

# **CAPACITY BUILDING GRANT PROGRAM RECIPIENT SUMMARIES**

Fiscal Year 2024

# OVERVIEW

12 Organizations	Amount Awarded
Access, Inc.	\$29,983.00
All For Logan	\$25,000.00
Bayside Community Center	\$18,067.45
Business For Good	\$30,000.00
Chicano Federation of San Diego County	\$20,000.00
Convoy District Partnership	\$30,000.00
Logan Heights Community Development Corporation	\$12,250.00
Mid-City Community Music	\$28,980.00
Otay Mesa Chamber of Commerce	\$17,000.00
San Diego African American Museum of Fine Art	\$30,000.00
Via International	\$29,680.00
Viet Vote	\$30,000.00
<b>Total</b>	<b>\$300,960.45</b>

The Economic Development Department values the commitment to invest and collaborate in the San Diego Promise Zone. In Fiscal Year 2024, \$175,910.00 from the Capacity Building Grant program were allocated to Promise Zone-specific projects.

# SUMMARIES

## [Access, Inc.](#)

### *Microenterprise Program*

Access, Inc. has robust efforts to build awareness, recruit, and serve entrepreneurs. Providing marketing support to business owners is a key component to their programming. Many businesses are market vendors and need updated materials. The Capacity Building Grant funds helped cover direct business expenses and was used on the following: marketing materials and supplies, food industry permits, as well as direct consulting services.

## [All For Logan](#)

### *Community Beautification*

All For Logan empowers the Barrio Logan community through the various business programs and services offered with a focus on celebrating the community and preserving the rich history. Through the Capacity Building Grant, the organization focused on community beautification. Grant funds supported monthly maintenance and beautification in addition to covering key cultural event expenses such as supplies, marketing, and permits.

## [Bayside Community Center](#)

### *Community-Supported Microenterprise Program*

Bayside Community Center champions the residents of Linda Vista through services, education, and advocacy. The Community-Supported Microenterprise program provides direct support to small businesses with an emphasis on finance, marketing, operations, and licensing. The Capacity Building Grant funds provided programmatic expansion through software and hardware upgrades, increasing their ability to reach more microentrepreneurs in Linda Vista.

## [Business For Good](#)

### *Business Development Events for Immigrant Business Owners*

Business For Good unites business owners to make San Diego a better place for all. Business For Good advocates for immigrant-owned businesses and supports them with their business journey. The Capacity Building Grant funds helped cover two Citizenship Drives; each event was a workshop dedicated to a business owner's pathway to citizenship. Funds were used on consulting services, marketing, and other event specific expenses.

### **Chicano Federation of San Diego County**

#### ***Business Support for Childcare Businesses***

The Chicano Federation provides childcare-centered services through the Infant Toddler Care Program and Childhood Nutrition Program. Many childcare providers do not have the proper funds to access and purchase materials to continue advancing their businesses. With Capacity Building Grant funding, the Chicano Federation purchased materials and supplies for childcare business owners who are often women of color.

### **Convoy District Partnership**

#### ***Promoting Cultural Identity***

The Convoy District Partnership oversees the transformation of the greater Convoy area into a vibrant cultural center, dining destination, and innovative economic hub. The organization leveraged Capacity Building Grant funding to cover expenses related to marketing and promotion such as wayfinding signage in the form of street banners, flag banners, and installations. Funds also helped cover mural expenses.

### **Logan Heights Community Development Corporation (CDC)**

#### ***Community Infrastructure and Business Promotion***

Logan Heights CDC serves the Greater Logan Heights area through economic and community development. Logan Heights CDC used the Capacity Building Grant to invest in community needs including banner installations along Imperial Avenue. A key component is providing a cohesive identity that will bring returning visitors as well as new customers to the local business community.

### **Mid-City Community Music**

#### ***Youth Business Support***

Mid-City Community Music strives to amplify the voices of San Diego's most impacted and underserved youth by empowering them to tell their stories through art businesses that reflect their cultures, communities, and experiences. Through their Entrepreneurs Program they provide trainings to transition art hobbies into a business. With the Capacity Building Grant, Mid-City Community Music added training for youth in the Promise Zone and Opportunity Zones. Funds covered expenses for the cohort such as tablets.

### **Otay Mesa Chamber of Commerce**

#### ***Technology and Marketing***

The Otay Mesa Chamber of Commerce serves businesses in the Otay Mesa border region. They dedicate much of their efforts to communications and outreach within the area. The Capacity Building Grant assisted with communication efforts by supporting the organization's IT needs including software and cloud-based programs. Funds were also used on a business networking expenses with the goal of fostering collaboration between businesses.

### **San Diego African American Museum of Fine Art**

#### ***Black Arts & Culture District Event***

The mission of the San Diego African American Museum of Fine Art is to present and preserve the art of African Americans. The organization helps foster an appreciation of art through public programs and events. The Capacity Building Grant funds helped cover expenses for a community event intended to bring people to the commercial corridor of the district. The event also offered an opportunity to showcase local shops and vendors.

### **Via International**

#### ***Supporting Microenterprise Home Kitchen Operations in Barrio Logan***

Via International supports entrepreneurs on both sides of the border and works collaboratively with community-based organizations. A key initiative they are leading is identifying a space for local artisan entrepreneurs (primarily women bakers) to build a collaborative kitchen space. With Capacity Building Grant funds their organization covered the venue, materials, and set-up for artisan product sales. Via International also formalized other marketing and development components of their initiative.

### **Viet Vote**

#### ***Activation in the Little Saigon District***

Viet Vote is dedicated to serving the Vietnamese community by bridging resources, programs, and services into the community. With Capacity Building Grant funds their organization led the activation in the district through cultural decorations such lights and lanterns. Funds also contributed to the creation of a small business directory for the Little Saigon district and the promotion of the businesses in the community.