

Jacobs Center for Neighborhood Innovation PROGRESS 2021 ▶ FORWARD 2022 REPORT



For additional information or to hear about *Ways to Pay it Forward*,
please contact a member of our team at 619-957-8780 or
development@jacobscenter.org.

Jacobs Center for Neighborhood Innovation
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President &
Chief Executive Officer

At the Jacobs Center for Neighborhood Innovation, our goal is to partner with area businesses, residents, community partners and others who care about the revitalization and development of the Diamond District – a dynamic community with growing opportunities.

With this in mind, we collaborate with neighboring businesses and organizations to bring enriching resources, programs, entertainment and more to the area – accomplishing our goals through community engagement as well as economic and real estate development.

In 2021, the community continued to face significant challenges due to the pandemic, and Jacobs Center proactively worked to meet some of the most pressing needs. When a possible solution to COVID-19 emerged in the form of a vaccine, Jacobs Center partnered with the County of San Diego to open a vaccination site at the Joe & Vi Jacobs Center, still operating today.

While businesses continue to suffer from the consequences of the pandemic, through the Southeast San Diego Business Collaborative, CONNECT ALL @ the Jacobs Center, a business accelerator program and Business Resource Center for local businesses and entrepreneurial startups, and more Jacobs Center has remained fiercely dedicated to improving the economic well-being of Southeastern San Diego and beyond.

We also strive to engage our community through education and entertainment. From pop-up art galleries to theatre and dance, Jacobs Center brings free and low-cost arts and cultural activities to the area.

Marking another important milestone, in 2021, Jacobs Center became a 501(c)(3) public charity that works to benefit the Southeastern San Diego community through the generosity of individual and corporate donors.

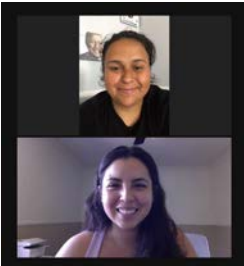
On behalf of our board and staff, we are pleased to present this report on our 2021 progress and provide a quick look at 2022 plans. We welcome your input and encourage you to learn more about how you can participate and support our organization by visiting “Pay It Forward.”

By working together, we will create real, impactful, lasting change in the Diamond District.

In partnership,

Reginald Jones
President and CEO

At the Jacobs Center, we remain fiercely dedicated to economic development in Southeastern San Diego – building initiatives and networks that support early-stage entrepreneurs and existing neighborhood businesses. We want those who live here to work here. We’re prioritizing economic efforts to retain local businesses and support an inclusive, sustainable community.



Business Resources for All

To help local companies grow, CONNECT ALL @ the Jacobs Center, a celebrated public-private partnership with the City of San Diego, Jacobs Center and CONNECT w/ San Diego Venture Group, hosts a no-cost Business Resource Center for business owners to connect and get services and resources. In 2021, the center served 121 businesses and hosted six virtual workshops, on topics such as California employment law, health insurance and more. These workshops continue to be viewed on YouTube by interested business owners.

Bolstering Businesses

CONNECT ALL @ Jacobs Center, the region’s first business accelerator program exclusively for low-to-moderate income business owners, received the “Outstanding Collaboration Between a Business & Nonprofit” Award from San Diego Business Journal’s Nonprofit Corporate Citizenship Awards for its collaboration with Union Bank. The two organizations have made an enduring impact on the region by uplifting San Diego-based startup businesses and tackling some of the historic inequities and barriers facing underrepresented communities.

Also this year, the business accelerator participants were able to return to the co-working space at the Joe & Vi Jacobs Center, furthering the connections that happen best face to face.

Live in the Community. Work in the Community.

Enthusiastic and creative candidates are sought to serve with the San Diego Promise Zone, a place-based community development program directing investment to San Diego communities that need it most, from Barrio Logan to Encanto. Jacobs Center and the City of San Diego hosted a virtual informational panel highlighting Southeastern San Diego jobs offered through AmeriCorps VISTA – a national program that helps local residents gain valuable work experience while serving their community.

Southeast San Diego Business Collaborative

Supported by JPMorgan Chase, this Collaborative is led by Accion, Logan Heights CDC, Jacobs Center and the Small Business Development Center to increase access to credit education, technical assistance and lending capital for small business owners.

974 Number of businesses served	\$1,877,100 Dollars attracted in investments (debt & equity)	414 Number of businesses retained/created
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At Jacobs Center, we're focused on sustainable development, including housing, retail, and educational and community resources. We continue to revitalize 60 acres of land to further transform the region into a vibrant town center, enhancing the region's quality of life and keeping the Diamond District thriving – now and in the future.



Market Creek Plaza

Once the site of an abandoned 20-acre factory, Market Creek Plaza is now a diverse community hub, providing hundreds of jobs and a range of retail venues. In 2021, the bustling shopping center was further invigorated with the addition of a Postal Annex as well as NY Pizzeria, a family-owned restaurant.

Vaccinating our Community

Providing an important tool to help lessen COVID-19's impact, the Jacobs Center partnered with the County of San Diego to open a vaccination site at the Joe & Vi Jacobs Center. The facility is still operating for appointments and walk-ins.

Forward-Thinking Organizations Move Into Joe & Vi Jacobs Center

In 2021, we welcomed new tenants, including San Diego Community Assist, which provides homeless support and new housing; Construction Service Workers, the only African American, woman-owned and operated business to provide staffing in the construction industry; Paving Great Futures, which provides guidance and growth in under resourced San Diego communities, and Utility Consumer Action Network, a nonprofit dedicated to protecting consumers interests and residents against unjustified rate increase and practices by utility companies.



Housing for All

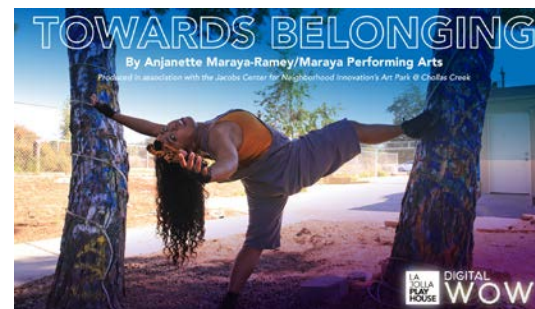
San Diego Mayor Todd Gloria appointed President and CEO Reginald Jones and board member Louie Nguyen to his new Middle-Income Housing Working Group. The panel of volunteer experts develop and evaluate ideas to produce more housing for residents who earn too much to qualify for affordable housing but too little to afford rising market-rate home costs.

Up Next: Women's Museum

In December, the Women's Museum of California held a Housewarming Party at the Joe & Vi Jacobs Center for its new interactive hub that will feature a range of exhibits, entertainment, artists and events in 2022. The space will also offer internships for young women of color interested in learning about what it takes to run a museum.



Promoting a sense of belonging and emphasizing collaboration strengthens our collective community voice. Through proactive and productive partnerships, we help boost our impact, while offering free and low-cost cultural and thematic activities and resources to the neighborhood.



Organizational Excellence

The San Diego Voice & Viewpoint, the county's largest African American publication, selected Jacobs Center and President and CEO Reginald Jones as an Organizational Excellence Honoree. This award recognizes organizations' continuous and lifesaving support to their communities during the COVID-19 crisis.

A Dramatic Debut

In May, the La Jolla Playhouse launched its virtual "Without Walls" series, which premiered with "Towards Belonging," a dance film produced in association with the Jacobs Center's Arts Park @ Chollas Creek. The piece featured an artistic team of Black, indigenous and people of color that premiered on the first day of Asian American and Pacific Islander Month.

Designing the Future

The Jacobs Center, together with the San Diego Architectural Foundation and as part of Open House San Diego, hosted "Design Your Future: Careers that Change Communities" in early 2021. Providing an opportunity for middle and high school students to hear from experts working on projects throughout San Diego, the event featured a diverse group of architecture, engineering and construction professionals who discussed their work and career paths.

Popping up

The Central San Diego Black Chamber of Commerce joined forces with the Jacobs Center to hold a hands-on pop-up computer lab – offering application assistance for the City of San Diego's Small Business and Nonprofit Relief Fund.

Billboard Partners

We offer our strategically placed billboard above Market Creek Plaza to like-minded nonprofits at-cost to help deliver important community messages. This past year, partners included Blue Heart Foundation, KIPP Adelante Preparatory Academy and Multicultural Health Foundation.

To learn more and reserve your space, contact Selina Castillo Hudgins schudgins@jacobscenter.org.



In 2021, Jacobs Center created new, elevated roles for two talented and dedicated team members.

According to President and CEO Reginald Jones, “Both Deidra and Alex are valuable and visionary team members with a proven passion for this community. With their important work, we will continue to revitalize the Diamond District through real estate development, economic and business opportunities, neighborhood resources and cultural arts.”



Alex Waters

Previously the director of CONNECT ALL @ the Jacobs Center, Alex Waters was named the Jacobs Center’s new director of economic development and innovation. In his new position, he is leading critical efforts to foster job and business creation in the Diamond District – empowering small businesses and creating support networks to help them thrive. A startup ecosystem builder who has spent years in education, technology and training, Alex was most recently recognized as one of the SD500 – an annual list of the most influential San Diegans, curated by the San Diego Business Journal.

“I believe that the capacity for greatness resides in all of us and that led me to my work at the convergence of entrepreneurship and education. I love helping connect early-stage entrepreneurs with the resources needed to ensure their business ideas, confidence and money lead to results.”

— Alex Waters

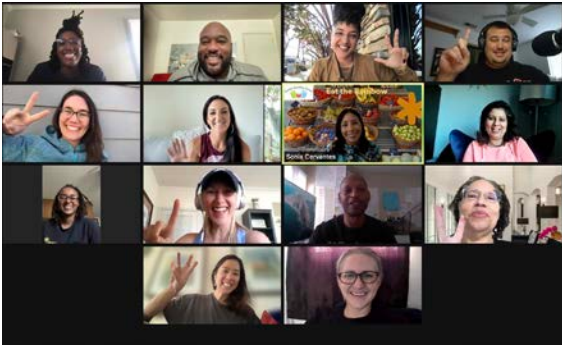


Deidra Brown

Deidra Brown, a Southeastern San Diego native who was previously our economic development program associate, has been elevated to development and communications associate. Driven and hardworking, Deidra is now supporting and enhancing development and communications outreach for the Jacobs Center and all its programs and initiatives. Her wide range of responsibilities include supporting crucial fundraising efforts, like coordinating our first-ever Giving Tuesday outreach appeal; along with building content for our social and digital media.

“I enjoy getting my hands into all types of projects for the Jacobs Center. There’s so many amazing things that the community is doing and can participate in, and I’m proud to help get the word out anyway I can to my fellow neighbors.”

— Deidra Brown



BUILDING A COMMUNITY ECONOMY AND FUTURE

The Joe and Vi Jacobs family established the Jacobs Center for Neighborhood Innovation AND built the Joe & Vi Jacobs Center with assets that amassed from their business achievements. Joe & Vi Jacobs believed that communities could, and should, be sustainable economies and wanted that for Southeastern San Diego.

Today, their family remains committed to the vision. The Jacobs Hapke family continues in their footsteps and plans to transition the organization to community leadership, remaining true to Joe and Vi’s plan. Together with the family, we want people to own and be proud of their communities – and for each of the neighborhoods in the Diamond District to be a place where residents can live, work, learn and enjoy for generations to come.

In a historically underinvested community like Southeastern San Diego, economic development looks different. So, how do you build a local community economy and strengthen business opportunities?

The intersection between community engagement and economic growth is the most important because there are barriers to economic development for many in Southeastern San Diego. It’s not just creating a business. It’s figuring out how to increase personal credit to get business credit. It’s juggling day care and transportation. It’s balancing a full-time job with an entrepreneurial dream.

Through continuing and growing existing programming, creating partnerships and building financial initiatives, we are dedicated to making Southeastern San Diego a place of business attraction, retention, capacity, growth and sustainability.



INCREASING COMMUNITY VOICE

We are grateful for our three board members from the San Diego community, Juan Carlos Hernandez, Louie Nguyen and Paul Robinson, as well as two new board members that will be joining in 2022. This brings the total board makeup to five community members and four Jacobs Hapke family members – the first year of majority community leadership. This transition to community guidance will further strengthen our work and connection to the community.

Part of board service includes directing a committee, such as real estate, finance, audit, governance and economic development. Our board’s support in these areas is critical, and we look forward to further growth in 2022.

COMING SOON IN
SOUTHEASTERN SAN DIEGO

We’ve heard the community and understood its most significant needs. We are working with new partners to create places, like new housing and retail development, that improve residents’ quality of life, provide accessible amenities and support a strong local economy in Southeastern San Diego next year and into the future.

TOWN CENTER
MASTER PLAN



2021 Donors & Partners

Donor/Partner

Access Inc.

Accessity

Ad Astra Ventures, Hera Labs

Alliance Healthcare Foundation

AmazonSmile

Ardent Management

Asian Business Association of San Diego

Bank of America

Bunker Labs

CDC Small Business Finance

Central San Diego Black Chamber of Commerce

City Heights Business Association

City Heights Community Development Corporation

City of San Diego, Commission for Arts and Culture

City of San Diego

California Manufacturing Consultants (CMTC)

Council for Supplier Diversity

Cox Communications

Credit.org

Southeastern Diamond Business District, Diamond BID

Phyllis Epstein Non-Endowment Fund at The San Diego Foundation

Executive Cat Herder

Fókus Mentoring

foodnome

Jacobs Family Foundation

Founders First CDC

Andrew Hapke

Claire Hapke

Norm Hapke

Valerie Jacobs Hapke

Juan Carlos Hernandez

International Rescue Committee (IRC)

J Walcher Communications

Local Initiatives Support Corporation, San Diego (LISC-SD)

Logan Heights Community Development Corporation

Lynx Investment Advisory, Inc.

Herbert Mills

Mission Driven Finance

Mission Edge

Mullen, John and Mike Brase

Louie Nguyen

Pacific Western Bank

Paving Great Futures

The Conrad Prebys Foundation

Procurement Technical Assistance Center (PTAC)

Paul Robinson

San Diego Development Center, Promise Zone Collaborative

San Diego & Imperial Small Business Development Center

Network (SBDC)

San Diego Black Professionals

San Diego Code School

San Diego College of Continuing Education

San Diego County Hispanic Chamber of Commerce

San Diego Financial Literacy Center

San Diego Made

San Diego Miramar College

San Diego Volunteer Lawyer Program, Inc.

San Diego Workforce Partnership

San Diego & Imperial Small Business Development Center

Lilach Shafir

Sip Wine & Beer

San Diego Sister Cities

U.S. Small Business Administration

Joi Spencer

Startup San Diego

California Department of Housing and Community Development

Tacos and Tech Podcast

Christopher "Chris" Tate

The Brink SBDC, University of San Diego

The Recycling Market Development Zone (RMDZ)

TrustPlus

Union Bank

Veterans Business Outreach Center (VBOC)

Weil Family Trust

San Diego and Imperial Women's Business Center

POWERED IN PARTNERSHIP

Union Bank

Since CONNECT ALL @ the Jacobs Center was established, Union Bank has been an integral partner to its business accelerator program, focused on serving low-to-moderate income and diverse startup founders in San Diego as they grow and create jobs. Union Bank supports the startup pitch competition at the culmination of each business accelerator program cohort, and to date has given generously in business grants to the competitions' winners.

Cox Communications

Cox Communications teamed up with the Jacobs Center to provide free Wi-Fi for multiple years for the community in and around the Joe & Vi Jacobs Center, and Market Creek Plaza. Access to stable and fast Wi-Fi is a major barrier in Southeastern San Diego, and the Jacobs Center is grateful to Cox for providing a solution to help bridge this equity gap in the community and provide access to all.



Ways to Pay it Forward

WILL YOU JOIN US?

As a creative catalyst and community resource, Jacobs Center works to improve lives by fostering growth and collaboration. To do that, we rely on the spirit of generosity. How can you help? Donate, volunteer or partner today!

- **Make a donation:**
Donations of any size are welcome online at jacobscenter.org/give.
- **Set up automatic payments:**
Give monthly or annually and sustain programming for years to come. Set up a monthly, quarterly or annual payment at jacobscenter.org/give.
- **Join the Partnership Program @ Jacobs Center:**
Individual and corporate leaders can give annually to support day-to-day operations and bask in highly visible recognition opportunities.
- **Host your own personalized fundraising campaign:**
Create your own DIY peer-to-peer fundraising campaign at give.jacobscenter.org/peertopeer.
- **Check out our volunteer opportunities:**
Connect with staff to learn how you can pay it forward at development@jacobscenter.org.



FORWARD 2022 & BEYOND

PAY IT FORWARD

Be a part of building the community and lifting lives in Southeastern San Diego.

In 2021, the Jacobs Center for Neighborhood Innovation officially became a 501(c)(3) public charity. It relies on the help and generosity from individuals, corporations, foundations and governments to bring a comprehensive business development center and necessary resources to Diamond District's neighborhoods.

Give in Partnership Today, Monthly or Annually or Host a Peer-to-Peer Virtual Fundraiser

Learn more at jacobscenter.org/give.

To join us in bringing long-term generational wealth creation, please email Selina Castillo Hudgins at schudgins@jacobscenter.org or call 619-957-8780.





<p>3 REASONS TO PAY IT FORWARD THIS GIVING TUESDAY...</p> 	<p>Economic Development</p> <p>Your gift ensures our business accelerator and resource center are available to nurture and support budding entrepreneurs to inspire growth, stability, and wealth balance.</p> 	<p>Physical Development</p> <p>Your donation opens access to premium amenities such as vibrant commercial & retail corridors, all located within our reach.</p> 	<p>Community Engagement</p> <p>Your gift brings us health advocacy, space for culture & performing arts, and support resources for our youth.</p> 
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THANK YOU!

Together, we're able to make an impact in the Southeastern San Diego community, thanks to your generosity, support and dedication.

Let's stay connected – we'd love to send you updates on new projects, happenings, ways to pay it forward, community events and resources.

Social Media

-  LinkedIn: [linkedin.com/company/jacobs-center-for-neighborhood-innovation](https://www.linkedin.com/company/jacobs-center-for-neighborhood-innovation)
-  Facebook: [facebook.com/JacobsCenter](https://www.facebook.com/JacobsCenter)
-  Twitter: twitter.com/JacobsCenter
-  Instagram: [instagram.com/jacobscenter](https://www.instagram.com/jacobscenter)



[jacobscenter.org](https://www.jacobscenter.org)
info@jacobscenter.org | 619-527-6161
 404 Euclid Avenue
 San Diego, CA 92114