



Economic Activity Working Group

FACT SHEET



The Promise

To co-create an ecosystem of opportunity and investment through collaboration that addresses systemic racism and inequities to improve the quality of life of Promise Zone residents

Co-Chairs



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Active Partners

- Access Inc.
- Accessity
- California Coast Credit Union
- City of San Diego
- Diamond Business Association
- Governor’s Office of Business and Economic Development (GOBiz)
- International Rescue Committee—SBDC
- Jacobs Center for Neighborhood Innovation
- Local Initiatives Support Corp. (LISC)
- Logan Heights CDC
- mohuman
- Office of Juan Vargas 51st Congressional District
- San Diego & Imperial SBDC Network
- UCSD

Priorities and Strategies

Goal: Increase Economic Activity

Objective 1: Increase and improve access to capital

- Coordinate and organize technical assistance and small business support resources to map out a referral ecosystem
- Identify and get capital funding to flow specifically to Promise Zone businesses
- Establish a California Coast Credit Union bank/branch services within the Promise Zone
- Increase broadband accessibility to small businesses and business districts in the Promise Zone
- Promote small businesses’ ownership of rented spaces and buildings
- Empower and inform businesses through post-pandemic recovery
- Host small businesses for Voices of the Community guest speaker series

Contacts

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