



Business Matters

THE CITY OF SAN DIEGO

Winter 2013

Small Local Business Enterprise Program



Are you a local small business interested in pursuing contracts with the City of San Diego? Launched in July of 2010, the City of San Diego's Small Local Business Enterprise Program was designed to increase the level of participation on City contracts by smaller local businesses by providing preference points and bid discounts to better position a certified small local business enterprise for award when competing for a City contract.

The program is open to qualifying businesses located within the County of San Diego, and businesses must also meet average annual gross receipt maximums. Businesses can be certified as a Small Local Business Enterprise (SLBE) or an Emerging Local Business

Enterprise (ELBE). In addition, if your business is already certified as a Disabled Veteran Business Enterprise (DVBE) or micro business enterprise through the State of California, you automatically qualify as long as the business is local (within San Diego County) and you complete and submit the SLBE application. You may access the application and learn more about the program at www.sandiego.gov/eoc/boc/slbe.shtml.

REDI Mapping Tool Now Available

In an effort to assist and encourage private industry investment and development, the City of San Diego worked with SANDAG to create a convenient way to access information on the wide array of business development and incentive zones available throughout San Diego.

Businesses and property owners can now easily determine if their location is located within an incentive zone or a special assessment districts. For property-based information, access SANDAG's Regional Economic Development Information module (REDI). This mapping system allows visitors to enter either a property address or Assessor Parcel Number (APN) to obtain a Business Incentive Report with special incentive zone and district information. You can access the REDI or the SDREZ Street Range guide by visiting <http://www.sandiego.gov/economic-development/industry/incentive.shtml>



Business Finance

The San Diego Regional Revolving Loan Fund (SDRRLF) and Small Business Micro Revolving Loan Fund (SBMRLF) offer financial assistance to small business owners with expanding businesses that require capital, but are unable to meet the terms of traditional banks. The Revolving Loan funds can supplement private financing of new or rehabilitated buildings, fixed machinery and equipment, working capital and soft costs. The "gap financing" program ranges from \$25,000 to \$150,000 in the SBMRLF and \$150,000 to \$500,000 in the SDRRLF. The loan program covers businesses in the cities of San Diego and Chula Vista. Through careful screening of loan applicants and creative loan structuring, the program helps business owners achieve their goals.

Contact: Business Finance Program, (619) 236-6323

Message from the Mayor

Jobs. Jobs. Jobs.

I have a vision of bringing more jobs to our region through expanding and modernizing the port, adding thousands of well-paying jobs, and mandating the solar powering of all our public buildings within the next five years, which will greatly increase small business opportunities. We also cannot forget the border with Mexico as an economic resource. Making the border crossing more efficient could add another 6-billion dollars to our economy. If we can accomplish these three things, we will begin to see change right away.



Mayor Bob Filner

Weathering tough economic times also requires creative "outside the box" thinking when it comes to bringing jobs to our city. Promoting cultural diversity as a way to draw in tourism dollars is just one example. The art murals in Chicano Park, the Chinese Historical Society, or perhaps creating an Asian-Pacific Islander Cultural Village – these are ways to promote and include ethnic communities who have been excluded in the past. Bringing everyone to the table in the pursuit of generating jobs and effectively promoting our city will greatly improve all of our lives.

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This information is available in alternative formats upon request.

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Storefront Improvement Program

The City of San Diego works with small businesses to increase their commercial curb appeal. Applying for the Storefront Improvement Program (SIP) is the first easy step for small business owners toward revitalizing their building façades with city assistance.

Incentives are available for single storefronts, multi-tenant commercial storefronts and historic commercial renovations. Thanks to help from the Commission for Arts and Culture's Public Art Program, we also have a public art incentive. Twenty artists have been selected to work with business owners who want to add something special to a commercial facade renovation and receive the public art incentive.

For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's website at www.sandiego.gov/storefront or call the Economic Development Department at (619) 236-6460.



California Enterprise Zones Keeping Businesses in the San Diego Region

California's Enterprise Zone program is one of the state's most successful economic development tools, combating poverty and unemployment in disadvantaged areas of our state and encouraging business growth and expansion. During these tough economic times, businesses need help to create jobs and keep people employed, Enterprise Zones do exactly that. They especially help vulnerable and disadvantaged people find work in the places that they live. Businesses located in San Diego's Enterprise Zone are eligible to receive a wide range of state and local incentives designed to help businesses maintain and expand their operations. The program gives employers a hiring credit incentive to hire people motivated to find jobs but face certain barriers to employment and a credit for qualifying equipment purchases.

Call the EZ Program Manager at 619-533-5954 or visit the websites for more information: www.sandiego.gov/economic-development/business-assistance; and www.SDREZ.org.

THINK BLUE!

Business owners play an important role in preventing pollution. Our economy depends on keeping our beaches and bays clean and free of pollution. We need your help.

Everything that enters local storm drains can flow untreated directly to our beaches and into the ocean. That's why businesses must follow every *best management practice* to keep pollutants like trash, landscape trimmings, and chemicals away from our storm drains.

By law, businesses (including mobile businesses working within City limits) must prevent runoff from entering the City storm drain system. These requirements are spelled out on our website at sandiego.gov/stormwater/plansreports/jurmp.shtml (appendices X and XI). For additional information and assistance about your legal requirements, please contact the Storm Water Division at (858) 541-4300 or at thinkblue.org.

A change for the better begins with you - Think Blue, San Diego!



At Your Fingertips:

The Small Business Advisory Board advises on matters affecting the management, operation, or financial stability of small businesses in the City of San Diego. The board meets regularly and the public is invited to attend. For details, visit www.sandiego.gov and search for "business advisory" or call (619) 236-6700 for a schedule.

Business Tax online application process. Business owners are now able to apply for or renew a Business Tax Certificate and make payments on-line 24 hours a day. This new online process provides real-time confirmation that a Business Tax application or renewal has been received. The on-line Business Tax application can be accessed via the web at www.sandiego.gov/treasurer/taxesfees/btax/btaxhow.shtml

The City of San Diego's Small Business Ambassador has a Facebook page! Learn about City of San Diego programs and services, special events, and opportunities that benefit the small business community including "How to Do Business with the City" workshops, Small Business Advisory Board Meetings, and other special small business events. Visit her webpage at www.facebook.com/smallbusinessambassador

The San Diego Public Library provides research services to small businesses looking for information on business startup, marketing, technology, finance and more. Find help at the Central Library, 820 E St., in the Social Sciences Section, located on the third floor. For more information, call 619-238-5800.

The Internal Revenue Service and the State of California Employee Development Department offer free seminars to help employers comply with the federal and State of California employment tax laws. Call (949) 389-4609 for a current schedule or visit www.irs.gov for more information.

Small Business Contracting Assistance. The San Diego Contracting Opportunities Center (COC) offers free training workshops and tailored contracting and bidding technical assistance services to San Diego small businesses interested in doing business with public agencies such as the city, state or federal governments. The City's Small Business Enhancement Program has provided local funding to the program. For more information visit www.ptac-sandiego.org.

SCORE Counselors offer a variety of on-going workshops on small business topics. Check the website for current calendar and registration at www.score-sandiego.org or call (619) 557-7272 for more information.

Live Border Traffic Updates Save Time. **BorderTraffic.com** allows travelers to view current border crossing conditions before actually leaving for or arriving at the border. Users can access border-crossing information through their mobile devices. The service is free to the general public. For more information in Spanish and English, visit LalineaEnVivo.com.