



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Economic Activity Meeting Minutes

Wednesday, April 19<sup>th</sup>, 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, California Coast Credit Union, Central San Diego Black Chamber of Commerce, City of San Diego — Economic Development, Council District 9, County of San Diego — Health & Human Services, County of San Diego — Office of Strategy and Innovation, Governor's Office of Business and Economic Development (GOBiz), Jacobs Center for Neighborhood Innovation, Mohuman, Office of Juan Vargas — 51st Congressional District, San Diego & Imperial SBDC Network, San Diego Housing Commission, San Diego Regional Economic Development Corporation, USEPA Brownfields

#### Meeting Notes

##### Welcome, Introductions & Culture Share

- Co-chairs welcomed partners, reviewed the agenda, and led a culture share activity.

##### Partner Announcements

- **Office of Juan Vargas - 51st Congressional District** announced that it is accepting applications for its [Congressional Art Competition](#). The submission deadline is April 28<sup>th</sup>.
- **California Coast Credit Union** announced the launch of the Financial Wellness Center located in **Logan Heights CDC** on May 10<sup>th</sup> from 4:00 –6:00 pm.
- **Central San Diego Black Chamber of Commerce** announced its [Digital Literacy Course](#) in basic computer skills for small business owners. Attendees will be provided a free computer which they can keep after the course.
- **Accessity** announced that it has been awarded \$5.9M from the federal [CDFI Equity Recovery Program](#) to help promote and improve small businesses in San Diego.
- **Live Well San Diego** shared their Business Sector Newsletter [sign-up](#) to gain access to County announcements, and resources. Community organizations are encouraged to submit content to be featured on the newsletter.
- **Jacobs Center for Neighborhood Innovation** announced its upcoming equipment trainings for creating podcasts and video content in May.
- **Office of Juan Vargas - 51st Congressional District** announced that the House Financial Services Committee [convened](#) to increase access to capital.

Launching of Financial Wellness Center with California Coast Credit Union at Logan Heights CDC

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

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

*Sylvia Ramirez, California Coast Credit Union*

- California Coast Credit Union shared updates on the launch of its Financial Wellness Center located in Logan Heights CDC. The grand opening will be on Wednesday, May 10<sup>th</sup> from 4 to 6pm.
- The Financial Wellness Center will be open to the community for drop-in, no-cost visits to provide financial education and services in order to continue advancing financial literacy.
- A personal desktop computer will be available for attendees to assess their financial literacy via the *Enrich Online Program*, available both in English and Spanish.

Planning for Promise Zone Business Walk in June

*Xiomalys Crespo, Economic Development Department — City of San Diego*

- The Promise Zone—in collaboration with The Economic Development Department's (EDD) Business Expansion, Attraction and Retention (BEAR) team—would like to plan and host a Business Walk in June. This would be led by Promise Zone staff with the support of this working group.
- Previous Business Walks have been successful because we've partnered with trusted organizations to make the contact through targeted outreach and provide feedback on potential corridors to target.
- The purpose of this Business Walk to show that the Promise Zone partner network is interested in learning about 1) the issues affecting them and 2) the ways we can support them.
- Staff have narrowed down three potential corridors:
  - Imperial Ave (19<sup>th</sup> through 32nd/L St)
  - Black Arts and Culture District (Imperial Ave 61<sup>st</sup> to 69<sup>th</sup>)
  - National Ave (National Ave through Boston Ave)

City of San Diego FY24 Budget Update / Monica Hardman, City of San Diego – EDD

*Monica Hardman, Economic Development Department — City of San Diego*

- Co-chairs introduced Monica Hardman of the Economic Development Department to provide an update of the City's Fiscal Year 2024 Budget. This presentation highlighted budgetary items and goals which focus on addressing homelessness, business improvement capacity, and infrastructure in tandem with EDD's budgetary goals for FY24. Partnerships and collaboration were highlighted as other opportunities to bring-in funding.
- On Friday, April 14, 2023 the Mayor released the Fiscal Year 2024 Proposed Budget. From May 3<sup>rd</sup> to 9<sup>th</sup>, City Departments will present their budget at the Budget Review Committee.
- On May 16, 2023, the Mayor will recommend revisions to the Fiscal Year 2024 Proposed Budget (May Revision), which will be presented to the Budget Review Committee on May 18, 2023. See the figure below for more key dates.

## SD FY24 Budget Key Dates

Dates	Item
April 14	Fiscal Year 2024 Proposed Budget Released
April 24	Mayor Presents the FY 2024 Proposed Budget to City Council
May 3 - May 9	Departments Present at Budget Review Committee
May 16	Fiscal Year 2024 Mayor's May Revision Released
May 18	Fiscal Year 2024 May Revision Presented to the Budget Review Committee
June 12	FY2024 Proposed Budget Council Approval and Final Modifications
June 27	FY2024 Appropriations Ordinance

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## Budget Equity Highlights

### Equity Highlights

Program	Budget Request	Equity Impact/Focus	Primary Resident or Geographic Area
Childcare Informal Entrepreneurship	\$500,000	Investment to create 12 new businesses to achieve greater child, family, and workforce outcomes	Promise Zone (parts of Council Districts 3, 4, 8, and 9)
Small Business Enhancement Program	\$710,000	Investment to support and further develop small businesses, enhance commercial neighborhoods, and partner with nonprofits in under-resourced communities	Business Improvement Districts located in Council Districts 3, 4, 8, and 9
Nonprofit Capacity Building	\$1,000,000	Investment resulting in increased quantity, quality, and diversity of nonprofits awarded City funding	LMI residents and communities in San Diego

### Wrap Up and Adjourn

- Co-chairs thanked those who attended the meeting and encouraged them to leave any feedback through the [Digital Comment Box](#).

### Next Meeting

Wednesday, May 17<sup>th</sup>, 2023 | 2:30 to 4:00 PM

Via Zoom (Meeting ID: 161 915 3978)