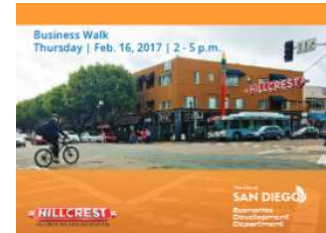




Hillcrest Business Walk

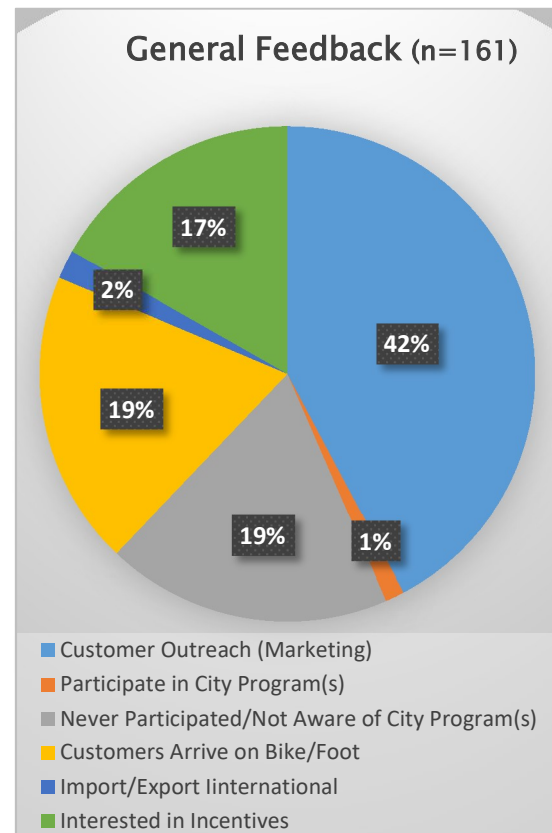
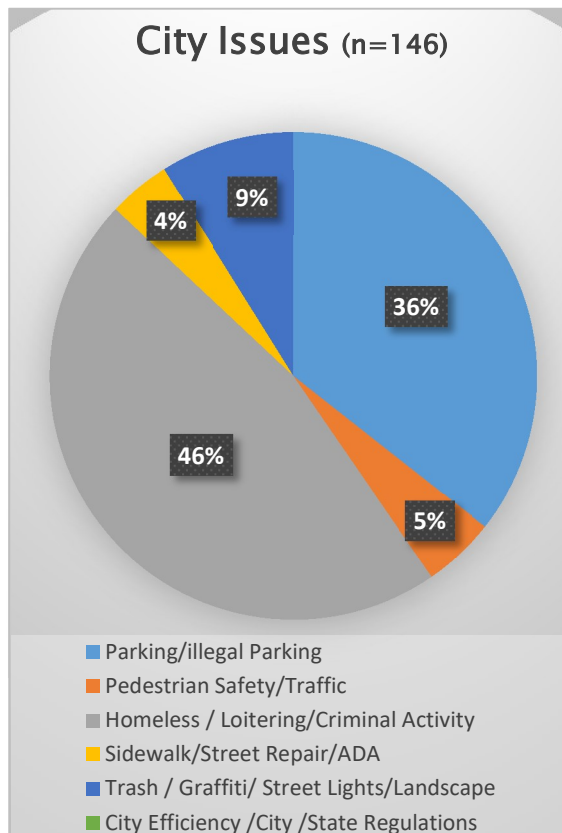
The Economic Development Department's Neighborhood Investment Unit held its fifth Business Walk on **Feb. 16, 2017**, canvassing businesses in the Hillcrest Business Improvement District. This outreach effort engaged local businesses, surveying owners/managers about their concerns and delivering Hillcrest BID collateral and Hillcrest-customized, EDD promotional materials about the City's small business resources.

- **Volunteers:** 30 (staff from the Economic Development Department, Mayor's Office, Office of the Treasurer and CD3 Councilmember Chris Ward's office, and representative from the Small Business Development Center, the City's Small Business Advisory Board and UPAC San Diego)
- **Number of Businesses Visited in 21 Walking Zones:** 742
- **Number of Surveys Completed:** 130



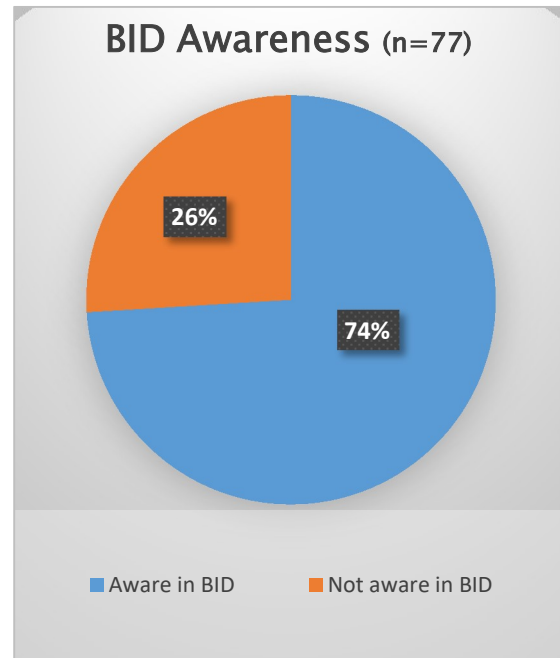
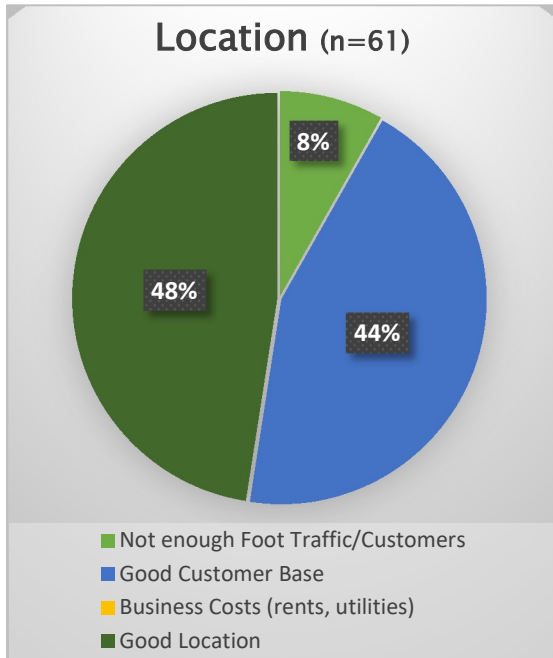
Advance postcard mailed to businesses in Hillcrest BID

Survey Results





Survey Results (continued)



Promotional Material Left at ALL Businesses Visited (5x7)

Boost Your Hillcrest Business

See what the City of San Diego's Economic Development Department can do for you

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/bicycleprograms

Get up to \$500K in gap financing
Do you own a small- to 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
619-236-6223
www.sandiego.gov/economic-development/business/financing

Step up to OpenCounter™
Check out the City's new, award-winning online business portal, OpenCounter™. Make permit inquiries and start tenant improvements.

www.business.sandiego.gov

Tracy Reed
treed@sandiego.gov
619-236-6543

Front

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 commercial property.

Alissa Gabriel
agabrie@sandiego.gov | 619-236-6460
www.sandiego.gov/storefront

SD Economic Development
www.sandiego.gov/economic-development | 619-236-6700

Back