



THOMAS J. PASTUSZKA, CMC, CCB  
EXECUTIVE OFFICER/CLERK

# County of San Diego

CLERK OF THE BOARD OF SUPERVISORS

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1600 PACIFIC HIGHWAY, ROOM 402, SAN DIEGO, CALIFORNIA 92101-2471

June 23, 2010

TO: Walter F. Ekard, Chief Administrative Officer  
Donald F. Steuer, Chief Financial Officer

FROM: Thomas J. Pastuszka, Clerk of the Board of Supervisors

## 2010-2011 COMMUNITY ENHANCEMENT ALLOCATIONS

Attached you will find copies of the Community Enhancement District Allocations for Fiscal Year 2010-2011, which have been submitted to my office by the Board of Supervisors. Please let me know if you have any questions. Thank you.

THOMAS J. PASTUSZKA

### Attachments

C: Helen N. Robbins-Meyer, Assistant Chief Administrative Officer  
Janel Pehau, Director, Office of Financial Planning  
Board Chiefs-of-Staff



COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

2010 JUN 23 PM 4 03

THOMAS PASTUSZKA  
CLERK OF THE BOARD  
OF SUPERVISORS

**GREG COX**  
SUPERVISOR, FIRST DISTRICT  
San Diego County Board of Supervisors

**DATE:** June 23, 2010

**TO:** Mr. Thomas Pastuszka  
Clerk of the Board of Supervisors

**RE: FY 2010-2011 Community Enhancement Allocations**

Increase the Fiscal Year 2010-11 Community Enhancement Program (CE) budget by \$128,500 based on fund balance resulting from the return of previously awarded CE grant funds and from the cancellation of previous years' CE grant awards.

The following is submitted as my recommended First District allocations for the 2010-2011 Community Enhancement Program:

Organization Name	Purpose	Allocation
Accessible San Diego	Produce and distribute Access in San Diego Guides.	6,500
Aguinaldo Foundation	Philippine Festival.	2,000
American Youth Hostels, Inc. San Diego Council	37th Annual Midnight Madness Fun Bicycle Ride (August 2010).	4,500
Asian Business Association	17th Annual Lunar New Year Celebration - Funds will be used for audio visual rental equipment and invitations; website maintenance and operations.	4,000
Bon Temps Social Club of San Diego	Gator By The Bay Festival - Provide educational and cultural programs showcasing the Cajun/Creole culture through music, dance and food.	3,500

Bonita Business & Professional Association, Inc.	Bonitafest "Kick Off" Benefit and the 38th Annual "Wild West" Bonitafest.	10,000
Bonita Historical Society	Director and Professional Non-Profit Consultant; refurbish gallery walls; general museum expenses - advertising, printing, copier, office, facility supplies, general museum events, janitorial services; insurance.	18,000
Bonita Optimist Club	33rd Annual Bonitafest Melodrama.	4,000
Business Improvement District Council	Economic Impact Study of San Diego Business Improvement Districts to identify new strategies for community/business growth in light of current economic downturn.	4,000
Cabrillo Festival, Inc.	47th Annual Cabrillo Festival.	6,000
California State Games	2010 California State Games.	2,000
Central Commercial District Revitalization Corp	Winter Festival - 2010.	2,000
Centre City Development Corporation	13th Annual San Diego Multicultural Festival - 2011.	3,500
Children's Museum of San Diego	Public Relations and Marketing.	8,000
Christian Community Theater	4th annual "Senior Follies" at the historic Balboa Theatre in downtown San Diego.	2,000
Chula Vista Chamber of Commerce	Marketing.	22,000
City of Chula Vista	Photographic and artistic displays for the exhibit on Chula Vista's Centennial; "Then & Now" photo competition designed to build the local history photo collection and create interest in local landmarks; free, public musical performance to serve the cultural needs of the community and enhance the opening of the new exhibit.	9,600

Classics for Kids, Inc.	Four-pronged program providing specialized arts curriculum imbedded in other academic subjects including teacher workshops, curriculum, concerts, and student activities.	1,500
Coronado Community Theatre, Inc.	14th Annual Free Shakespeare presented to students and adults from around the county.	4,000
Coronado Historical Association	Museum exhibition: Coronado and the Development of Naval Aviation.	3,500
Council of Philippine American Organizations of San Diego County, Inc.	Philippine Faire venue-park fee, application fees, tents, tables, and chairs.	6,000
Downtown San Diego Partnership	Clean & Safe Program: Sidewalk power washing using recoverable water vacuum system.	8,000
Elite DVBE Network	7th Annual National Convention of Small and Disabled Veterans Owned Businesses.	2,500
Eveoke Dance Theatre	The Big Read - Outreach Dance Residencies.	2,000
Firefighters Advisory Council to the Burn Institute	FIRE EXPO / Firefighter Demolition Derby 2011 - Providing public safety information and fire/burn prevention education, wildfire preparation materials and smoke alarms to the people of San Diego County.	3,000
Friends of San Diego Wildlife Refuges, Inc.	Fiesta del Rio - Celebration of the people, cultures, history, and environment of the region of the Tijuana River Estuary.	4,000
Gaslamp Quarter Historical Foundation	The Fall Back Festival - A Children's Cultural and Historic Street Faire featuring food, games, entertainment and educational activities.	2,500
House of Mexico	Art direction, design, layout and production of promotional campaign for House of Mexico.	3,500
Imperial Beach Chamber of Commerce, Inc.	Imperial Beach Triathlon/Duathlon.	5,000
Japan Society of San Diego and Tijuana	Japanese Community Night at Petco Park - Event will feature a pre-game tailgate party & performances and host 500 people with an interest in Japan from all over San Diego County and neighboring counties.	2,000

Kalusugan Community Services	FilAm Fest (Filipino-American Arts and Cultural Festival) – Artist's fees, 2 stages, DJ, generator, supplies such as tables, chairs, tents, portable toilets, and printing of fliers and posters.	2,000
Kids Included Together San Diego, Inc.	National Conference on Inclusion - A meeting of national significance on the best practices for including children with disabilities in community youth programs.	5,000
Lamb's Players Theatre	Underwriting cost for age-appropriate school assembly performances, drama camps & residencies serving K-12 students throughout the County.	8,000
Mainly Mozart, Inc.	Mainly Mozart's - San Diego's Performing Arts at Mater Dei High School - Artist fees, advertising/promotion, box office/technical support.	5,000
Malashock Dance and Company	Malashock Thinks You Can Dance Event - Fundraiser benefiting education outreach and scholarship programs.	3,500
Maritime Museum Association of San Diego	Waterfront Information Booth at the Embarcadero.	27,500
MCRD Museum Historical Society	Chevron Digitization Project - Collection of bound volumes of Chevron dated 1942-1945.	3,500
Media Arts Center San Diego	2011 San Diego Latino Film Festival.	5,000
Museum of Contemporary Art San Diego	Free cell phone audio tours and free Gallery guides (by young adults) at MCASD in Downtown San Diego.	10,000
Museum of Photographic Arts	Annual calendar of 7-8 exhibitions.	9,000

National City Chamber of Commerce	Economic Development Programs; 2010 Automobile Heritage Car Show; 2010 Bayfront Expo and Job Fair; develop and print marketing for regional and local visitors which will include a restaurant guide, lodging guide, demographic fact sheets, development maps, restaurant discount program, real estate reports, city and county information; and 2010 Salute to Navy Ship Board Reception.	13,000
NTC Foundation	Support the renovation and operation of seven historic barracks buildings where NTC is creating new artistic and cultural venues, establishing NTC as a major activity hub for residents and a popular tourist destination.	15,000
Ocean Beach Community Development Corporation	Marketing materials to promote the Gateway Park Project, including new site signage; administrative costs, and fees for a storage unit that houses equipment and marketing materials.	2,900
Ocean Beach Community Foundation, Inc.	Ocean Beach Historic Plaque Project - A collaborative effort to preserve and promote Ocean Beach's history highlighting historical sites in the community with plaques and murals.	4,000
Ocean Beach Historical Society	Reprint Beach Town and books, publish children's educational materials and coloring books, newsletters, fliers, and brochures, print T-shirts, tote bags and specialty items; web design including e-commerce for items to sell, video equipment, tapes, new software and upgrades, presentation laptop computer and screen.	4,000
Ocean Beach Merchant's Association	31st Annual Ocean Beach Fireworks Off the Pier.	5,000
Ocean Beach Town Council, Inc.	Ocean Beach Christmas Parade - Event costs including permits, security and supplies.	4,000
Old Globe Theatre	15 professional productions in its three theatres in Balboa Park.	3,500

OnStage Playhouse	Advertise and promote seven plays, two staged play readings, and a Holiday show to be offered to the community in 2010-2011.	5,000
Otay Mesa Chamber of Commerce	MEXPORT Trade Show; Match-making program within the MEXPORT Trade Show - assessing the manufacturers' needs and matching those needs with potential suppliers in San Diego.	13,000
Pacific Beach Community Development Corporation	Pacific BeachFest 2010 - One day family friendly festival on Pacific Beach's boardwalk and sand.	8,000
PASACAT, Inc.	PASACAT 40th Anniversary Extravaganza - Two-hour concert of traditionally based Philippine dance and music.	3,500
Point Loma Association	Point Loma Summer Concert Series - Five free family concerts at Point Loma Park on July 16, July 23, July 30, August 6, August 13.	4,500
Point Loma Nazarene University	Community Fall Festival.	3,000
Project Wildlife	Community outreach and public education awareness programs.	3,500
Quilt San Diego	National advertising campaign to attract tourists to this unique gallery.	2,000
SAMAHAN Filipino American Performing Arts & Education Center	35th Annual Concert of Philippine Dances and Music.	1,000
San Diego Alliance For Asian Pacific Islander Americans, Inc.	6th Annual San Diego Dragon Boat Festival.	3,500
San Diego Armed Services YMCA	10th Annual Big Bay Boom July 4th Fireworks Show Event.	8,000
San Diego Asian Film Foundation	11th Annual San Diego Asian Film Festival - Equipment rental, film shipping, marketing and facility rental costs.	5,000
San Diego Audubon Society	Festival administrative support and national advertising in birding magazines.	4,000
San Diego Ballet	Salaries for dancers involved in school assembly performances.	1,500

San Diego Bowl Game Association	Holiday Bowl.	10,000
San Diego Chinese Historical Society & Museum	Special Exhibits - Prepare at least 2 special exhibits during FY 2010/11 to attract more visitors.	2,000
San Diego City College Foundation, Inc.	Jazz 88 Ocean Beach Jazz Festival.	4,000
San Diego Convention & Visitors Bureau	San Diego Cultural Tourism Initiative - Print advertising.	37,000
San Diego Dance Theater	Educational/Outreach - Teach dance to youth at King Chavez Charter School, High Tech High School, Hoover High School, Dewey Elementary, the Juvenile Court Schools, and the ALBA Academy, and home studio at Dance Place San Diego.	2,000
San Diego Filipino-American Humanitarian Foundation, Inc.	Expenses for the Fiesta Filipiniana annual event that promotes and showcases Philippine history, heritage, arts, culture, and tradition, as well as the lifestyle of Filipino-Americans in San Diego.	3,000
San Diego Film Commission	Facilitate, coordinate, permit and regulate all filming activities on behalf of the County; publish the annual "San Diego Film & Video Resource Guide."	17,500
San Diego Fleet Week Foundation	Weekend on the Bay Family Festival, September 18-19, 2010 - Free family-friendly event headquartered at the Cruise Terminal. Navy ships for public tours; Operation Liberty Call, September 17, 2010 - Invites Sailors, Marines and Coast Guardsmen to partake in Gaslamp Quarter; and Enlisted Recognition Luncheon, September 21, 2010 - Honors the best of the Navy, Marine Corps and Coast Guard enlisted personnel.	15,000
San Diego Hall of Champions, Inc.	Printing of all marketing materials, curriculum workbooks, and related program materials for the Champions Sports Corps Leadership Program.	2,000

San Diego Historical Society	Special exhibition in October 2010 called Costumes at the Old Globe - Designed to appeal to an audience of families with children.	4,000
San Diego Junior Theatre	Ticket Subsidy Program - Free and reduced ticket program for schools, community service organizations and seniors to each of the Theatre's 9 productions.	2,000
San Diego Museum Council	Promote San Diego County museums and increase attendance by offering a half-price admission to more than 30 museums throughout the month of February, 2011.	1,500
San Diego Museum of Art	Exhibitions for FY 2011 - Exhibits include Toulouse-Lautrec at The San Diego Museum of Art and Heroes: Myths and Morals from Ancient Greece.	3,000
San Diego Museum of Man	Education and Community Outreach - On- and off-site educational programming, with an emphasis on Title 1 schools, under-served communities, and at-risk and homeless children.	3,500
San Diego Opera Association	Operation: Opera - A comprehensive education/outreach initiative comprising 10 unique programs serving all ages, with an emphasis on students in grades K-12 from all over San Diego County.	5,000
San Diego Performing Arts League	Season's Pass to Arts & Culture - Advertising in the UT and at ARTS TIX to promote new discount card that lets you shop at any 5 arts organizations in the County and save up to 20% per performance.	3,500
San Diego Regional Economic Development Corporation	Cali Baja Mega Region Initiative - Create an online "asset" map, Cali Baja website hosting, and participation in select conferences and meetings.	5,000
San Diego Repertory Theatre	Education Programs - Project Discovery - Provides access to theatre for at least 2,000 students throughout San Diego County with an emphasis on under-served and hard-to-reach audiences.	1,500

San Diego Society of Natural History	Exhibit rental fees (Lizards and Snakes ALIVE!), including live animals and artifacts, cases, habitats, mounts, media equipment, educational kits, software and video content, text panels, electronic photographic images, security devices and other durable items produced and purchased for the exhibition.	4,000
San Diego Space & Science Foundation	Earth Exposed - An interactive exhibition.	3,500
San Diego Sportfishing Council	Day At The Docks - Public festival promoting sportfishing from San Diego. Includes free fishing for children; Kids Fishing Program & Free Fishing Tournaments held throughout the County; and advertising and public relations campaign.	6,500
San Diego Sports Commission	Bid development and marketing materials for San Diego sports events.	3,500
San Diego Symphony Orchestra Association	Music education and community outreach - Kinder Konzerts (in the community); in-school residencies; coaching; master classes in schools; free public concerts.	7,500
San Diego World Trade Center	Website Phase 3 - Development and maintenance.	15,000
San Diego Youth Symphony and Conservatory	Concert hall rental.	4,500
San Ysidro Chamber of Commerce	Proactively promote and generate tourism and economical development in the County by partnering with Chamber's Baja California counterparts for a constant and active line of communication and activities to advocate for and generate best practices/innovation at, around & through our regional border crossings and surrounding communities.	7,500
Sherman Heights Community Center	Dia de los Muertos (DDL M) – Funds for program coordinator, payment of contracted performers, event marketing, postage, printed programs, youth activities, arts and crafts, food and decorations.	5,000

South County Economic Development Council	Business Outreach Program/Retention; assist companies with relocation and expansion plans by sharing incentives and assisting them through the process; actively market the South County and create marketing pieces to prepare South County for a turnaround in the economy; work with our partners in Baja to ensure we are addressing border challenges and opportunities in a coordinated manner; and create a tourism plan directed at bringing visitors to South County.	32,500
Starlings Volleyball Clubs, USA	Starlings National Championship, 2011 - Facility rental, awards, and transportation.	1,500
Sushi, Inc.	Costs associated with being a presenting partner with Art San Diego.	3,500
Teatro Mascara Magica	20th annual production of La Pastorela - Rental of the San Diego Repertory Theater, programs, printing marketing materials, costumes, props and music.	6,000
Third Avenue Village Association	48th Annual Starlight Parade - Promote the event and rent equipment to host the attendance; Pre-Starlight Parade event/Children's Holiday Event.	6,500
Thunderboats Unlimited, Inc.	Festival Infrastructure - Install 25,000 feet of required separation/protection fencing and crane services to lift the competition boats in and out of the water.	5,000
Travelers Aid Society of San Diego, Inc.	Marketing and promoting greater San Diego.	8,000
United States Open Sandcastle Committee, Inc.	Imperial Beach Sandcastle Days 2010 - Free entertainment for the public provided.	15,000
Veterans Memorial Center, Inc.	Design and printing of updated museum brochures and marketing costs to promote the museum throughout San Diego County.	2,500
Westwind Brass, Inc.	All About the Brass Programs - Presented in up to five schools in socio-economically challenged areas of the County with specific focus on South County.	1,500

WILDCOAST	7th Annual WILDCOAST/Dempsey Ocean Festival and Surf Contest.	8,500
Young Audiences of San Diego	Arts Performances and Workshops - District One.	3,000
Zeta Sigma Lambda Foundation, Inc.	31st Annual Martin Luther King Jr. Parade on January 15, 2011.	2,000
	<b>TOTAL CE ALLOCATION</b>	<b>\$628,500</b>

Thank you for your time and attention to this matter.

Respectfully submitted,

  
GREG COX  
Supervisor, First District



# DIANNE JACOB

SUPERVISOR, SECOND DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

Serving the  
cities of:  
El Cajon  
La Mesa  
Lemon Grove  
Poway  
Santee

Serving the  
communities of:  
Agua Caliente  
Allied Gardens  
Alpine  
Barrett  
Blossom Valley  
Bostonia  
Boulevard  
Campo  
Canebrake  
Casa de Oro  
Crest  
Cuyamaca  
Dehesa  
Del Cerro  
Descanso  
Dulzura  
Eucalyptus Hills  
Fernbrook  
Flinn Springs  
Granite Hills  
Grantville  
Guatay  
Harbison Canyon  
Jamul  
Julian  
Lake Morena  
Lakeside  
Mount Helix  
Mount Laguna  
Pine Hills  
Pine Valley  
Potrero  
Ramona  
Rancho San Diego  
San Carlos  
San Pasqual  
Santa Ysabel  
Shelter Valley  
Spring Valley  
Tecate  
Tierra del Sol  
Vallecitos

Serving the Indian  
reservations of:  
Barona  
Campo  
Cosmit  
Ewiiapaayp  
Inaja  
Jamul  
La Posta  
Manzanita  
Santa Ysabel  
Sycuan  
Viejas

**DATE:** June 23, 2010  
**TO:** THOMAS PASTUSZKA, Clerk of the Board of Supervisors  
**SUBJECT:** COMMUNITY ENHANCEMENT ALLOCATIONS  
**SUMMARY:**

### Overview

Increase the Fiscal Year 2010-11 Community Enhancement Program (CE) budget by \$7,000 based on fund balance resulting from the cancellation of previous years' CE grant awards.

COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS  
2010 JUN 23 PM 3 47  
THOMAS PASTUSZKA  
CLERK OF THE BOARD  
OF SUPERVISORS

Organization Name	Purpose	Allocation
Alpine Chamber of Commerce	Provide a variety of programs, opportunities and resources to advance commercial, industrial, civic, visitor and general interest and prosperity in the community of Alpine and the Mountain Empire communities.	40,000
Alpine Historical and Conservation Society	Renovations on Nichols Carriage House/Barn.	3,000
	Repair and maintenance of Beaty and Nichols Houses.	2,000
Alpine Woman's Club	Replace the door into the old library in the Town Hall building with an ADA compliant door.	2,500
Back Country Land Trust of San Diego County	Complete archeological survey of Spanish/Mexican colonial stone constructions and pre-Anglo adobe-stone building foundations. Also fund the application through the National Historic Preservation Act process. This is a supplemental request.	1,000
CHIRP for Garden Wildlife, Inc.	14th Annual Sage & Songbirds Festival & Garden Tour.	2,500

	CHIRP Garden Club educational programs - Pay for speakers, subsidize educational field trips, etc.	1,500
East County Economic Development Council	Promotion of economic development and stimulation of investment in East County.	40,000
El Cajon Community Development Corporation	Cajon Classic Cruise.	2,500
El Cajon Valley Mother Goose Parade Association	Rental of P.A. systems and two-way radios for staff along parade route for parade flow and spectator safety.	5,000
Heritage of the Americas Museum, Inc.	Advertising/Promotion - Promote area wide attention to the Heritage of the Americas Museum, Inc. and increase the visitor base, offering educational opportunities for all ages.	15,000
Historic Highway 80 Corporation	Economic development through enhancing tourism along historic Highway 80. Methods include second printing of 100,000 copies of Travel Guide/ Map, enhanced website, e-newsletter, signage, special events, membership drive, and group presentations.	10,000
Julian 4th of July Parade, Inc.	A small town Independence Day Parade. Funds used to increase the number of musical entries; increase participation of our local, state, and federal representatives; pay for increases in airplane and fuel costs; increase participation by high profile entrants; and, provide a comfortable and entertaining environment for spectators and entrants.	4,500
Julian Arts Guild	Advertising costs.	500

	Art workshops and art demonstrations at meetings by various artists for local and visiting artists.	1,500
Julian Chamber of Commerce	Operational expenses including staff salaries for full-time visitor center / office, ads in tourist publications, website maintenance and hosting.	60,000
	Maintenance of the Historic Town Hall, Medical Office and old firehouse on 4th Street. Keeping the streets of Julian clean and trash free and maintaining a monitored fire alarm in the town site of Julian.	20,000
Julian Historical Society	Continue restoration of 1924 Cadillac Motor Stage, a companion vehicle to the previously restored 1912 MACK Stage from early Julian transportation history.	15,000
Julian Merchants Association	Country Christmas - New decorations, costs of stage and sound equipment, revise/reprint the Apple Cookbook.	7,500
	Community events, sponsorships, insurance and permits.	4,500
Julian Pioneer Museum	Indian-Pioneer Cultural Room - Addition will house Indian artifacts and provide a research loft.	10,000
Lakeside Chamber of Commerce	Chamber Business & Overhead - Promote economic development, tourism, and be a community liaison.	5,000
	Western Days Parade.	7,000
	Spirit of Christmas - Create a sense of "Hometown Tradition", provide wholesome family entertainment and promote economic development for Lakeside.	5,000

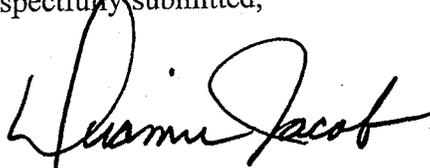
	Business Mixers & Community Expo to promote Economic Development in the Lakeside community.	4,500
	Community website, marquee, newsletter with free ads for members and local organizations, sponsorships of local pageants/contests and to promote economic development & tourism for the Lakeside Community.	3,500
Lakeside Historical Society	Roof gutter repair because of dry rot.	4,500
	Fix drainage on north side of building to help save the foundation of old building.	250
	Repair kitchen floor and new floor covering.	1,000
	Addition of 2 large scanners to the computers for archival use.	1,200
Lemon Grove Historical Society, Inc.	Museum Exhibits: "Home is where Your Story Begins" - Exhibits will display photographs, print material and artifacts related to families that came to the area from Bohemia, Japan, Ireland, Germany, Mexico, the Middle East and elsewhere in search of a better life.	2,000
Maine Avenue Revitalization Association	Purchase concrete trash receptacles and planters for trees.	2,400
	Paint historic buildings.	1,200
	Weekly trash removal and sweeping sidewalks by handicapped adults with learning disabilities.	1,800
Motor Transport Museum	Water tower tank replacement to have adequate water storage for fire prevention.	7,000

Mountain Empire Historical Society	Acquire acid free and specialty storage supplies for collections not yet properly protected.	3,000
	Survey San Diego County for physical remnants of the 1873 Military telegraph line and examination of archival materials still existent on the southern California portion of the line.	1,800
	Continue a multi-year program to improve professionalism of exhibits in preparation for a Camp Lockett Historic Park.	1,200
	Create and publish flyers on Camp Lockett and other East County historic sites, reprint out-of-print materials such as the booklets on the souvenir photos on a soldier's life at Camp Lockett, handouts on individual units at Lockett, and the 1873 Military Telegraph.	2,000
Olaf Wieghorst Museum Foundation	ADA equipment acquisition and installation for access to the Historic Wieghorst House.	3,000
Poway Center for the Performing Arts Foundation	Six events planned for 2010/2011 Professional Performance Season.	1,500
Poway Performing Arts Company	Advertising, marketing, promotion efforts, and increasing expenditure levels.	1,000
Ramona Chamber of Commerce	Community Events - 40th Ramona Country Fair, 6th Annual Oktoberfest, 7th Annual Open Artist Studio Tour, 15th Annual Safe Trick or Treat on Main Street, and Annual Community Christmas Tree Lighting.	40,000

	Development of a new website to be more community and member friendly. A site that member websites can be linked to and tied to the social networking sites such as Facebook.	2,000
Ramona Pioneer Historical Society	Museum secretary's salary.	14,300
	Museum operating expenses.	700
Rancho San Diego-Jamul Chamber of Commerce	General operating expenses.	2,900
San Diego East Visitors Bureau	Tourism marketing and promotion.	85,000
San Diego Film Commission	Facilitate, coordinate, permit and regulate all filming activities on behalf of the County.	3,000
Santee Historical Society	Purchase 1 overhead projector and 1 digital projector for public and school presentations of the history of Santee.	750
Spring Valley Chamber of Commerce	Unity of Businesses and Residents of Spring Valley - Programs, events and education.	40,000
Spring Valley Historical Society	Install an ADA drinking fountain along the ADA pathway.	3,500
	Update several of the exhibits and display boards with new labels, etc. using modern technology to bring the exhibits up to archival standards and create a more visually appealing museum.	500
	Replace some badly worn or deteriorated tables and chairs in our main exhibit room.	1,000

Water Conservation Garden Authority	Educational programs and exhibits for adults, teens, and children, as well as outreach events to the community that will enhance the County's economic and environmental health.	5,000
	<b>TOTAL CE ALLOCATION</b>	<b>507,000</b>

Respectfully submitted,



Dianne Jacob  
Supervisor, Second District



**PAM SLATER-PRICE**

CHAIRWOMAN

SUPERVISOR, THIRD DISTRICT

SAN DIEGO COUNTY BOARD OF SUPERVISORS

COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

2010 JUN 23 PM 4 25

THOMAS PASTUSZKA  
CLERK OF THE BOARD  
OF SUPERVISORS

Date: June 23, 2010

To: Thomas Pastuszka  
Clerk of the Board of Supervisors

Re: FY 2010-2011 Community Enhancement Funds Allocation

The following is submitted as my recommendations for the allocation of District Three Community Enhancement Funds:

*Serving the communities*

*of ...*

*Cardiff*

*Carmel Mountain*

*Carmel Valley*

*Del Mar*

*Del Mar Heights*

*Del Mar Mesa*

*Encinitas*

*Escondido*

*La Jolla*

*Leucadia*

*Mira Mesa*

*San Marcos*

*San Marcos*

*Pacific Beach*

*Rancho Bernardo*

*Rancho Bernardo*

*Rancho Penasquitos*

*Sabre Springs*

*San Carlos*

*Scripps Ranch*

*Solana Beach*

*Terrasanta*

*Torrey Hills*

*Torrey Pines*

Organization Name	Purpose	Allocation
California Ballet Association, Inc.	43rd Season Productions.	5,000
California Center for the Arts Escondido	Coordinating, marketing, and promoting Center presented events; Promotion costs for the highly acclaimed exhibits of regional art and visual arts programming; costs of promoting all of the Center's unique facilities, increasing San Diego North's growth in the professional and business market; costs of promoting high-quality regional and national theater production companies.	30,000
City Ballet, Inc.	3-week summer ballet workshop advertised nationally for intermediate to advanced students to study with world renown ballet artists Gelsey Kirkland, David Howard and Evelyn Cisneros, culminating in two free public performances.	5,000

Cygnet Theatre	<p>Storytelling on the Green; distribution of 2010/11 Season promotional collateral material to out-of-town visitors and tourists via Downtown, Mission Valley, Golden Triangle and Old Town hotels. Membership in ConVis &amp; Concierge Association. Participation in collaborative marketing in Regional Tourism publications and Old Town publications and websites; the heART of Old Town - A community wide collaboration to increase arts &amp; cultural opportunities in Old Town, as well as raising awareness of Old Town as an Arts &amp; Culture destination; and a series of staged readings and workshops of new plays in development.</p>	5,000
	<p>Playwrights Companion Series - Each play of the 2010-11 season will have an off-night presentation of staged readings, music or other performances directly related to the Playwright of the Season production.</p>	5,000
Escondido Arts Partnership	<p>West Coast Fiber and Book Art Exhibition; Recycled Fashion Show and Exhibition; Art Cars Workshop; and Film Screenings - Local and regional film makers of all levels screen their short films and performances at the Gallery.</p>	1,000
	<p>Art Connection - Features free art education for all ages at the Gallery.</p>	2,000
La Jolla Music Society	<p>SummerFest 2010 - Chamber music festival including over a dozen performances by soloists and ensembles as well as premieres of commissioned works, and free open rehearsals and education events; Vienna Philharmonic Orchestra and Viennese Gala.</p>	50,000

La Jolla Symphony & Chorus Association	Major Works and New Works Project - In 2010-11: San Diego premiere of a major work by Beethoven (Missa Solemnis), two commissions (both World premieres), and California premiere of one of today's most exciting and celebrated composers, Xenakis; videotape 3 concerts and broadcast via UCSD-TV reaching 11 UC campuses, local market via cable and nationwide via satellite; and stipend for intern to improve, grow and maintain organization's social media to build a national awareness of the works we are premiering. Also create and post to website podcast interviews of living composers joining us this season for educational purposes.	10,000
Library Association of La Jolla	Art Exhibitions and Concerts - Free, annually in 3 galleries in La Jolla and education outreach to grades K-12 in under-served San Diego schools.	20,000
Lux Art Institute	Support for Lux@Night, a popular series of free monthly events, designed to bring visitors to North County and to Lux for evenings of art, live music, refreshments and festivities.	20,000
Mainly Mozart, Inc.	Mainly Mozart Spotlight Series 2011 - Artist airfares, artist fees, print materials, postage.	50,000
	Mainly Mozart Living Composers Assemblies for K-6th grade students - Artist fees, classroom materials.	15,000
Malashock Dance and Company	Install permanent lettering on the Dance Place San Diego building, and create signage and banners for use around Liberty Station and for other promotional events.	10,000
Mira Mesa Theatre Guild	Monster Manor 10th Anniversary Event - Haunted attraction whose proceeds go toward funding the annual Mira Mesa 4th of July Fireworks.	5,000
Museum of Contemporary Art San Diego	Free admission to MCASD for visitors age 25 and under.	20,000

Museum of Photographic Arts	Launch rebrand (new logo and branding) of the Museum and a regional marketing initiative to generate increased tourism to MoPA and San Diego. Activities to include website enhancement, new collateral marketing materials, and media campaign.	10,000
Naatya	Choreograph dance production in celebration of art galleries opening at the Museum.	5,000
	Performance of Bharatanatyam at The Vine, Rancho Bernardo Winery.	1,000
North Coast Repertory Theater	Marketing and advertising campaign.	25,000
San Diego Asian Film Foundation	11th Annual San Diego Asian Film Festival - Equipment rental, film shipping, marketing and facility rental costs.	15,000
San Diego Ballet	Marketing materials, postcards, season mailouts, curriculum guides, flyers, public relations, and postage.	5,000
	Costumes, sets, props, pointe shoes and mens ballet shoes, and outreach.	4,000
San Diego Chamber Orchestra	Concert Hall rental at Qualcomm Hall in Sorrento Valley; marketing initiative to expand and diversify audience for concert series at Qualcomm Hall.	50,000
San Diego Children's Choir	Rehearsal rental space at the Del Mar and Rancho Bernardo sites; support the marketing for recruitment of choristers for those sites; and advertisements of performances in local media.	5,000
San Diego Dance Theater	Trolley Dances 2010 - Scheduled for September 24-26 and October 2-3, 2010.	15,000
	10th Anniversary of Cabaret Dances - Light dances, food and beverages.	10,000
San Diego Historical Society	Special exhibition in October 2010 called Costumes at the Old Globe - Designed to appeal to an audience of families with children.	10,000
San Diego Junior Theatre	Ticket Subsidy Program - Free and reduced ticket program for schools, community service organizations and seniors to each of the Theatre's 9 productions.	10,000

San Diego Master Chorale	San Diego Master Chorale Self-Produced Concerts for 50th Anniversary Season; 50-50 Ticket Program for County Schools - Provide low and no cost tickets to San Diego County school music departments to attend SDMC concerts; Community Educational Outreach Program; and 50th Anniversary Commission Choral Arrangement - Commissioning a commemorative score from David Conte.	5,000
San Diego Museum of Art	Exhibitions for FY 2011 - Exhibits include Toulouse-Lautrec at The San Diego Museum of Art and Heroes: Myths and Morals from Ancient Greece.	40,000
San Diego Performing Arts League	Season's Pass to Arts & Culture - Advertising in the UT and at ARTS TIX to promote new discount card that lets you shop at any 5 arts organizations in the County and save up to 20% per performance; Star Awards honoring Volunteers - Allows 300 volunteers to attend the Balboa Theatre event for free and help tell their story in program book; Free Night of Theatre - Over 1,700 free tickets to arts events helping the community experience the performing arts; and What's Playing Guide - Direct mail copies to 5,000 new households quarterly to increase awareness and participation in the arts.	5,000
San Dieguito River Valley JPA	Graphic design and placement of four exterior signs addressing themes for interpretation of the Sikes Adobe Historic Farmstead: "The Sikes Family," "Changing Agricultural Face of San Diego," "The Town of Bernardo" and "An Evolving Building."; design and purchase materials for an exhibit space within the Sikes Adobe Historic Farmhouse to occupy one of the newly reconstructed bedrooms in the south end of the house.	14,000

Theatre & Arts Foundation of San Diego County	Marketing efforts for "Little Miss Sunshine" to attract thousands of people from across the country (San Diego, LA, Chicago, New York, etc.); Audiences Accessibility Performances (ACCESS and Pay-What-You-Can); Resident Theatre Program (RTP); Performance Outreach Program (POP) Tour - 7-week POP tour to elementary and middle school students throughout San Diego; and three student matinees for middle school students with workshops and enrichment guides provided.	18,000
	<b>TOTAL CE ALLOCATION</b>	<b>500,000</b>

Respectfully submitted,



Pam Slater-Price

Chairwoman

San Diego County Board of Supervisors



**RON ROBERTS**  
SUPERVISOR, FOURTH DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

2010 JUN 23 PM 3 52

THOMAS PASTUSZKA  
CLERK OF THE BOARD  
OF SUPERVISORS

Date: June 23, 2010  
From: Ron Roberts   
To: Thomas Pastuszka  
Re: FY 2010-2011 Community Enhancement Funds Allocation

The following is submitted as my recommendation for the allocation of District Four Community Enhancement Funds:

Increase the Fiscal Year 2010-11 Community Enhancement Program (CE) budget by \$111,000 based on fund balance resulting from the return of previously awarded CE grant funds and from the cancellation of previous years' CE grant awards.

Organization Name	Purpose	Allocation
Accessible San Diego	Provide specialized information on accessible transportation, accommodation, attractions, recreation/activities, and local service organizations to visitors/residents with disabilities and seniors through Access in San Diego Guide, travel website, and telephone information hotline; and produce and distribute Access in San Diego Guides.	2,000
Adams Avenue Business Association, Inc.	Adams Avenue Street Fair - Free Music Festival: Family oriented music event with over 100,000 visitors attending; Roots Fest on Adams - Music festival of local and regional musical acts highlighting traditional roots music from diverse cultures; and Taste of Adams Avenue - Sampling specialties tour of restaurants in the Adams Avenue Business Improvement District.	6,000

Aguinaldo Foundation	Youth Development Program - Giving awards/scholarships to students with excellence in academics, talent competitions, cultural competitions and awareness; Philippine Festival; and Aguinaldo Leadership Awards and Philippine Independence Ball - Cultural entertainment/performances from guests coming from the Philippines and other cities in the United States to help promote tourism.	2,000
American Indian Recruitment Programs	AIR Programs 2010 Summer Youth Program - 10-week youth program which serves "At-Risk" Native American Youth. Funds would support operation and transportation costs for visits to university campuses within San Diego; AIR Programs 2010-2011 Advertising Campaign - printing supplies for AIR Program printers, and purchase of staff/participant t-shirts for AIR Summer (2010), AIR Fall (2010), and AIR Spring (2011) programs.	2,000
Asian Business Association	20th Annual Awards Dinner - Funds will be used for audio visual equipment rental and invitations; Website maintenance and operations.	10,000
Booster of Old Town San Diego State Historic Park	Old Fashioned Fourth of July Event; marketing and entertainment for Fourth of July Event; Daring, Delightful and Determined Women of Old Town San Diego Event; and marketing and entertainment for Daring, Delightful and Determined Women event.	2,000
California Ballet Association, Inc.	43rd Season Productions.	4,000
California State Games	2010 California State Games and 2011 California Winter Games.	2,000

Camarada, Inc.	Gallery Concert Series; Candlelight Series - Three concert series at uptown's beautiful St. Paul's Cathedral; and World Journey with Camarada - Hands-on music education program for San Diego County 4th-8th graders.	1,000
Center for Community Solutions	6th Annual Chef Showdown - Furniture rental; printing costs; staging and lounge furniture rental; facility rental fee; and cost of mailing event invitations and thank you letters for tax purposes to all that attend.	2,000
City Heights Community Development Corporation	City Heights Gets To Work - Support two on-the-job training positions or internships at living wage or better with employers who value diversity and multi-lingual capacity; ensure the sustainability of award winning Light Up Colina project by supplementing existing CDBG allocation to the purchase of solar lights with stipends to adults to mentor and train youth on the installation of solar powered security lights at locations identified by an established core of area youth; and City Heights Directory of Business Goods and Services.	6,000
Classics for Kids, Inc.	Four-pronged program providing specialized arts curriculum imbedded in other academic subjects including teacher workshops, curriculum, concerts, and student activities; orchestra concerts designed to engage and educate children and their families.	2,000
College Area Economic Development Corporation	Production, planning and promotion of the Boulevard BOO! Parade & Carnival.	4,000
Committee of One Hundred	Casa del Prado Sculpture Court restoration and signage.	4,000

Council of Philippine American Organizations of San Diego County, Inc.	Venue-park fee, application fees, tents, tables, and chairs; ADA compliant portable toilets, dumpsters, trash receptacles, recycling bins and signage; 5 Scholarships (\$1,000 each), Fil-Am High School graduating students in 4 categories: academic excellence, leadership, athletic, community service; Marketing and Publicity; and Festival of Festivals Parade.	1,000
Diversionary Theatre Productions, Inc.	Artist stipends and marketing support for Diversionary's 25th Anniversary Year.	1,000
El Cajon Boulevard Business Improvement Associations, Inc.	Promoting the Boulevard's Ethnic Clusters; Boulevard Arts District Promotional Campaign; and Holiday Wreath to promote holiday shopping on the Boulevard.	4,000
Elite DVBE Network	7th Annual National Convention of Small and Disabled Veterans Owned Businesses; attend U.S. Veterans Administration of Small Business convention on behalf of San Diego Veterans to increase exposure and gain support for increased business opportunities locally; host the Quarterly meeting of the Veterans Affairs Advisory Council; Website design, updates and continued maintenance; and conduct Monthly Outreach Meetings.	2,000
Fern Street Community Arts, Inc.	Annual production of the Fern Street Circus which allows youth from after-school programs the opportunity to perform with professional circus artists; Neighborhood Tour for City Heights - Bringing the Fern Street Circus to under-served neighborhoods throughout the County; and Neighborhood Tour for Carlsbad - Bringing the Fern Street Circus to under-served neighborhoods throughout the County.	4,000

Finest City Performing Arts, Inc.	Meth Prevention/Education Performance - Addresses the problem of meth addiction in the gay community.	3,500
Firefighters Advisory Council to the Burn Institute	FIRE EXPO / Firefighter Demolition Derby 2011 - Providing public safety information and fire/burn prevention education, wildfire preparation materials and smoke alarms to the people of San Diego County.	2,000
Flying Leatherneck Historical Foundation	Local, regional and national advertising of the museum; museum supplies and support for restoring the historically significant aircraft at the museum.	3,000
Food & Beverage Association of San Diego County	Responsible Alcohol Beverage Server (RABS) training.	2,000
Fourth District Seniors Resource Center	"A Juneteenth Day Celebration In the Park"; "African Americans - A Celebration of Cultural Richness" - Event takes place in February during Black History Month; and "Older Americans Recognition Luncheon" - Honoring older Americans who contribute countless volunteer hours throughout the community.	10,000
Golden Triangle Chamber of Commerce	Business Expo - Venue rental, marketing, food, security, entertainment and insurance; virtual information center and tourism info center - Staff, office, phones, insurance and other overhead; and Green Chamber of Commerce - Organizational costs for new chamber, marketing, recruitment of out-of-area businesses and a jobs forum.	3,000
Hillcrest Business Improvement Association	Hillcrest CityFest 2010 - Featuring art and crafts, food and music, and interactive entertainment.	6,000
Historic Old Town Community Foundation	Fiesta Cinco de Mayo - A free family event.	2,000

Horn of Africa Community in North America	Provide workshop materials and hard costs to support 'MORE Jobs' - Microenterprise Opportunities for Refugee Entrepreneurs - to create jobs/businesses in economically depressed neighborhoods; materials, rent and staff time to support effective welfare-to-work project training minority women in skills that promote economic self-sufficiency.	2,000
International Rescue Committee, Inc.	Vocational ESL program - An intensive 7 week course aimed at training employable, intermediate level English speakers in proper methods for finding, applying for and securing stable employment in the greater San Diego region.	2,000
Japan Society of San Diego and Tijuana	Japanese Cultural & Academic Proficiency (J-CAP) Competition - A full day of activities that are competitive and fun to motivate and reward San Diego high school students at various levels of Japanese language study; Japanese Community Night at Petco Park - Event will feature a pre-game tailgate party & performances and host 500 people with an interest in Japan from all over San Diego County and neighboring counties.	3,000
Japanese Friendship Garden Society of San Diego	Aki No Matsuri - Traditional Japanese autumn festival, featuring authentic Japanese food and cultural performances; Haru No Matsuri - Traditional Japanese Spring festival, featuring Japanese food, traditional arts and crafts demonstrations and entertainment by local Japanese organizations; and Cherry Blossom Festival - Attendees enjoy Bento lunches and traditional Japanese entertainment while they shop at a Japanese Bazaar which includes plants, arts and crafts.	5,000

Kalusugan Community Services	FilAm Fest (Filipino-American Arts and Cultural Festival) - Pay artists, 2 stages, DJ, generator, supplies such as tables, chairs, tents, portable toilets, and printing of fliers and posters; Filipino Art Exhibit - Artists' supplies and honorarium, marketing the event through fliers, printing posters; and Youth Volunteer Recruitment, Training and Development - Marketing, meeting expenses (such as space, food, and supplies), stipends and incentives to participate.	1,500
Little Italy Association of San Diego	Host the annual Little Italy Festa in October 2010 in collaboration with local businesses and volunteers from the community; provide a venue for up to 200 muralists and street artists to create art with an Italian Renaissance theme.	4,000
Mainly Mozart, Inc.	Mainly Mozart Festival 2011 - Artist airfares, artist accommodations, concert advertising; Mainly Mozart Spotlight Series 2011 - Artist airfares, artist fees, print materials, postage; Southeastern San Diego Outreach - Artist and production fees, print materials; postage; and Mainly Mozart's - San Diego's Performing Arts at Mater Dei High School - Artist fees, advertising/promotion, box office/technical support.	6,000
Malashock Dance and Company	Malashock Thinks You Can Dance Event - Fundraiser benefiting education outreach and scholarship programs; The Floating World - Produced and presented in collaboration with the San Diego Museum of Art's upcoming exhibit, Dreams & Diversions: 250 Years of Japanese Woodblock Prints.	2,000
Maritime Museum Association of San Diego	Waterfront Information Booth at the Embarcadero and Festival of Sail Event at the Embarcadero.	2,000

Media Arts Center San Diego	2011 San Diego Latino Film Festival; Teen Producers Project; San Diego Stories - Digital Story Station - Create digital video stories on any topic at three libraries (San Diego Main, Escondido, and Chula Vista) and upload them to the internet; Do It Yourself (DIY) Studio - Media arts workshops, trainings and events at our facility in Golden Hill; and Que Vive! Cine Latino - September Family Film Festival at Otay Ranch Town Center.	2,500
Mingei International, Inc.	Navajo Woven Prayers, 1860 - 1920, an exhibition at the Mingei Museum in Balboa Park. Plans also include an exhibit of basketry of the Kumeyaay Band of Indians; San Diego County Student Free Admission Program offered for students from Title 1 Schools. County funding would match sponsorships from Qualcomm and The McGraw-Hill Companies (Channel 10/15).	10,000
Mira Mesa Community 4th of July Committee	Mira Mesa Fourth of July Fireworks Spectacular - Cost of fireworks, insurance and permits; Mira Mesa Fourth of July Parade - Permits, insurance, security/police services for parade; and Mira Mesa Fourth of July "Fun Day At The Park" - Rental of Gil Johnson Recreation Center; insurance for "Fun Day"; equipment rental; children's games; banners and signs.	2,000
Mira Mesa Theatre Guild	Monster Manor 10th Anniversary Event - Haunted attraction whose proceeds go toward funding the annual Mira Mesa 4th of July Fireworks; Lite Frite - Attraction geared towards families with young children who want the Halloween experience without the fright.	1,000

Mo'olelo Performing Arts Company	Outreach Program - "Yellow Face", a comedy by Tony-winning playwright David Henry Hwang that explores what it means to wear the Asian American identity.	1,000
Museum of Contemporary Art San Diego	Free audio cell phone tours and free Gallery guides (by young adults) at MCASD in La Jolla; free cell phone audio tours and free Gallery guides (by young adults) at MCASD in Downtown San Diego; collection maintenance activities in Chula Vista Art Storage Facility - Art registration, art conservation, and art maintenance activities taking place in this site; and Monarch School/MCASD free after-school program.	20,000
Museum of Photographic Arts	Produce annual calendar of 7-8 exhibitions; SEPIA (Seniors Exploring Photography, Identity, and Appreciation) - Three new photography-based studio and discussion programs to seniors who traditionally would be unable to visit MoPA or attend classes, including those with mild dementia and Alzheimer's.	5,000
Nile Sisters Development Initiative	City Heights Multi-Cultural Youth Event - Celebrate the diversity of City Heights youth under the theme of "Different origins, common goals"; Refugee Awareness Festival - Create community awareness about new Americans in San Diego County.	2,000
North Park Historical Society	Purchase rights to historical photos from San Diego Historical Society; digitize donated photos/slides for inclusion in proposed Volume II of NP History book.	1,500
North Park Organization of Businesses, Inc.	14th Annual North Park Festival of the Arts and North Park Toyland Parade.	5,000

NTC Foundation	Support the renovation and operation of seven historic barracks buildings where NTC is creating new artistic and cultural venues, establishing NTC as a major activity hub for residents and a popular tourist destination; brochures, direct mail campaigns, website upgrade, signage and other marketing support to grow our earned income capacity.	2,500
Old Globe Theatre	15 professional productions in its three theatres in Balboa Park and Education and Community Programs - Literacy initiatives; teaching artist workshops and residencies; free student matinee performances; the Southeastern San Diego Residency Project; and adult workshops and lectures.	20,000
Old Town San Diego Chamber of Commerce	Old Town San Diego Art Festival.	2,500
PASACAT, Inc.	PASACAT 40th Anniversary Extravaganza; traditional Philippine Dance Classes and Workshops; Parol Philippine Lantern Festival; 24th Annual Junior PASACAT Concert; and Philippine Dance Gathering and Workshops.	1,500
Pastors On Point	3rd Annual San Diego Praise Fest 2010 - One day street festival designed to unite faith-based organizations with health care services, educational institutions and businesses to educate the community on living a healthy/prosperous lifestyle as well as providing resource information to the total family.	2,000
Pro Kids Golf Academy, Inc.	Corporate Outings and Team Building Events - Staffing and marketing.	10,000
Project Wildlife	Community Outreach & Public Education Awareness Programs.	1,500

SAMAHAN Filipino American Performing Arts & Education Center	35th Annual Concert of Philippine Dances and Music; Performances in schools, libraries, senior and community centers and festivals; 26th Annual Philippine Cultural Arts Festival; and classes and workshops held after school at Bethune Elementary School, Bell Junior High School and Eastlake High School.	5,000
San Diego Air & Space Museum	The Science of...Aliens - Interactive traveling exhibit featuring four zones exploring the facts and challenging the fiction of alien life.	20,000
San Diego Alliance For Asian Pacific Islander Americans, Inc.	6th Annual San Diego Dragon Boat Festival.	2,000
San Diego Armed Services YMCA	10th Annual Big Bay Boom July 4th Fireworks Show Event.	3,000
San Diego Asian Film Foundation	11th Annual San Diego Asian Film Festival - Equipment rental, film shipping, marketing and facility rental costs.	14,916
San Diego Automotive Museum	Museum exhibitions and Education and Outreach - Museum tours, lectures, summer camps, and exhibit-related programs.	10,000
San Diego Ballet	Salaries for dancers involved in in-school assembly performances.	2,500
San Diego Bowl Game Association	Holiday Bowl.	25,000
San Diego Business Education Foundation	Develop, produce and market the Quarterly Innovation Report - Labor of a dedicated CONNECT staff member, acquisition of data, telecommunications services for conference calls and to verify company information, printing and marketing.	6,000

San Diego Center for Jewish Culture	Hire a website design firm to enhance website; contract a press agent to help secure key press in order to increase local and out-of-town attendance and increase local, regional and national notoriety; and print collateral materials for distribution to highly trafficked areas county wide.	3,000
San Diego Chamber Orchestra	Concert Hall rental at Qualcomm Hall in Sorrento Valley; marketing initiative to expand and diversify audience for concert series at Qualcomm Hall.	2,000
San Diego Children's Choir	Rehearsal rental space at the Mira Mesa & Hillcrest sites; support the marketing for recruitment of choristers for those sites; and advertisements of performances in local media; rehearsal rental space at the Allied Gardens site; for the marketing for recruitment of choristers for this site; and advertisements of performances in local media; Neighborhood Choirs - After-school program at two sites - San Marcos and Escondido; and Neighborhood Choir - After-school program in National City.	2,000
San Diego Chinese Historical Society & Museum	Special Exhibits - Prepare at least 2 special exhibits during FY 2010/11 to attract more visitors; continue enhancement and update of www.sdchm.org website; and improve layout of the content in the existing virtual display computer.	13,484
San Diego Convention & Visitors Bureau	San Diego Cultural Tourism Initiative - Print advertising; video of San Diego's diverse cultural offerings to be posted on website (www.sandiego.org); and local media partnership to advertise in local newspapers featuring arts events and coordinated hotel offers to encourage residents to "stay local - stay happy".	25,000

San Diego Dance Theater	Educational/Outreach - Teach dance to youth at King Chavez Charter School, High Tech High School, Hoover High School, Dewey Elementary, the Juvenile Court Schools, and the ALBA Academy, and home studio at Dance Place San Diego.	1,500
San Diego Filipino-American Humanitarian Foundation, Inc.	Purchase new items for the museum such as artifacts, paintings, arts, crafts, furniture display cabinets, better lighting, and other items for displays and exhibits; expenses of the Fiesta Filipiniana annual event that promotes and show cases the Philippine history, heritage, arts, culture, and tradition, as well as lifestyle of Filipino-Americans in San Diego; purchase new and additional Filipiniana books, leaflets, manuscripts and other reading materials for the San Diego Philippine Library and Museum; and purchase more old photos, manuscripts, and other materials for the San Diego Filipino-American Archive Center section of the Museum.	7,000
San Diego Film Commission	Facilitate, coordinate, permit and regulate all filming activities on behalf of the County; publish the annual "San Diego Film & Video Resource Guide".	25,000
San Diego Fleet Week Foundation	Weekend on the Bay Family Festival, September 18-19, 2010; Operation Liberty Call, September 17, 2010; and Enlisted Recognition Luncheon, September 21, 2010.	3,000
San Diego Hall of Champions, Inc.	Printing of all marketing collateral, curriculum workbooks, and related program materials for the Champions Sports Corps Leadership Program.	20,000
San Diego Historical Society	Special exhibition in October 2010 called Costumes at the Old Globe - Designed to appeal to an audience of families with children.	10,000

San Diego Junior Theatre	Ticket Subsidy Program - Free and reduced ticket program for schools, community service organizations and seniors to each of the Theatre's 9 productions.	3,000
San Diego Model Railroad Museum	Printing cost of the museum's self guided tour brochure; printing and distribution of Rack Cards; printing and distribution of 4 Quarterly Newsletters - "San Diego Telegraph."; and Costs associated with the Human Face of the Iron Horse - Cultural Diversity Exhibit.	5,000
San Diego Museum of Art	Exhibitions for FY 2011 - Exhibits include Toulouse-Lautrec at The San Diego Museum of Art and Heroes: Myths and Morals from Ancient Greece; Education, Outreach and Public Programs	20,000
San Diego Museum of Man	Exhibits - "Counter Culture: The Secret Lives of Games" and "Strange Bones: Curiosities of the Human Skeleton"; Education and Community Outreach; continued care and preservation of the 100,000 artifacts, 50,000 photographs, and 33,000 scientific publications; and Cultural Programming - Collaborative programs with San Diego's diverse ethnic communities, with the goal of providing a venue for presentation of their unique cultural heritages.	20,000
San Diego Opera Association	Operation: Opera - A comprehensive education/outreach initiative comprising 10 unique programs serving all ages, with an emphasis on students in grades K-12 from all over San Diego County; Produce four grand opera productions for an audience of up to 60,000 citizens from throughout the County, as well as visitors to San Diego.	15,000

San Diego Performing Arts League	Season's Pass to Arts & Culture - Advertising in the UT and at ARTS TIX to promote new discount card that lets you shop at any 5 arts organizations in the County and save up to 20% per performance; Star Awards honoring Volunteers; Free Night of Theatre; and What's Playing Guide.	2,000
San Diego Regional Economic Development Corporation	Cali Baja Mega Region Initiative - Create an online "asset" map, Cali Baja website hosting, and participation in select conferences and meetings.	5,000
San Diego Repertory Theatre	Produce a season of six contemporary and classic plays, emphasizing works that speak directly to contemporary issues and which illuminate the diversity of values and cultures of the people of our region; Education Programs - Project Discovery; provide a minimum of 25 students in a professional theatre work as part of summer production of HAIRSPRAY; and continued Surround Event Partnership Building.	1,500
San Diego Second Chance Program	Support the Prisoner Reentry Employment Program (PREP), a two year program to help prisoners being released in San Diego County to become self-sufficient, contributing members of society through attitude adjustment training, employment, affordable housing, mental health counseling and relapse prevention.	4,000
San Diego Society of Natural History	Exhibit rental fees for Lizards and Snakes ALIVE! and Ends of the Earth-From Polar Bears to Penguins, including live animals and artifacts, cases, habitats, mounts, media equipment, educational kits, software and video content, text panels, electronic photographic images, security devices and other durable items produced and purchased for	20,000

	the exhibition.	
San Diego Space & Science Foundation	Earth Exposed - An interactive exhibition.	20,000
San Diego Sports Commission	Bid development and marketing materials for San Diego sports events.	10,000
San Diego Symphony Orchestra Association	Centennial Season concerts at Copley Symphony Hall and Summer Pops venue; music education and community outreach - Kinder Konzerts (in the community); in-school residencies; coaching; master classes in schools; free public concerts.	15,000
San Diego Young Artists Symphony Orchestra	Orchestral and chamber music training for 7 young musicians who cannot afford tuition; YAS Symphony at the Lakes 2011 - Lighting and sound equipment rental expense.	1,500
San Diego Youth Symphony and Conservatory	Concert hall rental; concert program book printing; piano rental and tuning; truck rental for moving large musical equipment to facilitate student performances; and printed materials, mailings and annual CD production of live concerts.	20,000
Shelter Care Providers of San Diego, Inc.	Shelter Development - Daily administration and project management of shelter projects currently adopted by HomeAid San Diego and being built in 2010-2011 with nonprofit service providers; financial administration and office support, audit and tax return, phone, eFax, and office supplies; update website; and directors' and officers' insurance.	5,000

Sherman Heights Community Center	Dia de los Muertos; travel, lodging, shipment of Soap Box Derby cars, car rental and food expenses for the winners of each racing division, one family member or guardian and the Derby Director to compete at the World Championship Soap Box Derby Race in Akron, Ohio; Latin Music Festival; and Fiestas Patrias.	1,500
Spreckels Organ Society	International Summer Organ Festival - Held every Monday evening mid-June through the end of August; fund one concert in the International Summer Organ Festival; and produce program book for the International Summer Organ Festival.	2,000
Starlings Volleyball Clubs, USA	Starlings National Championship, 2011 - Facility rental, awards, and transportation.	1,500
Sushi, Inc.	Costs associated with being a presenting partner with Art San Diego; direct printing and publicity costs associated with productions, exhibitions and season flyers.	1,000
Taiwanese American Foundation of San Diego	Taiwanese American Heritage Week Concert and Asian Pacific Islander Heritage Month Multicultural Night.	5,000
Travelers Aid Society of San Diego, Inc.	Marketing and promoting greater San Diego; directly booking reservations for visitors to the region from the information desks staffed at the three main transit centers, or via telephone from the Travelers Aid administrative office, or through the Travelers Aid upgraded website.	3,500
United Italian American Association	The 2010 Essay Contest Grant Presentations.	350
	Columbus Day Grand Ball.	300
	St. Patrick's Day Parade.	250
	Sicilian Festival.	100
	The Little Italy Festival.	100
University Heights Community Development Corporation	14th Annual Summer in the Park Free Concert Series.	4,000

Veterans Memorial Center, Inc.	Exhibit development and marketing costs for the one-year exhibit on Korean War; design and printing of updated museum brochures and marketing costs to promote the museum throughout San Diego County; purchase monitoring equipment (temperature and humidity), storage fixtures (shelving, refrigerator for photo/film storage, cabinets and tables), and archival supplies for the museum's collection and library; software development costs for program interface to show video oral histories and historical videos on Museum kiosks, and purchase two new computers to operate kiosks; and purchase video recording tape, DVDs, transcription and video equipment (microphones, lights & backdrops) for our Veterans Oral History Project.	3,000
Vietnamese American Youth Alliance	Annual Lunar New Year Tet Festival (Tet Festival).	3,000
Young Audiences of San Diego	Arts Performances and Workshops - District 4.	2,000
Zeta Sigma Lambda Foundation, Inc.	Martin Luther King Jr. King and Queen Pageant and 31st Annual Martin Luther King Jr. Parade on January 15, 2011.	6,000
	<b>TOTAL ALLOCATION</b>	<b>611,000</b>

COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

2010 JUN 23 AM 11 30

THOMAS PASTUSZKA  
CLERK OF THE BOARD  
OF SUPERVISORS



**BILL HORN**  
SUPERVISOR, FIFTH DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

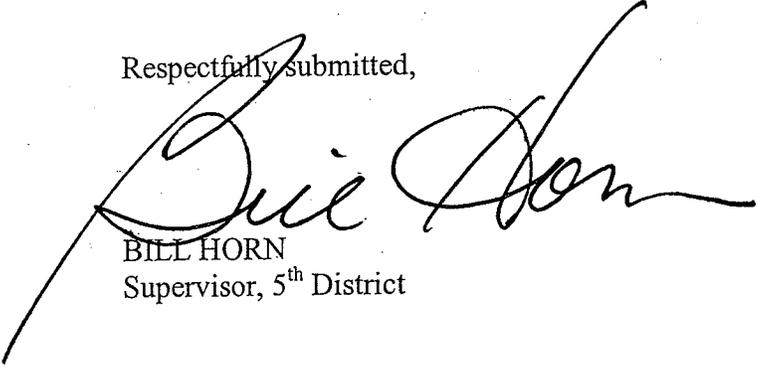
DATE: June 23, 2010

TO: Thomas Pastuszka  
Clerk of the Board of Supervisors

RE: **FY 2010-2011 COMMUNITY ENHANCEMENT ALLOCATIONS**

Please find attached the list of Community Enhancement Allocations for the Fifth District for Fiscal Year 2010-2011. Thank you for your time and attention to this matter.

Respectfully submitted,

  
BILL HORN  
Supervisor, 5<sup>th</sup> District

Organization Name	Purpose	Allocation
Anza Borrego Desert Natural History Association	Borrego Desert Nature Center - Provide visitor services and educational programs for 25,000 tourists, including desert 4-wheel drive tours, wildflower sight-seeing information, naturalists for tourist buses, guided hikes, nature walks, lectures, special events, events calendar, and tourist information including hotels and restaurants.	10,000
Anza Borrego Foundation	Print the Anza-Borrego Desert State Park Visitors' Magazine.	2,500
	Print a Wildflower brochure for Anza-Borrego Desert State Park.	2,500
ArtSplash	Sand Sculpting Demonstration.	6,000
Basic Assistance to Students In The Community	Provide scholarships for continuing education/vocational education for high school graduates and adults in need of assistance, with criteria heavily based on financial need.	2,000
	Donations - Support local area nonprofit organizations that provide services to the Borrego Springs area.	2,000
Batiquitos Lagoon Foundation	Printing and assembly of 2,000 copies of the Nature Guide for Children Coloring Book for visiting school groups and families.	3,000
Bonsall Chamber of Commerce	Staff salary, supplies, printing, postage, membership information.	6,000
	Bonsall Country Festival.	3,000
	Provide printed version of Bonsall Business Directory.	1,000
Borrego Springs Chamber of Commerce	Property taxes, insurance, maintenance, landscaping, utilities and fees.	20,000
	Design, printing and collateral materials for 15,000 copies of annual Village Guide publication.	16,500

	Expand marketing program.	12,500
	45th Annual Borrego Days Desert Festival - Program guidebook and promotion of this annual event.	6,000
Borrego Springs Performing Arts Center	Improve electrical circuitry for theater lighting on stage.	1,500
	Acquire piano truck, caster brakes and piano cover.	1,000
Borrego Springs Senior Center	Maintain, service, repair and/or replace warming ovens, freezer, refrigerator, dishwasher, and ice maker.	1,000
	Maintain, clean, repair and/or replace carpeting for approximately 1,800 sq. ft. of dining area, medical equipment loan space, office, and multi-use floor space.	1,500
	Construct, maintain, repair and/or replace safe, non-slip entrance and exit ramps.	500
Buena Vista Audubon Society	Design and print a "Birding Hot Spots in North San Diego" brochure which will serve as a guide for residents and tourists to some of the noteworthy bird watching spots in the northern part of San Diego County.	2,000
California Surf Museum	Museum Exhibit for 2011 - Exhibit structural fabrication, obtaining certain exhibit collectables, salaries for research and exhibit assembly.	5,000
Camp Pendleton Historical Society, Inc.	Las Flores Adobe National Historic Landmark Restoration - Continuation of restoration work begun in 2006 to bring the Landmark back to its 1942 condition when the property was acquired by the U.S. Marine Corps.	3,000
Carlsbad Music Festival	Five concerts of cutting-edge classical music featuring world-class young artists and master artists, priced affordably at 50% or lower of the cost of comparable music events in the region.	3,000
Classics for Kids, Inc.	Orchestra concerts designed to engage and educate children and their families.	2,000

College of Borrego	Educate students to fill positions in the tourism industry, by providing them with a classroom and support offices to teach them computer skills, English as a second language, and working with them to obtain internships to use those skills.	9,000
	Provide liability insurance and property damage insurance.	1,000
Fallbrook Art Association	Spring Open Juried Show and Fall Open Judged Show.	10,000
	9 Public Art Demonstrations.	1,800
	9 One Day Art Workshops.	1,800
	35-40 Children's Art Class Sessions in Mary Fay Pendleton Elementary School.	900
Fallbrook Bonsall Rally for Children	Art Of Science Program - Encourage and excite children in the sciences by providing interactive science activities.	2,000
	Free transportation for families to and from events at various school parking lots.	1,000
Fallbrook Chamber of Commerce	29th Annual Christmas Parade.	25,000
	25th Annual Avocado Festival.	25,000
	Operations to attract tourists including production of street maps and tourism guides, website information including calendar of events, plus outreach programs.	15,000
	Business and Economic Development.	5,000
Fallbrook Gem and Mineral Society, Inc.	Exterior maintenance and repair of Fallbrook Gem & Mineral Museum Building.	3,000
Fallbrook Historical Society	Create brochure for Rock and Mineral Exhibit.	600
	Creation and installation of a sign compatible with Fallbrook Community on South Mission and Rocky Crest Roads.	1,000
	Purchase mannequins in order to display vintage clothing from our collection.	650
Flying Leatherneck Historical Foundation	Local, regional and national advertising of the museum.	4,000

Live Oak Questers #1166	Continue restoration of the kitchen area back to the 1900's era - Removal of cabinets, new cabinets and shelving, slate slab for stove, antique furnishings and kitchen tools.	2,500
Mainly Mozart, Inc.	Mainly Mozart Festival 2011 - Artist airfares, artist accommodations, concert advertising.	12,000
New Village Arts, Inc.	Shakespeare Immersion Program in regional high schools to enhance learning in core classes by relating lessons to the works of Shakespeare while simultaneously providing a real life example of "careers in the arts" an important element to Southern California's economy.	3,500
North County Scots, Inc.	Tuition to further youths in bag piping and Highland dancing.	1,000
	San Diego Scottish Highland Games Cultural event.	1,000
Oceanside Chamber of Commerce	Enhance current marketing by targeting travel trade publications, consumer travel publications, internet marketing and joint sales trips.	25,000
Oceanside Historical Society	Create and print a color brochure of a walking tour of historic buildings and sites in downtown Oceanside.	1,000
	Create and print a color brochure of the historic Eastside Neighborhood, Oceanside's oldest minority neighborhood with a rich and diverse history.	1,000
Oceanside Museum of Art	After-school program designed to provide elementary students with enriched experiences in visual arts, dance and music. Costs include contract art teacher compensation and art supplies.	3,000
Riding Emphasizing Individual Needs & Strengths	Cost of occupational, physical therapists and NARHA Certified instructors to evaluate and consult each of our students and their parents; and cost for two OT/PT workshops planned this year.	6,000
San Diego Air & Space Museum	The Science of...Aliens - Interactive traveling exhibit featuring four zones exploring the facts and challenging the fiction of alien life.	4,000

San Diego Archaeological Center	Marketing Program - Southern California, World Wide Web.	5,000
San Diego Automotive Museum	Museum exhibitions.	4,000
San Diego County Vintners Association	Annual Barrel Tasting Event - Summer 2010.	2,000
	Wine Making and Marketing in San Diego County - Two-day seminar.	1,000
San Diego Film Commission	Facilitate, coordinate, permit and regulate all filming activities on behalf of the County.	3,000
San Diego Model Railroad Museum	Printing cost of the museum's self guided tour brochure.	2,000
	Printing and distribution of Rack Cards.	1,000
San Diego North Chamber of Commerce	RB Fall Festival at 4S Ranch - Newspaper and magazine marketing and advertising, equipment and set-up of canopies, stage, tables and chairs.	5,000
San Diego North Convention & Visitors Bureau	Tourism promotion - Year-round sales and marketing of San Diego North.	60,250
San Diego North Economic Development Council	Economic Development Expenses - Venue and marketing cost, promotional materials, salaries, consulting and accounting fees, and general operating expenses.	60,000
San Diego Scottish Highland Games, Inc.	37th Annual Scottish Highland Games.	2,000
San Diego Youth Symphony and Conservatory	Concert hall rental.	2,000
San Dieguito River Valley JPA	Graphic design and placement of four exterior signs addressing themes for interpretation of the Sikes Adobe Historic Farmstead: "The Sikes Family," "Changing Agricultural Face of San Diego," "The Town of Bernardo" and "An Evolving Building."	2,000
San Luis Rey Mission Indian Foundation	2011 Annual Powwow.	2,000
	Hire a consultant to purchase supplies to build traditional tools, dress, jewelry and produce an informational DVD for the Guajome Ranch House.	1,000
San Marcos Chamber of Commerce	Grand Spring Festival.	6,000

Straight from the Heart, Inc.	Retention and recruitment of licensed foster and adoptive families by providing support and advocacy to foster children, relatives and former foster children and their caregivers. Operate training facilities to meet the needs of the caregivers for training and education.	15,000
Valley Center History Museum, Inc.	Acquire and implement hardware and software to commence the digitization project for all the museums artifacts and historical documents.	10,000
Valley Center Pageant Association	Miss Valley Center Pageant - A scholarship Pageant.	2,000
Valley Center Parks and Recreation District	July Concert in the Park - Advertising, promoters, food and drinks for the band and provide the concert free of charge to the community.	3,250
	August Concert in the Park - Advertising, promoters, food and drinks for the band and provide concert free of charge to the community.	3,250
Veterans Memorial Center, Inc.	Exhibit development and marketing costs for the one-year exhibit on Korean War.	2,000
Vista Botanical Gardens	4th of July Fundraiser.	2,500
	Fall Fun Festival Fundraiser.	2,500
Vista Chamber of Commerce	Expand downtown Wifi infrastructure to cover new areas.	10,000
Vista Historical Society, Inc.	Complete a large covered patio used for fundraising and other events by the museum and local organizations.	5,000
Vista Town Center Association, Inc.	Expenses for the Strawberry Festival, Taste of Vista, Summer Music, BBQ Competition, Rod Run and Winterfest (ie: bathrooms, rentals, supplies, etc.).	6,000
	<b>TOTAL CE ALLOCATION</b>	<b>500,000</b>