



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

### Economic Activity Working Group

Wednesday, September 8th | 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, California Coast Credit Union, Central San Diego Black Chamber of Commerce, City of San Diego's Council District 8, City of San Diego's Economic Development Department, Diamond Business Association, Jacobs Center for Neighborhood Innovation, Local Initiative Support Corporation, Logan Heights Community Development Corporation, mohuman, Office of Mayor Todd Gloria, Partnership for Environmental Progress, San Diego & Imperial SBDC Network, San Diego Futures Foundation, San Diego Regional Economic Development Corporation, Sister Cities Project

#### Meeting Notes

##### Welcome, Agenda Review, and Partner Updates

- Introductions
- Partner updates
  - **Central San Diego Black Chamber of Commerce, San Diego Futures Foundation, and Jacobs Center for Neighborhood Innovation** are hosting a computer access pop-up on Tuesday, September 14<sup>th</sup> from 12:00 - 6:00 PM at the Jacobs Center.
  - **Accessity** is hosting a free webinar in collaboration with California Bank & Trust on Thursday, September 23<sup>rd</sup> from 10:00 – 11:00 AM. In this webinar, they will address financing options for small businesses. Register at [bit.ly/accessitysept23](https://bit.ly/accessitysept23).
  - **California Relief Grants** has extended the deadline for Arts & Culture CA Nonprofits. Applications are open until September 30<sup>th</sup>, 2021 at 5:00 PM.
  - **Connect All @ The Jacobs Center** is accepting applications for cohort 5 of the Accelerator program until Monday, September 13<sup>th</sup>.
    - They are also hosting a webinar on Tuesday, September 28<sup>th</sup> from 3:00 – 4:00 PM on California employment law issues in collaboration with the San Diego Volunteer Lawyer Program. Register at [bit.ly/californiaemploymentlaws](https://bit.ly/californiaemploymentlaws).

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

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

- **San Diego Regional EDC** upcoming events:
  - Webinar: Preparing for Ransomware on Tuesday, September 14<sup>th</sup> at 12:00 PM. [Register here.](#)
  - Webinar: Hiring Local Business Talent on Thursday, October 7<sup>th</sup> at 11:00 AM. [Register here.](#)
  - Accepting applications for MetroConnect VI until Monday, November 15<sup>th</sup>. For [more information, click here.](#)
- **mohuman**, [Click here](#) to subscribe to updates on their programs.
- **The League of Sister Cities** has established a coworking space on Imperial and are getting ready to launch their first cohort for Digital Agency, which will provide marketing services for business leaders in their network.
- **Access Inc.** will be opening their community market again in October.
- **Promise Zone** staff are finalizing our new website, which will be launched at the end of September. Staff will presenting to City Council on the Promise Zone on Wednesday, September 22<sup>nd</sup>.
  - Promise Zone staff are also in the process of updating the Promise Zone mailing list. If you have not heard from staff yet, please reach out to confirm your preferred points of contact.

#### Small Business and Non-Profit Relief Fund Update

Xiomalys Crespo, Promise Zone Manager

- The application for the Small Business and Non-Profit Relief Fund is open until Friday, September 24<sup>th</sup> at 5:00 PM, please encourage as many businesses to apply as possible.
- Training videos are now available in English, Spanish, Arabic, Farsi, Vietnamese, Mandarin, Korean, Somali, Swahili, Japanese, and Tagalog.
- Number of Applicants by Zip Code as of September 7<sup>th</sup>:
  - 92101: 143 Applicants
  - 92102: 74 Applicants
  - 92113: 71 Applicants
  - 92114: 66 Applicants
  - The zip code with the highest number of applicants had 255 and the lowest had 0 with a total of 2373 applicants.
- Partners emphasized the need to continue outreach to Promise Zone businesses, especially home-based businesses.

#### CARES Act Revolving Loan Fund

Monica Hardman, Deputy Director of the Economic Development Department

- The Economic Development Department has \$1.6 million in loan funding for businesses that have had to change their operations or businesses models during the pandemic. It is intended to help businesses continue operating safely during the pandemic.

- Loans are up to \$90,000.
- For any questions, contact Monica Hardman ([MHardman@san Diego.gov](mailto:MHardman@san Diego.gov)) or (619) 533-6544

### Promise Zone Website Update

Emma Bray, San Diego Promise Zone

- The new Promise Zone website will be launched later this month. It includes microsites for each working group that have interactive maps and dashboards. The website is very data-heavy so it can be used by partners in their grant writing processes.
- The data is sourced from the American Community Survey and Esri.
- Promise Zone staff have reached out to partners to review their information on the website for accuracy.
- Please reach out to staff with any updates to your contact information.

### Subgroup Updates

Emma Bray, San Diego Promise Zone

- August Subgroup update: Partners continued discussing the asset mapping process, connecting the asset map to existing directories, and the value of leveraging Mohuman's moDAT platform.
- Promise Zone staff presented a subgroup road map, attached to the follow-up email. It gives a high level overview of the subgroup's next steps, including the completion of asset mapping and exploring a directory of services in the Promise Zone for local businesses.

### Leadership Announcements

Danea Ramos, Jacobs Center for Neighborhood Innovation

- Christie Marcella has left the Jacobs Center for new opportunities and will no longer be a co-chair for this working group.
- If you or someone you know is interested in becoming a co-chair for this group, please reach out to Promise Zone staff.

### Wrap Up and Adjourn

### **Next Meeting**

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

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