



San Diego Promise Zone

Economic Activity Working Group **DRAFT**

Wednesday, May 12 | 2:30 – 4:00 PM

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

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

In Attendance

Access, Accessity, California Coast Credit Union, Central San Diego Black Chamber of Commerce, City of San Diego Economic Development Department, Inner City Capital Connections (ICIC), Jacobs Center for Neighborhood Innovation, Lifeline Legal, Logan Heights Community Development Corporation, Por Vida Café & El Carrito Restaurant, San Diego Futures Foundation, and Starcity

Meeting Notes

Partner Announcements

- **Access Cleaning Service Academy:** Microenterprise training program taught in Spanish happening Tuesdays from 5:30-7:30 PM between now and Tuesday, June 8. Email microenterprise@access2jobs.org with questions. Flyer attached.
- **San Diego Futures Foundation Pop-Up Tech Hubs and Senior Pods:** Request a small, socially distanced digital literacy training on subjects like internet safety, text language, online shopping, PowerPoint, and more! Email Teresa Valenzuela (teresa@sdfutures.org) with questions.
- **Inner City Capital Connections:** Virtual professional development program happening Tuesday, June 29, and Thursday, July 1. Nominated business owners have until Friday, May 28 to complete their application.

Voices of the Community

Milo Lorenzana, Co-owner of [Por Vida Café](#) & [El Carrito Restaurant](#).

- Por Vida Café & El Carrito Restaurants are Barrio Logan-based restaurants.
- Milo Lorenzana has assisted other businesses by providing mentorship and helping with marketing, permitting, and branding.
- Issues highlighted included renting storefronts and working with landlords, gentrification, cleanliness of streets, especially after the weekends, and hesitancy in working with the City and large-scale organizations.
- The overarching goal should be sustainability: equipping business owners with skills and resources for longevity and self-sufficiency.

- Suggestions for how the working group can help:
 - Educating business owners:
 - Equipping small businesses with tools for success and business ownership.
 - A step-by-step walkthrough will help businesses become familiar with processes; providing materials for reference during walkthroughs.
 - Offering technical assistance in the form of filling out paperwork is another identified area of opportunity; permitting, licensing, marketing, and branding are areas in which small businesses need help.
 - Café Hours:
 - Representatives from community-based organizations could visit local small businesses to provide assistance, observe, and answer questions.
 - Building relationships in-person outside of formal government or Partner spaces is important in building trust.
 - Cleaning streets:
 - Frequent and consistent street cleanings, especially after the weekends.
 - Advocate for dumpsters and proper trash distribution.
 - Collaborating with existing networks: Engage Logan Avenue Consortium (LAC) and Barrio Logan Association (BLA).

Navigator Pilot Project Update

Danea Ramos, CONNECT ALL @ The Jacobs Center for Neighborhood Innovation

- A Community Navigator Model enlists trusted, culturally knowledgeable partners to conduct targeted outreach to the entrepreneurial community.
 - The Small Business Administration announced funding for a [Community Navigator Pilot Program](#) to increase the type of technical assistance available.
- The group could leverage the community navigator pilot project to reach local small businesses, ensure their awareness of COVID-19 relief, and introduce them to Partner organizations who can help them apply.
 - The pilot began at the end of April and is expected to end at the end of May.
 - Currently, there are 9 navigators, about half of which are based in the Promise Zone.
- Partners suggested building on the pilot project to:
 - Consider the role of children who are often the ones helping their parents.
 - Further substantiate the way navigators fit into the CBO ecosystem.
 - Provide more structure in the outreach to ensure representation across all zip codes.

FY 2022 Budget Update

Christina Bibler, Director, City of San Diego's Economic Development Department

- Programs and initiatives highlighted include:
 - Back to work San Diego: \$10,000,000 to support small businesses and provide non-profit forgivable grants.
 - The City is working off of lessons learned from previous rounds of funding.
 - The San Diego Foundation will lead Small Business Relief Fund and provide an additional \$2,000,000. Also, SBDC and Black Chamber are to help with specific outreach needs.
 - The fund is expected to offer \$5,000-\$25,000 for businesses.

- \$2,000,000 is dedicated BIPOC businesses. Promise Zone applicants will be prioritized.
- Small Business Enhancement Program: \$750,000 for the restoration and improvement of the Small Business Enhancement Program. The money will help programs like the Storefront Improvement Program.
- Connect2 Careers: \$750,000 for youth employment and internship opportunities. The youth diversion program will be supported by this money as well.
- Small Business Ombudsman Program: \$251,406 will be towards staffing 2 Community Development Coordinators for a year.
- Permitting and Application Process Assistance: \$250,000 to assist street vendors with City's permitting and applications.

Next Steps & Closing Remarks

- Partners will collaborate in a small-group setting to create a Logic Model for a Community Navigator Pilot Program in preparation for the July meeting.

Next Meeting

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

Via Zoom (Meeting ID: 979 7737 1015 Passcode: 486144)