

San Diego Foreign-Trade Zone Coming in Spring 2011 – Improved Business Advantage



The City of San Diego, as Grantee of San Diego Foreign-Trade Zone No. 153, is restructuring its existing Foreign-Trade Zone to encourage business participation in the program in less time at less cost.

Foreign-Trade Zones provide importers, exporters, manufacturers and distributors with opportunities to reduce U.S. Customs duties and defer duty payments until the product leaves the Zone. Benefits to businesses include: increased cash flow, reduced actual duty paid on imports and products warehoused, manipulated or manufactured for export. Any size business that buys or receives imported products from foreign or domestic vendors may realize significant savings with the Foreign-Trade Zone.

For more information on the San Diego Foreign-Trade Zone visit: www.sandiego.gov/economic-development/business-assistance/incentive/foreign.shtml



Business Finance

Revolving Loan Funds offer financial assistance to businesses that lack funds to meet the equity requirements of bank financing. The City of San Diego does not offer 100% financing; instead, the City's Small Business Micro and Regional Revolving Loan Funds provide project "gap financing." The RLF supplements

private financing of new or rehabilitated buildings, fixed machinery and equipment, working capital and soft costs in targeted project areas. Through careful screening of loan applicants and creative loan structuring, the program will reduce the reluctance that conventional lenders may have to finance a project. Financing is available for local businesses both large and small. Call (619) 236-6700 for information.

California Enterprise Zones - Keeping Businesses in the San Diego Region

Businesses located in San Diego's Enterprise Zone are eligible to receive a wide range of state and local incentives designed to help businesses maintain and expand their operations. The program gives employers a hiring credit incentive to hire people motivated to find jobs but face certain barriers to employment and a credit for qualifying equipment purchases.

Additional information is available on the following websites: www.sandiego.gov/economic-development/business-assistance; and www.SDREZ.org.



Mayor's Message

Good jobs are central to an excellent quality of life. That's why my top economic-development priority is



Mayor Jerry Sanders

working with local businesses, trade groups and other government agencies to create and retain jobs for San Diegans.

The city has stepped up its efforts to help our small businesses, with a new emphasis on bringing opportunities to small vendors and contractors who want to do business with the city. We've broken large projects into smaller pieces and launched a Web site highlighting jobs under \$1 million. We've also stepped up our outreach to businesses at the city to tell them about city programs, from small business loans to state Enterprise Zones and other tax-credit programs.

Visit our Web site at www.sandiego.gov/economic-development to learn more about how the City of San Diego can help your business grow and prosper.

Business Matters

City of San Diego
202 C Street, San Diego, CA 92101
Phone: 619-236-5555

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For more information visit www.sandiego.gov/directories/business.shtml

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



New City Rebates Encourage Long-Term Water Conservation

San Diego water customers may be eligible for cash-back rebates on smart controllers, micro-irrigation, and sustainable landscapes - turf replacement by conducting a landscape makeover and maintaining a healthy landscape.

Not sure where to start? City representatives are available to visit a customer's home or business and conduct a water

audit on the property to find any water-saving opportunities and identify costly leaks.

Funded by State grants competitively sought and obtained by the City of San Diego, the rebates are available to eligible single-family, multi-family and commercial customers on a first-come, first-served basis.

For program guidelines and an application, visit: www.sandiego.gov/conservation or call (619) 533-7458.





Small Local Business Enterprise Program

Are you a local small business interested in pursuing contracts with the City of San Diego? Launched in July of this year, the City of San Diego's Small Local Business Enterprise Program was designed to increase the level of participation on City contracts by smaller local businesses. The program is open to qualifying

businesses located within the County of San Diego. If your business is already certified as a Disabled Veteran Business Enterprise (DVBE) or micro business enterprise through the State of California, you may automatically qualify for the program. Access the required application and learn more about the program at www.sandiego.gov/eoc/boc/slbe.shtml.

THINK BLUE!

The City and State require businesses to implement measures to prevent pollution from entering the storm drain system and flowing untreated to our beaches and waterways. Some simple steps to follow include:

- When using water based paints, rinse paint brushes in the sink. Never clean brushes or pour paint in the gutter or storm drain.
- Pick up trash and litter around your yard and home.
- Dispose of drywall, concrete and mortar from home improvement projects in the trash. Sweep up all project debris.

For more information about how businesses can help keep our beaches and bays clean and safe for all San Diegans, contact the Storm Water Department at (858) 541-4300 or visit the Think Blue web site at www.thinkblue.org.



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SAN DIEGO



Crime Prevention Through Environmental Design

The San Diego Police Department's philosophy of neighborhood policing recognizes the need for partnerships with other elements of the community to identify and solve neighborhood crime and disorder problems, and to create an environment in which problems do not arise. Crime Prevention Through Environmental Design is based on a set

of four design and usage concepts that can lead to a reduction in the incidence and fear of crime and an improvement in the quality of life. These concepts are:

- Surveillance ● Territoriality ● Access control ● Maintenance

For more information about these elements, visit SDPD's website at www.sandiego.gov/police/prevention/deter.shtml. Questions about the application of these concepts should be directed to the Neighborhood Policing Resource Team at (858) 523-7049.



Small Business Health Insurance

One of the benefits available to you as a San Diego Business Tax Certificate holder is eligibility for a healthcare purchasing cooperative. City Care Benefits Trust was developed to take advantage of San Diego businesses' purchasing power to offer a full benefit package to your employees that includes medical, prescription drugs, vision and dental coverage. City Care also offers competitive voluntary (employee pay all) benefit plans for life, accident, hospital, disability and legal coverage.

Whether you have two (2), 200 or 2,000 employees, learn more at <http://citycarebenefits.org/> or call 800-438-6603 x805.

At Your Fingertips:

The Small Business Advisory Board works with the City to reduce regulations, and make the permit process more business-friendly. The board meets regularly and any member of 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.

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

The San Diego Public Library provides research services to small businesses looking for information on business startup, marketing, technology, finance and more. Find help at the Central Library, 820 E St., in the Social Sciences Section, located on the third floor. For more information, call 619-238-5800.

The Internal Revenue Service and the State of California Employee Development Department offer 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 Small Business Development Center and the Center for International Trade Development (SBDC and CITD) provides one-on-one business counseling and training to San Diego entrepreneurs. Visit www.sbditc.org/ or call (619) 482-6391.

Business Tax Online application process



Business owners are now able to apply for a Business Tax Certificate and make payment online 24 hours a day. This new application process eliminates the need for business owners to mail or drop off applications, decreases the need for paper documents, and provides real-time confirmation that a Business Tax Application has been received. The on-line Business Tax Application can be accessed via the web at www.sandiego.gov/treasurer/taxesfees/btax/btaxhow.shtml.

Temporary Signage

The City regulates all signage visible from the public right-of-way, even signage which is intended to be temporary.

- Temporary window or building signs (1) may be painted on the interior of a window, or constructed of cloth or paper and attached to the interior of a window or interior building wall, (2) may not be attached or affixed in any manner to the exterior surface of any window or building, and (3) shall be permitted for no more than 60 consecutive calendar days.

- All permanent signs must have a permit sticker affixed to them to indicate review and approval.

If you believe that there is a violation in your neighborhood or near your business, call (619) 236-5500 to file a complaint or fill out, print and mail a Request for Investigation Form online. The form is also available at any City of San Diego library or at the Code Compliance office located at 1200 Third Avenue, 8th Floor.