



### San Diego Promise Zone

### Economic Activity Working Group

Wednesday, January 13, 2021 | 2:30 PM – 4:00 PM

Via Zoom

*Working Group Goal:* Increase and improve access to capital, promote e-commerce systems, market neighborhoods, and improve infrastructure

#### Meeting Minutes:

#### In Attendance

Accion, City Council District 4, City of San Diego Economic Development Department, DREAMBuilders, Jacobs Center for Neighborhood Innovation, Logan Heights Community Development Corporation (CDC), San Diego Regional Economic Development Corporation (EDC), Small Business Development Center, and Southeastern San Diego Planning Group

#### Welcomes, Introductions, and Agenda Review:

- [Christina Bibler](#), Economic Development Department Director, City of the San Diego
- [Monica Hardman](#), Economic Development Department Interim Deputy Director, City of the San Diego
- [Xiomalys Crespo](#), Promise Zone Program Manager, Economic Development Department, City of San Diego

#### 2:35-2:45: New Co-Chair Introductions

- [Natasha Salgado](#), Community Engagement Coordinator at [Logan Heights Community Development Corporation \(CDC\)](#) expressed that her goal is to address economic equality and the underlying systems that contribute to underinvestment
- [Christie Marcella](#), Director of Economic Development and Innovation at the [Jacobs Center for Neighborhood Innovation](#) expressed that her goal is to “build and support a coalition of community nonprofits and increase capacity for small businesses and community nonprofits
- [Luis Ojeda](#), Program Manager of the [City of San Diego Economic Development Department](#) will continue as a co-chair.

#### 2:45- 3:40: 2021 Draft Priorities, Partner Dialogues

Key priorities as identified by meeting attendees:

- Technical assistance and education for small business owners: improving credit scores, building business plans, navigating tax documents, and transitioning online
  - Cultural sensitivity with context of historic redlining, gentrification, immigration status

- Increase and improve access to capital
  - Help businesses apply for inclusive and accessible relief programs
  - Promote ecosystem to funders
- City and policy impact: increase representation and involvement from Promise Zone community Partner in government spaces

Actions as identified by meeting attendees:

- Coordinate, streamline, and promote Partner services
  - Matrix sheet or shared document of core capacities, ultimately leading to a Partner database
  - Portfolio of services easily accessed online
  - Calendar of events from already existing programs
- [Promise Zone Website](#) re-launch will promote Partners and their services
- Create an ecosystem
  - Funders need to first see an ecosystem before deploying capital
  - Showcase small business owners and Partners

### 3:40- 3:50: COVID-19 Business Relief Programs

- First round of applications for the [Small Business COVID-19 Relief Grant](#) from the California Office of the Small Business Advocate closed January 13, 2021.
- Second round will open shortly. Any applicant not awarded in the first round will be automatically considered for the second round.

### 3:50- 4:00: Partner Updates for 2021

Partner Updates:

- [Accion](#)
  - [Current relief loan products](#): Wells Fargo Open for Business Fund and the California Rebuilding Fund
  - In 2020, deployed nearly \$8.5 million in loans to minority-owned businesses regionally vs. \$5 million in 2019; led 15 events during 2020 and reached 580 attendees
- [CONNECT ALL](#) @ the Jacobs Center for Neighborhood Innovation
  - Business accelerator program now has its fourth entrepreneur cohort
  - Strategic planning for next five to ten years, with the goal of expanding understanding the organization; building a pipeline through the business resource center; and contingent on funding, aiming to roll out a credit help program in September
- [San Diego Regional Economic Development Corporation \(EDC\)](#)
  - Researching strategies small businesses can take to reach anchor institutions as clients
  - Building capacity for digitalization. Currently promoting:
    - [Go Site](#): Platform to help business owners sell and market services online
    - [Mastercard Digital Doors](#): All-in-one platform to help businesses set up shops online, manage operations, accept payments, and utilize cyber security resources
- [San Diego Small Business Development Center](#)
  - Noting increase of individuals exploring entrepreneurship, which often happens during economic downturns
  - Promoting Southwestern College [Entrepreneurship Certification program](#)
  - Beginning in February, SBDC will collaborate with other Californian Small Business Development Centers to lead a 4-week webinar series, "[How to Sell to Corporations: The Basics of Selling to Big Businesses](#)"

- [Southeastern San Diego Planning Group](#)
  - Currently tracking City Council District 8 progress on meeting community plan goals
- [San Diego Promise Zone](#)
  - Beginning to hire for next cohort of AmeriCorps VISTAs: More information will be shared once the applications for the four positions are live.

Upcoming Partner Events:

- **Thursday, January 28, 2021:** [Economic Development Center Right Recovery Town Hall: Leveraging Big Buyers for Small Businesses](#)
- **4-week series beginning Tuesday, February 2, 2021:** [California Small Business Development Centers: How to Sell to Corporations: the Basics of Selling to Big Businesses](#)

### Next Economic Activities Working Group Meeting

Wednesday, February 10, 2021 | 2:30- 4:00 PM

(Meeting ID: 6855 092 0045 | Passcode: 075612)