



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

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

Via Zoom (Meeting ID: 160 198 7510)

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

In Attendance

Accessity (Formerly Accion), Access Inc., California Coast Credit Union, Central San Diego Black Chamber of Commerce, City of San Diego--Council District 9, City of San Diego--Economic Development Department, Diamond Business Association, Governor's Office of Business and Economic Development (GOBiz), Jacobs Center for Neighborhood Innovation, Logan Heights Community Development Corporation, mohuman, San Diego & Imperial SBDC Network, San Diego for Every Child, University of California San Diego

Meeting Notes

Welcome, Agenda Review, and Partner Updates

- Co-chairs welcomed Partners and invited them to introduce themselves, the organization they are representing, and to share any announcements they have.

Partner Updates:

- Accessity** has a [marketplace on their website](#) where people can find and support small businesses throughout Southern California.
- The **County of San Diego Black Chamber of Commerce (CSDBCC)** is hosting a [Google Workspace Webinar tomorrow, November 17th from 11:00 AM – 12:00 PM \(PST\)](#). The aim of this webinar is to help people get ahead of the wave of sickness coming up by preparing them with remote work skills. [Register here.](#)
- First 5 San Diego** is seeking feedback from parents and caregivers with children under 6 to better understand child development, caregiver's mental health & well-being, and needs. The [deadline for the survey](#) is **November 21st**.
- The **Governor's Office of Business and Economic Development (GO-Biz)** and the **City of San Diego's Economic Development Department** has announced the CERF Economic Diversification Pilot Projects Framework Southern California Listening Session which will take place on **Wednesday November 30th from 10:00 AM – 11:00 AM (PST)**. CERF Regions: Los Angeles, Orange County, Inland Empire, and Southern Border. [The registration link can be found here.](#)

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 [Diamond Business Association](#) will be having a Holiday Festival and Bridge Lighting Ceremony at the Diamond District on **Saturday December 3rd, from 3:00 PM to 9:00 PM (PST)**. For any questions email diamondbusinessdistrict@gmail.com
- [Access Inc.](#) is hosting a [Social Media Workshop on Beginner Instagram Marketing for Small Businesses](#) on **December 13th from 5:30 PM – 7:00 PM (PST)**.
- [Logan Heights Community Development Corporation](#)'s upcoming events:
 - Imperial Ave. Clean Up on **Saturday November 19th from 9:00 AM – 11:00 AM**. For more information, please reach out to Leonardo via email at leonardo@loganheightscdc.org. The Logan Heights CDC team is looking for 10-15 volunteers to support this event. Volunteers can [RSVP here](#).
 - Annual Taste of Imperial Ave and Small Business Saturday on **November 26th from 11:00 AM – 3:00 PM** where more than 50 businesses will be participating. Taste of Imperial Ave will be a food-tasting event where people can purchase tickets to savor the vibrant and diverse cuisines that Imperial Avenue has to offer. [Purchase tickets here](#).
 - Light Up Logan on **Friday December 2nd from 4:00 PM – 8:00 PM** at the Gilliam Space, 2835 Imperial Ave, San Diego, CA 92102. For more information, please reach out to Michelle via email at michelle@loganheightscdc.org. The team is looking for 10-15 volunteers to support this event. [Volunteers can register here](#).
 - 6th Annual Toys for Tots Distribution on **December 3rd from 10:00 AM – 1:00 PM**. The team will need more than 100 volunteers to distribute over 1,000 toys and food to families this year. Interested partners who would like to begin registering to volunteer can do so by [visiting this link](#).

City of San Diego Microgrants Overview

Viridiana Quintana, Economic Development Department—City of San Diego

- The [Capacity Building Grant Program](#) provides funding for 501(c)(3) or 501(c)(6) nonprofit organizations that serve small businesses within the [San Diego Promise Zone](#), [Opportunity Zones](#), and/or otherwise under resourced communities.
- The deadline to apply for this program is December 5, 2022.
- Award amounts are a minimum of \$10,000 to a maximum of \$30,000. All funds must be expended by June 30, 2023.
- Awards from last year includes:
 - [All For Logan - "Walk the Block"](#)
 - [Logan Heights Community Development Corporation](#) - Community Infrastructure and Business Promotion
 - [County of San Diego Black Chamber of Commerce](#) - Capacity Building Programs for Black Business Owners

Small Business Enhancement Program Overview

Xiomalys Crespo, Economic Development Department—City of San Diego

- This fiscal year, the [Small Business Enhancement Program](#) (SBEP) was fully funded, with a \$200,000 allocation to flow directly to Promise Zone businesses. The creation and management of a San Diego Promise Zone Investment Fund would leverage partnerships to make financial assistance readily available for small businesses, to

address some of the most pressing needs identified by the Economic Activity working group.

- Under this program awarded businesses will:
 - Receive up to \$10,000 grants for:
 - Infrastructure Improvements and Acquisition (\$10,000)
 - Business Development and Technical Assistance (\$5,000)
 - Broadband Access and Digital Presence (\$5,000)
 - Be Matched with an Awarded Partner for Case Management and Outcome Reporting
 - Receive Additional Funding for Business Referrals (Promotora Model, \$20,000 from philanthropic funding at \$50 per referral, out of philanthropic dollars)
- Up to 3 Awarded Partners, depending on businesses' needs, will:
 - Be Matched with an Awarded Small Business for Mentorship, Case Management and Outcome Reporting, Business Ambassador/Promotora Training
 - Receive \$10,000 in compensation (out of philanthropic dollars)
 - Identify further resources that can specifically address businesses that cannot access federal and traditional banking funding
- **Allowable Uses:**

Infrastructure Improvements and Acquisition (\$10,000)	Business Development and Technical Assistance (\$5,000)	Broadband Access and Digital Presence (\$5,000)
• Storefront Improvement Program	• Public Sector Contracting/Development/Addressing Disparity Study Findings	• Broadband Access
• Design Services	• Business Districts and City and County Fees and Services (including Spaces as Places, MEHKOs, and Sidewalk Vending)	• Digital Literacy Training/Presence
• Small Business Enhancement Grants	• Technical Assistance from Promise Zone Partners	• Social Media
• Space Ownership	• Marketing	• Technology Improvements
	• Legal Services Fees	
	• Credit Building	
	• Financial Literacy	
	• Personnel Expenses/Supplementing Employee Benefits	

Reflection on Sustainability for Economic Activity

Natasha Salgado, Logan Heights Community Development Corporation

Danielle Stephen, mohuman

- Co-chairs asked what impact do Partners want to see in the Promise Zone going into 2023?
 - Partner expressed appreciation on relationships formed through the organizations that attend the Working Group meetings. They also expressed an interest in having in-person meetings.
- Co-chairs asked How frequently would this group like to meet in person?
 - Once a quarter in person and all other times on Zoom.
- Co-chairs introduced the idea of having Partner mixers to share space and connect with each other.
 - Several Partners expressed interest in hosting a networking event or community event to allow the group to connect in-person and meet with small businesses.
 - Partners also supported the idea of more frequent business walks and resource fairs.
- Partners would like to see a group directory and group calendar to refer small businesses to certain resources and services that Economic Activity Partners specialize in.
 - Staff is currently in the process of housing the [Asset Map](#) on a platform that will be more accessible to Partners and community members.

Wrap Up and Adjourn

- Co-chairs thanked those who attended the meeting and encouraged them leave any feedback through the Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

Next Meeting

Wednesday, January 11th, 2023 | 2:30 – 4:00 PM

Via Zoom (Meeting ID: 161 915 3978)