



burnham center  
for community  
advancement

# ANNUAL REPORT

## 2022



*What a year!*

The Burnham Center for Community Advancement (BCCA) has completed its first full year as San Diego's regional think-*and*-do tank, and we are excited to share our accomplishments, reflections, and future plans with you. This year was all about collaboration and establishing meaningful partnerships across our region.

As Malin Burnham likes to say, "Community is all about collaboration, you've got to work together because no one can do it by themselves." The seeds of partnerships sown this year not only helped us engage with ever-broader constituencies and priorities, but they will also bear fruit in years to come as we tackle new challenges for the advancement of our community.

In this report, you will read about our work on making real the potential of the World Design Capital San Diego Tijuana 2024, on Balboa Park sustainability, and on workforce equity, among other topics. We look back on 2022 with deep gratitude for our supporters (including you!), partners, our dedicated and thoughtful staff and advisors, and the community leaders who help to guide our efforts.

We take pride in our work, and we hope you will see that we are living up to our core ideals: be future-focused, be transformative, turn ideas into action, reflect the diversity of our region, and (no surprise) collaborate. We look forward to a year ahead of building on this work, bringing new and valuable initiatives and programs to the community that we serve.

With sincere gratitude,



Malin Burnham  
Chairman of the Board



Tad Seth Parzen  
President and CEO

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**Bill Ponder**, Director of Programs and Engagement  
**Natalie Scoma**, Executive Assistant / Office Administrator  
**Cindy McWay**, Administrative Associate

# Our Model



SCAN TO  
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One of our goals for the first year was to build a model to help us achieve the greatest impact. As you can see below, we are big fans of simplicity! Our model is five essential steps, the first being—**engage**. We want to engage the community and our partners in all that we do as an inclusive organization. We look for opportunities for BCCA to catalyze solutions and conversations on a collective future. *We do not hold power, but rather are a platform to enhance, amplify, and accelerate the good work of our partners and the community.*

The second step is to **prioritize** BCCA's work. We know we can't do it all, and we want to be strategic about how and where we invest our resources. We will prioritize issues where we believe we can make the greatest impact.

The next step of our process is **innovation**. At BCCA, we bring together issue-based working groups that can gather experts, data, and research to put forward creative and innovative ideas.

These working groups also play a key role in **organizing** the community around creative strategies and solutions.

The last step is **impact** because, above all else, we are here to get good work done! BCCA will build a pathway towards action and impact by marshaling resources, driving solutions, and monitoring progress forward.



# Engage: Building Connections to Get Things Done



None of our work is possible without *connection*. In 2022, we focused on building bridges and establishing meaningful relationships across our diverse community. Not only is it vital to our goal of repairing our frayed social fabric, but it is also a necessary step for reaching all our shared goals.

We launched the Burnham Community Dialogue series, an open forum where community members gather to learn about important topics and build connections across disciplines and interests. Together with Tijuana Innovadora, we hosted a public launch for the book *El Tercer Pais: San Diego & Tijuana, Two Countries, Two Cities, One Community*, as part of our work to advance the San Diego-Tijuana region as a whole.

We share information as widely as we can with as many San Diegans as we can. Our social media following has grown by leaps and bounds, and our quarterly newsletter, launched in November 2022, already reaches more than 2,000 community members. We thank each of you for your support and continuous engagement.

In 2022 we collaborated with UC San Diego and the Design Forward Alliance, San Diego Workforce Partnership, Tijuana Innovadora, Voice of San Diego, and the San Diego Business Journal on a variety of issues. And we're just getting started!



# Prioritize: Future Focused



As a community, we have big aspirational ideas. We face exciting opportunities, and we wrestle with vexing, persistent challenges. The Burnham Center for Community Advancement relies on the wisdom and expertise of community leaders to help us prioritize and identify opportunities where we can have the greatest impact. We collaborate with organizations to advance each other's shared goals and objectives—each shaped by a community-informed perspective. In 2022, we focused on our cross-border community, Balboa Park, housing, workforce, and building community around ideas and solutions.



San Diego and Tijuana are inextricably linked, and we believe we're stronger the more closely we work together. BCCA sponsored the inaugural Mexican pavilion at this year's Biocom convention. With UCSD Extension, BCCA also co-hosted former President of Mexico Vicente Fox, and hosted a book launch and Burnham Community Dialogue focused on moving our diverse region forward.



This year, we hosted SDREDC's Inclusive Growth Report Breakfast, adopted the 2030 Inclusive Growth Goals as our own, and held our first Burnham Community Dialogue focused on workforce equity.



We believe in elevating our next generation of leaders. BCCA convened two San Diego Leadership Summits this year, bringing together for the first time the top leadership development organizations in the region to ideate and collaborate on training tomorrow's civic leaders.

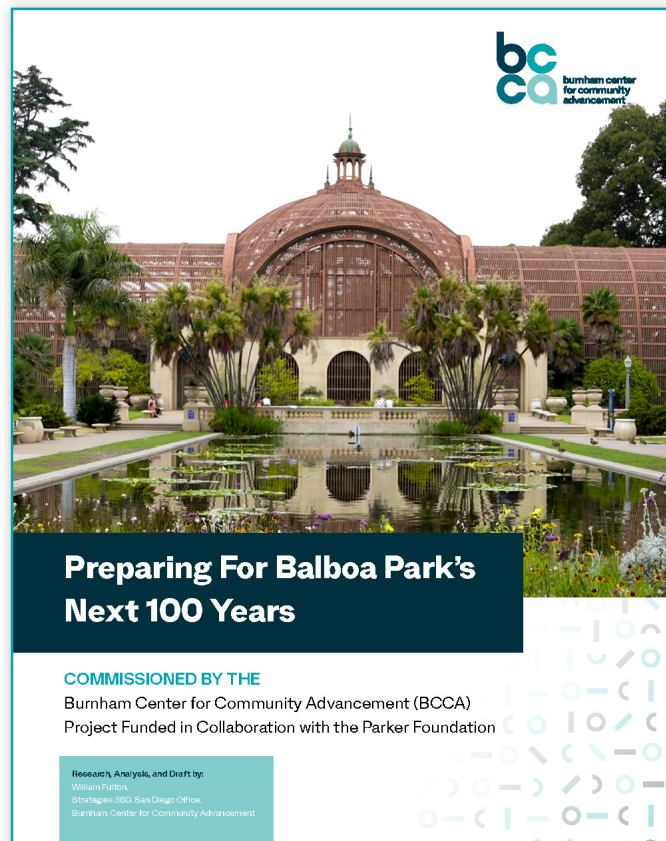
# Innovate: Strive for New Solutions



Our goal is to tap into the power of community collaboration and civic innovation to foster a region that provides opportunity, helps the people of our great region prosper, and becomes a place we are all proud to call home. We cannot meet our collective challenges by maintaining the status quo or trying the same failed solutions.

This past year, with the support of the Parker Foundation, BCCA released *Preparing for Balboa Park's Next 100 Years*, a white paper that explores the park's long-term sustainability. Balboa Park was identified as an early priority for our work due to the decades-long delay in solving the deferred maintenance, governance, and fiscal needs of our iconic crown jewel and economic driver for the region.

The report, which you can find on the BCCA website, examines funding and governance systems in urban parks across the country, details the park's economic impact, and provides clear recommendations to ensure the vitality of the park's future. We continue this work through a problem solving dialogue with the City of San Diego and multiple park stakeholders.



# Organize: Accelerate Progress



We are building a platform for our community leaders, businesses, educators, workers, researchers, faith-based organizations, nonprofits, residents, and government to come together to move us forward. No one can do it alone.

BCCA has built a diverse Community Advisory that represents a broad swath of communities, backgrounds, and constituencies. In 2022, we established working groups on the topics of Housing, Balboa Park, Workforce Development, the World Design Capital, and Community Fabric.

In January, we moved into our headquarters at UC San Diego Park & Market. We activated this space for civic collaboration, a “collaboratory” where community voices and cross-sector organizations can come together, converse with us and with each other, organize, and innovate. Come visit us at UC San Diego Park & Market – our doors are open!



Pictured above, BCCA celebrates Mexico's 212th Independence Day with partners, and hosts the Mexican delegation to the 2022 Biocom Convention, at UC San Diego Park & Market.

# Impact: Moving Our Region Forward



We are beginning to see the fruits of our labor. The designation of the San Diego Tijuana region as the World Design Capital 2024 was just the beginning – in 2022, we launched a standalone nonprofit to organize the year-long event, hired a CEO, and made two reconnaissance trips to Valencia, Spain, this year's World Design Capital.

This year, BCCA became one of the designated fiscal sponsors available to Creative Communities San Diego applicant organizations seeking support from the City's Commission on Arts & Culture. This means we can help arts and cultural organizations throughout San Diego gain access to critical funding that otherwise may be out of reach.

Bill Ponder, BCCA's Director of Programs & Engagement, and Jack McGrory, BCCA Board Member, joined Mayor Todd Gloria's Civic Center Revitalization Citizens Committee. The committee will play an important role of gather public feedback to inform and shape the redevelopment of 101 Ash Street and Civic Center Plaza buildings, a once-in-a-lifetime opportunity to transform six blocks of downtown San Diego.

We formed new partnerships, catalyzed new connections in cross-sector industries, and shared vital information about important topics at our Burnham Community Dialogues. Being a source for knowledge and strengthening the community fabric is central to BCCA. Over 500 people attended our four community dialogues in 2022.



Dir. of Community Engagement and Programs with members of the San Diego Diplomacy Council



# Thank You

The Burnham Center for Community Advancement is a nonprofit organization funded through philanthropic support. None of our success in 2022 could have been achieved without the generosity and investment of our funders. From the bottom of our hearts, thank you! You make this work possible.

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