

# YEAR IN REVIEW

## FY2020



# ADVOCACY

SYIC staff and board members represented San Ysidro business interests on the following:

- San Diego Business Improvement District Alliance
- US CBP Port Working Group
- SANDAG COBRO Committee
- Southern Division's Captain's Advisory Board
- San Diego Chief of Police's Latino Advisory Board
- Mayor Faulconer's Latino Advisory Committee
- San Ysidro Planning Group
- US GSA Community Representatives Committee
- US CBP Pedestrian Passenger Improvement Committee
- Border Transportation Committee
- Civic San Diego New Market Tax Credit Board
- San Diego/ Tijuana Smart Border Coalition
- Tijuana Economic Development Council (CDT)
- Regional Mexico City Advocacy Trip
- Regional Washington DC Advocacy Trip
- Border Trade Alliance and US/MX Chamber (when appropriate)
- South County CEO Roundtable



# ADVOCACY

- Supported Hueso Bill to "Establish a Commission on California-Mexico Affairs"
- Supported Hueso Bill to "Create an Initiative for Californians Abroad within the Governor's Office of Business and Economic Development (Go-Biz)"
- Created RMXSY for Money Exchanges and Community Protection
- Sponsored Gonzalez bill to bring back Pedicab industry to San Ysidro
- Coordinated with County of San Diego COVID-19 testing site at PedEast



# BOULEVARD WORK



Over 112 tons of trash picked up through SYIC's Landscape Maintenance and Litter Patrol.



SYIC provided daily assistance with dealing with vagrancy, littering and graffiti – Caltrans, City of San Diego, SDPD

# SMALL BUSINESS ASSISTANCE

- **\$2 MILLION Annual Loan Program for Small Businesses with CDC Small Business**
- **Guidance through new minimum wage laws**
- **Constant email communication on events, issues and opportunities**
- **Coordinated with SDPD during anti-Trump rallies**
- **Through BIDA, assisted in creating outdoor temporary use policies**
- **Daily contacts, networking and advice**
- **Launched Live Border Webcam with M.I.E.**



# COMMUNITY OUTREACH

- Promoted Goodwill job fairs
- Supported Unidos US Conference in San Diego
- Support to the Senate Select Committee on California-Mexico Cooperation
- Supported Latino Film Festival's "Que Viva Cinema Latina" outdoor showings at Las Americas Premium Outlets
- Supported San Diego Union-Tribune Community Town Hall
- Supported Sweetwater UHSD 10th Annual Employer Recruitment – 03.05.2020
- \$5,000 in San Ysidro High School graduate scholarships
- Middle School Business Education Course



# EVENTS

- **Sydro Summer Music Fest – 08.21.2019**
- **Holidays on the Border**
- **SYIC Wine and Dine Valle de Guadalupe 10.05.2019**
- **South Bay Tap House Grand Opening 11.09.2019**
- **2019 South Bay Elevate My Business Challenge Pitch Day 11.26.2019**
- **Maya's Gourmet Pizza 12.03.2019**
- **Community Celebration of POE Project Completion 12.17.2019**
- **Multi-Chamber Holiday Mixer 12.19.2019**
- **South County Cybercrimes Forum – 02.27.2020**
- **Community Town Zoom – 04.17.2020**
- **Tourism Industry's Recovery Plan from a Cross-Border Perspective – 06.11.2020**
  
- **Left in the works...**
  - **Ciclos Dias Bicycle Event**
  - **Annual Gala**
  - **I Love a Clean San Ysidro**
  - **Coronado Binational Rotary Club Fundraiser**



# FY2020 FINANCIALS





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