



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Working Group

Wednesday, August 11th | 2:30 – 4:00 PM

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

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

In Attendance

Access Inc., Accessity, Asian Business Association, Central San Diego Black Chamber of Commerce, City of San Diego's Council District 9, City of San Diego's Economic Development Department, Diamond Business Association, International Rescue Committee, Jacobs Center for Neighborhood Innovation, Local Initiative Support Corporation, Logan Heights Community Development Corporation, Mount Hope Planning Committee, Office of Vice Chair Nora Vargas, Partnership for Environmental progress, San Diego for Every Child, San Diego Futures Foundation, San Diego Regional Economic Development Corporation, Spin, U.S. Department of Housing and Urban Development

Meeting Notes

Welcome, Agenda Review, and Introduction

- Accessity and Pacific Premier Bank are hosting a [webinar](#) on August 18th at 10:00 AM. They will discuss where Southern California small businesses can find funding.
- If you have any business owners who need help with grants, reach out to Logan Heights CDC
 - Athena Brown: Athena@loganheightscdc.org or 619-858-0563 ext. 105
 - Michelle Ascencio: Michelle@loganheightscdc.org or 619-858-0563 ext. 106
- San Diego County has grants available:
 - [County Small Business Stimulus Grant](#)
 - [Community Enhancement Grant](#)
 - [Neighborhood Reinvestment Grant](#)
 - For more information, reach out to Ryan Trabuco Ryan.Trabuco@sdcounty.ca.gov

Voices of the Community

Nishal Mohan, [Mohuman](#)

Click the following links to stay connected to the San Diego Promise Zone

[Slack Workspace](#) | [Newsletter](#) | [Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14th Floor, San Diego, CA 92101

- Mohuman was founded in 2018 to serve communities that have been underserved in the digital space. They work directly with communities to develop necessary digital services for work, school, health, government engagement, and expand access to quality broadband internet.
 - Mohuman works in the San Diego Promise Zone, in other parts of California, and with Promise Zones nationally.
- There are more than 80,000 people in the San Diego Promise Zone and 45,000 do not have access to home internet.
 - The U.S. Senate recently passed a \$65 billion Broadband Infrastructure Bill and will head to the House of Representatives this fall. Mohuman has been advocating for this investment to be made by the government and is invested in ensuring that the money goes to communities instead of major corporations.
 - As part of the Digital Resilience Coalition, Mohuman and a representative from the Electronic Frontier Foundation will be having a “fireside chat” to discuss the bill and how communities can use these funds on **August 26th, 2021. Please contact krista@mohuman.org for more information.**
- **moDAT** is a digital services navigator tool that Mohuman has developed in partnership with communities in need – think of it as a kind of digital advocate.
 - The website is currently live at modat.org and is meant to help businesses, individuals, and CBO’s expand their online presence or create one for the first time.
 - The website is also a place to search for digital services and digital onramps in the Promise Zone; it is available in Spanish, and they are working on making other languages available as well.
 - moDAT also will also have services specifically for small businesses, such as: a multi-language contact system; booking system; coupons; digital payment system; analytics; reviews; events calendar; privacy and security; education and digital literacy pathways for small business owners.
 - If you are willing: Please add or verify your business or nonprofit at modat.org, or contact nishal@mohuman.org.
- Mohuman is also part of **Project Rise Up San Diego**.
 - Through their People Engagement Platform- Mohuman (in partnership with universities and their research networks) is helping to build a cutting-edge network that will make high speed, high quality, and free internet available to people who cannot afford it.
- For any further questions regarding Mohuman’s work, please contact nishal@mohuman.org.

Funding Highlights

- **City of San Diego American Rescue Plan Funding Updates**
 - **Small Business and Nonprofit Relief Fund**

- A few months back, the Promise Zone and City staff asked for partner's feedback to develop a small business relief program that improved on previous programs and addressed the barriers that small businesses faced.
- Under a partnership with The San Diego Foundation, the City has officially launched a \$12 million Small Business and Nonprofit Relief Fund.
 - The application opened on Wednesday, August 11th at 9:00 AM and will close on Friday, September 24th at 5:00 PM.
 - It is not first-come, first-serve. Nothing will be reviewed or processed until the application closes.
 - Awards are between \$5,000 and \$25,000
 - ALL businesses in the Promise Zone or Opportunity Zone regardless of industry, previous funding, etc., are encouraged to apply
- Eligibility requirements include: located in the City of San Diego, in business before April 1st, 2020, self-employed business, sole proprietors, corporations under 100 employees, and net profit under \$150,000 or gross revenue under \$250,000.
- Eligible expenses and the application can both be found at: www.sdreliefgrant.com or <https://www.sdivsbdc.org/city-of-san-diego-stimulus-grant/>
- The following documents are required with the application:
 - 2019 & 2020 Federal Tax Returns
 - Current City of San Diego Business Tax Certificate or other proof that states the business is located in or operating in the City of San Diego. Examples of other proof may include:
 - California State professional license
 - 2019 tax filing with Schedule C
 - County of San Diego Fictitious Business Name
 - State of California sales tax certificate + proof of at least one payment
 - W-9
- How-To videos are available in multiple languages and applicants can schedule 1:1 assistance appointments with the SBDC at no cost for help filling out the application.
 - To request an appointment with an advisor, visit [here](#).
- General inquiries can be sent to swc-sbdcnetwork@swccd.edu but utilizing the website and scheduling an advising appointment is encouraged.
- **Microgrant Capacity Building Program**

- \$300,000 available for nonprofits supporting small businesses impacted by COVID-19 in communities of concern.
 - Awards are between \$5,000 and \$20,000 and are first-come, first-serve
 - For more information, visit the [City's website](#) or contact Sean Karafin (skarafin@sandiego.gov) for application assistance.
- **California Coast Credit Union Funding Application**
 - On February 22, Council approved a resolution authorizing a five-year marketing partnership agreement with California Coast Credit Union to be the official financial services partner of the City of San Diego.
 - The agreement allocated \$60,000 annually to Promise Zone Initiatives.
 - The Promise Zone Communities Partner Micro-Grants will be awarded to Promise Zone partners for one-time community, social, outreach, capacity-building, training, and technical assistance needs that serve a lawful public purpose.
 - Types of funding to agencies:
 - **Capacity-Building.** Capacity building expenses may include but are not limited to providing technical assistance and/or specialized services, building a website, hanging banners, programming special events, or creating/updating directories.
 - **Community Program** or Project Addressing Barriers to Post-Secondary Education and/or Employment: Funds may be awarded for one-time community, social, and/or outreach for programming that addresses barriers to post-secondary education and/or employment, so long as it serves a lawful public purpose.
 - For eligibility and application information, please contact Xio Crespo (xcrespo@sandiego.gov).
- **LISC Funding Success**
 - Received the Open For Business Grant from Wells Fargo.
 - \$750,000 from Wells Fargo are being pushed to business development organizations whose applications are being reviewed this week.

Community Navigator Subgroup Updates

- In the July subgroup meeting, partners carried out a logic model on [RetroBoard](#).
- A summary of the logic model was shared with partners in the meeting and the follow-up email.
- Next Subgroup Meeting: Thursday, August 26th, 2021 | 1:00 – 2:00 PM

Next Meeting

Wednesday, September 8th, 2021 | 2:30 – 4:00 PM

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