



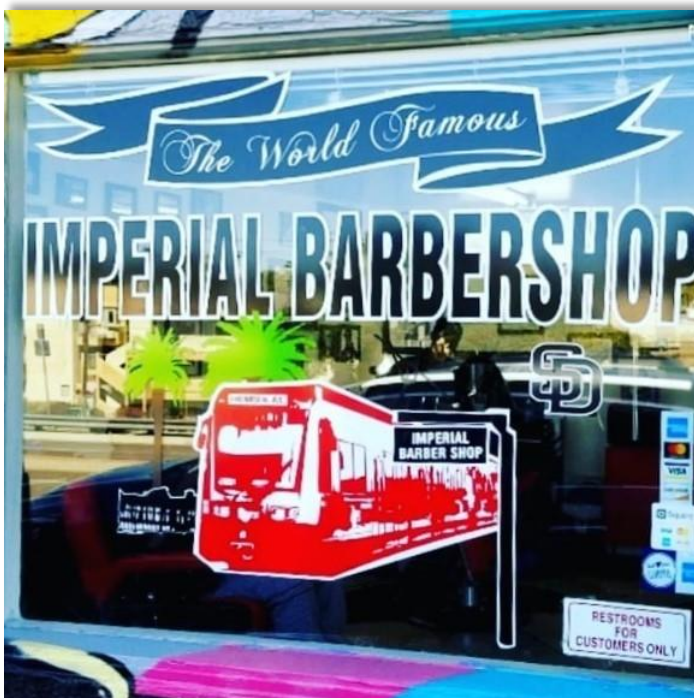
## ENCANTO BUSINESS WALK REPORT

### Purpose / Summary

The City of San Diego, Economic Development Department's first Business Walk since the COVID-19 pandemic took place on Thursday, July 28, 2022. 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 Diamond Business Improvement Association and other community organizations in this effort.



*The Economic Development Department, Council President pro Tem Monica Montgomery Steppe, Diamond Business Improvement Association, and more met prior to the Business Walk.*



The Economic Development Department was eager to visit the newly designated Black Arts and Culture District in Encanto on Imperial Avenue between 61<sup>st</sup> Street and 69<sup>th</sup> Street. With the support from the Mayor's Office, Council District 4, and other community organizations, the Business Walk fostered an evening of community building. There was a Business Resource Expo that allowed for businesses to ask more detailed questions and have one-on-one assistance at the Diamond CoWork Space. The City also invited home-based businesses to attend as well. Information about existing programs such as the City's Storefront Improvement Program was provided as one of the resources.

## Details

### POSTCARDS MAILED: 60

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

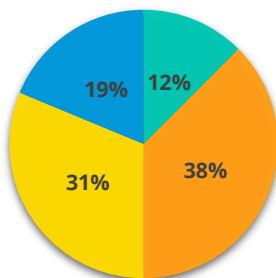
### BUSINESS INTERACTIONS: 61

From 2pm to 4pm, participants interacted with 61 businesses. 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. Businesses also expressed how much they enjoy working in this community and connecting with their customers.

### SURVEYS: 11

The Encanto Business Walk survey consisted of 4 questions and a comment section. Contact information such as name and email were also gathered. The graphics to the right and bottom indicate the most prominent data captured based on the 11 responses for the English survey form.

### Business Expansion Plans



- No
- Open another location
- Make tenant improvements
- Hire more employees



### PARTICIPANTS: 20

Participants set foot to visit around 10 businesses each on this one-mile strip on Imperial Avenue from 60<sup>th</sup> Street to Rainbow Street. Each team was able to meet with business owners and employees to spread word of current programs and resources, listening to any feedback provided and learn about the community.

### Business Challenges

