



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Working Group

Wednesday, October 13th | 1:00 – 2:30 PM

Via Zoom

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

In Attendance

Access Inc., Alliance healthcare Foundation, Asian Business Association, Bank of America, Central San Diego Black Chamber of Commerce, City of San Diego's Economic Development Department, Good Neighbor Project, Ikywoo, Jacobs Center for Neighborhood Innovation, Local Initiative Support Corporation, Logan Heights Community Development Corporation, mohuman, Office of Mayor Tod Gloria, Partnership for Environmental Progress, Resident, San Diego & Imperial SBDC Network, San Diego Futures Foundation, San Diego Regional Economic Development Corporation, The San Diego Foundation, We Connect the Dots

Meeting Notes

2:30 – 2:45 Welcome, Agenda Review, and Introduction

2:45 – 3:05 Voices of the Community

Brenda Toledo, Owner of Ikywoo

- Ikywoo is a handcrafted jewelry business with a focus on sustainability and women empowerment. Brenda uses polymer clays to create earrings and decorated mirrors. This material decomposes after five years.
- Brenda was part of the 4th cohort of the Logan Heights CDC Emergent Entrepreneurship Program (LEEP). The core of LEEP is to support businesses that are still in the ideation phase and assist entrepreneurs in nurturing their businesses.
 - The LEEP program has been integral to the success of Ikywoo, and Brenda appreciates the group's commitment to her vision and support. Some of the critical assistance she received included registering her fictitious business with the County of San Diego and setting up her website.
- The next steps in her small business journey are creating a website, improving her social media branding, and focusing on expansion by creating an Etsy shop and taking her products to swap meets and other San Diego markets.
- Partners offered encouragement and resources and noted the need for collaboration and connection between young entrepreneurs.

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

3:05 – 3:25 Small Business and Nonprofit Relief Fund Debrief

Susan Guinn, The San Diego Foundation

Danny Fitzgerald, San Diego & Imperial SBDC

- The administration of the Small Profit and Nonprofit Relief Fund (SBNRF) has been unique. San Diego has been one of the few municipalities open to feedback and input from community members and CBO to improve their processes.
- The Promise Zone and other sectors that were hit the hardest by the pandemic were prioritized.
- Community and CBO input had a significant impact on how business owners were contacted. Previously, outreach had been done online, often through email. The primary outreach method for the SBNRF was walking the neighborhoods with translators to speak directly with those impacted. These connections were followed up through phone calls. This improved the diversity of candidates and allowed many more businesses to be reached.
- Other previous obstacles included access to technology and application assistance, which many CBOs stepped in to provide.
- Another important change was the elimination of first-come, first-serve process, and the acceptance of a wide range of documentation to prove business ownership, which expanded the accessibility to the funding.
- There were over 4,400 small business applications and 440 nonprofit applications, over 700 were Promise Zone-based.
- Partners asked how they ensured that funding did not go to large organizations and businesses that are from outside the community. This was done by capping gross revenue at \$150,000 and verifying the business's location.

3:24 – 3:40 California Coast Credit Union Funding Update

Xiomalys Crespo, San Diego Promise Zone

- On February 22, City 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 over 5 years to the Promise Zone initiative.
- This corporate investment is an unprecedented source of funding and can help the initiative in expanding the capacity of key community institutions and grassroots organizations in a way that unlocks access to capital and brings all of these entities to the same table to enable collaboration and bring in more investment into the Promise Zone.
- Program allocation is flexible and Promise Zone Partners and community-based organizations would conduct the scope of work proposed.
- Program Requirements
 - Organization Legal Status: Nonprofit (any organization qualified under Section 501(c)(3) of the Internal Revenue Code)
 - Contract Duration: Twelve (12) months
 - Available Funding: Minimum \$1,500 to a maximum of \$20,000 (per qualifying application)

3:40 – 3:45 Asset Mapping Update

Emma Bray, San Diego Promise Zone

- As we are seeking more grants and pushing for more access to capital, we need to strengthen our information referral services. In order to ensure that we can reach and support as many people and businesses as possible, we need to understand our gaps. This is why we are carrying out an asset map.
- We are moving forward with the asset mapping process. Promise Zone staff will complete meeting with key partners by the end of the calendar year.
- Some of the questions we plan on asking partners include:
 - What areas do you service?
 - What populations do you service?
 - What services do you provide?

Partner Announcements:

- The Logan Heights CDC Emergent Entrepreneurship Program (LEEP)'s 5th cohort is beginning on Wednesday, October 20th. Interested individuals can contact Athena (Athena@loganheightscdc.org).
- The San Diego Regional EDC is opening applications for small businesses to have [free access to gosight services](#) for one year.
- The SBDC is hosting a free, virtual [Plan Your Black Friday Sales Workshop](#) on Monday, October 18th from 5:00 – 6:30 PM.
 - For more workshops and programs, [visit their website](#).
- Accessity still has California Rebuilding Loan Funds available as well as regular loan funds.
 - They will be hosting a free, Spanish webinar on October 21st from 4:00 – 5:00 PM. [Visit their website for more information](#).
- City of San Diego Economic Development Department: American Rescue Plan Act funding is still available for nonprofits. Visit the Economic Development Department's website for more information or contact Alex Southard (ASouthard@sanidiego.gov).
- Access Inc is reopening their [community markets](#), beginning this Sunday from 9:00 Am – 2:00 PM.
- Sister Cities Project is working on getting a digital agency set up. Interested youth can sign up to learn about digital marketing through the [San Diego Workforce Partnership](#). They will be paid \$18/hr.

Wrap Up and Adjourn

Next Meeting

Wednesday, November 10th, 2021 | 2:30 – 4:00 PM

This will be the last Economic Activity meeting of 2021.

Via Zoom