



News from

## **Councilmember Todd Gloria**

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City of San Diego — District Three

### **NEWS RELEASE**

For immediate release: February 12, 2015

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### **City Helps Spruce Up Local Small Business**

#### ***Businesses Urged to Take Advantage of Storefront Improvement Program***

SAN DIEGO, CA (February 12, 2015) – Councilmember Todd Gloria today showcased StreetCar Merchants of Fried Chicken, Doughnuts, and Coffee, a North Park small business which utilized the City of San Diego's Storefront Improvement Program to upgrade its location.

StreetCar qualified for a total of \$12,500 in Storefront Improvement Program grants. The business, located at 4002 30<sup>th</sup> Street in the heart of North Park, opened in December 2014 and specialize in fried chicken, doughnuts and coffee. The proprietors RaVae Smith and Ron Suel also took advantage of the streamlined sidewalk café permitting measures Councilmember Gloria supported in 2013.

**“Small businesses like StreetCar are the foundation of our economy, and the City of San Diego has resources available to help them succeed,”** said Councilmember Gloria. **“StreetCar made great use of the Storefront Improvement Program and the sidewalk café regulatory relief, and I hope more businesses are inspired to utilize city assistance.”**

Created in 1986, the Storefront Improvement Program stimulates private investment and customer patronage in the city's older commercial districts by focusing on revitalizing building facades visible to customers, neighboring merchants, and residents. As part of a comprehensive approach to small business assistance and neighborhood revitalization, the city provides design assistance and construction costs incentives to small businesses.

The City's Storefront Improvement Program is available to small businesses with 12 or fewer employees located in San Diego with a current Business Tax Certificate. All applications are subject to review for eligibility as part of a competitive process. More information on the program including exclusions and a link to the application can be found on the City's website [online](#).

In the current fiscal year, the City allocated \$220,000 to the Storefront Improvement Program, which is a part of the Small Business Enhancement Program. Programs administered through the Small Business Enhancement Program are funded through an annual General Fund appropriation equivalent to \$20 per small business registered with the city.

Since 2010, 36 businesses in Councilmember Gloria's district have utilized the Storefront Improvement Program and received a total of \$209,256 in grants. These include local favorites like Buona Forcetta, Salt and Cleaver, The Haven Pizzeria, Coffee & Tea Collective, Eclipse Chocolate, Air Conditioned Lounge, and many others.

Because of its tremendous positive impacts to businesses and neighborhoods, Councilmember Gloria is examining possible ways to increase the Storefront Improvement Program's effectiveness and reach so more small local businesses are able to take advantage of it. He expects to have a proposal ready by this summer.

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