



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Wednesday, March 15th, 2023 | 2:30 – 4:00 PM | Via Zoom (Meeting ID: 161 915 3978)

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

In Attendance

Accessity (Formerly Accion), California Coast Credit Union, Central San Diego Black Chamber of Commerce, City of San Diego—Council District 8, City of San Diego—Economic Development Department, City of San Diego—Office of Child and Youth Success, Diamond Business Association, Governor's Office of Business and Economic Development (GOBiz), Logan Heights Community Development Corporation, Los Angeles Promise Zone, mohuman, Office of Juan Vargas, 51st Congressional District, South Los Angeles Transit Empowerment Zone (SLATE-Z), The Mental Bar, TOOTRiS Child Care On-Demand, University of California San Diego, U.S. Department of Housing & Urban Development, U.S. Environmental Protection Agency

Meeting Notes

Welcome, Introductions & Culture Share

- Co-chairs welcomed Partners and led a culture share activity:
In honor of Women's History Month, name one woman who has empowered you and made an impact in your life.
 - Responses included Michelle Obama, Mother Teresa, Princess Diana, Oprah, Viola Davis, Billie Jean, Alexandria Ocasio-Cortez, Angela Davis, Jane Elliot, Amelia Earhart, Wilma Wooten, and Jane Goodall.

Partner Announcements

- **Logan Heights Community Development Corporation** will be hosting an informational workshop, "[How to Be Ready to File Your Taxes in 2023](#)" on Thursday, March 23rd from 5:00 PM – 6:30 PM at 3040 Imperial Ave San Diego, CA 92102.
- **Diamond Business Association** is hosting a Coffee & Tea event on Friday, March 24th from 9:00 AM – 10:00 AM at Diamond Cowork (5003 Imperial Ave, Suite 114A San Diego CA, 92113) to celebrate International Women's Month.
- **Logan Heights Community Development Corporation** is tabling at a Permitting Event on Friday, March 24th from 10:00 AM – 2:00 PM at Ruocco Park (585 Harbor Ln, San Diego, CA 92101) to answer any questions regarding the updated Port Code Section 8.05 and provide technical assistance on applying for a Commercial Vending permit at the Port of San Diego Embarcadero.

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

- **Sew Loka** is hosting an event called Community Over Competition on Saturday, March 25th from 12:00 PM – 9:00 PM at 2113 Logan Ave, sponsored by **California Coast Credit Union**, to celebrate its 10-year anniversary.
- **Central San Diego Black Chamber of Commerce** is hosting an event, [Celebrating Woman's Worth](#) on Friday, March 31 from 6:00 PM – 8:00 PM. This event will feature a panel discussion, entertainment, food, and networking opportunities, hosted by Emmy award-winning reporter Natay Holmes.
- **Logan Heights Community Development Corporation** Small Business Development Team Presents ["Walk This Way: Fictitious Business Name"](#) on April 18th from 4:00 PM – 5:00 PM at Antojitos Colombianos (2040 Imperial Ave, San Diego, CA 92102).

Staff Updates

- The San Diego Promise Zone has three Americorps listings up for a [VISTA Leader](#), a [Grants and Research Associate](#) and an [Operations Associate](#).
- The San Diego Promise Zone has extended an offer to a Promise Zone Coordinator, and they have accepted the offer and will be starting in the coming months.
- The San Diego Promise Zone is hosting its signature event, [Your Future. Now: A Youth-Led Career Expo](#), on Wednesday, April 12th from 10:00 AM – 1:00 PM. The team is still looking for more volunteers to help during the day of the event. [Sign up here!](#)

Voices of the Community

- Co-chairs introduced owner and entrepreneur, Tommy Walker, of The Mental Bar, a coffee shop located in San Diego's "Black Culture and Arts District".
- After serving 10 years in the U.S. Navy, Mr. Walker faced many challenges including experiencing homelessness. Mr. Walker eventually made a good living as a corporate employee until he quit his job in 2017. Sometime after, he met his now wife, Daneyel Walker, and began to chase his dream of becoming an entrepreneur. He now owns a transportation company that operates around 60 employees and The Mental Bar, which opened for business in fall 2022.
- Partners asked the following questions towards Mr. Walker
 - **On Challenges Experienced in Starting His Business**
 - Mr. Walker experienced challenges from lack of information to having an overload of information and not knowing which resources to leverage for his business. Additionally, the pandemic delayed the opening of the Mental Bar.
 - **On Inspiration for Choosing This Location and Type of Business**
 - Mr. Walker saw that coffee shops were more prominent in affluent communities and knew that coffee shops served as a space to engage in conversation and exchange ideas. By opening The Mental Bar in Encanto Village, Mr. Walker aimed to build community in Southeast San Diego and create an environment for networking opportunities.
 - **On Resources Needed to Become Successful**
 - Mr. Walker shared that for entrepreneurs, they have to wear many hats. An entrepreneur must know marketing, legal matters, government resources, and much more.

National League of Cities Informal Entrepreneurs Grant Update

Xiomalys Crespo, City of San Diego Economic Development Department

- The [City Inclusive Entrepreneurship Network \(CIE\) Program](#) at the National League of Cities (NLC) makes implementation grants of up to \$15,000 available in cases when financial support aids cities in achieving a commitment.
- The City of San Diego is eligible to apply by being part of the Informal Entrepreneurship Cohort, which commits to bringing informal entrepreneurs into the formal economy to help them grow.
- In the first quarter of 2023, the City's Economic Development Department identified the childcare sector as a key priority of our workforce development strategy and engaged with the City's Office of Child and Youth Success to better understand its local landscape and regulations.



The Promise Zone Partnership

- The City is interested in engaging one nonprofit organization serving the Promise Zone to provide at least 5 businesses in the informal childcare sector (unlicensed):
 - An entrepreneurship curriculum and training that includes key business planning and implementation strategies.
 - Registration and Permitting Assistance
 - Grantmaking of up to \$2,000 per business for permitting and start-up costs.
- The nonprofit organization would also provide targeted outreach to those currently informally providing childcare, through other nonprofits, social services organizations, health centers, schools, and others.
- The nonprofit partner would work closely with different City departments such as EDD and the Office of Youth and Child Success to coordinate resource sharing and process delivery.
- The initial project budget includes \$5,000 in contracting services for a nonprofit partner to conduct the scope of work and \$10,000 to provide program participants with grants.



Timelines

- By the end of March 2023, the City will have applied for this funding opportunity.
- By April 2023, the City will have identified a nonprofit partner and engage in the appropriate contracting negotiations to execute the scope of work previously outlined.
- By August 2023, San Diego will have helped register and provided grants to at least 5 new childcare businesses as a result of direct outreach and technical assistance, as measured by appropriate permitting records.
 - Reporting periods are due May 31, 2023 and September 30, 2023

Outdoor Business Grants Overview

Alissa Gabriel, City of San Diego Economic Development Department

- [Spaces as Places](#) is the City of San Diego's program to allow outdoor dining and other community gathering spaces in the public right-of-way. As part of a pilot project started

in 2023, the City of San Diego's Economic Development Department (EDD) will be providing grants up to \$20,000 to eligible businesses following the Spaces as Places program guidelines for expanding business operations outdoors into the public right-of-way.

- The City of San Diego's [Outdoor Business Grant program](#) seeks to prioritize projects in underserved communities by providing a larger grant amount (Category B) to eligible businesses located in the San Diego Promise Zone boundaries, in low- and moderate-income areas, or owned by low- and moderate-income individuals to help with the initial costs of permitting a Spaces As Places project.

Phase Description	Category A Maximum Reimbursement	Category B Maximum Reimbursement
Permitting – includes permit application and inspection fees	\$2,500	\$5,000
Design – expenses paid to a design professional for research and drawings required to obtain required permits	\$2,500	\$5,000
Construction – costs include labor and materials provided by properly licensed contractors and vendors.	\$10,000	\$10,000

- The total amount available is \$300,000 and this grant funding is available through June 30, 2023.
- A Partner asked for the number of applications coming in from the Promise Zone.
 - There are currently 3 applications out of 27 that are in the Promise Zone.

Wrap Up and Adjourn

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

Next Meeting

Wednesday, April 19th, 2023 | 2:30 to 4:00 PM

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