



CITY HEIGHTS SERIES: FIRST BUSINESS WALK REPORT

Purpose / Summary

The City of San Diego's Economic Development Department held its first Business Walk in City Heights on Thursday, February 2, 2023. This is the first of a series of four Business Walks in City Heights, which took place on University Avenue from 33rd Street to 41st 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 Business Association, the City Height Community Development Corporation, and other community organizations in this effort.



The Economic Development Department, Mayor's Office, Office of Council President Sean Elo-Rivera, City Heights Business Association, City Heights Community Development Corporation, Accessity, Business for Good, and more met prior to the Business Walk.

City departments and community-based organizations gathered at Tierra Central on University Avenue. Participants offered business owners a tote bag (see left) filled with information on resources provided by the City and community-based organizations. There will be a future opportunity for "Office Hours" that 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@saniego.gov.

Details

POSTCARDS MAILED: 115

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.

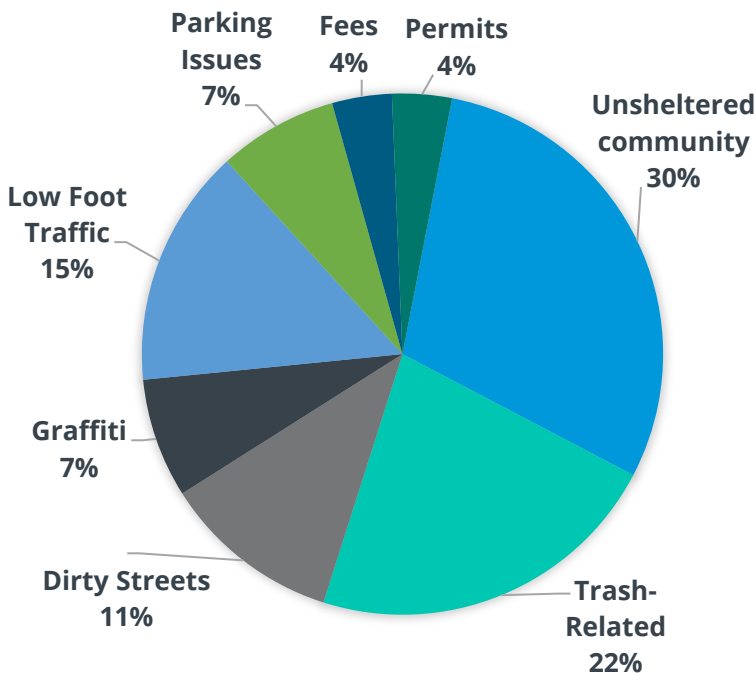
PARTICIPANTS: 25

With the amazing San Diego weather, 11 teams of two-to-three participants set foot to visit around 10 businesses each on this one-mile strip on University Avenue from 33rd Street to 41st Street. Each team met with business owners and employees to spread word of current programs and resources, reporting back any feedback provided, and learning about the community.

"It was a great strategy to introduce ourselves and share resources in communities that I support! I live in the neighborhood and discovered new businesses I never knew about!"

– Ben Mendoza

BUSINESS CHALLENGES



BUSINESS INTERACTIONS: 82

During the two-hour walk, participants interacted with 82 businesses. 18 business owners and employees shared with participants 32 comments about the challenges they face (left). Additionally, they provided feedback on the types of resources that could help them. Businesses also expressed their appreciation of the participating organizations and the support of City Heights residents over the past challenging economic times. Information about existing programs from the City and our partners such as the Storefront Improvement Program were shared as a key resource in the tote bag. Some of these City Heights businesses have been around for years. One business has been active for over 60 years!