



BUILDING COMMUNITIES LIFTING LIVES

WHO WE ARE

The **Jacobs Center for Neighborhood Innovation** is a public charity. It was founded as the operating arm of the **Jacobs Family Foundation** in 1995 by Dr. Joe and Vi Jacobs, founders of Jacobs Engineering Group in Pasadena, California. As a creative catalyst and incubator, we are working to revitalize 60 acres in Southeastern San Diego's Diamond Neighborhoods and transform the community into a vibrant and economically viable destination. Our work is deeply rooted in community engagement. The vision for the community was created in partnership with residents and local community organizations. Today, we serve as a local, regional and national convener, funding partner, and strategic advisor to organizations dedicated to improving the quality of life for all residents of the neighborhood.

WHAT WE DO

The Jacobs Center partners with residents to enhance livability through physical redevelopment, economic opportunity, and creative placemaking. This means providing greater access to jobs, services, and amenities that improve the quality of life. We also support community based organizations and programs that help residents

- find a career, not just a job
- increase their educational success
- develop as community leaders
- celebrate their diversity through storytelling, performances, and cultural experiences

Ultimately, the Diamond Neighborhoods will be transformed into a **Neighborhood Innovation District** built on physical, economic, and networking assets where ideas can be incubated and economic opportunities can be supported by residents.

OUR MISSION

To foster a thriving community envisioned and realized by its residents.

WHAT MAKES US UNIQUE

The Jacobs Center is not a traditional grant maker and primarily focuses its dollars on redeveloping the land it owns. The organization fosters a high level of resident engagement and participation in its work. The Jacobs family worked with the community to develop Market Creek Plaza and the nation's first and only Community Development IPO in 2006. Today, this retail center has hundreds of community investors. The Jacobs Center's *Town Center Master Plan* will inform future redevelopment projects.

“To expand our possibilities, we must welcome innovation and seek untried solutions to problems.”

— JOE JACOBS



QUICK FACTS

Demographics of the Diamond Neighborhoods

- The Diamond Neighborhoods are located in San Diego's 4th City Council District and include the communities of Chollas View, Emerald Hills, Lincoln Park, Mt. Hope, Mountain View, North Encanto, South Encanto, Oak Park, Valencia Park, and Webster.
- Approximately 88,000 people live in the Diamond Neighborhoods. Residents are 53 percent Latino or Hispanic, 21 percent African-American, 13 percent Asian, 9 percent White, 2 percent Hawaiian and Other Pacific Islander, and 2 percent two or more races.
- The median age is 29.6 years old.
- In 2014, District 4 residents spent more than \$1.9 billion on retail purchases. However, sales within the district only totaled \$889.6 million. This means residents spent more than a billion dollars outside of their neighborhoods. This is an apparent opportunity for investors.
- The transit hub at Market and Euclid is one of the most used intermodal stations in the entire MTS system – second only to the international border crossing.

AREAS OF FOCUS

- **PHYSICAL REDEVELOPMENT** – We are revitalizing 60 acres of land to create a vibrant and thriving town center supported by high-quality infrastructure, specialized industries, entrepreneurs, and artists. A *Town Center Master Plan* prepared using input from the community will inform the Jacobs Center's future developments over the next eight to ten years.
- **ECONOMIC OPPORTUNITY** – We are closing the gap of unemployed young adults (ages 16-24) and providing San Diego's industries with trained and talented employees from the city's most underserved neighborhoods. Our *Inspire Youth Careers San Diego* industry partnership will provide technical training, soft skills, culturally competent case management, and job coaching so these young adults can be assets in our region's priority sectors* and create a more inclusive workforce that supports our region's future economy.
- **CREATIVE PLACEMAKING** – We are reimagining and reinventing public spaces in a way that contributes to residents' health, happiness, and sense of connectedness. This includes lifting up cultural assets and using the arts to instill a sense of vibrancy, give voice to diverse perspectives, and stimulate the local economy.

* *Advanced Manufacturing, Clean Energy, Health Care, Life Sciences, Information & Communication Technology, Creative Careers*

Jacobs Center Operations and Assets

- The Jacobs Center has a staff of 33 and an operating expense budget of \$11.2 million.
- The Jacobs Center's total assets are \$170.6 million, of which \$148.5 million are in long-term assets.
- The Jacobs Center owns 60 acres in Southeastern San Diego. It is the largest landowner in District 4. The organization is working to develop its 37 remaining acres over the next eight to ten years.
- In 2015, nearly 123,000 people came through the doors of the Joe & Vi Jacobs Center for performances, festivals, community meetings, learning series, and public input opportunities.

