

Residents' Vision Attracts New Investment



Market Creek Plaza has received a \$15 million loan through the New Markets Tax Credit (NMTC) program. It is the largest NMTC loan on a commercial development project in California and the first made on a project developed hand-in-hand with the residents of the community it serves.

The NMTC loan brings new investment into our community, which came together to plan, design, build, lease, and operate Market Creek Plaza. The Plaza's resident-led development is a prime example of how public-private partnerships can help strengthen and sustain neighborhoods.

The New Markets Tax Credit (NMTC) loan, made at a below-market rate, was given to Market Creek Partners, LLC, the company that owns Market Creek Plaza. The loan represents a collaboration of four financial partners: Clearinghouse CDFI, Wells Fargo & Company, California Southern Small Business Development Corporation (SBDC), and the Jacobs Center for Neighborhood Innovation (JCNI).

Wells Fargo has been instrumental in Market Creek Plaza's development, providing financial resources and supporting the broader goals of neighborhood strengthening through grants from its philanthropic Wells Fargo Foundation.

Mike McCraw, president of California Southern SBDC, brought Wells Fargo and Clearinghouse

together on this unique investment. He's been involved with the Plaza's development as a member of its Business & Leasing Team.

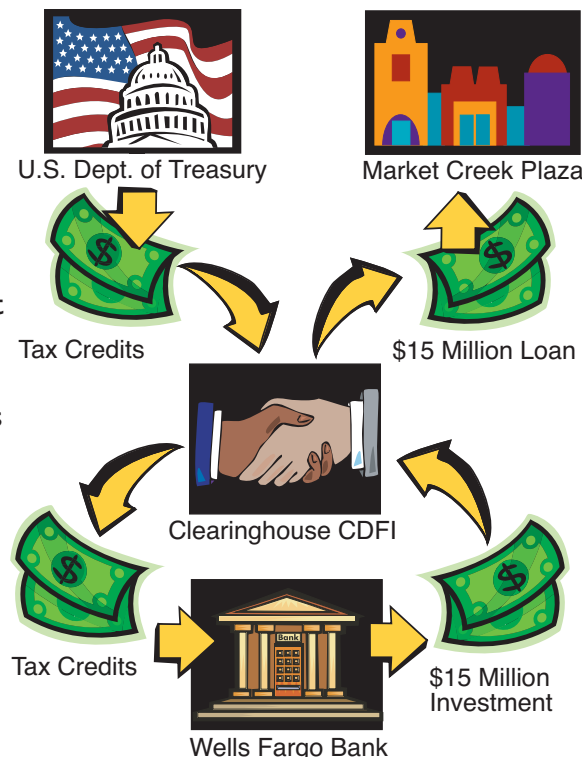
"The heart of the community is involved in this project," said McCraw. "You'll never see a project with this kind of involvement from local residents. The Jacobs Family Foundation and JCNI made a big commitment to the community and residents.

When they committed to do a center the magnitude of Market Creek Plaza, it was a monumental task for such a relatively small foundation."

NMTC loans encourage investment in urban communities considered "high-risk" by traditional financial institutions. In exchange for tax credits, lenders make low-interest investments in community development financial institutions (CDFI's), which in turn lend that money at a low rate to a redevelopment project.

The loan will be used to refinance construction loans on the project held by JCNI. This allows JCNI to use its resources on other development projects in the community.

New Markets Tax Credit How It Works



Plaza Funding Breaks New Ground

Resource Team Attracts National Funding Partners

The ground-breaking, resident-led process driving the development of Market Creek Plaza has caught the interest of two of the country's most significant foundations. Like the Jacobs Center for Neighborhood Innovation, both focus on neighborhood strengthening and revitalization.

The New York-based Rockefeller Foundation and F.B. Heron Foundation have invested a total of \$1.5 million in Market Creek Plaza with program-related investments (PRIs). These PRIs are low-interest loans that support the missions of the foundations. This allows a foundation to use more of its assets to support its social mission.

"PRIs contribute greatly to the project's success," said Jennifer Vanica, president and CEO of the Jacobs Center for Neighborhood Innovation. "Instead of traditional building loans, which have higher interest rates, the low interest rates for PRIs keep more money

in this community because we pay less in interest to the lenders.

"We've learned that power comes when people are truly empowered, take responsibility for the conditions in their communities, and commit themselves long term to changing them," said Darren Walker, director of Working Communities with

"Instead of traditional building loans, which have higher interest rates, the low interest rates for PRIs keep more money in this community."

— Jennifer Vanica,
JCNI

The Rockefeller Foundation. "We've seen the benefit of having a partner like the Jacobs Center really commit to sustaining the work and ensuring it is done with

integrity and respect for the wisdom of residents in our communities."

The Jacobs Center, the developer of the Plaza, has been working with a team of community members to attract potential funders to the work. The Resource Team speaks to funders about their vision and passion for what the Plaza is and can be to this community. They are the ones who successfully demonstrated to both foundations the value of investing in this community and its people.

"It's really an awesome, wonderful privilege to express the needs of this community to large foundations and have them respond so positively," said Ardelle Matthews, a member of the Resource Team who helped present the case for supporting Market Creek Plaza.

"It's really an awesome, wonderful privilege to go to one of the largest foundations in the country and express the needs of this community to them and have them respond so positively."

— Ardelle Matthews,
Resource Team

"The other foundations we've spoken to are impressed with all the facets of our work with the Jacobs Center – from art and construction to resource development. So many people are involved," Ardelle added. "The other foundations realize that they can broaden in their approach and touch more lives by partnering with us."



Members of the Market Creek Plaza Resource Team, a resident working team, tour the Plaza with leaders of The Rockefeller Foundation.

Sempre Sponsors Children's Art Wall

Children Make a Lasting Mark on the Plaza

The hands and imaginations that will shape the future of the community have already made a lasting impression on Market Creek Plaza.

More than 1,000 children created one-of-a-kind, hand-painted tiles that are now part of the Sempre Children's Art Wall – a 150-foot-wall behind the Plaza's outdoor amphitheater near the banks of Chollas Creek. The wall's design includes the image of a great oak tree with long branches and strong roots, all made of copper and running the length of the wall. Life-sized bronze statues of children at play will be added to the wall.

Circular tiles made by children line the tree branches as leaves, each reflecting an environmental theme. To involve neighborhood children in creating the tiles, local artist and Art & Culture Team member Jean Cornwell coordinated a series of art workshops at area schools and organizations, as well as at community events. Community artists Jose Morales and Toni Barros also led workshops, with the assistance of three young artists: Marta Haile, Bo Inthavong, and Dary Khimpanh.

"The Sempre Children's Art Wall gave us an excellent opportunity to teach our youth about the ecosystem of Chollas Creek, which

"Teaching them about giving back to their community and using their artistic skills to communicate important messages to others is an investment for us all."

— Jean Cornwell

runs through our community," Jean said. "Teaching them about giving back to their community and using their artistic skills to communicate important messages to others is an investment for us all."

This public art project was proposed by the Market Creek Plaza Art & Design Team. Residents, local artists, and architects worked together to reflect the rich culture and history of the area through the art and architecture of the buildings. They also wanted to involve community youth, inspiring the next generation to carry on the project's vision of community ownership.

The wall is funded with a grant from Sempre Energy and matched by a grant from the Jacobs Family Foundation.



Children created the tiles in workshops held throughout the community. Each tile now hangs on the Sempre Children's Art Wall located behind the amphitheater.



El Progreso de la Plaza

Market Creek Plaza ha recibido un préstamo de \$15 millones de dólares a través del programa New Markets Tax Credit (NMTC). Es el préstamo más grande que se a otorgado a un proyecto de desarrollo comercial en California y atrae nuevas inversiones a nuestra comunidad. También es el primer préstamo otorgado a un proyecto desarrollado mano a mano con los residentes de la comunidad a los que asiste. El préstamo fue posible por medio de la colaboración de el banco Wells Fargo, Clearinghouse CDFI,

California Southern Small Business Development Corporation y el Jacobs Center for Neighborhood Innovation.

El desarrollo dirigido por los residentes de la Plaza también ha atraído \$1.5 millones de dolares en inversiones de dos de las fundaciones más importantes del país- La Fundación Rockefeller de Nueva York y la Fundación F.B. Heron. Ambas fundaciones han hecho Program-Related Investments (PRI) en la Plaza. Los PRIs son préstamos de bajo interés que les permite utilizar más de su capital para apoyar sus misiones sociales.

Más de 1,000 niños crearon un mural como ningún otro con azulejos pintados a mano y que ahora forman parte del Sempra Children's Art Wall; una pared en la Plaza que mide 150 pies y que se encuentra detrás del anfiteatro. El diseño de la pared incluye la imagen de un gran árbol de roble con grandes ramas y raíces fuertes todas hechas de cobre. Los azulejos de lo niños delinear las ramas como hojas.

El banco Wells Fargo y El Pollo Grill serán los próximos negocios agregados a la Plaza. El banco Wells Fargo ofrecerá todos los servicios bancarios. El Pollo Grill es un auténtico restaurante Mexicano para toda la familia, la especialidad será el pollo asado a la parrilla. Se anticipa que los dos abrirán este año.

Curves for Women ofrece rápidos ejercicios en un circuito de 30 minutos combinando aerobics y ejercicios para desarrollar fuerza. La dueña de Curves, Shelley Rucker Lamberth, señaló que las mujeres hispanas, las de las islas del pacífico y las afro-americanas se enfrentan a un alto riesgo de obesidad que podría convertirse en una condición seria de salud. Ella dijo que las mujeres encontrarán que los ejercicios en Curves son muy fáciles y cómodos.

ຂ່າວທີ່ລ່າສຸດຂອງສູນການຄ້າ ມາກເກັດກີ້ຢູ່ປລາຊາ

Market Creek Plaza ໄດ້ຮັບເງິນໃຫຍ່ເປັນຈຳນວນ \$15 ລ້ານ ຜ່ານໂຄງການ the New Markets Tax Credit (NMTC). ແມ່ນເປັນການໃຫຍ່ທີ່ສຸດທີ່ສຳລັບພວກເຮົາໃນໂຄງການພັດທະນາການຄ້າໃນລັດຄາລິຟໍເນຍ ແລະໄດ້ນຳເອົາການລົງທຶນອັນໃໝ່ອັນນຶ່ງເຂົ້າມາໃນຊຸມນຸມຊົນຂອງພວກເຮົາ. ແລ້ວກໍ່ແມ່ນການໃຫຍ່ຂອງ NMTC ອັນທຳອິດອັນນຶ່ງອີກຊຶ່ງໄດ້ເຮັດໃຫ້ໂຄງການອັນນຶ່ງໄດ້ພັດທະນາດ້ວຍມືຕໍ່ມືກັບພວກປະຊາຊົນທີ່ອາໄສຢູ່ໃນຊຸມນຸມຊົນທີ່ໄດ້ຮັບໄຊ. ການໃຫຍ່ເງິນນີ້ໄດ້ເຮັດໃຫ້ເປັນໄປໄດ້ຕາມຄວາມຕ້ອງການຂອງທະນາຄານ Wells Fargo, Clearinghouse CDFI, California Southern Small Business Development Corporation, and the Jacobs Center for Neighborhood Innovation.

ເງິນ \$15 ລ້ານ, ນີ້ກໍ່ໄດ້ເອົາມາໃສ່ການລົງທຶນແລ້ວໃນການພັດທະນາຊຸມຊົນຂອງ Plaza ທີ່ໄດ້ມາຈາກສອງມູລນິທິອັນມີຊື່ສຽງກ່ອນໝູ່ໃນມູລນິທິຂອງປະເທດ-the New York based Rockefeller Foundation and the F.B. Heron Foundation. ທັງສອງມູລນິທິນີ້ໄດ້ເອົາມາລົງທຶນ Program-Related Investments ຢູ່ Plaza ແລ້ວ ການລົງທຶນ PRI ນີ້ແມ່ນເປັນການໃຫຍ່ທີ່ສຸດທີ່ເອົາກຳໄລຕໍ່າ ຊຶ່ງເຮັດໃຫ້ເຂົາເຈົ້າໄດ້ໄຊທາງກວ່າຊັບສົມບັດຂອງເຂົາເຈົ້າເພື່ອຊຸກຍູ້ໜ້າທີ່ດ້ານສັງຄົມຂອງເຂົາເຈົ້າ.

ໄດ້ມີເດັກນ້ອຍຫລາຍກວ່າ 1000 ຄົນທີ່ໄດ້ອອກແບບປະເພດຊຸມນິດອັນໃດອັນນຶ່ງ, ດິນກະເບື້ອງທີ່ໄຊທາສິດວິຊາຢູ່ບໍລິເວນນີ້ເປັນພາກສ່ວນຂອງສິລປະໃນຝາກຳແພງຂອງເດັກ Sempra ເປັນຝາກຳແພງອັນນຶ່ງທີ່ມີ 150 ຝູດ ຢູ່ທາງຫລັງດ້ານທາງນອກຂອງໂຮງແຮມດຽວຄອນກາງແຈ້ງຂອງປລາຊາ. ການອອກແບບຂອງຝາກຳແພງນີ້ໄດ້ມີຮູບຂອງຕົ້ນໂອກຕົ້ນໃຫຍ່ຕົ້ນນຶ່ງທີ່ມີງ່າອັນຍາວແລະຮາກອັນແຂງໝັ້ນທີ່ເຮັດດ້ວຍທາດທອງແດງ. ດິນກະເບື້ອງຂອງເດັກນ້ອຍນີ້ໄດ້ລຽນງ່າໄມ້ໃຫ້ເປັນແຖວຄືກັບໃບໄມ້ນັ້ນເອງ.

ທະນາຄານ Wells Fargo and El Pollo Grille ຈະໄດ້ເປັນການຄ້າອັນໃໝ່ເຂົ້າມາຕື່ມໃນຂັ້ນຕໍ່ໄປໃນ Plaza. ທະນາຄານ Wells Fargo ຈະໄດ້ເປັນຜູ້ບໍລິການອັນເຕັມສ່ວນໃນດ້ານທະນາຄານຢູ່ສາຂາ. El Pollo Grille ເປັນຮ້ານອາຫານແທ້ຈິງຮ້ານນຶ່ງເຈາະຈົງໂດຍສເພາະຄອບຄົວຊາວແມກຊິກແຖນ ໃນການປັບປຸງເປີດໃຫ້ເຫັນ. ທັງສອງນີ້ຈະໄດ້ເປີດໃນປີນີ້ເອງ.

Curves ສຳຫລັບຜູ້ຍິງ ໄດ້ບໍລິການເອົາການອອກກຳລັກກາຍ 10 ນາທີ ຂຶ້ນໄດ້ຮວມເຂົ້າການສູ່ຂພາບອັນສຳຄັນ. ເພິ່ນໄດ້ບອກວ່າຜູ້ຍິງນັ້ນຈະໄດ້ເຫັນວ່າການອອກກຳລັງຂອງ Curves ນັ້ນເປັນບ່ອນທີ່ພາກນີ້ໄຊໄດ້ຢ່າງແບບໝູ່ເພື່ອນແລະຢ່າງສບາຍ.



The Market Creek Plaza Update is published by the Jacobs Center for Neighborhood Innovation, an operating foundation and developer of the project. It is distributed to all addresses within a two-mile radius of the Plaza. For questions, suggestions, or more information regarding this publication contact:

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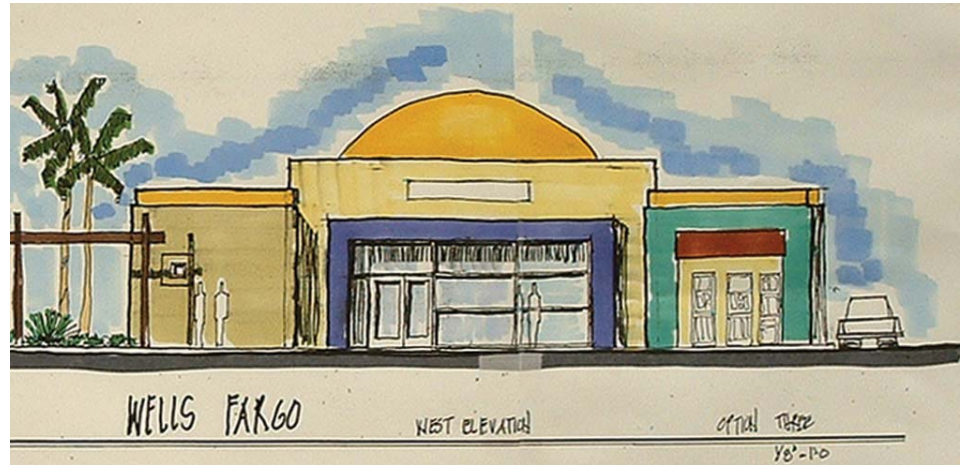
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W Wells Fargo Bank to Join the Plaza

Wells Fargo Bank is about to break ground on its new branch location at Market Creek Plaza.

Set on the vacant pad facing Euclid Avenue, the bank will bring convenient ATM, checking, savings, investment, and loan services. The bank is committed to seeking diversity in its 139,000 employees company-wide.

“Market Creek Plaza will continue to be a tremendous resource for the Diamond Neighborhoods, and Wells Fargo is proud to be a part of the Plaza,” said Wendell French, Wells Fargo VP and community development manager. As part of its mission, Wells Fargo forms partnerships with community residents to bring about positive change in communities. The organization provides its neighbors with a variety of products to help them achieve financial success.



The pad facing Euclid Avenue will be home to the new Wells Fargo bank (rendering above).

El Pollo Grill Adds to Multicultural Flavor

The taste of authentic Mexican food will add to the multicultural flair of Market Creek Plaza with the opening of El Pollo Grill on the northwest corner of the buildings.

With natural ingredients, a

secret family recipe, and affordable prices, El Pollo Grill has built a solid reputation for high-quality food since opening in Lemon Grove in 1986.

The Market Creek Plaza location will be similar in style and menu, serving up El Pollo Grill's signature open-flame-broiled chicken, as well as grilled fish tacos and burritos, carne asada, chile relleno, carnitas, and more. El Pollo Grill is expected to open later this year.

Owner Victor Lopez is also planning a low-carbohydrate menu to meet the needs of carb-counting customers. The menu will likely include salads, chicken dishes, sour cream and cheese chorizos, and menudo and albondigas (meatball) soups.

The Plaza location will have an open kitchen, just like the Lemon Grove store. People can watch their food as it's prepared, which Victor said inspires customer confidence.

The restaurant plan features indoor dining, with an option of outdoor tables in the nearby food court. Victor also expects to do a lot of catering, a significant portion of his business.

“We're looking forward to having a new store in this great location and serving a whole new group of customers,” Victor said. “We are excited to be a part of the Plaza and to play a role in its success.”



El Pollo Grill's Lemon Grove store.

Market Creek Plaza Shapes Up!

Women now have a new place to work on their curves at the community's only health club exclusively for women. Curves for Women offers a quick, 30-minute workout that combines aerobic exercise and strength training in a complete, circuit-style workout.

"The link between physical fitness and good health is important to many of the cultural groups in this community," said owner Shelley Rucker Lamberth. According to the American Heart Association, African American, Hispanic, and Pacific Islander women face high obesity rates. Obesity is a contributing factor to serious health conditions, including diabetes, cardiovascular disease, stroke, and high blood pressure.

Shelley, an Emerald Hills resident, saw the need for a facility like Curves after a knee injury prevented her from continuing her active lifestyle as a tennis instructor at Lincoln High School and AAA softball player. Sidelined, she tried a gym to maintain her fitness, but found it overwhelming. Shelley says the Curves program, which uses a series of 20 stations for 30 seconds each, is more user-friendly.



Shelley Rucker Lamberth welcomes women who want to get fit and stay healthy at Curves.

"Curves is a comfort zone – an intimate, convenient workout that's not overwhelming like a traditional gym experience," she added. "Most women starting an exercise program can't hire a personal trainer just to understand how to properly use gym equipment."

At Curves, the environment is relaxed and friendly. "We work with

each person to make sure she's doing the exercises properly."

Lamberth offers a free, one-week trial to those who want to check out the Curves experience. If the program is a good fit, membership can be paid month-to-month or annually. The low price of \$29 is offered to those who sign an annual contract and pay by check draft. Annual members also get a travel pass, which allows them to work out at any of the 7,000 Curves locations in the U.S. and throughout the world. Month-to-month membership costs \$39 per month.

To learn more about Curves, call 619-262-2600.

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