



CITY HEIGHTS SERIES: THIRD BUSINESS WALK REPORT

Purpose / Summary

The City of San Diego's Economic Development Department held its third Business Walk in City Heights on August 31, 2023. This Business Walk took place along University Avenue between Marlborough Avenue and 50th 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 City Heights Community Development Corporation and other community organizations in this effort.



Photo Credit: Ben Mendoza, Office of Council President Sean Elo-Rivera

Representatives from the Economic Development Department, Mayor's Office, Council District 9, City Heights Community Development Corporation, Accessity, International Rescue Committee, Karen Organization, LISC, Somali Bantu Association of America, and others.



Representatives from City departments and community-based organizations gathered at the Officer Jeremy Henwood Memorial Park 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 City Heights/Weingart Branch Library on September 14, 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: 157

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: 29

Participants (volunteers) were grouped into teams of two or three people. There were 12 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.



FEEDBACK CARD

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

BUSINESS WALK

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

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: 111

Participants interacted with 111 businesses who accepted the resource folder. Many businesses took the opportunity to conversate further and/or complete a feedback card (see above).

From the feedback shared, 92 comments were made regarding current challenges and persistent themes (see left).

City staff contacted the 27 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.