



November 29, 2012

Message from the President & CEO



Richard C. Gentry
President & CEO

During this holiday season, it's good to reflect on the lives we can assist through our collaborations in so many different areas.

We opened 175 units of affordable housing in two developments through partnerships and reaffirmed our commitment to assisting homeless San Diegans with the opening of the winter shelter, supported by a generous donation.

The San Diego City Council approved Mayor Jerry Sanders' appointment of a new member to our Board of Commissioners. Also, SDHC was honored by a non-profit organization for our contributions to technology training.

City of San Diego's Downtown Emergency Winter Shelter Opens

The City of San Diego's Downtown Emergency Winter Shelter opened Friday, which provides hundreds of homeless men and women a warm and safe place to sleep at night through early Spring.



City's Downtown Emergency Winter Shelter
Provides 220 beds for homeless men and women
Opened November 23, 2012

This will be the third consecutive year SDHC has administered the shelter for the city of San Diego. The San Diego City Council approved SDHC's proposal to administer the emergency shelter for the 2012-13 winter season as a transition to the opening of the City-sponsored permanent homeless shelter, Connections Housing Downtown, which is scheduled to open January 2013.

Through a competitive process Alpha Project has been selected as the shelter's operator. In addition to beds, the shelter also offers health care, mental health and substance abuse counseling, senior services and on-site housing placement services.

[Read the SDHC news release](#)

Winter Shelter Grant From UnitedHealthcare - \$250,000

A \$250,000 grant to SDHC from UnitedHealthcare is supporting this year's operation of the City of San Diego's Downtown Emergency Winter Shelter.

The grant was presented to SDHC and city officials, including Mayor-elect Bob Filner, at the shelter site on the Monday before Thanksgiving Day.

Affirmed Housing Group, an affordable housing developer and co-developer of Connections Housing Downtown reached out to UnitedHealthcare to request the grant. UnitedHealthcare also worked with Affirmed Housing Group's investment partner, Enterprise Community Investment, Inc., to provide the funding.

[Watch the event video on SDHC's YouTube channel](#)

[Read the SDHC news release](#)

SDHC New Commissioner



SDHC will welcome its newest member of the Board of Commissioners, Francisco "Frank" J. Urtasan, at our December 7 board meeting.

Mr. Urtasan was appointed by Mayor Jerry Sanders and confirmed on a unanimous vote of the San Diego City Council November 13.

He is Regional Vice President of External Relations for the San Diego Gas & Electric Co., and served on the San Diego Unified Port District board for nearly 20 years.

Mr. Urtasan will complete the term previously held by Sam Guillen, who has resigned.

Technology Training Foundation of America Award



SDHC was honored with a "Technology Heroes" award in October from the Technology Training Foundation of America (TTFA) for our donation of computer equipment.

TTFA is a non-profit organization that accepts used computer equipment, refurbishing them to help schools and other non-profits, and to provide vocational students and others with hardware to learn how to do repair work.

Winter Shelter Grant From UnitedHealthcare - \$250,000



UnitedHealthcare \$250,000 Grant to SDHC
Pictured left to right: SDHC Vice President of Housing Innovations Mathew Packard; Council President Pro Tem Kevin Faulconer; Mayor-elect Bob Filner; Councilmember Todd Gloria; UnitedHealthcare Military & Veterans Southwest Region CEO Tony Lonigro; and Affirmed Housing Group President & CEO Jim Silverwood
November 19, 2012

Estrella Del Mercado Apartments Grand Opening

A dream for more than 20 years in San Diego's Barrio Logan community is coming to life with Estrella del Mercado Apartments, 91 units of affordable housing. It is part of an expansive and critical revitalization effort that will include the community's first major grocery store and a community theatre.



Estrella del Mercado Apartments
Barrio Logan Community
Grand Opening November 14, 2012

SDHC provided \$7.11 million to acquire the land for Estrella del Mercado and complete the financing for developer Chelsea Investment Corp. A grand opening on November 14 was attended by close to 150 members of the community and representatives of the partners in the development, including Mayor Jerry Sanders, Assemblymembers Toni Atkins and Ben Hueso and Councilmember David Alvarez.

Estrella del Mercado lies within walking distance of a trolley station. The one-, two- and three-bedroom apartments are restricted to families with incomes at 30 to 60 percent of the San Diego Area Median Income and will remain affordable for 99 years.

[Watch the event video on SDHC's YouTube channel](#)

[Read the SDHC news release](#)

Mission Apartments Grand Opening

Mission Apartments, a public-private partnership with AMCAL Multi-Housing and the San Diego Redevelopment Agency, had its grand-opening ceremony on November 1.



Mission Apartments
Midway District
Grand Opening November 1, 2012

Mission Apartments is the epitome of transit-oriented development, located just steps away from a San Diego Trolley station. This reduces household transportation costs for low-income, workforce families and reduces automobile emissions.

The 84 units are restricted to families with incomes at 60 percent of the San Diego Area Median Income or below, and will remain affordable for 55 years.

[Watch the event video on SDHC's YouTube channel](#)

[Read the SDHC news release](#)

I invite your comments.

Sincerely,

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

View previous [Email Updates](#)

View videos on SDHC's channel on

Read SDHC's 2011 Interactive Annual Report



Established in 1979, the San Diego Housing Commission provides a variety of award-winning affordable housing programs and services that stimulate the local economy, revitalize neighborhoods, and help improve the lives of more than 125,000 San Diegans annually.

San Diego Housing Commission 1122 Broadway, Suite 300 San Diego, CA 92101 www.sdhc.org

[Forward Email](#)

SafeUnsubscribe™

This email was sent to ryan@sdhc.org by sandiegohousingcommission@sdhc.org | [Update Profile/Email Address](#) | [Instant support with SafeUnsubscribe™](#) | [Privacy Policy](#).

San Diego Housing Commission | 1122 Broadway, Suite 300 | San Diego | CA | 92101