



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Working Group

Wednesday, April 13th, 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, Asian Business Association, Black San Diego, California Coast Credit Union, Central San Diego Black Chamber of Commerce, City of San Diego Council District 9, City of San Diego's Economic Development Department, Diamond Business Association, Governor's Office of Business and Economic Development, International Rescue Committee, Logan Heights Community Development Corporation, Partnership for Environmental Progress, San Diego & Imperial SBDC Network, San Diego for Every Child, San Diego Futures Foundation, San Diego Regional Economic Development Corporation, San Diego Youth Commission

Meeting Notes

Introductions, Partner Updates & Agenda Review

- **Logan Heights CDC** is hosting a work-life balance and burnout as an entrepreneur workshop on Tuesday, April 19th from 10:00 – 11:30 AM.
- **Asian Business Association and Alliance SBDC** are celebrating Asian American and Pacific Islander Heritage Month with the San Diego Business Journal Asian & Pacific Islander Leaders of the Year Awards on Thursday, May 19th. [RSVP here](#).
- **Black San Diego** hosts Daygo Eatz on the last Sunday of every month at 6785 Imperial Avenue, [learn more here](#).
- **The City of San Diego Economic Development Department** still has funding available for the storefront improvement project. Businesses located within the San Diego Promise Zone will receive additional bonuses. [Click here](#) to learn more.
- **The California Dream Fund** still has funding available, [learn more here](#).
 - To qualify for the Dream Fund program, small startup businesses must complete a rigorous training and consulting program with one of seventeen technical assistance centers selected from CalOSBA's Technical Assistance Expansion Program (TAEP) network. Businesses that complete the program and qualify for the grant will be eligible to receive a microgrant of up to \$10,000.

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

- **The San Diego Promise Zone** is hiring! The following AmeriCorps VISTA positions are open: [Grants & Research Associate](#), [Civic Engagement Associate](#), and [Communication Associate](#).
- **The Family Function Resource Fair** will take place on Saturday, April 23rd. Free booths for resource providers are available. The event will take place at Mountain View Park, [learn more here](#).
- **Mayor Todd Gloria** has released his proposed FY 2023 Budget. [View that document here](#).
- **CONNECT ALL @ the Jacobs Center** is launching their 6th Business Accelerator cohort and is hosting an in-person job fair on Friday, April 22nd from 3:00 – 5:30 PM at the Jacobs Center
- **Access Inc.** Is hosting an informational session about the MEHKO program at the Skyline Hills Library on Tuesday, April 26th from 6:00 – 8:00 PM, [register here](#). They are also accepting applications for their Spanish MEHKO cohort.
- **Accessity** still has funding available for the Small Business Relief Fund and COVID relief lending. Applications are being accepted until late May.
 - The Samuel Adams Bring the American Dream event will take place in mid-June. This will be a free event where business owners will receive coaching from various experts in the food, beverage, and hospitality industry. Date and location TBD.
- **San Diego Youth Commission** will be having an open council meeting on May 4th at 5:00 PM. Everyone is invited to attend, and potential presenters can reach out to Jesus-Martin at jmgallegosmunoz@outlook.com.
- **The Small Business Development Centers of California** are collaborating with the State of California Office of the Small Business Advocate and California's Women's Business Centers to conduct a survey on the impact of Covid-19 on small business. All results are confidential, and reporting is only in the aggregate. [View here](#).
- **Governor's Office of Business & Economic Development (GO-Biz):**
 - CalOSBA announced the 10 iHub2 designees, tasked with incubating and accelerating high-tech, high-growth firms throughout California, with the mission to explore new opportunities for diverse founders, community & business leaders, and innovators. The Brink SBDC - a specialty center of the San Diego & Imperial Small Business Development Center Network – was awarded. [More information about this program and awardees is available here](#).
 - GO-Biz's Community Based Solutions team is expanding. GO-Biz is wrapping up the recruitment for a Southern Border (San Diego/Imperial Counties) Economic Development Recovery Coordinator to coordinate and build capacity for regional economic recovery activities. The incumbent will be based in San Diego or Imperial County and will support inclusive participation in the Community Economic Resilience Fund (CERF) Program, among other activities.
 - A CERF Program timeline update has been issued. The CERF Program team will host regional workshops about the planning phase draft guidelines. The

Southern California workshop will be held on Thursday, May 5 from 2:00-4:00 pm. We encourage the Promise Zone teams and their partners to participate in this program. [More information is available here.](#)

Voices of the Community

Tinicia Smith, Black San Diego

- Tinicia co-founded Black San Diego in 2016 after reaching out on social media to get connected with more Black-owned businesses. They initially facilitated a networking event which expanded to their current social media presence and monthly events as well as their recent nonprofit status.
- Black San Diego provides a platform for Black-owned businesses and professionals to connect with other business owners and consumers on a personal level.
 - Their website includes the early stages of a [directory of Black-owned businesses](#). They plan to continue expanding this directory over time.
- Contact Tinicia at info@ourblacksd.com and [learn more about Black San Diego here](#).

Promise Zone Partner Financial Assistance Awards

- The San Diego Promise Zone (SDPZ) is administering one-time capacity building, community outreach, and workforce development microgrants to support the efforts of Promise Zone Partners in collaboration with California Coast Credit Union (Cal Coast).
- This assistance aims to expand the capacity of Promise Zone partners and to assist individuals experiencing barriers to post-secondary education and employment. Additional opportunities for financial literacy education for Promise Zone partners, business owners, and youth will be explored, and a focus on creating awareness and ultimately new partnerships between Cal Coast, Promise Zone Partners, and other potential funders will be a priority in order to advance the goals of the designation.
- All applicant decisions for the San Diego Promise Zone Partner Financial Assistance Grant have been sent out. Promise Zone staff will be scheduling 1-1 appointments with awardees to begin the contracting process. Staff will also be offering feedback to applicants that did not receive funding and connecting them to other opportunities that may be a better fit.
 - 25 applications from 24 applicants were received. 9 projects were awarded.
 - These projects represent most if not all goal areas of the Promise Zone and folks that have been involved in the work to receive grants that range from \$10,000 to \$17,000.
- Projects funded include:
 - **Project New Village:** "Expanding Equitable and Just Food Access within the San Diego Promise Zone"
 - **San Diego Parks Foundation:** "Park Ambassador Program"
 - **San Diego Co-Harvest Foundation:** "Co-Harvest Regenerative Urban Agriculture program - Building environmental stewardship and equity into our food-system"
 - **D.E.T.O.U.R.:** "Ambassador Program"
 - **Logan Heights Community Development Corporation:** "Career & Financial Advancement Center"
 - **Leah's Pantry:** "Barrio Botany School-Based Neighborhood Gardens"

- **San Diego Habitat for Humanity:** “San Diego Habitat for Humanity Home Repair”
- **San Diego Futures Foundation:** “Get Connected, Empowering San Diego Promise Zone”
- **Outdoor Outreach:** “Pipeline to Nature: Outdoor Educator Workforce Development Project”

California Coast Credit Union Partnership

Josh Antus, California Coast Credit Union

- California Coast Credit Union (Cal Coast) has been in San Diego since 1923 and was originally created by teachers. It is the third largest credit union in San Diego.
- Cal Coast is interested in expanding into the Promise Zone in a way that is intentional and meaningful. They are committed to building trust with Promise Zone residents and providing financial education.
- They are looking to open a brick-and-mortar location within the Promise Zone and requested input from partners.
 - Partner suggestions included the former Navy Federal Credit Union location in Mount Hope, which is a large space that is still unoccupied, and buildings with trusted organizations or including space for other partners to work alongside Cal Coast.
- Partners asked what type of financial education resources Cal Coast will provide:
 - All resources would be no-cost to ensure that they are accessible
 - [Enrich](#) is a digital platform with financial education resources like videos, tools, and courses
 - Small business resources
 - Scholarship search tool
 - In-person and virtual financial webinars
 - 1-on-1 financial coaching on how to build credit, get out of debt, etc.
- Contact Josh at:
 - jantus@calcoastcu.org
 - Cellphone: (858) 342-9899
 - Office: (858) 636-4229

Asset Mapping Update & Discussion

- Promise Zone staff have met with over 20 partners since November 2021 to discuss the services they offer and identify potential gaps. All of the information contained in the asset map has either been pulled directly from Partner websites or received from partners during check-ins and confirmed via email. Of the 21 partners we met with, 17 have confirmed their information.
- Of the services currently offered by partners and the following services are underrepresented:
 - Banking (0)
 - Business incubators (1)
 - Job placement (1)
 - Microenterprise programs (1)

- Data & research (1)
 - Tax resources and accounting services (1)
 - Credit repair services (2)
- A final location for the asset map has not been determined yet but Staff is looking into options including Salesforce, the Promise Zone website, and mohuman's moDAT platform. For now, the information will be maintained on the Promise Zone's SharePoint account.
- Co-chairs asked partners which gaps in resources they have seen a need for among Promise Zone businesses.
 - Partners identified quality, affordable legal services. While there are programs offering free legal services, they often have long waiting periods and low capacity. Partners suggesting contacting a law firm interested in doing pro-bono work and requesting that they do the work for Promise Zone businesses specifically.
- Partners also requested that the draft asset map be sent for them to review and identify any other gaps in services. This was shared in the follow-up email by Staff.

Next Steps & Adjourn

- [Digital Comment Box](#)

Next Meeting

Next Meeting: Wednesday, May 11th, 2022 | 2:30 – 4:00 PM

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