



The City of



Economic Development

MEETING NOTES



Increasing Economic Activities Working Group

Feb. 12, 2019, 2–3:30 p.m.

Valencia Park/Malcolm X Library

5148 Market St, San Diego, CA 92114

Meeting Notes

In Attendance: City of San Diego Promise Zone (SDPZ), AmeriCorps VISTAs, City of San Diego Economic Development Department (EDD), San Diego Futures Foundation, Accion, San Diego Regional EDC, Small Business Development Center (SBDC), Office of San Diego County District Attorney, Logan Heights CDC, Dream Builders, Southeastern Diamond Business District.

Welcome and Introductions: Co-chairs Luis Ojeda, City of San Diego Economic Development Department and Gary Knight, San Diego Futures Foundation, opened the meeting.

Overview of the San Diego Promise Zone:

Katherine Crow, San Diego Promise Zone director, gave a brief overview about the goals and activities of the San Diego Promise Zone.

Review of the Working Group goals and sub-goals:

Goal: Creating a pathway from poverty to promise to prosperity through engaging, attracting, and supporting businesses that promote economic and community development.

- **Subgoal A:**

- 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.

- **Subgoal B:**
 - Make infrastructure improvements along high traffic commercial corridors, addressing SDPZ infrastructure disparities.
- **Subgoal C:**
 - Support small business development/entrepreneurs by providing small business owner training and removing barriers to start-up/expansion capital.
- **Subgoal D:**
 - Market/rebrand the SDPZ's three distinct neighborhoods by using their unique cultural and geographic assets.
 - Promote them individually as healthy, safe, and desirable places to live, work, and invest.

Key Points from the Sub-Goals Review Discussion:

- Outreach strategy:
 - The Working Group emphasized adopting a marketing campaign oriented strategy to further economic activities in the SDPZ.
 - It is critical to understand the barriers and incentives to attract businesses and investment in the SDPZ communities.
 - Emphasis needs to be laid on highlighting the policy-assets in the region – the Promise Zone and Opportunity Zone designations and New Market Tax Credits policy.
 - Change in mindset – bring employers down here instead of focusing on finding employment for residents outside the SDPZ.
- Opportunity Zone Designation:
 - All 19 census tracts of the SDPZ are also classified as Opportunity Zones, making it one of the very few Promise Zone in the country to share this unique overlap.
 - Opportunity Zone designation is a place-based policy enacted as part of the Tax Cuts and Jobs Act of 2017 to trigger private investments in economically distressed neighborhoods.
 - The policy could trigger huge inflows of tax-incentivized private capital to spur economic growth.
 - It is crucial to understand the needs of the community to better plan for spending the investments in a socially sustainable way to avoid gentrification.

- Target industries:
 - Information and Communication Technology (ICT)
 - Advanced manufacturing
 - Construction
 - The Working Group discussed and intends to continue the discussion about how business in the above target industries might be attracted to the Promise Zone.
 - Additionally, Film, Music, Photography, and Art were discussed as ideal for investment in Southeastern communities.
- Potential Incentives to Attract Businesses:
 - Idea of “Satellite office”: Analyze commute patterns and offer potential opportunity to start satellite offices to save the commute time of employees. Offer amenities as part of the Satellite offices
 - Understanding assets that will attract businesses to the SDPZ. Looking at backbones of the specific industry; e.g., the requirement of high speed internet for the ICT industry
 - Access to capital for small businesses and matching with the lenders
 - Technical assistance programs
 - Promote Coworking spaces: WeWork recently received funding
 - Help of local universities needs to be leveraged to create plans that attract local businesses and promote the SDPZ

Key Updates from Past Working Group Meetings:

- Asset Mapping Survey:
 - The SDPZ recently launched a [survey](#) to understand assets in the Promise Zone and identify gaps.
 - Partners are strongly urged to complete the three-minute survey to help inform the decision-making process in the SDPZ by providing an understanding of the assets and barriers among organizations serving the region.

Action Items:

- Resources Map:
 - Co-chairs to start working on creating a 'Resources Map' to depict what CIP or other projects are slated to be initiated in different SDPZ neighborhoods.
- Vacant Land:
 - Co-chairs to start working on creating a map that depicts vacant land or land available for sale.
- Schedule:
 - Co-chairs to create schedule for the rest of the year to decide date and location for meetings and business walks.

Next Meeting Date and Location:

TBD