



San Diego Promise Zone

Economic Activity Working Group

Wednesday, April 14, 2021 | 2:30 – 4:00 PM

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

In Attendance

Accessity, Central San Diego Black Chamber of Commerce, City of San Diego Economic Development Department, Jacobs Center for Neighborhood Innovation, Kaiser Permanente, Logan Heights Community Development Corporation, Mount Hope Planning Committee, Reda's Cuisine, San Diego & Imperial SBDC Network, Sew Loka, and the Sister Cities Project

Meeting Notes

Voices of the Community

- Roza Adams from [Reda's Ethiopian Cuisine](#), a San Diego-based ghost kitchen that serves vegan Ethiopian food joined the group to highlight her experiences as an independent small-business owner before and during the pandemic.
- Changes during COVID-19:
 - Shifted from skincare line Shukor Bella to Reda's Ethiopian Cuisine because operating a ghost kitchen costs less and the vegan restaurant market is less saturated than the skincare market.
- Challenges during COVID-19:
 - Assumed that because she had not kept profit & loss documents that she would not be eligible for PPP or other assistance.
 - Difficulty contacting ghost kitchens closer to Southeast San Diego, such as the Barrio Food Hub. The current ghost kitchen location does not match target market and is located in a more industrial area.
 - Not having the capacity to allocate time for operations, accounting, social media, and production.
- Suggestions for how the working group can help:
 - Accounting assistance
 - Helping with accountability and organization: Ensuring business owners are taking care of all processes they need to

Using the Promotora Outreach Model in a Small Business Ecosystem

- Economic Activity working group partners are leveraging the promotora outreach model to support the goal of creating an ecosystem with strong referral program and equipping businesses with tools needed to succeed.
- A subgroup met in between working group meetings to create a project logic model that includes resources, activities, inputs, outputs, and outcomes.
- The Small Business Development Center (SBDC), CONNECT ALL @ The Jacobs Center, and the San Diego Promise Zone have introduced a promotora pilot project to help increase awareness of upcoming deadlines for the California Small Business COVID-19 Relief Grant and Paycheck Protection Program (PPP) loan.
 - Pilot project will run through the end of May.
 - Small business navigators will help small business owners fill out Google Forms to schedule free consultations with the SBDC.
 - Small business navigators do not have to know a lot about the CA relief and PPP.
 - Compensation: \$20-\$1,500
- Partners' responses:
 - It is important to have a robust CRM system to track the progression of how small business owners do over time.
 - There are many groups creating similar ecosystem models, which can get confusing. With so many ecosystems, it is important to carve out a more specific niche.
 - Consider replacing "promotora" with "navigator."

Next Meeting

Wednesday, May 12, 2021 | 2:30 – 4:00 PM

Via Zoom (Meeting ID: 6850920045; Passcode: 075612)