Walks quarterly, focused initially in Southeastern and City Heights
- Created a Technical Assistance program with SBEP funds to address Disparity Study findings, to provide direct support to small businesses attempting to contract with the City
- Hosted a series of free fundraising training workshops for nonprofit organizations to help support growth of healthier and more effective organizations

Department Highlights

❖ **Climate Action Highlights** *(Overall Budget)*

- Implementation of San Diego Energy Equity Campus; includes workforce development programs including energy efficiency and renewable energy programs
- All Bridge to Home funded projects prioritize sustainability and energy efficiency with many being all electric buildings and all located within a Transit Priority Area with access to alternative transportation options that reduce greenhouse gas emissions
- Supporting the City's efforts to redevelop the Civic Center Core Properties to ensure safe, efficient, net-zero buildings are envisioned and prioritized



GENERAL FUND EXPENDITURES SUMMARY

Division Name	FY 2023 Adopted		FY 2024 Proposed		Change from FY 2023 Adopted to FY 2024 Proposed	
	FTE	Budget	FTE	Budget	FTE	Budget
Business Expansion, Attraction & Retention	15.00	\$5,042,443	16.00	\$3,781,904	1.00	\$(1,260,539)
Community Development	18.00	\$6,966,496	18.00	\$3,324,196	0.00	\$(3,642,300)
Economic Development	22.00	\$5,029,239	22.00	\$4,407,634	0.00	\$(621,605)
TOTAL	55.00	\$17,038,178	56.00	\$11,513,734	1.00	\$(5,524,444)



NON-GENERAL FUND EXPENDITURES SUMMARY

Fund Name	FY 2023 Adopted		FY 2024 Proposed		Change from FY 2023 Adopted to FY 2024 Proposed	
	FTE	Budget	FTE	Budget	FTE	Budget
Successor Agency Admin & Project - CivicSD Fund	0.00	\$1,934,326	0.00	\$1,934,326	0.00	-
TOTAL	0.00	\$1,934,326	0.00	\$1,934,326	0.00	-



GENERAL FUND

Significant Budget Adjustments

Significant Budget Adjustments	Does this Address a Disparity?	FTE	Expenditures	Revenue
Focused Economic Development Strategy: Addition one-time non-personnel expenditures associated with implementation of the focused Economic Development Strategy.	Y	0.00	\$200,000	-
Civic Center Revitalization Project: Addition of 1.00 Program Coordinator to support development and execution of Civic Center Revitalization Project.	Y	1.00	\$187,563	-

Economic Development Department

Fiscal Year 2024 Proposed Budget

May 4, 2023

City Council Budget Review Committee Hearing