

SCRIPPS RANCH BUSINESS WALK REPORT

Summary

The City of San Diego's Economic Development Department held a Business Walk in the Scripps Ranch area on May 29, 2025. This Business Walk took place in various neighborhoods throughout the area.

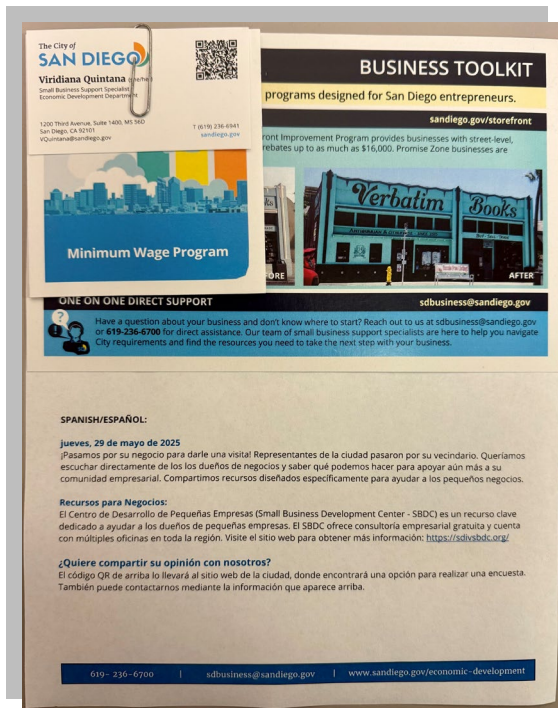
The goal of each Business Walk is to create an opportunity where City staff and community stakeholders come together to visit a business community while providing resources, answering questions, and fostering relationships with local businesses.



Photo Credit: Eric C. Young II, Office of Councilmember von Wilpert

Volunteers met at the Scripps Miramar Ranch Library prior to the Business Walk (picture above).

Councilmember Marni von Wilpert, her staff, and representatives from the City's Economic Development Department participated in this walk. There was also a participant from the City's Small Business Advisory Board. The group walked door-to-door, spoke with owners and managers, and offered them a resource packet (see left). The packet included information regarding City programs such as the Storefront Improvement Program and the Minimum Wage Program.



Details

PARTICIPANTS: 16

16 participants (volunteers) were grouped into teams of two or three people. There were 7 teams, and each team was assigned a zone to visit. Each zone had approximately 10 businesses.

BUSINESSES VISITED: 64

Each team met with business owners and/or employees. 64 businesses were visited and received a resource packet. 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.

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!

BUSINESS WALK

- How aware are you of your local business association?
☐ Very aware ☐ Somewhat aware ☐ Unaware
- Would you like us to share your contact information with your local business association?
☐ Yes ☐ No
- Anything else you would like to share?

BUSINESS INTERACTIONS: 18

Of the businesses visited, 18 of them took the opportunity to speak with team members and shared feedback; many completed a feedback card (see above).

From the feedback shared, 24 comments were made regarding current challenges and persistent themes (see left).

If specific issues were expressed by business owners, City staff helped address the issue and connect them to the appropriate department if necessary. The Councilmember's office also spoke about being a resource to businesses. After each Business Walk, the goal is to equip business owners with the information needed to support them through their business journey.

