San Diego Promise Zone

Xiomalys Crespo
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Economic Development Department
Community at a Glance

- 81,392 residents
  - 71% Hispanic/Latino
  - 12% Black/African American
  - 6% Asian
  - 9% White
- Unemployment Rate before COVID-19: 10.9%
  - Citywide: 6.3%
  - Hardest hit area for increased unemployment
- Median Household Income: $38,567
  - Citywide: $79,646
  - Nearly 60% of residents live under 200% of the federal poverty level

Data from the American Community Survey (ACS) 2014-18
Key Goals

- Creating Jobs
- Increasing Economic Activities
- Improving Educational Opportunities
- Creating a Priority of Safety
- Increasing Access to Quality, Affordable Housing
- Increasing Access to Healthcare and Healthy Foods

The San Diego Promise Zone is the only urban Promise Zone where all of its census tracts are also designated Opportunity Zones.
Partners at a Glance

• 65 Supporting Partners, including:
  • Small Business Development Center
  • Local Initiatives Support Coalition
  • San Diego County Office of Education

• Implementing Partners include:
  • City of San Diego departments of Economic Development, Police, Parks and Recreation, Public Library, and Performance and Analytics
  • Jacobs Center for Neighborhood Innovation
  • San Diego Housing Commission
  • San Diego Workforce Partnership
  • San Diego Unified School District
Key Accomplishments

• Collectively pursued nearly 40 grants resulting in an estimated $50 million in funding
• Awarded an EnVision Center designation from HUD
• Expedited permitting in the SDPZ

This past year:
• Small Business Relief Fund Awards/Targeted Technical Assistance and Grants
• Economic Development Administration Grant Application: “Digital Inclusion in the Promise Zone”
• Partnership with UC San Diego and its ¡Más Fresco! Food nutrition program
Key Priorities for FY2021

- Digital equity and inclusion
- Increasing and improving access to capital
- Creating environments conducive to learning and working
- Collaborating with health agencies and service providers
- Small business assistance and relief
- Championing anchor institution programs
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