



The City of



# Economic Development

## REPORT

## Convoy District Business Walk

On June 13, 2019, the Economic Development Department held its Convoy District Business Walk in the Kearny Mesa neighborhood. This was the first business walk in Council District 6. In advance of the walk, the Economic Development Department mailed postcards (right) to 430 businesses to announce the upcoming outreach event.

The front of the postcard explained the purpose of a business walk and shared valuable information about City programs popular with the business community. The back of the postcard provided an online survey link for entrepreneurs who were unavailable to be present during the walk.

**CONVOY DISTRICT BUSINESS WALK**  
Thursday, June 13, 2019 | 2-5 p.m.

**What's a business walk?** Volunteers from the City of San Diego's Economic Development Department, City staff, City Council and the community will be stopping by Convoy District businesses to chat, visit and learn what we can do to help your business thrive. Discover some of the City's tools and programs designed especially for San Diego entrepreneurs.

**Get It Done San Diego**  
[sandiego.gov/get-it-done](http://sandiego.gov/get-it-done)

Report non-emergency issues through the Get It Done app and get service for potholes, graffiti, broken streetlights, abandoned vehicles, tree hazards, sidewalk repairs and more.

**OpenCounter Online Business Portal**  
[business.sandiego.gov](http://business.sandiego.gov)

Find locations for new or expanding businesses in the City of San Diego. See which permits you might need for business or residential projects in this award-winning portal.

**Storefront Improvement Program**  
[sandiego.gov/storefront](http://sandiego.gov/storefront)

City businesses with street-facing storefronts and 25 or fewer employees can receive free design assistance and max rebates ranging from \$8,000 to \$16,000.

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Teams of two people visited about 20 businesses each spanning a wide variety of industries, from retail to industrial. Volunteers engaged business owners encouraging them to complete a seven-question survey about the business climate as well as benefits and challenges of doing business in the Convoy District.

City of San Diego  
Economic Development Department  
1200 Third Ave., Suite 1400, MS 56D  
San Diego, CA 92101

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**Convoy District Business Walk | Thursday, June 13, 2019 | 2-5 p.m.**  
*Can't be there? Take our survey at [www.surveymonkey.com/r/Q78DTL7](http://www.surveymonkey.com/r/Q78DTL7) before July 1.*

The City of San Diego Economic Development Department knows that running a successful business is tough work. So, our staff joins local volunteers for quarterly Business Walks in neighborhoods around the City to see what's on the minds of business owners and share information about City resources.

**We're here to help!**

For more information:  
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City of San Diego, Economic Development  
[estudebaker@sandiego.gov](mailto:estudebaker@sandiego.gov) | 619-533-4561

[www.sandiego.gov/economic-development](http://www.sandiego.gov/economic-development)

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Ms. Jane Smith  
1234 Convoy Street  
San Diego, CA 92111

### Volunteers: 20

Volunteers included staff from the Economic Development Department, the Office of the City Treasurer, the Convoy District Partnership, members of the business community and Council District 6 including Councilmember Chris Cate.

### Businesses Visited: 225

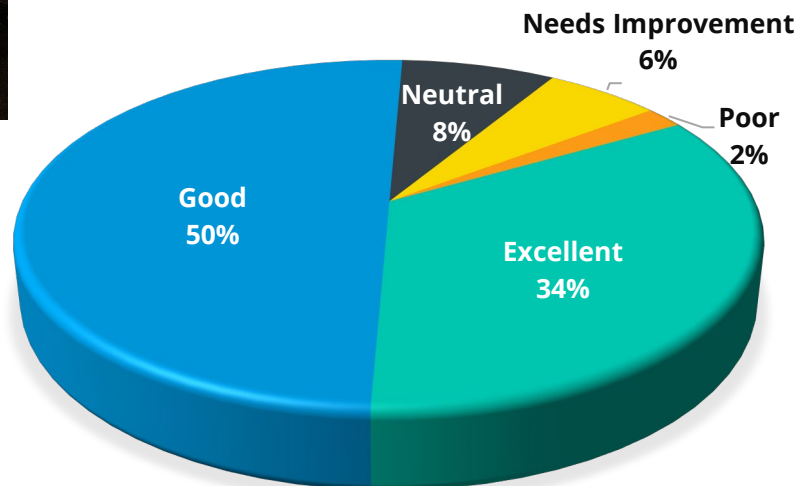
# Business Walk Survey Results



## 22% Completed Surveys

Of the 225 businesses visited, 50 businesses completed surveys.

### Business Community Rating (n=50)



## 84% Favorable

Of the 50 respondents, 42 rated the Convoy District as an "Excellent" or "Good" place to do business.

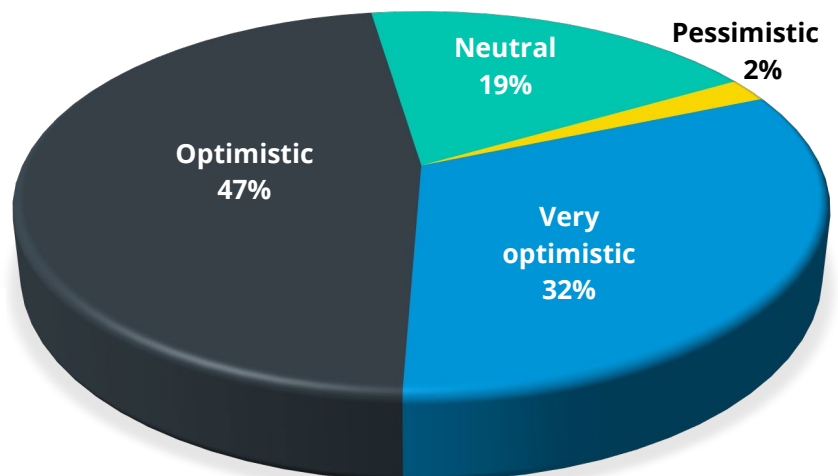
### Business Climate Outlook

*Question: Please describe your outlook on your business climate*

## 78% Positive

Of the 47 respondents, 37 said they are "Very Optimistic" or "Optimistic" about the business climate in the Convoy District.

### Business Climate Outlook (n=47)



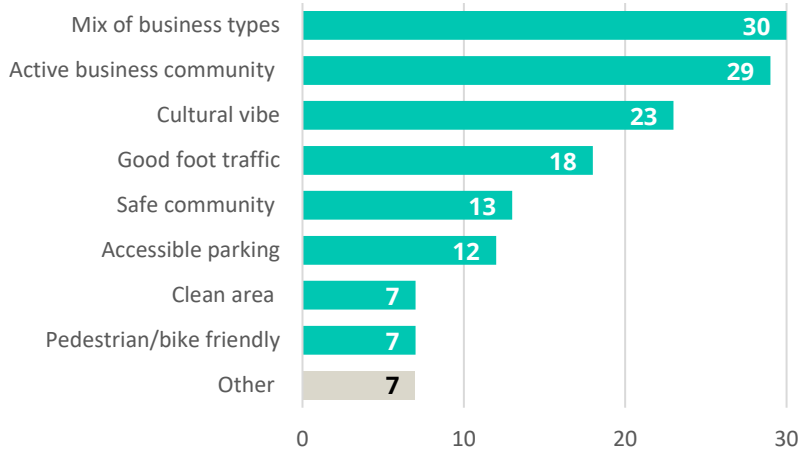
"Neutral" and "Pessimistic" respondents (10) cited:

- Not enough parking (30)
- Traffic (15)
- Homelessness (15)

## Business Advantages

Question: What are the benefits of operating a business in this community?

### Benefits



## Mixing It Up

Thirty people surveyed stated that having a mix of businesses in their community is beneficial. On the walk, volunteers visited many companies such as an ice cream shop, a karaoke establishment and a cement company. There are many restaurants in the community as well as businesses related to the auto industry. Many San Diegans come into the Convoy District for work or a variety of daily needs. Convoy street is also becoming widely known for its variety of Asian restaurants and are the subject of several stories from local news outlets.

## Business Obstacles

Question: What are the challenges of operating a business in your community? (Select all that apply.)

## Parking

While being economically diverse benefits the Convoy District, there is not enough room for all the cars that bring customers to these businesses. More than 60 percent of those who completed surveys cited parking as a challenge of doing business in the community.

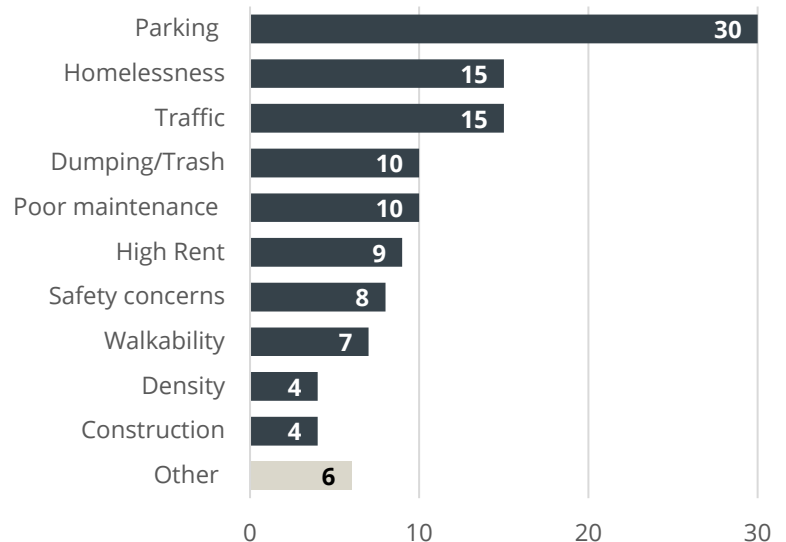
## Growing Business

Question: Do you plan on expanding your business? If so, how?

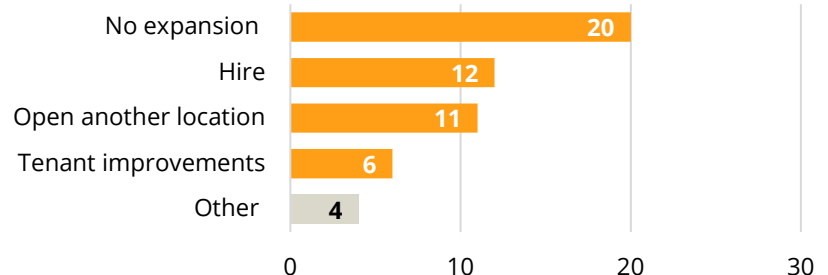
## 62% Look to Expand

Whether it's opening another location in the City, updating their shop, hiring employees or making sales online, Convoy District business owners have their eyes on growth. EDD staff followed up via email with those looking to expand their businesses.

## Challenges



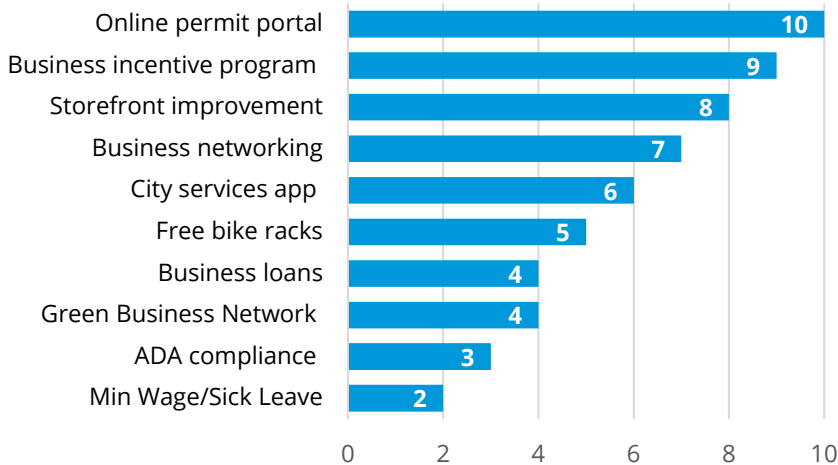
## Business Expansion





**Finding Resources** *Question: Is your business interested in learning about any of the following City programs? (Interested owners received follow-up emails with program information.)*

### Interest in City Programs



*Above: Employee at the restaurant Rakiraki Ramen & Tsukemen completes survey. City staff followed up on their interest in opening another location.*

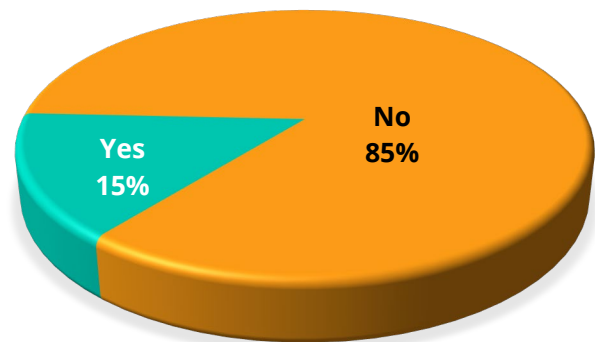
### Convoy District Partnership (CDP) Awareness

*Question: Are you familiar with the Convoy District Partnership?*

#### 15% Know the CDP

Of the 47 respondents, seven were familiar with the Convoy District Partnership, a nonprofit organization dedicated to growing and promoting the neighborhood through arts, culture and events.

### Convoy District Partnership Awareness



*Below: Volunteers get their list of businesses to visit in the Convoy District.*

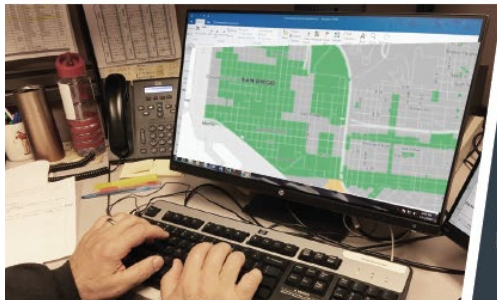


## Promotional Material Left at Businesses Visited (5x7, front and back)



# BUSINESS TOOLKIT

Discover the City's enhanced tools and programs designed for San Diego entrepreneurs.



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### Business Incentive Program [sandiego.gov/BIP](http://sandiego.gov/BIP)

Seek \$10K-\$100K for expanding your business. Partner with the City to create good jobs, invest capital, encourage sustainability, mentor youth or revitalize neighborhoods.

### Business Finance Loan Program [sandiego.gov/economic-development/business/financing](http://sandiego.gov/economic-development/business/financing)

Borrow \$25K-\$500K from the City for the gap financing you need to grow your small business—even if you don't meet the terms of a traditional bank. Apply today!



### City of San Diego Bicycle Program [sandiego.gov/bicycling](http://sandiego.gov/bicycling)

Ask the City to install a free bicycle rack in front of your business, in the public right-of-way, to encourage bicycling to daily activities such as shopping, riding to school and commuting.

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