



**Increasing Economic Activity**  
**Jacobs Center for Neighborhood Innovation**  
**404 Euclid Ave, San Diego, CA 92114**  
**March 7, 2018, 1:30-3:30 p.m.**  
**Meeting Notes**

**In Attendance:** Harder + Co, San Diego Promise Zone, Civic San Diego, MAAC, City of San Diego Economic Development Department, Grid Alternatives, Abled/Disabled, Diamond BID,

**Welcome and Introductions**

The working group has finished the planning phase and built a strong foundation for collaborative impact. This meeting will focus on scheduling a timeline for what the group wants to achieve.

**Review of February 2018 Working Group Meeting**

In February the group reviewed January's All-Partner Meeting. The group enjoyed the presentations and new information they learned about the SDPZ. They also discussed the break-out groups and brainstormed about how the topics of Opportunity Youth and Homelessness could be integrated into SDPZ work.

The group heard models of implementation from other Promise Zones as well as suggestions from previous working groups. The group looked to prioritize low-hanging fruit and aimed to flesh-out a timeline for activities in March's meeting.

**Inclusive Economic Development**

**City Update:**

**Brookings Institute Report:**

Brookings Institute recently published a report comparing the inclusive economic growth of several major cities, including San Diego. **It found that San Diego is meeting job gaps of low-income communities and tying. Comparing city incentive programs it found San Diego is under-incentivizing businesses.**

**Council Policy 900-12:**

- Policy 900-12 is currently being updated to increase economic inclusivity in San Diego.
- Currently, businesses with less than 25, or more than 100 employees qualify for 900-12 business incentives but this is leaving a gap of businesses. Updates of this policy are focused on filling the gap of incentives for medium-sized businesses.
- New changes to 900-12 would allow businesses that create 25 new jobs for three years or make a capital investment of five million access a menu of incentives.
- Stakeholders and attorneys will review the 900-12 update in March, the draft should be ready in April for public review. It will go to committee in June and go to Council in late July.
- Full reporting on this process available on the City website in partnership with San Diego

Work Force Partnership.

- Applicants for incentives must report every year on who is currently in the new position and the turn-over of that position. Incentives will be clawed-back if businesses aren't meeting the requirements.
- 900-12 also provides businesses resources for hiring and choosing new site locations.

#### Response

- The group raised a concern about making businesses see the value of the SDPZ. The City will offer financing options, deferred fees, and loans in an appealing package of incentives for those operate in the SDPZ, as well as an expedited two page contract that doesn't go to council.
- Increasing economic inclusivity will include aligning training programs for in-demand jobs, create new attainable jobs and increase safety through community development.

#### **Subgoal A**

##### Store Front Improvement Projects (SIP):

- SIP is package of services provided by the City's Economic Development Department. It offers a 50% reimbursement of façade updates up to \$6,000 for the benefit of one business and up to \$16,000 for benefit of three or more.
- In the SDPZ up to 2/3 of improvements expenditures can be reimbursed.
- These improvements can be awnings, accessibility additions, sidewalk improvement, painting, etc.
- These improvements have both public and owner benefits. They don't increase property tax and include the free use of architects.
- CDBG has doubled funding for SIP in FY 19 and a SIP Map is available on the City's website.
- SIP is continually expanding the relationship between businesses and the City.

##### Asset Map

- A draft of the Asset Map has been completed by the SDPZ.
- Next steps will include narrowing down the amount of layers.
- Woodbury Architect School was mentioned as a possible expert in asset mapping of the SDPZ area.

##### Leveraging Former Enterprise Zone Relationships

- This activity will be put off until more employee engagement strategy is formed.

##### Expedited Permitting Process

- This activity has been accomplished for permits concerning sustainability, affordable housing and SDPZ. The process now takes half the time.
- This success needs marketing.

##### Identify Brownfields

- Identification of brown fields can be done through the asset Map. Cleanup for these sites are slated for FY 19.

#### **Subgoal B**

#### Identify Capital Improvement Projects (CIP)

- The group wants to understand what City departments are responsible for CIPs and retrieve CIP data from Cox and SDG&E.

#### Increase multimodal transportation options.

- There may soon be a City, Mobility Department to collaborate with on multimodal transport.
- The group expects to work with both the Safety and Health Working Groups on this activity.

#### Identify external funding sources (e.g., public and private) that can be solicited (e.g., volks settlement funds, Urban Forestry, State Park funding for priority points.

- Currently SDPZ VISTA's are managing grant searching but the group suggested this should be a responsibility of all partners.

#### Bring key infrastructure developers to the SDPZ and align efforts.

- The group suggested focusing on vacant land for new development and ensuring the intended communities approve of possible development.
- An Investor Tour has been completed and door-to-door business visits are being planned to connect to business owners.

#### Build awareness about EV charging station

- Power Your Drive through SDG&E is offering 10,000 charging ports on a first come, first served basis. Low to Moderate Income tracts don't pay an installation fee.

#### Expand Car Shares

- SDPZ partner was recently rejected for a Zip Car site, work will continue to court Zip Car in the SDPZ.

#### **Next Steps and Closing**

- Accion and Diamond BID will reach out about their interest in contributing to SIP funding through KIVA loans and other means.
- Diamond BID volunteered to contribute to the Asset Map.
- Meet around honing the Asset Map.
- Connect with new Urban Forester.
- Park and Rec to bring unfunded park needs to April meeting.
- Reach out to Planners about future park plans.
- SBDC will aid in business expansion efforts.
- Retention first, then expand, next incubation, last attraction.
- Retrieve CIP data from Cox and SDG&E.
- Brainstorm external funding sources for infrastructure improvements.
- Put Power Your Drive charging port offer in SDPZ Blast.

#### **Partner Updates**

- New SDPZ office space at the Diamond Co-work space was approved by Civic San Diego.
- Accion Rapid Loan program has launched providing \$300-\$800 in three to five business days.
- Kitchens for Good Graduation. 11am Friday, March 16th

**Next Meeting Date:**

"Second Wednesday of Each Month"

Jacobs Center for Neighborhood Innovation

"April. 11, 2018, 1:30-3:30 p.m."