



### Economic Activity Working Group

Thursday, November 12, 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, International Rescue Committee, Logan Heights Community Development Corporation, City of San Diego Economic Development Department, Mercato, San Diego Futures Foundation, SCALESD, Southeastern Diamond Business District.

#### Meeting Minutes:

##### 2:35-2:45: Strategic Alliance Funding Update

*Jason Paguio, President & CEO, Asian Business Association of San Diego*

- To best support small businesses, Asian Business Association of San Diego ([ABASD](#)) has partnered with the [Central San Diego Black Chamber of Commerce](#) and the [San Diego County Hispanic Chamber of Commerce](#) to conduct outreach to businesses who have been disproportionately affected by COVID-19 and to assist in applying for the county's small business stimulus grant as well as the city's temporary outdoor business operation permit.
- Beyond funding and community-based outreach, the [Strategic Alliance](#) shares business resources, events, educational workshops, and are involved in public policy advocacy.
- For businesses to get funding, they must have an income of \$100,000 or less and 10 or fewer employees. There are no race-based requirements.
- In the last months, 11,725 businesses have been reached through the Alliance SBDC network and partner outreach lists.

##### 2:45-3:45: E-Commerce, Inclusive Growth, & Online Marketing

*Victoria Lakers, Partner, The Lancer Group*

- The e-Commerce market is rapidly growing. For businesses who have been affected by operational restrictions, creating an online shop can help them to continue their operations and even thrive.
- Multichannel Ecommerce Platforms include Amazon, Ebay, Etsy, Shopify, Walmart, and Jet.
- Victoria highlighted in particular Shopify and Amazon.
- Marketing channels for eCommerce stores include blogs, advertisements, press, social media, email, partnerships, community outreach, and pay per clicks (PPC).
- Graphic designing websites like Fiber and Upwork can help edit photos of the items for sale.

- E-Commerce websites automate many functions, such as emails.
- Key metrics include total revenue, conversion rate, average order value, purchase frequency, retention period, customer lifetime value, cart abandonment rate, checkout abandonment rate, return on advertising spend, and cost per acquisition

*Bita Eisenhut, Senior Enterprise Account Executive, Mercado*

- [Mercado](#) is an e-Commerce platform for grocery and convenience stores.
- When selling online, stores can be selective and do not have to sell all inventory.
- To best market yourself, business owners should include empowering statements (for example, if a percentage of revenue goes back to the community).
- E-Commerce platforms vary in terms of how much engagement is required for the business owners. For business owners who want more autonomy, Wix and Shop Hero are options. Full service platforms include Mercado and Shopify. Marketplace Platforms include DoorDash, InstaCart, and Etsy.

### **3:45-3:55: Group Polling and Feedback**

Questions:

- Have the recent guest speakers, resources, and discussion topics at these meetings been useful to you and your organization?
- Which meeting times work best for you?

### **Announcements:**

- [Sisters Cities Project](#) is hosting the first ever [San Diego Black Women Enterprise Summit](#) (Wednesday, November 18: 12PM-2:30PM), where attendees will learn from Black Women Leaders and Entrepreneurs about their personal experiences, challenges faced, and opportunities for their organizations. This is the first of four events in the series.
- [Accion](#) is presenting [two webinars](#) (Tuesday, November 17: 10AM-11AM and Thursday, November 19: 10AM-11:30AM) in Spanish that will teach participants about credit best practices, personal cash flow management, online banking tips, how to obtain financing for business, and Facebook marketing strategies.
- Accion is hosting an additional [webinar](#) (Friday, November 20: 9AM-10AM) highlight an exciting collaboration with Wells Fargo to help offer a new COVID-19 relief loan program for racially and ethnically diverse entrepreneurs in Southern California.

*Do you want to stay up to date on funding opportunities, events, and resources within the San Diego Promise Zone? Click [here](#) to join the San Diego Promise Zone Slack Workspace for real time updates and instant messaging. Having trouble accessing Slack? Email Haley Wintsch at [hwintsch@sandiego.gov](mailto:hwintsch@sandiego.gov).*