



The City of



# Economic Development

## REPORT

## La Jolla Business Walk

On **Dec. 5, 2018** and **Jan. 25, 2019**, the Economic Development Department held its La Jolla Business Walk, covering one of the City's largest Business Improvement District, with more than 1,100 non-home-based businesses in a 0.3-square-mile area.

Prior to Dec. 5, 2018, Economic Development Department staff canvassed the walk area and personally delivered postcards (right) announcing the upcoming walk. The back of the postcards provided City resource information.

Despite the inclement weather on the afternoon of Dec. 5, volunteers, including Economic Development Department staff, **District 1 Councilmember Barbara Bry** and several staff members and a strong contingent from the **La Jolla Village Merchants Association**; visited businesses in 12 of the 31 walk districts. Due to weather, Day 2 of the walk was postponed until Jan. 25, 2019. Volunteers covered the remaining 19 districts, engaged business owners and had many of them complete a seven-question survey about the business climate and the benefits and challenges of doing business in La Jolla.

- **Volunteers:** 25 (Volunteers represented the City's Economic Development Department, Council District 1, the La Jolla Village Merchants Association and the local community.)

- **Number of Businesses Visited:** 366

- **Number of Surveys Completed:** 115

Wednesday, Dec. 5 2-5 p.m. | Thursday, Dec. 6 9-11 a.m.



We're visiting your community.  
Let's talk business.



### What's a Business Walk?

Representatives from the City of San Diego, its Economic Development Department and the La Jolla Village Merchants Association will be stopping by local businesses to visit, chat and learn how we can help your business grow.



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

La Jolla Business Walk | Wednesday and Thursday, Dec. 5 - 6, 2018

Please take our survey  
by Friday, December 14:

[www.surveymonkey.com/r/XTVXHSG](http://www.surveymonkey.com/r/XTVXHSG)

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



Printed on Recycled Paper.  
This information is available in alternative formats upon request.

### Tools You Can Use

OpenCounter Online Business Portal  
24/7 access to zoning and permitting info  
to launch or expand your business  
[business.sandiego.gov](http://business.sandiego.gov)

Get It Done App  
Mobile and desktop app to get City service for  
non-emergency issues (e.g., graffiti, potholes, etc.)  
[www.sandiego.gov/get-it-done](http://www.sandiego.gov/get-it-done)

Need business assistance? We're here!  
Email: [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov)  
Phone: 619-236-6700  
[www.sandiego.gov/economic-development](http://www.sandiego.gov/economic-development)

## La Jolla Business Walk Survey Results

Of the 366 businesses visited, 115 businesses (31 percent) completed surveys.

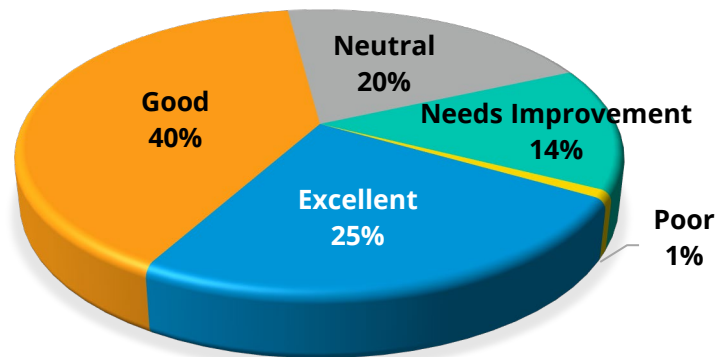
### Doing Business

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

### 65% Favorable

Of the 113 respondents, 73 rated La Jolla as an "Excellent" or "Good" place to do business.

### Business Community Rating (N=113)



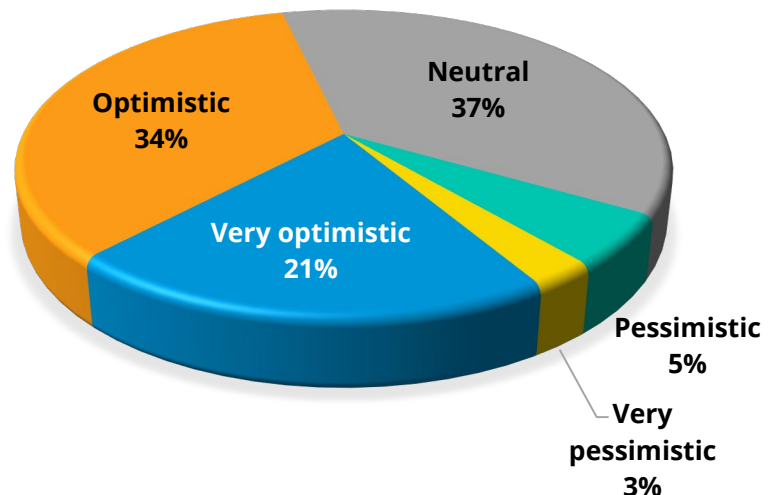
### Business Climate Outlook

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

### 55% Positive

Of the 111 respondents, 61 said they are "Very Optimistic" or "Optimistic" about the business climate in La Jolla.

### Business Climate Outlook (N=111)



"Neutral" respondents (41) cited:

- Not enough parking
- High rent
- Too much traffic, getting to and around La Jolla

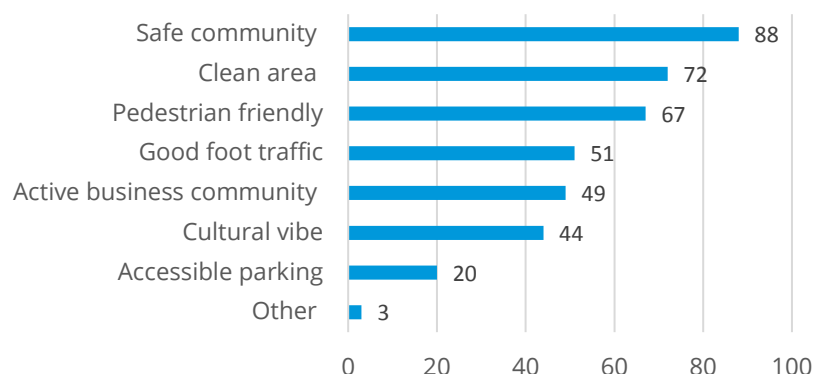
### Business Advantages

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

### Safe Community

The seaside community known for its arts, culture, fine dining, cozy eateries, high-end retail as well as professional services (legal, finance, etc.) has a lot going for it. Responding business owners said they most benefited from La Jolla's safety and cleanliness. Also, its walkability and good foot traffic were big positives for stores clustered together.

### Business Benefits of La Jolla



### **Business Obstacles – La Jolla**

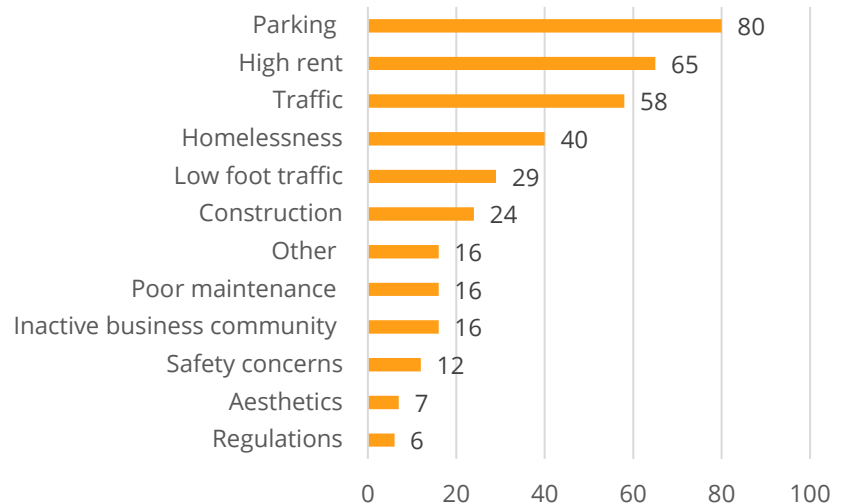
*Question: What are the challenges of operating a business in your community?*

*(Select all that apply.)*

#### **Parking and High Rents**

Most businesses expressed frustrations about finding parking for their customers and their employees, particularly in plazas. High and rising rents, traffic (complicated by construction) and an increasing homeless population are becoming intensified concerns that are making it more challenging to have a successful business in La Jolla.

### **Business Challenges in La Jolla**



### **Growing Business**

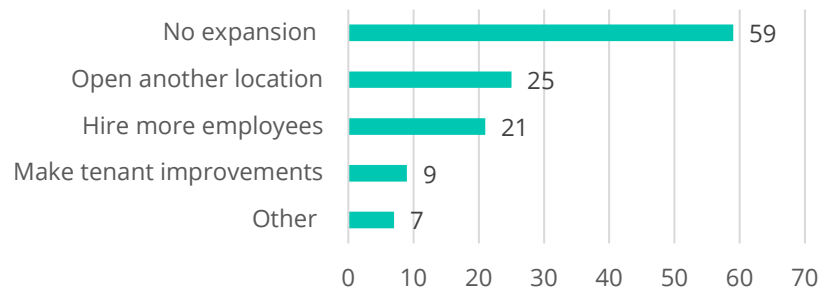
*Question: Do you plan on expanding your business?*

*If so, how?*

#### **41% Look to Expand**

While most respondents had no plans to expand their businesses, those that did said they would seek to add another location. This was especially common among restaurants.

### **Business Expansion in La Jolla**



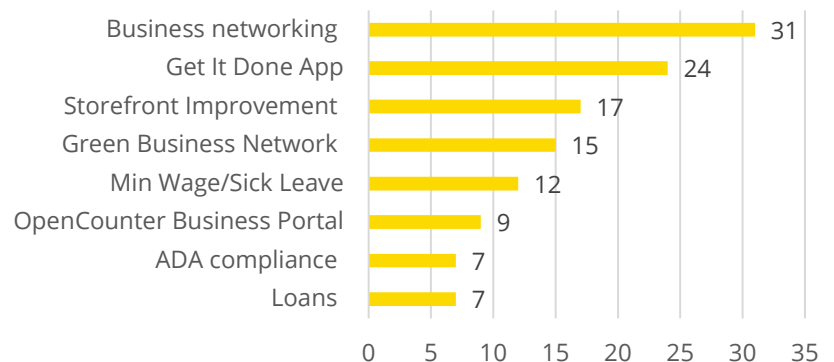
### **Finding Resources**

*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**



**< Keg N Bottle** in La Jolla expressed interest in the Storefront Improvement Program to improve curb appeal and get more customers to visit its well-stocked shelves.



## 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:** La Jolla Village Merchants Assn <https://lajollabythesea.com>

### La Jolla Village Business Merchants

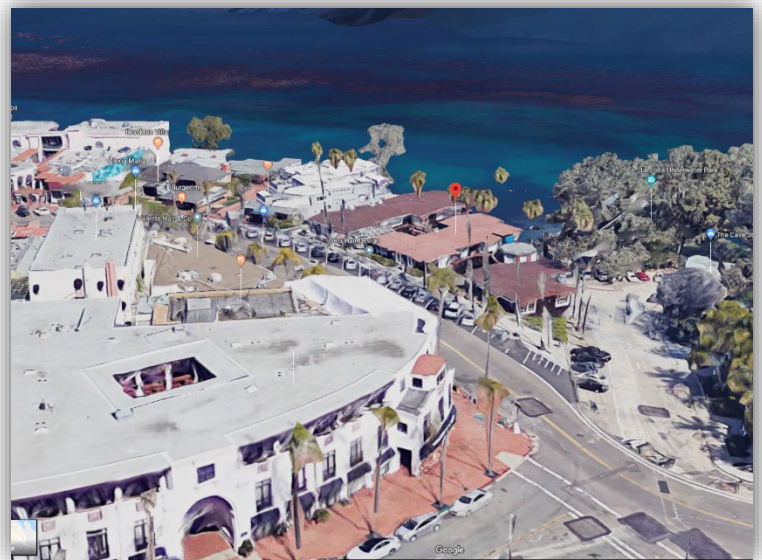
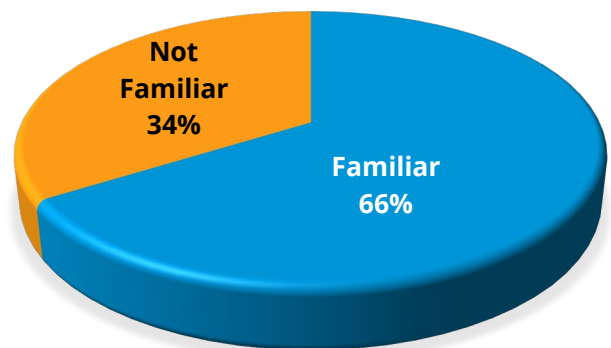
#### Association Awareness

*Question: Are you familiar with the La Jolla Village Business Merchants Association?*

## 66% Know the BID

Of the 115 respondents, 76 were familiar with the La Jolla Village Business Merchants Association as the organization that runs their Business Improvement District.

**BID Awareness (N=115)**



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



# ECONOMIC DEVELOPMENT

The City of San Diego's Economic Development Department assists entrepreneurs, startups and companies—big and small—so they can launch, expand and succeed. We're here to serve you.



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

Small businesses can get free design assistance and construction rebates up to \$8,000 (single tenant) or \$16,000 (multiple-tenant) for enhancing curb appeal. Streetcar Luxe in La Jolla used SIP.

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



# BUSINESS TOOLKIT

Businesses are taking advantage of the City's innovative online tools and programs, among them:



**Expanding your business?**  
Visit OpenCounter™  
<http://business.sandiego.gov>  
Access the City's award-winning OpenCounter online business portal to plan, site and learn about permits and fees for launching and expanding your business in the City.



**Need service?**  
Try "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, out streetlights, sidewalk issues and dumping.



**Gap financing?**  
Business Finance Loan Program  
[www.sandiego.gov/economic-development/business/financing](http://www.sandiego.gov/economic-development/business/financing)  
Borrow \$25,000-\$500,000 from the City for business expansion—even if you don't meet the terms of a traditional bank.

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