

***The need for a new***

***Tierrasanta  
Foundation***

25 May 2008

# Why a Foundation?

- Foundations are tax-free entities that raise money as charities for public uses
  - Foundations are 501(c)(3) corporations
- The TCC is a 501(c)(4) corporation
  - Contributions are not tax deductible
- Foundations benefits in fundraising because donations are tax free to the donors
  - More likely for corporate donations
  - More likely for high-dollar donations
  - More likely for name-sponsor donations

# Tierrasanta Fundraising Summary

- **The Kiwanis Foundation:**
  - Active; raises funds to benefit children
- **The Serra Foundation:**
  - Active; raises funds to benefit Serra High
- **The Recreation Council:**
  - Brand new; raises funds to benefit the Rec Center

# Tierrasanta Fundraising Summary

- **The TCC as a Corporation:**
  - Active but not a charity, not tax deductible, fundraising ability is limited
- **The TJWC:**
  - Active but not incorporated, fundraising ability is limited
- **The Missing Foundation:**
  - Who raises funds for the library and the fire station, for adults and seniors, for skateboarders and dog lovers?

# Who Needs a New Foundation?

- **The Taste of Tierrasanta**
  - Largest and most successful single-day fundraiser in recent Tierrasanta history
  - But the first Taste's effort was limited: it failed to attract the large corporate donor because donations were not tax-deductible
- **Tierrasanta Village of S.D. (Beacon Hill Project)**
  - Needs a 501(c)(3) financial agent to permit significant fundraising for the TVSD project
- **Friends of Tierrasanta Canyons**
  - Probably could use a 501(c)(3) financial agent
- **Tierrasanta FireSafe Council**
  - Probably could use a 501(c)(3) financial agent

# OK, so what do we need all this money for anyway?

- The community has many significant infrastructure needs:
  - A new fire station
  - A new library
  - A community center
  - A seniors center
  - A skate board park
  - A dog park

# Approved Projects in the Tierrasanta Public Facilities Finance Plan (PFFP)

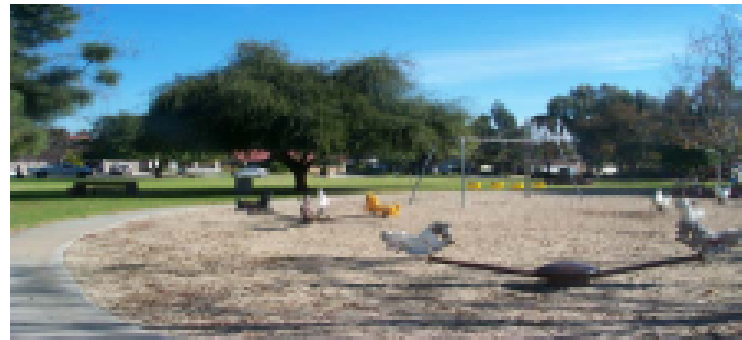
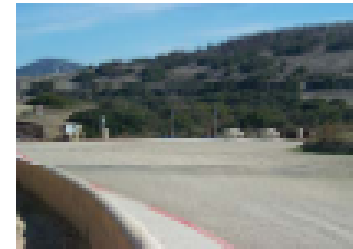
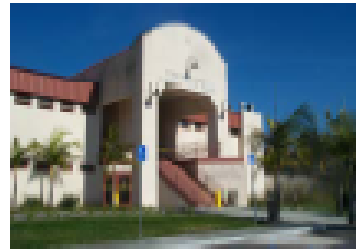
- **Priority 1:** Community Center and/or Senior Center, Skate Board Park, De Portola joint use improvements, Road Runner picnic shelter, a new Fire Station
- **Priority 2:** Tierrasanta Library Expansion
- **Priority 3:** Community Park and Neighborhood park upgrades: ADA, lighting, shelters
- **Priority Last:** boulevard extensions

- Tierrasanta's PFFP
  - Updated last year with ***considerable community input***
  - Lists \$ millions of projects for which there is no funding
    - Most projects we want, some we don't
  - The PFFP will be updated as the community plan is updated (should happen fairly soon)

# Tierrasanta

Public Facilities Financing Plan

Fiscal Year 2008



The City of San Diego

City Planning & Community Investment Department  
Facilities Financing  
April 2007



# Approved Projects in the PFFP

FIRE PROJECT		YEAR	EST. COST	DIF BASIS	IDEN. FUND.	FUNDING SOURCE(S)	POTENTIAL SOURCE(S)
F-1	Fire Station #39 - Relocation and Construction (CIP 33-059.0)	TBD	\$9,111,163	\$9,111,163	\$0	Unidentified	A-C,E-K,M-O,Q-S,U,V,Y

LIBRARY PROJECT		YEAR	EST. COST	DIF BASIS	IDEN. FUND.	FUNDING SOURCE(S)	POTENTIAL SOURCE(S)
L-1	Tierrasanta Library Expansion (CIP 35-108.0)	TBD	\$7,645,371	\$7,645,371	\$0	Unidentified	A-C,E-K,M-O,Q-S,U,W,Y

PARK AND RECREATION PROJECTS		YEAR	EST. COST	DIF BASIS	IDEN. FUND.	FUNDING SOURCE(S)	POTENTIAL SOURCE(S)
P-1	Tierrasanta Community Swimming Pool	1997	\$2,837,774	\$2,743,726	\$2,837,774	FBA and Park Fee	Completed
P-2	Tierrasanta Villa Norte Neighborhood Park	1993	\$693,647	\$693,647	\$693,647	FBA	Completed
P-3	Roadrunner Neighborhood Park Development	1992	\$412,443	\$167,443	\$412,443	FBA and Park Fee	Completed
P-4	Camp Elliot Neighborhood Park Development	TBD	\$2,000,000	\$2,000,000	\$0	Unidentified	A-K,M-S,U,X,Y
P-5	Mission Trails Reg. Park Staging Area	1997	\$330,952	\$330,952	\$330,952	FBA	Completed
P-6	Tierrasanta Skate Park	TBD	\$5,210,000	\$5,210,000	\$25,000	DIF	A-K,M-S,U,X,Y
P-7	Tierrasanta Community Park Recreation Bldg	1993	\$2,412,000	\$2,400,000	\$2,412,000	FBA, Park Fee, Other	Completed
P-8	Camp Elliot Elem. School - Joint Use Improvements	TBD	\$856,000	\$856,000	\$0	Unidentified	A-K,M-S,U,X,Y
P-9	Vista Grande Elem. School - Joint Use Improve.	2007	\$1,127,786	\$1,102,786	\$1,127,786	FBA, DIF, Park Fee, DEV	A-K,M-S,U,X,Y
P-10	Kumeyaay Elem. School - Joint Use Improvements	2005	\$648,496	\$648,496	\$648,496	FBA, P/P, PRIV, STATE	Completed
P-11	DePortola Fields Comfort Station	2007	\$1,098,490	\$1,098,490	\$1,075,000	FBA, DIF, DEV, STATE	A-K,M-S,U,X,Y
P-12	Tierrasanta Community Center Building	New	\$7,950,000	\$7,950,000	\$0	Unidentified	A-K,M-S,U,X,Y
P-13	DePortola Middle School - Joint Use Improvements	New	\$1,150,000	\$1,150,000	\$0	Unidentified	A-K,M-S,U,X,Y
P-14	Tierrasanta Comm. Park - ADA Upgrades & Sports Field Lighting	New	\$850,000	\$850,000	\$0	Unidentified	A-K,M-S,U,X,Y
P-15	Villa Monserate Neigh. Park - ADA Upgrades and Picnic Shelter	New	\$520,000	\$520,000	\$0	Unidentified	A-K,M-S,U,X,Y
P-16	Villa Norte Neigh. Park - ADA Upgrades and Picnic Shelter	New	\$520,000	\$520,000	\$0	Unidentified	A-K,M-S,U,X,Y
P-17	Road Runner Neighborhood Park - Picnic Shelter	New	\$165,000	\$165,000	\$0	Unidentified	A-K,M-S,U,X,Y
			\$28,782,589	\$28,406,541	\$9,563,099		

- Many of these projects are already completed

# The Incomplete Projects *(ex-roads)*

<b>FIRE PROJECTS</b>	<b>EST. COST</b>	<b>IDENTIFIED</b>	<b>SOURCE(S)</b>
F-1 Fire Station #39 - Relocation and Construction (CIP 33-059.0)	\$8,161,163	\$0	Unidentified

<b>LIBRARY PROJECTS</b>	<b>EST. COST</b>	<b>IDENTIFIED</b>	<b>SOURCE(S)</b>
L-1 Tierrasanta Library Expansion (CIP 35-108.0)	\$7,645,371	\$0	Unidentified

<b>PARK AND RECREATION PROJECTS</b>	<b>EST. COST</b>	<b>IDENTIFIED</b>	<b>FUNDING SOURCE(S)</b>
P-4 Camp Elliot Neighborhood Park Development - <b>On Hold</b>	\$2,000,000	\$0	Unidentified
P-6 Tierrasanta Skate Park (CIP 29-613.0)	\$5,210,000	\$25,000	FBA
P-8 Camp Elliot Elem. School - Joint Use Improvements	\$856,000	\$0	Unidentified
P-12 Tierrasanta Community Center Building	\$7,950,000	\$0	Unidentified
P-13 DePortola Middle School - Joint Use Improvements	\$1,150,000	\$0	Unidentified
P-14 Tierrasanta Community Park - ADA Upgrades and Sports Field Lighting	\$850,000	\$0	Unidentified
P-15 Villa Monserate Neighborhood Park - ADA Upgrades and Picnic Shelter	\$520,000	\$0	Unidentified
P-16 Villa Norte Neighborhood Park - ADA Upgrades and Picnic Shelter	\$520,000	\$0	Unidentified
P-17 Road Runner Neighborhood Park - Picnic Shelter	\$165,000	\$0	Unidentified
	\$19,221,000	\$25,000	

	<b>EST. COST</b>	<b>IDENTIFIED</b>	<b>DELTA</b>
<b>SUMMARY OF ALL PROJECTS</b>	\$35,027,534	\$25,000	<b>(\$35,002,534)</b>

# There's \$35 Million in unfunded requirements ... just in Tierrasanta!! Why!?

- Simply, the city is broke:
  - The city can't maintain the public infrastructure: roads, sewers, water, etc.
  - The city can't even adequately fund public safety: police, fire, brush management, etc.
- So ask yourself: how would the city in its current situation ever find the funds to pay for Tierrasanta's infrastructure needs?
  - There are other higher priorities for city funds
  - There are other more needy communities

# So to get these things: WHO Pays? *Here's who the City thinks should pay*

- Developer Impact Fees
  - TRANSNET tax
  - Assessment districts
  - General obligation bonds
  - Lease revenue bonds
  - Business license taxes
  - CDBGs
  - Franchise fee revenue
  - Vehicle License Fees
  - Parking ticket revenue
  - Parking meter revenue
  - Park service district fees
  - Property taxes
  - Transient Occupancy Tax
  - Utility users taxes
  - Special taxes for Fire and Police
  - Special taxes for Libraries
  - Federal, state, other grants
- and, almost as an afterthought*
- **Private Contributions**

# How the Tierrasanta Foundation will Make a Difference

- TF will provide the “private contributions”
- How? The TF will attract new donors:
  - Donors that can offer a lot but who have never had a means to contribute
  - Large tax-deductible Corporate Donations
  - Donations that result in name sponsorship
  - Donations of Estates:
    - Assigning the TF as beneficiary of individual estates or trusts
    - Name-sponsor donations for buildings, parks, etc.
    - We can hire San Diego Foundation to manage these

# Contact the Tierrasanta Foundation

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