

Economic Development

REPORT



Logan Heights Business Walk

On June 28, 2023, the San Diego Promise Zone (SDPZ) held its first Business Walk in partnership with Logan Heights Community Development Corporation (Logan Heights CDC). The walk area spanned Imperial Avenue between 19th Street and 32nd Street in Logan Heights.

The goal of each Business Walk is to create an opportunity where City of San Diego (City) staff and community stakeholders come together to visit a business community while providing resources, answering questions, and overall fostering relationships. To learn more about the Business Walk program, please visit www.sandiego.gov/businesswalks.

Office Hours took place at the Logan Heights CDC's office on Tuesday, July 25, 2023, which provided a venue for businesses to ask more detailed questions and receive one-on-one assistance.



Business Walk Details

Participants: 26

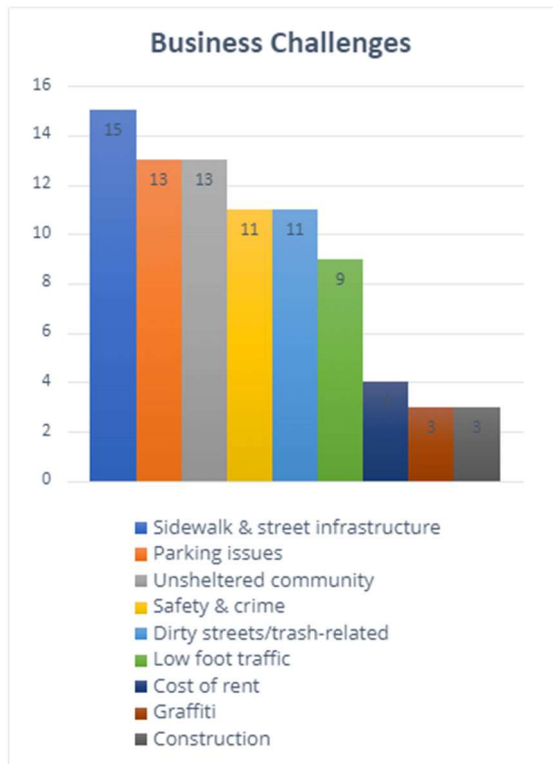
Volunteers included staff from the San Diego Promise Zone, Economic Development Department (EDD), City Council District 8, Mayor's Office, Logan Heights CDC, mohuman, and California Coast Credit Union. Teams of two to three people visited about 10 businesses each. Participants offered business owners a tote bag (see right) filled with information on resources provided by the City and community-based organizations.

Each team was able to meet with business owners and employees to spread word of current resources, learn about the business owners and community, and document any concerns for follow-up by the SDPZ team.

"I found immense pleasure in immersing myself within the community, actively assisting individuals in uncovering valuable resources that would otherwise be unknown to them. Equally, if not more gratifying, was the ability to forge genuine, person-to-person connections by engaging in direct interactions. These moments allowed me to witness the tangible impact of my efforts and to foster a sense of community."
– BW Participant



Letters Mailed: 131



Businesses along the designated area were mailed letters (see right) in advance of the walk, informing them of the outreach event, providing contact information, and other helpful resources from the City and community organizations.

Business Interactions: 85

During the two-hour walk, participants interacted with 85 businesses. Of the 85 businesses, 39 business owners or employees engaged in extensive conversations that led to 82 comments pointing to persistent themes (see left). These discussions provided valuable insights into the challenges faced by these businesses and offered feedback on the potential resources that could be beneficial. Businesses were excited to hear about the collaboration with Logan Heights CDC as they are familiar and appreciate their work in the neighborhood. Businesses appeared to be, in general, grateful for the interest in their concerns and willingness from the team to provide support, highlighting the need for consistent engagement from the City.



Resources Shared:

Information about existing programs from the City and our partners such as the [Get It Done](#) app and the [Storefront Improvement Program](#) were shared as key resources in the tote bags distributed. If volunteers did not have specific resources on hand, SDPZ and EDD staff followed up after the event via phone and email to share relevant resources and provide additional support.

- **General Info:** Incentives and programs are available to help launch, grow and expand your business, and provide support for homeowners and contractors to get work done.
- **Economic Development Department:** Learn about programs, loans, business incentives, and resources.
- **Get It Done app:** Report graffiti, potholes, abandoned vehicles, illegal dumping, broken sidewalks, malfunctioning traffic signals, streetlights, and other issues.
- **Bike Rack Program:** Request a free bike rack to be installed in front of your business.
- **Storefront Improvement Program:** Apply for free professional design assistance and rebates to improve your storefront.
- **Safety Resource Toolkit for Small Businesses:** Compiled resources to better equip businesses to keep their employees and customers safe.
- **Office of City Treasurer:** Apply or renew your business tax certificate (The City of San Diego issues business tax certificates instead of business licenses.)
- **Parking Enforcement:** Contact San Diego Police Department Communications Center at 619-531-2000
- **Traffic Engineer Operations:** To request curb paintings or report illegal parking, contact TrafficOps@sandiego.gov or (619) 533 - 3126.

