



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Working Group

Wednesday, January 12th, 2022 | 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, Business for Good, Central San Diego Black Chamber of Commerce, City of San Diego Council District 9, City of San Diego's Economic Development Department, International Rescue Committee, Local Initiative Support Corporation, Logan Heights CDC, Office of Representative Juan Vargas, Office of Mayor Todd Gloria, San Diego & Imperial SBDC Network, San Diego Futures Foundation, Second Chance

Meeting Notes

Introductions & Agenda Review

- **The State of the City Address** is taking place tonight, January 12th, at 6:00 PM.
- **Access, Inc.** is accepting applications from youth 16-24 years old for its Youth Microenterprise Program Academy.
 - Apply here: <https://forms.gle/AFc6fKiCoVbgeY3w7>
- **Economic Development Department:** The City is now accepting applications for the **Spaces as Places** program which allows permanent outdoor dining and community gathering within the public right of way.
 - Apply here: <https://www.sandiego.gov/development-services/permits/spaces-as-places>
- **Accessity Academy**, a 10-week program for start-up businesses, begins on March 1st. Applications are due on February 13th.
 - Learn more here: <https://accessity.org/event/accessity-academy-2/>
- **CONNECT ALL@ The Jacobs Center** is accepting applications for its 6th cohort of the Accelerator Program.
 - Learn more and apply here: <https://www.connectallsd.org/accelerator/>
- **San Diego Futures Foundation** will be expanding its digital literacy programs in 2022.
- **Second Chance** recently started its Job Readiness Training cohort for adults who are recently released from prison, justice-involved youth, or any adults looking for employment.

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- **International Rescue Committee** will be starting the Steps program for established childcare providers (available in Spanish and Somali). Please share with any home-based childcare businesses.
- **San Diego & Imperial SBDC** will be announcing grant funding for small businesses in the next couple weeks.

2021 Reflection

- The group was given an overview of accomplishments from 2021, as well as updated working group and policy priorities that staff and co-chairs have developed since the group last met.
- Co-chairs shared an overview of the group's accomplishments in 2021. These included:
 - Created a Community Navigators Pilot Program to help small businesses navigate relief efforts through trusted messengers.
 - Developed outreach framework of the Small Business and Nonprofit Relief Program.
 - Asset mapping research, development & outreach.
 - Provided input to the Economic Development Department for more inclusive resources, programs, etc. (i.e., website, Small Business & Nonprofit Relief Fund, 10 key steps to starting a business).
 - Most recently the co-chairs met with California Coast Credit Union to discuss potential collaborations over the next year as they prepare to open a branch in the Promise Zone.
- Partners and co-chairs shared that they felt uplifted by partner collaboration and commitment in 2021.
- Co-chairs asked the group about what can be done to bring more partners to the table, support partners who show up, and continue the momentum of the group.
 - Partners shared that they appreciated the opportunities to hear from small businesses through the Voices of the Community section of meetings. They would like to see more follow-up with the speakers.
 - Partners asked if Promise Zone Staff communicates with other Promise Zone to discuss how others utilize the designation.
 - Promise Zone Staff shared that they have close relationships with all the California Promise Zones and discuss best practices, challenges, and successes. Staff is willing to invite in representatives from other initiatives to working group meetings.
 - Partners would like to receive discussion questions ahead of meetings so they can prepare answers.
- Co-chairs also asked partners about what kind of system changes they see this working group pushing for in the future.
 - Partner said that Identifying barriers in access to capital and then addressing those barriers was important for them. For example, credit is often a challenge for Promise Zone business owners. Partners expressed interest in creating a credit workshop.
 - The following resources were shared:

- The Jacobs Center will be offering a 10-week credit program with loan opportunities after completion in 2022.
- SBDC also offers a credit repair webinar. The next credit repair webinar is on 2/4/22:
<https://sdsbdc.ecenterdirect.com/events/15059>
- International Rescue Committee's CDFI – Center for Economic Opportunity also has credit building loans that start at \$100, \$300 and up to \$1000. These loans are aimed for clients that can't access other amounts due to credit. <https://irc-ceo.org/>.

2022 Policy Priorities

- Co-chairs are hoping to increase involvement in policy advocacy and in governmental spaces, especially since the budget cycle is upcoming.
- Staff and cochairs shared the draft 2022 policy priorities with the group. This is a working document and partners are encouraged to give feedback or talk with staff about these priorities at any time.
- Partners expressed interest in encouraging the City to explicitly include the Promise Zone in funding proposals.

Asset Mapping Update

- Between November and January, Promise Zone staff met with 20 of our partners to get an overview of their services, discuss the needs of small businesses, and identify gaps in resources and capacity. The goal of this asset map is to develop a referral network among Promise Zone partners and to improve the support collectively provided to small businesses and to partners.
- Other, more specific, information requested from partners is their area of coverage, which languages they offer services in, which organizations they have strong relationships with, and who they would like to build relationships with.
- Some of the feedback received from partners about the needs of small businesses during the pandemic include the need for individually tailored services, digital literacy, the digital divide, and businesses being ineligible for COVID relief funds. Multiple partners expressed interest in connecting further with the City's Development Services Department.

Next Steps & Adjourn

- Please contact Emma Bray (ebay@san Diego.gov) if you know of any organizations that should be involved with our asset mapping activities.
- Any comments, feedback, or concerns can be submitted to our Digital Comment Box:
<https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

Next Meeting

Wednesday, February 9th, 2022, from 2:30 – 4:00 PM.

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