



The City of



# Economic Development

# REPORT

## El Cajon Boulevard Business Walk

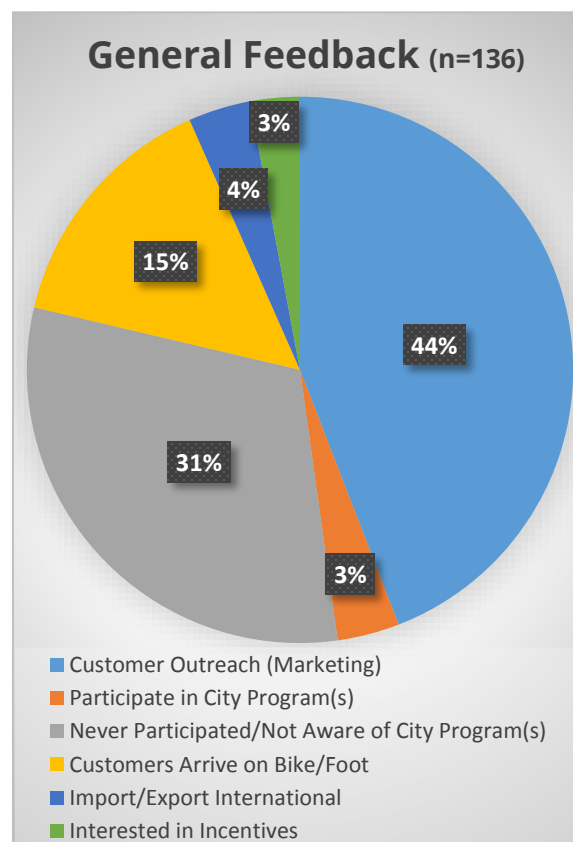
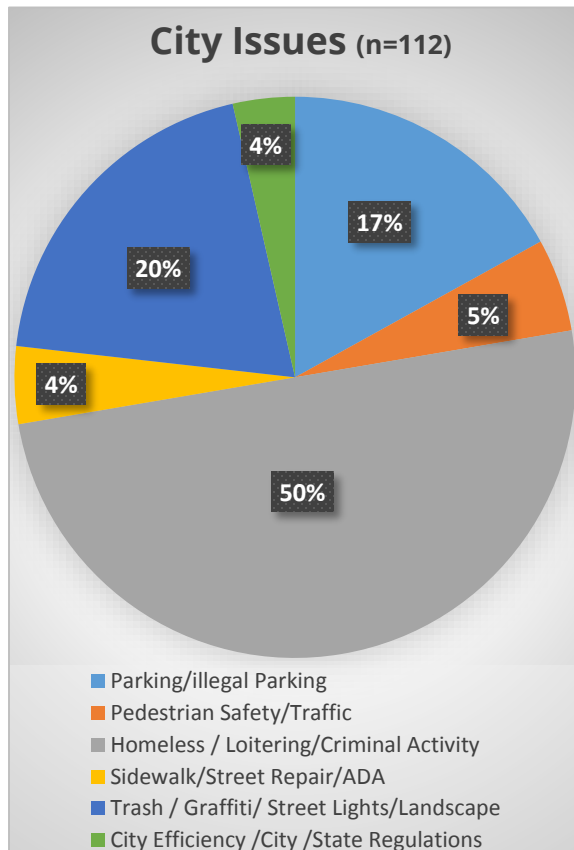
The Economic Development Department's Neighborhood Investment Unit held its sixth Business Walk on **April 26, 2017**, canvassing businesses from the 1800 to 5400 block of El Cajon Boulevard. More than 30 volunteers – the most for a business walk – participated in this outreach effort that engaged local business owners, surveyed them about their concerns and distributed The Boulevard Business Improvement Association business cards and an EDD leave-behind promoting some of the City's small business resources. KPBS News advanced and covered the walk. <https://youtu.be/MIGfEuLvo9o?t=19m56s>



Advance postcard mailed to 800 businesses on April 14, 2017

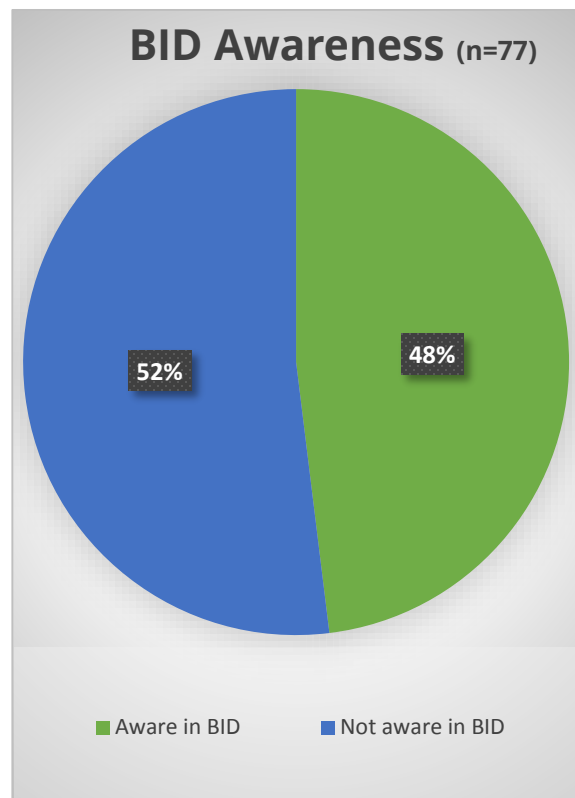
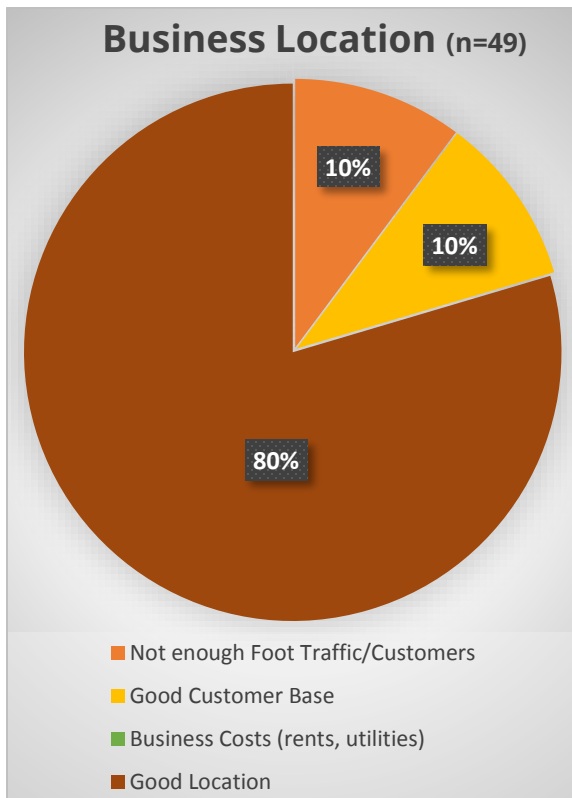
- **Volunteers:** 31 (Economic Development Department staff, CD9 Councilmember Georgette Gomez and staff, CD3 staff, El Cajon Boulevard BIA, City Heights Community Development Corp., City's Small Business Advisory Board, ACCION and San Diego Workforce Partnership)
- **Number of Businesses Visited in 18 Walking Zones:** 532
- **Number of Surveys Completed:** 136

### Survey Results





## Survey Results (continued)



## Promotional Material Left at ALL Businesses Visited (5x7)

**Start and Grow Your Small Business**  
See what the City of San Diego's Economic Development Department can do for you

**Visit our counter... online!**  
Check out our award-winning online business portal to make permit inquiries, start tenant improvements and connect with business loans, grants and other resources.  
**business.sandiego.gov**  
Tracy Reed  
treed@sandiego.gov  
619-236-6543

**Rack it up!**  
The City of San Diego Bicycle Program installs bicycle racks for free in the public right-of-way to encourage bicycling as a mode of transportation to shop, dine or get to your place of business.  
Get a bike rack in front of your business.  
Traffic Ops  
traffico@sandiego.gov  
www.sandiego.gov/bicycleprogram

**Get up to \$500K in gap financing**  
Do you own a small or medium-sized business, want to expand, need capital but can't meet the terms of a traditional bank? Apply for a revolving loan.  
**Small Business Micro Revolving Loan:** \$25,000-50,000  
**San Diego Regional Revolving Loan:** \$150,000-500,000  
Rosa Elena Enriquez  
renriquez@sandiego.gov  
619-236-6323  
www.sandiego.gov/economic-development/business/financing

The City of **SAN DIEGO**

Front

**After**

**Before**

Canada Steak Burger in City Heights got a makeover with the help of the Storefront Improvement Program.

**Save on Your Storefront Improvement**

Let the City help you boost your curb appeal. Businesses with 25 or fewer employees, a valid business tax certificate and public-facing storefronts can get **free façade design assistance and construction rebates.**

Storefront Improvement Program participants can receive as much as:

- \$8,000 (up to 50 percent of eligible construction costs) on a single makeover;
- \$12,000 (up to two-thirds) on a historic restoration; or
- \$16,000 (up to 50 percent) for a multiple-tenant property.

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**Economic Development**  
SD  
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Back