



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Economic Activity Meeting Notes

Thursday, August 15, 2024 | 10:00 AM – 11:30 AM | via Zoom

**Economic Activity Goal:** Increase and Improve Access to Capital

#### In Attendance:

**Access Inc.** (Julieta Gonzalez), **City Heights Community Development Corporation** (Sylvia Ramirez), **City of San Diego - Council District 9** (Jeffery Nguyen), **City of San Diego - Economic Development Department** (Viridiana Quintana), **City of San Diego – Transportation** (Olivia Mabee), **City of San Diego Promise Zone** (Amber Weber, Roosevelt Williams III, Ian Hembree, Zachary Engberg, Daniel Hamilton, Domanic Riley, Rebeca Nava-McClellan, Donika Moreno, Brandon Tran), **County of San Diego - Live Well San Diego** (Rose Marks-Patton, Hanna Davarmanesh), **County of San Diego – Office of Homeless Solutions and Equitable Communities** (Shadeh Rassoulkhani), **National University** (Danielle Stephen), **Logan Heights Community Development Corporation** (William Burties), **Office of Juan Vargas, 51st Congressional District** (Genevieve Fong), **Partnership for Environmental Progress** (John Tucker), **San Diego State University** (Andrew Soliz), **Urban Corps** (Vivian Serrano)

#### Meeting Notes:

##### Welcome, Introductions, and Agenda Review:

- Roosevelt William III (Community Development Specialist II, Economic Development Department) welcomed attendees to the FY25 calendar's first meeting and introduced Domanic Riley, the new Grants and Research VISTA.
  - Domanic Riley shared his background as a former Air Force mechanic, SDSU political science graduate, and his goal to support the Economic Activity Working Group.
- Roosevelt introduced co-chairs Danielle Stephen (National University) and Sylvia Ramirez (City Heights CDC), and emphasized the Promise Zone's mission to foster opportunity, address systemic inequities, and improve residents' quality of life.
- Sylvia Ramirez presented the agenda, focusing on demographic and economic activity data review, and the transition to a new logic model as a tool to track progress toward objectives.
- Our culture share for the month of August was inspired by "Take a Penny, Leave a Penny Day":
  - In consideration of the spirit of generosity that leaving a penny behind embodies, "What is an act of kindness that you have done recently or benefited from?"

##### Partner Announcements:

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

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

- **Shadeh Rassoulkhani, County Office of Homeless Solutions and Equitable Communities:** There is an Equity Impact Grant available for interested non-profits, and the County will accept applications until August 23. There will be \$100,000 allocated to approved applicants. Link: [equity-impact-grant \(sandiegocounty.gov\)](https://www.sdcgov.org/equity-impact-grant)
  - For more information reach out to: [shadeha.rassoulkhani@sdcounty.ca.gov](mailto:shadeha.rassoulkhani@sdcounty.ca.gov)
  - At the Southeast LiveWell Center individuals can reserve workspaces, rooms, computers, and other supplies: <https://www.livewellsd.org/i-want-to/get-involved/southeastern-live-well-center/community-based-organizations-suite>
- **Andrew Soliz, SDSU:** SDSU Career Services will be hosting Fall Career Fairs between September and November. For anyone interested, please contact, or reach out to, [asoliz@sdsu.edu](mailto:asoliz@sdsu.edu).
- **Genevieve Fong, Office of Juan Vargas:** In September, the Office of Juan Vargas will be hosting a Service Academy Night at SBCD Center in National City.
  - Rep. Juan Vargas is also looking for Youth Spotlight Nominations for the month of September.
  - **Viridiana Quintana, City of San Diego - EDD:** The City's Capacity Building Grant will be launching this year for FY2025. More information will be posted in the upcoming days or weeks. If interested, please reach out to [VQuintana@sandiego.gov](mailto:VQuintana@sandiego.gov).
- **William Burties, Logan Heights CDC:** Logan Heights CDC will be hosting a Saturday Community Market with Project New Village where they will be providing healthy food options for neighborhood residents. It is scheduled to take place on September 19, 2024, from 3 p.m. to 5 p.m. Logan Heights CDC will also be hosting a Fall Job Fair at Logan Heights Library at a TBD date in the future. 35 employers will be on-site conducting interviews and distributing information on their hiring process. For more information you can email [William@loganheightscdc.org](mailto:William@loganheightscdc.org).
- **Danielle Stephen, National University:** National University is hosting a Financial Literacy event on September 21, 2024. Individuals who attend can expect to leave with an actual financial plan that will enable to navigate an increasingly complicated financial landscape. If any partners are interested in tabling at the event, please reach out to [dstephen@nu.edu](mailto:dstephen@nu.edu).

### **Promise Zone Updates:**

- During the summer working group interim, the Promise Zone hosted three events:
  - Barrio Logan Business Walk on June 27.
  - Inclusive Public Engagement on July 11.
  - Co-operative Convening II on July 31.
- The Promise Zone team also expanded over the interim with the introduction of new VISTAS Donika Moreno, Bex Nava-McClellan, and Domanic Riley. They also added a new Employ and Empower Intern, Brandon Tran.
- A new schedule was presented for all working group meetings going forward. For Economic Activity, all meeting will be held on the 3<sup>rd</sup> Thursday of every month.
- This month's Community Spotlight was **Clovis Honoré of GRID Alternatives**. Mr. Honoré has been involved with multiple social advocacy groups over the years and remains a pillar in the San Diego non-profit community. As a member of GRID

Alternatives, he has sought to increase funding for green initiatives through advocating for people to invest in them.

- The Promise Zone team indicated that they would like to hear ideas for future nominees that community members feel deserve a spotlight for all they've done to improve the well-being of those who live in the Promise Zone.
  - To submit a nominee for a future spotlight. Use this google forms link: <https://docs.google.com/forms/d/e/1FAIpQLSehhcidTURu9Xb6lywuyh4z4y9JgqDCFxmXdNgSheNjaDp8Hw/viewform?usp=sharing>
- The Promise Zone's August Newsletter was released on August 8. To stay informed, [sign up for the newsletter mailing list](#).

**Presentation: Economic Activity Data:**

- *Amber Weber reviewed relevant data to the Promise Zone, including a GIS map tool and census data collected by VISTA Ian Hembree from 2016 to 2022. The big takeaways were:*
  - Median age is lower in Promise Zone than San Diego proper.
  - Average number of people in Promise Zone household is 3+ in comparison to the 2+ that is typical across the rest of San Diego.
  - Between 2016 and now: Increase in those belonging to two or more races and a decrease in the population of those who see themselves as being primarily Hispanic.
  - Household income has increased (possibly due to minimum wage hike); Poverty rate in Promise Zone fell from 35% to 20%.
  - Between 2010 - 2019, 1,055 businesses were created in the Promise Zone. In comparison, between 2020 - 2023, 1,024 new businesses were created. This is a dramatic increase when you consider that only 431 new businesses were created in the 2000 - 2009 timeframe.
  - There is a 2:1 ratio of brick-and-mortar to home-based businesses in the 92113-area code. Notably, there are 1,018 brick-and-mortar businesses to 524 home-based businesses.
  - The majority of businesses in the Promise Zone fall into the categories of:
    - Other Services - 642
    - Retail Trades - 516
    - Support, Waste Mgmt., and Remediation Services - 456
- Questions posed during the presentation:
  - John Tucker, PEP: How does cost of living impact quality of life? Businesses require more initial funding to start up as \$10,000 is no longer sufficient to cover initial operating expenses and salaries. More research will be necessary to see how rising costs of living impact the founding of new businesses.
  - Rose Marks-Patton, Live Well San Diego: Do the actual addresses of the businesses coincide with the physical location where they conduct business? A deeper dive into the data may be required beyond the publicly available tax data.

**Economic Activity Logic Model Breakout Groups:**

*Danielle introduced the new logic model framework, highlighting the group's objective to increase access to capital, and how that has been affected by inconsistent partner attendance. With the new logic model and its straightforward inputs, outputs, and measurable outcomes, it's hoped that the group will be able to better clarify how it will reach its goals. Breakout sessions were held to discuss and refine this new framework.*

**Group 1:** Strengthen the Business Base and Attract New Businesses to Vacant Land ([View Objective 1 Logic Model](#))

**Attendance:** Sylvia Ramirez, Domanic Riley, Ian Hembree, Donika Moreno, Amber Weber, Daniel Hamilton, Julieta Gonzalez, Jefferey Nguyen, Genevieve Fong, William Burties, Shadeh Rassoulkhani

- Main Topics of Conversation
  - Reviewed existing activities, such as walkability and accessibility of transportation for potential business customers, providing support to Diamond BID (completed), pursuing a Buy Local campaign with SD Made, following up on Livewell's Virtual Connection Hub, aligning our tactics with the City of San Diego Economic Development Department's Strategy Update.
  - Discussed how affordable housing/rent control can promote stability among the Promise Zone's primary economic base, its long-term residents.
  - Discussed how to incorporate safety into its existing objective:
    - Reviewed goals on logic model to see which ones could best be re-focused towards promoting business, customer, or investor safety.
    - William Burties felt that safety could be promoted through other means, such as by holding events (performances, vendor markets, food markets) that increase economic activity and foot traffic in areas of the Promise Zone that were more susceptible to petty crime, such as vacant land. The hope is that the increased deterrence effect of groups of people actively engaged in the community would be enough to create an atmosphere of safety in the Promise Zone.
  - Discussed using shuttle service to promote business traffic and safety for both on-foot and vehicle-based customers, such as the Way Outside the Lines trolley event and Chicano Park Museum's Via Verde shuttle.
  - Discussed working with Logan Heights CDC to help street vendors with licensing since they already hold similar events that assist with business licensing.

**Group 2:** Support Small Businesses, Entrepreneurs, and Self-Employed Residents ([View Objective 2 Logic Model](#))

**Attendance:** Danielle Stephen, Roosevelt Williams III, Zachary Engberg, Rebeca Nava-McClellan, Brandon Tran, Viridiana Quintana, Rose Marks-Patton, John Tucker, Andrew Soliz

- Main Topics of Conversation
  - Discussed displacement and how group can help prevent it.
  - Discussed examples of predatory lending in the Promise Zone.

- John Tucker brought up an example of a restaurant that needed equipment, but the loan granted to them by a major financial institution had a 43% daily interest rate. Owner didn't realize this until 1-2 years later.
- Is there was a way to regulate or incentivize small businesses to look at 2-plus lending institutions and would the City be able to help?
  - Viridiana replied that they could possibly work with the City Treasurer, connect them to Accessity, LISC, etc, or refer them to Catalyst's access to capital matrix. Link to Matrix: [PowerPoint Presentation \(catalystsd.org\)](https://www.catalystsd.org)
  - Zachary brought up Cal Coast and their new branch in the Promise Zone. Thought with a physical location they could provide real-time financial assistance/advice to Promise Zone businesses.
  - Roosevelt brought up the possibility of grading lenders in a similar manner to food safety or BBB ratings.
- John stated he would love to discuss this in more detail, and perhaps it would be possible to create a coalition of San Diego CDCs to update Catalyst's matrix. If the group provided educational packets to business owners, they could put them in touch with positive service providers.
- Danielle posed the possibility of a youth financial wellness assembly to help break the cycle of debt that traps many people and prevents them from improving their economic situation.

#### **Breakout Room Discussion Review in Large Group:**

- Group 1 explained how they would like to incorporate safety into their objective by holding events on vacant land to prevent crime. They also discussed incorporating EDS Objectives on increasing marketing to promote safety and how to make the Promise Zone a vibrant location for potential tourists.
- Group 2 focused on financial safety and more importantly predatory lending and how to prevent it, whether the City can regulate lenders, and efforts they can take to promote financial literacy and financial wellness among the residents of the Promise Zone.

#### **Final Comments and Farewell:**

- Amber thanked everyone who participated and expressed anticipation for the next meeting, which is scheduled for Thursday, September 26 from 10 AM to 11:30 AM via Zoom.

#### **Meeting Conclusion:**

- **Meeting Day for Next Month:** Thursday, September 26, 2024, 10:00 am-11:30 am
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>