



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Wednesday, August 16th, 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

Access Inc, Accessity (Formerly Accion), Central San Diego Black Chamber of Commerce, City of San Diego Council District 4, City of San Diego Council District 9, City of San Diego Economic Development Department, County of San Diego Office and Strategy of Innovation, Governors Office of Business and Economic Development, Jacobs Center for Neighborhood Innovation, Local Initiative Support Corporation, Logan Heights Community Development Corporation, mohuman, Office of Juan Vargas 51st Congressional District, San Diego Futures Foundation, San Diego's Regional Policy & Innovation Center, Slate- Z, TOOTRIS Childcare

Meeting Notes

Welcome, Introductions & Culture Share

- Co-chairs welcomed Partners and invited them to introduce themselves and the organization they are representing, and to share any announcements they have. Co-chairs also asked an optional **culture share question:** August 14th was National Financial Awareness Day. What is one way you practice Financial Awareness? Or how did your upbringing impact your views on financial awareness?

Partner Announcements

- **Accessity** has a Webinar coming up on September 14th for Small Business Financing <https://accessity.org/event/unlocking-growth-small-business-financing-webinar/>
- **The City of San Diego Economic Development Department** has a new page for the EDD Capacity Building Grant. <https://www.sandiego.gov/capacity-building-grant>
- **The Jacobs Center for Neighborhood Innovation** has workshops available as well as rooms for video content & podcasting, computers for editing and photography tools available to assist in images used for website, social media and collateral. [Creators Studio.](#)

Staff Updates

- Just a reminder that partners can still submit their events to be displayed on the San Diego Promise Zone Events Calendar

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

- We are currently working with the Economic Research specialist in our department to update the Promise Zone Story Maps website to provide data that organizations can use for their grant applications
- New Vista Volunteer's Alaysja Clark, Bryan Villegas, and Nathaniel Hillman were introduced
- Natasha shared that this meeting would be her last Economic Activity meeting as a co-chair

Business Walk Report & Summary:

- On June 28th, the Promise Zone and Logan Heights CDC hosted its first Business Walk event. The event spanned 19th -32nd street along Imperial Avenue in Logan Heights.
- The goal of business walk events is to engage with small business owners and learn more about local businesses through face-to-face conversations, building relationships and helping our Economic Development Department better serve small business owners.
- We had a total of 26 volunteers. Volunteers included staff from the San Diego Promise Zone, Economic Development Department, City Council District 8, Mayor's Office, Logan Heights CDC, mohuman, and California Coast Credit Union.
- During the two-hour walk, participants interacted with 85 businesses. Of the 85 businesses, 39 business owners or employees engaged in extensive conversations that led to 82 comments pointing to persistent themes.
- Notably, the three most prominent concerns documented by volunteers encompassed issues with damaged and hazardous sidewalk conditions, inadequate parking availability for customers, and the presence of unhoused individuals deterring potential customers.

EDD Capacity Building Grant:

Alex Southard, City of San Diego, Economic Development Department

- Reactivated a program that went dormant in 2020 to support nonprofits working with small businesses.
- The goal of this grant is to expand operations and build capacity for nonprofits that support small businesses.
- The grant is a minimum of 10K and could be upwards of 30K
- The program is for 501(c)(3)s in San Diego and is intentionally designed to be broad; funds cannot be used to pay for personnel expenses.
- Application closes on September 1, 2023
- Capacity Building Grant Program | Economic Development | City of San Diego Official Website

Next Steps 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, November 15, 2023, | 2:30 to 4:00 PM

Via Zoom (Meeting ID: 161 915 3978)