

The City of



Economic Development

REPORT

Rancho Bernardo Business Walk

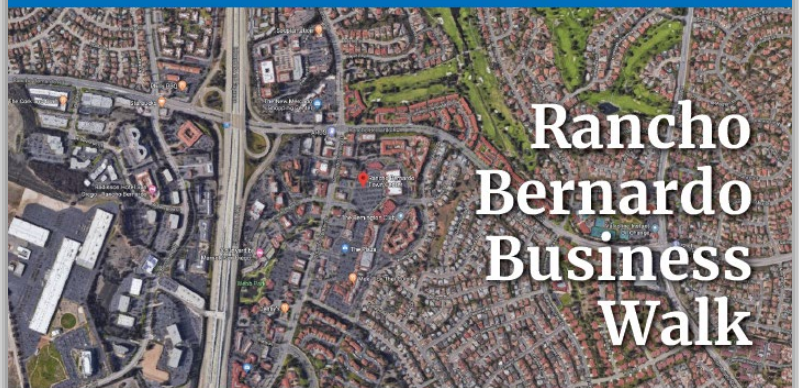
On **Oct 24, 2018**, the Economic Development Department held its first Council District 5 Business Walk, visiting businesses in four major commercial areas: **Rancho Bernardo Town Center, The Plaza, The Mercado Rancho Bernardo** and **Bernardo Center** (Iberia Place). The first big master-planned community in San Diego County outside of Downtown, Rancho Bernardo has its largest retail corridors located in these four areas.

In the week prior to the Business Walk, Economic Development Department staff canvassed the walk area and personally delivered postcards (right) announcing the upcoming walk. The back of the postcards provided City resource information.

The Business Walk was scheduled on a Wednesday, from 2:30 to 5 p.m., in an effort to visit business owners at off-peak hours when they would be available to chat and take the seven-question survey about the business climate and the benefits and challenges of doing business in Rancho Bernardo.

- **Volunteers:** 14 (Volunteers represented the City's Economic Development Department, Office of the City Treasurer, Council District 5, ACCION San Diego, Small Business Development Center and San Diego Workforce Partnership.)
- **Number of Businesses Visited:** 96
- **Number of Surveys Completed:** 33

See you soon! | Wednesday, Oct. 24, 2018 | 2:30–5 p.m.



The City of
SAN DIEGO
Economic Development Department

We're visiting your community.
Let's talk business.

What's a Business Walk?

Representatives from the City of San Diego, its Economic Development Department and Council District 5 will be stopping by local businesses to visit, chat and learn how we can help your business grow.



City of San Diego
Economic Development Department
1200 Third Ave., Suite 1400, MS 56D
San Diego, CA 92101

Rancho Bernardo Business Walk | Wednesday, Oct. 24, 2018 | 2:30-5 p.m.

Please take our survey by November 15:

www.surveymonkey.com/r/MHC9557

For more information:
Elizabeth Studebaker
Neighborhood Investment Manager
City of San Diego, Economic Development
estudebaker@sandiego.gov | 619-533-4561



Printed on Recycled Paper.
This information is available in alternative formats upon request.

Tools You Can Use

OpenCounter Online Business Portal
24/7 access to zoning and permitting info
to launch or expand your business
business.sandiego.gov

Get It Done App
Mobile and desktop app to get City service for
non-emergency issues (e.g., graffiti, potholes, etc.)
www.sandiego.gov/get-it-done

Need business assistance? We're here!
Email: sdbusiness@sandiego.gov
Phone: 619-236-6700
www.sandiego.gov/economic-development

Rancho Bernardo Survey Results

Thirty-three of the 96 visited businesses (34 percent) completed surveys in-person.

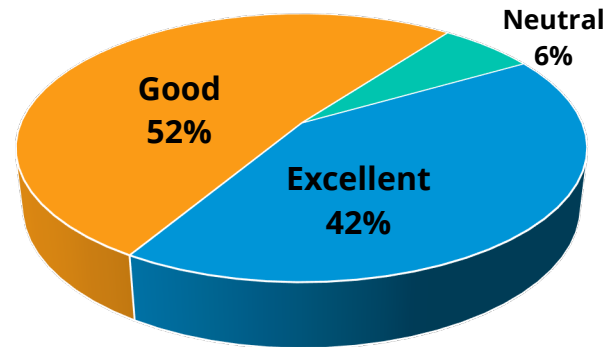
Doing Business

Question: Rate your community as a place to do business. (Excellent, Good, Neutral, Needs Improvement, Poor)

84% Favorable

Of the 31 respondents, 29 rated Rancho Bernardo as an "Excellent" or "Good" place to do business.

Business Community Rating (N=31)



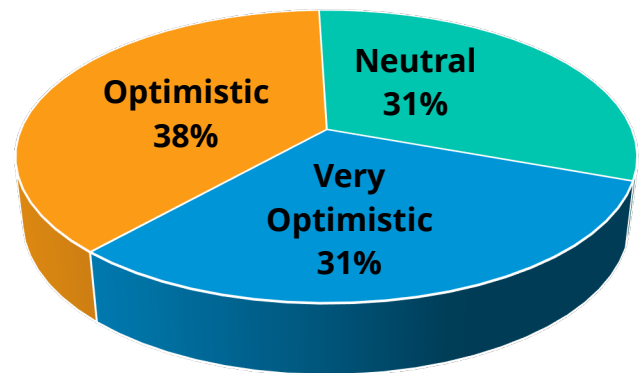
Business Climate Outlook

Question: Please describe your outlook on your business climate. (Very optimistic, Optimistic, Neutral, Pessimistic, Very Pessimistic)

69% Positive

Of the 29 respondents, 20 said they are "Very Optimistic" or "Optimistic" about the business climate in this well-to-do community.

Business Climate Outlook (N=29)



"Neutral" respondents (9) cited:

- high rent
- too many mall-related regulations
- not enough parking in The Mercado Center and Bernardo Center (Iberia Place).

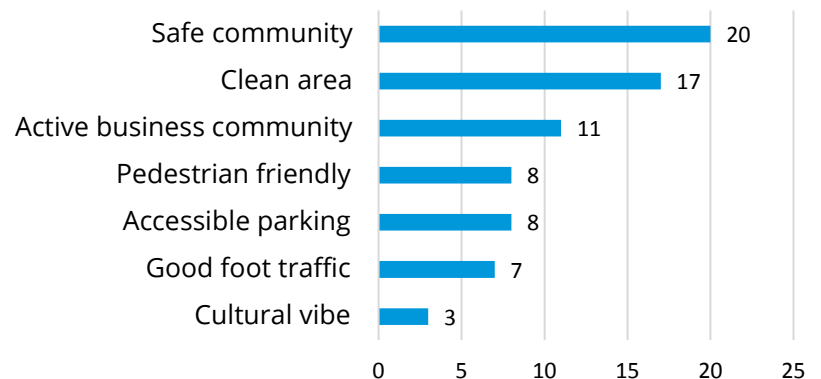
Business Advantages

Question: What are the benefits of operating a business in this community? (Select all that apply.)

Safe and Clean

Of the 27 respondents, 20 people (74%) said they appreciated the safety of the community. Also, 17 of 27 (63%) spoke of the well-maintained grounds, especially after the completion of construction projects that impacted Rancho Bernardo Town Center (renovation) and The Mercado Rancho Bernardo (road construction).

Business Benefits of Rancho Bernardo (N=27)



It should be noted that there were businesses that were 1) closed during the walk hours; 2) in the walk zones but not on the BTC list; and 3) on the BTC list but appeared no longer located or in operation at the listed address.

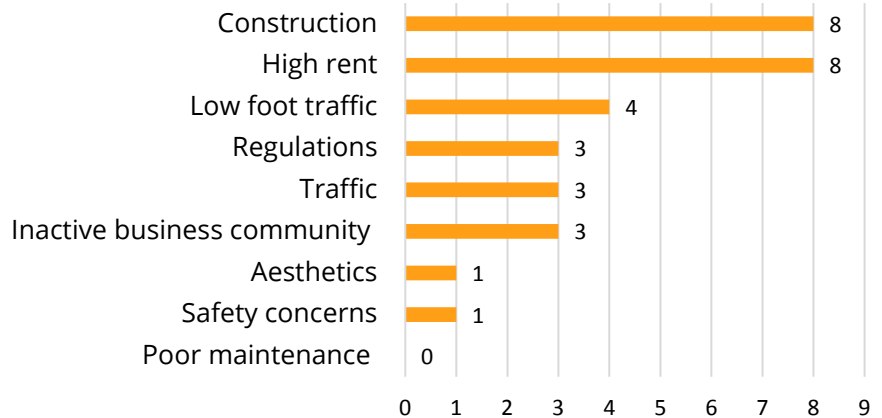
Business Obstacles – Rancho Bernardo

Question: What are the challenges of operating a business in your community?
(Select all that apply.)

Construction/Parking

Multiple tenants (12) at The Mercado Rancho Bernardo expressed frustration over the combined negative effects of the lengthy road construction project near the plaza's entrances/exits on Rancho Bernardo Road and Bernardo Center Drive; and the shortage of parking in the plaza, with no nearby street or overflow parking options for customers.

Business Challenges in Rancho Bernardo (N=27)



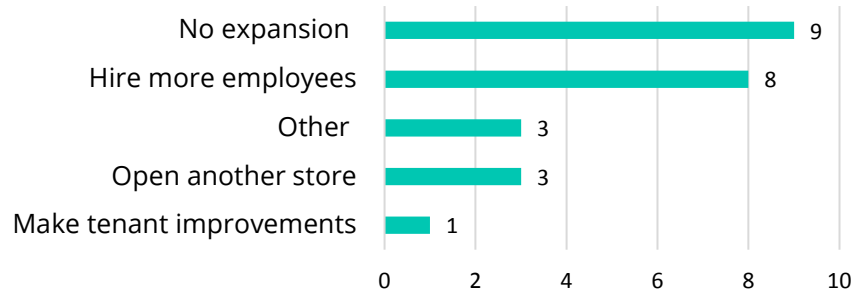
Growing Business – Rancho Bernardo

Question: Do you plan on expanding your business? If so, how?

63% Look to Expand

Fifteen of 24 business owners surveyed have plans to grow their businesses, with eight businesses looking to hire more employees.

Business Expansion in Rancho Bernardo (N=24)

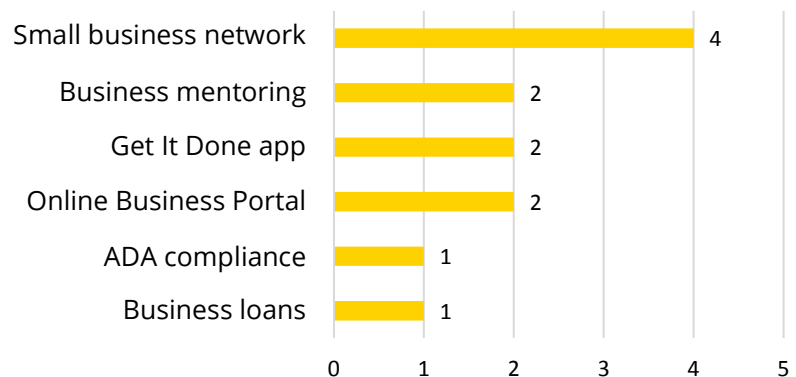


Finding Resources

Question: Is your business interested in learning about any of the following City programs?
(Interested owners received follow-up emails with program information.)



Interest in City Programs



City Online Resources for Entrepreneurs

- **General Information** www.sandiego.gov/doing-business
- **City of San Diego Economic Development Department:** Learn about programs, loans, business incentives and resources. www.sandiego.gov/economic-development
- **Online Business Portal:** Start or expand a business, find permitted locations, make tenant improvements and learn about necessary permits and fees. <https://business.sandiego.gov>
- **Business Resource Matcher:** Find services (loans, grants, mentoring, consulting, marketing) to help your business grow. www.sandiego.gov/business-resources
- **Get It Done app:** Report graffiti, potholes, abandoned vehicles, illegal dumping, broken sidewalks, malfunctioning traffic signals, streetlights and other non-emergency issues. www.sandiego.gov/get-it-done
- **Office of City Treasurer:** Apply or renew your Business Tax Certificate (The City of San Diego issues Business Tax Certificates instead of business licenses). www.sandiego.gov/treasurer
- **Parking Enforcement:** Contact San Diego Police Department Communications Center 619-531-2000 www.sandiego.gov/police/services/units/traffic/parkingenf
- **Contact your local chamber:** North San Diego Business Chamber <https://sdbusinesschamber.com/>

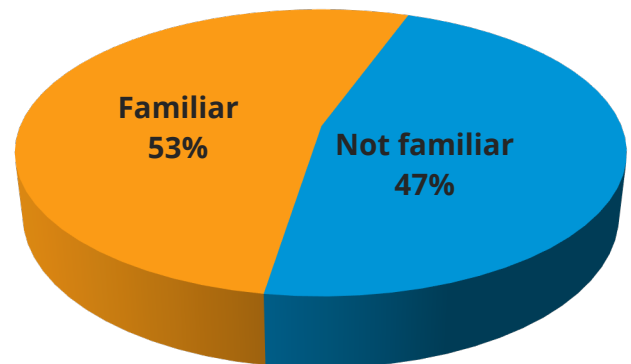
North San Diego Business Chamber Awareness

Question: Are you familiar with the North San Diego Business Chamber ?

53% Know the Chamber

Of the 30 respondents, 16 were familiar with the North San Diego Business Chamber.

Business Chamber Awareness (N=30)



Promotional Material Left at Businesses Visited (5x7, front and back)

The City of
SAN DIEGO

ECONOMIC DEVELOPMENT

The City of San Diego's Economic Development Department assists entrepreneurs, startups and companies—big and small—so they can launch, expand and succeed. We're here to serve you.

A few companies we've helped ...

Ajinomoto-Althea	Nomad Donuts
Coronado Brewing	Northrop Grumman
Cutwater Spirits	Renovate America
Hera Labs	You & Yours Distilling Co.
Kid Ventures	Workshops for Warriors

Sustainability-minded finance company Renovate America, above, partnered with the City for its Rancho Bernardo headquarters.

www.sandiego.gov/economic-development | 619-236-6700 | sdbusiness@sandiego.gov

SD
Economic
Development

BUSINESS TOOLKIT

Businesses are taking advantage of the City's innovative online tools and programs, among them:

Expanding your business?
Visit **OpenCounter™**
<http://business.sandiego.gov>

Access the City's award-winning OpenCounter online business portal to plan, site and learn about permits and fees for launching and expanding your business in the City.

Need service?
Try **"Get It Done"**
www.sandiego.gov/get-it-done

Use the Get It Done website or app to report and get service for non-emergency issues such as graffiti, potholes, out streetlights, sidewalk issues and dumping.

Kid Ventures

Gap financing?
Business Finance Loan Program
www.sandiego.gov/economic-development/business/financing

Borrow \$25,000-\$500,000 from the City for business expansion—even if you don't meet the terms of a traditional bank.

www.sandiego.gov/economic-development | 619-236-6700 | sdbusiness@sandiego.gov