

The City of



Economic Development

REPORT

North Park Business Walk

The Economic Development Department's Neighborhood Investment Unit held its ninth Business Walk on Feb. 22, 2018, visiting businesses in the **North Park Business Improvement District (BID)**, which is managed by **North Park Main Street**. Home to one of San Diego's hippest retail, dining and entertainment enclaves, the North Park BID spans 0.22 square miles along the University Avenue corridor (from Florida Street east to Boundary Street) and the 30th Street corridor (from Howard Avenue south to Thorn Street).

Two weeks prior to the Business Walk, more than 600 storefront and home-based businesses with valid Business Tax Certificates were sent postcards (right) promoting the outreach event. Despite afternoon showers on the day of the walk, 16 volunteers went from storefront-to-storefront to engage business owners and managers, surveying them about the business climate and the benefits and challenges of doing business in North Park. Volunteers also provided businesses with information about City programs and resources that could assist their growth or expansion.

- **Volunteers:** 16 (Volunteers represented the City's Economic Development Department, Office of the City Treasurer, Council District 3 and Small Business Development Center—South San Diego. Three community members also volunteered.)
- **Number of Businesses Visited:** 215
- **Number of Surveys Completed:** 74

Grow Your Business | Thursday, Feb. 22, 2018 | 2-5 p.m.



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Department



This postcard was mailed to 604 storefront and home-based businesses in early February. The back of the postcard described a Business Walk, had Neighborhood Investment Unit contact information and a link to the Business Walk survey to take before March 1, 2018.

Survey Background

The Business Walk was scheduled on a Thursday, from 2 to 5 p.m., in an effort to visit business owners at off-peak hours when they would be available to chat and take the seven-question survey. Volunteers went door-to-door in 12 walk zones spanning 333 storefront businesses on the City's Business Tax Certificate (BTC) list. It should be noted that there were businesses that were 1) closed during the walk hours (38); 2) in the walk zones but not on the BTC list (22); and 3) on the BTC list but appeared no longer located or in operation at the listed address (15). Visited businesses (215) received materials about City and BID resources. Sixty-seven visited businesses (31 percent) completed surveys in-person. Seven other businesses completed surveys online.

Survey Results for North Park

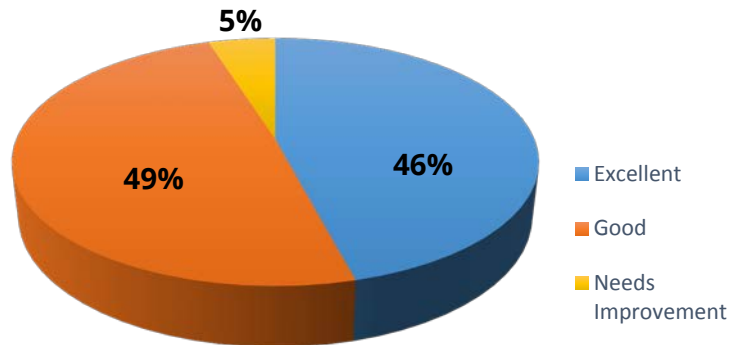
Doing Business

Question: Rate your community as a place to do business. (Excellent, Good, Neutral, Needs Improvement, Poor)

95% Favorable

Of 61 respondents, 58 rated North Park as an "Excellent" or "Good" place to do business.

Business Community Rating (N=61)



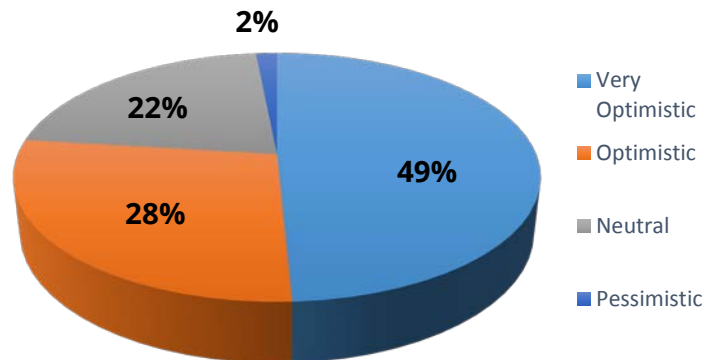
Business Climate Outlook

Question: Please describe your outlook on your business climate. (Very optimistic, Optimistic, Neutral, Pessimistic, Very Pessimistic)

77% Positive

Of 65 respondents, 50 said they are "Very Optimistic" or "Optimistic" about the business climate.

Business Climate Outlook (N=65)



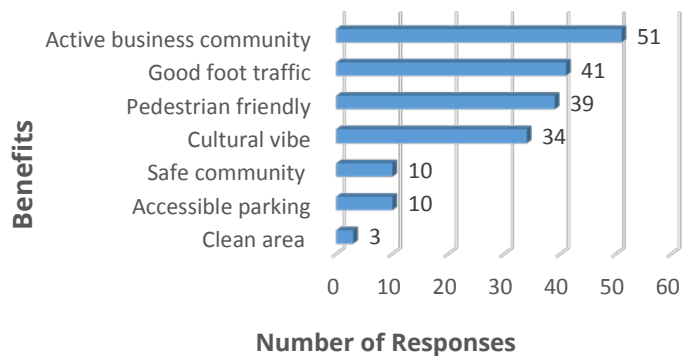
Business Advantages

Question: What are the benefits of operating a business in this community? (Select as many as three)

Active Business Community

Of the 67 respondents, 51 people (76 percent) selected the North Park business community as the top benefit.

Business Benefits in North Park



"North Park is a great place to do business and feel a sense of community. We've become more than a pizza restaurant and bar. We're a gathering place for our neighborhood. We're starting art events that bring people together."
- Jess Culpepper, URBN North Park

Business Obstacles - North Park

Question: What are the challenges of operating a business in your community? (Select as many as three)

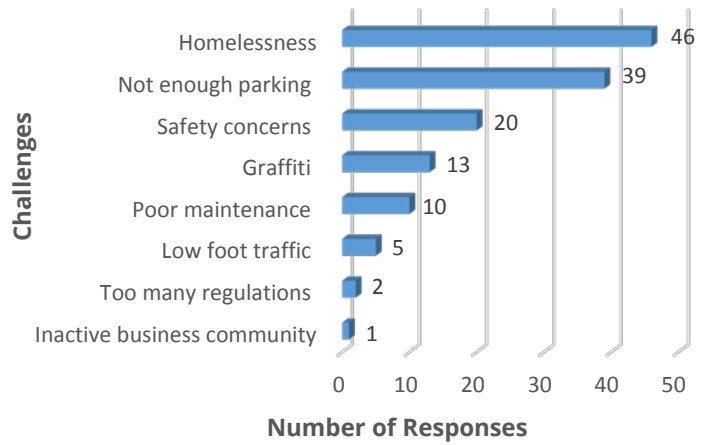
Homelessness

Of the 68 respondents, 46 people (68 percent) cited the growing homeless population as a challenge of having a business in North Park.

Homelessness is a huge concern for my business that has been on University for 39 years. Homeless people are sleeping in the doorway. They're scaring my customers or anyone just walking down the sidewalk."

- Felipe Betancourt, Raymond's Barber Shop

Business Challenges in North Park



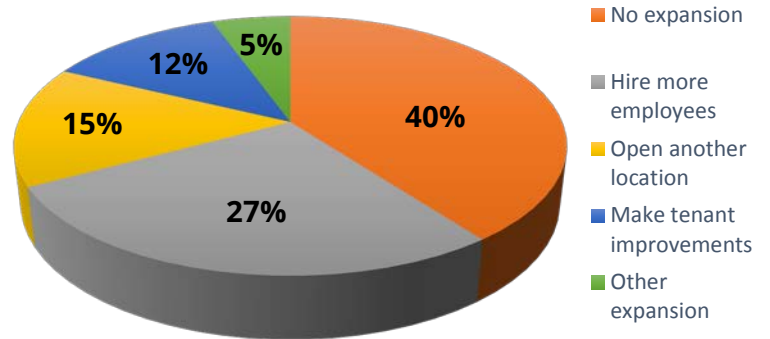
Growing Business - North Park

Question: Do you plan on expanding your business? If so, how?

60% Look to Expand

Forty-four of the 73 business owners surveyed have plans to grow their businesses with tenant improvements, another location or more employees.

Plans for Business Expansion



Finding Resources

Question: Is your business interested in learning about any of the following City programs?

Storefront Improvement

Most respondents were interested in the City's Storefront Improvement Program, which helps property or small business owners enhance curb appeal by offering free design assistance and construction incentives.

Business owners provided emails to receive details about the Storefront Improvement Program, small business networking, free bike rack installation, the online business/permit portal and business loans.

Interest in City Programs



City Online Resources for Entrepreneurs

- **General info** www.sandiego.gov/doing-business
- **City of San Diego Economic Development Department:** Learn about programs, loans, business incentives and resources. www.sandiego.gov/economic-development
- **Online Business Portal:** Start or expand a business, find permitted locations, make tenant improvements and learn about necessary permits and fees. <https://business.sandiego.gov>
- **Business Resource Matcher:** Find services (loans, grants, mentoring, consulting, marketing) to help your business grow. www.sandiego.gov/business-resources
- **Get It Done app:** Report graffiti, potholes, abandoned vehicles, illegal dumping, broken sidewalks, malfunctioning traffic signals, streetlights and other issues. www.sandiego.gov/get-it-done
- **Office of City Treasurer:** Apply or renew your business tax certificate (The City of San Diego issues business tax certificates instead of business licenses). www.sandiego.gov/treasurer
- **Parking Enforcement:** Contact San Diego Police Department Communications Center 619-531-2000 www.sandiego.gov/police/services/units/traffic/parkingenf
- **Contact your Business Improvement District** www.sandiego.gov/economic-development/about/bids

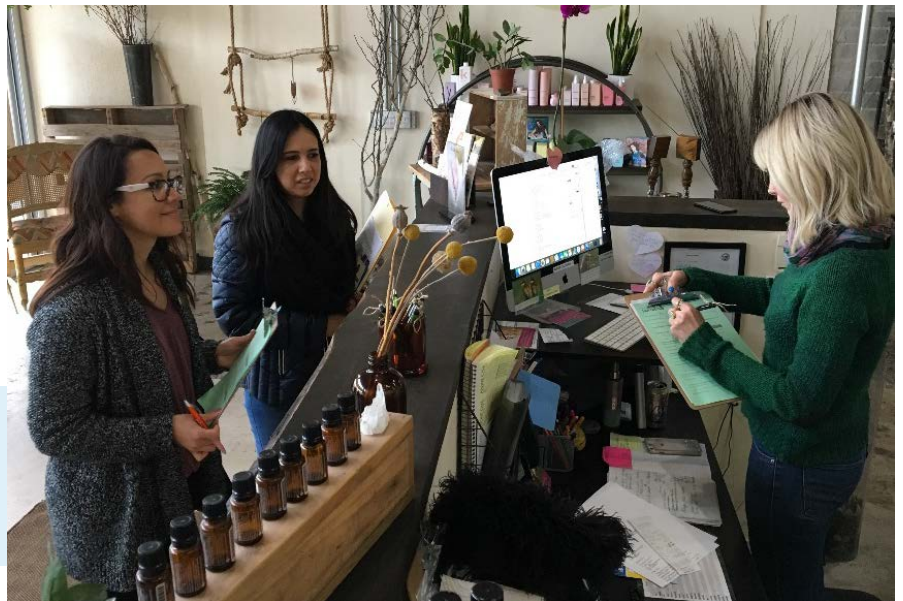
North Park Main Street



3939 Iowa St., Suite 2
San Diego, CA 92104
619-294-2501
northparkmainstreet.com

npbid@northparkmainstreet.com

Vanessa Bernal (left) of Council District 3 and Michelle Nuñez (middle) of the Office of the City Treasurer speak with the manager of Lighthouse Salon during the Business Walk.



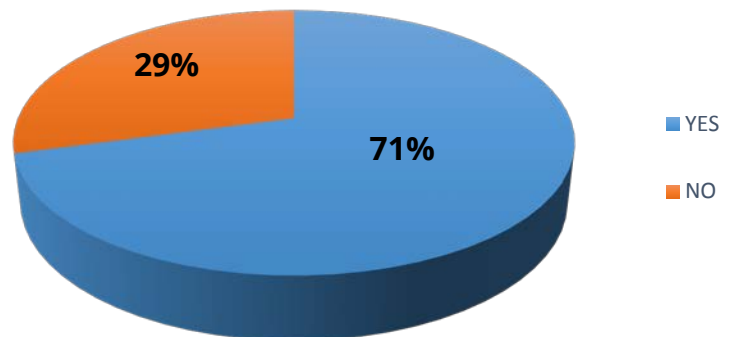
BID Awareness

Question: Are you familiar with the North Park Main Street Business Improvement District (BID)?

71% Know the BID

Of the 65 business owners and managers surveyed, 46 respondents knew about the North Park Main Street BID.

Business Improvement District Awareness (N=65)



Promotional Material Left at Businesses Visited (5x7, front and back)

Start and Grow Your Small Business

See what the City of San Diego's Economic Development Department can do for you



Online Business Portal

Check out our award-winning portal to find potential locations for your business, learn about necessary permits, make tenant improvements and access the Business Resource Matcher for loans, grants and services.

business.sandiego.gov
619-236-6700

The City of **SAN DIEGO**

Rack it up!

The City of San Diego Bicycle Program installs bicycle racks for free in the public right-of-way to encourage bicycling as a mode of transportation to shop, dine or get to your place of business.

Traffic Ops
trafficops@sandiego.gov
www.sandiego.gov/bicycleprogram





Storefront Improvement

Enhance curb appeal. Businesses with 25 or fewer employees, a valid business tax certificate and a street-facing storefront can apply for free design assistance and incentives ranging from \$8,000-\$16,000.

Storefront Improvement Program
www.sandiego.gov/storefront



www.sandiego.gov/economic-development | 619-236-6700



Business Resource Matcher

Find out about available business programs, loans, tax credits, mentoring, consulting, training and other services to start or grow your business.

www.sandiego.gov/business-resources
619-236-6700

Get up to \$500K in gap financing

Do you own a small or medium-sized business, want to expand, need capital but can't meet the terms of a traditional bank? Apply for the City of San Diego's Business Finance Loan Program.

Small Business Micro Revolving Loan
\$25,000-150,000

San Diego Regional Revolving Loan
\$150,000-500,000





Business Finance Loan Program

Rosa Elena Enriquez
renriquez@sandiego.gov
www.sandiego.gov/economic-development/business/financing
619-236-6323

Nomad Donuts (above) and Kid Ventures (left) both received loans through the Business Finance Loan Program to expand their businesses in the City of San Diego.