



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Notes

Thursday, September 26 | 10:00 AM – 11:30 AM | via Zoom

Economic Activity Goal: Increase and Improve Access to Capital

In Attendance:

Access Inc. (Ed Calungsod, Julieta Gonzalez), **Accessity** (Juliet Terramin), **City Heights Community Development Corporation** (Sylvia Ramirez), **City of San Diego - Economic Development Department** (Alex Southard, Michele Marano, Sean Karafin, Viridiana Quintana), **City of San Diego Promise Zone** (Amber Weber, Roosevelt Williams III, Ian Hembree, Daniel Hamilton, Domanic Riley, Rebeca Nava-McClellan, Donika Moreno), **Civic Communities** (Gustavo Bidart), **County of San Diego – Office of Homeless Solutions and Equitable Communities** (Kayley Kubat) **Department of Housing and Urban Development** (Megan Emme), **International Rescue Committee** (Irene Bwayo), **Logan Heights Community Development Corporation** (Leonardo Ortiz, William Burties), **Office of Juan Vargas, 51st Congressional District** (Genevieve Fong), **Partnership for Environmental Progress** (John Tucker), **San Diego Black Business Network** (Prince Graham), **San Diego Community Power** (Melissa Elder), **San Diego Regional Economic Development Corporation** (Liz Muthoni)

Meeting Notes:

Welcome, Introductions, and Agenda Review:

- Sylvia Ramirez welcomed everyone to the September Economic Activity Meeting, while mentioning that Danielle would not be able to make this month's meeting but was looking forward to joining us at next month's meeting.
- Our agenda for this meeting consisted of presentations by the City of San Diego's Economic Development Department and Logan Heights CDC about the grants and programs they have available to assist small businesses and non-profits that are focused on increasing economic growth in the Promise Zone. After the presentations we would return to our breakout groups to further discuss our logic models.
- The culture share for this month was dedicated to one-hit wonders, and asked participants to take a moment to reminisce on a one-hit wonder that they remembered from their youth.

Partner Announcements:

- **Juliet Terramin:** Accessity's 30th anniversary celebration will be on October 17 from 5:30 - 8:30 pm at Liberty Station. Tickets are available here and if you use the code STAFF you'll receive a \$25 discount: <https://www.eventbrite.com/e/accessitys-30th-anniversary-celebration-tickets-980250815577?aff=oddtcreator>

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

- **Kayley Kubat:** The Southeastern Live Well Center's Community-based Organization Suite is available for community-based organizations to work, meet, and use as a central location. Huddle rooms and workstations are available Monday – Friday from 7:00 a.m. – 5:00 p.m. Reservations can be made here: [Link to Register](#)
- **Genevieve Fong:** The [EPA Communities Change Grant](#) will be opening for a second round of funding that will extend throughout the month of November. Congressman Vargas' office would like to have a non-profit as primary partner on the next Community Change Grant application.
- **Leonardo Ortiz:** Shared several updates from [Logan Heights CDC](#) including:
 - A partnership with Councilmember's Vivien Moreno's office to put on a small resource fair in Barrio Logan at Barrio Logan Station.
 - The start of a Spanish entrepreneurship LEEP cohort. Logan Heights CDC will fund permitting costs for participants that complete program. Orientation starts on October 2, 2024.
 - On October 3, 2024, the Career Financial Advancement Center will be holding a Job Fair at Logan Heights Library. Twenty employers will be in attendance, and assistance with how to navigate a job fair will be available for interested parties before the job fair commences.
- **Domanic Riley:** Announced the Prebys Sparx Challenge a \$1.1M initiative aimed at improving youth mental health through arts, culture, and nature. The deadline to register is November 7, 2024, and the application deadline is December 4, 2024. Additional details about the challenge can be found [here](#) and you can take a short assessment and register for the challenge at <https://www.prebysparx.org/>.

Promise Zone Updates:

- On September 5, Promise Zone manager Amber Weber presented at the City-County Reinvestment Task Force co-chaired by San Diego City Council President Sean Elo-Rivera and County Supervisor Monica Montgomery Steppe and gave updates on the Promise Zone's economic well-being, business investments, and housing. A recording of the presentation can be found here: <https://www.youtube.com/live/ySkFBK6pqE?si=8D9AwenUURM4NNax>
- The Community Spotlight for the month of September is Sarah Tuakli Cooper who currently serves as a co-chair of the Jobs & Education working group, and Executive Director of the Elementary Institute of Science.
 - Sarah has been involved in advancing diversity, equity, and inclusion in STEM since 1964 and has been further honored by being included in the Jewish Community Culture Center's 6 Women in Stem presentation.
 - To submit a nominee for a future spotlight, use this google forms link: https://docs.google.com/forms/d/e/1FAIpQLSehcidTURu9Xb6lywuyh4z4y9JgqD_CFxmXdNgSheNjaDp8Hw/viewform?usp=sharing
- The Promise Zone's September Newsletter was released on September 4, 2024, with an extensive list of grants for partners to pursue. To stay informed, The Promise Zone team highly encourages you to sign up for the newsletter mailing list.
 - Sign-up link is located here: [City of San Diego, Economic Development Department : Sign Up to Stay in Touch \(constantcontact.com\)](#)

EDD: CDBG and Business Grants Presentation:

- Sean Karafin and Alex Southard introduced themselves as former members of the Promise Zone Team and provided insight into the work the Community and Business Engagement's BEAR (Business Expansion, Attraction, and Retention) division does to improve the economic well-being of small businesses across the city by:
 - Managing the City's 18 Business Improvement Districts
 - Promoting San Diego around the world through its Tourism and Capital subdivision.
- The City's BEAR division also provides several programs to directly assist small business owners including:
 - Business Cooperation Program – Allows businesses to decide where they pay taxes.
 - Storefront Improvement Program – Provides professional design assistance to businesses to improve curb appeal.
 - Reimbursement-based grant where applicant can receive up to \$8,000 for fees associated with upgrading the facade of their structure.
 - Eligible Improvements:
 - Awnings, lighting, signage, windows and doors, exterior artwork, defined outdoor spaces, and landscaping.
 - Majority of applicants are located in Council Districts 2, 3, and 9.
 - Outdoor Business Grant Program – Allows outdoor dining in public right-of-way.
 - Business Incentive Program – Awards up to \$100,000 to businesses that intend to stay in San Diego.
 - Revolving Loan Fund – Low-interest rate loans for businesses that require an affordable injection of capital for expansion, retention, or growth.
- The Community and Business Engagement's Community Development Division provides grant opportunities to San Diego non-profits specialized in small business assistance. These programs are:
 - Capacity Building Program – Supports community-based organizations that directly support small businesses in under-resourced communities.
 - Priority given to organizations in the Promise Zone, Opportunity Zones, or LMI (Low-to-Moderate Income) areas of San Diego.
 - Grants range from \$10,000-\$30,000. Technical assistance such as website development also offered as part of program. Grant award cannot cover staff costs.
 - Application period closed on September 27, 2024.
 - For more information, visit <https://www.sandiego.gov/capacity-building-grant>.
 - Economic Development Fund – Promotes economic development, tourism, and small business support through funds collected through the Transient Occupancy Tax (TOT). Utilizes the Small Business Enhancement Program (SBEP) to supports small business efforts Citywide and in Microdistricts.
 - The minimum and maximum amounts of funding that can be requested by funding source are as follows:

- TOT – Economic Development: \$20,000-\$60,000
 - SBEP- Citywide: \$10,000-\$30,000
 - SBEP – Micro districts: \$5,000-\$15,000
- Community Development Block Grant – Designed to improve LMI communities through the creation and expansion of community and economic development opportunities.
 - Notice of Funding Availability (NOFA) will be released on October 7, 2024.
 - Schedule of tentative deadlines:
 - Request for Qualifications (RFQ): November 8, 2024
 - Request for Proposal (RFP) release date: December 9, 2024
 - Request for Proposal (RFP) submission date: January 17, 2025
 - A virtual RFQ workshop will be held on Thursday, October 10, 2024, at 10 a.m. (PDT).
 - For more information, visit <https://www.sandiego.gov/cdbg/apps>.
- The City's 11-member Small Business Advisory Board is currently looking to fill a vacancy due to one member stepping down last year. The board would like the new member to be a small business owner as its primary task is to advise the mayor and City Council issues related to regulatory relief and policy reform for small businesses.
- The Consolidated Plan Advisory Board makes recommendations to the mayor and City Council on CDBG grant awards and RFP criteria. The role of the CPAB is critical for providing public feedback on the City of San Diego's federal grant programs. Currently they have vacancies for seats from Council Districts 1, 4, 6, and 9.
 - If you know anyone interested in taking on this responsibility, they can apply here: <https://onboard.sandiego.gov/apply/board/3427>
 - For any additional questions, please contact CPAB liaison Nadine Hassoun (nhassoun@sandiego.gov).

Logan Heights CDC: Small Business Assistance Programs Presentation:

Leonardo Ortiz of Logan Heights CDC presented on LHCDC's Vendor Assistance Program:

- The vendor Assistance Program was started in response to City's Sidewalk Ordinance restricting activity of unlicensed vendors. Program was forced to expand to sidewalk vendors near areas that are under the jurisdiction of the Port of San Diego after they implemented their own restrictions.
- By cooperating with the Port of San Diego, Logan Heights CDC assists vendors with attaining their business licenses and other required permits, so that they can successfully complete the Port's online application and be entered into an opportunity drawing for the limited number of vending spaces the Port has available.
 - This will be 3rd cycle that this program has been in place.
 - Application to enter into drawing opens on Oct. 1 and ends on Oct. 30.
 - 36 vendors will be picked to have space this year; but new vendors are picked each year.
- To address the limited vending space available each year due to vendors competing for space with other tourism-focused industries at the Port the LHCDC has looked into alternate locations including:
 - Conducting the Greater Logan Heights Community Market once per month.

- Sharing community events on Facebook.
- Workshops and education on enhancing the vending state of mind and furthering their entrepreneurship journey toward eventually becoming a brick-and-mortar establishment.

Q & A:

- **Juliet Terramin:** How is the information getting to small business and how can we support that?
 - The Port of San Diego's Parks and Rec. Department has a website for vendors. In addition, the 200 vendors who ply their wares at Seaport Village have created their own contact list to keep each other informed.
 - Juliet mentions that Accessity may want to share the Vendor Assistance Program on their social media profiles.
- **Juliet Terramin:** What is the vendor assistance process like, and do you only assist vendors who come to Logan Heights CDC for help?
 - LHCDC assists vendors every step of the way. They host Educational Workshops in October and November and are open from 9 am -12 pm for one-on-one appointments. They also make outreach efforts and go to where vendors are located to provide assistance.
- **Prince Graham:** What type of businesses are you catering this program to?
 - Any business that can be a pop-up shop like a photography, food, or jewelry stand. LHCDC also assists more traditional businesses with attaining their business licenses as part of the Small Business Development Center (SBDC) network.

Economic Activity Logic Model Breakout Groups:

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

Attendance: Sylvia, Domanic, Ian, Daniel, Viridiana Quintana, William Burties, Kayley Kubat, Megan Emme, Irene Bwayo, Prince Graham, Melissa Elder, Liz Muthoni

Group 1 re-focused on their main objective of identifying and activating vacant land:

- As part of re-visiting the topic of vacant land, Domanic shared a map that displayed City-owned land throughout San Diego. Map is linked [here](#). Questions that arose were:
 - Is this map related to previous inquiry that the Working Group had done into the Surplus Lands Act?
 - Map is unrelated to Surplus Lands Act and is only a listing of City-owned Real Estate (Airports, Libraries, Transportation, etc.).
 - Does map include ownership or current uses of City-owned property?
 - There is a legend that identifies primary categories that land falls under and clicking on a parcel of land displays its current use and occupant.
 - Could we contact someone at the city to give us a better explanation of the map.
 - Amber Weber and Michele Marano are currently working on identifying someone at the City who can do that.

- Irene Bwayo indicated that the International Rescue Committee is attempting to activate spaces in the City Heights area and identified similarities between their efforts and the Working Group's goal of developing vacant land in the Promise Zone.
- Upon reviewing the goal of implementing a shuttle service in the Promise Zone, the Chicano Park Museum and Cultural Center's Via Verde shuttle was brought up.
 - Domanic mentioned that we may get an update from them about the shuttle at the next Healthy Communities Working Group meeting.
 - The possibility of the program being expanded across the Promise Zone was also considered now that the EPA Healthy Communities Grant has announced a second round of funding.
- Irene asked if anything was being done with the Diamond BID?
 - Domanic explained that the Working Group received an update from EED on the Diamond BID in February of 2024.
 - Viridiana clarified that the Diamond BID only covers a small portion of the Promise Zone and that no other BID covers any other portion of the Promise Zone. However, there are two Maintenance Assessment Districts that cover the Promise Zone (Barrio Logan MAD and Central Commercial MAD) and invited any participant concerned about business safety vis-a-vis infrastructure and cleanliness in the Promise Zone to attend the monthly meeting held by the MAD's with their board/assessment payers. Information from past MAD meeting can be found here: [Barrio Logan MAD](#), [Central Commercial MAD](#)
- Sylvia asked if there were any updates on vendor parameters or changes to the City's Vendor Heat Map?
 - Domanic replied he would investigate and follow-up on it during the next meeting.
- Melissa Elder brought up that SD Made will be hosting a Holiday Market in November.
 - Sylvia thought this market would be great for activating vacant lots in the Promise Zone and create additional spaces for vendors. She proposed collaborating with SD Made and merging this into the Buy Local campaign.
- As the meeting came to a close, Sylvia indicated that all the activities under the Economic Activity Logic Model are interrelated and that properly utilizing the shuttle could help connect them all together into a singular, cohesive goal.

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

Attendance: Amber, Roosevelt, Donika, Bex, Julieta Gonzalez, John Tucker, Leonardo Ortiz, Ed Calungsod, Juliet Terramin, Michele Marano, Gustavo Bidart

The discussion in Group 2 returned to the topic of predatory lending that was begun in August:

- Main questions the group discussed were:
 - How do we help businesses in the Promise Zone protect themselves, educate them, and how do we prevent predatory lending in the first place?
 - How do we increase economic activity safely?

- Juliet and John agreed to connect with each other and discuss how their organizations could partner and address predatory lending in the Promise Zone.
 - Suggestions they brought up include creating a webinar or an information packet.
 - They also would like to see the information packet become a requirement for every business who receives a license through the City.
- Many members would like to move the Economic Activity Working Group meetings to the afternoon to avoid conflicts with SBDC's monthly meeting that are also held on the 4th Thursday of every quarter.
- Leonardo Ortiz will review vendor parameters regarding safety for vendors and will follow-up next month.
- Suggestions were made to look into two websites that were specifically focused on business grants:
 - Founder Fuego's newsletter which includes grant funding opportunities.
 - Roosevelt Williams III will reach out to Amber Terrick for more information on this organization.
 - Hello Alice, which is a grant software to upload grant opportunities, and which also publishes its own newsletter.
 - The Promise Zone promised to research this newsletter and see if it made sense to include opportunities from it in future Promise Zone newsletters.

Breakout Room Discussion Review in Large Group:

- The conversation in Group 1 consisted of how to tie their existing Logic Model activities into pre-existing partner-led initiatives in the Promise Zone. As a group they settled on implementing spaces for vendors along the planned Via Verde shuttle line. An additional idea the group thought would be timely given the holiday season was collaborating with SD Made and promoting their Holiday Market to vendors that weren't able to claim a spot at the Port of San Diego's opportunity drawing.
- During the breakout, Group 2 discussed having additional off-line and non-working group meeting to maintain momentum on addressing predatory lending. John Tucker from Partners from Economic Prosperity and Juliet Terramin from Accessity are looking to lead these efforts. They also discussed whether the Economic Activity Working Group times will need to be re-arranged to account for the quarterly SBDC meeting. Leonardo Ortiz was tasked with following-up on this item and providing Amber Weber with the dates and times of future SBDC meetings.

Final Comments and Farewell:

- Amber thanked everyone who participated and expressed anticipation for the next meeting, which is scheduled for Thursday, October 24 from 10 AM to 11:30 AM via Zoom.

Meeting Conclusion:

- **Meeting Day for Next Month:** Thursday, October 24, 2024, 10:00 am-11:30 am

- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>