



Business Matters

THE CITY OF SAN DIEGO Summer 2011



Small Local Business Enterprise Program

Are you a local small business interested in pursuing contracts with the City of San Diego? Launched in July of this year, the City of San Diego's Small Local Business Enterprise Program was designed to increase the level of participation on City contracts by smaller local businesses by providing preference points and bid discounts to better position a certified small local business enterprise for award when competing for a City contract. The program is open to qualifying businesses located within the County of San Diego, and businesses must also meet average annual gross receipt maximums. Businesses can be certified as a Small Local Business Enterprise (SLBE) or an Emerging Local Business Enterprise (ELBE). In addition, if your business is already certified as a Disabled Veteran Business Enterprise (DVBE) or micro business enterprise through the State of California, you automatically qualify as long as the business is local (within San Diego County) and you complete the SLBE application. You may access the application and learn more about the program at <http://www.sandiego.gov/eoc/boc/slbe.shtml>.

Storefront Improvement Program

The City of San Diego has recently streamlined the process for its Storefront Improvement Program (SIP) from application to completion, making it easier and faster than ever for small business owners to revitalize their building façades with city assistance.



Incentives are available for single storefronts, multitenant commercial storefronts and historic commercial renovations. Thanks to help from the Commission for Arts and Culture's Public Art Program, City staff are pleased to add a new public art incentive to the list. Twenty artists have been selected to work with business owners who want to add something special to a commercial façade renovation and receive the public art incentive.

For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's Web site at www.sandiego.gov/economic-development or call the Economic Development Division at (619) 236-6700.

Small Business Health Insurance



Looking for affordable health, dental, vision, and life insurance tailored specifically for San Diego small business owners and their employees? Then consider City Care Benefits:

- Large group rates and benefits for employers with a City of San Diego business tax certificate
- Guaranteed issue for employers with 3 or more eligible employees
- Low employer contribution requirements
- Available through your health insurance agent
- Domestic partner coverage
- No health questions

Contact MVI Administrators at (619) 260-2660 or email: citycare@mviinc.net
Sponsored by the San Diego Business Improvement District Council

Mayor's Message

Creating and retaining jobs is a critical part of weathering the current economic storm. The City of San Diego is working with local businesses, trade groups and other government agencies to implement strategies for job development.



Mayor Jerry Sanders

Mayor Sanders has taken the lead in Washington, DC and Sacramento helping to bring new money for public projects to our region. Working with business and community leaders from throughout San Diego, he has been successful in securing commitments for more than \$100 million in federal stimulus funds for transportation, energy efficiency and other projects that will create jobs in our area. The Mayor is also working to ensure that the state's own budget crisis won't become an undue burden on local government of dim hopes for creating additional jobs in the year ahead.

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For more information visit www.sandiego.gov/directories/business.shtml*

This information is available in alternative formats upon request.

California Enterprise Zones - Keeping Businesses in the San Diego Region

California's Enterprise Zone program is one of the state's most successful economic development tools, combating poverty and unemployment in disadvantaged areas of our state and encouraging business growth and expansion. During these tough economic times, businesses need help to create jobs and keep people employed, Enterprise Zones do exactly that. They especially help vulnerable and disadvantaged people find work in the places that they live. Businesses located in San Diego's Enterprise Zone are eligible to receive a wide range of state and local incentives designed to help businesses maintain and expand their operations. The program gives employers a hiring credit incentive to hire people motivated to find jobs but face certain barriers to employment and a credit for qualifying equipment purchases.

Additional information is available on the following websites: www.sandiego.gov/economic-development/business-assistance; and www.SDREZ.org.



BAD CHECK Program

Run by the San Diego District Attorney's Office, this newly upgraded Program employs a multi-faceted approach that includes: assistance in recovering money lost to bad checks, pursuit and prosecution of check offenders who refuse to make restitution, training programs designed to reduce the number of bad checks and, finally, an educational course to help check offenders avoid writing and passing any future bad checks.



The Program requires bad check writers to pay full restitution and complete an education and intervention class. Because bad check offenders pay the entire cost of the Program, there is **NO COST** to merchants and other victims.

Call Toll Free: 1-888-240-6495 or send an email to info@hotchecks.net to find out how to take advantage of this program.

THINK BLUE!

The City of San Diego is taking proactive steps to protect water quality and the environment by preventing pollutants from entering our rivers, creeks, bays and the ocean.

Many business owners are unaware that the storm drain system and sewer system are not connected and everything that washes into storm drains flows untreated to our beaches and waterways. The City and State require businesses to implement measures to prevent pollution from entering the system. Some simple steps to follow include:

- When using water based paints, rinse paint brushes in the sink. Never clean brushes or pour paint in the gutter or storm drain.
- Pick up trash and litter around your yard and home.
- Dispose of drywall, concrete and mortar from home improvement projects in the trash. Sweep up all project debris.

For more information about how businesses can help keep our beaches and bays clean and safe for all San Diegans, contact the Storm Water Department at (858) 541-4300 or visit the Think Blue web site at www.thinkblue.org.



At Your Fingertips:

The Small Business Advisory Board works with the City to reduce regulations, and make the permit process more business-friendly. The board meets regularly and any member of the public is invited to attend. For details, visit <http://www.sandiego.gov> and search for "business advisory" or call (619) 236-6700 for a schedule.

SCORE Counselors offer a variety of on-going workshops on small business topics. Check the website for current calendar and registration at <https://www.score-sandiego.org> or call (619) 557-7272 for more.

The Internal Revenue Service and the State of California Employee Development Department offer free seminars to help employers comply with the federal and State of California employment tax laws. Call (949) 389-4609 for a current schedule or visit www.irs.gov for more information.

Open for Tours

The City of San Diego opens the doors this summer to its Advanced Water Purification Facility (AWP Facility). Located at the North City Water Reclamation Plant, this facility is part of the City's Water Purification Demonstration Project, which is examining the use of advanced water purification technology on recycled water.

The AWP Facility will operate for one year and will produce approximately 1 million gallons of purified water every day. Purified water will not be added to the drinking water supply during this testing period. Members of the public are invited to tour the AWP Facility and see how this technology can transform wastewater into one of the purest sources of water in San Diego.

Sign Up Today:

- Visit www.purewatersd.org/tours.shtml to register for a tour.
- Email purewatersd@sandiego.gov or call (619) 533-6638 to schedule a presentation for your organization. Presentations can be conducted at the organization's regular meeting location or at the AWP Facility upon request.

This information is available in alternative formats upon request. ♻️ Printed on recycled paper.

Recycled Water

Water Purification Demonstration Project



Para obtener una copia de esta publicación en Español, por favor visite la página en internet de la Ciudad en: www.sandiego.gov/ecdnews.shtml