

Economic Development Department  
Business Expansion Attraction and Retention (BEAR) Division

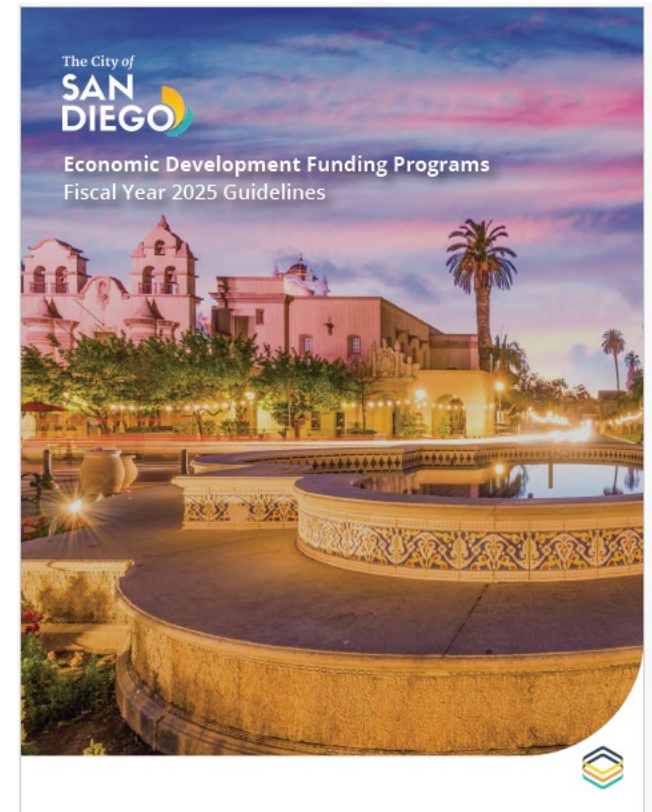
# FY2025 Economic Development Funding Informational Workshop

December 13, 2023 & January 10, 2024



# Informational Workshop Agenda

- Welcome and Team Introductions
- Economic Development Funding Programs
  - Alignment of Mission, Program/Project
  - Funding Goal/Outcome
- Application Process
  - Step by Step Instructions
  - Completing the Application Online
- Application Evaluation Criteria
- Application Schedule
- Q&A





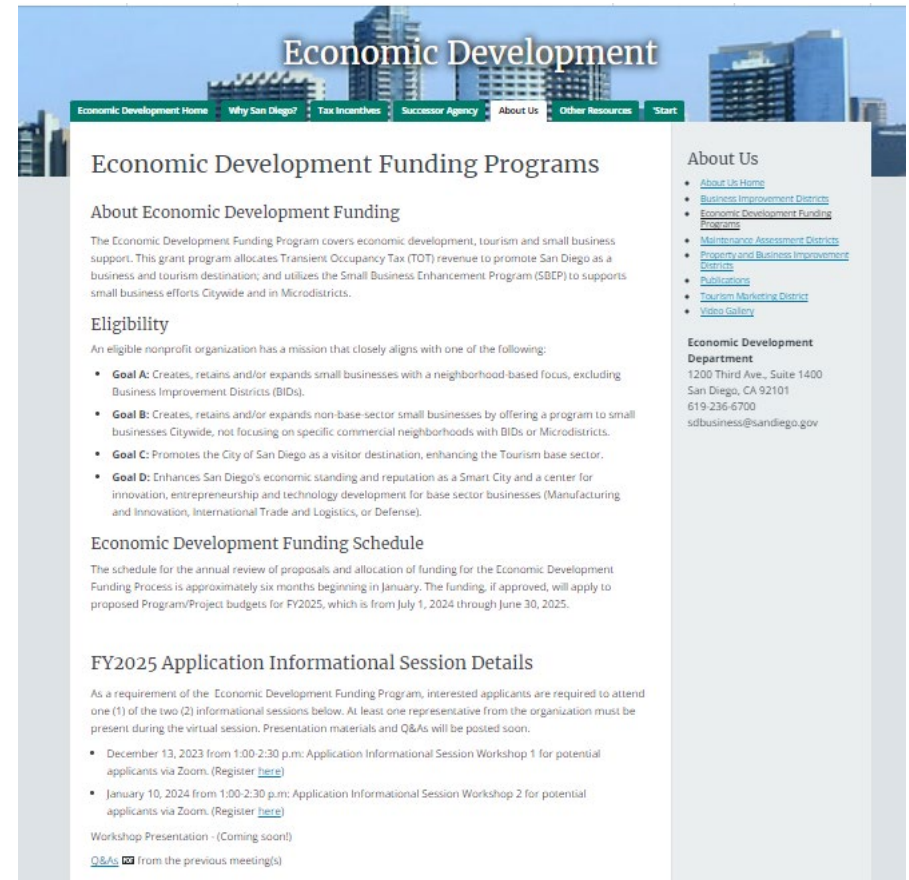
# Mandatory Attendance Records

## Please Sign in

Use the chat function to enter your name, organization, and email address.

## Powerpoint

This presentation will be posted on the Economic Development Department webpage as a resource.



**Economic Development Department Website**  
<https://www.sandiego.gov/economic-development-funding>



# Welcome and Team Introductions



**Elizabeth Studebaker**  
Assistant Deputy Director



**Lisa Lind**  
Community Development  
Coordinator



**Zaba Rshan**  
Community Development  
Specialist



**Angel Paulino**  
Community Development  
Specialist

# Economic Development Funding Programs

## Transient Occupancy Tax (TOT)

Allocations to promote San Diego as a business and tourism destination.

- **Economic Development**
- **Citywide Economic Development Support**

## Small Business Enhancement Program (SBEP)

General Fund allocations for small business development.

- **Citywide**
- **Microdistricts**



# Economic Development Strategy Summary

The Strategic Framework outlines the City's approach to prioritizing new and existing Economic Development initiatives



# Economic Development Strategy

## Innovation and Inclusive Economic Growth

- Advance San Diego's position as an innovation hub and visitor destination
- Launch, Expand, Retain or Attract businesses in the City's four economic base sectors (industry):
  - Manufacturing & Innovation
  - International Trade & Logistics
  - Tourism
  - Defense



## Neighborhood Businesses

- Increase neighborhood-based business activity, with a focus on under-resourced communities

# Mission Project/Program Goal Alignment

## Goal A:

Creates, retains and/or expands small businesses with a neighborhood-based focus, excluding Business Improvement Districts

## Goal B:

Creates, retains and/or expands non-base-sector small businesses by offering a program to small businesses Citywide, not focusing on specific commercial neighborhoods

## Goal C:

Promotes the City of San Diego as a visitor destination, enhancing the Tourism base sector

## Goal D:

Enhances San Diego's economic standing and reputation as a center for innovation, entrepreneurship and technology development for base-sector businesses



# Mission Project/Program Goal Alignment

## Goal A to increase:

- Number of neighborhood-based businesses OR
- Volume or value of goods and/or services sold by neighborhood-based businesses

- **Mission**

Our mission is to strengthen residents and businesses in Greater Logan Heights neighborhoods through community empowerment, education, economic growth, and housing development.

- **Project/Program Summary**

Expand training and technical assistance services to increase reach to sidewalk vendors, home-based businesses, and micro-entrepreneurs, with a goal of improving business access and practice of fundamentals for entrepreneurs entering the formal economy city-wide.

- **Goal Alignment**

Proposed program aligned with Goal A and primarily increases the number of neighborhood-based businesses.

# Mission Project/Program Goal Alignment

## Goal B to increase:

- Number of non-base sector small businesses OR
- Volume or value of goods and/or services sold by non-base sector small businesses

- **Mission**

Provide access to capital and business support to entrepreneurs of color, women, immigrants, and low-to-moderate income entrepreneurs to build a prosperous business and livelihood for themselves while strengthening our communities.

- **Project/Program Summary**

Provide access to capital and education to help City of San Diego small businesses launch, maintain, or expand.

- **Goal Alignment**

Proposed program aligned with Goal B and primarily increases the number of non-base sector small businesses.



# Mission Project/Program Goal Alignment

## Goal C to increase:

- Number of City of San Diego hotel room night stays OR
- Sales tax value of goods sold by tourism-related businesses

- **Mission**

Promote San Diego to the traveling public with superior customer service as well as referrals for and directions to hotels, restaurants, and attractions.

- **Project/Program Summary**

Provide Information and Referral services to 51,000 individuals traveling through transportation hubs in the City of San Diego.

- **Goal Alignment**

Proposed program aligned with Goal C and primarily increases the number of San Diego hotel room night stays.

# Mission Project/Program Goal Alignment

## Goal D to increase:

- Number of base-sector businesses OR
- Volume or value of goods and/or services sold by base-sector businesses OR
- Number of patents held by local businesses OR
- Volume or value of goods and/or services exported by businesses OR
- Number of exporting (overseas or external to San Diego) businesses OR
- Value of Foreign Direct Investment (FDI ) in San Diego

- **Mission**

Brings academia, policy, and industry together to promote BlueTech and Blue Jobs for sustainable, science-based ocean and water industries.

- **Project/Program Summary**

Promote business development and Blue Jobs for the San Diego region with its Annual BlueTech Week conference to showcase the region's BlueTech products and services.

- **Goal Alignment**

Proposed program aligned with Goal D and primarily increases the number of base-sector businesses in San Diego.



# Application

## Eligible Organization and Program/Project Review

- Organization mission, status, and grant experience
- Funding goal and objective alignment
- Targeted and benefitting businesses
- Feasible and measurable results
- Collaboration, community support and inclusion
- Budget/Spending Plan



### Requested Funding Ranges

Goal A: \$ 5,000 - \$15,000

Goal B: \$10,000 - \$30,000

Goal C: \$20,000 - \$60,000

Goal D: \$20,000 - \$60,000

# Project/Program Budget

## Allowable Expense Categories

- Provide the total estimated budget for the Program/Project (including all funding sources).
  - Identify what amount of funding is being requested through this application
- Payroll
  - Other Personnel Expenses
  - Consultant(s)
  - Accounting/Audit Services
  - Insurance
  - Facility/Space Rent
  - Utilities, Phone/Computer, Internet
  - Marketing, Outreach/PR, Printing
  - Supplies

# Funding Limitations

## Ineligible Expenses

- Any activities already completed by July 1, 2024
- Proposal expenses incurred before July 1, 2024 or after June 30, 2025
- Travel or mileage
- Capital outlay for improvements and construction of buildings or facilities, or capital outlay for purchase of equipment
- Religious or political activity
- Programs in facilities not accessible to persons with disabilities
- Tuition assistance
- Hospitality, e.g., alcoholic beverages, meals/refreshments, or entertainment expenses
- Lodging
- Contributions to trusts or endowment funds, or gifts or donations
- Profit making Organizations or ventures
- Replacement of deficit funds
- Ticket subsidy programs
- Penalties, fines, late fees, overdraft fees/finance fees
- Salary bonuses
- Organization Fundraising (e.g., galas, golf tournaments, fundraiser mailers, etc.)
- Job placement activities
- Indirect cost recovery (unless already permitted under another City Agreement)
- Lobbying

# Application Process in 6 Steps

## Step 1

Carefully read the *FY 2025 Economic Development Funding Program Application Guidelines*

## Step 2

Prepare your Sample Application in a format that you can use to cut and paste responses in the online Application.  
(Download the Sample Application in .doc or .pdf)

## Step 3

If submitting optional attachments, gather those items to be uploaded in Section 5.

## Step 4

Determine the representative from the organization who will complete and submit the SeamlessDocs online Application.





## Application Process in 6 Steps

### Step 5

If you have questions, contact the Economic Development Department by emailing us at [sdbusiness@san Diego.gov](mailto:sdbusiness@san Diego.gov) or calling 619-236-6700. (Office hours will be available.)

### Step 6

Submit your Application by the deadline of **January 19, 2024 at 5:00 p.m. PST** through the City of San Diego SeamlessDocs portal. (You will be able to download the Application responses and/or email a copy of the submittal.)

**Apply online at:**

<https://sandiego.seamlessdocs.com/f/ov5zzwjy55d1>

## Completing the Application Online: Sections

1. Organization Profile
2. Program/Project Details
3. Program/Project Impact
4. Certification of Conditions
5. Required Attachments (4 required, 2 optional @ 10MB each)
6. Conditions for Submission
7. Electronic Signature and Submission

Once the application is submitted, you can download and email a copy of your submission.

## Completing the Application Online: Questions

- Most questions are narrative with some multiple choice.
- Narrative questions are specific and require details on proposal.
- Provide succinct responses within character limits.
- Avoid repeating information under multiple questions.
- Be sure to respond to every question. Generally, "N/A" is provided as an option to respond. Otherwise, enter "0" or "N/A" if the question is not applicable to your Application or Organization.



# Completing the Application Online: Navigation

1.1A. Legal name of Organization \*

1.1B. Alternate or DBA name of Organization

1.2. Organization address

Street Address \*

City \* State \* Zip \*

 Choose State 

Submit

This field is required.

Please note if a response is incomplete, the missing response will be flagged.

# Completing the Application Online: Submit

1. Accept the conditions by clicking the circle.

**ACCEPTANCE OF CONDITIONS: \***

I acknowledge, understand and accept these conditions

I do not acknowledge, understand and accept these conditions

*Note: You must select "I acknowledge, understand and accept these conditions" for your Application to be considered.*

2. Complete the *Electronic Signature* information

**Signature \***

First Name:  Last Name:

Email:

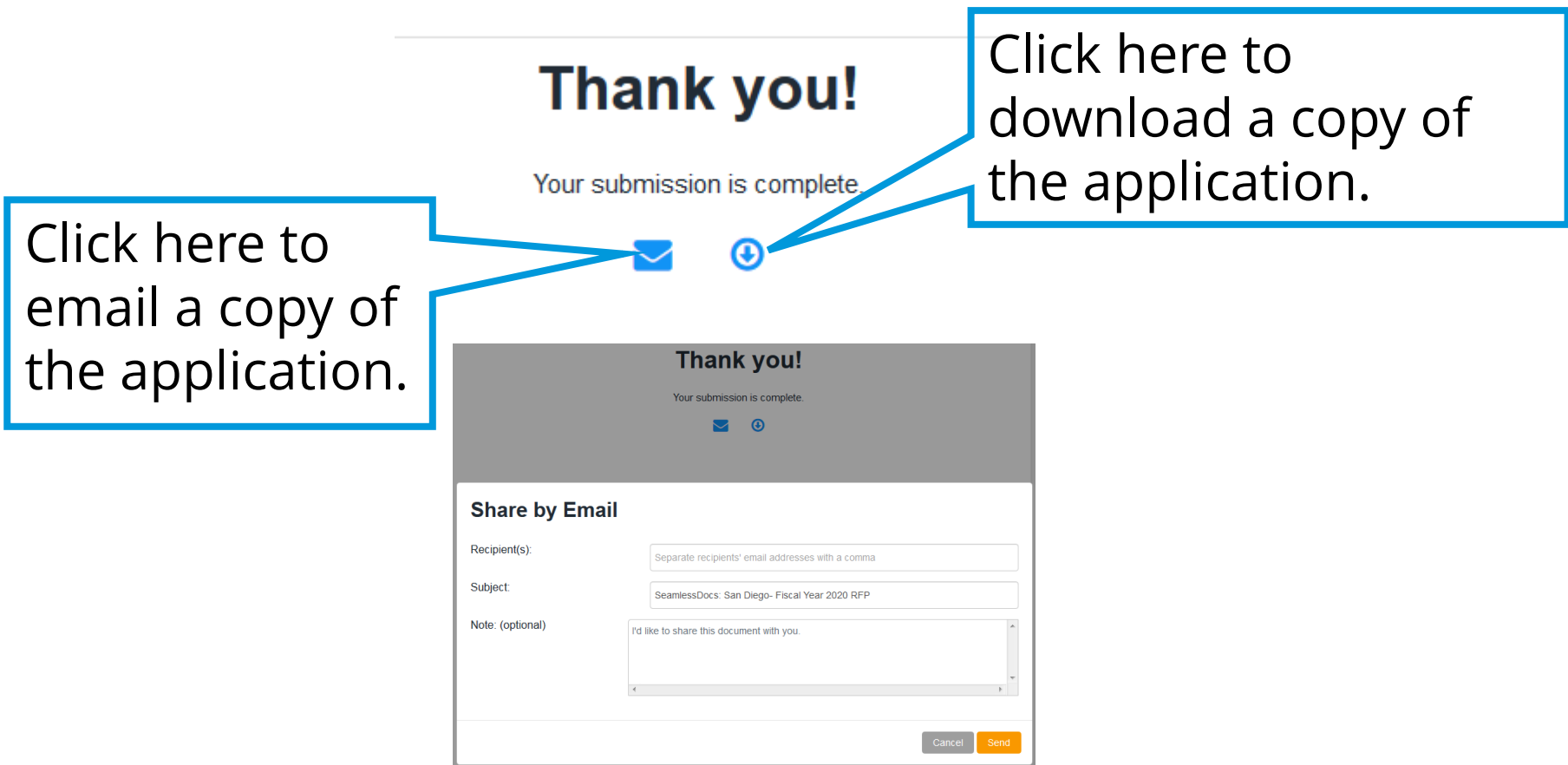
Draw  Type

I agree to electronically sign and to create a legally binding relationship between the entity I am authorized to represent and the City of San Diego.



3. Click *Submit*

# Completing the Application Online: Processing



**Thank you!**  
Your submission is complete.

Click here to email a copy of the application.

Click here to download a copy of the application.

**Thank you!**  
Your submission is complete.

**Share by Email**

Recipient(s):

Subject:

Note: (optional)

# Evaluation Criteria for Eligible Organizations

- **Points will be given for organizational effectiveness:**
  - Was the application completed and submitted on time?
  - Are all required document uploads attached?
  - Does the Organization have experience managing grant funds?
  - Is the Organization properly insured and in good standing with various government agencies?
- **Points will be given for Program/Project relevance:**
  - Are Program/Project objectives measured?
  - Does the Program/Project connect to objectives and the City's Economic Development Strategy?
  - Are targeted Program/Project participants appropriate and realistic?

## Key Dates

- **Application Deadline: Friday, Jan. 19, 2024 at 5 p.m. (No late submissions will be accepted.)**
- **Preliminary Funding Recommendations Process:**
  - **February/March:** Tentative recommendation and Program/Project Budget and Personnel Schedule, if applicable
  - **April/May:** Application recommendations submitted for the budget process and City Council Budget Review Committee hearings (tentative award amounts have historically been available in May)
  - **Mid to late June:** Final award amounts confirmed by City and documents due

View more information at:

<https://www.sandiego.gov/economic-development-funding>





# Questions?

Phone: [619-236-6700](tel:619-236-6700)

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