



Business Matters

THE CITY OF SAN DIEGO Winter 2014

Save Water, Save Money!

The City of San Diego offers businesses a number of incentives to promote water conservation and help reduce pollution from reaching our beaches and bays. With regional drought concerns making headlines, now is the perfect time to save water and save money!

Businesses can receive \$0.20 per square foot (up to \$1,200 per site) for converting an overhead spray sprinkler system to low application rate micro-irrigation (i.e., micro-spray, drip, in-line emitters, etc.)

Businesses replacing turf grass with water wise landscaping can receive a rebate of \$1.50 per square foot (up to \$9,000 per site).



Regional commercial rebates are also available for installing indoor and outdoor water saving devices.

For additional information about commercial water conservation rebates, call 619-533-4126, email waterconservationrebates@sandiego.gov or visit: sandiego.gov/water/conservation.

Rebates are offered on a first come, first-served basis until funding is exhausted, so don't delay.

New Regulations Make it Easier for Restaurants to add a Sidewalk Café with Outdoor Dining

In June 2013, the Mayor and City Council approved new regulations to make it easier for restaurants to add a sidewalk café component for outdoor dining in the public right-of-way. Outdoor dining is desirable in San Diego's moderate climate and can help enhance the ambience of local neighborhoods while helping to boost a restaurant's operation.

The new sidewalk café permit process and requirements are available for review via the City website at sandiego.gov

under web links to the Municipal Code (Chapter 14, Article 1, Division 6) and Development Services Department (Information Bulletin 523). For additional information and assistance, please contact the Development Services Department Small Business Liaison, Laila Iskandar at (619) 446-5297, Project Manager, Amanda Lee at (619) 446-5367, or Development Permit Information staff at (619) 446-5000.



Storefront Improvement Program

The City of San Diego works with small businesses to increase their commercial curb appeal. Applying for the Storefront Improvement Program (SIP) is the first easy step for small business owners toward revitalizing their building facades with city assistance.

Incentives are available for single storefronts, multi-tenant commercial storefronts and historic commercial renovations. Thanks to help from the Commission for Arts and Culture's Public Art Program, there is also a public art incentive. Twenty artists have been selected to work with business owners who want to add an art piece to a commercial façade renovation and receive this special incentive.

For more information on the City's Storefront Improvement Program, visit the City's Web site at www.sandiego.gov/storefront or call Economic Development staff at (619) 236-6460.



San Diego's Business Resource Center

The City of San Diego understands the important role businesses play in the local economy and quality of life. To support our local economy, the City offers an array of business development programs through various departments and partner agencies to assist entrepreneurs in starting and growing businesses. Information is now available through the City's online Business Resource Center (BRC) at www.sandiego.gov/BRC.

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The City of San Diego
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This information is available in alternative formats upon request.

Para obtener una copia de esta publicación en Español, por favor visite la página en internet de la Ciudad en: www.sandiego.gov/ecdnews.shtml



Status of San Diego Regional Enterprise Zone & LAMBRA

Effective January 1, 2014, the State of California implemented a series of new economic development incentives available for businesses in the San Diego region.

These business incentives effectively replaced incentives that were previously available through the State's Enterprise Zone (EZ) and LAMBRA programs, which was terminated at the end of 2013.

Although legislation approved in 2013 effectively eliminated tax incentives associated with EZ's and LAMBRA's, businesses in the SDREZ and LAMBRA still have the opportunity to claim valuable tax credits for hiring qualified employees and/or making qualifying equipment purchases through much of 2014. Here's how:

- Business can still earn valuable tax credits (claimed over a 5-year period) for any EZ eligible employees hired, or for qualifying equipment purchased, prior to December 31, 2013 including prior tax years.
- The State is allowing SDREZ staff to continue accepting EZ program hiring tax credit voucher applications (for employees hired prior to January 1, 2014) through of 2014. However, we recommend that your business NOT WAIT to submit hiring credit voucher applications for eligible employees.

For more information on eligibility for EZ program tax credits, please log on to the following link <http://www.sandiego.gov/sdrez/> or contact the SDREZ Manager (Kevin Sullivan) directly at 619-533-5954 (ksullivan@sandiego.gov). Like the SDREZ Program on Facebook at www.Facebook.com/SDRegionalEZ.



Victims of slavery and human trafficking are protected under United States and California Law
1-888-373-7888

New Laws Require Posting of Public Notices Regarding Human Trafficking

As of April 1, 2013 Senate Bill 1193 requires specified businesses to post a notice informing the public and victims of human trafficking of telephone hotline numbers to seek help or report unlawful activity. There are specific posting mandates, language requirements, and penalties for failure to post. The required posting provides victims of human trafficking with essential information on where to obtain assistance and also provides critical information to the public on how to report suspected human trafficking. Mandated businesses in San Diego County are required to post the notice in English, Spanish, and either Traditional Chinese, Simplified Chinese, Tagalog or Vietnamese. For details about how to comply with this law and find a link to "model notices" in all languages, visit <http://www.sandiego.gov/human-relations/related/humantrafficking/notice.shtml>.

If you or someone you know is being forced to engage in any activity and cannot leave, call the National Human Trafficking Resource Center at 1-888-373-7888.

Small Local Business Enterprise Program



Are you a local small business interested in pursuing contracts with the City of San Diego? The City's Small Local Business Enterprise Program is designed to increase the level of participation by certified small local businesses by providing preference points and bid discounts when competing for a City contract. The program is open to qualifying businesses located within the County of San Diego which also meet average annual gross receipt maximums. Businesses can be certified as a Small Local Business Enterprise (SLBE) or an Emerging Local Business Enterprise (ELBE). If your business is already certified as a Disabled Veteran Business Enterprise (DVBE) or micro business enterprise through the State of California, you automatically qualify as long as the business is local (within San Diego County) and you complete the SLBE application. You may access the application and learn more about the program at <http://www.sandiego.gov/eoc/boc/slbe.shtml>.

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At Your Fingertips:

The City of San Diego's Small Business Ambassador has a Facebook page! advises on matters affecting the management, operation, or financial stability of small businesses in the City of San Diego. The board meets regularly and the public is invited to attend. For details, visit www.sandiego.gov and search for "business advisory" or call (619) 236-6700 for a schedule.

The Internal Revenue Service and the State of California Employee Development Department offers free seminars to help employers comply with the federal and State of California employment tax laws. Call (949) 389-4609 for a current schedule or visit www.irs.gov for more information.

The San Diego Contracting Opportunities Center (COC) offers free training workshops and personalized contracting and bidding technical assistance services to San Diego small businesses interested in doing business with public agencies such as the city, state or federal governments. The City's Small Business Enhancement Program has provided local funding to the program. For more information visit www.ptac-sandiego.org.

SCORE Counselors offer a variety of on-going workshops on small business topics. Check the website for current calendar and registration at www.score-sandiego.org or call (619) 557-7272 for more information.

Street trees provide benefits to businesses by slowing traffic, providing comfortable settings, increasing property values, saving money on energy bills and reducing noise pollution. In urban areas, trees soften harsh building lines and break up large stretches of pavement while reducing the heat from buildings and concrete. This more pleasant environment attracts more businesses, shoppers and homeowners. For more information visit www.caufc.org.

Think Blue! Everything that enters local storm drains can flow untreated directly to our beaches and into the ocean. By law, all businesses must prevent runoff from entering the City storm drain system. These requirements are spelled out at www.sandiego.gov/stormwater/plansreports/jurmp.shtml (appendices X and XI). For additional information and assistance about your legal requirements, please contact the Storm Water Division at (858) 541-4300 or at thinkblue.org.

Senate Bill 1186 - \$1.00 State Mandated Fee. Senate Bill 1186 (SB 1186) requires cities and counties to collect a State mandated fee of \$1.00 from any applicant for a business tax certificate or rental unit business tax certificate from January 1, 2013 through December 31, 2018. The purpose of this fee is to increase disability access, encourage compliance with construction-related accessibility requirements, and develop education resources for businesses to facilitate compliance with federal and state disability laws. For more information call the Business Tax program at (619) 615-1500.