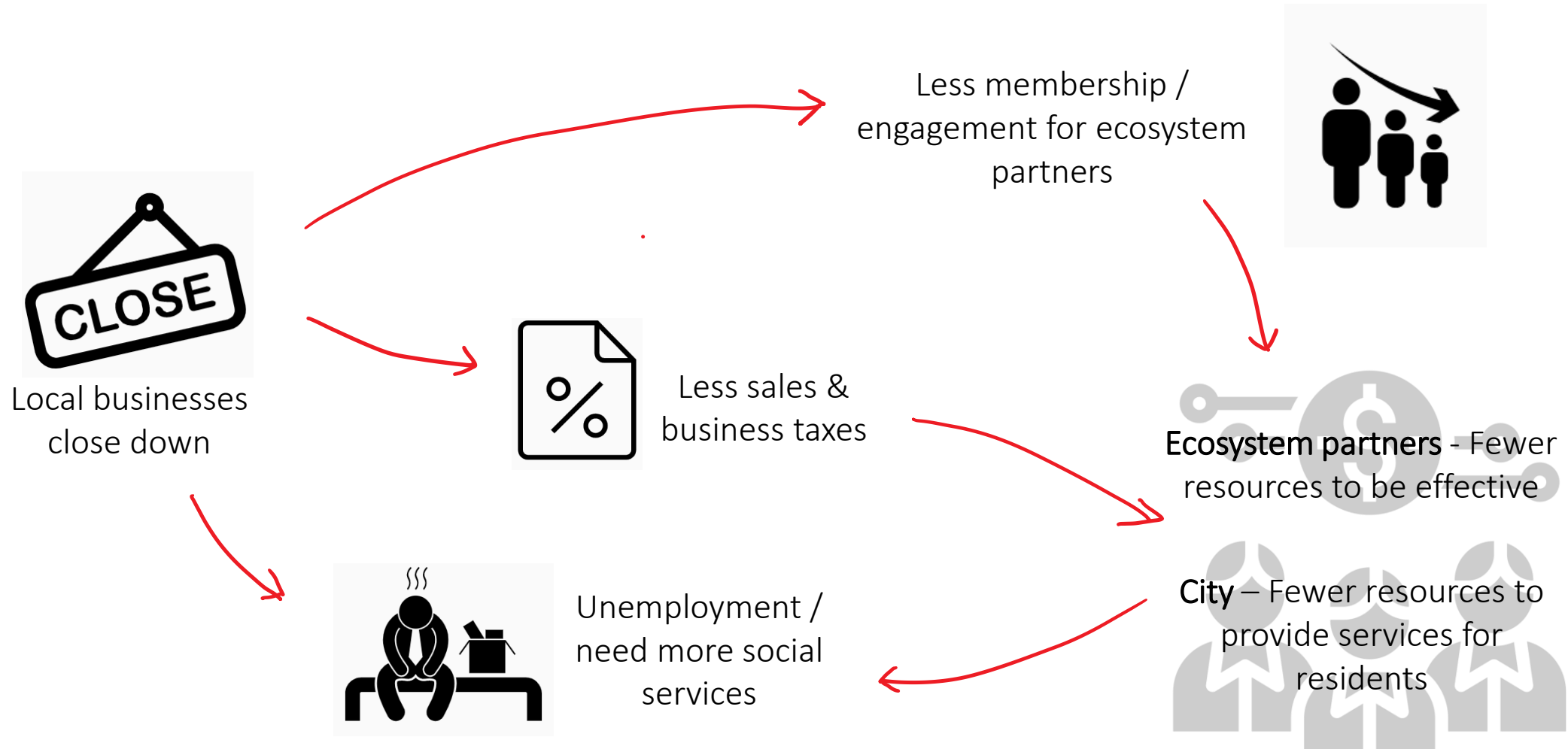




Chula Vista Inclusive Economy Survey Results








Survey conducted July 2020

How COVID is impacting on our communities

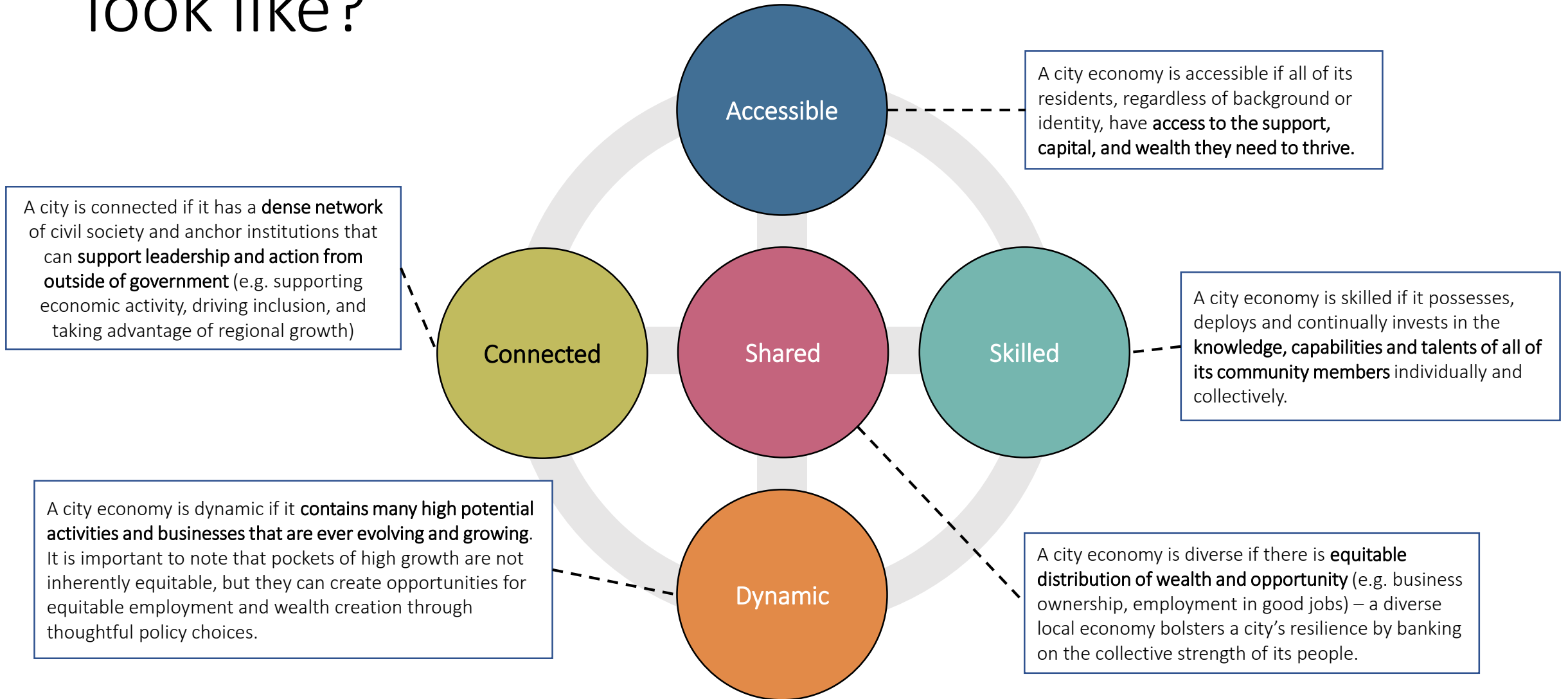


Why Inclusive Economic Development?

*Maintain and enhance a high quality of life for the City's residents by developing and **sustaining a healthy, strong and diverse economic base** and promoting a healthy and sustainable community for everyone.*

Drivers	Community Wealth Building	Traditional Approach	Drivers	Community Wealth Building	Traditional Approach
 Place	Develops under-utilized local assets of many kinds, for benefit of local residents.	Aims to attract firms using incentives, which increases the tax burden on local residents.	 Inclusion	Aims to create inclusive, living wage jobs that help all families enjoy economic security.	Key metric is number of jobs created, with little regard for wages or who is hired.
 Ownership	Promotes local, broad-based ownership as the foundation of a thriving local economy.	Supports absentee and elite ownership, often harming locally owned family firms.	 Workforce	Links training to employment and focuses on jobs for those with barriers to employment.	Relies on generalized training programs without focus on linkages to actual jobs.
 Multipliers	Encourages institutional buy-local strategies to keep money circulating locally.	Pays less attention to whether money is leaking out of community.	 System	Develops institutions and supportive ecosystems to create a new normal of economic activity.	Accepts status quo of wealth inequality, hoping benefits trickle down.
 Collaboration	Brings many players to the table: nonprofits, philanthropy, anchors, and cities.	Decision-making led primarily by government and private sector, excluding local residents.			

What does Inclusive Economic Development look like?



How is Chula Vista doing?

	Dynamic	Shared	Skilled	Connected	Accessible
State of Chula Vista	<ul style="list-style-type: none"> The average Chula Vista resident is increasingly foreign-born, younger, and wealthier Business ecosystem (# of businesses, industry mix, age of business) is relatively stagnant Many businesses are local, women and/or minority-owned East Chula Vista less small-business friendly 	<ul style="list-style-type: none"> Wealth is more concentrated with Whites than the LatinX population Also reflected by the neighborhood wealth divide (East vs. West) Less money is circulated in Chula Vista as many work and spend elsewhere (despite significant demand for local businesses) For those working in Chula Vista, few make a living wage or have healthcare benefits 	<ul style="list-style-type: none"> LatinX face the greatest barriers in educational access Minorities struggle more with gaining training and mentorship to advance in their careers Businesses are most confused by zoning requirements 	<ul style="list-style-type: none"> While various online resources are most helpful for business owners, minority business owners rely more on professional networks for information While many use the city website, they rely more personalized assistance – and few are aware of ecosystem partner services 	<ul style="list-style-type: none"> Those unemployed struggle to find good job opportunities Businesses started by LatinX and Asian are less likely to persist Improving access to credit and securing a location are top reasons why businesses fail
Opportunities for change	<ul style="list-style-type: none"> Encourage diversification of businesses in the area Find opportunities to influence East Chula Vista locations to encourage small business 	<ul style="list-style-type: none"> Work with city & anchor institutions to prioritize local procurement (need to improve data collection) Connect local entrepreneurs to meet needs of community 	<ul style="list-style-type: none"> City to create user-friendly navigation of zoning & permit requirements Collaborate with ecosystem partners to hold trainings & pathways to job placement 	<ul style="list-style-type: none"> Ensure resources & trainings available are inclusive Connect business owners with ecosystem partner services & resources 	<ul style="list-style-type: none"> Work with ecosystem partners to remove barriers to credit & location Understand specific challenges of minority owned businesses to grow and persist

Residents' Survey

Survey Methodology

Survey questions



Weighted by Census demographic proportion



Weighted averages for Chula Vista

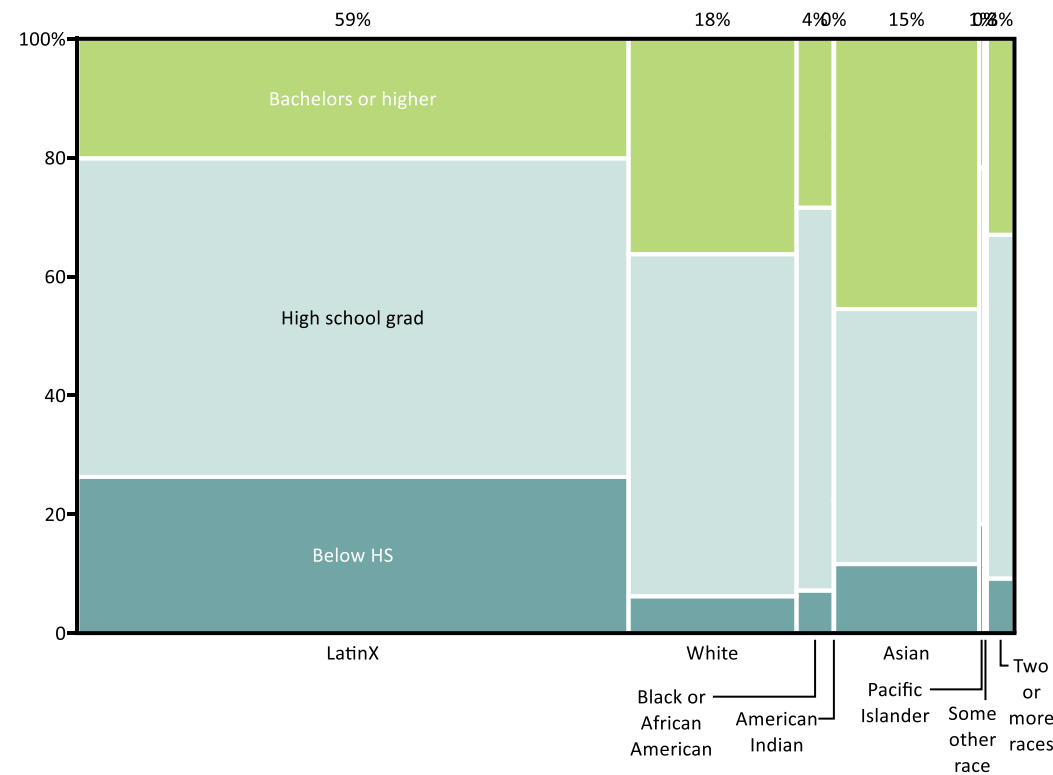
Survey

- Chula Vista Residents

Analysis

- Each question response is cross-tabulated by ethnicity and education level

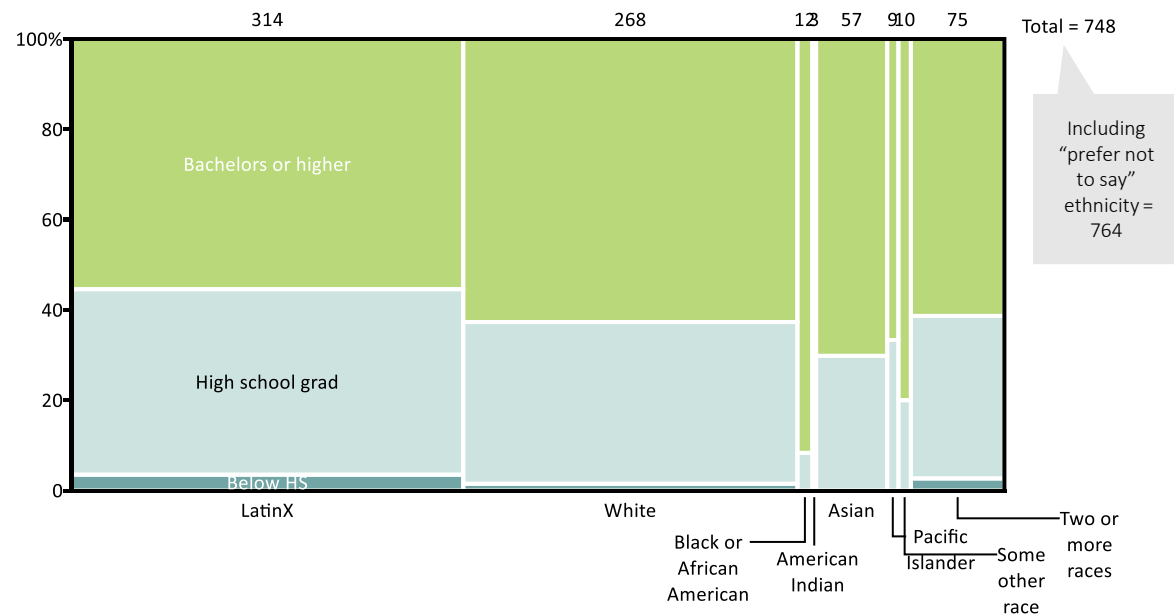
Survey demographics in appendix



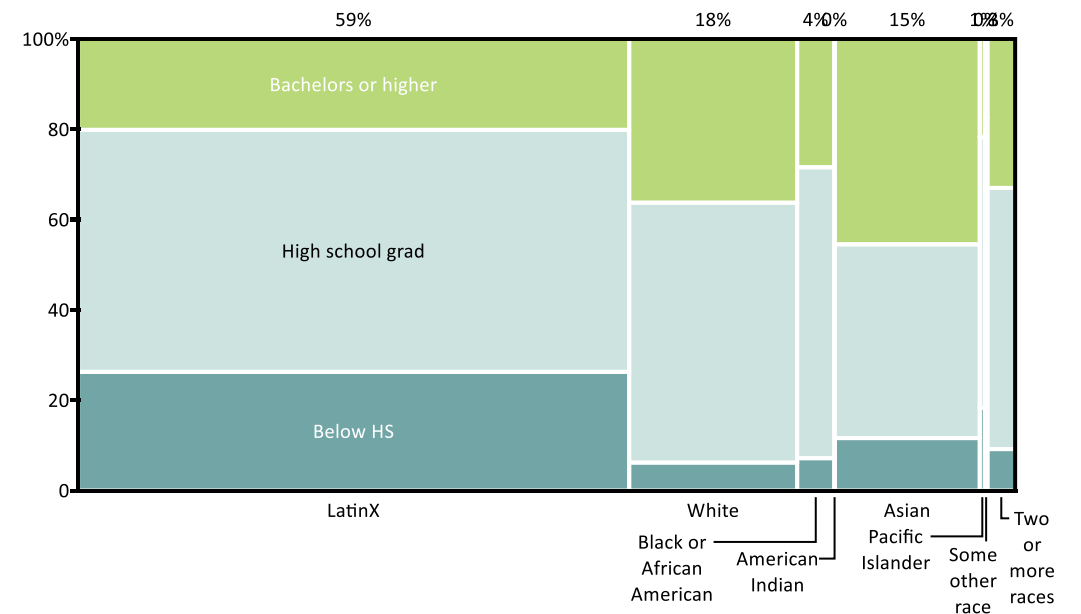
- **Summary for Chula Vista residents** (applied to Census population proportion race x education)
- **Summary by race** (applied to Census population proportion by education within race)

Survey demographics

Survey demographics (sample)



Population Census for Chula Vista



Key findings

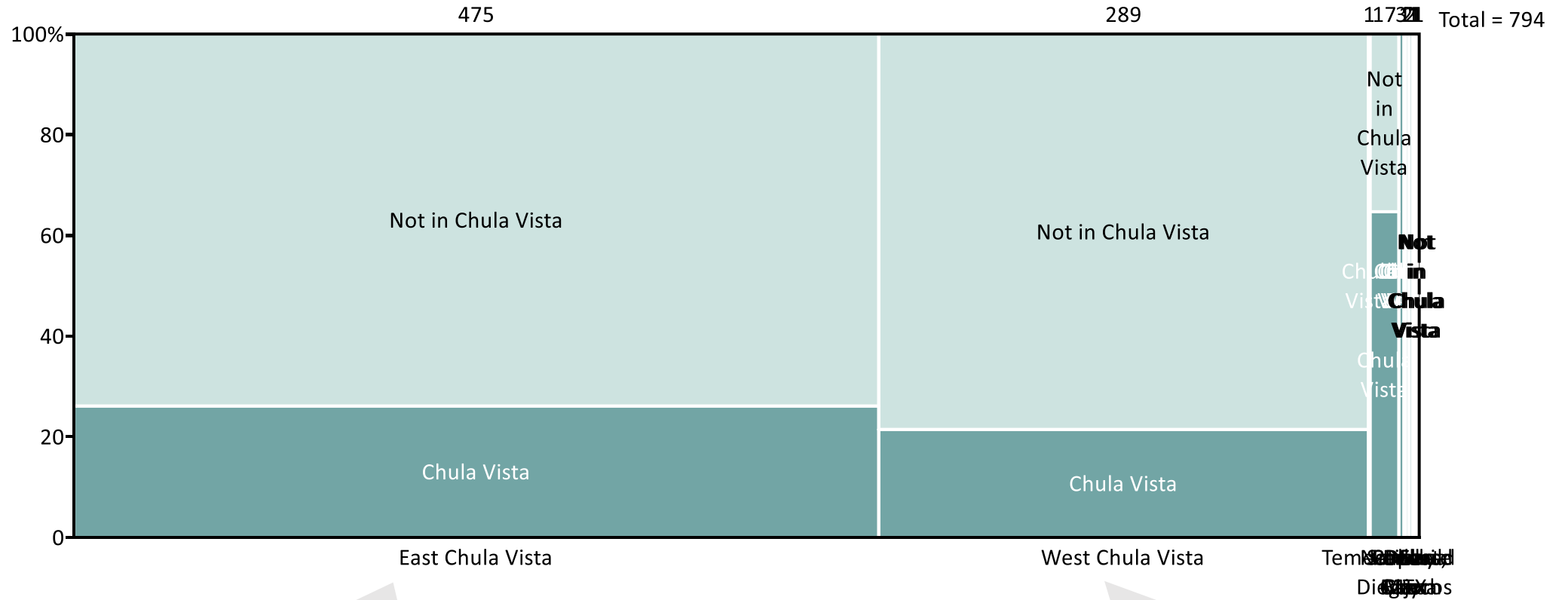
- Sample population is more highly educated than the true population
- White population is oversampled compared to true population

With weighting...

- Results for "below HS" population may be skewed depending on if the few below HS population experience is representative (White = 4, LatinX = 11)
- Results can be used as directionally accurate (comparing between races / educational levels), but may need more sampling to publish for Chula Vista as a whole

Survey demographics

City where employed



Including zip codes: 91910-11

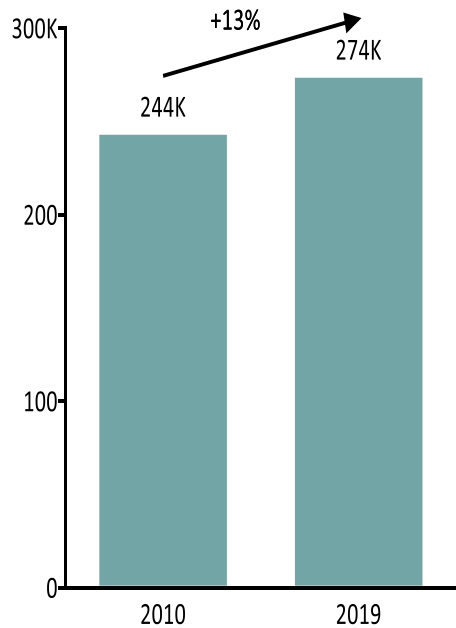
Residence

Including zip codes: 91902, 91913-15

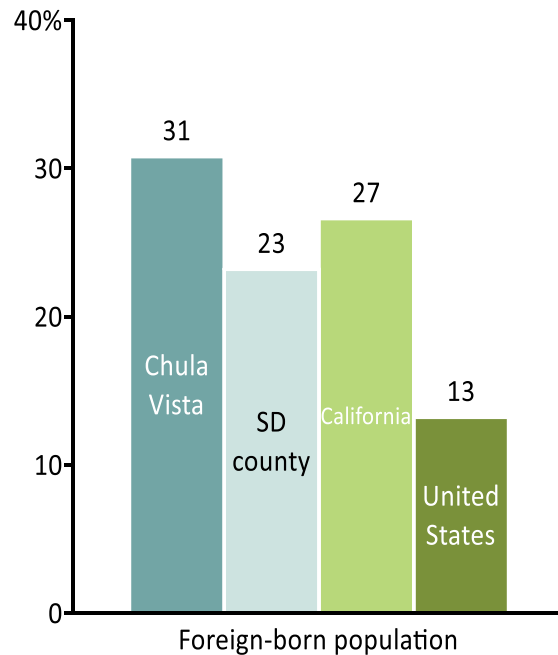
Chula Vista's population is highly dynamic

Dynamic

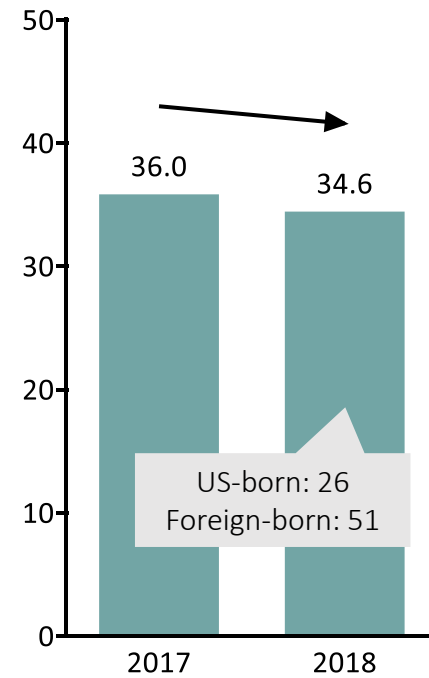
POPULATION GROWTH



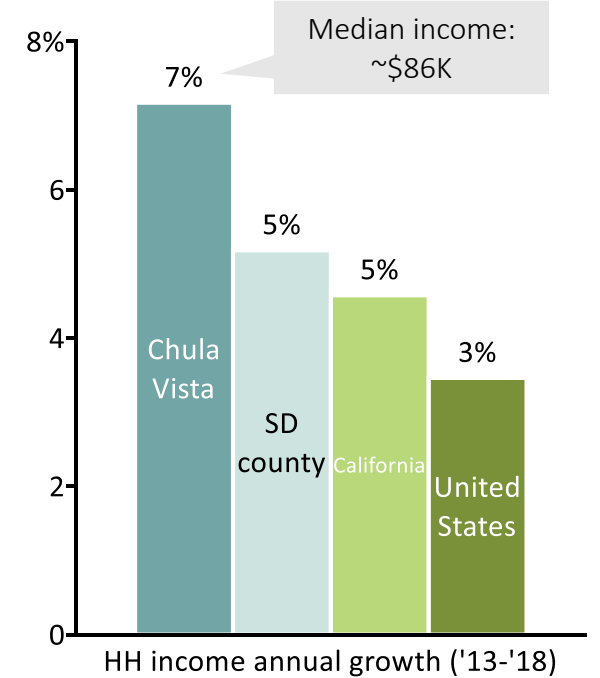
POPULATION MOVEMENT



POPULATION AGE



HOUSEHOLD INCOME

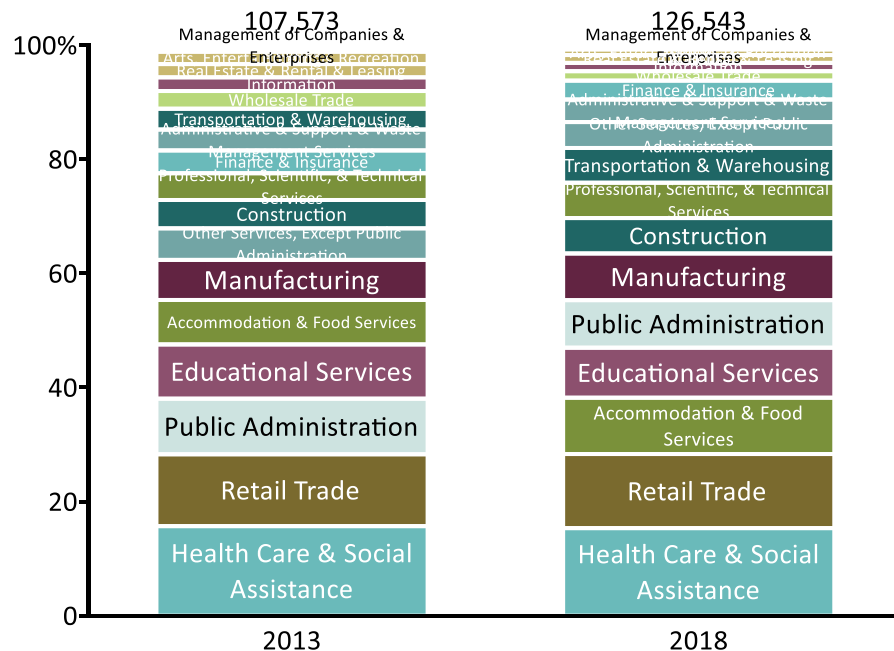


Businesses have stayed relatively consistent

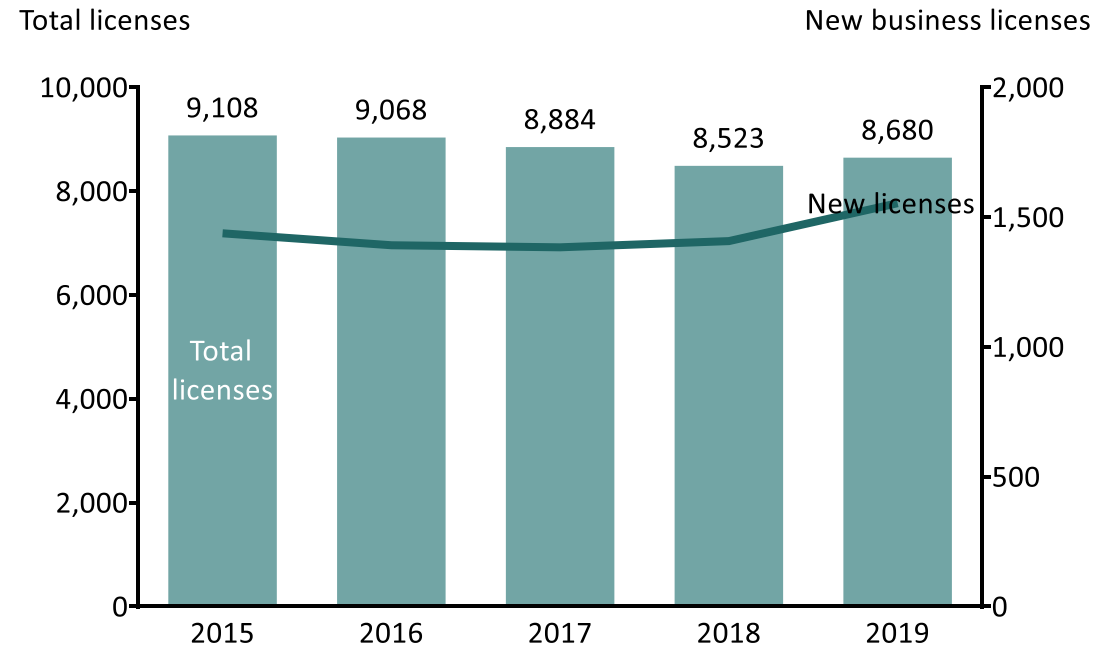
Dynamic

INDUSTRY MIX IN L5Y LOOKS SIMILAR EXCEPT FOR GROWTH IN ACCOMMODATION & FOOD SERVICES

Employment in Chula Vista by industry



WHILE NEW BUSINESSES ARE RISING, THE TOTAL NUMBER OF BUSINESSES IN CHULA VISTA HAS BEEN DECLINING OVERALL

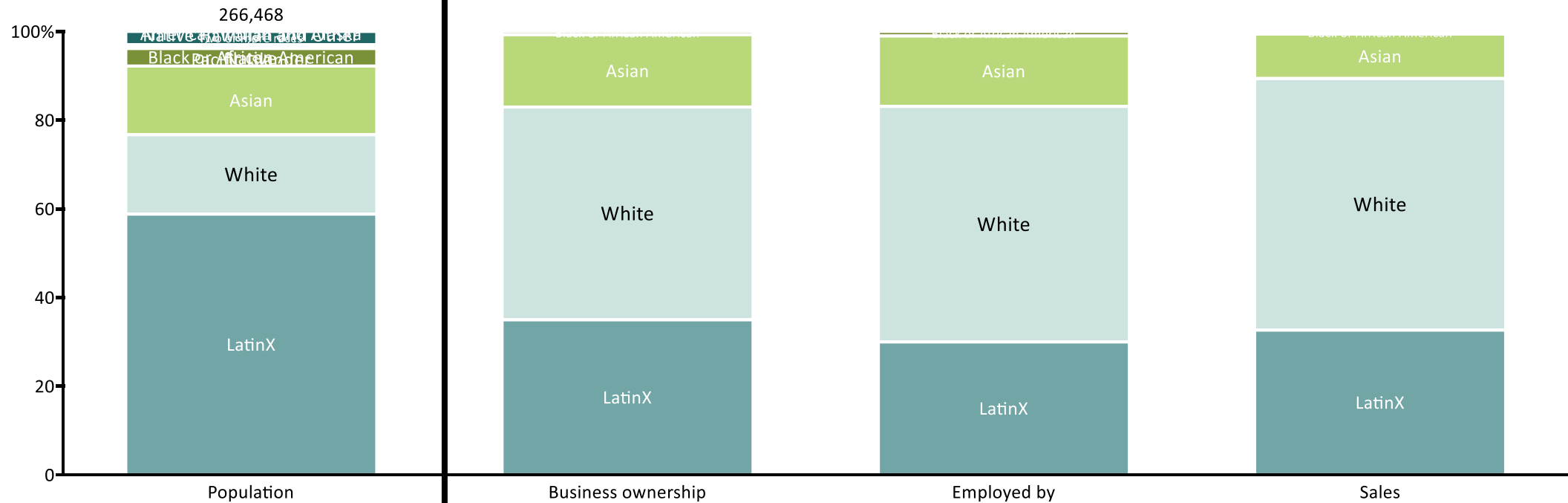


Source: US Census American Community Survey (2018 Estimates)

Wealth is not evenly distributed across ethnicities

Shared

Category x Chula Vista business owners



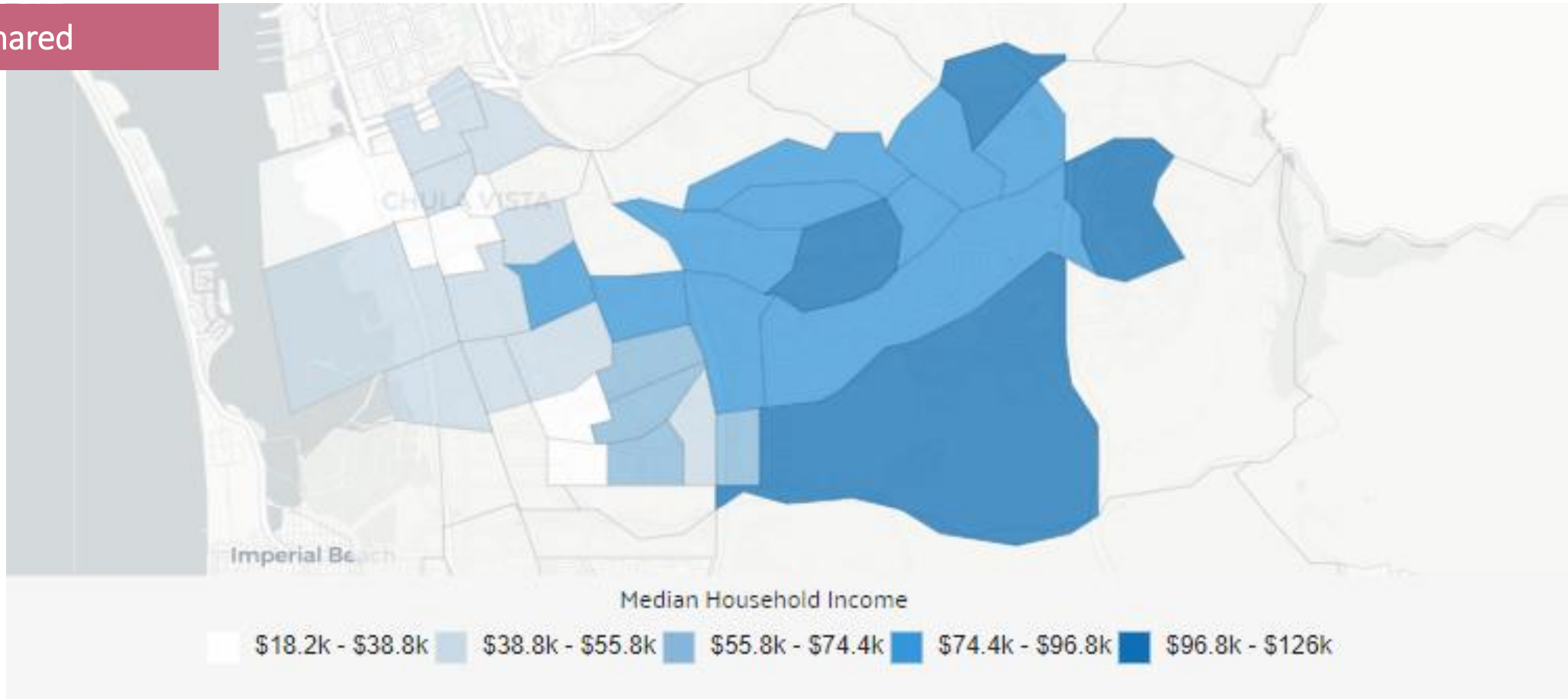
Note: only includes businesses with at least 1 employee in 2017

Note: Hispanic split from "White" based on proportions from two survey questions

Source: US Census American Community Survey (2018 Estimates), US Census Annual Business Survey (2018 based on year 2017)

Neighborhood wealth divides East vs. West

Shared



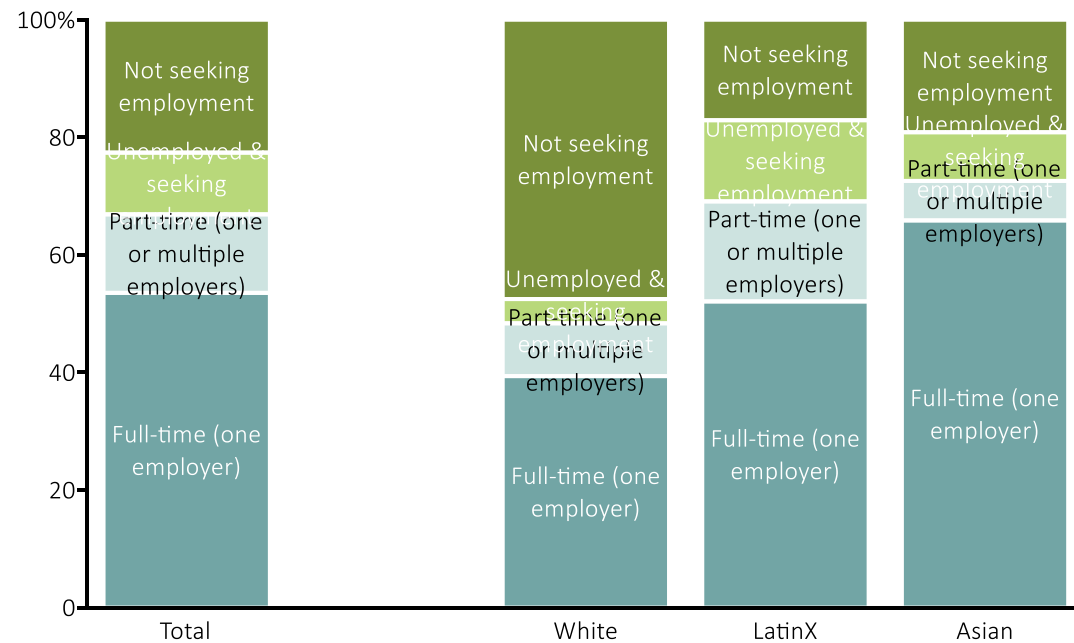
Note: As of 2017

Source: US Census American Community Survey (2018 Estimates)

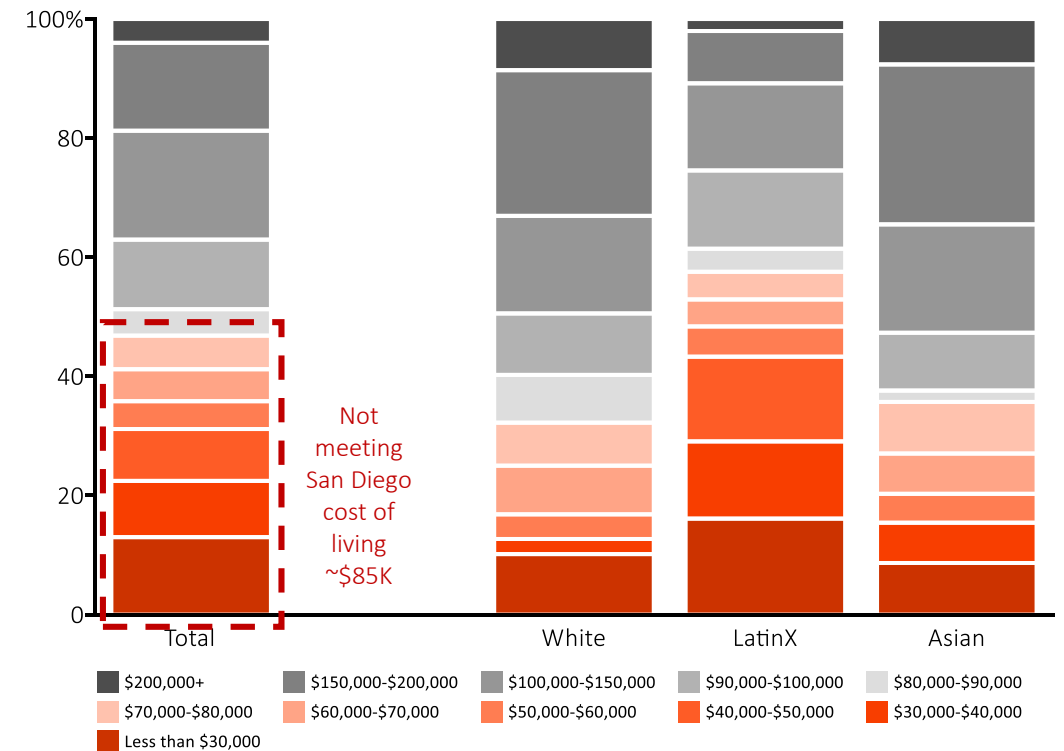
Employment is shared, but *good jobs* are not...

Shared

EMPLOYMENT SHARED ACROSS RACES...



...BUT LATINX MORE LIKELY TO STRUGGLE TO MEET SD LIVING COSTS



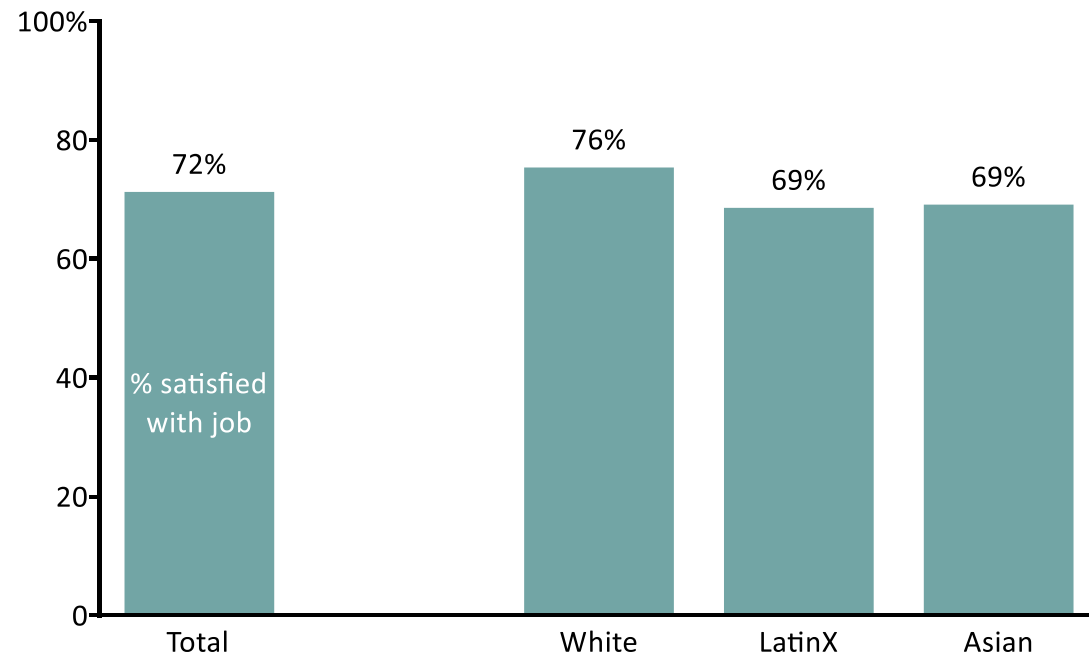
Note: Survey responses weighted by race x education from ACS estimates

Source: Chula Vista Residents Survey (July 2020, N=794) US Census American Community Survey (2018 Estimates), US Census Annual Business Survey (2018 based on year 2017)

...resulting in less job satisfaction for minorities and those with less education

Shared

PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT:
I AM SATISFIED WITH MY CURRENT JOB.



THOSE DISSATISFIED THEIR JOBS CITED:



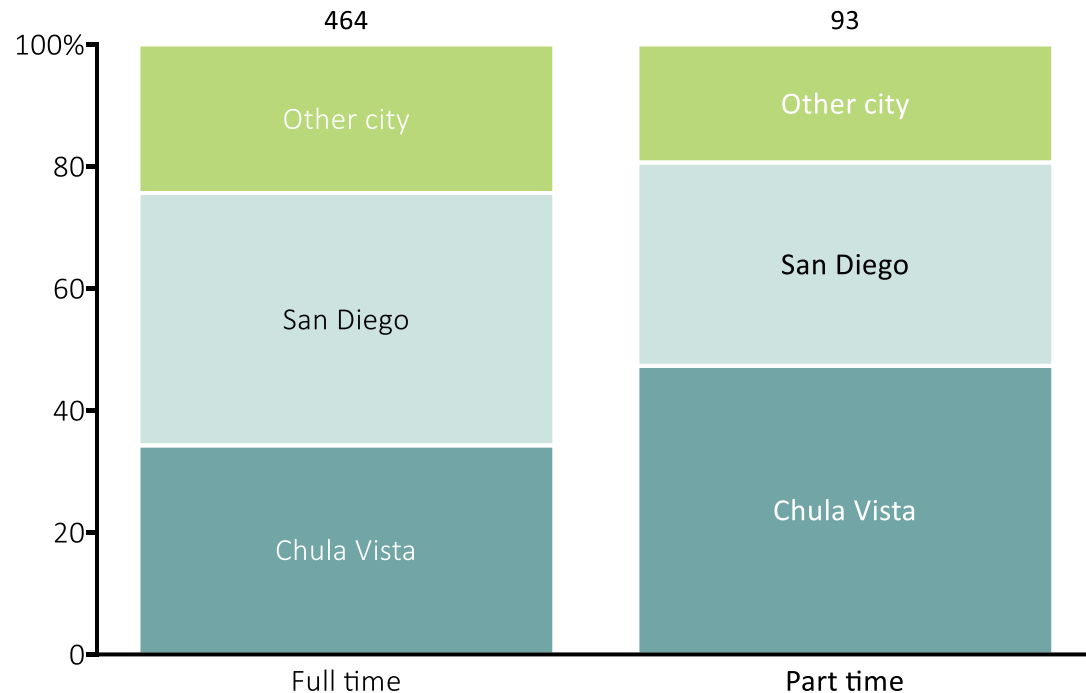
Note: Survey responses weighted by race x education from ACS estimates; % satisfied include those who rated 4-5

Source: Chula Vista Residents Survey (July 2020, N=794) US Census American Community Survey (2018 Estimates), US Census Annual Business Survey (2018 based on year 2017)

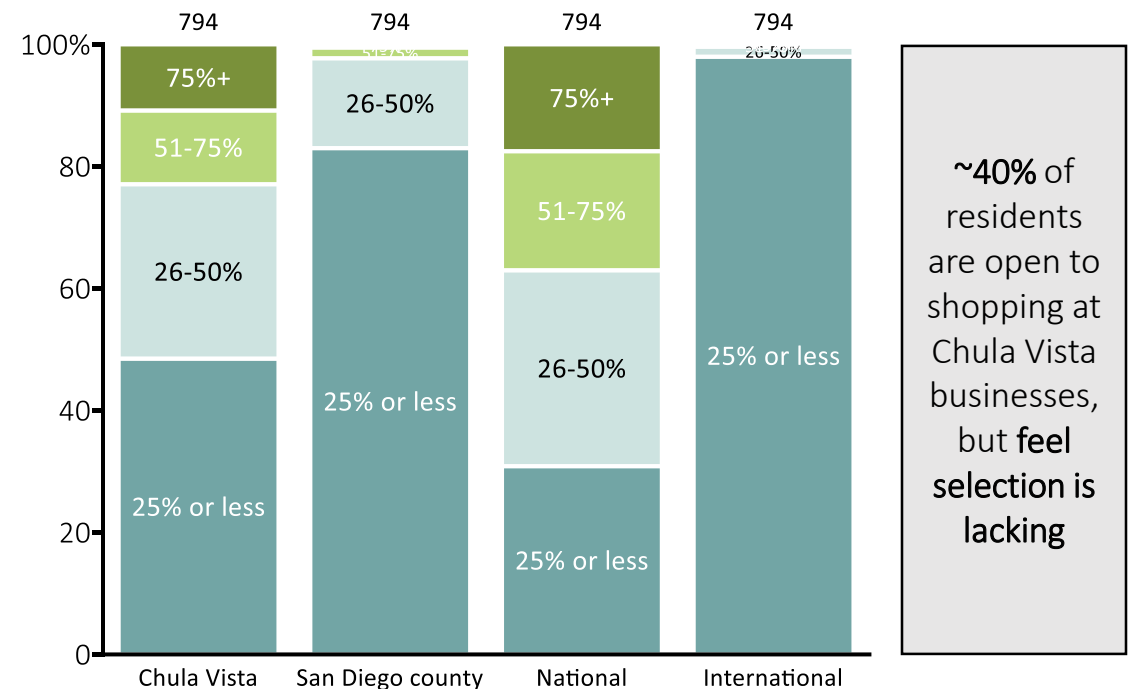
In addition, less money is being recirculated in the local economy

Shared

50%+ OF RESIDENTS WORK OUTSIDE OF CHULA VISTA



80% OF RESIDENTS SPEND THE MAJORITY OF DISPOSABLE INCOME OUTSIDE OF CHULA VISTA

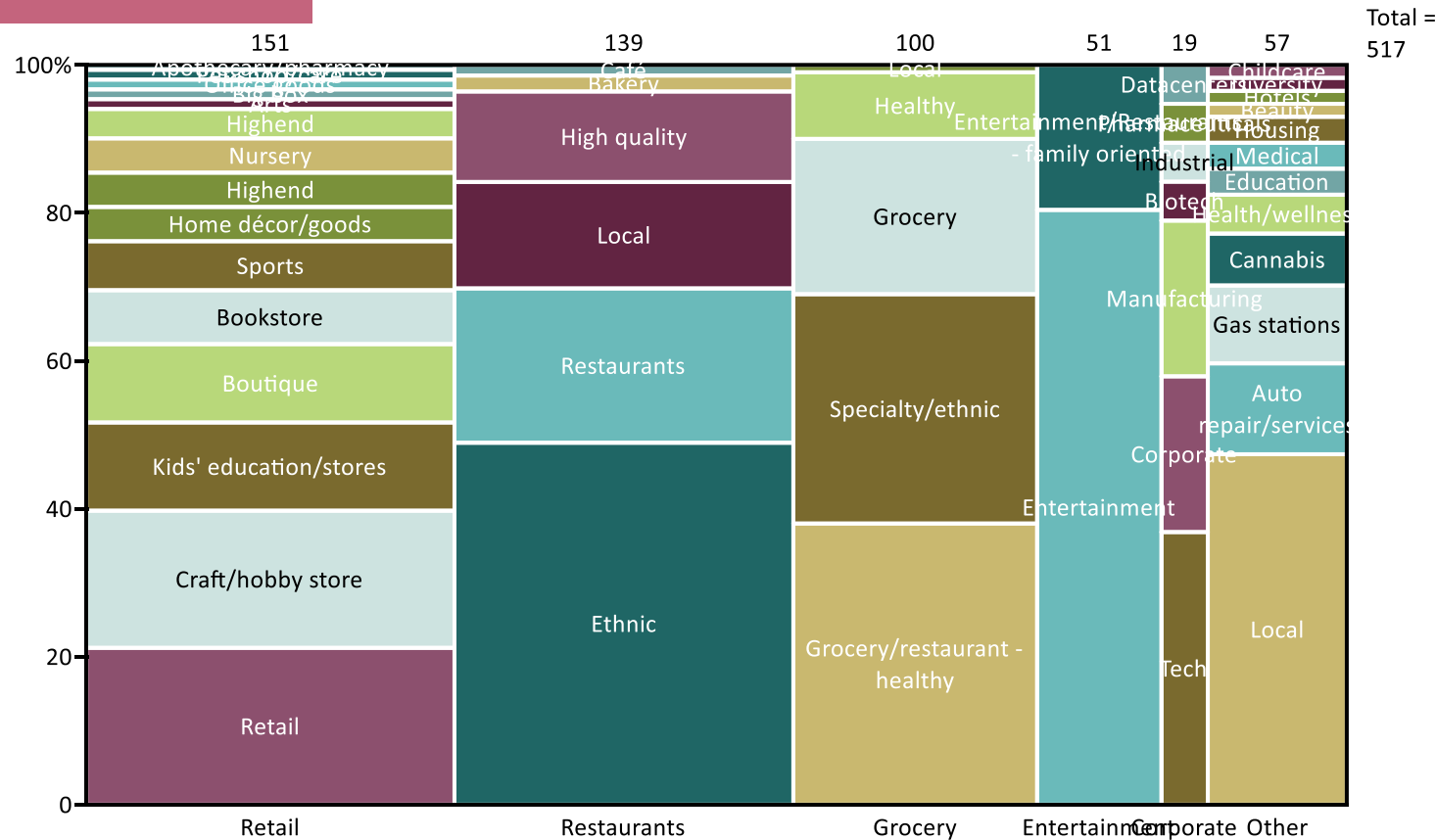


~40% of residents are open to shopping at Chula Vista businesses, but feel selection is lacking

Note: Survey responses weighted by race x education from ACS estimates
 Source: Chula Vista Residents Survey (July 2020, N=794), US Census American Community Survey (2018 Estimates)

Significant demand for local, high-quality, diverse retailers

Shared



Common descriptors

- Local

Locally owned household goods/ wellness shops, I want to support small businesses but local shops don't really sell anything I need on a daily basis.

- Ethnic diversity (rest., grocers)

Good restaurants!!! We have to travel to get decent meals. Options are limited as to what's good here. Also, more delivery!!

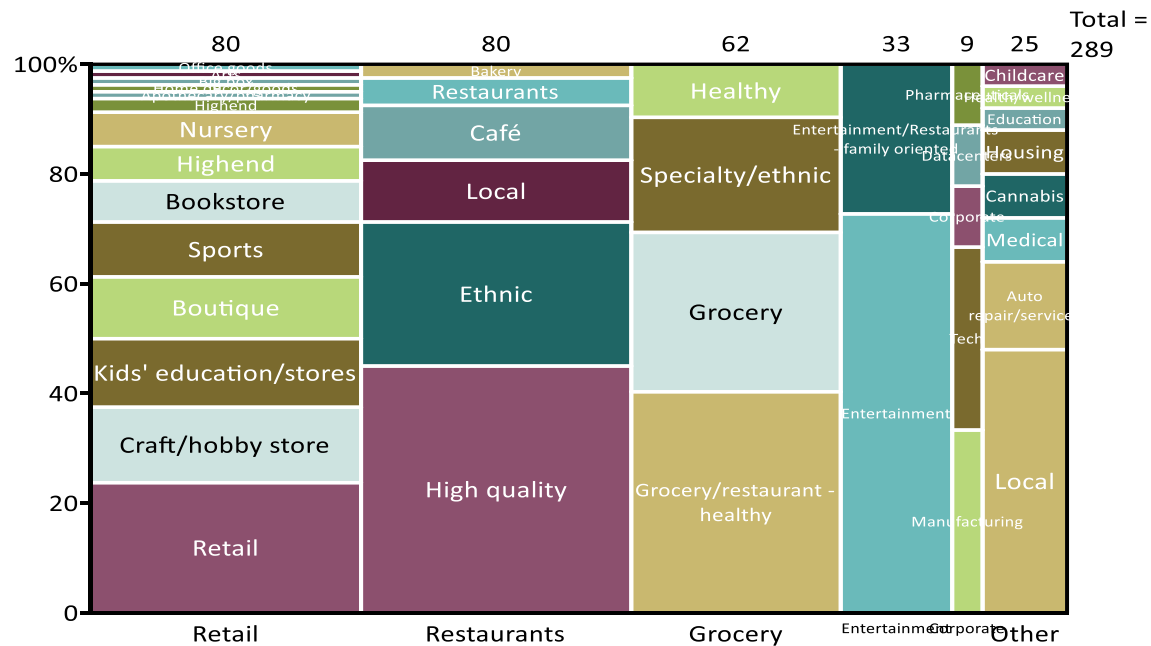
- Higher-end / High quality

Quality stores (i.e pottery barn) and restaurants with good quality food (fresh, locally sourced). Clean environments

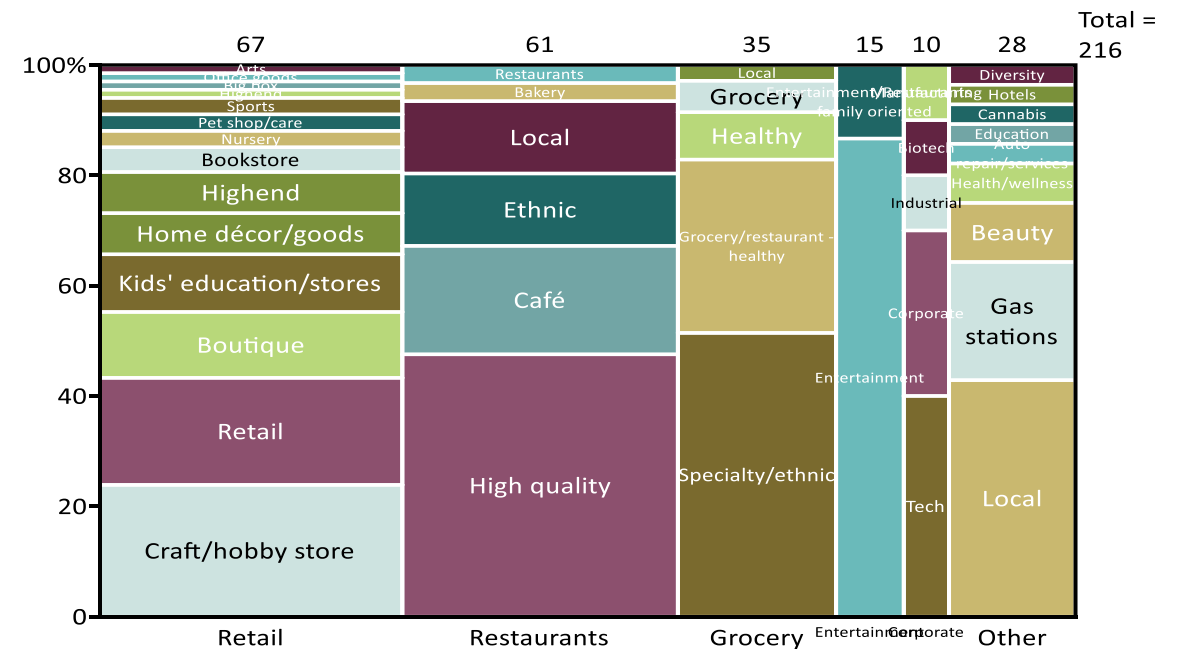
Similar preferences seen across East vs. West

Shared

West Chula Vista residents



East Chula Vista residents



Locally owned cafes, vegan/vegetarian options, locally made goods and products, less big chain stores

Western part of city is lacking in good grocery stores (as in Trader Joes or Whole Foods)

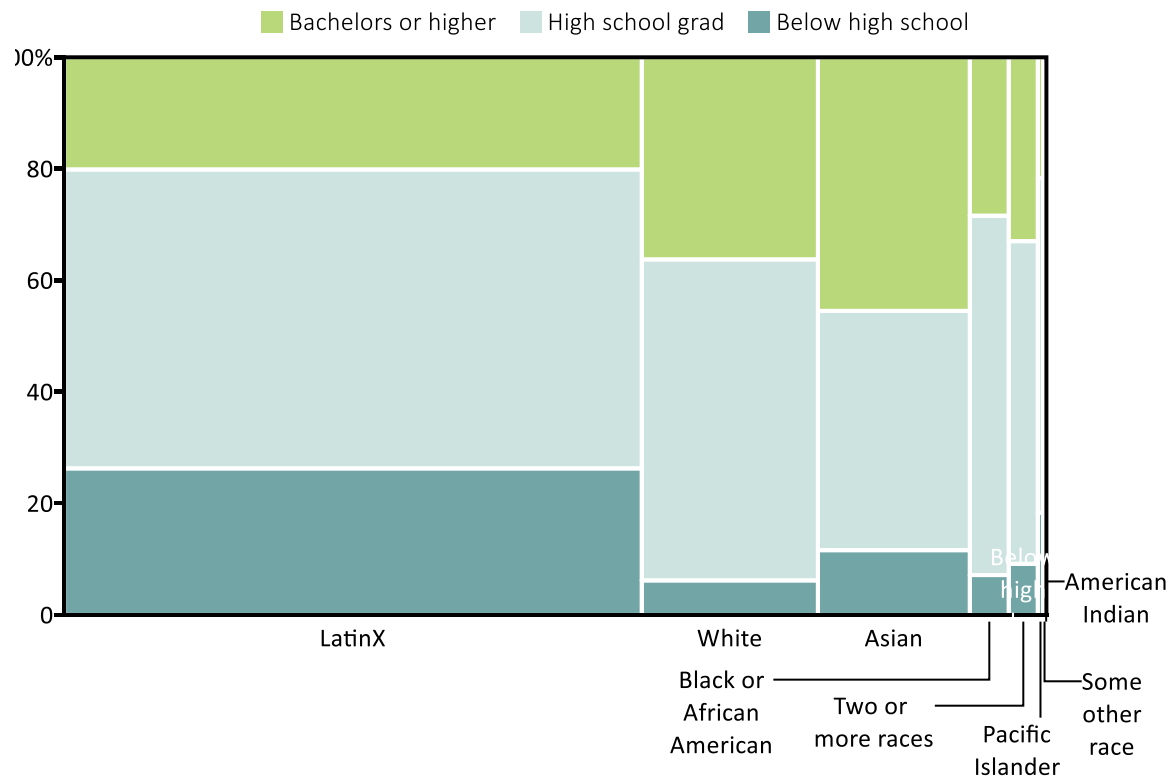
More cultural food, local nurseries, nightlife (in East CV)

I've heard that it's difficult for small businesses to get permits and that's why there are so many chain stores. I'd like to see small businesses get perks to start here.

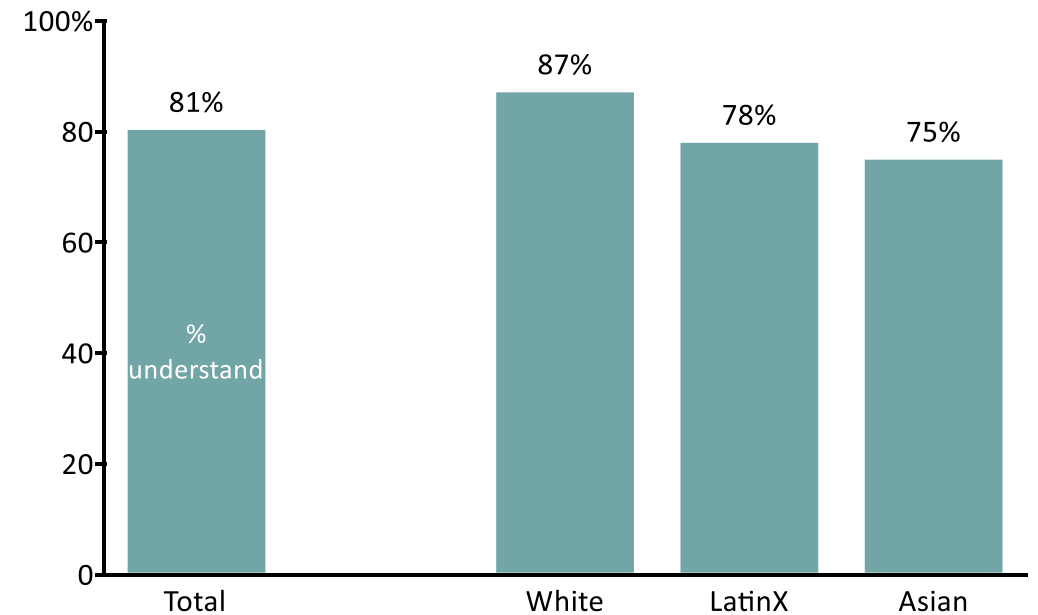
LatinX have less educational attainment, and minorities struggle more with gaining skills

Skilled

LATINX STRUGGLE MOST WITH EDUCATION ACCESS



PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT:
I UNDERSTAND HOW TO ACQUIRE THE SKILLS/QUALIFICATIONS TO ADAPT TO
INDUSTRY CHANGES AND/OR PROGRESS IN MY CAREER



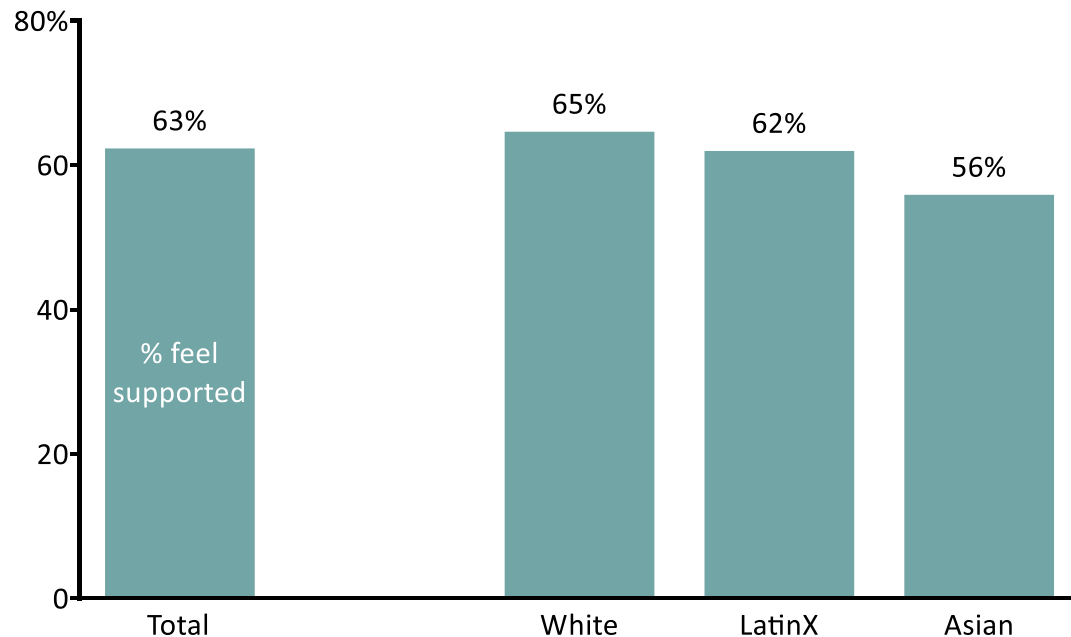
Note: Survey responses weighted by race x education from ACS estimates

Source: Chula Vista Residents Survey (July 2020, N=794), US Census American Community Survey (2018 Estimates), US Census Annual Business Survey (2018 based on year 2017)

Perception of support / mentorship varies by race, with Asians lagging the most

Connected

PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT:
I FEEL SUPPORTED IN MY EFFORTS (E.G. TRAINING, MENTORSHIP, NETWORKING).



THOSE DISSATISFIED THEIR SUPPORT NETWORK CITED:



“More help for those that work and want to go to school”

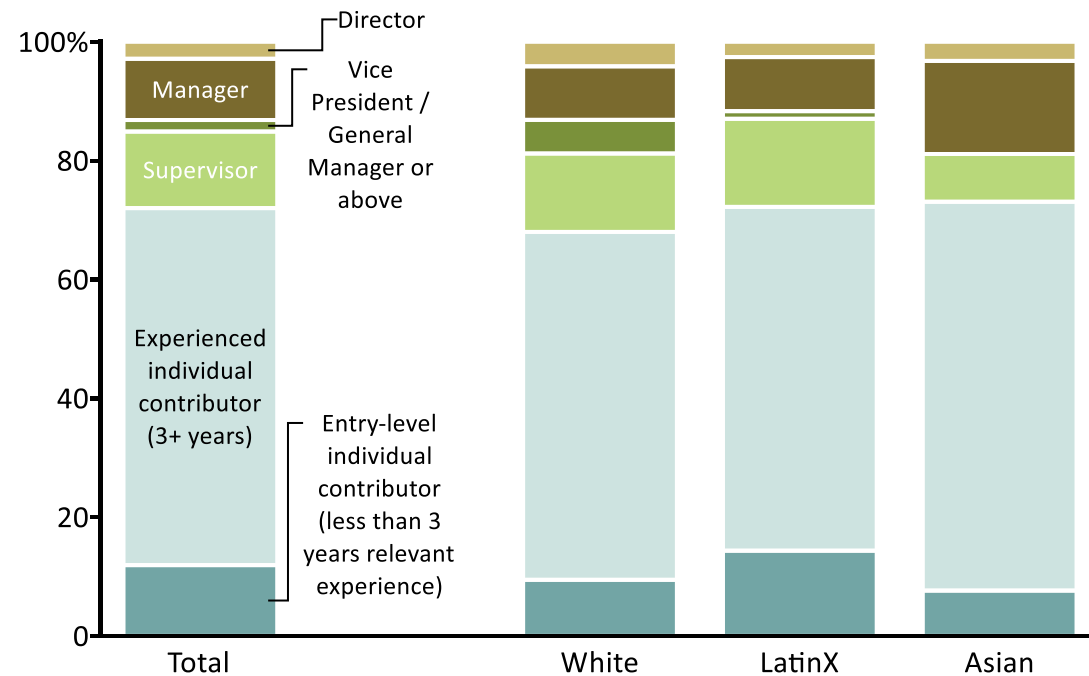
“More collaborative efforts and career development events held by vocational schools and the city”

“More guidance on where there is employment and how to approach those employment opportunities within Chula Vista”

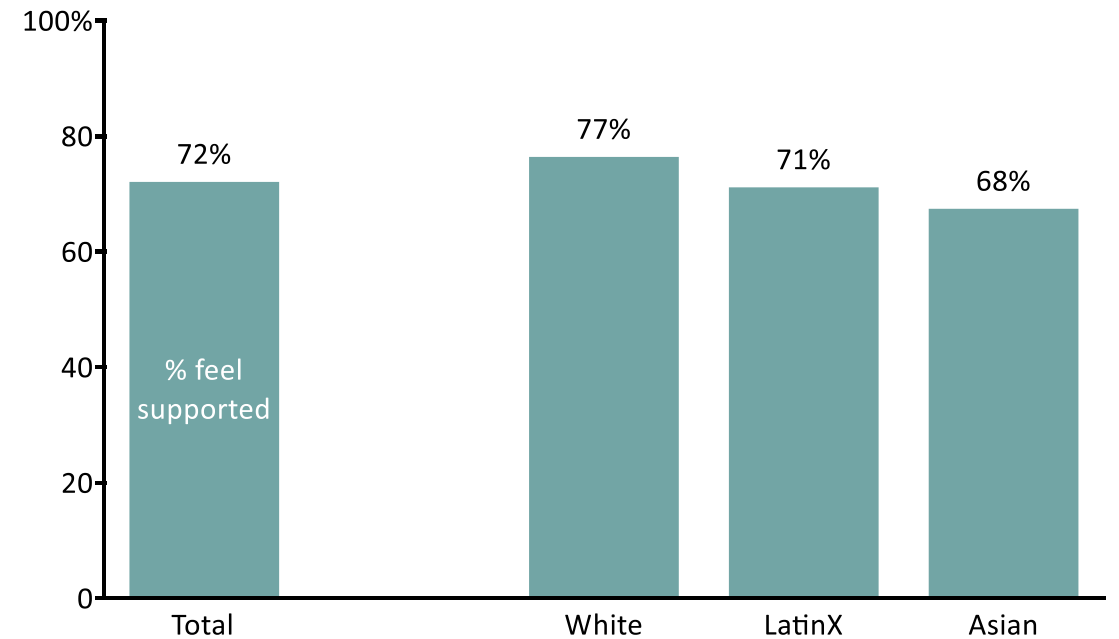
Job levels and access to opportunities appear similar across races, but Asians most dissatisfied

Accessible

MOST RESIDENTS ARE EXPERIENCED INDIVIDUAL CONTRIBUTORS



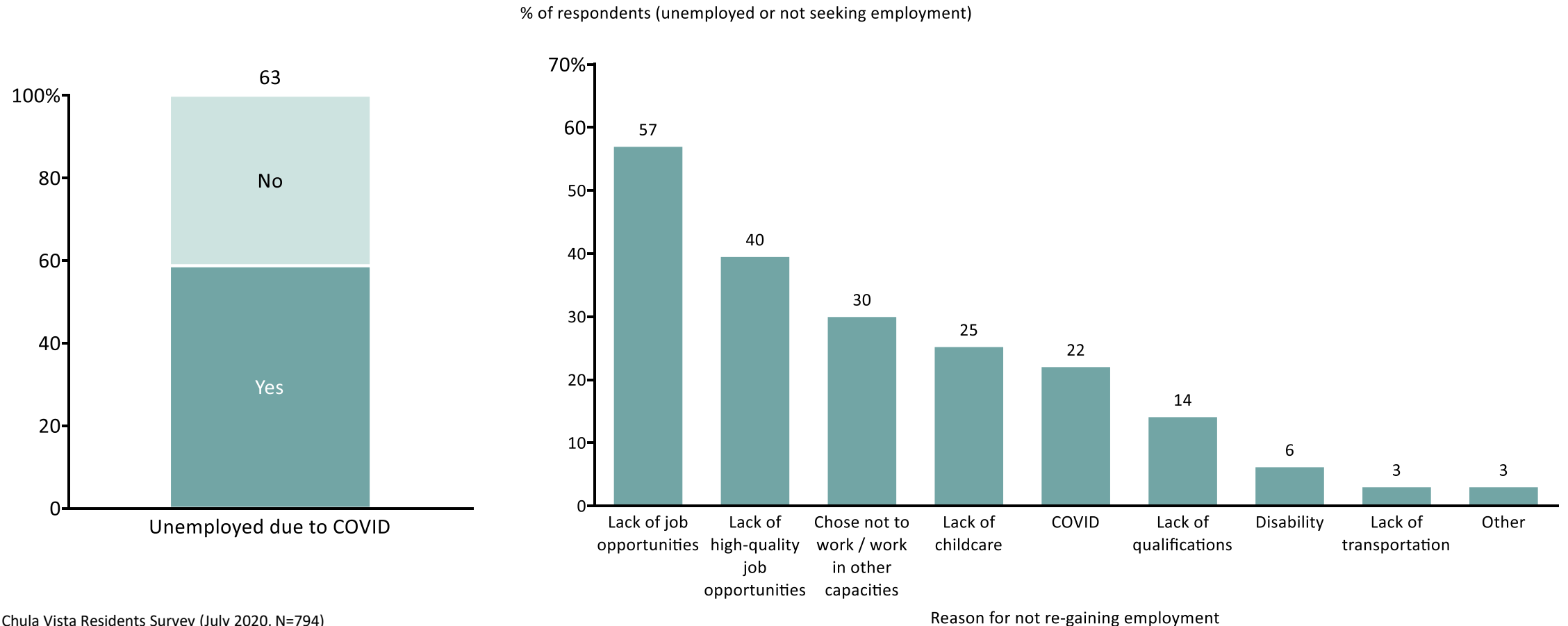
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT:
I AM SATISFIED WITH MY CAREER PATH AND ACCESS TO OPPORTUNITIES



Note: Survey responses weighted by race x education from ACS estimates; % satisfied include those who rated 4-5
Source: Chula Vista Residents Survey (July 2020, N=794) US Census American Community Survey (2018 Estimates)

~60% of unemployed is due to COVID, and have struggled to find new job opportunities

Accessible

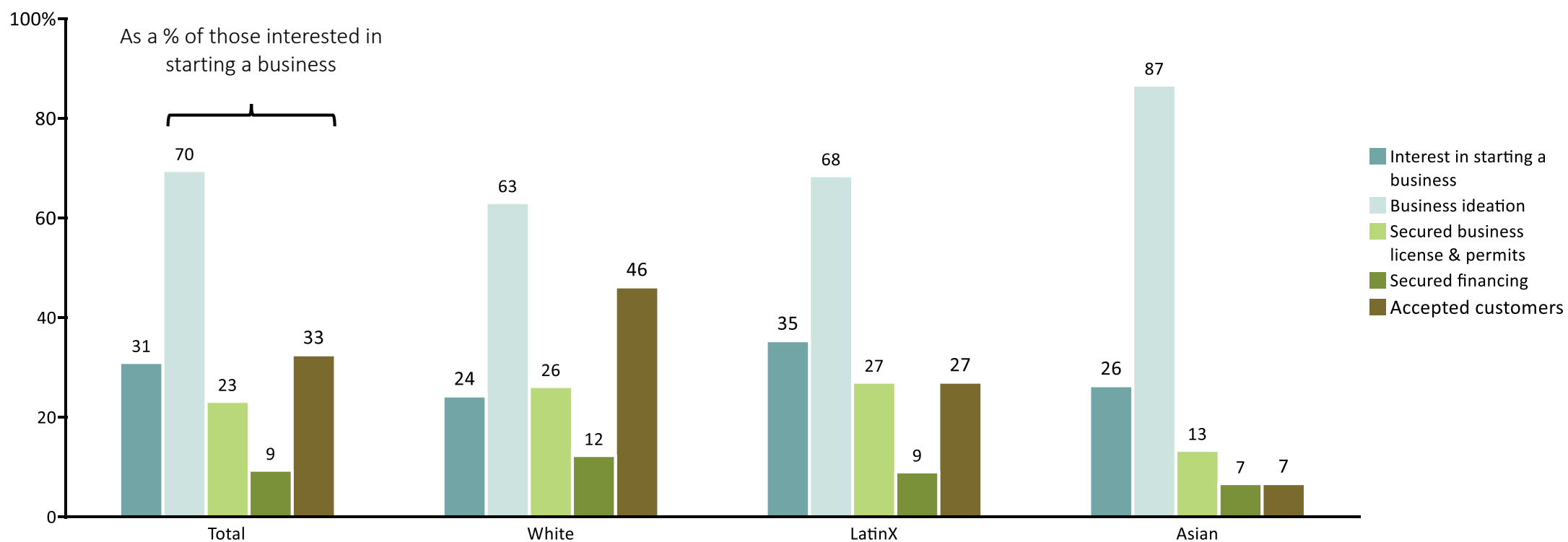


Source: Chula Vista Residents Survey (July 2020, N=794)

While equally high entrepreneurship interest, white-owned businesses more likely to open

Accessible

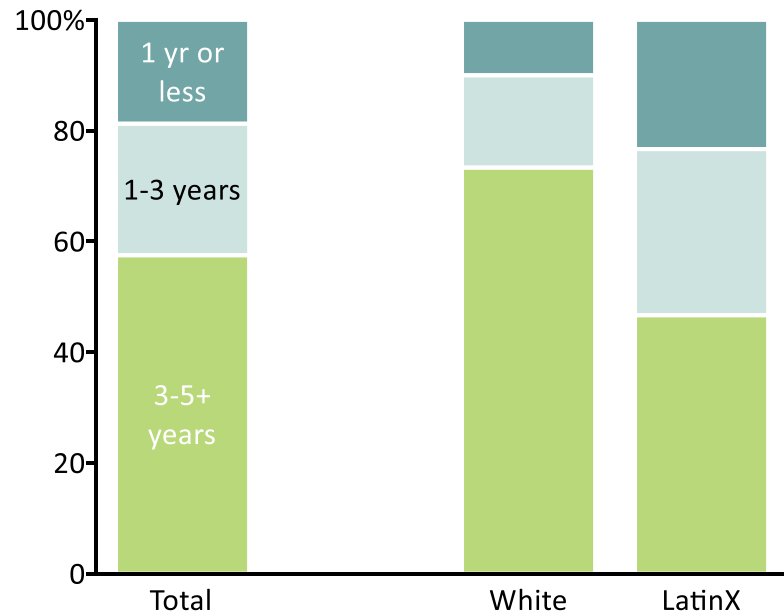
% of respondents



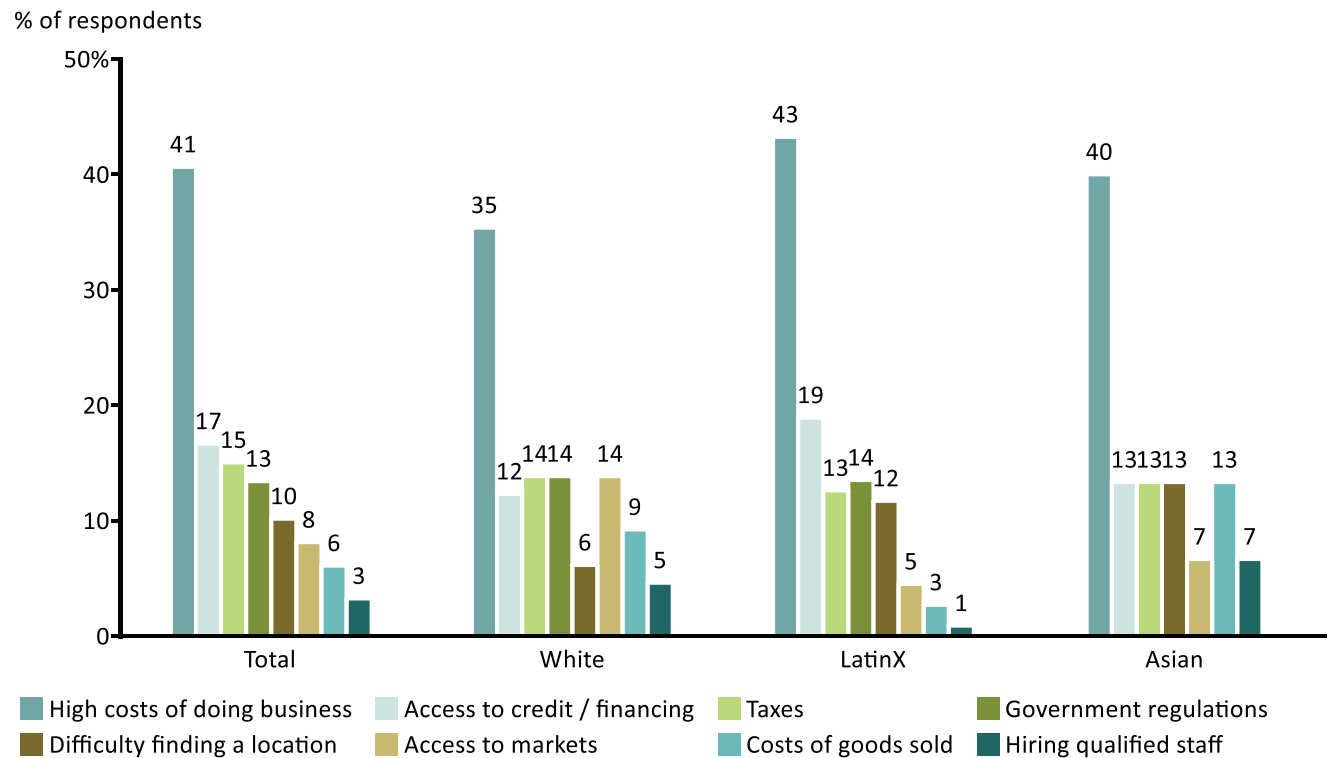
While white-owned businesses are more likely to endure, common challenges seen across demos

Accessible

WHITE-OWNED COMPANIES MORE LIKELY TO REACH 3+ YEAR MARK



OF ACTIONABLE OPPORTUNITIES FOR CHANGE, IMPROVING ACCESS TO CREDIT AND SECURING A LOCATION COULD BE MOST IMPACTFUL



Note: Asian not shown due to low N

Source: Chula Vista Residents Survey (July 2020, N=794), US Census American Community Survey (2018 Estimates), US Census Annual Business Survey (2018 based on year 2017)

Business owners' survey

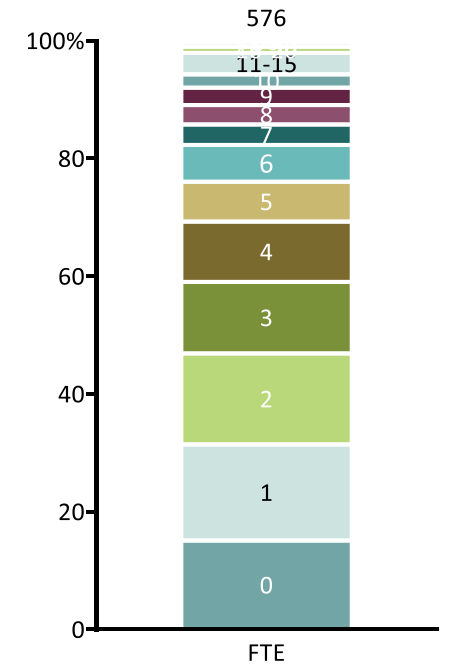
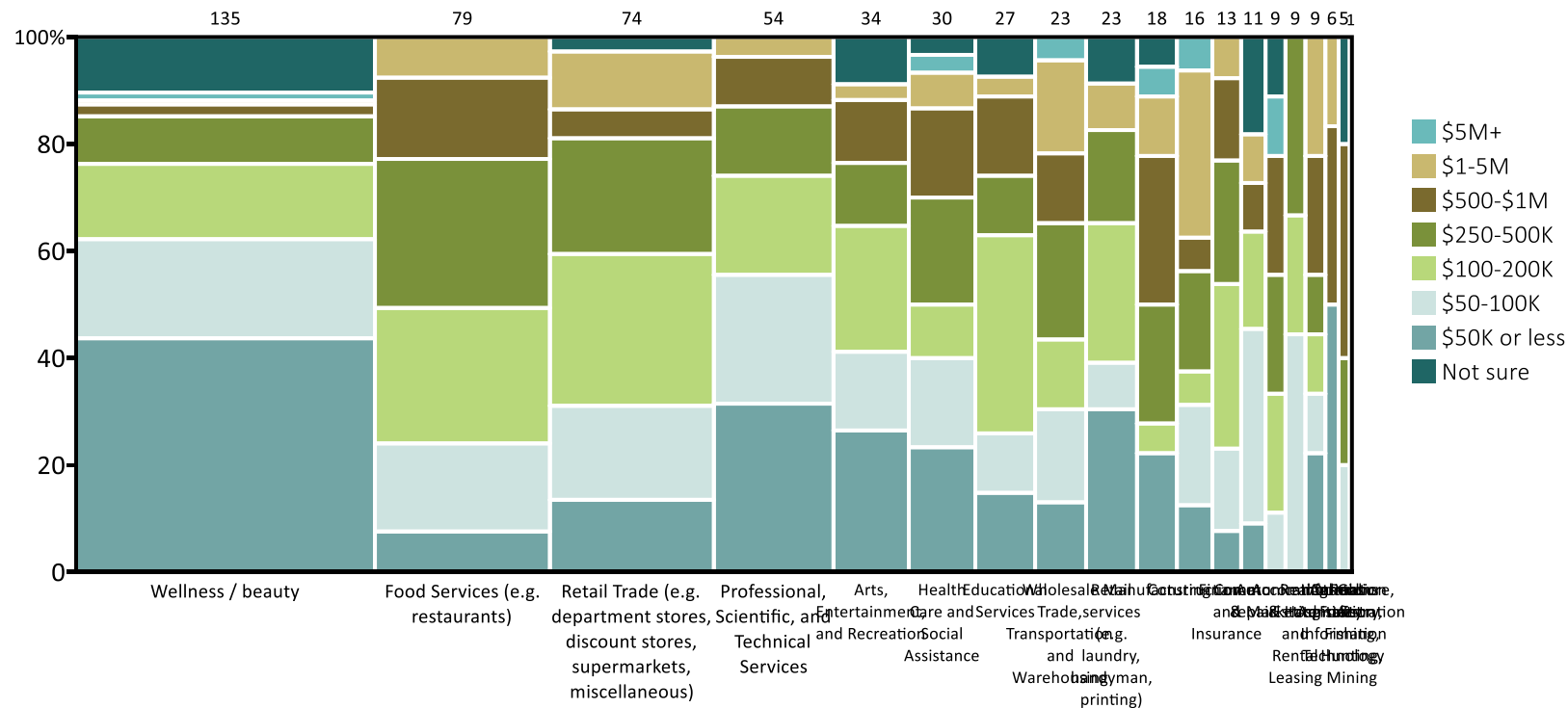
Note: The following results only show our survey respondents, and likely only reflect ~90% of the population of small businesses who are more business savvy

Surveyed businesses are largely small businesses in retail-oriented industries

Dynamic

~50% OF BUSINESSES ARE IN WELLNESS/BEAUTY, FOOD SERVICES & RETAIL TRADE;
MOST BUSINESSES EARN ~\$200K OR LESS

20% OF BUSINESSES ARE SOLELY EMPLOYER RUN, AND ~90% HAVE LESS THAN 10 EMPLOYEES

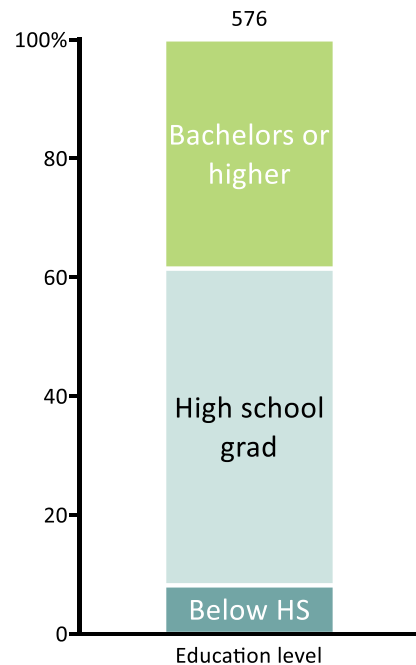


Source: Chula Vista Business Survey (July 2020, N=576)

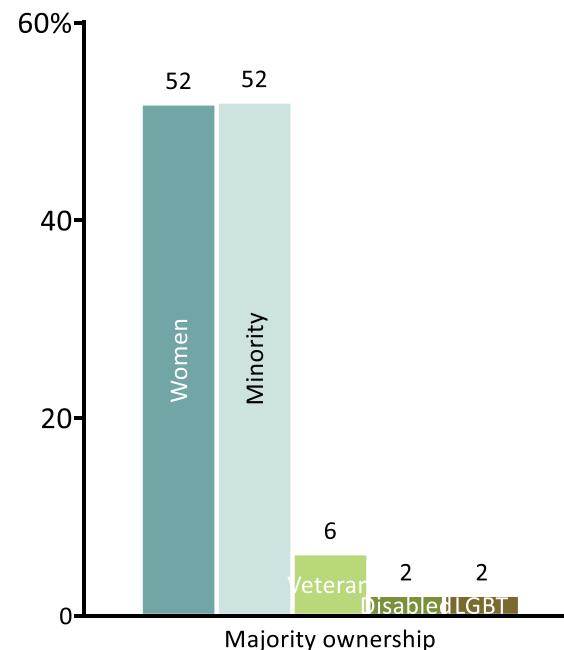
Most business owners are 40 y/o+ and have been in business for 10+ years

Dynamic

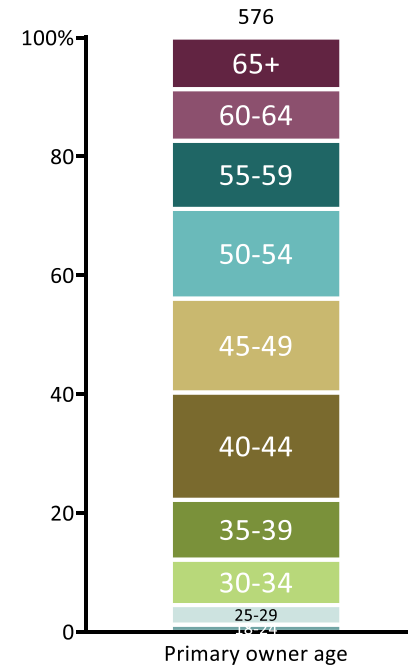
~50% ARE HIGH SCHOOL GRADS, ~40% B.S. OR HIGHER



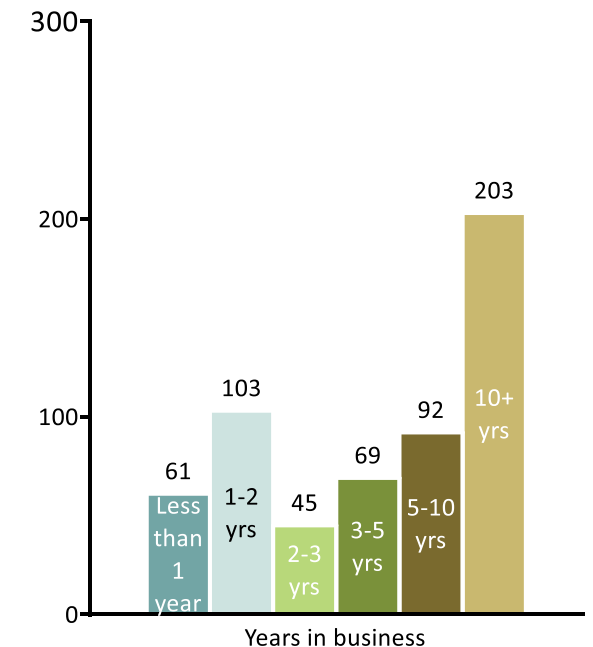
~50% OF BUSINESSES SURVEYED QUALIFY AS DBE



80% OF BUSINESS OWNERS ARE 40 YEARS OLD OR OLDER



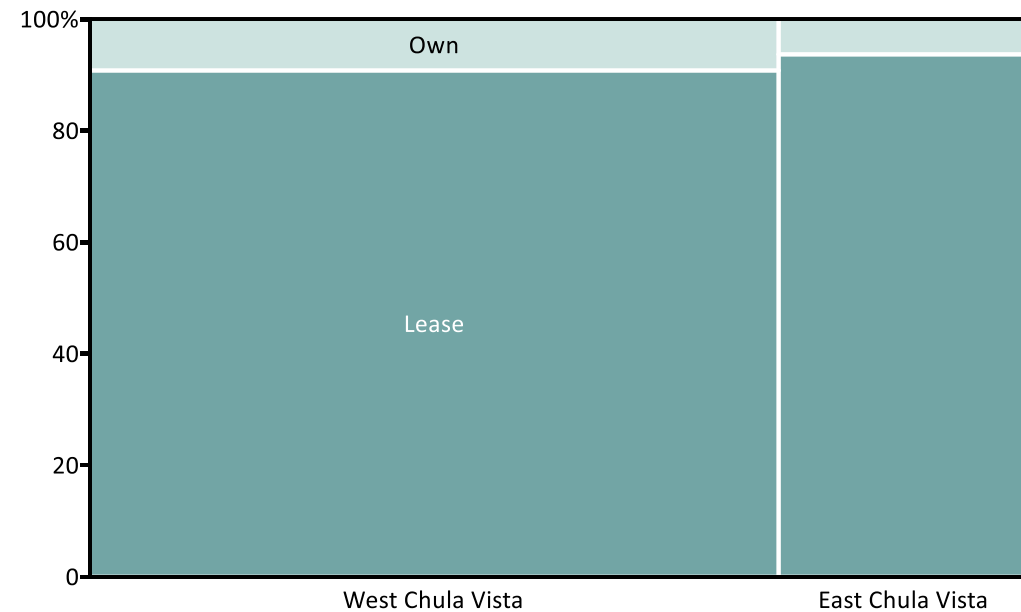
MOST BUSINESSES HAVE BEEN IN BUSINESS 10+ YEARS



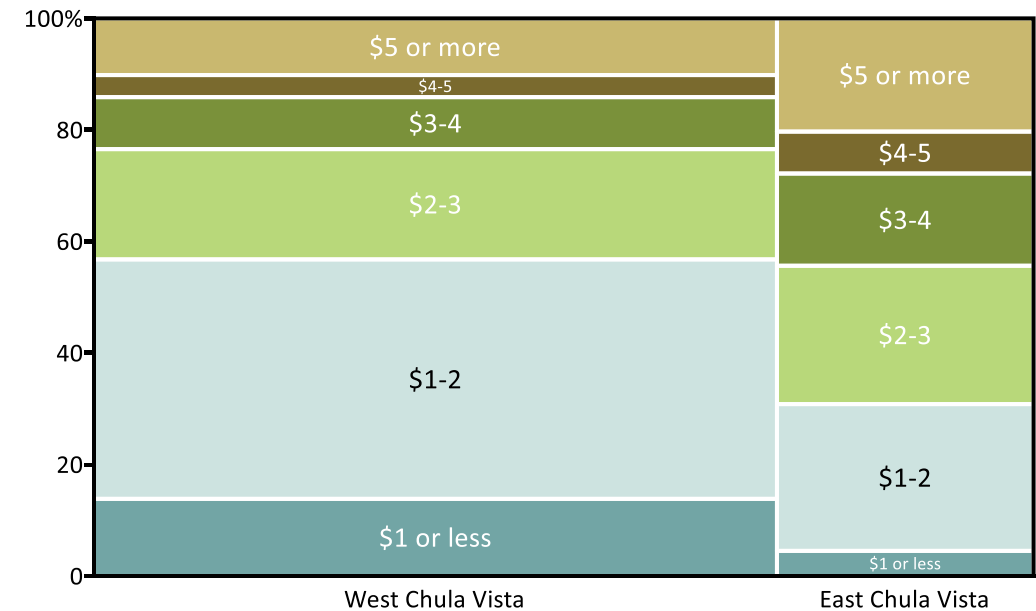
Businesses are largely concentrated in West CV, likely influenced by cheaper rent

Dynamic

90% OF SMALL BUSINESS OWNERS LEASE THEIR SPACE, AND MAJORITY ARE LOCATED IN WEST CHULA VISTA



PRICE/SQ. FOOTAGE IS MORE EXPENSIVE ON EAST CHULA VISTA, WHICH MAY BE PROHIBITIVE FOR SOME BUSINESS OWNERS

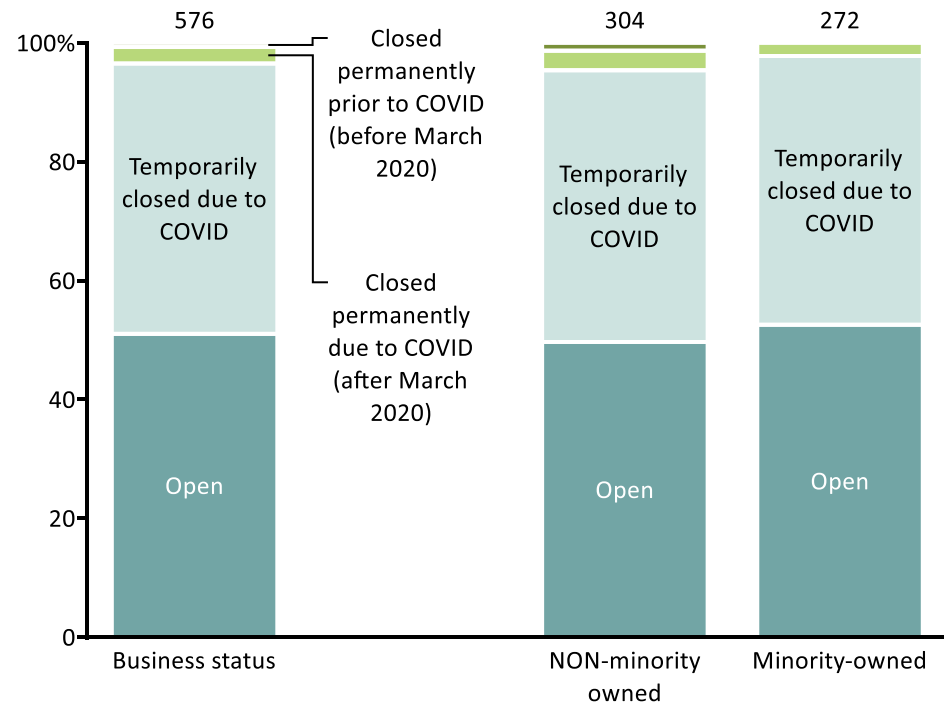


Only half of businesses are currently open, and many have had to decrease workforce

Dynamic

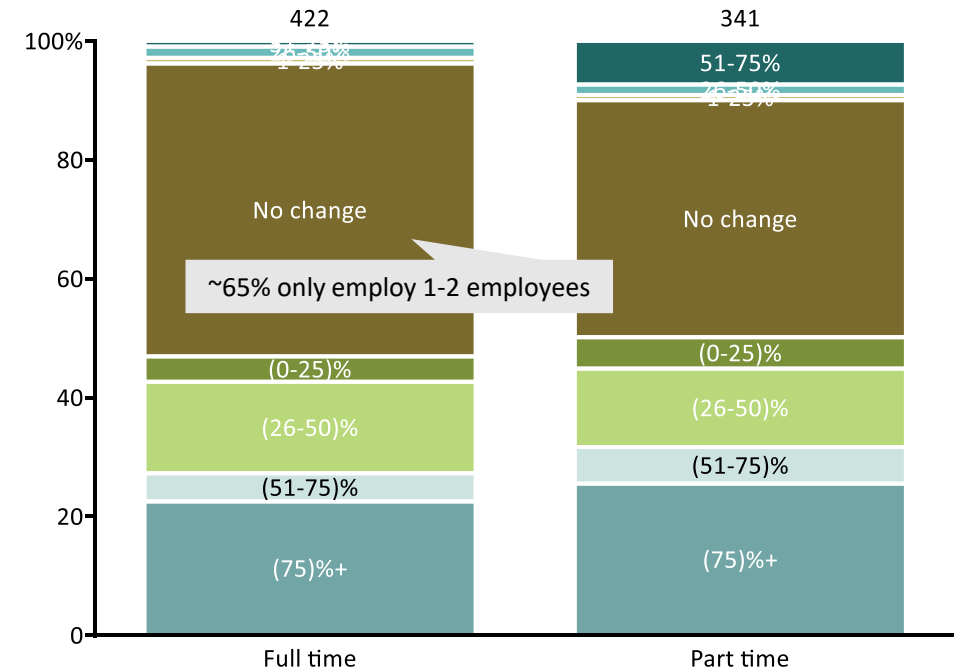
COVID

ONLY ~50% OF BUSINESSES ARE FULLY OPEN (AS OF JULY 24, 2020)



~50% OF BUSINESSES HAVE HAD TO DECREASE THEIR WORKFORCE

Change in employees during COVID



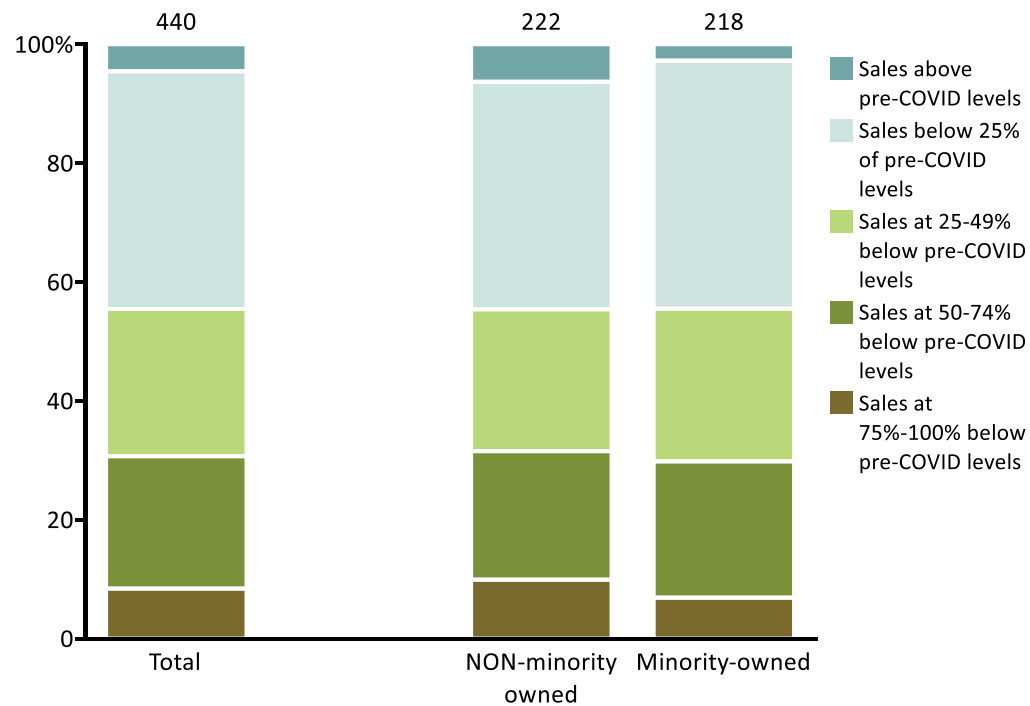
Nearly all businesses have seen a decline in revenues, and have limited cash reserves

Dynamic

COVID

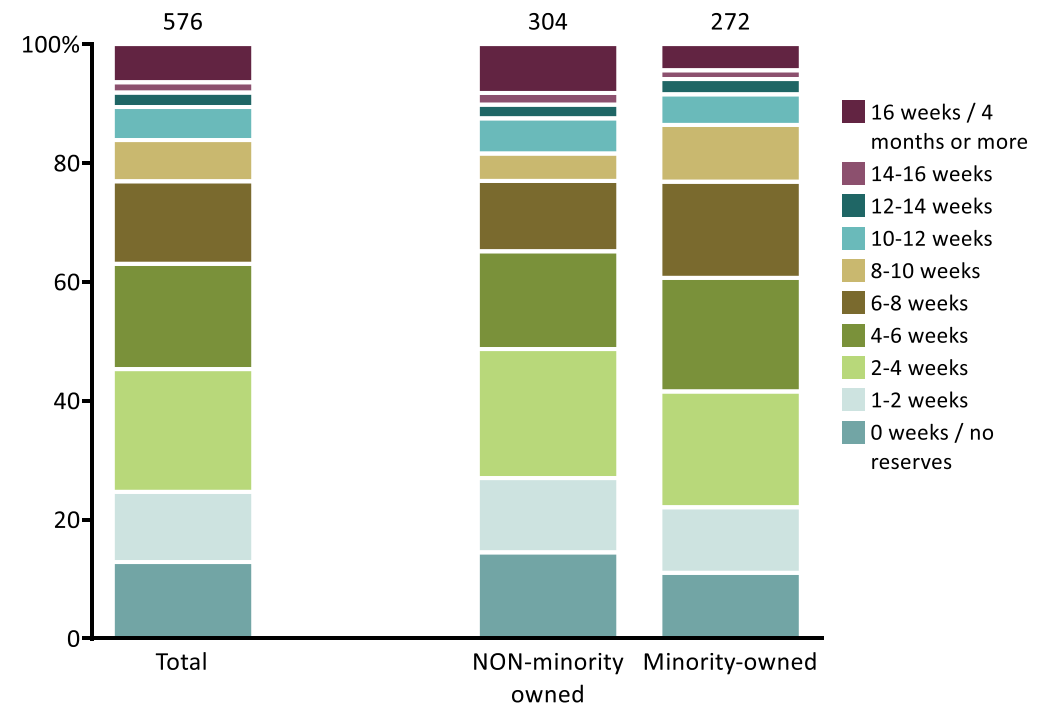
OF BUSINESSES OPEN IN JUNE, ~60% HAVE SEEN A DECREASE IN SALES OF 25% OR MORE

Sales in June 2020 compared to June 2019



<10% OF BUSINESSES HAVE 4 MONTHS+ TO OPERATE IN CASH RESERVES AS WE NEAR MONTH 6 OF COVID

Length of cash reserves

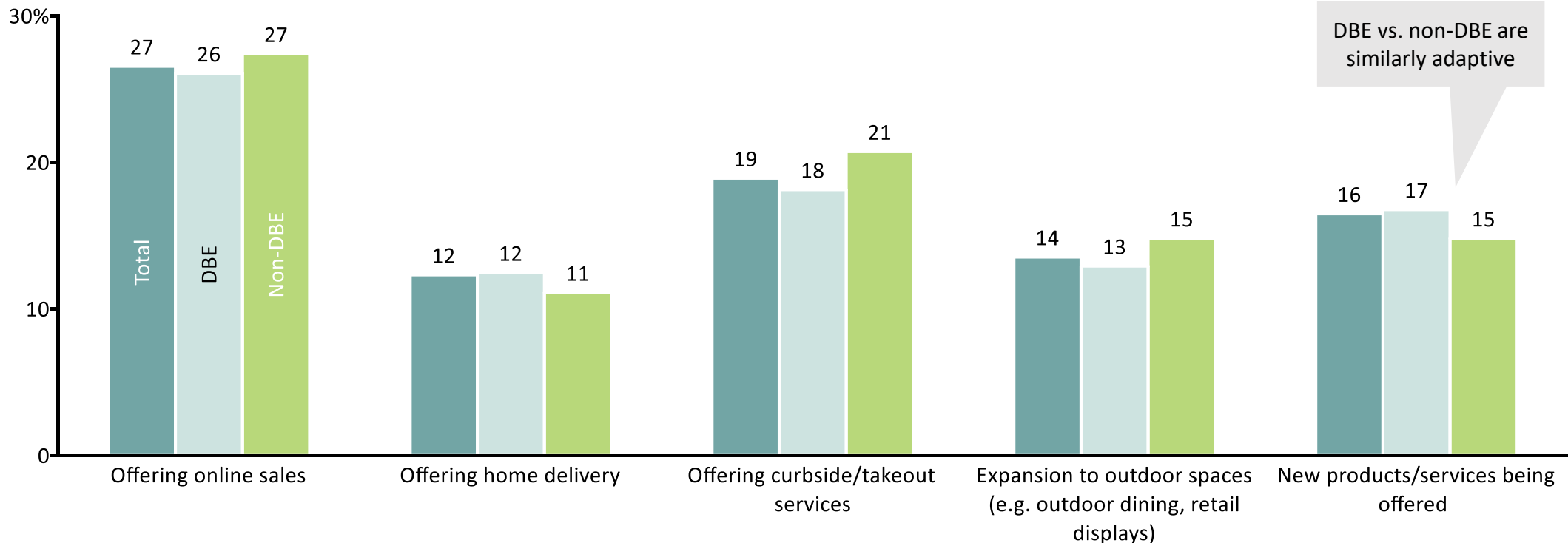


90%+ of businesses have made some changes to product/service offerings to stay afloat

Dynamic

COVID

% of businesses with product/service changes during COVID by type



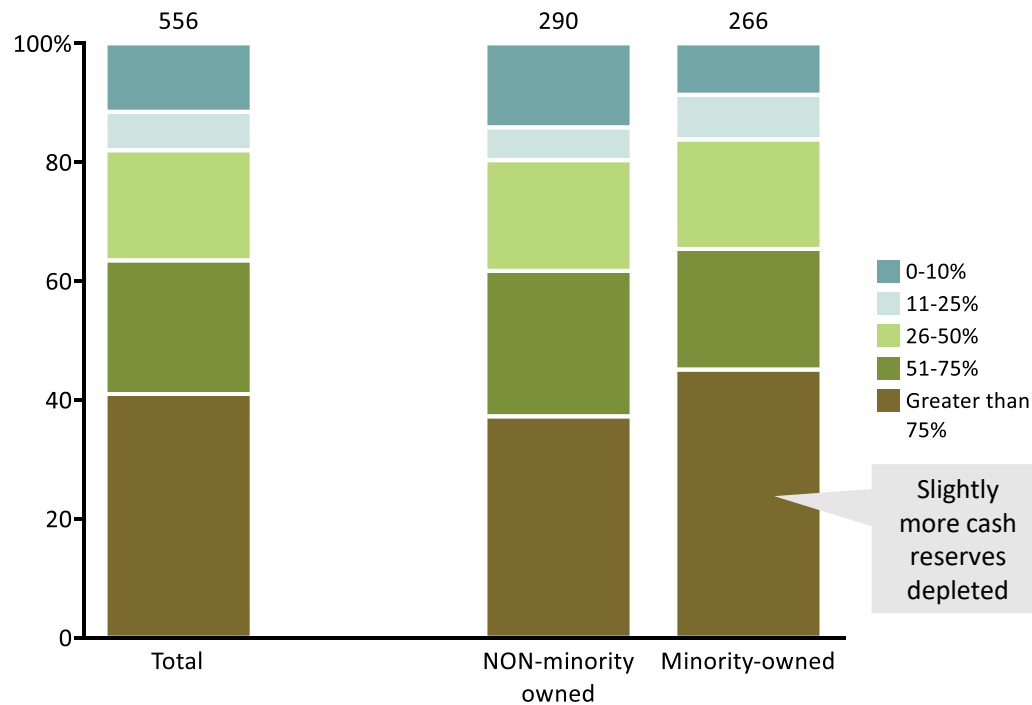
Still, many businesses have depleted cash reserves and anticipate closing in next 6mo.

Dynamic

COVID

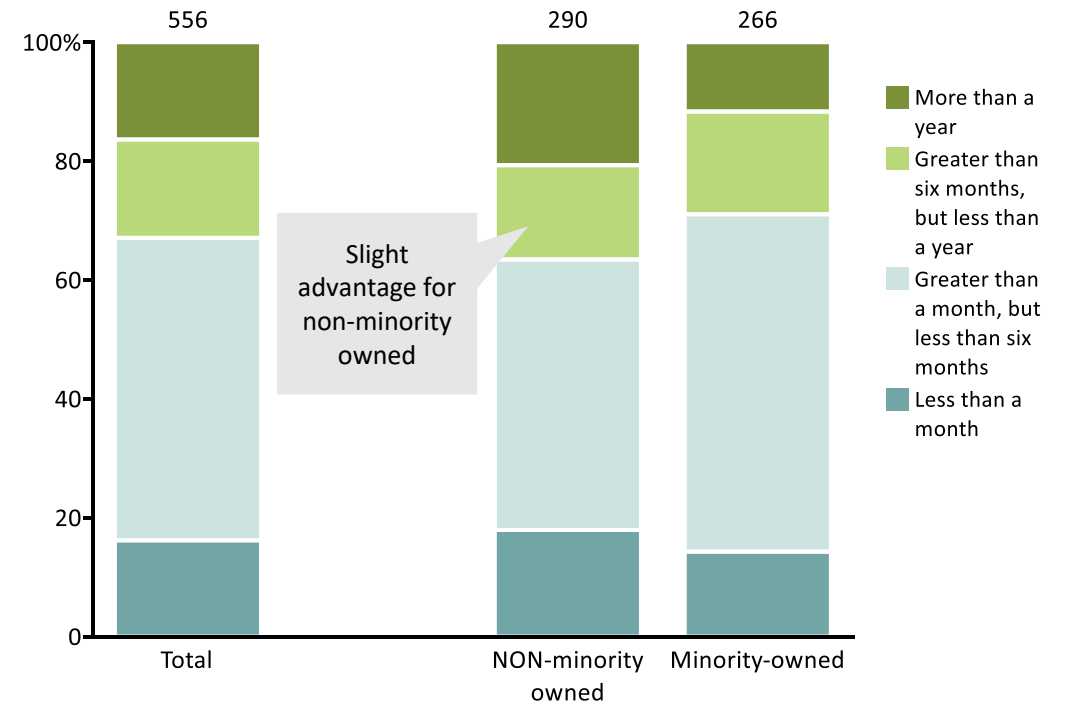
MOST BUSINESS HAVE DEPLETED ~50% OR MORE OF THEIR CASH RESERVES (AS OF JULY 2020)

Cash reserves depleted



~60% OF BUSINESSES ANTICIPATE CLOSING PERMANENTLY IN SIX MONTHS GIVEN CURRENT PROJECTIONS

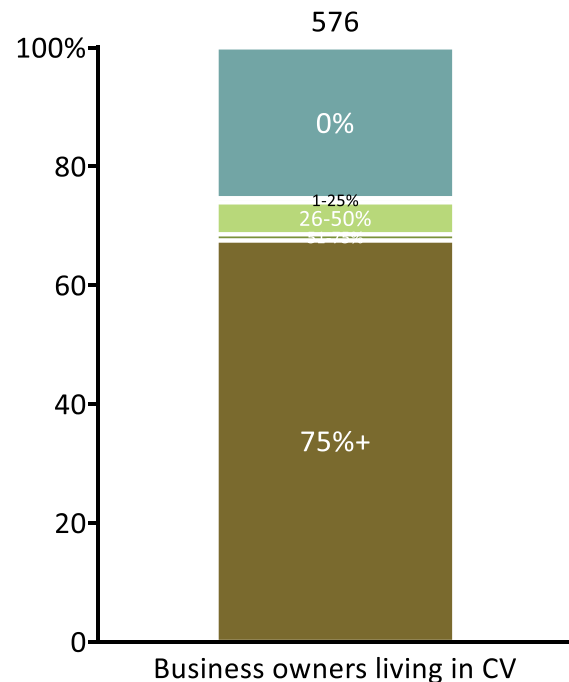
Time to stay open given projected sales



While businesses are often owned locally, few employees are benefitting

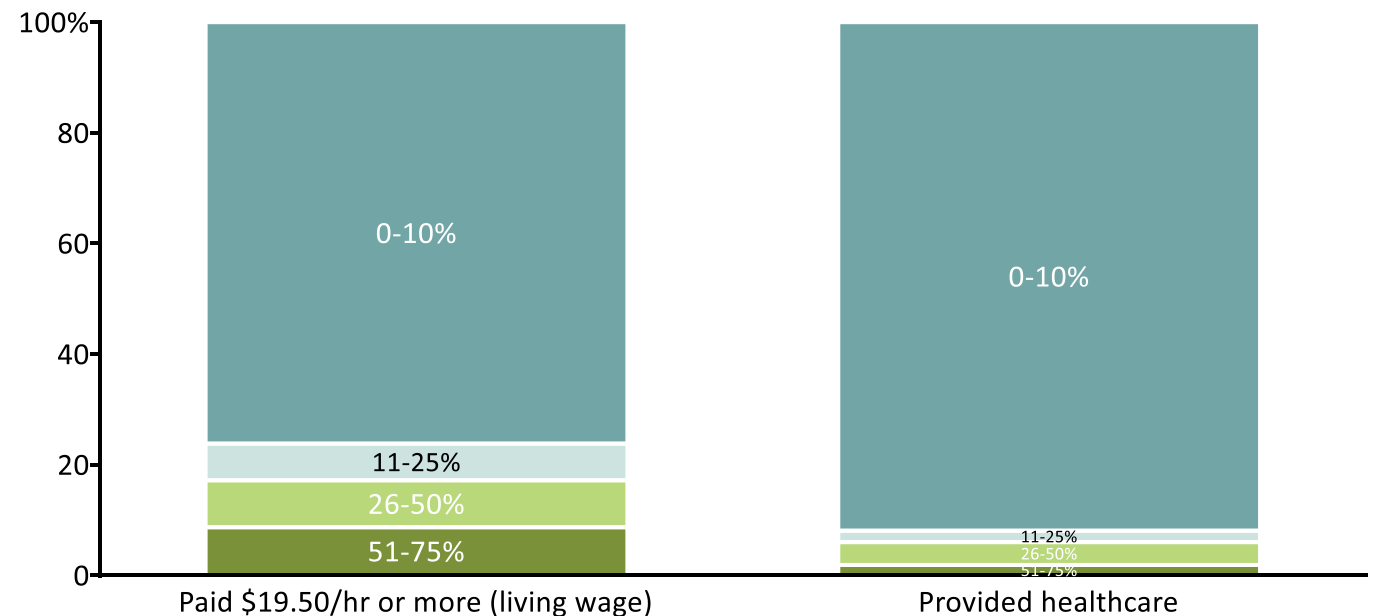
Shared

~75% OF BUSINESSES ARE MAJORITY-OWNED LOCALLY



HOWEVER, ~80%+ OF EMPLOYEES DO NOT MAKE A LIVING WAGE AND/OR ARE NOT PROVIDED HEALTHCARE

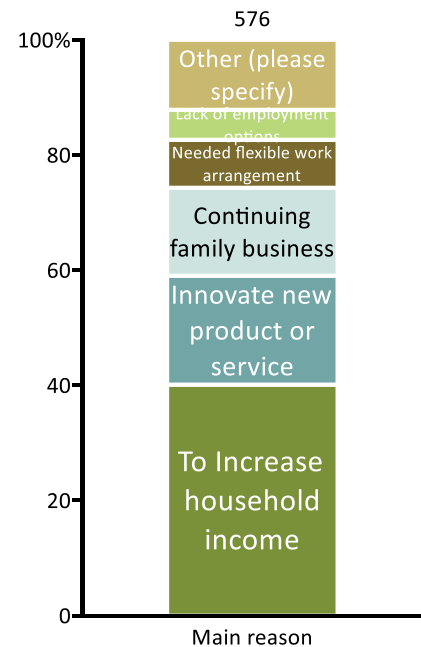
% of employees per company that receive wage/benefit



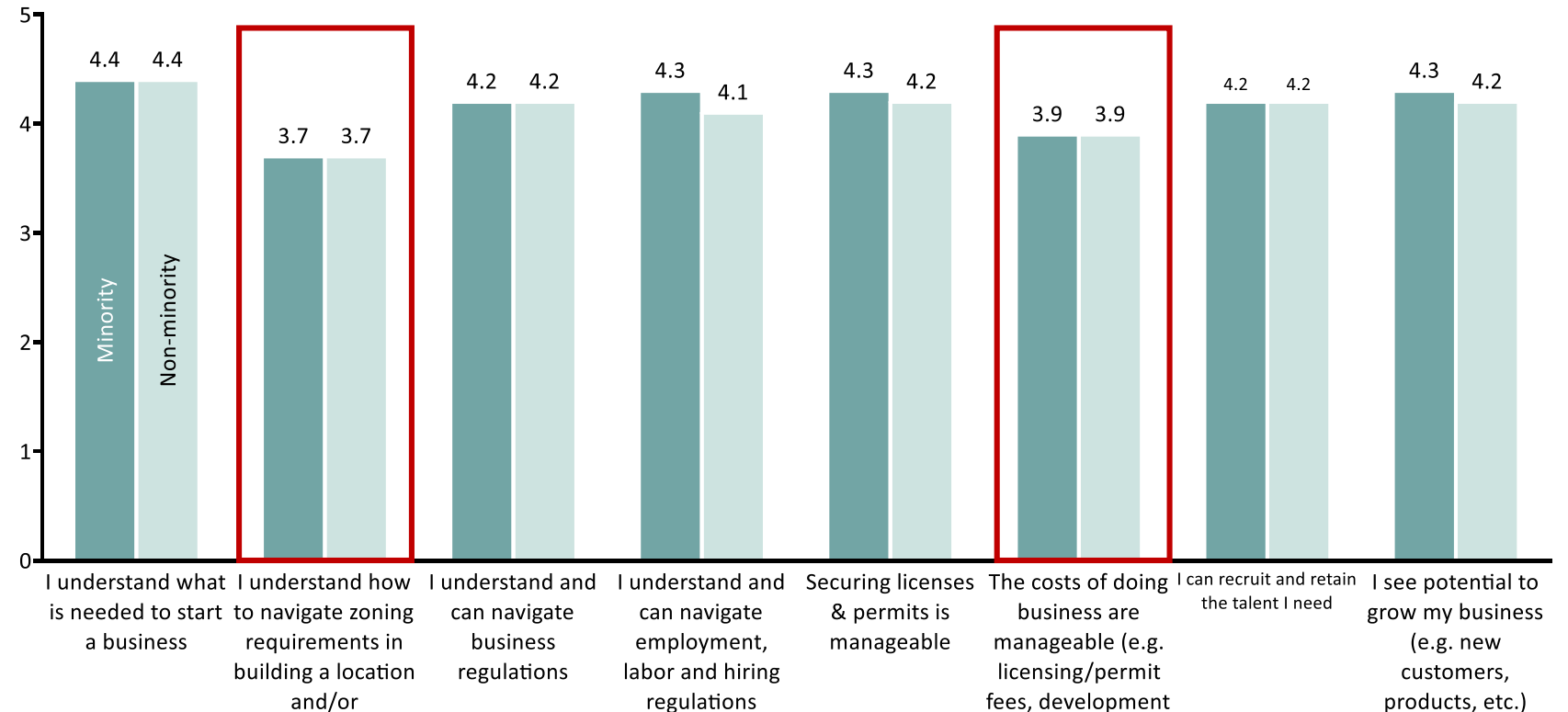
Business owners largely feel equipped skill-wise to start a business

Skilled

MOTIVATION FOR STARTING A BUSINESS DUE TO INCR. HH INCOME



LITTLE VARIATION SEEN IN EXPERIENCE ACROSS MINORITIES & NON-MINORITIES, BUT CLEAR PAINPOINTS IN ZONING REQUIREMENTS AND COSTS OF BUSINESS

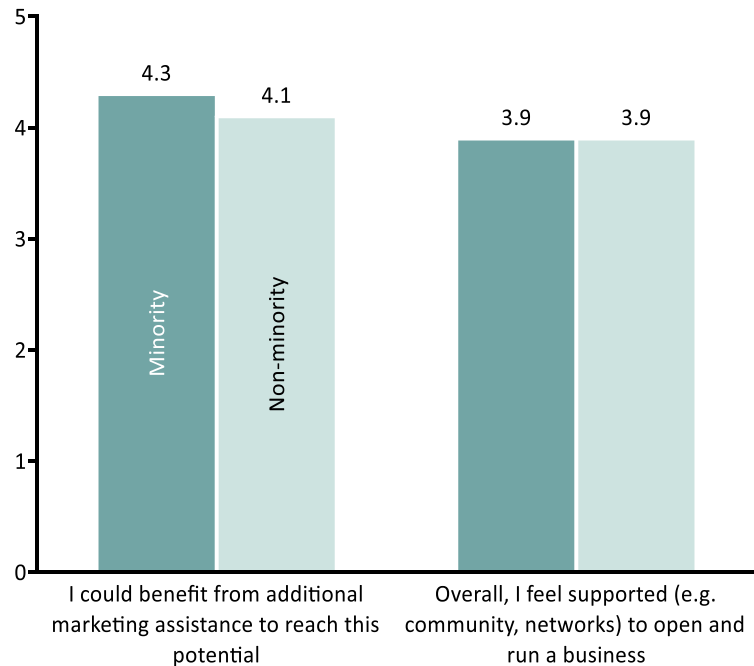


Source: Chula Vista Business Survey (July 2020, N=576)

Business owners could benefit from more support – which may look different for demographics

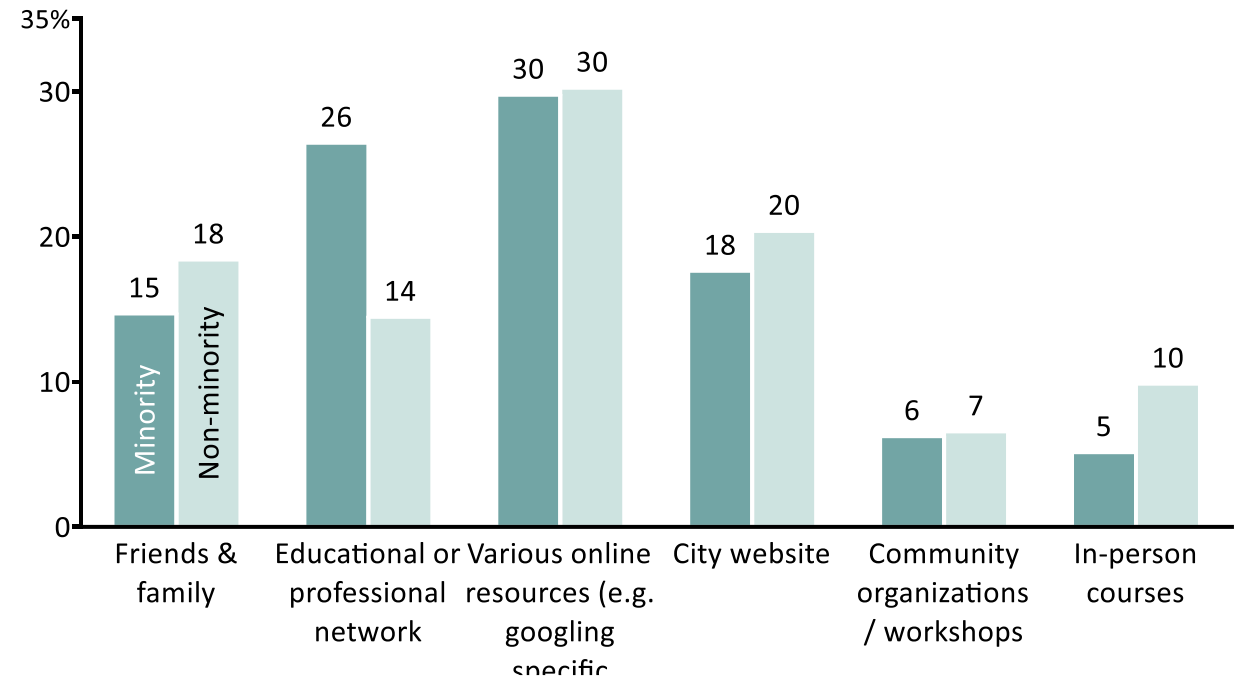
Connected

BUSINESS OWNERS COULD BENEFIT FROM MORE SUPPORT IN OPENING & RUNNING THEIR BUSINESS



WHILE ALL RELY MOST ON ONLINE RESOURCES (incl. city website), MINORITIES RELY MUCH MORE ON NETWORKS

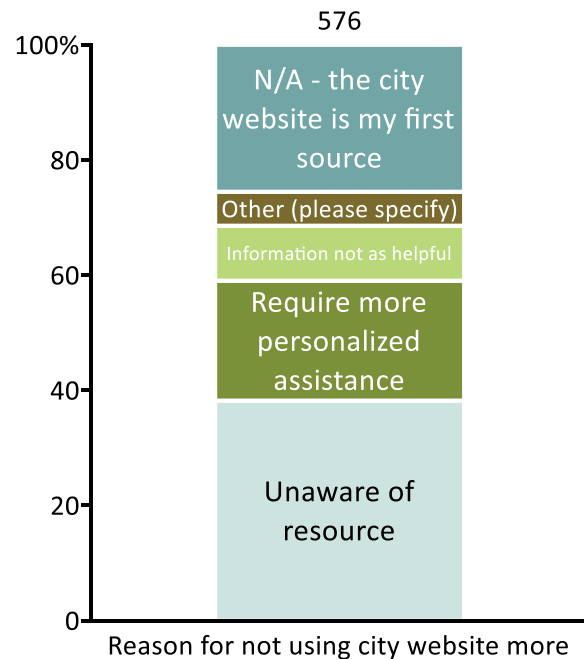
Top source for business information



Outreach to City Govt. relatively high, but usage of city website resources could be improved

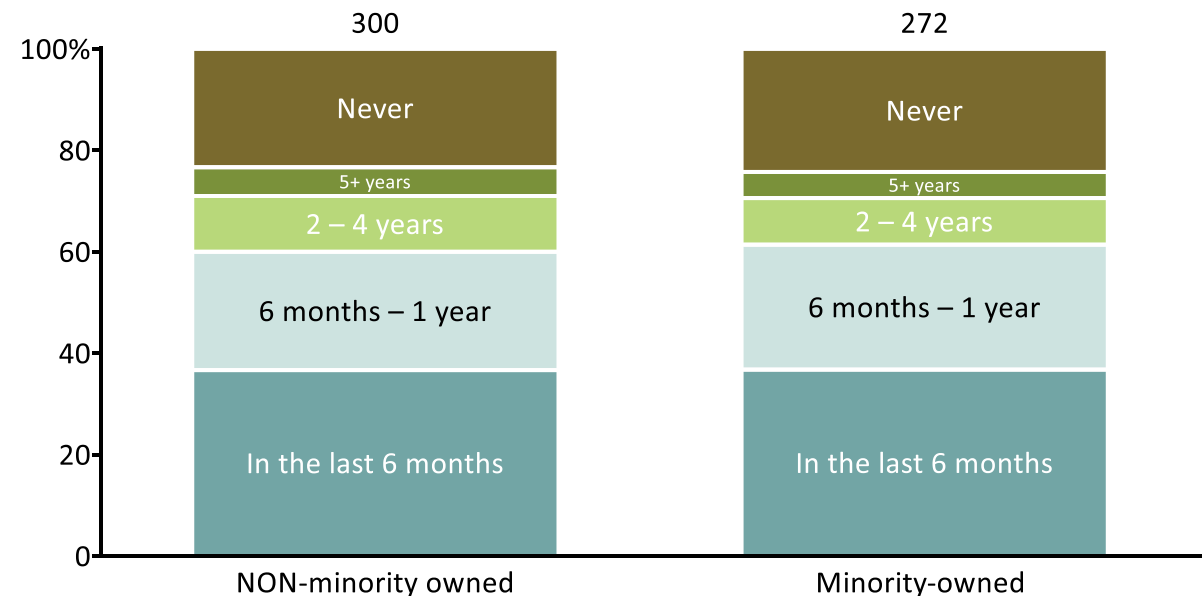
Connected

~40% OF BUSINESS OWNERS ARE UNAWARE OF CITY WEBSITE RESOURCES



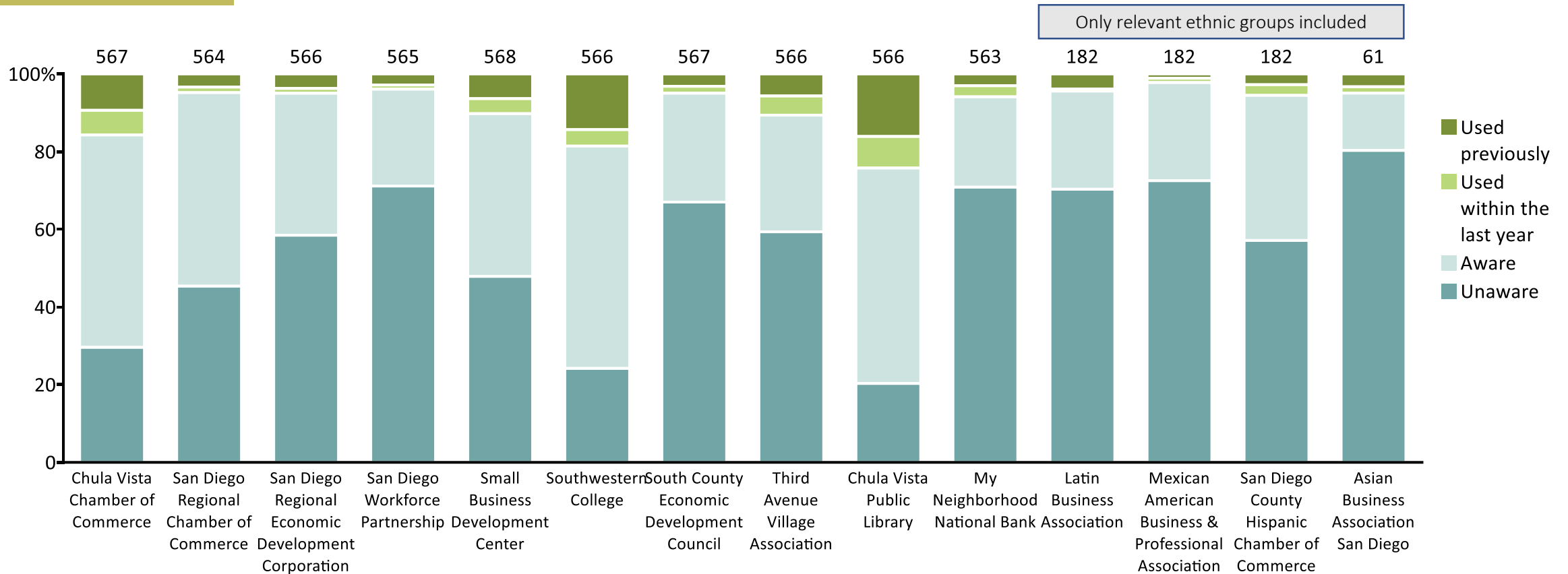
~60% OF BUSINESSES HAVE CONTACTED CITY GOVT. WITHIN THE LAST YEAR, WITH SIMILAR OUTREACH FROM MINORITIES

Last contacted city govt. by ownership



Few business owners have engaged with ecosystem resources, and many are unaware

Connected

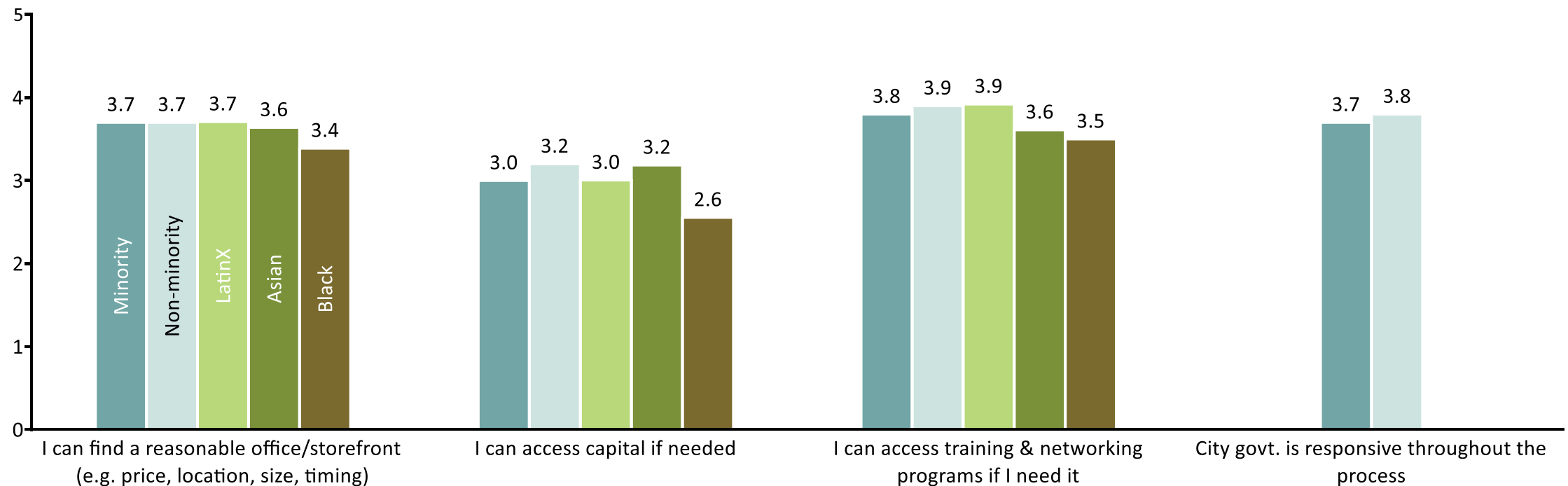


Source: Chula Vista Business Survey (July 2020, N=576)

Overall, accessibility to capital and resources could be improved

Accessible

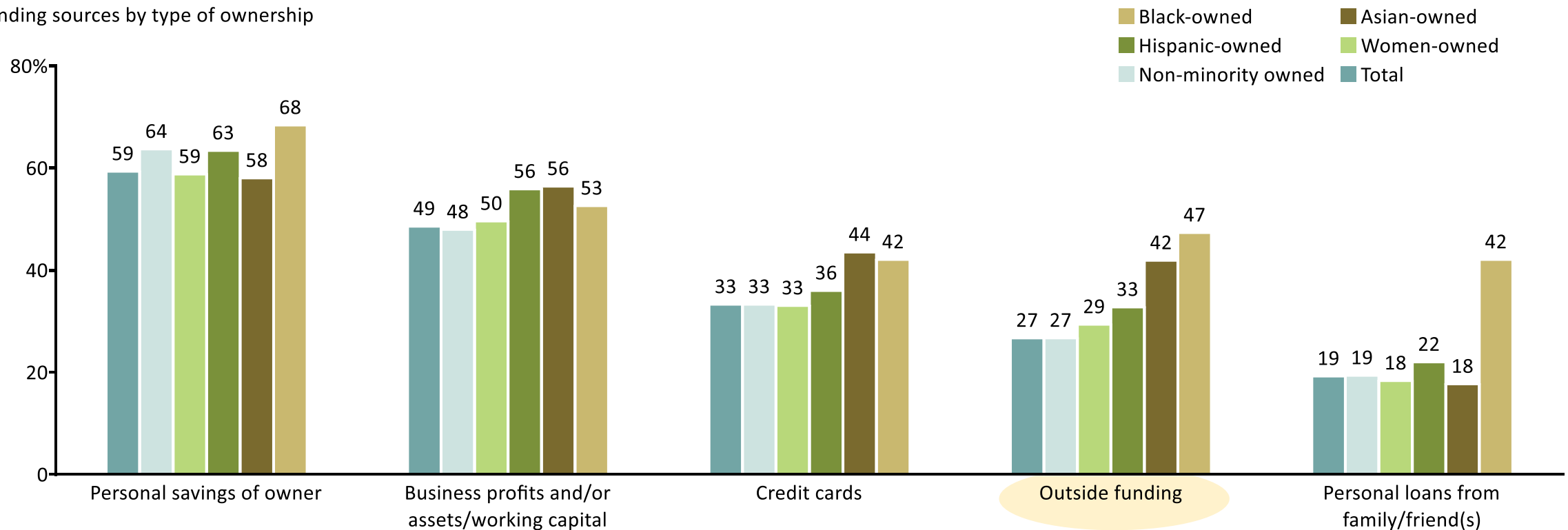
CERTAIN MINORITIES STRUGGLE MORE WITH ACCESS TO CAPITAL AND TRAINING RESOURCES



Uses of capital vary across demographics – few access institutionalized finance

Accessible

Funding sources by type of ownership



What's next?

- Defining **goals + priority areas** - *Eric*
 - Share what the city is doing
- Hear from **Strategic Alliance** in San Diego - *Jason*
- **Define roles & responsibilities** (bring back SBO journey) - *Irene*
- Agree on **agenda & timeline** for next meeting - *Miranda*

Goal setting

- What is our **collective goal** as a working group?
 - What are our **individual goals** that we are uniquely able to serve?
- What are our **top priorities** for the next quarter (3 months)?
- How do we continue **ongoing communications** in the interim?

Small Business Owner Journey Audit:

Resources are available but difficult to navigate

Development

Foundation

Growth

Stage of Journey	Business planning	Location	Business licensing / permits	Funding	Supply chain	Hiring	Sales & Marketing	Taxes & forms	Metrics tracking & evaluation	Ongoing market research	Networking & Mentorship
Activities	<ul style="list-style-type: none"> Conduct market analysis Create business plan 	<ul style="list-style-type: none"> Understand zoning districts Identify viable business locations Negotiate terms Secure location (post funding) 	<ul style="list-style-type: none"> Apply for business license Apply for additional permits Conduct necessary reviews 	<ul style="list-style-type: none"> Identify & connect with appropriate funding streams Package funding requests Negotiate funding terms 	<ul style="list-style-type: none"> Identify & connect with suppliers Negotiate procurement terms 	<ul style="list-style-type: none"> Create accurate job listing Recruit candidates Hiring process 	<ul style="list-style-type: none"> Identify target customers Develop marketing message Develop & execute marketing strategy 	<ul style="list-style-type: none"> Prepare taxes & forms 	<ul style="list-style-type: none"> Develop metrics for success Create process for tracking progress and adapting efforts 	<ul style="list-style-type: none"> Conduct research on customer demand Monitor changes in external ecosystem 	<ul style="list-style-type: none"> Connect business owners with mentors Facilitate networking opportunities
Resources online	Template on CV website	eZoning on CV website	Links on CV website	Advisory		Training & advice	Platforms for marketing	Forms available			
Ecosystem partner	Southwestern College	Private brokers	CV Economic Development Dept.	MNNB (advise, fund)		San Diego Workforce Partnership					CV Chambers TAVA Associations
SBDC, Black Chamber of SD, ABASD, MABPA											
SD EDC (limited caseload)											
Gaps in support	Connection to 1:1 advising / continuous mentorship				Identifying local suppliers		Development of marketing strategy	Connection to 1:1 advising / continuous mentorship			









Publish an easy-to-navigate list of technical assistance services with clear “lanes”

Available services for small and medium sized businesses

Organization	Services offered	Specialization	Languages
African Development Center www.adcmnnesota.org info@adcmnnesota.org 612-877-8264 1931 S 5th St, Minneapolis, MN 55454	   	African immigrants and refugees	English, Amharic, Somali, Swahili
African Economic Development Solutions www.aeds-mn.org info@aeds-mn.org 651-646-9411 1821 University Ave W, Suite S-145, St Paul, MN 55104	    	African immigrants and refugees	Amharic, English, Oromo, Somali
Bii Gii Wiin Community Development Loan Fund www.biigiwiin.org info@biigiwiin.org 612-354-2249 1113 E Franklin Ave #200, Minneapolis, MN 55404	  	American Indian entrepreneurs and business owners	English
Bunker Labs Minneapolis www.bunkerlabs.org/our-locations/minneapolis/ marcus.bolen@bunkerlabs.org 651-335-2271 400 S 4th St #401M-223, Minneapolis, MN 55415	 	Veteran entrepreneurs and business owners	English
GLITCH www.glitch.mn support@glitch.mn 1829 Riverside Ave #200, Minneapolis, MN 55454	  	Game makers and creative entrepreneurs	English
Hmong American Partnership www.hmong.org ecd@hmong.org 394 University Ave, 2nd Floor, Saint Paul, MN 55103	    	Hmong, immigrant, and refugee entrepreneurs and business owners	Chinese, English, Hmong, Lao, Somali, Thai
Impact Hub Minneapolis-St. Paul minneapolis.impacthub.net info@socialimpact.mn 651-318-2800 825 Washington Avenue SE, Minneapolis 55414		Social impact organizations	English
Latino Economic Development Center www.lecd-mn.org info@lecd-mn.org 612-724-5332 804 Margaret Street St. Paul MN 55106	     	Latino entrepreneurs, expanding businesses and the Agriculture sector	English, Spanish
Lake Street Council www.lakestreetcouncil.org info@lakestreetcouncil.org 612-822-0232 919 E Lake St, Minneapolis, MN 55407	   	Businesses in the Lake Street corridor, between 26th St and 34th St	English, Spanish

Organization	Services offered	Specialization	Languages
Metropolitan Consortium of Community Developers www.mccdmn.org info@mccdmn.org 612-789-7337 3137 Chicago Ave, Minneapolis, MN 55407	     	Small businesses citywide, with an emphasis on lending	English, Somali, Hmong
Metropolitan Economic Development Association www.meda.net info@meda.net 612-332-6332 1256 Penn Ave N, Suite 4800, Minneapolis, MN 55411	     	Entrepreneurs and business owners of color	English, Spanish
New American Development Center www.nadcmn.org aaliweyd@nadcmn.org 952-212-7446 2614 Nicollet Ave S, #207 Minneapolis, MN 55408	 	African immigrants and refugees	Amharic, English, Oromo, Somali
Neighborhood Development Center www.ndc-mn.org sahmed@ndc-mn.org 651-379-8433 663 University Ave W #200, St Paul, MN 55104	     	Entrepreneurs and business owners of color, in select neighborhoods throughout the Twin Cities	Amharic, English, Oromo, Somali, Swahili, Spanish
Northside Economic Opportunity Network, Inc. www.neon-mn.org info@neon-mn.org 612-302-1505 1007 W Broadway Ave, Minneapolis, MN 55411	     	Low to Moderate income residents in Minneapolis and surrounding communities	English
Seward Redesign www.redesigninc.org info@redesigninc.org 612-338-8729 2619 E Franklin Ave, Minneapolis, MN 55406	    	Businesses in the Greater Longfellow and Seward neighborhoods	English, Farsi, Spanish
West Bank Business Association wbba.thewestbank.org info@thewestbank.org 612-326-9652 1501 S 4th St, Minneapolis, MN 55454	    	Businesses in the West Bank district	English, Somali
West Broadway Business and Area Coalition www.westbroadway.org info@westbroadway.org 612-353-5178 1011 W Broadway Ave #202, Minneapolis, MN 55411	  	Businesses in North Minneapolis	English
WomenVenture www.WomenVenture.org info@womenventure.org 612-224-9540 2021 E Hennepin Ave #200, Minneapolis, MN 55413	     	Entrepreneurial women	English, Spanish

Service Providers may change on a year-to-year basis. Please check the B-TAP website for the most current list

-  Business planning and business training
-  Loan packaging and lending
-  Financial counseling, bookkeeping, and cost analysis
-  Business certification (DBE, CERT, other)
-  Business registration, licensing, and regulations
-  Marketing and branding
-  Real estate acquisition, leases, and site selection
-  Legal services

Chula Vista Business Ecosystem

Edit X for *technical assistance services* you can **directly** provide

Note any languages other than English you can assist in

Partners	Edit any specializations for your organization (1-2 sentences max)	Business planning & tracking	Business registration, licensing & regulations	Loan packaging & lending	Marketing & branding	Financial counseling, bookkeeping, cost analysis	Real estate acquisition, leases, site selection	Business certification	Legal services	Hiring & training	Mentorship & networking	Languages
Chula Vista Chamber of Commerce https://www.chulavistachamber.org/ 619-420-6603 info@chulavistachamber.org 233 Fourth Avenue, Chula Vista, CA 91910			X		X			X			X	
(TAVA) Third Avenue Village Association http://thirdavenuevillage.com/ 619-422-1982 info@thirdavenuevillage.com 353 Third Avenue, Chula Vista, CA, 91910	Businesses on Third Avenue		X		X		X	X			X	
Black Chamber of Commerce https://sdblackchamber.org/ 619-269-9400 info@sdblackchamber.org 404 Euclid Ave #383, San Diego, CA 92114	Black entrepreneurs in SD county	X	X	X	X	X	X	X			X	
Mexican American Business & Professional Association https://www.mabpasandiego.com/ (619) 475-8524	Mexican entrepreneurs in SD county	X	X	X	X	X	X	X			X	
Asian Business Association San Diego https://www.abasd.org/ (858) 277-2822 info@abasd.org 7675 Dagget St., #340, San Diego, CA 92111	Asian entrepreneurs in SD county	X	X	X	X	X	X	X			X	
(SBDC) Small Business Development Center / Southwestern College https://www.sdivsbdc.org/ (619) 482-6391 jsedeno@swccd.edu 880 National City Blvd, #7118, National City, CA 91950		X	X	X	X	X	X	X	X		X	

Going forward

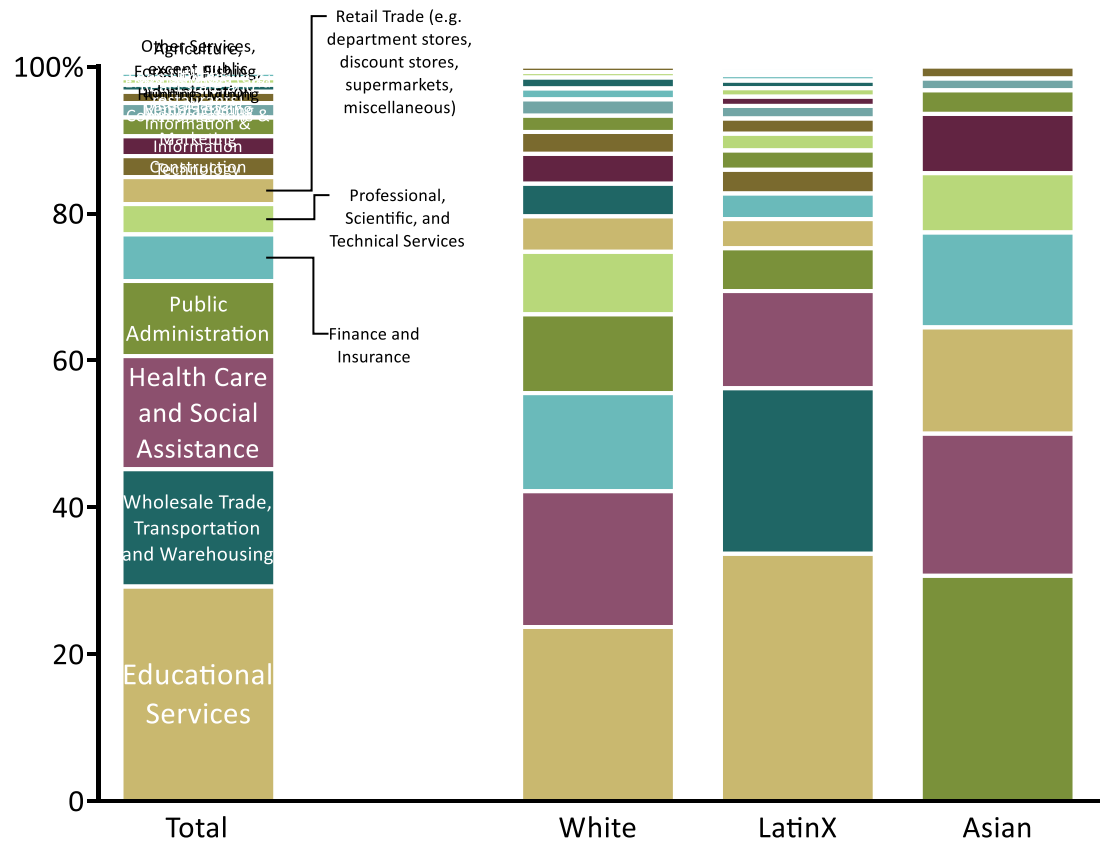
WHO	<ul style="list-style-type: none">• Trusted partners who have influence in Chula Vista's small business ecosystem development
WHY	<ul style="list-style-type: none">• To support small business development in Chula Vista – provide effective resources and mentorship to equal the playing field and propel more business ownership and expansion• Facilitate partnerships and secure funding to pilot initiatives
WHAT	<ul style="list-style-type: none">• Chula Vista City Govt. to send monthly email check-ins to consolidate upcoming workshops / events to publicize to registered businesses• Chula Vista City Govt. to facilitate quarterly or biannual working groups to:<ul style="list-style-type: none">• Discuss progress, roadblocks• Review feedback from businesses per ecosystem partner• Strategize business assistance improvements
WHEN	<ul style="list-style-type: none">• Second meeting...

Appendix

However, certain “good job” industries are unattainable for minorities

May cut, a lot of noise without much insight

Accessible



Industry	2018 Median Wage in CV (\$K)
Utilities	\$ 84.5
Professional, Scientific, & Technical Services	\$ 65.7
Public Administration	\$ 65.6
Construction	\$ 52.7
Wholesale Trade	\$ 52.7
Information	\$ 51.8
Professional, Scientific, & Management, & Administrative & Waste Management Services	\$ 47.9
Manufacturing	\$ 46.6
Health Care & Social Assistance	\$ 41.2
Educational Services, & Health Care & Social Assistance	\$ 41.0
Transportation & Warehousing, & Utilities	\$ 41.0
Educational Services	\$ 40.5
Finance & Insurance	\$ 40.5
Finance & Insurance, & Real Estate & Rental & Leasing	\$ 39.4
Transportation & Warehousing	\$ 38.8
Real Estate & Rental & Leasing	\$ 36.4
Administrative & Support & Waste Management Services	\$ 27.2
Accommodation & Food Services	\$ 26.6
Arts, Entertainment, & Recreation, & Accommodations & Food Services	\$ 25.8
Other Services Except Public Administration	\$ 24.3
Retail Trade	\$ 23.4
Agriculture, Forestry, Fishing & Hunting, & Mining	\$ 20.6
Arts, Entertainment, & Recreation	\$ 16.9

Note: Survey responses weighted by race x education from ACS estimates

Source: Chula Vista Residents Survey (July 2020), US Census American Community Survey (2018 Estimates), US Census Annual Business Survey (2018 based on year 2017)