



The City of



Economic Development

REPORT

Morena Business Association Walk

The Economic Development Department's Neighborhood Investment Unit held its seventh Business Walk on **Aug. 17, 2017**, canvassing businesses in the Morena Business Association area. More than 20 volunteers participated in this outreach effort that engaged local business owners, surveyed them about their concerns and distributed EDD leave-behind cards (below) promoting some of the City's small business resources.

- **Volunteers:** 23 (Representatives from the City's Economic Development Department, Morena Business Association, Southwestern Community College and Office of State Senator Toni Atkins; and Councilmember Lorie Zapf and Council District 2 staff)
- **Number of Businesses Visited:** 154
- **Number of Surveys Completed:** 77
 - Retail businesses: 24
 - Food and beverage: 14
 - Professional services: 14
 - Health/wellness: 7
 - Other: 18



Survey Results

The Morena Business Association Walk used a new, shorter and more streamlined survey that improved data collection and survey methodology so that the Economic Development Department could get a better pulse on the business community.

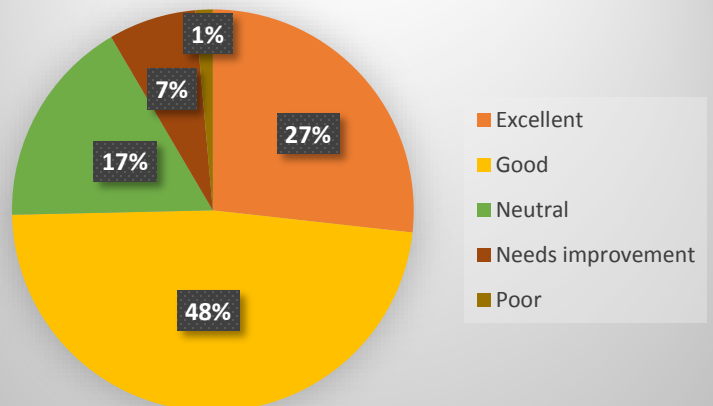
Doing Business in the Morena Area

Question: How would you rate your community as a place to do business?

75% favorable

Percentage of 71 respondents who consider Morena an "excellent" or "good" place to do business

Business Community Rating (n=71)



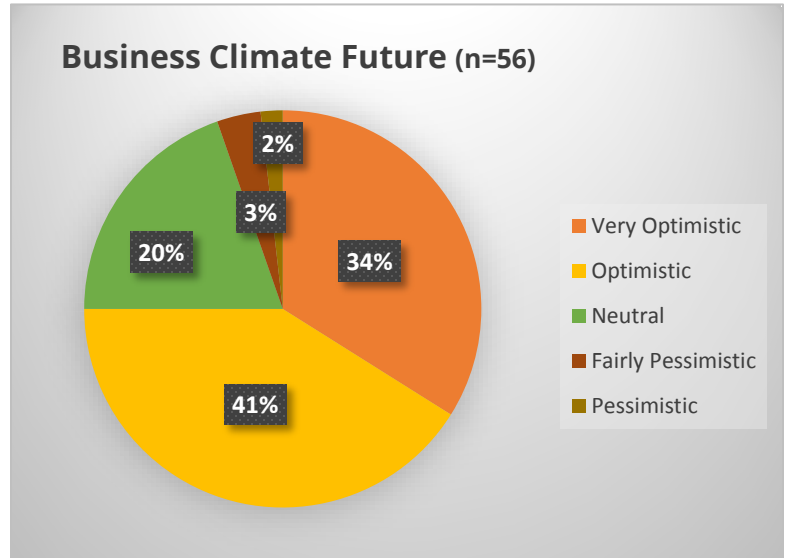
Survey Results (continued)

Morena Business Climate Future

Question: How optimistic are you about the business climate in your community?

75% optimistic

Percentage of 56 respondents who answered "very optimistic" or "optimistic" about the Morena business climate.



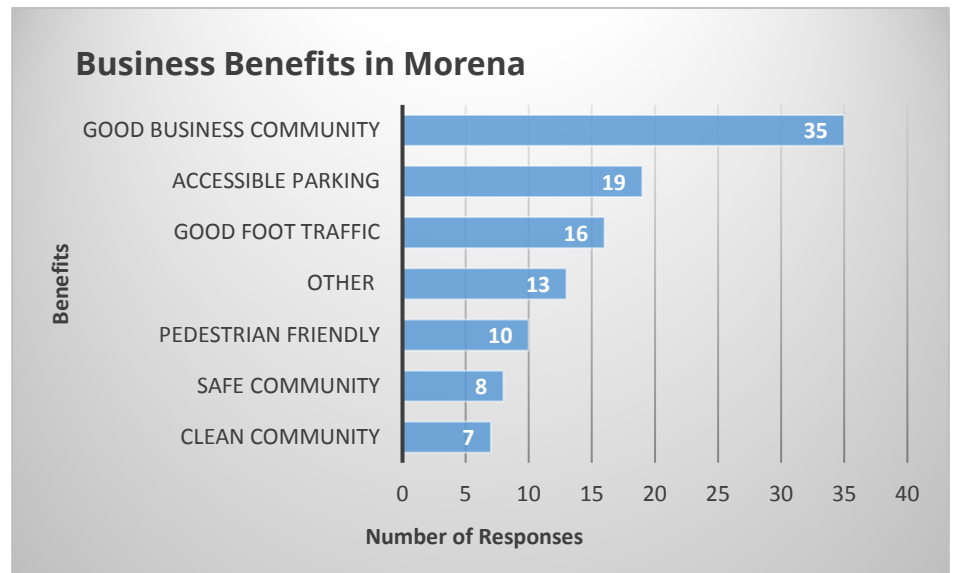
Why Do Business in Morena?

Question: What are the benefits of operating a business in this community? (Select as many as three)

Good business community

Top reason given for doing business in Morena

Seventy-seven respondents provided 108 responses.



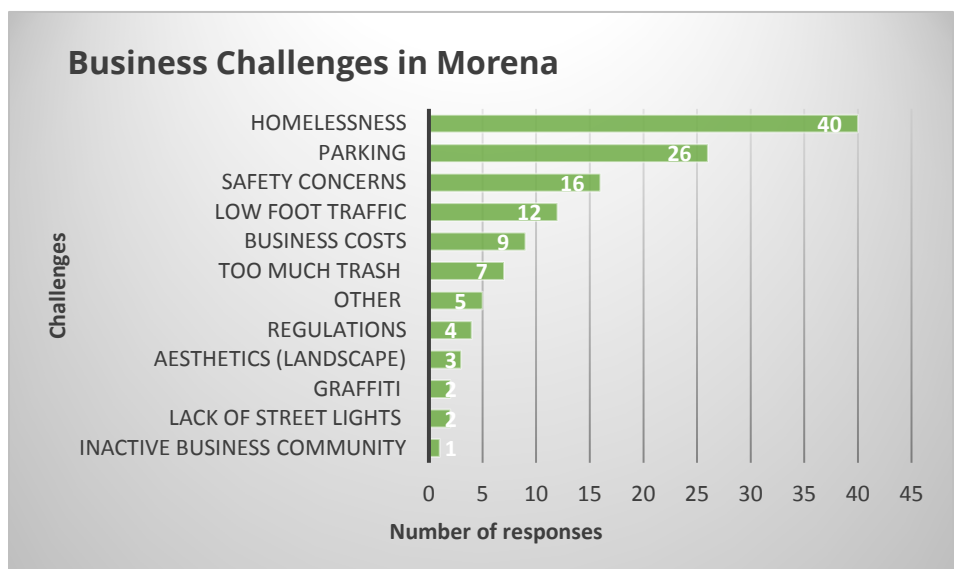
What's Challenging in Morena?

Question: What are the challenges of operating a business in Morena? (Select as many as three)

Homelessness

The rising homeless population is the top challenge business owners are facing.

Seventy-seven respondents provided 127 responses.



Survey Results (continued)

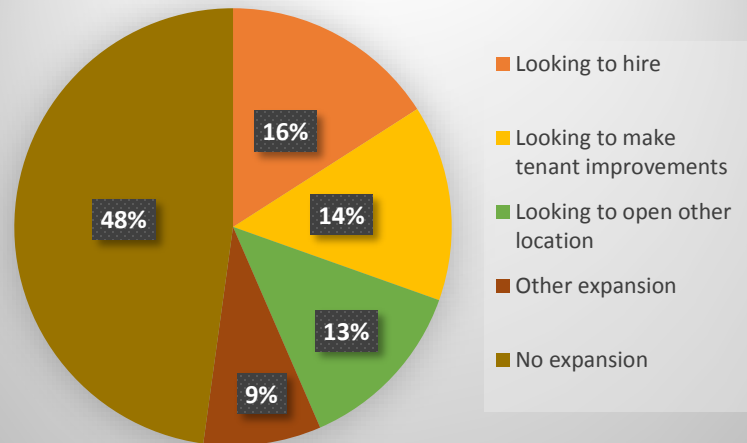
Growing Businesses in Morena

Question: Do you plan on expanding your business in the near future? If so, how?

52% look to expand

Percentage of 69 respondents who intend to grow their businesses by hiring, making tenant improvements, opening another location, etc.

Plans for Business Growth (n=69)



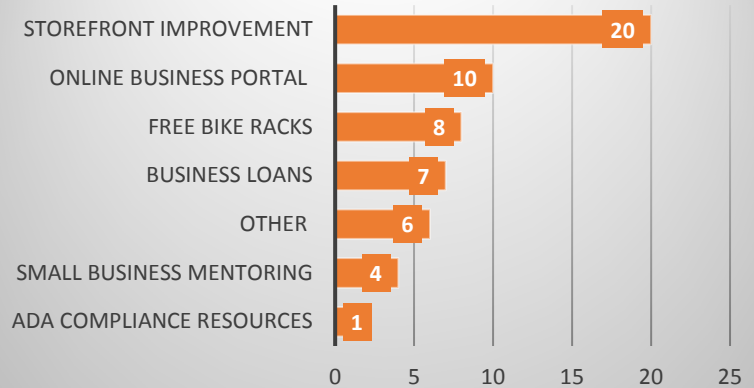
Learning About City Programs

Question: Is your business interested in learning about any of the following City programs or services?

Storefront Improvement

The most respondents were interested in the City's Storefront Improvement Program, which helps property or business owners enhance curb appeal by offering free design assistance and construction incentives.

Interest in City Programs



Promotional Material Left at ALL Businesses Visited (5x7)

Start and Grow Your Small Business
See what the City of San Diego's Economic Development Department can do for you

Online Business Portal
Check out our award-winning portal to find potential locations for your business, learn about necessary permits, make tenant improvements and access the Business Resource Matcher for loans, grants and services.
business.sandiego.gov
619-236-6700

Rack it up!
The City of San Diego Bicycle Program installs bicycle racks for free in the public right-of-way to encourage bicycling as a mode of transportation to shop, dine or get to your place of business.
Traffic Ops
trafficoops@sandiego.gov
www.sandiego.gov/bicycleprogram

Storefront Improvement
Enhance curb appeal. Businesses with 25 or fewer employees, a valid business tax certificate and a street-facing storefront can apply for free design assistance and incentives ranging from \$8,000-\$16,000.
Storefront Improvement Program
www.sandiego.gov/storefront

Front

SD Economic Development
www.sandiego.gov/economic-development | 619-236-6700

Business Resource Matcher
Find out about available business programs, loans, tax credits, mentoring, consulting, training and other services to start or grow your business.
www.sandiego.gov/business-resources
619-236-6700

Get up to \$500K in gap financing
Do you own a small or medium-sized business, want to expand, need capital but can't meet the terms of a traditional bank? Apply for the City of San Diego's Business Finance Loan Program.
Small Business Micro Revolving Loan \$25,000-150,000
San Diego Regional Revolving Loan \$150,000-500,000

Business Finance Loan Program
Rosa Elena Enriquez
renriquez@sandiego.gov
www.sandiego.gov/economic-development/business/financing
619-236-6323
Nomad Donuts (above) and Kid Ventures (left) both received loans through the Business Finance Loan Program to expand their businesses in the City of San Diego.

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