



Economic Activity Working Group

Wednesday, October 14, 2020 | 2:30-4:00 PM

Via Zoom

Working Group Goal: To increase opportunity for Promise Zone residents by building partnerships and connecting organizations to funding

In Attendance:

Accion, Cox Communications, Diamond Business Improvement District, DREAMBuilders, Logan Heights Community Development Corporation, City of San Diego Economic Development Department, Jacobs Center for Neighborhood Innovation, mohuman, San Diego Futures Foundation,

Meeting Minutes:

Dreambuilders Business Fundraiser: *Ramona Jones, Dreambuilders San Diego*

- Youth Mentoring Network: Educating, equipping, and empowering youth and young adults. Based in San Diego but beginning to operate on the national level, especially since programming can take place through
- Ramona Jones authored the book "Are You Driven to Win?" and is interested in sending free copies to all attendees
- Student Success Monthly Seminar Leadership Webinar: student leadership, reading literacy, and financial literacy
- Driven2win: Personal development and youth support that includes programming to address economic development and entrepreneurship. Takes place over Zoom
- Currently has a relationship with the National Partnership of Real Estate Brokers

Digital Inclusion and Safe Economic Activity Discussion

- [EDA Grant](#) Update: Requested \$380,000 and there is a matching fund option available. If the Promise Zone receives the grant, it will go directly to community and will be an eighteen-month process that includes creating needs assessment, accommodations of scaling, project planning, and funding plan. Will be co-led by Promise Zone team, SD grant makers. The Promise Zone is grateful for partner input and the scope of application reflects many partner ideas
- Christie Marcella ([Jacobs Center](#)) suggested creating co-location resources (ex: post office, health clinic, library) for business owners to drop in and have access to/ information about digital resources
- Internet Service Provider [Cox](#) was in attendance and discussed Cox hot spots throughout the San Diego area. Additionally highlighted Connect2Compete, which is a low-cost internet plan for families with children in school. Adriana Mendoza works within

Cox more specifically on digital equity and discussed digital literacy programs and hopes to get further involved with the Promise Zone and its partner organizations

- Cassandra with Cox- “adoption” vs “access”; dropped Cox hot spots. Says that generally more need for digital equity work than urban areas; highlighted [connect2compete](#); give cell and email; doesn’t know of problems until they’re included in these conversations
- Cox encouraged partners to reach out with any questions. This is especially helpful, as many community members don’t have direct contacts for ISP support except for standard phone-in help lines.

Promise Zone Directory Update: *Natasha Salgado, Logan Heights CDC*

- Currently working on building a Promise Zone resources directory (which will include a list of partner organizations in the neighborhood, what resources they offer, hours of operation, and who in the community each partner serves) and a Promise Zone business directory. These will be sent over once complete
- When helping businesses, Logan Heights CDC’s general focus is on access to capital. Since May 2020, Logan Heights CDC has generated roughly \$1 million capital into the Logan Heights neighborhood.
- Adding leadership development programming to their offerings

CARES Act Funding Update: *Monica Hardman, Economic Development Department*

- Community Development Block Grant (CDBG) and Coronavirus Aid, Relief, and Economic Security (CARES) Act Funding
- The RFQ deadline is October 23, 2020. Applicants will be notified January 22, 2021 whether or not they receive funding.
- Available funding:
 - o Public Services (\$550,000)
 - o Community & Economic Dev: Microenterprise Technical Assistance (1.7 Million)
 - o Nonprofit Capital Improvement facilities (\$2 Million)
 - o Nonprofit Capital Improvement Multifamily Housing (1.5 Million)
- 5 public service categories are eligible: healthcare, senior services, childcare, food bank/ meal delivery, and educational access/addressing the digital divide
- Each NOFA (Regular CDBG and CDBG-CARES) require 2 separate submittals to RFQ

3:45-3:55: Accion’s Relief Fund and Webinars: *Elizabeth Schott, Accion*

- Accion is a microlending organization focused on serving LMI and minority owned businesses and has worked in San Diego for over 25 years
- Loan program has more flexible criteria than other banks. Loans can go up to \$100,000 and as low as \$300.
- Offers workshops for business owners and those interested in owning a business someday. One current program is geared towards Spanish-speaking women and of the 12 participants, 4 live in the Promise Zone.
- COVID-19 Relief Program- Loans can range from \$5,500 to \$50,000. The loan has 1% interest with 6 month deferral on payments. \$1.4 million has been allocated so far in program and \$3.5 million remains available
- Have given 12 loans to Promise Zone residents and the average amount is \$12,000, whereas their average across all Covid Relief Loans is closer to \$16,000.

3:55-4:00: Partner Announcements

- Diamond Business Improvement District has created an ecosystem for black women entrepreneurs and would like to be included on next months agenda
- CONNECT ALL @ the Jacobs Center applications are now open. This is a business accelerator program and resource center.
- DREAMBuilders has two upcoming events: a gospel brunch and a hip-hop event
- Co-Chair Luis Ojeda shared an email from a City Heights principal who wanted to learn more about the Promise Zone.