



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Economic Activity Meeting Minutes

Wednesday, January 17, 2024, | 10:00 – 11:30 AM | Via Zoom (Meeting ID: 161 686 1138)

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

#### In Attendance

**Accessity** (Juliet Terramin), **Access Inc.** (Prince Agyarko), **Border X Brewing** (David Favela), **City Heights Community Development Corporation** (Natasha Salgado), **Central San Diego Black Chamber of Commerce** (Donna Deberry), **Chicano Park Museum and Cultural Center** (Terri Steele), **County of San Diego Office of Equitable Communities** (Anisa Quail), **City of San Diego- Economic Development Department**, **City of San Diego Promise Zone**, **County of San Diego- Health and Human Services** (Maya Vargas), **International Rescue Committee** (Irene Bwayo), **Jacobs Center for Neighborhood Innovation** (Mauri Hamilton), **Local Initiative Support Corporation** (Karina Velazques), **Logan Heights Community Development Corporation** (William Burties), **mohuman** (Danielle Stephen), **Office of Juan Vargas 51<sup>st</sup> Congressional District** (Genevieve Fong), **San Diego Black Business Network** (Prince Graham), **San Diego Housing Commission** (Diana Brunson), **South San Diego SDBC** (Brandon Napoli)

#### Meeting Notes

##### Welcome, Introductions & Culture Share

- Co-chairs welcomed the partners and led a **culture share** activity with the questions asked being: Share a lesser-known fact about MLK related to our economic activity working group OR share a goal or resolution you have for the new year and discuss how it aligns with your cultural background or personal experiences.
- Upcoming working group meetings and VISTA contact information:
  - Jobs & Education: Wednesday, February 7, 10am-11:30am via Zoom.
    - Alaysja Clark, [AlaysjaC@sandiego.gov](mailto:AlaysjaC@sandiego.gov),
  - Housing Affordability: Wednesday, January 24, 10am-11:30am via Zoom.
    - Ian Hembree, [IHembree@sandiego.gov](mailto:IHembree@sandiego.gov)
  - Healthy Communities: Thursday, February 8, 10am-11:30am via Zoom.
    - Nathaniel Hillman, [NHillman@sandiego.gov](mailto:NHillman@sandiego.gov)

##### Partner Announcements

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

- **Accessity** - Accessity launched their [Emerge Program](#) which is funded from the federal government to help businesses affected by the Covid19 pandemic. The businesses had to have been registered before November 6, 2023, and must be a minority majority business. This is a loan program up to 50K (10% grant if they make the first six months of payments)
- **Chicano Park Museum and Cultural Center** – Chicano Park and Museum was one of 10 organizations who received the TCC grant. With those funds they are focusing on implementing a bilingual, all-electric door-to-door shuttle service that creates 0 emissions which will be free to the community, as well as a kilowatt shuttle similar to a lift service that is wheelchair accessible and will also include a bilingual call center which will include 16 jobs created for the community. Solar infrastructure is also being installed to charge shuttles.
- **Jacobs Center for Neighborhood Innovation** - Jacobs Center for Neighborhood Innovation is kicking off their [2024 winter cohort business accelerator program](#) helping with mentorship, financial plan, and marketing strategies. Application deadline is for January 26.
- **Logan Heights CDC** – Logan Heights CDC hosted a small business workshop on Thursday, January 18. It was an hour and a half long workshop on how to create a successful business staff.
- **Office of Congressman Vargas** - Since Congressman Vargas is part of the House Financial Committee, one of his goals is to increase capital for all, including small businesses. [Here](#) is the part of the letter released to ensure that the banking system doesn't hurt underserved communities.
- **San Diego Black Chamber of Commerce** - San Diego Black Chamber of Commerce is starting up their Urban Resource Business Center, which will cover starting a business to scaling up a business. This program is six weeks, the next class is in February, and there is also a grant included.
- **San Diego Housing Commission** – Discussed their program that offers certified medical assistance training for ages 18-26. Youth will be able to become certified as a medical assistant, at no cost to them. It is a program they have a grant for and are filling cohorts in the next couple years. Colleagues' information is at the bottom of the flyer [here](#). Help get your youth involved.
- **San Diego Workforce Partnership** - is presenting a [community career and resource fair](#) with on-site interviews, career information and resources. This event is Monday, January 29 from 10:00AM- 2:00PM at the Southeastern Live Well Center.
- **Talent Foundry UCSD** - Has over 50 companies participating in the Talent Foundry (biotech-focused) and also won the EDA grant. They also worked with UCSD to add 15 of those companies to join on the 4th floor of the Design and Innovation Center, providing free services and working space to these businesses

### Staff Updates

- The Promise Zone team is happy to announce that we have welcomed Ronah Famorcan, who is an Employ and Empower intern.

- The San Diego Promise Zone has an Americorps listing up for a [VISTA Leader](#) and a 2nd [grants and research associate](#).
- There's also another [Promise Zone internship](#) available.

### **Grants:**

- County of San Diego's Equity Impact Grant (EIG) Program
- Each year, the EIG program will support **10 qualified San Diego-based social impact organizations/initiatives by with \$100,000 in general operating support grants**. Throughout the year-long grant period, NPI will provide **tailored coaching and resources** such as workshops on leadership, nonprofit governance, organizational resiliency and more.
- The EIG program will focus on supporting community-driven efforts and community-based organizations working in the social and racial justice fields in the following areas:
  - education (early childhood through higher/continuing education)
  - civic engagement and movement building
  - arts, media & culture
  - housing, community development & mobility
  - public safety & restorative justice
  - health and healing
  - financial literacy & economic development
  - food systems and environmental justice
  - Applications close: January 26, 2024

### **Investments Snapshot**

*Amber Weber, Promise Zone Manager, City of San Diego Economic Development Department*

#### **Takeaways from the City Investments Snapshot presentation:**

- Amber presented on the City of San Diego's investments in the Promise Zone and asked for feedback from the group as she prepares to share the documents with City Council's Economic Development & Intergovernmental Relations Committee.
- The city has invested over \$2.5 billion into the Promise Zone since its designation in 2016. The Investments Snapshot and Summary showcase how the investments were used and will be presented exclusively at working group meetings in January prior to public release.

### **Tactical Planning with Outcome/Metric Setting:**

- The group briefly reviewed ideas for agenda items and guest speakers for future working group members.
- Partners are encouraged to review the tactical plans, developed in the November meeting, related to the objectives of this working group. Review and comment on the plans below before our next working group meeting:

### **Objective 1: Strengthen the Business Base and Attract New Businesses to Vacant Land**

- Work w/ Diamond Business Improvement District (BID)
- Should be an update on collaboration w/BID in February
- Will there be a nonprofit manager in the EDD team to manage the relationship with the BID?
- Have you solidified a nonprofit manager for the MAAD?
- Through EDD it is BID only. For contracting purposes, we would like to keep it to one nonprofit organization.
- District 8 is currently overseen by the City through Urban Corps. "Additional City Contributions" went to BIDs and MAADs in under-invested communities.
- A letter to council offices to include this in the upcoming budget cycle.
- Buy-local campaign- great to coordinate with LISC to collaborate on a grant we can apply to do a buy local campaign. LISC can support with media capacity in District 4 and 8 and portions of 9.

### **Objective 2: Make Infrastructure Improvements and Address Disparities**

- Assessing Tree Canopies in the PZ:
  - No MAD tree canopies: City received a large grant to plant trees, which includes maintenance for first three years
- Item B: Follow up on rain barrels and gutters from climate equity WG
- Create a template of infrastructure that should be improved to create more attractive green spaces that would attract businesses
- Promote walkability/mobility/access to business
- May be able to combine storefront improvement plan, Get It Done, etc.

### **Objective 3: Support Small Businesses, Entrepreneurs, and Self-Employed Residents**

- Make a google doc resource page that everyone can access
- A database where you put your profile, the size of your business, grants deadlines that haven't already passed, and also to account for business owners who aren't able to spend hours and hours looking for something.
- Establish the support program, something that starts a grant application for you / know what grants are worth putting time into applying.
- Important to emphasize new thinking that comes out of discussions
- Micropreneuers and a geography of that/ what that can look like for small start-ups to showcase data. Could we coordinate space for entrepreneurs to have that platform? A potential idea to look at geographically.
- Geographic hotspots of entrepreneurialism--what we saw is a group of small micropenteuers who came together wanting to start a business, might be better than if our businesses were spread throughout the county.

### **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://forms.gle/FAbFjw4ZUuAd3Uiy6>

### **Next Meeting**

Wednesday, February 21, 2024 | 10:00 to 11:30 AM

Via Zoom (Meeting ID: 161 686 1138)