



CITY HEIGHTS SERIES: SECOND BUSINESS WALK REPORT

Purpose / Summary

The City of San Diego's Economic Development Department held its second Business Walk in City Heights on Thursday, March 23, 2023. This second Business Walk of the City Heights Series took place on El Cajon Boulevard from Interstate 805 to 43rd 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 whilst providing resources, answering questions, and overall fostering relationships. The Economic Development Department collaborated with the El Cajon Boulevard Business Improvement Association, the City Height Community Development Corporation, and other community organizations in this effort.



The Economic Development Department, Mayor's Office, Council District 9, El Cajon Boulevard Business Improvement Association, City Heights Community Development Corporation, Accessity, Business for Good, and more prior to the Business Walk.

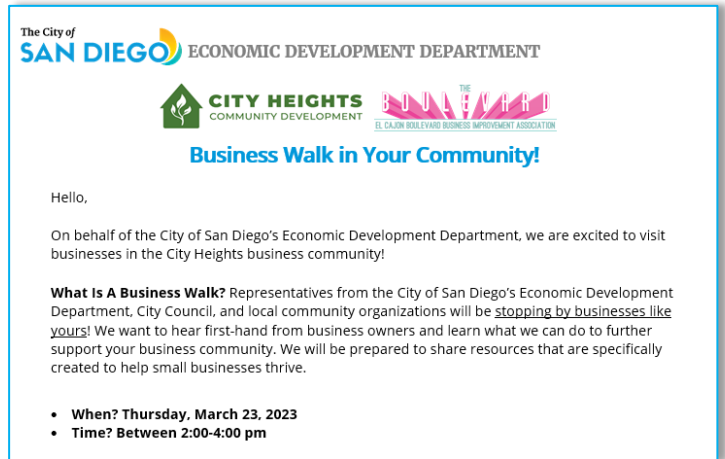


City departments and community-based organizations gathered at Pop Up 15 on El Cajon Boulevard. Participants offered business owners a folder (see left) filled with information on resources provided by the City and community-based organizations. Office Hours will take place at the El Cajon Boulevard Business Improvement Association's office on Wednesday, April 19th, 2023, which allows for businesses to ask more detailed questions and have one-on-one assistance. The Economic Development Department will continue to refine the Business Walk and Office Hours programs based on the community feedback received. To provide feedback, please email us at sdbusiness@sanidiego.gov.

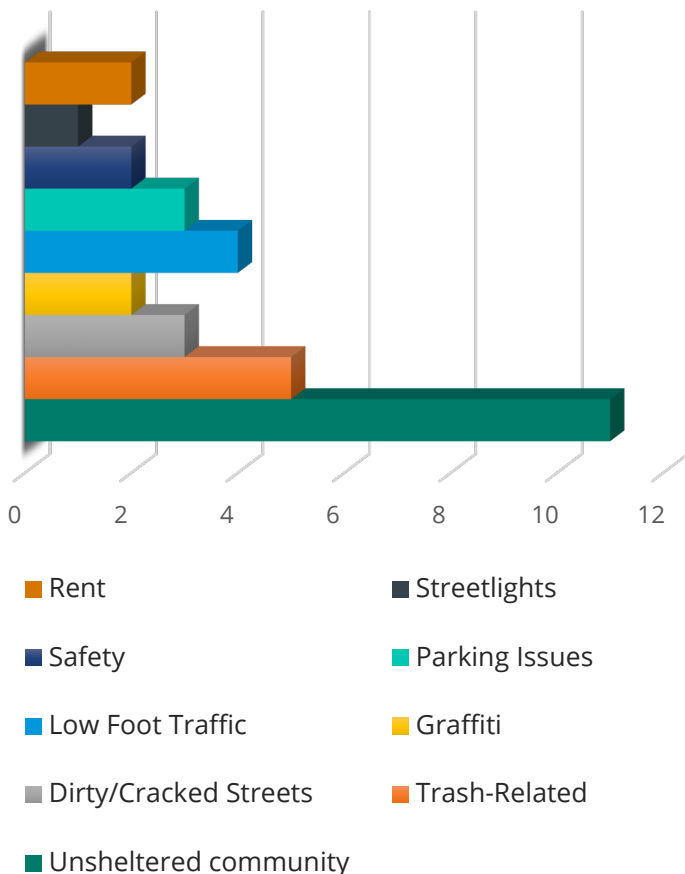
Details

PARTICIPANTS: 25

With the amazing San Diego weather, 10 teams of two-to-three participants set foot to visit around 10 businesses each on this one-mile strip on El Cajon Boulevard from Interstate 805 to 43rd Street. Each team was able to meet with business owners and employees to spread word of current programs and resources, reporting back to any feedback provided, and learning about the community.



Business Challenges



LETTERS MAILED: 103

Businesses along the designated area were mailed letters (see above) in advance of the walk, informing them of the outreach event, providing contact information and other helpful resources from the City and community organizations.

BUSINESS INTERACTIONS: 79

During the two-hour walk, participants interacted with 79 businesses in total. 19 business owners/employees engaged in extensive conversations that lead to 31 comments pointing to persistent themes (see left). Many business owners and employees shared the types of challenges that they have faced and provided feedback on the types of resources that could help them. Information about existing programs from the City and our partners such as the Storefront Improvement Program were shared as a key resource in the folders distributed.