

GOLDEN HILL BUSINESS WALK REPORT

SUMMARY

The City of San Diego's Economic Development Department held a Business Walk in the Golden Hill area on June 26, 2025. This Business Walk took place within the area between the 5 freeway through 30th 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 fostering relationships with local businesses.



Volunteers met at the Golden Hill Recreation Center (picture above) prior to the Business Walk.



The Council District's Golden Hill community representative and representatives from the City's Economic Development Department participated in this walk. 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.

PARTICIPANTS: 8

8 participants (volunteers) were grouped into teams of two people. There were 4 teams, and each team was assigned a zone to visit. Each zone had approximately 10 businesses ranging from storefronts to food trucks.

SUCCESS STORY

A local small business received a letter requesting repayment of a \$12,000 County COVID grant. During the Business Walk, City staff listened to the business owner to understand the issue. They then contacted the appropriate County staff to help with the situation.

As a result, the repayment request was resolved, and the balance was cleared. The financial relief was immense help to the small business, allowing them to focus on serving their community.

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: (_____) _____ - _____

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

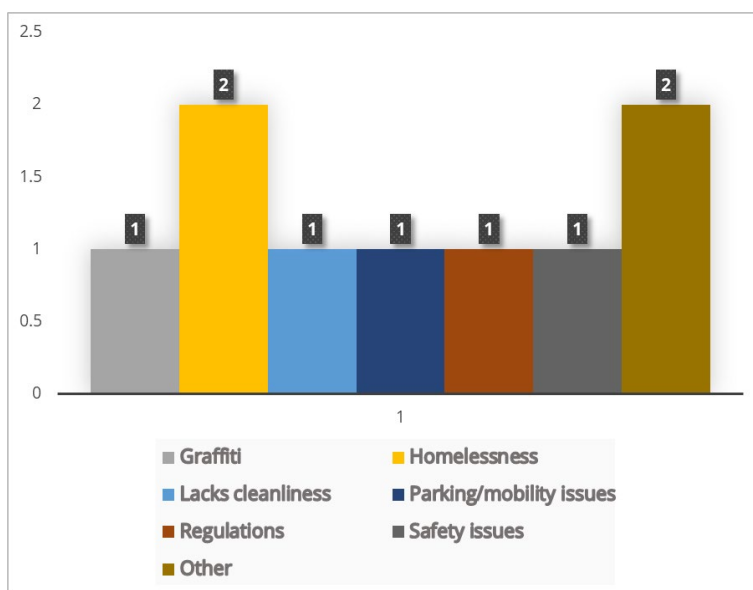
3 Anything else you would like to share?

Thank you for taking the time to provide your feedback!

BUSINESS WALK

BUSINESSES VISITED: 48

Each team met with business owners and/or employees. 48 businesses were visited and received a resource packet. Many conversations led to discussions around resources as well as business challenges.



BUSINESS INTERACTIONS: 12

Of the businesses visited, 12 of them took the opportunity to speak with team members and shared feedback; many completed a feedback card (see above).

From the feedback shared, 9 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. After each Business Walk, the goal is to equip business owners with the information needed to support them through their business journey.