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May 9, 2023

Councilmember Stephen Whitburn  
City of San Diego  
202 C Street  
San Diego, CA 92101

Regarding: Small Business Enhancement Program in City's FY24 Budget

Dear Stephen:

On behalf of our 1,300 small business members, I am writing to advocate for the full funding of the Small Business Enhancement Program (SBEP) in accordance with the City Council Policy. We respectfully request that you include this allowance in your budget memo ahead of the Mayor's May Revised Budget. SBEP plays a crucial role in supporting the economic, employment, service, and cultural contributions of our business community.

The SBEP policy of the City Council provides a small amount of funding to the BID organizations that ensures the BID management organizations retain a commitment to professional staffing, competent accounting and technical services, and annual independent audits. SBEP has also provided cultural competence training, storefront improvement programs, support for special events, and capacity building for new business districts.

We respectfully request that you consider fully funding the SBEP during the upcoming budget discussions. By doing so, you will be directly supporting the small businesses that form the backbone Hillcrest and other commercial neighborhoods across San Diego.

Very truly yours,

A handwritten signature in black ink, appearing to read "Ben Nicholls", is written in a cursive style.

Benjamin Nicholls, Executive Director  
Hillcrest Business Association