

San Diego Promise Zone

Economic Development Department
California Coast Credit Union
San Diego Housing Commission

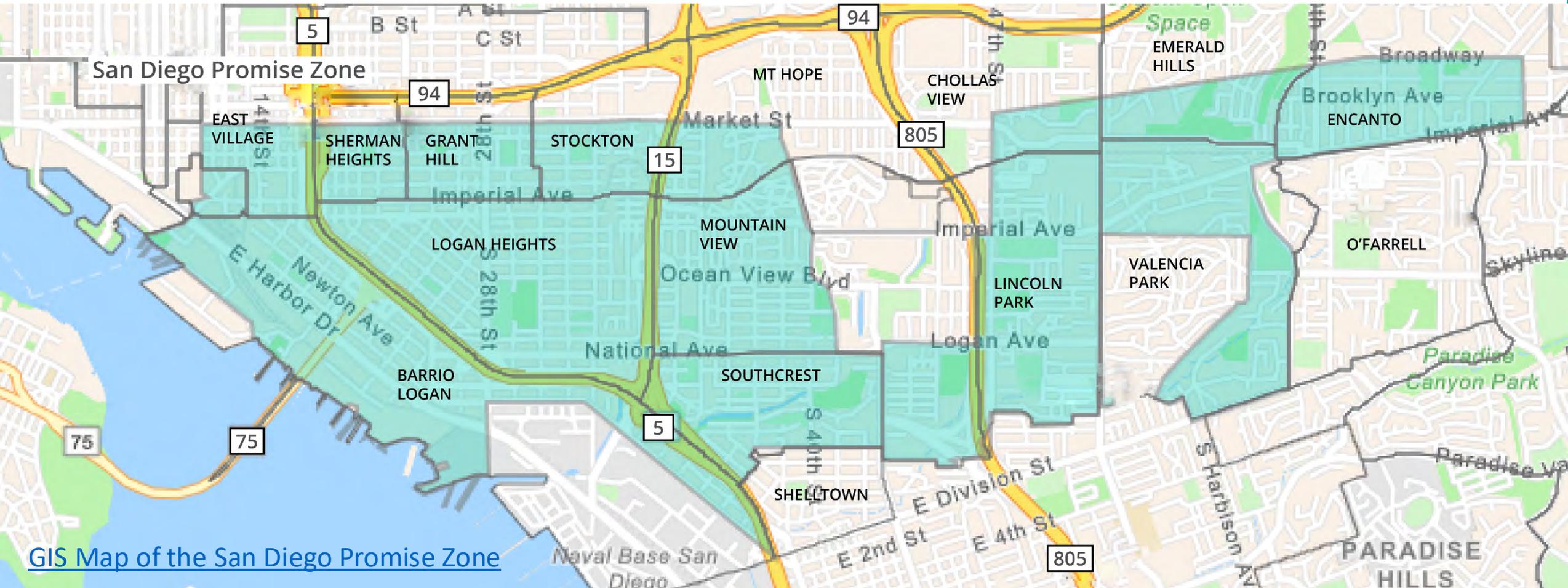
<http://www.sandiego.gov/promisezone>

Reinvestment Task Force
Sept. 5, 2024





San Diego Promise Zone (est. 2016)



[GIS Map of the San Diego Promise Zone](#)

Promise Zone Federal Benefits

- Recruitment of up to five AmeriCorps VISTA members annually (plus Leader)
- Federal liaison assigned to assist with navigating federal programs (HUD)
- Preference for certain competitive federal grants and technical assistance

A Promise Zone is a designation overseen by a federal agency and does not receive direct federal funding.



Promise Zone Eligibility (HUD)

- The Promise Zone must encompass one or more census tracts or portions of census tracts across a **contiguous geography**;
- The rate of **overall poverty** or extremely low-income (whichever is greater) of Promise Zone residents must be **at or above 33%**;
- Promise Zone boundaries must encompass a **population** of at least 10,000 but **no more than 200,000 residents**;
- Local leadership must demonstrate **commitment** to the Promise Zone effort.



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**.

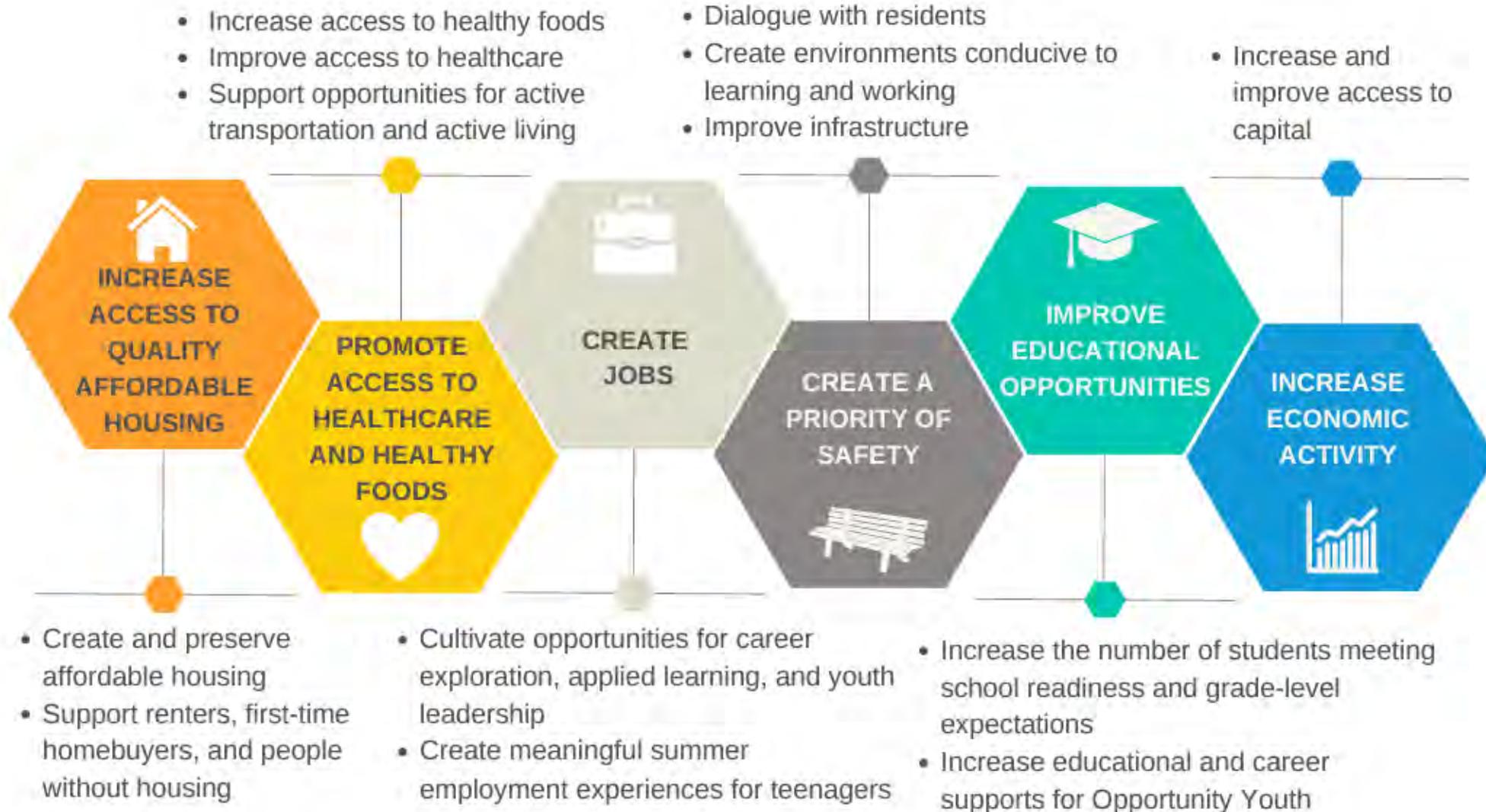
How do we do it?

By fostering **partnerships** with community-serving organizations, government agencies, philanthropic, corporate, and educational institutions with **shared goals**.

The Role of City Staff

- Help facilitate working group meetings
- Recruit and manage VISTAs
- Report to HUD and CNCS on progress
- Act as a liaison between City departments and community needs
- Advocate for prioritization among government policies
- Support partners, build relationships, disseminate resources, and connect with communities







San Diego Promise Zone Partners

- | | | | |
|---|--|--|--|
| Access Inc. | Harmonium | National University | San Diego Workforce Partnership |
| Access Youth Academy | Heartland Coalition YouthBuild San Diego | Neighborhood House Association | SBCS (Formerly South Bay Community Services) |
| Barrio Logan College Institute | Home Start, Inc. | Nile Sisters Development Initiative | SD Hip Hop Health and Wellness 5K & Festival |
| Central San Diego Black Chamber of Commerce | International Rescue Committee | Outside the Lens | Second Chance |
| Chicano Park Museum and Cultural Center | Jacob & Cushman San Diego Food Bank | Partnership for Environmental Progress | Small Business Development Center of San Diego and Imperial Counties |
| Circulate San Diego | Jewish Family Service | Paving Great Futures | Social Advocates for Youth San Diego |
| City of San Diego | Kitchens for Good | Project A.W.A.R.E. | South County Economic Development Council |
| Civic San Diego | Leah's Pantry | Project Concern International | The LEAGUE of Amazing Programmers |
| Co-Harvest | Legal Aid Society | Project New Village | United Way of San Diego |
| Community Housing Works | Local Initiative Support Corporation | Reality Changers | University of California San Diego |
| Computers 2 SD Kids | Logan Heights Community Development Corporation | Regional Taskforce on the Homeless | Urban Collaborative Project |
| Corona Enterprises LLC | Meals on Wheels San Diego County | San Diego County Office of Education | Urban Corps of San Diego County |
| County of San Diego HHSA | Metro Community Ministries Inc. | San Diego For Every Child | Urban League of San Diego County |
| D.E.T.O.U.R. | Metropolitan Area Advisory Committee on Anti-Poverty | San Diego Futures Foundation | UrbanLife Ministries |
| Diamond Business Association | mohuman | San Diego Habitat for Humanity | Workshops for Warriors |
| Diamond Education Excellence Partnership | Mongol Tribe | San Diego Housing Commission | YMCA of San Diego County |
| Dreams & Ducats | National Conflict Resolution Center | San Diego Housing Federation | Youth Will |
| Family Health Centers of San Diego | | San Diego Parks Foundation | |
| Groundwork San Diego | | San Diego State University | |
| | | San Diego Unified School District | |

Promise Zone Working Group Meetings

- **Healthy Communities:** 2nd Thursday, 10-11:30 AM
- **Economic Activity:** 3rd Thursday, 10-11:30 AM
- **Jobs and Education:** 4th Thursday, 2:30-4 PM
- **Housing Affordability:** 1st Thursday, 10-11:30 AM every other month





Working Group Co-chairs

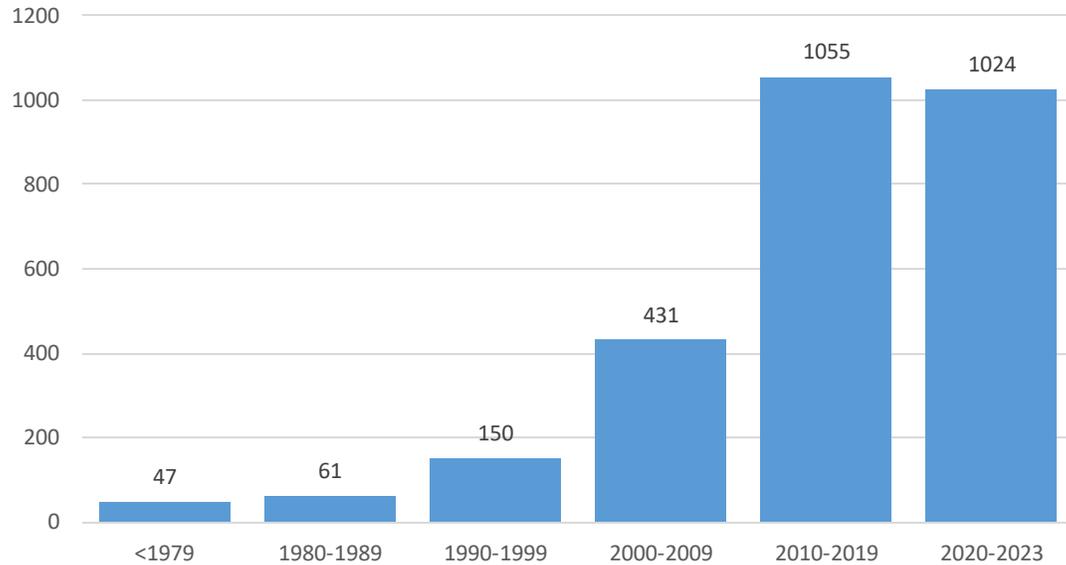


Karen Clay (she/her)	Alondra Estrada-Lam (she/her/ella)	Sylvia Ramirez (she/her/ella)	Natasha Salgado (she/her/ella)	Danielle Stephen (she/her)	Ernesto Rivera (he/him)	Sarah Tuakli Cooper (she/her)	Adria Fox (she/her)	Barry Pollard (he/him)	Jon Rios (he/him)	Rosa Ana Lozada
Healthy Communities	Healthy Communities	Economic Activity	Economic Activity	Economic Activity	Jobs and Education	Jobs and Education	Housing Affordability	Housing Affordability	Housing Affordability	Steering Committee
Founder, I Love to Glean	Community Health Promotion Specialist I, MPH, County of San Diego, Health and Human Services	Economic Development Director, City Heights CDC	Vice President of Programs and Special Initiatives, City Heights CDC	Harmony Academy Community Engagement Manager, National University	Project Specialist, Work-Based Learning, San Diego County Office of Education	Director, Elementary Institute of Science	Founder and CEO, C4GS-ZEDLife	Founder and Executive Director, Urban Collaborative Project - CDC	Director of Integrated Strategies, San Diego Housing Commission	CEO, Harmonium

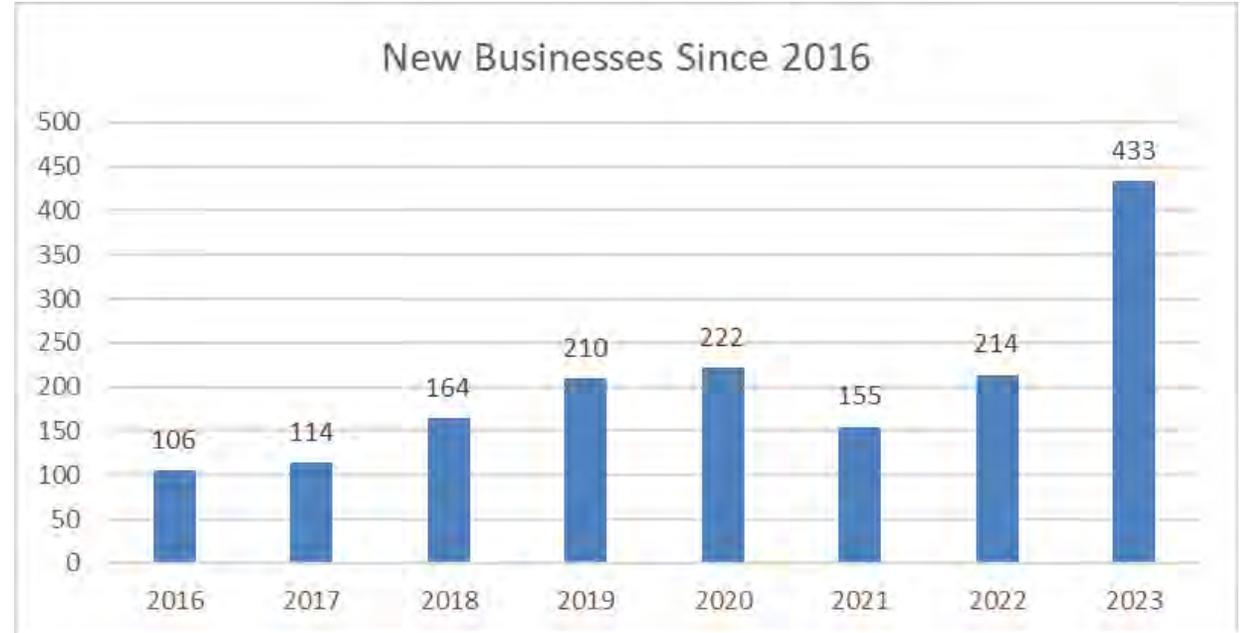


New Businesses in the Promise Zone

New Businesses by Decade



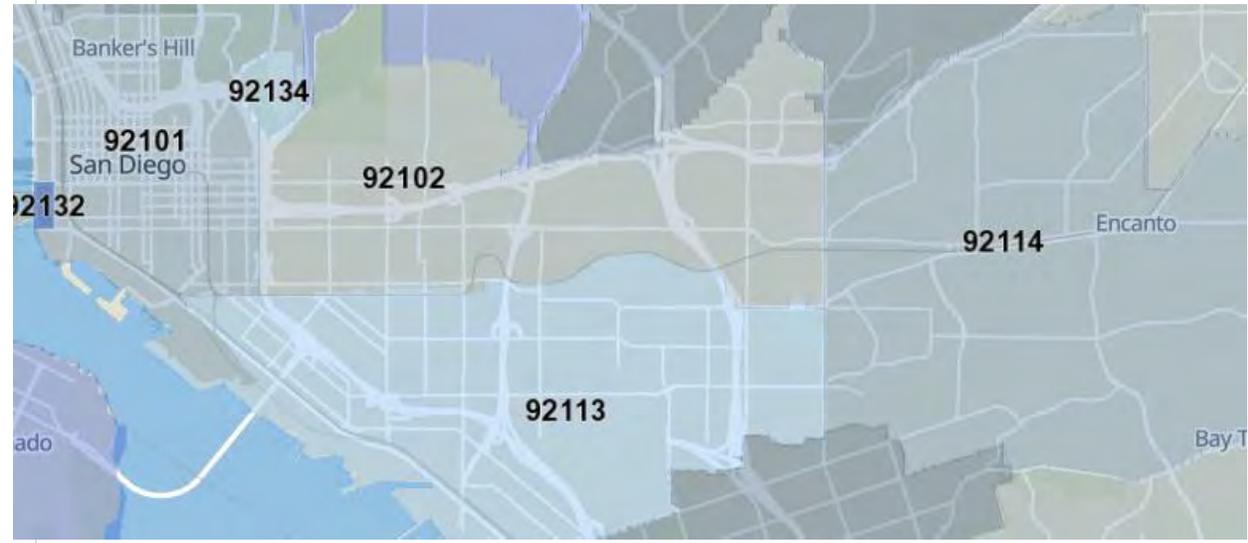
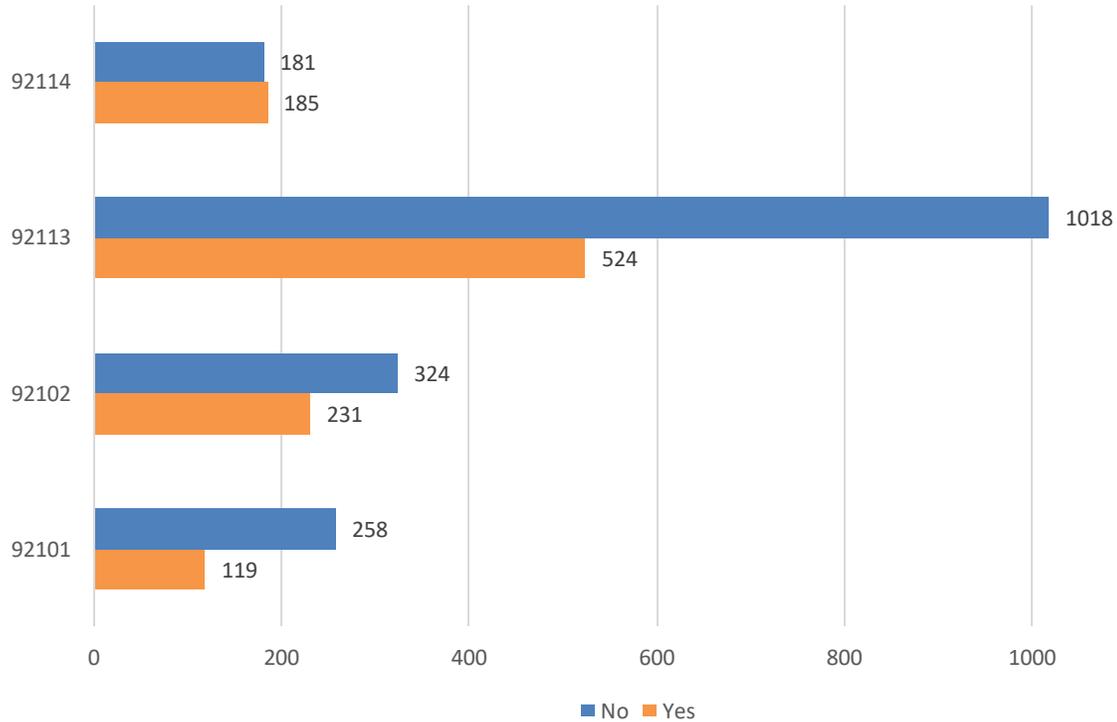
New Businesses Since 2016



Data Source: City of San Diego Business Tax Certificate Database

Brick & Mortar v. Home-based Businesses

Homebased?



Data Source: City of San Diego Business Tax Certificate Database



Barrio Logan Business Walk

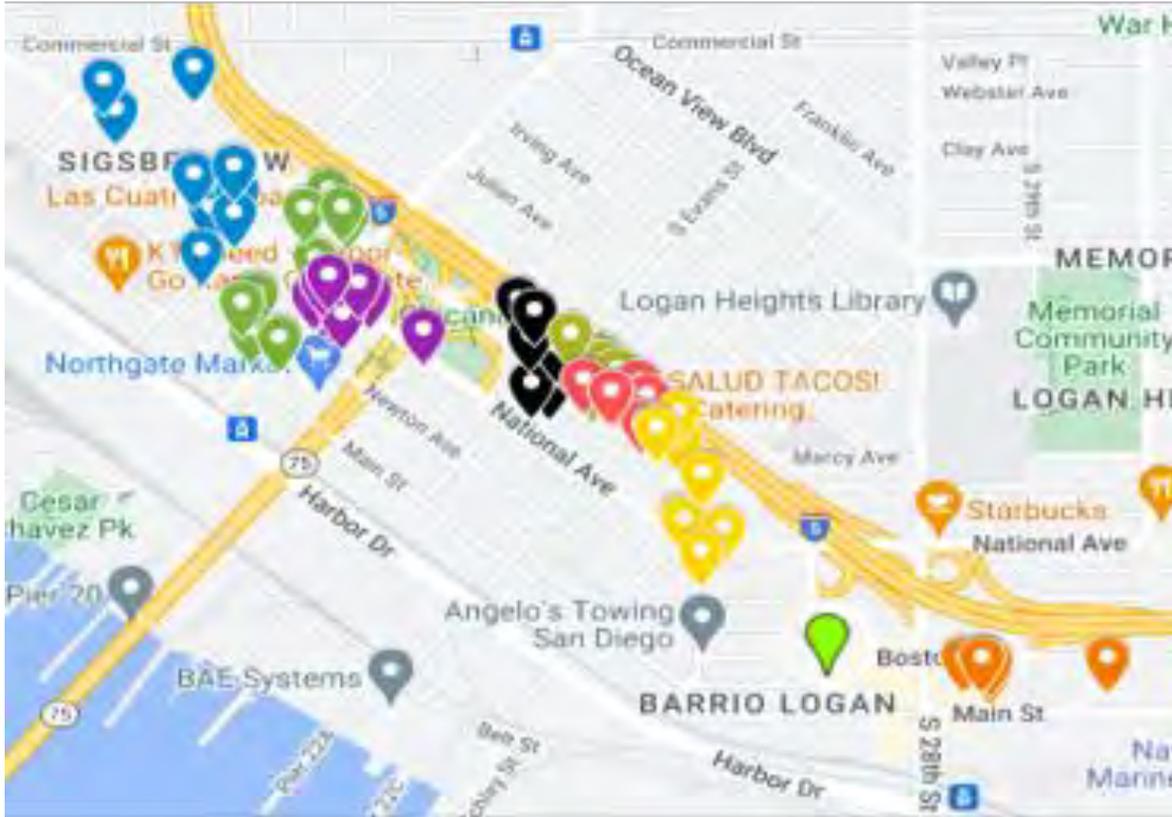
June 27, 2024



Photo credit: Marissa Cassani

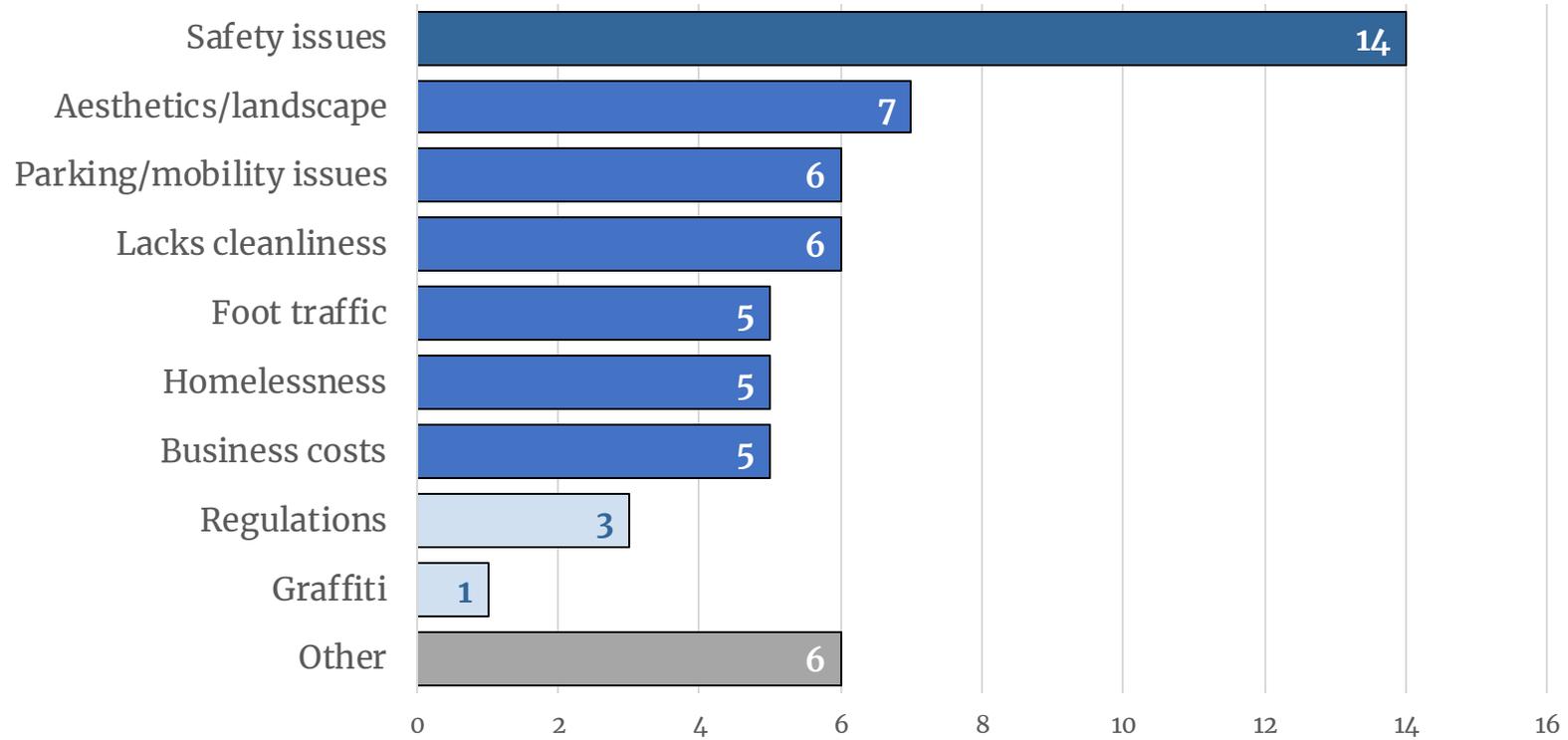


Barrio Logan Business Walk





Barrio Logan Business Walk Comments





Economic Development Department





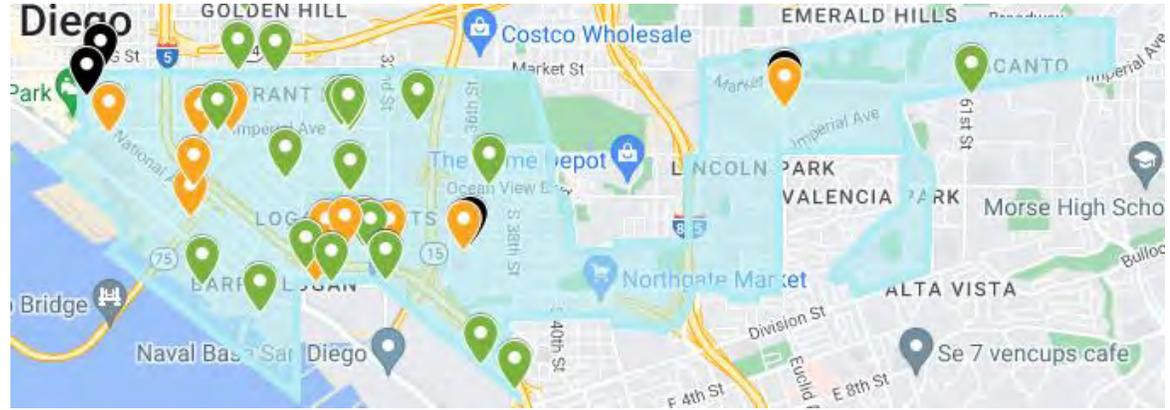
Cooperative Convening

EDS
B1.5



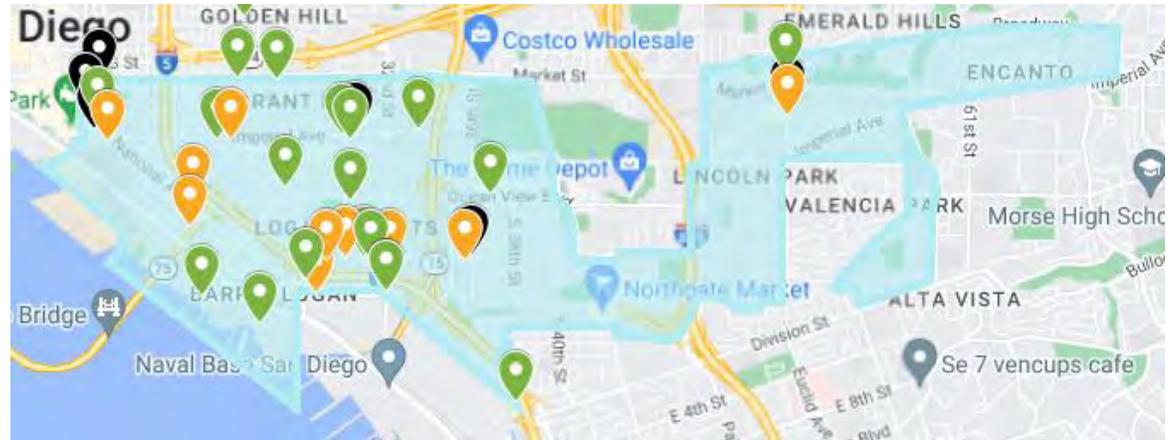
Map of Banking Services

2022 Banking Services	
ATM (22)	
Bank Branches / Financial Wellness (4)	
Money Transfer Services / Cash Checking Services / Alternative lending services (11)	



2022 Audit

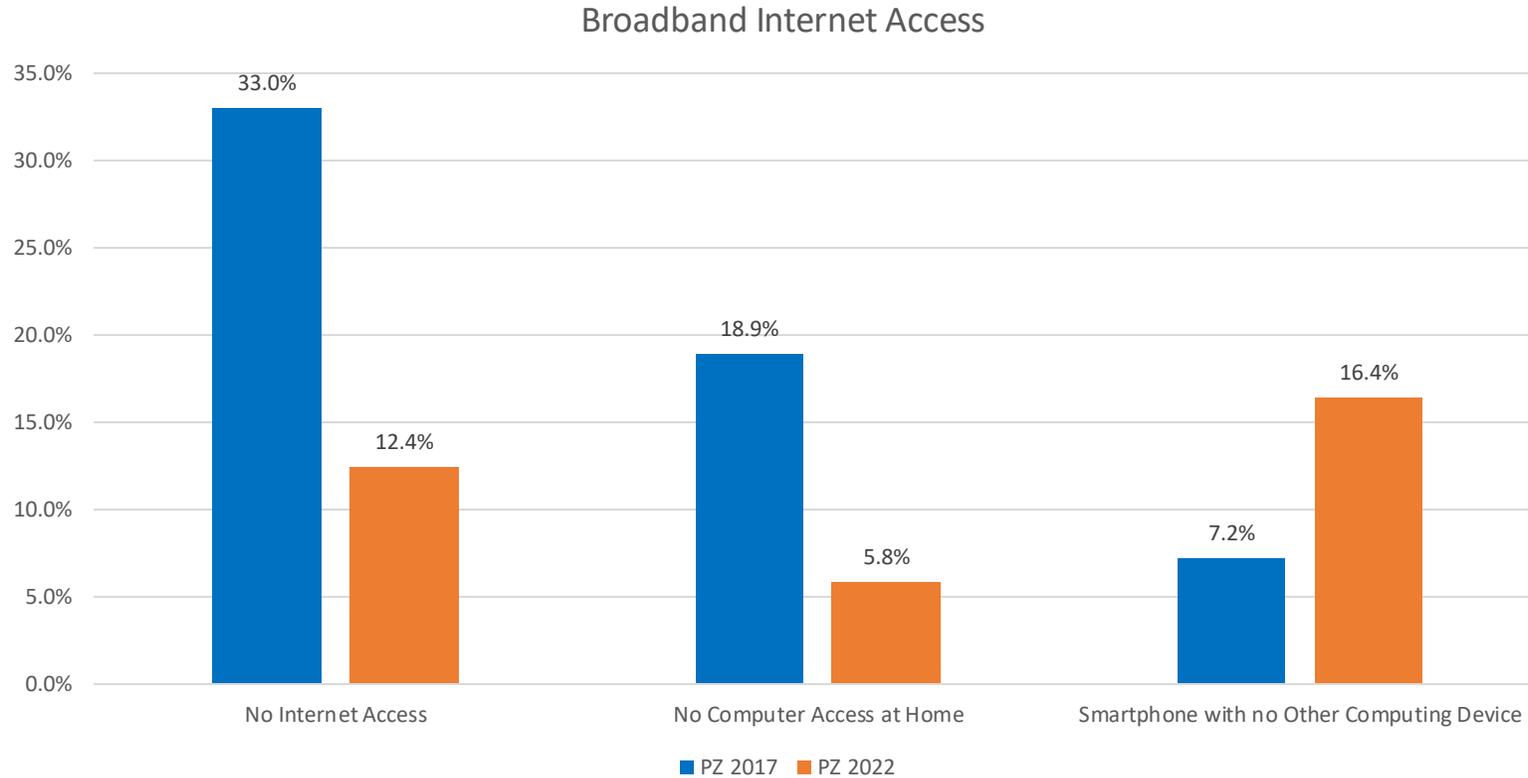
2024 Banking Services	
ATM (20)	
Bank Branches / Financial Wellness (6)	
Money Transfer Services / Cash Checking Services / Alternative lending services (10)	



2024 Audit



Broadband Internet Access





Grants from Banking Institutions

Banc of California

Bank of America

Bank of Southern California

Bank of the West

BlackRock Gives

BMO

Capital One Bank

Cathay Bank

Comerica Bank

First Citizens Bank

First Foundation Bank

First Republic Bank

Hanmi Bank

JPMorgan Chase

MUFG Union Bank Foundation

MyPoint Credit Union

Pacific Mercantile Bank

Pacific Premier Bank

Pacific Western Bank

Silvergate Bank

Tri Counties Bank

Umpqua Bank

Union Bank

Wells Fargo Foundation

JP Morgan Chase

US Bank Foundation

Banner Bank

Citi Foundation

Enterprise Bank & Trust

Western Alliance



Kyra Seay, VP Community Relations & Business Development
Bob Scheid, Sr. Director Community & Public Relations

Values-Based Strategy

- Serving under-resourced communities
- Empowering through financial inclusion and education



California Coast Credit Union in the Promise Zone

To have an impact, you need to
have a focus = Promise Zone

- Created Partner Financial Assistance Grants with the City of San Diego
- Conducted ongoing free financial workshops and webinars for the general public, local organizations, schools, businesses, etc.



California Coast Credit Union in the Promise Zone



- Opened a Financial Wellness Center at Logan Heights CDC
- Sponsored AHEAD grants for local nonprofits

Coming soon!

A California Coast Credit Union branch in the Promise Zone



We will continue seeking input from residents, businesses, community-based organizations, schools, and others within the Promise Zone.

And as key community stakeholders, we welcome your input as well.

Kyra Seay: Kseay@calcoastcu.org or (858) 636-3050
Bob Scheid: Rscheid@calcoastcu.org or (858) 636-5132

Thank you!

Investments Snapshot

PromiseZone | Fiscal Years 2017 to 2024

In June 2016, the **San Diego Promise Zone** (SDPZ) became one of 22 federally designated Promise Zones in the United States and one of only four in California. The SDPZ covers 6.4 contiguous square miles from East Village and Barrio Logan to Logan Heights, Southcrest, and Encanto planning areas. More than 80,000 San Diegans live in the SDPZ, an area historically burdened by high concentrated poverty and unemployment.

Below is a snapshot of citywide investments in the SDPZ since July 2016, alongside each of the SDPZ goal areas they contribute to. These investments were based on priorities guided by, and in partnership with, organizations and communities within the SDPZ.



- Economic Activity and Job Creation
- Safety
- Quality Affordable Housing
- Healthcare & Healthy Communities
- Educational Opportunities



Increasing Economic Activity and Creating Jobs | Total Investment: \$1.6 Billion

- Public and Private Infrastructure Projects: \$1.5 billion
- Direct Funding to Strengthen Small Businesses and Nonprofits: \$45.5 million
- Forthcoming Area Improvement Projects: Valencia Business Park and San Diego Energy Equity Campus, Imperial Avenue Streetscape, Coral Gate Playground, JFK Neighborhood
- City-supported Childcare: Measure H Rollout to Prioritize SDPZ-Based Recreation Centers
- Tourism and Accommodation Revenues* from Area Establishments: \$78.3 million
- New Small Businesses** Registered since 2016: Over 2,140
- Employ & Empower Internships: Over 90 area residents onboarded to the City's long-term talent pool

*Includes Transient Occupancy Tax (TOT) and Tourism Marketing District (TMD) tax on hotels with 70+ rooms.
**Includes businesses with up to 5 employees and single-operator street vendors.

Providing Healthcare & Healthy Communities | Total Investment: \$52.2 Million

- Over 30 Area Parks, Recreation Centers, and Green Spaces Improved: \$24.7 million
- Direct Funds to Health Facilities, Food Distribution, and Wellness Services: \$27.5 million
- New bikeway created: Over 27 miles, about the distance from San Ysidro to Miramar College
- Tree Canopy Expanded: Nearly 12,000 New Trees Planted
- Over 15 new urban farms and gardens created
- Get It Done Cases* Remediated: Over 73,600

* This includes Illegal Dumping, Missed Trash Collection, and Graffiti Removal cases.



Photo courtesy of Urban Corps San Diego www.instagram.com/sandiegourban Corps

Offering Access to Quality Affordable Housing | Total Investment: \$159.5 Million

- Direct Funds to Create New Affordable Housing Units: \$87.5 million
- Number of New Affordable Housing Units Created by 2028: 3,711
- Direct Funding to Support Low and Moderate Income (LMI) Renters, Homeowners, and First-time Homebuyers: \$72 million



Photo courtesy of Urban Corps San Diego www.instagram.com/sandiegourban Corps

Developing Educational Opportunities | Total Investment: \$16.3 Million

- Area Library Patrons Served: Over 6.4 million
- Capital Improvements to Library Facilities: \$4.6 million
- Direct Funds to Area Community Colleges and Vocational Education: \$11.7 million



Photo courtesy of Logan Heights CDC www.loganheightscdc.org

Creating a Priority of Safety | Total Investment: \$750 Million

- Improvements to Transportation, Public Utilities, and Water Infrastructure: \$750 million
- Street Repairs: Over 140 miles improved through slurry seal, asphalt overlay, and more – that's longer than the drive from San Diego to Los Angeles
- Sidewalk Repairs: Over 2.4 miles, that's about 35 laps around the diamond at Petco Park
- Get It Done Cases* Remediated: Over 17,000
- Over 50 annual neighborhood events building community and celebrating cultures

* This includes Traffic Lights and Signals, Potholes, and Sidewalk Repair cases



Economic Activity & Job Creation

Total Investment = \$1.6 Billion

- Public and private infrastructure projects: \$1.5 billion
- Funding to small businesses & nonprofits: \$45.5 million
- Tourism and accommodation revenues: \$78.3 million
- Over 1,300 permits issued





Access to Quality Affordable Housing Total Investment = \$159.5 Million

- Funding for new affordable housing: \$87.5 million
- Projected number of new affordable housing units: 3,711
- Funding to support LMI residents: \$72 million





We're About People

San Diego Housing Commission (SDHC)
Promise Zone Collaboration Presentation
Regional Task Force on Homelessness
September 5, 2024

Jon Rios
Director of Integrated Strategies
Compliance & Equity Assurance Division
San Diego Housing Commission





SDHC – San Diego Promise Zone Collaboration Introduction

- SDHC representative has served as co-chair for the Housing Affordability Working Group since 2016.
- Priorities include:
 - Promoting education and awareness of community resources for Promise Zone residents.
 - Creating and preserving affordable housing in the Promise Zone.



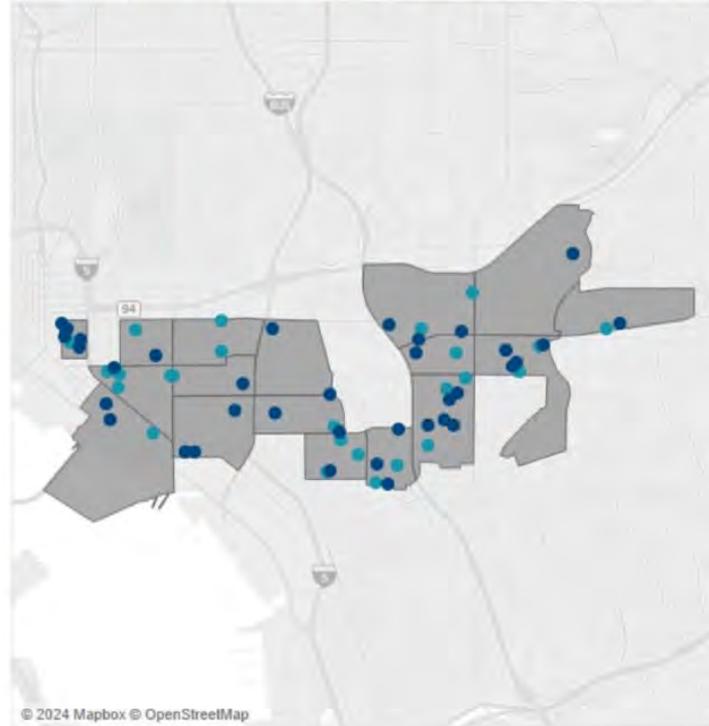
*The Orchard at Hilltop
111 Affordable Housing Units
Grand Opening: February 9, 2023*





SDHC – San Diego Promise Zone Collaboration SDHC Properties in the Promise Zone Area

- Over 3,000 total affordable housing units
 - 37 existing properties (2,324 units) prior to 2016 Promise Zone Designation
 - 25 new properties (1,050 units) since 2016
 - 4 properties (84 units) currently under construction



Properties may serve multiple population categories and such can create a duplicative count when aggregating the population category totals together.
Please use the status chart to get a deduplicated count of properties and units.

	Served Populations			
	New Properties		Existing Properties	
	Properties	Units	Properties	Units
Homeless	4	254	1	128
Family & Individuals	15	801	31	1,721
Senior	3	148	3	322
Veteran	4	254		
Other	6	10	3	153
	Project Status			
	Properties	Units	Properties	Units
In Service	21	966	37	2,196
Under Construction	4	84		
Grand Total	25	1,050	37	2,196





SDHC – San Diego Promise Zone Collaboration

Questions & Comments





City Incentives

Open only to businesses in the Promise Zone, an Opportunity Zone, or LMI Census Tract:

Fee Payment Incentive Program – Reimbursements can be up to \$10,000 to recover certain City fees

Business Incentive Program – Reimbursements can be up to \$100,000 for permitting fees, workforce development-related expenses, financing, and technical staff.

Capacity Building Program – Grants supporting small businesses range from \$10,000-\$30,000.



City Incentives

Provide bonus points or increased benefits to Promise Zone, an Opportunity Zone, or LMI Census Tract:

Storefront Improvement Program – Small business owners can complete improvements and get reimbursement up to 50%. Businesses within the Promise Zone may be awarded an additional 30% above their approved reimbursement amount.

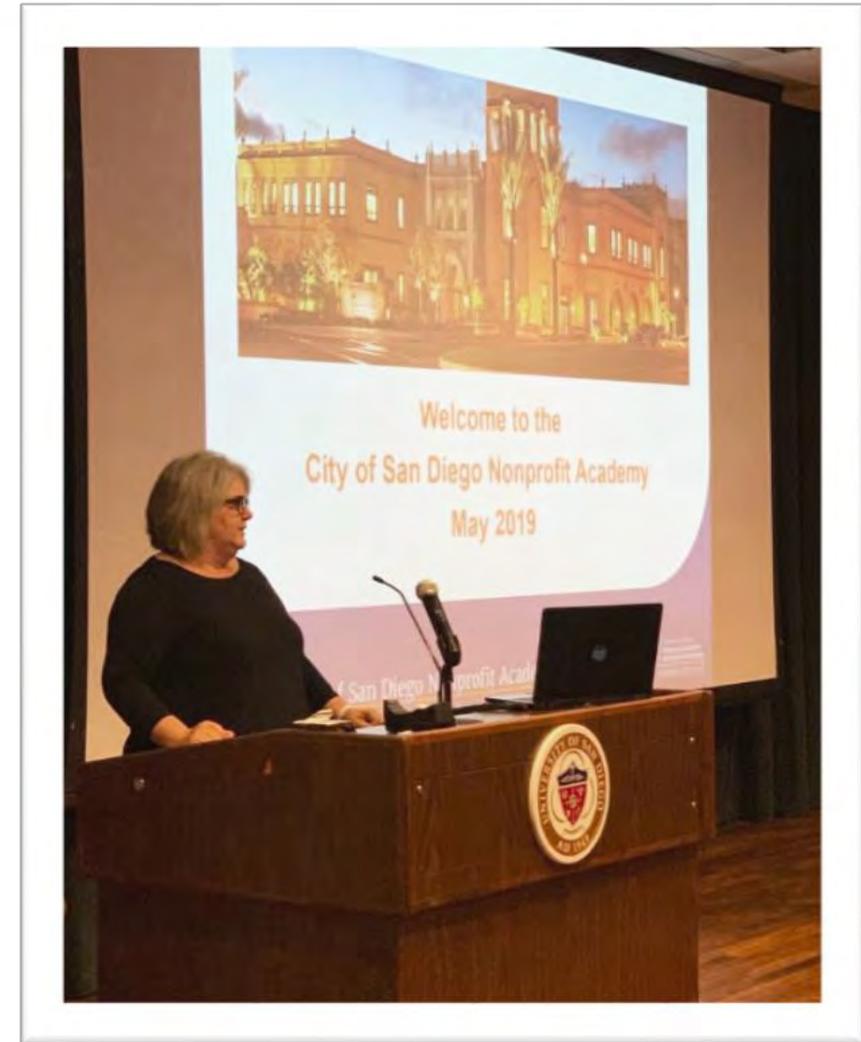
Spaces as Places – Businesses in the San Diego Promise Zone are eligible for a larger grant amount to help with the initial permitting costs for expanding business operations outdoors into the public right-of-way.

Community Development Block Grants – CDBG applications are awarded up to 6 extra points for having an office in, or providing services to, residents of the Promise Zone.

Bridge to Home – Affordable housing proposals located within the San Diego Promise Zone automatically satisfy the location goals and objectives of the Bridge to Home NOFA.

City of San Diego Nonprofit Academy

- Priority registration for Promise Zone nonprofit organizations
- Comprehensive training provided by leading experts
- Strengthen operational efficiency and organizational leadership
- 23 organizations from the PZ attended





Promise Zone Newsletter

COMMUNITY SPOTLIGHT

Meet Janice Luna Reynoso



Janice Luna Reynoso is the Executive Director of World Leaders, a non-profit community garden and neighborhood organization that has been empowering youth and families in San Diego and beyond since 2010.

Janice is also a member of several professional associations and groups, including the San Diego Promise Housing Committee, the Center for Economic Research (CFER), the San Diego County International Small Business & Entrepreneurship Association, and the Southern Council of the San Diego Task Force on Housing. She is also involved with the San Diego Housing Authority and a 200 San Diego Urban Leadership Institute and a Resident Leadership Academy graduate.

Janice played a pivotal role in joining the Economic Development Committee, Highways to Housing to grow the housing stock in the San Diego Promise Zone and to help the City to improve the transportation and transit infrastructure for the region.

The communities of SD13 and National City were largely affected by the construction of Interstate 805 and the history of redlining and housing discrimination within the Promise Zone. Janice is proud to be a resident of the Promise Zone and to be working with the community to improve the lives of the residents of SD13 and National City by identifying a variety of projects that meet the needs of the community. These projects may include transit and pedestrian connectivity, affordable housing, job training, and the creation of parks, green spaces, and community centers.



Partner Announcements

ACCESS YOUTH ACADEMY SQUASH TRYOUTS

Sign up for your tryout here: [\[QR Code\]](#)

WEST HILLS, 1700 SAND 2074
8:30-11:00 AM
SCHEDULED FOR SATURDAY, JAN 15

EARLY CARE AND EDUCATION JOB FAIRS

Learn more about the opportunities available in the early care and education field. Register for a job fair here: [\[QR Code\]](#)

COMMUNITY 464, THE HIGHWAY TO ADVANCING PUBLIC REAL ESTATE

Learn more about the community 464 project and how it will benefit the community. Register here: [\[QR Code\]](#)

ARE YOU INTERESTED IN A CAREER AT THE COUNTY OF SAN DIEGO?

Learn more about the career opportunities available at the County of San Diego. Register here: [\[QR Code\]](#)

GRANT OPPORTUNITIES

working group priority alignment: Housing Affordability, Safety, Jobs + Education, Healthy Communities, Economic Activity

SAUCONY

SAUCONY is seeking grant applications for the San Diego Promise Zone. The grant will fund the purchase of new sneakers for the youth of the Promise Zone. Applications are due by June 15 and October 15, 2024.

Employment Readiness Funding Program - Round 2

The Employment Readiness Funding Program is seeking grant applications for the San Diego Promise Zone. The grant will fund the purchase of job training and career counseling services for the youth of the Promise Zone. Applications are due by June 15, 2024.

SD13-21-212 - Community Energy Resilience and Resilience Investment (CERRI) Program

The Community Energy Resilience and Resilience Investment (CERRI) Program is seeking grant applications for the San Diego Promise Zone. The grant will fund the purchase of energy-efficient appliances and weatherization services for the residents of the Promise Zone. Applications are due by July 15, 2024.





Spotlight on Council Districts

Discover the diverse districts within the Promise Zone and their respective City Councilmembers.

Councilmember Stephen Whitburn



Councilmember Henry L. Foster III



Councilmember Vivian Moreno



Council President Sean Elo-Rivera



[Find My Council District](#)



For additional information regarding City Councilmembers and their respective Council Districts, please visit [sandiego.gov/council](#).

Sign up at <https://www.sandiego.gov/promisezone> or scan the QR code.





Opportunities for Action

- Present at an Economic Activity or Housing Affordability working group meeting
- Send grant opportunities, educational events, or other resources that you provide to promiszone@sandiego.gov
- Open ATMs east of the 805
- Provide any updates on banking institutions or data that we're missing as well as banking investments within the Promise Zone
- Create an ongoing funding source for organizations or projects that will increase the quality of life in the Promise Zone

Thank you!

Amber Joy Weber
Promise Zone Program Manager
AJWeber@sandiego.gov

<http://www.sandiego.gov/promisezone>

