



The City of



# Economic Development

MEETING NOTES

## San Diego Promise Zone

### Economic Activity Meeting Minutes

Wednesday, October 18, 2023, | 2:30 – 4:00 PM | Via Zoom (Meeting ID: 161 915 3978)

**Working Group Goal:** Increase and improve access to capital, promote e-commerce systems, market neighborhoods, and improve infrastructure

### In Attendance

City Heights Community Development Corporation (Natasha Salgado), City of San Diego- Council District 9 (Jeffery Nguyen), City of San Diego- Economic Development Department, City of San Diego Promise Zone, International Rescue Committee (Irene Bwayo), mohuman (Danielle Stephens), San Diego Futures Foundation (Imani Robinson), The San Diego Foundation (Tedi Doychinova), Worksters (Ania Kaminska)

### Meeting Notes

#### Welcome, Introductions & Culture Share

- Co-chairs welcomed Partners and led a culture share activity: October is national book month, so for our culture share we thought we would ask if there were any books that you are reading or have read, and in particular books that are related to collective impact and the work that we do.

#### Partner Announcements

- **International Rescue Committee** – Hosted their monthly Global Food and Market Event. This event features diverse cuisines from talented food vendors as well as unique handcrafted gifts from around the world.
- **San Diego Futures Foundation** – Has a program to provide low-cost computers based on income level [San Diego Futures Foundation – Improving Lives Through Technology \(sdfutures.org\)](https://sdfutures.org)

#### Staff Updates

- Introduced Amber Weber as our new Promise Zone Manager.
- The San Diego Promise Zone has one Americorps listings up for a [VISTA Leader](#),
- There are two [Promise Zone internships](#) available.

#### Grants:

- [Urban Institute: Catalyst Grant Program](#)
- **Application deadline:** November 17, 2023  
Geographic scope: United States, including U.S. territories

Click the following links to stay connected to the San Diego Promise Zone

[Newsletter](#) | [Website](#) | [New Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14<sup>th</sup> Floor, San Diego, CA 92101

Grant amount: \$40,000 plus additional technical assistance and supports

Description: The Urban Institute and the Microsoft Justice Reform Initiative are collaborating on the Catalyst Grant Program, which provides organizations funding and technical assistance for local projects that use data and technology to advance racial equity and reform in the adult criminal legal system. Support will be provided for proposals that support policies, programs, and practices preventing unnecessary system involvement and decreasing racial and ethnic disparities in policing and prosecution. Projects should incorporate data and technology, for example to inform and organize communities, facilitate justice reform among government officials, or for program operations, monitoring, or performance management. Locally embedded 501(c)(3) organizations based in the U.S. are eligible to apply, with a focus on organizations embedded in communities of color, particularly Black communities.

- <https://www.urban.org/projects/catalyst-grant-program>

**Logic Model Indicator Data Review, All Partner Review, 2024 Action Planning**

*Melissa Elder, City of San Diego Economic Development Department*

**Takeaways from the breakout rooms:**

## Economic Activity 10/16/23 (DRAFT)

KPI	2023
<b>Asset mapping land/ leasable space</b>	406,413 SF of retail space 407,568 SF of industrial
<b>Number of business tax certifications</b>	1,525 new business registered since FY17
<b>Amount of businesses participating in the SIP</b>	12 businesses (13 grants), total investment \$47,777 since FY18
<b>The amount of lanes from multimodal transportation have been implemented</b>	27.85 miles of bikeway, 12,619 linear feet of sidewalk repaired, 142.2 miles of street have been repaired by slurry seal
<b>How many loans successfully made in the Promise Zone</b>	10; Total value of all loans: \$1.6 million
<b>How many more funding resources have been channeled through associates/ active orgs</b>	\$168.6 million in grant awarded funds to SDPZ organizations (estimated)
<b>Number of rec centers in the promise zone</b>	9
<b>Dollar amount of city funding allocated to support promise zone businesses</b>	\$3.5 million in grants and loans, BID/MADs received \$17.1 million in investment.
<b>Building Permits</b>	1,280 permits (\$680.7 million) for private party development, 1,262 permits for public (i.e. City) projects (at least \$800 million)
<b># of placemaking permits issued</b>	PENDING
<b># of corporate partners invested in small businesses/ startups in the PZ since 2017</b>	1

- [Economic Activity Collective Impact - Google Jamboard](#)
- [10-18 EA Action Planning - Google Jamboard](#)

### First Breakout Room:

- o Emphasize the storefront improvement programs that the EDD has had in place for years. In this program small business owners can do improvements and get reimbursement up to 50%. We need to be spreading the word and making sure businesses feel comfortable with the application process and are familiar with it, since there's a lot of opportunity to get this program into the hands of small business owners who are interested. A lot of people don't know what resources they qualify for or what they need to be an applicant. This program is flexible and friendly.
- o Funding our CBOs to help businesses match it with 0% loans.

- Gap fundings for businesses that don't have a storefront but provide services to the community at large.
- Need to make sure existing businesses have what they need for long-term success.
- Ensure small businesses are getting the funding they need for good high paying jobs.
- Commercialized rent enforced in the Promise Zone for helping businesses remain open.
- How can we take an introspective look into the programming of Economic Development and how do we bring in community-based organizations?
- Infrastructure: community priorities such as Rec Centers (placement and access) and conversations around street lighting.
- Should be looking at ways to integrate a climate resilience component (green jobs and green tech).
- More community-specific information on digital connectivity would be useful for determining where more investments need to be made.
- Allocating resources to places that are free, accessible and can host community-based activities.
- Bringing more attention to businesses, supporting infrastructures/green infrastructure.
- Making sure money is staying locally.
- Improving walkability.
- Funding to get more resources to the Promise Zone.

**Second Breakout Room:**

- Infrastructure priority needed around rec centers and parks.
- A lot of street lighting questions within the community.
- Community walkability.
- Putting into consideration how business store front improvements and infrastructure improvements can affect a business.
- How to move into green jobs and green tech.
- Considering internet connectivity in relation to infrastructure and how it's not up to today's standard.
- Digital deserts: hot spots are only a temporary fix.
- Low broadband in the Promise Zone.
- Considering the urban heat issue that exists and focusing on green infrastructure that mitigates smog and heat.

**Third Breakout Room:**

- Potential to include arts organizations who offer programs in the PZ to get involved—murals are an important cultural aspect of the PZ; these and other arts outlets can help

**Discussion for potential in-person meeting/Community Engagement:**

- City is looking for a new organization to administer the Diamond Business Improvement District and would like additional feedback from members of Diamond Bid and community members of what they want to see from new management. The WG could co-host a forum to hear from small business owners in the Diamond Bid.
- Looking forward to sharing more information regarding what the BID is and how it can better support business owners better in the future.
- Planning to reach out to mayor's office and Council District 4 and 9 for additional support.

**Potential Locations:**

- Malcolm X Library
- Valencia Park

**Wrap Up and Adjourn**

- Co-chairs thanked those who attended the meeting and encouraged them to leave any feedback through the Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

**Next Meeting**

Wednesday, November 15, 2023 | 2:30 to 4:00 PM

Via Zoom (Meeting ID: 161 915 3978)