



BUSINESS SPOTLIGHT



The [Sofia Hotel](#), an Enterprise Zone business, located at the corner of Front Street and Broadway, near the historic Gaslamp Quarter, is one of several businesses taking a more active, hands-on approach when it comes to preparing and submitting voucher applications in order to claim the hiring tax credit.

The Hotel is a small, boutique property with a rich history. Ken Winslow and Harki Parekh, co-general partners of Pickwick Partners, Ltd. purchased the Pickwick Hotel in 1986. In 2006, the hotel underwent extensive renovation and re-opened later that year as the Sofia Hotel. The restoration project contributed to the revitalization of the downtown's West End neighborhood and perhaps more importantly has led to the creation of new jobs at both the hotel and the adjoining [Currant Restaurant](#), a separate entity owned and operated by the same investors. The hotel and restaurant together vouchered 157 employees during the 2010-2011 fiscal year, 98 were for newly created positions and 59 for existing positions.

Andrea Winslow, General Manager at the Sofia Hotel, believes the San Diego Regional Enterprise Zone ("SDREZ") is an important economic development tool. Particularly, she points to the fact that her company has been able to employ more people as a result of the savings realized from the hiring tax credits.

Generally, in order for a business to claim a hiring credit for a "qualified employee", the business must be located within an Enterprise Zone, an employee must meet one (1) of eleven (11) eligibility categories, and the business must submit a Voucher Application to SDREZ staff for approval. Once approved, SDREZ staff issues to the business a voucher certificate for the employee.

The process though simple can be a little intimidating at first if a business is not familiar with the eligibility categories that an employee must meet in order to qualify the business for the credit. SDREZ staff is available, however, to meet with businesses and provide free consultation regarding the vouchering process.



Joe Whitaker, Human Resource Manager at the Sofia Hotel and the adjoining Currant Restaurant credits the SDREZ staff with "helping walk us through the steps and working with us so that we were eventually able to handle the [voucher] process in-house."

SDREZ staff will be facilitating a workshop on Wednesday, August 17, 2011 from 8:30 am to 9:30am at the Sheila R. Hardin Downtown Information Center in Horton Plaza (Located above the Sam Goody's Store). More info at [Hiring Tax Credit Workshop](#).

RESOURCES

San Diego Regional Enterprise Zone

Hiring Tax Credit Vouchering Services

Tere Avina: (619) 236-6302
Tina Hines: (619) 236-6305

City of San Diego

Cord Bailey: (619) 533-5954

City of Chula Vista

Craig Ruiz: (619) 691-5248

City of National City

Alfredo Ybarra: (619) 336-4279

Unified Port of San Diego

Paul Fanfera: (619) 686-7283

Media Contact

Lydia Moreno: (619) 236-6320

Job Referral/Job Placement Services

South County Career Center—Chula Vista
Leonardo Alarcon: (619) 628-0321

South Metro Career Center—Mountain View
Erika G. Gallardo: (619) 266-4200

Metro Career Center—North Park
Patricia Devereaux: (619) 516-2265

Foreign-Trade Zones Program

Adrienne Turner: (619) 236-6364

Helpful Links

San Diego Regional Enterprise Zone
<http://www.sdrez.org>

California Association of Enterprise Zones
<http://www.caez.org>

National Association of FTZ's
<http://www.naftz.org>

Foreign-Trade Zones Board
<http://ia.ita.doc.gov/ftzpage/>



SDREZ QUICK FACTS

For the Month of June 2011.

- 96 - Participating Companies
- 718 - Employees Hired
- 76 - New Positions
- 642 - Existing Positions

Employee Eligibility

- 6 - Veterans:
 - 0 - Disabled/Service Connected Veterans
- 11 - Public Assistance Eligible
- 13 - Ex-offenders
- 2 - Dislocated Workers
- 0 - Native Americans
- 0 - Self-Employed
- 0 - Vocational Rehabilitation
- 1 - WIA Eligible/Enrolled
- 0 - Cal Works Eligible/Enrolled
- 73 - Low Income
- 26 - Work Opportunity Tax Credit
- 585 - Targeted Employment Area

For more information about the Enterprise Zone, visit www.SDREZ.org, or call (619) 533-5954.

Business Matters Workshop A Success



The San Diego Regional Enterprise Zone ("SDREZ") conducted two workshops in July for local business owners at the [Porto Vista Hotel](#) in Little Italy.

The workshops provided detailed information to participants regarding SDREZ program benefits including Hiring Tax Credits and Sales or Use Tax Credits as well as how to access the various credits. Brendan Foote, Sr.

Vice President at Hughes Marino Tax Credit Services, facilitated the discussion providing details of the types of employees and business equipment that would qualify a business for the different tax benefits.

In addition, City of San Diego staff presented information about the Storefront Improvement Program explaining how the City provides design assistance and financial incentives to small business owners who wish to make a creative change to their storefronts.

City representatives also provided the attendees with information about the San Diego Regional Revolving Fund, the Small Business Micro Revolving Loan Fund, and the Foreign Trade Zone Program.



For more information regarding:

- The [Storefront Improvement Program](#), contact Alissa Gabriel at (619) 236-6460.
- The [SD Regional Revolving Fund & Small Biz Micro Loan Fund](#), contact Cheryl Sylvester at (619) 533-6510.
- The [Foreign Trade Zone](#), contact Adrienne Turner at (619) 236-6364.

HELPFUL TIPS

Are you still spending money for off-line and on-line services to attract and hire job candidates?

If so, you may want to consider contacting your local Workforce Career Center. Career Centers such as the South County Career Center, the South Metro Career Center, and the Metro Career Center provide job skills training for job seekers as well as **FREE** job placement/screening services for business owners.

How easy is it to find a skilled workforce that qualifies your business for EZ Hiring Tax Credits?

It is as easy as calling your local Workforce Career Center! Many of the job seekers that visit these Career Centers qualify under one or more categories for the EZ Hiring Tax Credit. Call a Career Center Specialist today to learn more about how Career Centers can assist your business. You can find contact information for the Career Centers in the "Resources" section of this newsletter under [Job Referral/ Job Placement Services](#).

SAVE THE DATE

08/17/11 - Learn How To Apply For Hiring Tax Credits Workshop at the Sheila R Hardin Downtown Information Center, Horton Plaza (Located above the Sam Goody's Store). More info at [Hiring Tax Credit Workshop](#).

09/30/11 - 21st Annual Economic Summit at the San Diego Convention Center. More info at www.southcountyedc.com.

11/16/11 - 11/18/11 - 2011 CAEZ Training Conference in Rancho Cordova. More info at [CAEZ Training Conference](#).

ENTERPRISE ZONE WORKSHOP

Learn How 2 Apply 4 Tax Credit\$

LEARN MORE ABOUT:

- \$ How State Enterprise Zone Hiring Tax Credits Can Save Your Business Thousands of Dollars, Up To \$37K per Eligible Employee
- \$ The ABC's Of Submitting a Hiring Tax Credit Voucher Application
- \$ How to Determine If an Employee Is "ELIGIBLE" So That Businesses Can Claim Hiring Tax Credits

PLUS

- \$ How to Claim the Federal Welfare Opportunity Tax Credit (WOTC) of \$4K to \$9K

Enterprise Zone Hiring Tax Credits

Zone-located employers may claim a State income tax credit for a portion of the amount of wages paid to "eligible" employees working in the Zone, up to \$37,000 over 5 years [50% of wages paid in the first year; a sliding scale thereafter].

Tax credits are subtracted from a business' California income tax liability - making these benefits more valuable to a company's bottom line than standard tax deductions. If credits earned exceed taxes owed, unused credits can be carried forward to future tax years.

SPONSORED BY



DATE & LOCATION

Wednesday
August 17, 2011

8:30 AM - 9:30 AM

Centre City Development Corporation

Sheila R Hardin Downtown Information Center

193 Horton Plaza

San Diego, CA 92101

(Located at Horton Plaza

Above the Sam Goody's Store)

3 Hours Free Parking at Horton Plaza with Validation



PLEASE RSVP BY Friday, August 12, 2011 **ISPACE IS LIMITED!**

Fax to (619) 533-3320 Attn: Tere Avina or email TAvina@sandiego.gov. For more information, call **(619) 236-6302**.

Please reserve space for the following attendees at the August 17th workshop

COMPANY: _____

ADDRESS: _____

CITY: _____

ZIP: _____

PHONE: () _____

ATTENDEE(S)

EMAIL

_____	_____
_____	_____
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