



City Helps Retain San Diego Aerospace and Defense Contractor

Thanks to assistance from the City's Business Expansion and Retention Program, an aerospace and defense contracting company has agreed to stay in San Diego and build a new facility here. **BAE SYSTEMS North America** will build a 210,000-square-foot research and development/office building in Rancho Bernardo.

"San Diego is committed to being a business-friendly city and the assistance to BAE SYSTEMS is further proof of that," said Hank Cunningham, director of the City's Community and Economic Development Department. "The retention of this company is important because not only does it retain and create jobs and provide tax revenue for our City, it also helps bolster our region's defense and aerospace industry."

The company had outgrown its current Rancho Bernardo facility, so the new project will retain those 1,400 jobs in the City and create room for expansion. The retention of the company assures continuance of \$100,000 annually in tax revenue to the City's General Fund, which helps pay for basic City services such as police and fire protection, street repair, etc.

In addition, BAE SYSTEMS will contribute \$3,000 for traffic improvements near the Rancho Bernardo site, approximately \$170,000 to the



Housing Trust Fund for low-income housing throughout the City, and a minimum of \$60,000 annually in property taxes.

"The City of San Diego provided BAE SYSTEMS with the assistance it

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ABOUT THIS NEWSLETTER:



City Expands Business Outreach

As part of an expanded program for business outreach and public information, the City's Community and Economic Development Department has launched this premiere issue of *Business Matters*, a quarterly business assistance newsletter. *Business Matters* provides an information clearinghouse for services available to San Diego's entire business community.

Business Matters features City programs as well as those offered by our partner agencies throughout San Diego. This newsletter also features issues relevant to businesses, such as legislation, event information, and training opportunities.

The City of San Diego has also partnered with San Diego Gas & Electric (SDG&E) to highlight energy-related programs and information. SDG&E operates extensive energy-efficiency and conservation programs and is committed to providing assistance to businesses, large and small. There's never been a more crucial need for assistance, so look for valuable energy-related information in this newsletter.



SBA Reaches Out During Energy Crisis



The San Diego office of the U.S. Small Business Administration (SBA) is urging lending partners in San Diego to use SBA credit programs to help businesses hurt by the current energy crisis. SBA's existing mix of loan products is flexible enough to provide financing to offset the effects of increasing energy costs.

Impacted businesses are encouraged to contact their bank of account. Nearly all banks in the San Diego area offer SBA programs. Small businesses that need SBA's help contacting a lender may call SBA's

finance chief, Al Converse, at (619) 557-7251, ext. 1116.

For more information about SBA resources, contact the San Diego SBA office at (619) 557-7250 or visit the SBA web site at www.sba.gov.

Businesses may also contact **CDC Small Business Finance**, which provides "one-stop shopping" for financial assistance. CDC Small Business Finance has access to more than 50 lenders and packages SBA loans. For more information, call (619) 291-3594 or visit www.cdcloans.com.

ADA Tax Incentives Available for Improving Accessibility



Information and tax incentives are available to help businesses understand and comply with the Americans with Disabilities Act (ADA). Substantial tax credits and deductions are helping many businesses offset the cost of improving accessibility for employees and customers. To obtain general and technical information or to order free materials, call the toll-free ADA Information Line (available 24 hours a day) at (800) 514-0301(voice) or (800) 514-0383 (TDD) or visit www.usdoj.gov/crt/ada/adahom1.htm on the Internet. Businesses can also request a copy of the "ADA Guide for Small Businesses," which provides comprehensive information on ADA issues relevant to the business community. The guide can also be downloaded from the U.S. Small Business Administration's web site at www.sba.gov.

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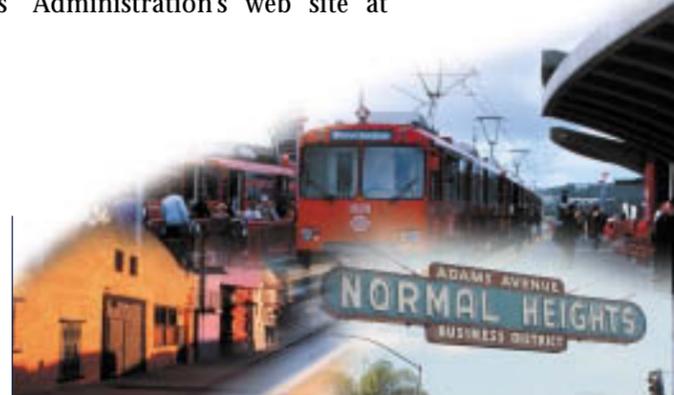
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Businesses Urged to "Think Blue"

Information Available to Help Businesses Comply with Stormwater Pollution Prevention Laws



Local beaches and bays are the playgrounds of residents and global visitors alike, and they also play an important role in San Diego's regional economic health. Keeping them clean from pollutants year-round is a priority.

That's why the City enacted storm water discharge regulations which prohibit discharges of pollutants into the City's storm drains. When pollutants are carried by water, the laws apply to all water used or falling on property that flows into the City's storm drain system. Pollutants are everything but rain or tap water.

Compliance with these regulations is mandatory, and failing to do so can result in a fine. Businesses must identify potential pollution sources, prevent property erosion, train employees how to comply with water discharge regulations, and actively prevent pollutants from leaving the property and entering the City's storm drain collection system. For more information, call 1-888-THINK-BLUE (844-6525) or (619) 533-3793.

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needed and was a major factor in our decision to build our new facility in Rancho Bernardo," said Eric Baugh, BAE SYSTEMS director of facilities. "My hat is off to the City for working with our business. Our company has had great success here and we are pleased to continue our relationship with San Diego."

To assist BAE SYSTEMS meet its site needs, the City Council approved an increase in the buildable area for the industrial zone that includes the site the company chose. This modification to the City's Land Development Code to increase the square footage of industrial facilities will help San Diego to compete with other cities in attracting and retaining companies. There is a shortage of industrial land in San Diego and City staff works closely with companies to locate functional sites.

The BAE SYSTEMS' Mission Solutions unit provides a wide spectrum of information technology products including high-quality image exploitation and archiving systems for mapping, charting and other applications, automated battle management and mission planning systems for manned and unmanned airborne platforms, test equipment for advanced electronic systems, and off-the shelf software for photogrammetric workstations.

For more information on the City's Business Expansion and Retention Program, call the Community and Economic Development Department at (619) 236-6039 or visit www.sandiego.gov.

Library Offers Extensive Business Resource Program

Check It Out!



Business Resources & Technology Link, a dynamic outreach and resource program dedicated to serving the small business community, was recently launched by the City of San Diego Public Library. The new program, which is housed downtown at the Central Library, has resources for a range of business needs including business start-up, marketing, technology, and finance. Extensive print and online resources are available,

including several professional business databases.



One focus of the program is to enhance the understanding and use of internet technology and online resources in the small business environment. Free workshops cover many topics of interest to small business-

es such as legal issues in cyberspace, patents and trademarks, e-commerce, and finance. Additionally, library staff provide assistance in finding information and in utilizing sources more effectively.

Partners in the program include the U.S. Small Business Administration, the Small Business Development & International Trade Center, and the City of San Diego's Office of Small Business (a program within the Community and Economic Development Department). Local technology giant QUALCOMM has also provided one year of funding for an electronic resources librarian to further develop the library's web site, which is an invaluable resource for businesses. For more information about the program, the workshops, or to request assistance, please e-mail businesslink@sdcity.sannet.gov, call (619) 238-6630 or visit www.sandiego.gov.

City Offers "Facelift" Assistance to Businesses



Rebates Available to Business and Property Owners for Eligible Storefront Improvement Projects

There's a fresh, new look appearing throughout San Diego and it's helping to change the face of many business communities. From dull and dreary to bold and beautiful, hundreds of storefronts have come alive. This exciting transformation is the result of a partnership between the City of San Diego and area businesses and property owners through the Storefront Improvement Program.

Claire Magner, owner of Claire de Lune Coffee Lounge in North Park, recently tapped into the Storefront Improvement Program to help her business. "With funding and assistance from the City, we were able to develop an outdoor patio and a sign, which our business was lacking," said Magner. "The improvements have increased our visibility, business is up by more than 30% and we're adding new



services and entertainment. The program is fantastic and I encourage other business owners to take advantage of it."

A service of the Office of Small Business (part of the City's Community and Economic Development Department), the award-winning Storefront Improvement Program is an important element of the City's comprehensive approach to small business development and neighborhood commercial revitalization. By working with businesses and providing matching grants for storefront renovation costs, the City has been instrumental in helping to improve more than 200 building storefronts throughout San Diego. Since the program's inception, this public-private partnership has leveraged nearly \$2.75 million in private investment to rejuvenate San Diego's older neighborhood business



districts. The City has given nearly \$1 million in rebates to small businesses.

The City provides matching grants and architectural design assistance for eligible projects if the facade improvement is approved before and after construction. To find out if your business or property is eligible, contact the City's Office of Small Business at (619) 685-1390. For general information on this and other small business assistance programs, visit www.sandiego.gov.

Claire de Lune Coffee Lounge in North Park

Being Energy Smart Makes Good Business Sense

*No matter what business you're in,
energy plays an important part.*

Equipment Rebates - SDG&E has services to help small businesses get new energy-efficient equipment that can lower operating costs. Rebates are available for lighting and air conditioning as well as refrigeration, agriculture and gas-fired equipment.

Online Survey - If you're looking to cut your energy bill take SDG&E's free online Small Business Energy Analyzer. By answering simple questions about your energy use, the Analyzer provides you with a customized cost-cutting plan that can help you save money. Take the survey by visiting SDG&E's web

site at www.sdge.com.



Be Prepared for Blackouts - Cutting energy consumption can help prevent rolling blackouts. But blackouts this summer are still a real possibility. Be prepared by keeping a flashlight and a portable radio with fresh batteries where you can find them quickly.

A cell phone or corded telephone (one that doesn't plug into an electrical outlet) is important too. For more information about preparing for energy blackouts, visit www.sdge.com or call SDG&E at **1-800-411-SDGE (7343)** for a free information packet.

Small Businesses: Voice Your Concerns!



Small Business programs. Board members represent leaders in the small business community and key small business organizations.

"The City has created and supported a unique function in San Diego," said George Chandler, chairman of the City's Small Business Advisory Board. "The Board has been instrumental in working with the City to make major regulatory improvements which help small businesses become successful."

The Small Business Advisory Board meets each month (except for August and December) and the public is invited to attend. Individuals and representatives of community groups may appear before the Board to relate challenges impacting small businesses that are either caused by or can be resolved by the City of San Diego. For more information, call the City's Office of Small Business at **(619) 685-1390** or visit www.sandiego.gov.

Need help with City regulations? Then the City wants to hear about it through the Small Business Advisory Board. The Board actively advises the City on the formulation of laws, policies, or procedures which may affect the management, operation or financial stability of small businesses. The Board has worked with the City to reduce business taxes, streamline the permit process, reduce regulations and enhance the City's Office of

Receiving Bad Checks? Help is Here!

Bad checks have a major impact on businesses and the San Diego County District Attorney's Office has a solution: the Bad Check Restitution Program. Through a cooperative effort combining private and public sector resources, bad check offenders are brought to justice and businesses receive 100% of the monies owed in cases where the District Attorney successfully collects. First, businesses need to make personal contact with the check writer. If unsuccessful, the business should send a courtesy notice giving the check writer 10 days to send payment. If the check writer doesn't respond or send payment, simply call the Bad Check Restitution Program, toll-free, at **(877) 841-4748** for assistance.



New Web Page on City Code Enforcement

The City's web site now includes a Neighborhood Code Compliance Department page, which features information about noise abatement, building and housing code violations, zoning and land-use regulations, and right-of-way and accessibility issues. Visit www.sandiego.gov.

San Diego Named a Top 10 High-Tech City by Newsweek Magazine

Newsweek magazine credits the University of California, San Diego for helping attract biotech and high-tech companies to the region. The story reports that the San Diego metropolitan area has 154,000 technology jobs and 600 high-tech firms. Sixty-three percent of the population is online, according to *Newsweek*.

City's South Bay Enterprise Zone Expanded to Chula Vista and Port Tidelands

In the spirit of regional collaboration, the City of San Diego recently agreed to expand the South Bay Enterprise Zone to include 447 acres in Chula Vista and on Port Tidelands. The 7,010-acre zone has covered much of San Ysidro and Otay Mesa since it was established in 1992. Businesses can claim substantial state income tax savings and other benefits in the state-designated zones, which stimulate business investment and spur job growth in economically-disadvantaged areas. For more information on the South Bay Enterprise Zone program, call Community and Economic Development at **(619) 236-6039** or visit www.sandiego.gov.

State Approves Special Enterprise Zone at NTC; Tax Credits Available to Businesses

The City was awarded a Local Agency Military Base Recovery Area designation for the former Naval Training Center (NTC) by the California Technology, Trade and Commerce Agency. Businesses that locate within the NTC Redevelopment Project will be able to receive state tax credits and other incentives. The state created the designation to stimulate job growth in areas affected by military base downsizing and closure. For more information, call **(619) 236-6039** or visit www.sandiego.gov.

City Honors 34 Businesses and Organizations with Recycling Awards

The City recently recognized 34 local businesses and organizations for developing and managing successful waste reduction and recycling programs in 2000. Recycling at work is as important as recycling at home. There are many ways businesses can reduce waste and promote recycling, while receiving financial benefits. Call **(858) 492-5010** for technical assistance or visit www.sandiego.gov.

City Approves Community and Economic Development Strategy for 2002-2004

The City's two-year community and economic development strategy, which was updated with the input of more than 40 partner agencies and interested parties, covers a broad range of topics. Five issue areas include: regional economic prosperity; increasing economic opportunity; implementing "smart growth"; energy independence; and revenue enhancement. For a complete copy, visit www.sandiego.gov.

Did You Know...

- ① **San Diego is among the top 20 cities in the nation for exports** (by dollar value). In the 1990s, exports grew more than 360%, a rate of growth faster than the Los Angeles and San Francisco areas.
- ① **San Diego has the lowest combined taxes of the nation's 10 largest cities.** Source: Vertex, Inc.
- ① **San Diego has the 53rd largest economy in the world**, according to a U.S. Conference of Mayors study. San Diego's gross regional product (GRP) is growing at a faster rate than both the state of California and the nation.



Mark Your Calendar

JULY

July 25 - **Technology Solutions for Small and Emerging Business**, 7:30 am-12:00 pm - \$45 - \$50, San Diego Regional Chamber of Commerce. Info: (619) 544-1365

July 27 - **Women's Business Breakfast ("Making Great Sales Calls")**, 7:00 - 9:30am, \$15-\$20, SCORE and U.S. Small Business Administration, Registration: (619) 557-7272 or pre-register online at www.score-sandiego.org.

AUGUST

Aug 4 - **Naming Your Business**, 10:00 am - **FREE**, by Karl Steins, Patent Attorney Central Library, Auditorium, Registration: (619) 238-6630

August 15 - **SBA Certification**, 9:30am, **FREE**, U.S. Small Business Administration and the Contracting Opportunities Center, Registration: (619) 285-7020

Aug 28 - **Assistance & Financial Resources to Start & Grow Your San Diego Business**, 6:00 pm - **FREE**, by the Small Business Development & International Trade Center, Central Library, Auditorium, Registration: (619) 238-6630

SEPTEMBER

September 15 - **Advertising, Publicity and Sales Techniques**, 9:00am - 4:00pm, \$35-\$45, SCORE, Registration: (619) 557-7272 or pre-register online at www.score-sandiego.org.

Sept 17 - **Establishing a Business Web Site**, 6:00 pm - **FREE**, by Jay Dysart, Web Designer Central Library, Computer Lab, Registration: (619) 238-6630

YEAR-ROUND

The **Service Corps of Retired Executives (SCORE)**, an SBA partner, offers workshops throughout the year. Topics include computerized bookkeeping, use of the internet, marketing, developing a business plan, advertising, publicity and sales techniques, just to name a few. For detailed information on workshops scheduled this summer, contact SCORE at (619) 557-7272 or visit www.score-sandiego.org.

The City of San Diego also highlights events and opportunities for business at www.sandiego.gov. Look for "economic development."



Numbers You Can Use

General City Information - (619) 236-5555

Abandoned Vehicles - (619) 531-2000

Building Permits - (619) 446-5000

City Manager's Office - (619) 236-6363

Claims Against the City - (619) 236-6670

Code Violations (complaints)

Graffiti - (619) 525-8522

Noise/Zoning/Construction - (619) 236-5500

Fire and Life Safety

Non-Emergencies/Info - (619) 533-4300

Fire Hazards - (619) 533-4411

Licenses and Permits

Business Tax/Licenses - (619) 236-6173

Permits/Zoning/

Construction - (619) 446-5000

Special Events - (619) 685-1331

Mayor and City Council

Mayor's Citizens' Suggestion

Line - (619) 570-1000

Mayor's Office - (619) 236-6330

City Council District 1 - (619) 236-6611

City Council District 2 - (619) 236-6622

City Council District 3 - (619) 236-6633

City Council District 4 - (619) 236-6644

City Council District 5 - (619) 236-6655

City Council District 6 - (619) 236-6616

City Council District 7 - (619) 236-6677

City Council District 8 - (619) 236-6688

Police Department

Non-Emergency - (619) 531-2000

Police Reports - (619) 531-2187 (English),

(619) 531-2152 (Spanish)

Street-Related Maintenance

New Crosswalks, Signs, Signals,

Streetlights - (619) 533-3126

Street Repair/Potholes - (619) 527-7500

Streetlights/Traffic Signal Repair/

Tree Maintenance - (619) 527-7500

Parking Meter Maintenance - (619) 525-8640

Trash, Recycling and Litter

Curbside Recycling, Dead Animal Removal,

and Trash Collection - (858) 492-5060

Dumping/Litter Violations - (858) 492-5055

Landfill Information,

Miramar - (858) 573-1418

Recycling General

Information - (858) 492-5010

Water and Sewer

Emergencies/Repairs - (619) 515-3525

Stormwater Pollution

Control - (888) 844-6525

Zoning - (619) 446-5000

24-Hour Emergency Number

Emergencies - 911

Other Public Works Emergencies

After Business Hours - (619) 527-7500

• For 24-hour recorded information on nearly 400 City of San Diego subjects, contact "Just Call," the City's automated information system, at (619) 615-6111.



Coming Soon in the Fall Issue:

Permit Tips

Contracting Opportunities

Energy Info

Small Business Troubleshooter

Business Counselling

Business Improvement Districts

Parking Meter Cards

Foreign Trade Zone

Seminars

And Much More...

Community and Economic Development Department - Business Assistance Programs:

Small Business Assistance Programs: (619) 685-1390

(Office of Small Business/Revitalization)

Business Improvement Districts

Business Outreach/Resource Information

Citywide Technical Assistance Grant Program (for non-profit organizations serving small businesses)

Infrastructure Impact Program

Neighborhood Commercial Revitalization

Small Business Advisory Board

Small Business Troubleshooter (Ombuds Services)

Storefront Improvement Rebate Program

Other Business Assistance Programs: (619) 236-6039

(Economic Development/Redevelopment)

Business Expansion and Retention Assistance

Economic Development Bond Financing

Emerging Technologies Loan Fund

Enterprise Zones (Metropolitan, NTC, South Bay)

Foreign Trade Zone

Parking Meter District Program

Recycling Market Development Zone (Environmental

Services Department, 858-492-5010)

Redevelopment Opportunities/Incentives



THE CITY OF SAN DIEGO

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Hank Cunningham, Director

"Improving the quality of life
and ensuring a healthy economy for all San Diegans"

Our Mission:

With an emphasis on urban core neighborhoods and low and moderate income residents, the Community and Economic Development Department improves the quality of life and ensures a healthy economy for all San Diegans through job development, business development, neighborhood revitalization, public improvements, redevelopment, social services, and revenue enhancement.

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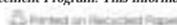
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Business Matters
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