



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Working Group

February 9th, 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, California Coast Credit Union, California Department of Financial Protection & Innovation, Central San Diego Black Chamber of Commerce, Chicano Park Museum and Cultural Center, City of San Diego Council District 4, City of San Diego Council District 9, City of San Diego's Economic Development Department, Civic San Diego, California Governor's Office of Business and Economic Development, International Rescue Committee, Jacobs Center for Neighborhood Innovation, Logan Heights Community Development Corporation, Office of Congressman Juan Vargas, San Diego & Imperial SBDC Network, San Diego for Every Child, San Diego Futures Foundation, San Diego Regional Economic Development Corporation, Soul Swap Meet

Meeting Notes

Introductions and Partner Updates

- **California Coast Credit Union** is implementing a strategic initiative over the next 1-2 years and is excited to partner more closely with the Promise Zone.
- **Central San Diego Black Chamber of Commerce** is working to launch programming for their Urban Business Resource Center.
- **San Diego Regional EDC's Advancing San Diego** program is selecting 15 companies to host paid lab technician interns from local preferred providers of life sciences talent at no cost. The application deadline is February 14th at 5:00 PM. [Learn more here.](#)
 - Additionally, Biz Hub applications have reopened. Qualified small businesses will receive the full suite of GoSite's products at no cost for one year to help companies improve their online presence and become more resilient. To apply, [click here.](#)
- **San Diego Promise Zone** is hiring a Grants & Research and a Communications AmeriCorps VISTA Associates. To learn more, [click here.](#)
- **Chicano Park Museum and Cultural Center's** Community Business Incubator is looking for funds to build a Community Equity Center as a hub for creating jobs.
- **San Diego for Every Child** is onboarding participants for their Guaranteed Income Program and will release a website with project data in the future.

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

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

- **Soul Swap Meet** will be at Mission Valley Mall from 11:00 AM – 4:00 PM on February 12th and 26th. There will be food, vendors, and entrepreneurs, with DJ and hookah lounge. For more details or to register as a vendor, [click here](#).
- **Accessity's Academy** applications close on February 13th, [learn more here](#).
 - Accessity is also offering small business lending and COVID relief loans, offered through the California Rebuilding Loan.
- **Logan Heights CDC** is accepting applications for their Emergent Entrepreneurship Program Cohort 6, [register here](#).
 - Walk This Way: Importance of the City of San Diego Business Tax Certificate workshop is on Tuesday, February 15th at 10:00 AM at Antojitos Colombianos in Logan Heights.
- **Access Inc.** has public speaking workshops in Spanish on February 23rd and English on March 2nd. Access Inc. is also collaborating with USD MBA students to help small businesses.
- **Governor's Office of Business and Economic Development (GO-Biz)** will be forming a community-based solutions team and will be hiring someone out of San Diego.
- **Council District 9** will be having a State of the District Celebration this Saturday, February 11th from 2:00 – 4:00 PM at Park de la Cruz on 3901 Landis St, San Diego, CA 92105.
- **San Diego Futures Foundation** is scaling up their programs for senior citizens and are working with the City and SD Public Libraries to launch a Digital Navigator Pilot Program.

Voices of the Community

Shala Waines, Soul Swap Meet

- Soul Swap Meet was started in Kearny Mesa in 2020 and have held a swap meet every month since then. They are working to expand to every Saturday. Over the last 2 years, they have helped over 2,400 entrepreneurs.
- Vendors include food, clothing accessories, a hookah lounge, and more. Vendors come from across the state to participate.
- Shala's vendors have experienced barriers to accessing capital. They would prefer grants over loans to avoid debt, but most grants currently require businesses to have been in operation before the pandemic.
- Partners asked what resources helped in Shala's journey early on and how they can support her work.
 - Barry Pollard with the Urban Collaborative gave them access to a space off 50th street early on, which allowed them to get on their feet.
 - Since then, Shala has struggled with the price of renting their current lot at Mission Valley Mall and expressed interest in connecting with other swap meets to discuss rent prices or additional funding.
 - More funding from corporate sponsorships or grants would allow them to lower vendor fees, allowing more small businesses and entrepreneurs to participate.
- Overall, Soul Swap Meet is a cultural experience that fosters Black entrepreneurship and supports Black youth. Shala added that this work is an essential part of building generational wealth.

- Contact Shala Waines at creativevibes619@gmail.com.

CalMoneySmart Grant

Jeff Jelsma, Grant Analyst, California Department of Financial Protection & Innovation

- CalMoneySmart is part of the Financial Empowerment Fund, established in 2019 through Senate Bill 455.
- There is a total of \$2 million in funding, with a maximum award of \$200,000.
- Organizations must be a registered 501(c)(3) nonprofit.
- Eligible programs include one or more of the following:
 - Design, develop, or offer free classroom- or web-based financial education and empower content
 - Provide individualized, free financial coaching to unbanked and underbanked consumers
 - Design, develop, or offer a free financial product or service
- Proposals for the 2022-23 grants will be accepted starting February 28th, 2022. [Learn more here.](#)
- Applications for the CalMoneySmart Steering Committee are being accepted. Committee members should have a background in financial empowerment programming and/or a strong interest in serving the needs of unbanked populations in California.
- For questions or to express interest in the steering committee, contact calmoneysmart@dfpi.ca.gov.

2022 Policy Platform Discussion

- Co-chairs intended to return to the conversation about this group's 2022 Policy Platform. The document was sent out with the reminder email a few days before the meeting.
 - Partners had no feedback at this time. Staff asked that partners review the document and reach out to staff with any comments.

Asset Mapping Update

- Staff is continuing to schedule asset mapping check-ins with partners. Please reach out to Emma Bray (ebay@sanidiego.gov) if you have not received an invitation.

Bank-On Coalition Update

- Bank On San Diego is part of the larger Bank On coalitions created around the nation focusing on sharing Bank On account products with folks who are under or not banked. The idea is that all communities should have access to financial institutions to improve their access to safe and affordable bank accounts. The coalition includes local banks, nonprofits, local government, media, and volunteers in San Diego.
- To date, target areas identified include the Promise Zone in the City of San Diego, San Ysidro, and North County.
- If you're interested in participating, please reach out to Ricardo Flores (rflores@lisc.org).

Wrap Up and Adjourn

- [Digital Comment Box](#)

Next Meeting

Wednesday, March 9th, 2022 | 2:30 – 4:00 PM

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