



The City of



Economic Development

REPORT

Adams Avenue Business Association Walk

The Economic Development Department's Neighborhood Investment Unit held its eighth Business Walk on **Nov. 16, 2017**, canvassing businesses in the Adams Avenue Business Association-managed Business Improvement District (BID), which spans Normal Heights, Kensington, Antique Row and University Heights.

Nearly 650 BID businesses with valid City of San Diego Business Tax Certificates were mailed postcards (right) in advance of the walk, informing them of the outreach effort and providing contact information and an online survey link. More than 25 volunteers participated in the walk, engaged local business owners with storefronts and surveyed entrepreneurs about their perceptions of the area's business climate and their opinions about doing business along Adams Avenue.



Advance postcard mailed to 647 businesses in early November.

- **Volunteers:** 27 (Volunteers represented the City's Economic Development Department and Office of the City Treasurer, Adams Avenue Business Association, City Council District 3, International Rescue Committee and the Small Business Development Center – South San Diego.)
- **Number of Businesses Visited:** 130-plus
- **Number of Surveys Completed:** 56

Survey Background

The Business Walk was scheduled on a Thursday, from 2 p.m. to 5 p.m., in an effort to visit businesses at a time most convenient for business owners. Volunteers went door-to-door in 14 walk zones, which each listed about 10 to 25 businesses from the City's Business Tax Certificate (BTC) list. It should be noted that there were businesses that were 1) closed during the walk hours; 2) in the walk zones but not on the BTC list; and 3) on the BTC roll but no longer appeared to be located or in operation at the listed walk-zone address.

Volunteers visited more than 130 available businesses and invited business owners/managers to take a 10-question, multiple-choice survey. About 40 percent of businesses participated. Volunteers also provided information about EDD programs and resources.



Economic Development Department Economic Research Specialist Marcia Smith visits with Stella Stehly, owner of Stehly Farms Market.

Survey Results

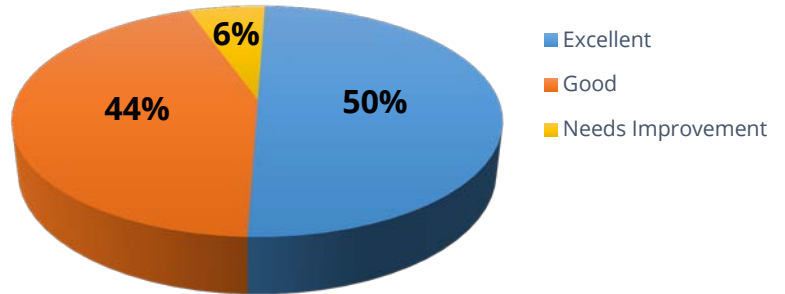
Doing Business - Adams Avenue

Question: How would you rate your community as a place to do business? (Excellent, Good, Neutral, Needs Improvement, Poor)

94% Favorable

Of 50 respondents, 47 rated Adams Avenue an "Excellent" or "Good" place to do business.

Business Community Rating (n=50)



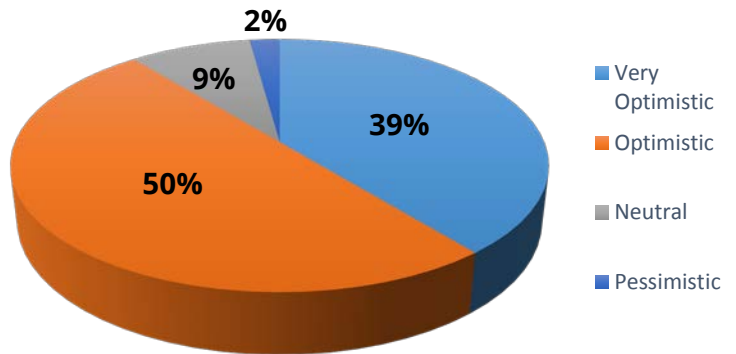
Business Climate Outlook - Adams Avenue

Question: How optimistic are you about the business climate in your community?

89% Optimistic

Of 46 respondents, 41 said they are "Very Optimistic" or "Optimistic" about the business climate.

Business Climate Outlook (n=46)



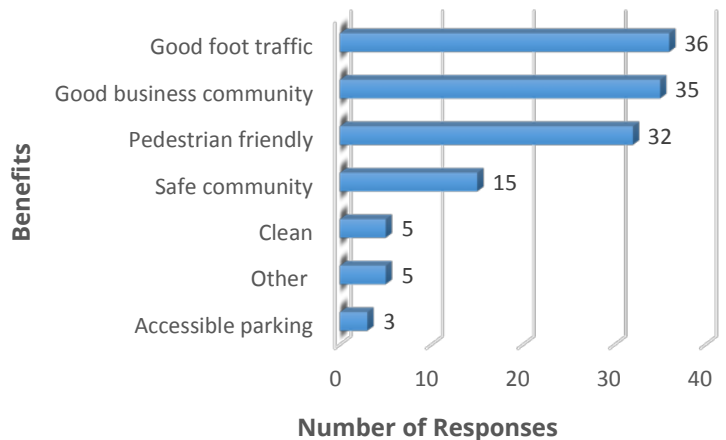
Business Advantages - Adams Avenue

Question: What are the benefits of operating a business in this community? (Select as many as three)

Good Foot Traffic

Of the 53 respondents, 68 percent listed "Foot traffic" as a top benefit.

Business Benefits of Adams Avenue



"I love the year-round events, like the Adams Avenue Street Fair, sponsored by the Adams Avenue Business Association. That makes us a community." – **Paul Willey, The Book Tree**

Business Obstacles - Adams Avenue

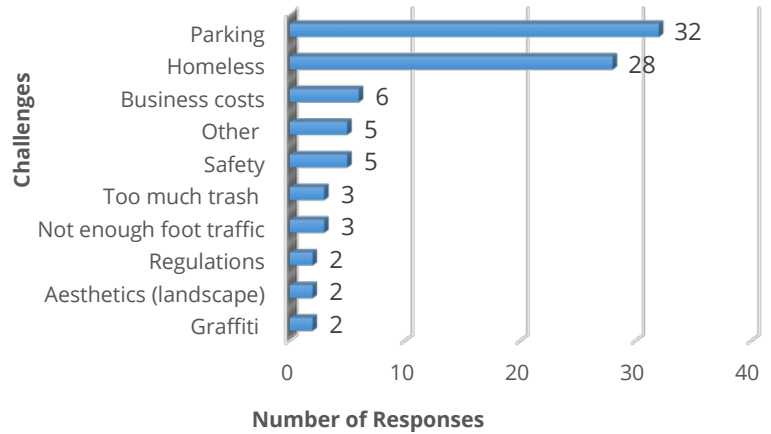
Question: What are the challenges of operating a business in Adams Avenue?
(Select as many as three)

Not Enough Parking

Of the 50 respondents, 64 percent named parking for both customers and employees as the top issue.

The growing **homeless population** is an increasing concern, "the largest issue after 40 years of dealing with changing times," said Mike Dianna of DiMille's Italian restaurant.

Business Challenges of Adams Avenue



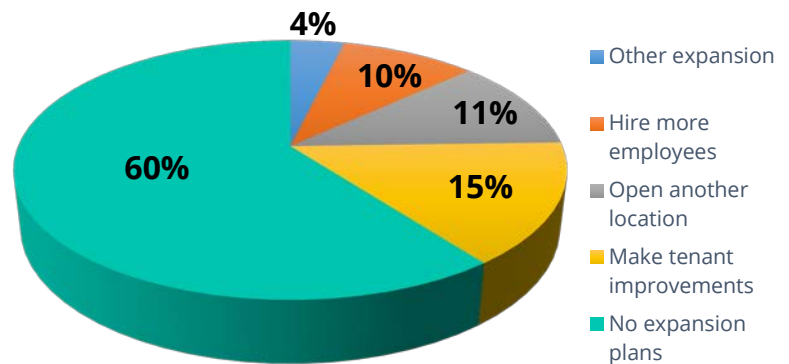
Growing Business - Adams Avenue

Question: Do you plan on expanding your business in the near future? If so, how?

40% Look to Expand

Twenty-one of the 53 business owners surveyed have plans to grow their businesses with tenant improvements, another location and more employees.

Plans for Business Growth (n=53)



Finding Resources

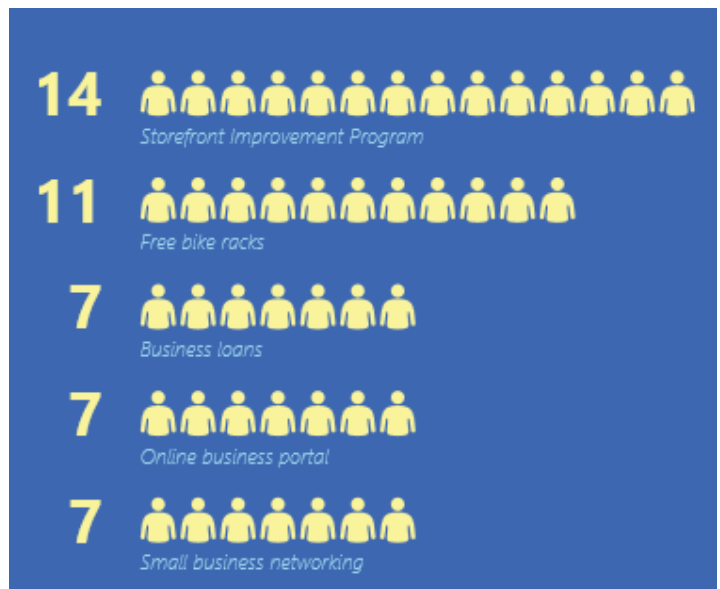
Question: Is your business interested in learning about any of the following City programs?

Storefront Improvement

The most respondents were interested in the City's Storefront Improvement Program, which helps property or small business owners who want to enhance curb appeal by offering free design assistance and construction incentives.

Thirty-two business owners expressed interest in learning more about one or more City program(s). Several provided emails to receive details about the Storefront Improvement Program, bike racks, business loans, the online business portal, small business networking, ADA compliance and small business networking.

Interest in City Programs



City Online Resources for Entrepreneurs

- **General info** www.sandiego.gov/doing-business
- **City of San Diego Economic Development Department:** Learn about programs, loans, business incentives and resources. www.sandiego.gov/economic-development
- **Online Business Portal:** Start or expand a business, find permitted locations, make tenant improvements and learn about necessary permits and fees. <https://business.sandiego.gov>
- **Business Resource Matcher:** Find services (loans, grants, mentoring, consulting, marketing) to help your business grow. www.sandiego.gov/business-resources
- **Get It Done app:** Report graffiti, potholes, abandoned vehicles, illegal dumping, broken sidewalks, malfunctioning traffic signals, streetlights and other issues. www.sandiego.gov/get-it-done
- **Office of City Treasurer:** Apply or renew your business tax certificate (The City of San Diego issues business tax certificates instead of business licenses). www.sandiego.gov/treasurer
- **Parking Enforcement:** Contact San Diego Police Department Communications Center 619-531-2000 www.sandiego.gov/police/services/units/traffic/parkingenf
- **Contact your Business Improvement District** www.sandiego.gov/economic-development/about/bids

Adams Avenue Business Association

4649 Hawley Blvd.
 San Diego, CA 92116
 619-282-7329
adamsavenuebusiness.com

Scott Kessler, Executive Director
scott@adamsavenuebusiness.com



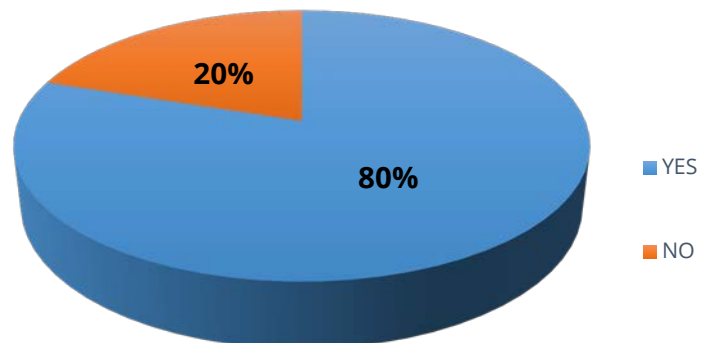
BID Awareness

Question: Are you familiar with the Adams Avenue Business Association (BID)?

80% Know the BID

Of the 55 business owners surveyed, 44 were aware of the Adams Avenue Business Association. The 80 percent awareness ranks high among BIDs in Business Walks.

Business Improvement District Awareness
(n=55)



Promotional Material Left at Businesses Visited (5x7, front and back)

Start and Grow Your Small Business

See what the City of San Diego's Economic Development Department can do for you



Online Business Portal

Check out our award-winning portal to find potential locations for your business, learn about necessary permits, make tenant improvements and access the Business Resource Matcher for loans, grants and services.

business.sandiego.gov
619-236-6700

The City of **SAN DIEGO**

Rack it up!

The City of San Diego Bicycle Program installs bicycle racks for free in the public right-of-way to encourage bicycling as a mode of transportation to shop, dine or get to your place of business.

Traffic Ops
trafficops@sandiego.gov
www.sandiego.gov/bicycleprogram






Storefront Improvement

Enhance curb appeal. Businesses with 25 or fewer employees, a valid business tax certificate and a street-facing storefront can apply for free design assistance and incentives ranging from \$8,000-\$16,000.

Storefront Improvement Program
www.sandiego.gov/storefront



www.sandiego.gov/economic-development | 619-236-6700



Business Resource Matcher

Find out about available business programs, loans, tax credits, mentoring, consulting, training and other services to start or grow your business.

www.sandiego.gov/business-resources
619-236-6700

Get up to \$500K in gap financing

Do you own a small or medium-sized business, want to expand, need capital but can't meet the terms of a traditional bank? Apply for the City of San Diego's Business Finance Loan Program.

Small Business Micro Revolving Loan
\$25,000-150,000

San Diego Regional Revolving Loan
\$150,000-500,000





Business Finance Loan Program

Rosa Elena Enriquez
renriquez@sandiego.gov
www.sandiego.gov/economic-development/business/financing
619-236-6323

Nomad Donuts (above) and Kid Ventures (left) both received loans through the Business Finance Loan Program to expand their businesses in the City of San Diego.