

# San Diego Promise Zone

Xiomalys Crespo

Promise Zone Program Manager

Economic Development Department

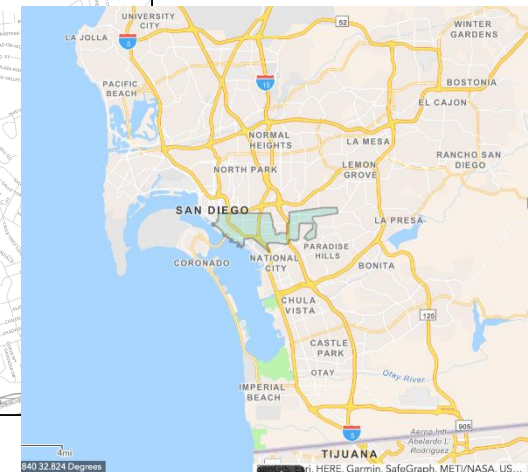
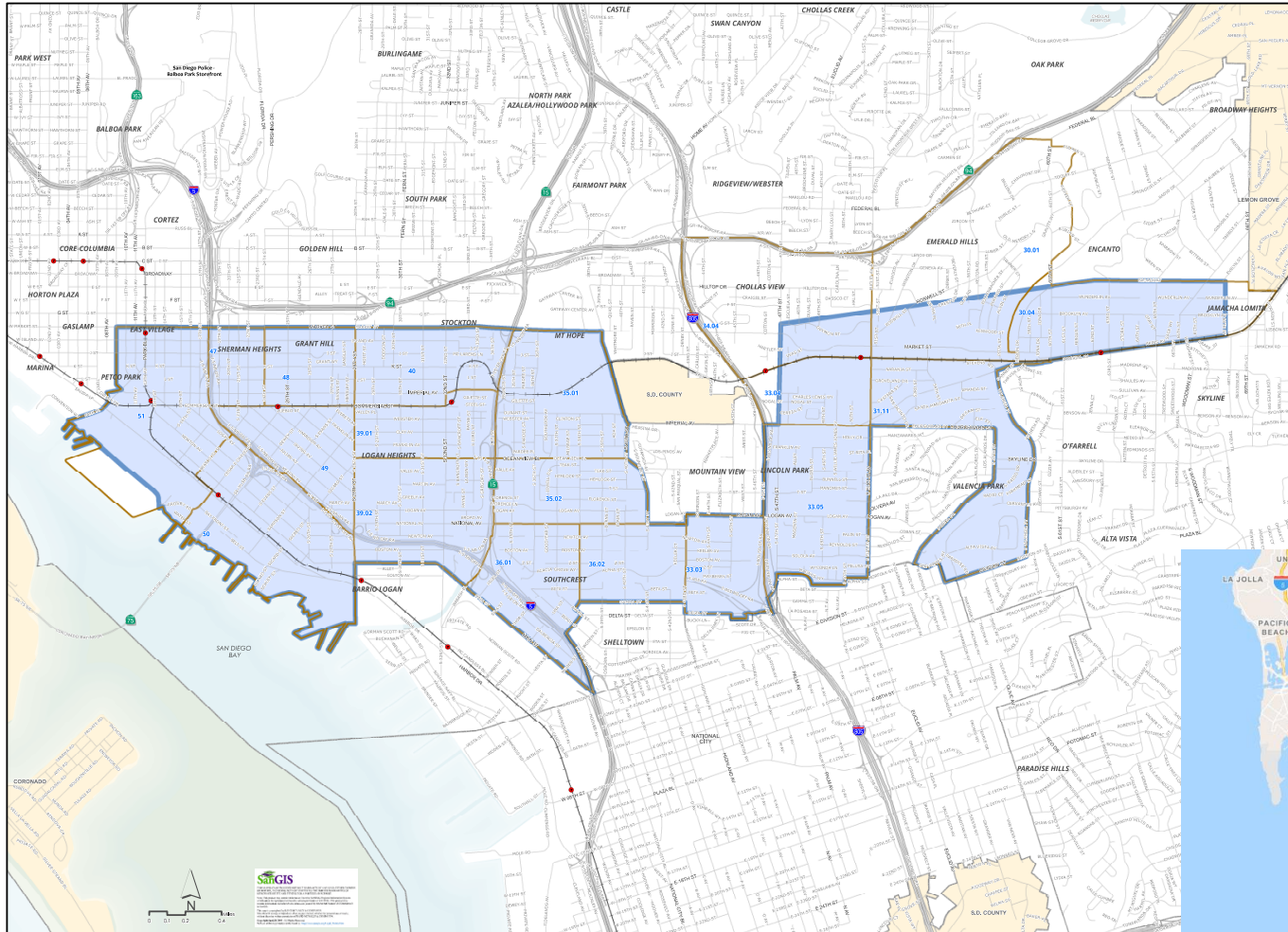


# SD PromiseZone

The City of  
**SAN DIEGO**  
Economic Development Department

## Promise Zone Map

February 2016



December 9, 2020



## 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



## 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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[xcrespo@sandiego.gov](mailto:xcrespo@sandiego.gov)

[sandiego.gov/economic-development/sdpromisezone](https://sandiego.gov/economic-development/sdpromisezone)

