



**Increasing Economic Activity**  
**Jacobs Center for Neighborhood Innovation**  
**404 Euclid Ave., San Diego, CA 92114**  
**Nov. 9, 2017, 1:30-3:30 p.m.**  
**Meeting Notes**

**In Attendance:** Harder + Co, San Diego Promise Zone, Diamond Business Association, City of San Diego Park and Recreation Department, Heartland YouthBuild, Jacobs Center for Neighborhood Innovation, International Rescue Committee, Civic San Diego

**Announcements**

An urban agriculture incentive in the form of tax breaks for restaurants if they sponsor onsite community gardens is currently in council.

**Review of Working Group Meeting - October 2017** At October's working group meeting, we reviewed all of the Subgoal inputs. Many organizations, such as the Diamond Business Improvement District and the International Rescue Committee, were identified for their work with small businesses. Large employers such as Cox and San Diego Gas and Electric were also identified as inputs to increase their current involvement in the SDPZ. The meeting ended with the announcements of a new fiscal map draft, a grant-aligning workshop in January and new SDPZ parks in development.

**Logic Model Draft Review (Main goal of the day)**

**Subgoal A:**

**Suggestions:**

- Category Discussed: Outputs
  - A barrier to increasing Storefront Improvement Program (SIP) participation by 10 percent is that SIP is a reimbursement program, which necessitates the business have a large amount of capital to front to participate.
  - Adding 50 new businesses to the SDPZ will require identifying reasons behind current retail leakage.
  - The group brainstormed useful layers of the Asset Map including schools, libraries, parks, food deserts, commercial strips, banks (separating banks and payday advances), council districts, restaurants by type, grocery stores, higher education, continuing education, disposable income, gross sales, nonprofits, medical providers, big employers and community kitchens; e.g., food truck commissary.
  - The group suggested engaging in employer outreach to build relationships.
  - It was suggested that the Diamond Business Investment District, the City's Economic Development Department and Corporate Partnerships may partner to support

startups; e.g., food trucks serving Cox sites.

- A new output related to Activity 7 was developed: retaining 20 percent of new SDPZ accelerators (not incubators).
- It was suggested that language be added to Activity 7 about measuring the longevity of SDPZ startups.

#### Questions/Action Items:

City of San Diego Park and Recreation Department will give VISTAs information concerning new SDPZ parks.

### **Subgoal B:**

#### Suggestions:

- Category Discussed: Outputs
  - Concerning Output 1, electric vehicle charging stations and solar panel installations should also be counted along with bike facilities, pocket parks and recreation centers.
  - A new output was added: new placemaking projects in the SDPZ.

### **Subgoal C:**

#### Suggestions:

- Category Discussed: Outputs
  - Concerning Activity 2, a new output was added tracking the number of loans made successfully and the amount of dollars funded/leveraged for SDPZ businesses.
  - The Economic Development Department reminded the group that new Business Improvement Districts (BIDs) will not be considered in the SDPZ but new Maintenance Assessment Districts (MADs) can still be created.

#### Questions/Action Items:

Subgoal A: Activity 7 about engaging incubators in the value of the SDPZ was moved to Activity 2.

Subgoal C: Related outputs were also moved.

### **Subgoal D:**

#### Suggestions:

- Category Discussed: Outputs
  - This Subgoal is bike-racked until funding sources can support the development of SDPZ marketing materials and campaigns.
  - It was suggested that an activity be added of a bus tour of potential business owners.

### **Updates**

- Announcement/Rationale:
  - Diamond BID is opening a coworking space which will provide support in taking a startup

- business from home-based to commercial.
- The Community Survey is finishing up with reports to come in the January All-Partner Meeting.
- No meetings in December.

### **Next Steps and Closing**

#### **Next Meeting Date:**

Second Wednesday of Each Month  
Jacobs Center for Neighborhood Innovation  
Jan. 10, 2018, 1:30-3:30 p.m.