



**CITY HEIGHTS SERIES:
FOURTH BUSINESS WALK REPORT**

Purpose / Summary

The City of San Diego’s Economic Development Department held its fourth and final Business Walk in City Heights on October 26, 2023. This Business Walk took place along El Cajon Boulevard between Fairmount Avenue and 52nd Street.

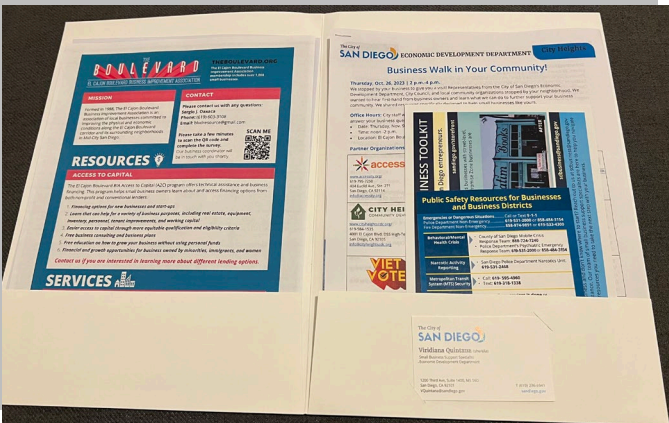
The goal of each Business Walk is to create an opportunity where City staff and community stakeholders come together to visit a business community while providing resources, answering questions, and overall fostering relationships. The Economic Development Department collaborated with the El Cajon Boulevard Business Improvement Association, City Heights Community Development Corporation, and other community organizations in this effort.



Representatives from the City's Economic Development Department, El Cajon Boulevard Business Improvement Association, City Heights Community Development Corporation, Accessity, Business for Good, International Rescue Committee, and Viet Vote.

Representatives from City departments and community-based organizations gathered at the Fair@44 prior to the Business Walk. Participants walked door-to-door and offered business owners a resource folder (see left). The folder included diverse business resources regarding City programs and information from community-based organizations.

Office Hours took place at the El Cajon Boulevard Business Association Office on November 9, 2023. Office Hours offer an opportunity for businesses to ask more detailed questions and have one-on-one assistance directly from City staff.



Details

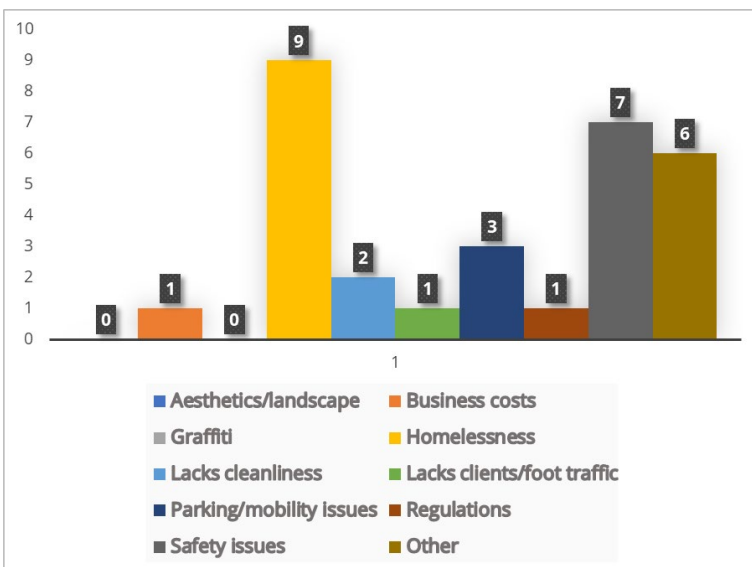
LETTERS MAILED: 117

Businesses along the designated area were mailed a letter one week before the Business Walk. The letters inform business owners of the outreach event and provides contact information for additional questions or concerns.

PARTICIPANTS: 21

Participants (volunteers) were grouped into teams of two or three people. There were 11 teams, and each team were assigned a zone to visit. Each zone included between 10-15 businesses.

Each team met with their respective business list and connected with business owners and/or employees. Many conversations led to discussions around resources as well as business challenges.



Economic Development

FEEDBACK CARD

COMPLETE THIS CARD IF YOU WOULD LIKE TO GIVE THE CITY FEEDBACK AND SHARE YOUR CONCERNS.

OPTIONAL - Please provide your preferred contact information if you would like a City representative to contact you.

BUSINESS WALK

Name: _____

Business Name: _____

Business Address: _____

Email Address: _____

Phone Number: (_____) _____ - _____

Thank you for taking the time to provide your feedback!

1 How aware are you of your local business association?
 Very aware Somewhat aware Unaware

2 Would you like us to share your contact information with your local business association?
 Yes No

3 Anything else you would like to share?

BUSINESS INTERACTIONS: 91

Participants interacted with 91 businesses who accepted the resource folder. 22 of those businesses took the opportunity to conversate further and shared verbal feedback, many completed a feedback card (see above).

From the feedback shared, 30 comments were made regarding current challenges and persistent themes (see left).

City staff contacted the businesses that were interested in learning more about resources that can help address current challenges being faced. If specific issues were expressed by business owners, City staff helped address the issue and connect them to the appropriate department if necessary. After each Business Walk, the goal is to equip business owners with the information needed to support them through their business journey.