

Economic Development Department

September 2024

Business Expansion, Attraction, & Retention (BEAR) Division



Small Business
Engagement



Tourism & Capital

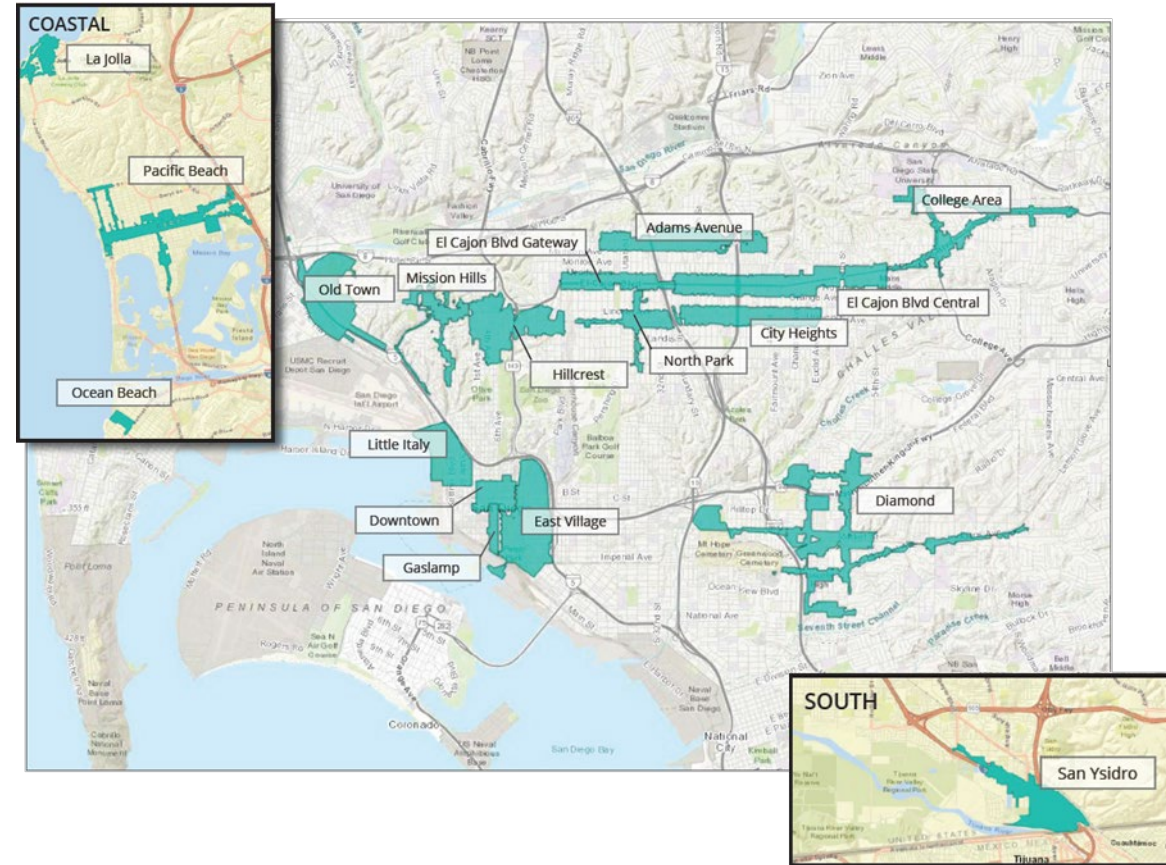


Innovation,
Manufacturing &
Trade



Neighborhood Business Districts

- 18 Business Improvement Districts (BIDs)
- 11 Property Assessment Districts (MADs/PBIDs)
- Capacity Building Grant Program



Business Walks

Purpose:

- Community organizations and City representatives visit small businesses
- Approximately 100 small businesses along a commercial corridor (1-mile stretch)
- Build relationships and share resources



Business Finance Loan Program

- CARES Act Revolving Loan Fund
- SD Region Revolving Loan Fund

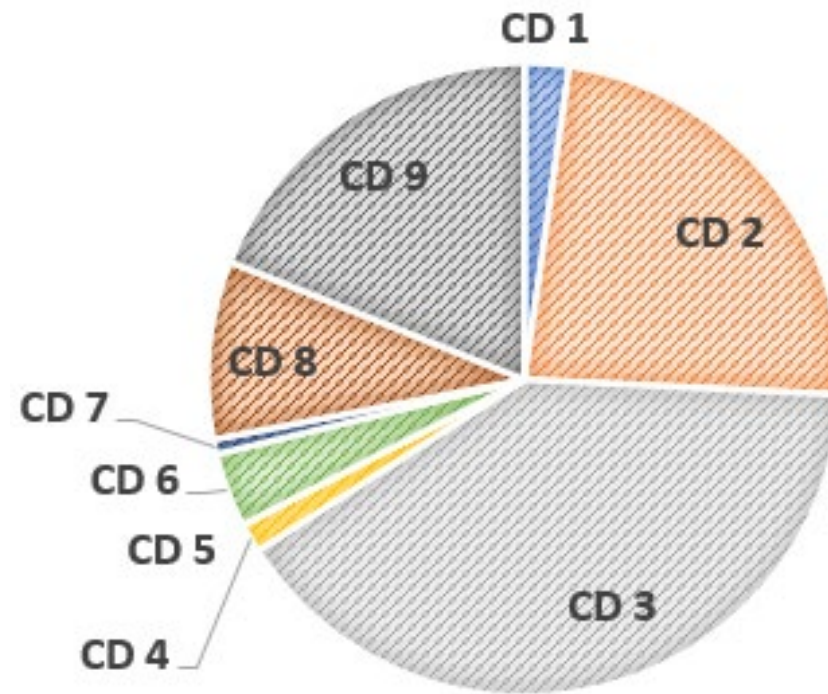
Eligibility Requirements

- The business has a commercial location in the City of San Diego, with loan funds to be spent at that location
- Businesses must have an active [City of San Diego Business Tax Certificate](#)
- The loan must be used to create or retain employment opportunities in the City of San Diego
- Startups interested in applying for a loan must have at least a six-month operating history in a supportive business environment (e.g., incubator, accelerator, business development program, etc.)

Storefront Improvement Program (SIP)

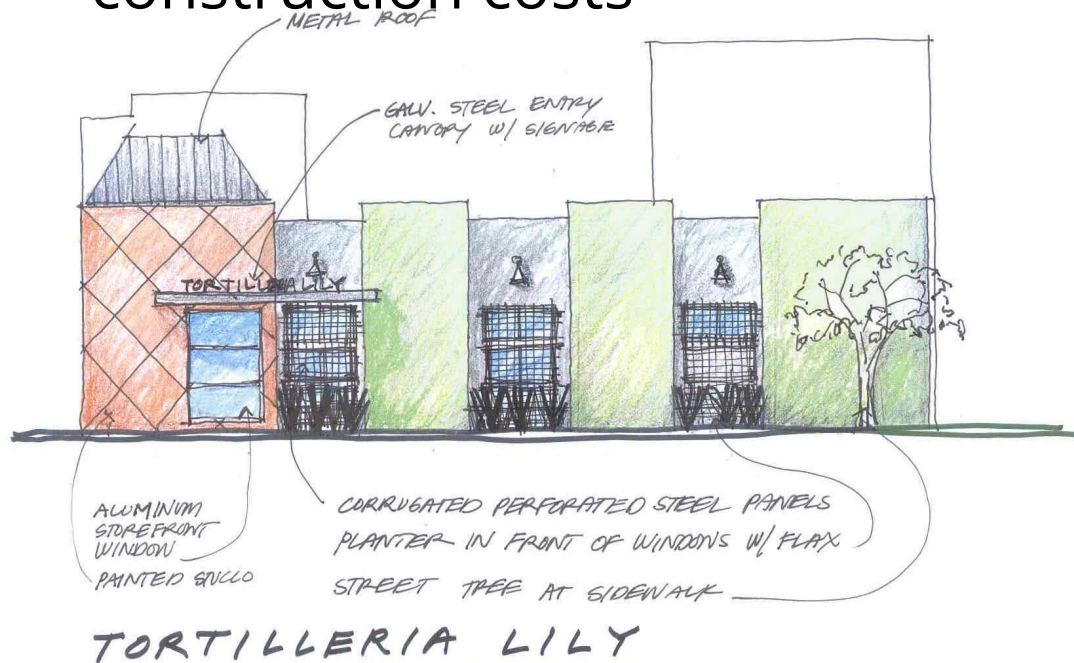
- The goal is to enhance the “curb appeal” of small commercial structures
- Open to businesses located in the City of San Diego with a valid business tax certificate

Applicants since 2019,
by Council District



SIP Program Benefits

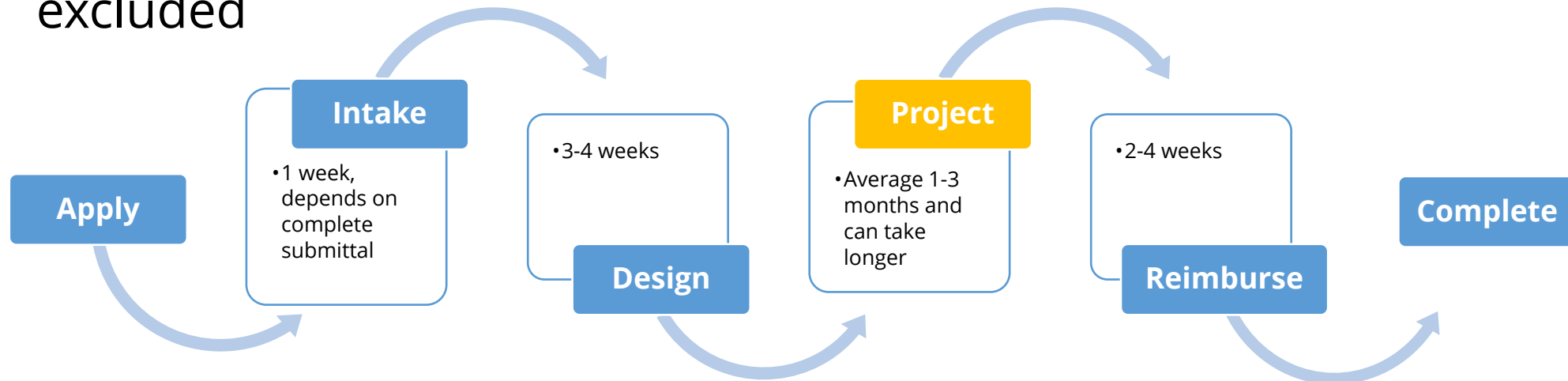
- Professional design assistance
- Grant of one-half of expended construction costs



Wheat and Water conceptual design by Ergo Architecture

SIP Program Benefits

- Standard Incentive category: single business and will receive half what they spend, up to \$8,000
- Extra incentives for businesses located in an Opportunity Zone, in the SD Promise Zone, or if they are undertaking a historic restoration
- Residential structures, Government buildings, and chain stores are excluded



Eligible Improvements

- Awnings
- Lighting
- Signage
- Windows and doors
- Exterior artwork
- Defined outdoor spaces
- Landscaping, planters and street trees
- Building paint and decorative material
- Accessibility modifications



Before and After Images



4006 – 4008 Van Dyke Avenue



The Lighting Element, 3140 Market Street



Little Flower, 5547 El Cajon Boulevard

Innovation, Manufacturing, & Trade

Provide technical permitting assistance and support for:

- ✓ Life sciences
- ✓ Aerospace & defense
- ✓ Cleantech & energy
- ✓ Food & beverages
- ✓ Electronics & telecom
- ✓ Warehouse and logistics
- ✓ Others



Permitting & Technical Support

Due diligence:

- ✓ Identify potential locations
- ✓ Identify zoning and development standards
- ✓ Research archives
- ✓ Confirm submittal requirements

Permitting:

- ✓ Liaison between applicant and Development Services Department (DSD)
- ✓ Monitor permit progress
- ✓ Troubleshoot and assist with issues resolution