



The City of



# Economic Development

# REPORT

## East Village Business Walk

The Economic Development Department's Neighborhood Investment Unit held its 10th Business Walk in two years on **June 14, 2018**, visiting businesses in the **East Village Business Improvement District (BID)**, which is managed by the East Village Association. The largest neighborhood in Downtown San Diego, East Village has experienced a renaissance, becoming the home to innovative companies, startups, artisanal restaurants and mixed-use stores/lofts that embrace the urban vibe and channel East Village's makers heritage.

Two weeks prior to the Business Walk, more than 600 storefront and home-based businesses with valid Business Tax Certificates were sent postcards (below) that promoted the outreach event and available small business resources. The postcard and leave behind (Page 5) had content customized for East Village businesses.

The Business Walk was scheduled on a Thursday, from 2 to 5 p.m., in an effort to visit business owners at off-peak hours when they would be available to chat and take the seven-question survey about the business climate and the benefits and challenges of doing business in East Village.

- Volunteers: 35**  
 (Volunteers represented the City's Economic Development Department, Office of the City Treasurer, Council District 3, East Village Business Association, ACCION San Diego, Logan Heights CDC, Small Business Advisory Board and Small Business Development Center. Seven community members also volunteered.)
- Number of Businesses Visited: 168**
- Number of Surveys Completed: 73**

The City of **SAN DIEGO** **East Village Business Walk**  
 Thursday, June 14, 2018 | 2-5 p.m. **EAST VILLAGE San Diego**

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

**Find resources for your business.**  
 Search or add filters below to narrow your results.  
[Contact Us](#) [Submit a Resource](#)

**Get It Done!**  
[www.sandiego.gov/get-it-done](http://www.sandiego.gov/get-it-done)  
 Report non-emergency issues online or through the Get It Done app. Get service for potholes, graffiti, broken streetlights, abandoned vehicles, malfunctioning traffic signals, tree hazards, storm drain problems and more.

**Business Resource Matcher**  
[www.sandiego.gov/business-resources](http://www.sandiego.gov/business-resources)  
 Find out about available gap financing, loans, small business grants, tax credits, business incentives, training workshops, human resources assistance and networking.

**Storefront Improvement Program**  
[www.sandiego.gov/storefront](http://www.sandiego.gov/storefront)  
 City businesses with street-facing storefronts and fewer than 26 employees can receive free design assistance and max rebates ranging from \$8,000 to \$16,000.

[www.sandiego.gov/economic-development](http://www.sandiego.gov/economic-development) | 619-236-6700 | [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov)

This postcard was mailed to 647 storefront and home-based businesses in early June. The back of the postcard had Neighborhood Investment Unit contact information and a link to the Business Walk survey to take before July 1, 2018.

## Survey Background

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 list but appeared no longer located or in operation at the listed address. Seventy-three of the 168 visited businesses (43 percent) completed surveys in-person.

## Survey Results for East Village

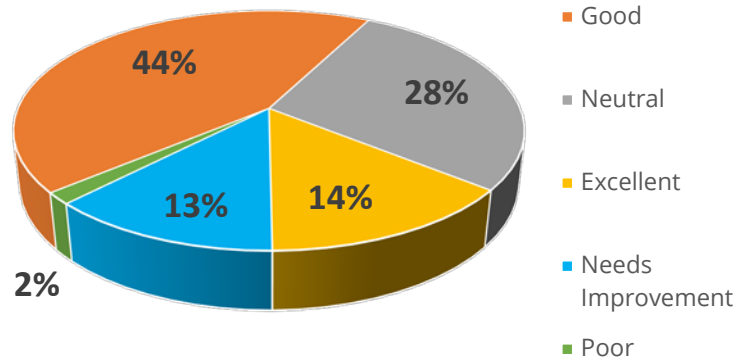
### Doing Business

Question: Rate your community as a place to do business. (Excellent, Good, Neutral, Needs Improvement, Poor)

**58% Favorable**

Of 64 respondents, 37 rated East Village as an "Excellent" or "Good" place to do business.

### Business Community Rating (N=64)



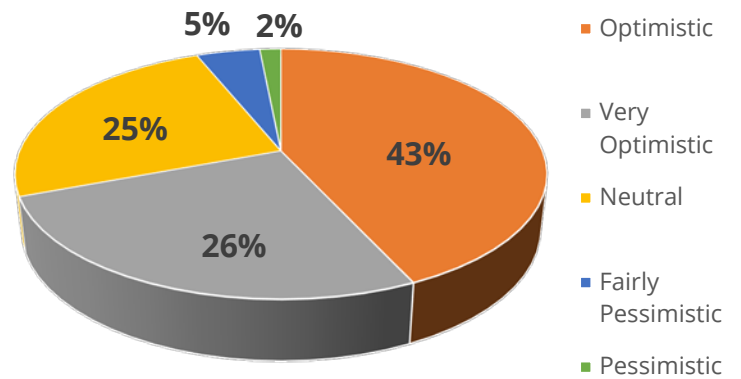
### Business Climate Outlook

Question: Please describe your outlook on your business climate. (Very optimistic, Optimistic, Neutral, Pessimistic, Very Pessimistic)

**69% Positive**

Of 65 respondents, 45 said they are "Very Optimistic" or "Optimistic" about the business climate.

### Business Climate Outlook (N=65)



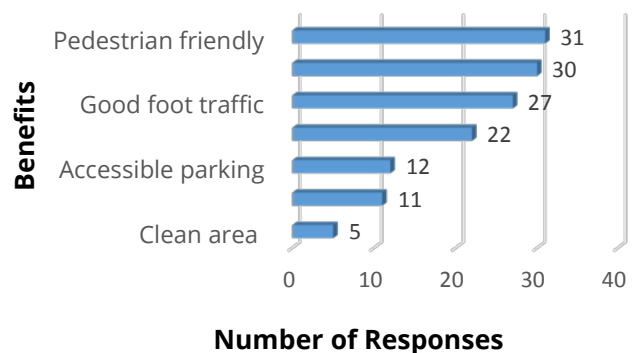
### Business Advantages

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

**Pedestrian Friendly**

Of the 68 respondents, 31 people (46 percent) selected the East Village business community as the top benefit.

### Business Benefits of East Village



➤ *"We appreciate the efforts to keep it (this area) clean and safe."*  
 - Donna Callahan, Events Manager, Mission Brewery

**Business Obstacles – East Village**

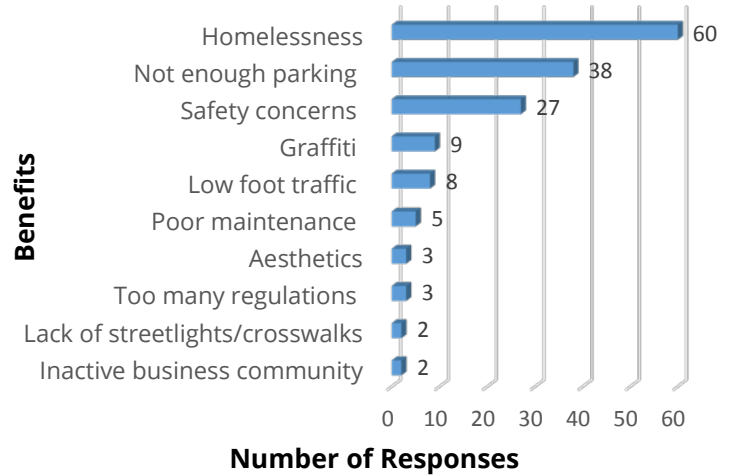
Question: What are the challenges of operating a business in your community? (Select as many as three)

**Homelessness**

Of the 68 respondents, 60 people (88 percent) cited the growing homeless population as a challenge of having a business in East Village.



**Business Challenges in East Village**



“I was born and raised in San Diego and have been sad to see how the homeless have taken over these blocks of the neighborhood (near Commercial Street and National Avenue).”

- **Matthew Domen, General Manager, San Diego & Imperial Valley Railroad Company Inc.**

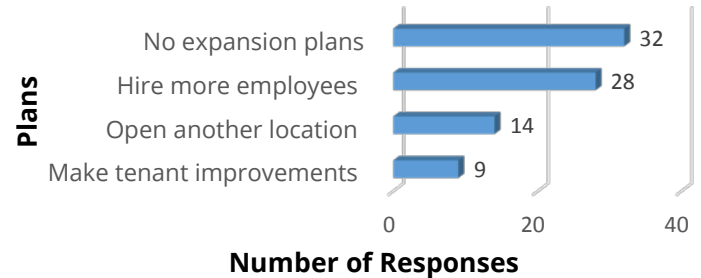
**Growing Business – East Village**

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

**57% Look to Expand**

Forty-one of the 73 business owners surveyed have plans to grow their businesses.

**Business Expansion in East Village**



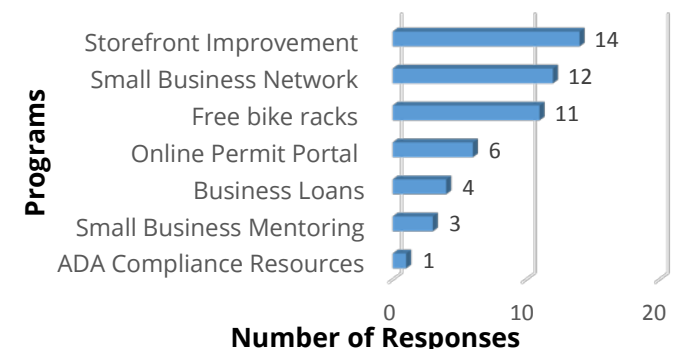
**Finding Resources**

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

**Storefront Improvement**

Most respondents were interested in the City's Storefront Improvement Program. It provides property or small business owners with free design assistance and construction rebates for qualified improvements.

**Interest in City Programs**



## City Online Resources for Entrepreneurs

- **General Information** [www.sandiego.gov/doing-business](http://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](http://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](http://www.sandiego.gov/business-resources)
- **Get It Done app:** Report graffiti, potholes, abandoned vehicles, illegal dumping, broken sidewalks, malfunctioning traffic signals, streetlights and other non-emergency issues. [www.sandiego.gov/get-it-done](http://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](http://www.sandiego.gov/treasurer)
- **Parking Enforcement:** Contact San Diego Police Department Communications Center 619-531-2000 [www.sandiego.gov/police/services/units/traffic/parkingenf](http://www.sandiego.gov/police/services/units/traffic/parkingenf)
- **Contact your Business Improvement District** [www.sandiego.gov/economic-development/about/bids](http://www.sandiego.gov/economic-development/about/bids)

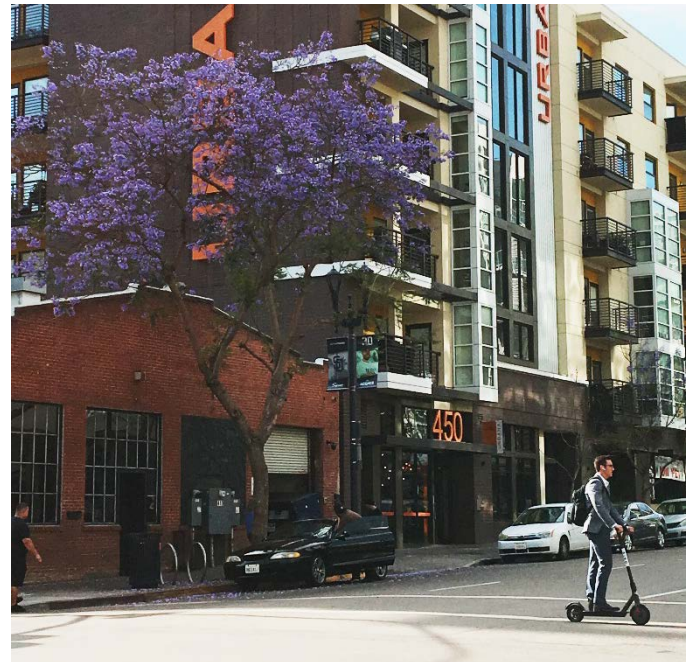
## East Village Association



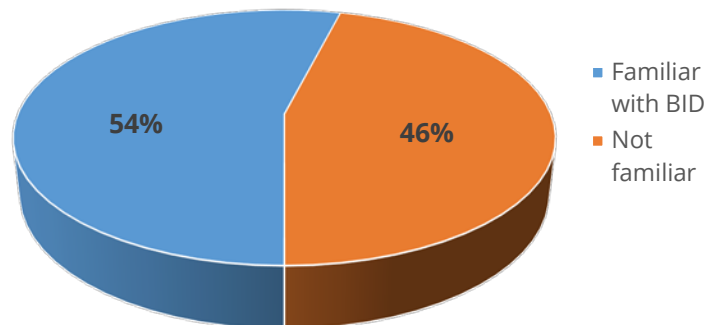
**East Village Association, Inc.**

1041 Market St. #200  
 San Diego, CA 92101  
 619-546-5636

[director@EastVillageSanDiego.com](mailto:director@EastVillageSanDiego.com)  
[www.EastVillageSanDiego.com](http://www.EastVillageSanDiego.com)



### Awareness of East Village Association (N=65)



**BID Awareness**

*Question: Are you familiar with the East Village Association (Business Improvement District)?*

### 54% Know the BID

Of the 65 business owners and managers surveyed, 35 knew about the BID.

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

The City of **SAN DIEGO** **BUSINESS TOOLKIT**

The City of San Diego's Economic Development Department has many programs and local partners dedicated to helping businesses thrive and expand. Check out our website. Contact us.

Let's Get Busy!

**Zoning Portal**

Learn where you can locate your business in the City of San Diego.

[FIND A SITE](#)

**Permits Portal**

See which permits you need to start or expand your business.

[CHECK MY PERMITS](#)

**Need service?  
Get It Done**

[www.sandiego.gov/get-it-done](http://www.sandiego.gov/get-it-done)

Use the Get It Done website or app to report and get service for non-emergency issues such as graffiti, potholes, streetlights, sidewalks, traffic signals, abandoned vehicles and dumping.

**Expanding your business?  
Visit OpenCounter™**

<http://business.sandiego.gov>

Access the award-winning OpenCounter online business portal to plan, site and learn about permits and fees for launching and expanding a business in the City.

**Get It Done**

Download the App!

[Get It Done](#) [Google Play](#)

Top Online Services

**Want business advice?  
Business Resource  
Matcher**

[www.sandiego.gov/business-resources](http://www.sandiego.gov/business-resources)

Find loans, tax credit programs, consultants, mentors, networking opportunities and services to help your business succeed.

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**SD Economic Development** **STRENGTHENING BUSINESSES**

**Free Bike Racks and Installation**

[TrafficOps@sandiego.gov](mailto:TrafficOps@sandiego.gov)  
[www.sandiego.gov/bicycleprogram](http://www.sandiego.gov/bicycleprogram)

Think: Sustainability. The City's Bicycle Program installs bike racks for free in the public right-of-way to encourage bicycling. Get a free rack in front of your business.

**Business Finance Loan Program**

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

Do you own a small or medium-sized business, want to expand and need capital but can't meet the terms of a traditional bank? Get \$25,000-\$500,000 in gap financing from the City.

**Storefront Improvement Program**

[www.sandiego.gov/storefront](http://www.sandiego.gov/storefront)

Get free professional design assistance and rebates up to \$16,000 for enhancing curb appeal. Eligible City businesses have a street-level, street-facing storefront, a valid City business tax certificate and fewer than 26 employees.

*AleSmith Brewery*

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