



Increasing Economic Activities Working Group Meeting

Jacobs Center for Neighborhood Innovation

404 Euclid Ave., San Diego, CA 92114

Meeting Date: July 12, 2017, 1-3 p.m.

Organizations Represented

City of San Diego, San Diego Futures Foundation, Accion, International Rescue Committee, Civic San Diego, Harder + Co

Introduce new VISTA Leader Chelsea Paine

Review Working Group Meeting No. 1 (June 2017)

We are one of six groups that are meeting for the Promise Zone. This is the second meeting of this working group as we recently split from the Creating Jobs Working Group. Recap of last week: main goals of economic activity. What are opportunities that we face and how do we achieve them? What data needs to be collected? What other community members need to be at the table?

-Pulling resources from the federal level (data) and other places to achieve goals.

A reminder about the purpose of indicators: Indicators provide evidence that a certain condition exists or certain results have or have not been achieved. Indicators enable decision-makers to assess progress towards the achievement of intended outputs, outcomes, goals, and objectives. As such, indicators are an integral part of a results-based accountability system.

Review Job Indicators

Goal Area 2

Indicator: Retail Leakage (GREEN)

Activity 2A: Attract new businesses to vacant SDPZ land to decrease retail leakage, in line with resident-informed community plans. Development will be incentivized by New Market Tax Credits. City-created GIS data and maps will be used to market land

Indicator: Building permits/value (\$) and new vs. remodel (tenant improvements) (GREEN)

Indicator: Asset Mapping land/Leasable Space (site development permits) (GREEN)

- OpenCounter – City of San Diego online business portal (business.sandiego.gov) where businesses can inquire about where to open a business and handle issues related to fees, permits, etc. The inquiry goes to the City for assistance.

Activity 2B: Make infrastructure improvements along high traffic commercial corridors, addressing SDPZ infrastructure disparities

Activity 2C: Support small business development/entrepreneurs by providing small business owner training and removing barriers to start-up/expansion capital

Indicator 2A, 2C, 1C: Business Tax Certification (GREEN)

- All GREEN indicators are seen as easily attainable, trackable over time, and pertinent, with no foreseen problems
- The group will check back in with the Jobs working group to ensure that Employment Rates by Industry (1B) are the same industries being tracked by Economic Activity indicators

Activity 2D: Market/rebrand the SDPZ's three distinct neighborhoods by using their unique cultural and geographic assets and promoting them individually as healthy, safe, and desirable places to live, work, and invest

Indicator: Measure for desirable econ activity; retain and leverage existing businesses – Identify 3-5 sectors to track that map connect with other goal areas (PINK)

- Use cross over with other groups who already want to measure certain industry businesses, e.g. health group will most likely want health care providers in the area to be tracked

Key

- Green - what we think we can do now
- Yellow - we think we know where its coming from, we just have to dig a little deeper to get it
- Pink - cross-team communication across work groups. We know we need to track these, but don't quite know how yet
- White: bike rack; consider tracking in future

Engaging residents/community: Opportunities with RLA Update

- RLA (Resident Leadership Academy): county recognizes ambassadors in the community that further community prosperity. "You empower your own."
- Get the list of people who have graduated from the RLA's that are in the Promise Zone, and invite them to our meetings so they can know what we are doing, and we can understand their common interests. Figuring out how to work together with them as a mutual and beneficial relationship.
- New RLA's starting could do their planning and focus work plans around some of the Promise Zone's goals
- Also opportunities for us to piggyback on the ways our partner organizations are executing community engagement

Next Meeting

At the August meeting, the group will finalize the indicators and continue work on the logic model for the next steps and activities that will help us towards our goals.