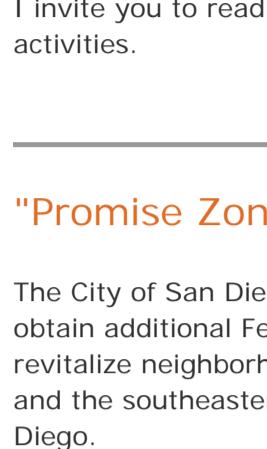




June 9, 2016

Message from the President & CEO



Richard C. Gentry
President & CEO

It is my pleasure to share with you good news about efforts to create additional affordable housing in the city of San Diego.

This is also a commitment for San Diego Housing

Commission (SDHC) Board Chairman Gary Gramling, who was recognized with a prestigious award for his public service.

I invite you to read more about our recent SDHC activities.

"Promise Zone" Designation

The City of San Diego now has the opportunity to obtain additional Federal financial resources to revitalize neighborhoods in Barrio Logan, Encanto, and the southeastern part of the city of San Diego.

The Corporation for National and Community Service (CNCS) on Monday announced that the City of San Diego was selected by the U.S. Department of Housing and Urban Development (HUD) as one of nine new "Promise Zones." This designation allows economically disadvantaged areas easier access to Federal funds for expanding economic development, creating affordable housing, reducing crime, and more.

I applaud Mayor Kevin Faulconer for spearheading this effort. SDHC is a partner in this endeavor and submitted a letter of support for the city of San Diego's "Promise Zone" application. The "Promise Zone" also has the strong support of U.S. Representatives Scott Peters, 52nd District, and Juan Vargas, 51st District.



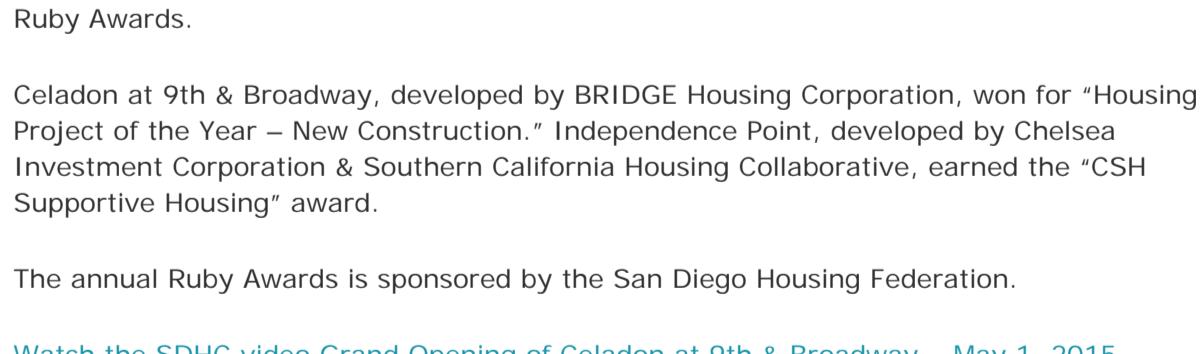
City of San Diego Mayor Kevin Faulconer
"Promise Zone" Announcement – June 6, 2016
Jacobs Center for Neighborhood Innovation – San Diego

This was the third and final round for competitive "Promise Zone" applications, with 64 urban areas applying for the designation.

Thirteen areas previously designated as "Promise Zones" have received more than \$550 million in Federal investments, according to Wendy Spencer, the CEO of CNCS.

Launch of "Housing Our Heroes" Rental Listing Service

SDHC recently launched the "Housing Our Heroes" rental housing listing service, which lets landlords list their rentals to homeless Veterans free of charge with pictures, information about rent, deposits, accessibility features and neighborhood amenities, such as schools, hospitals, and public transit.



This is another important effort of SDHC's "Housing Our Heroes," the landlord outreach program that's part of SDHC's The 1,000 Homeless Veterans Initiative, which will provide housing opportunities for up to a thousand homeless Veterans in the city of San Diego by March of 2017.

Advocating for Affordable Housing

Advocating for critical measures at the State level to support creating and preserving affordable housing is an important role for SDHC.

I am supporting California Governor Jerry Brown's proposal in the 2016-17 State Budget that will streamline affordable housing approvals. His proposal for "by-right" approvals of multifamily housing developments that meet specific criteria is essential to reduce the cost and increase the production of much-needed additional affordable housing in the State, including the city of San Diego.

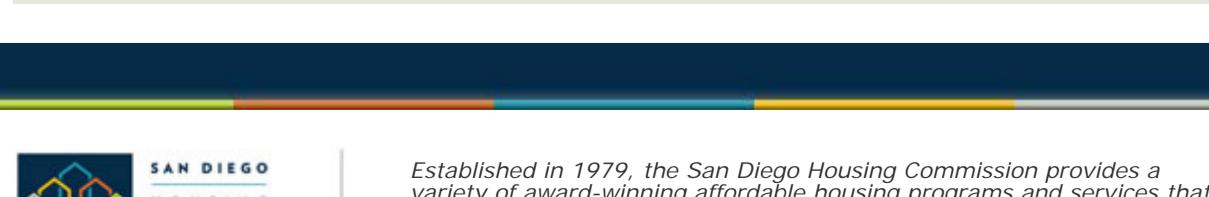
In addition, SDHC also sent a letter to State Assemblymember Lorena Gonzalez, 80th District, who is a member of the California State Budget Conference Committee, stating that her support is essential for the State Budget to invest \$650 million in the 2016-17 fiscal year (July 1, 2016 – June 30, 2017) to create additional affordable housing for low-income and homeless individuals and families.

[Read Letter to Governor Brown](#)

[Read Letter to Assemblymember Gonzalez](#)

Major Renovation Preserves 150 Apartments for Low-Income Seniors

SDHC Commissioner Ben Moraga and I were honored to be at the grand reopening of the first major renovation of Westminster Manor Apartment Homes in Bankers Hill in 44 years. This overhaul provides low-income senior residents with new kitchens, showers, windows and floors, as well as a larger community room and computer-equipped library.



Westminster Manor Grand Reopening
150 affordable apartments for low-income seniors

May 18, 2016

Completed in partnership with Chelsea Investment Corporation, Westminster Manor of San Diego Incorporated, and Senior Housing Corporation, the renovation of Westminster Manor preserves 150 affordable apartments for low-income seniors for 55 years.

[Read the SDHC News Release](#)

Affordable Housing Awards for SDHC Partners

Congratulations to our affordable housing partners who won honors on June 2 at the annual Ruby Awards.

Celadon at 9th & Broadway, developed by BRIDGE Housing Corporation, won for "Housing Project of the Year – New Construction." Independence Point, developed by Chelsea Investment Corporation & Southern California Housing Collaborative, earned the "CSH Supportive Housing" award.

The annual Ruby Awards is sponsored by the San Diego Housing Federation.

[Watch the SDHC video Grand Opening of Celadon at 9th & Broadway – May 1, 2015](#)

[Read the News Release Grand Opening of Independence Point – March 25, 2016](#)

I invite your comments.

Sincerely,

Richard C. Gentry
President & Chief Executive Officer
San Diego Housing Commission

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SDHC

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