



April 9, 2024

Mayor Todd Gloria
City of San Diego
202 C Street, 1th Floor
San Diego, CA 92101

RE: Fund the Small Business Enhancement Program per the Council Policy 900-15 in the amount of \$2 million

Dear Mayor Todd Gloria:

On behalf of our 1,600 small business and property owner members, I am writing to express my support for the Small Business Enhancement Program (SBEP) and to urge the City Council to fully fund the program in the upcoming budget cycle. Furthermore, as part of this funding, we request that funding to offset the increasing cost of San Diego Police fees charged to special event services be increased and that the management grants to Business Improvement Districts be restored.

The SBEP funding and the programs noted above stand as a beacon of support, providing invaluable resources and assistance to our city's small businesses, which serve as the lifeblood of our local economy.

I am requesting that the City allocates \$2 million towards this program, as outlined in Council Policy 900-15. Maintaining this funding level is essential to ensure that the SBEP can continue to provide valuable resources and assistance to our small business community and business improvement districts.

The importance of fully funding the SBEP cannot be overstated, especially when considering the essential role small businesses play in generating revenue for the city. Not only do these enterprises contribute to the vibrancy of our neighborhoods and the livelihoods of our residents, but they also play a pivotal role in helping the city raise sales tax and Transient Occupancy Tax (TOT) dollars. These revenues, in turn, replenish the general fund, supporting essential city services and initiatives.



I respectfully urge you to prioritize the full funding of the SBEP in the upcoming budget cycle.
Thank you for

your attention to this matter, and I and our members look forward to continuing to work together
to support our small business community and strengthen our city's economic foundation.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben Nicholls".

Benjamin Nicholls, Executive Director
Hillcrest Business Association