

## Membership Spotlight: Chantanaya Buie – Hey Sugar Sweets



Hey Sugar Sweets, located in the East Village neighborhood, specializes in classic treats using the freshest and finest ingredients. Founder Chantanaya Buie, a US Navy veteran, was encouraged at a young age by family and friends and fell in love with spreading cheer through food and giving back in underserved communities. Chantanaya donates her time and resources as a mentor, and her company provides low and no cost space in her shop for local entrepreneurs to highlight and sell their products. Hey Sugar Sweets is a new member to the Downtown San Diego Partnership where she is excited to have a direct impact on the growth of Downtown, while increasing visibility to a wider audience.

The Downtown Partnership had an opportunity to speak with Chantanaya Buie, where we chatted about the following:

**DSDP: What opportunities have helped forward your success?**

**Chantanaya:** “Getting involved with various organizations in the community, like associations and the Downtown San Diego Partnership, opened more opportunities to expand my business and brand on a larger scale. Networking is crucial and has been a huge part of my success. “

**DSDP: What is your marketing strategy to reach the widest audience as a diverse business owner?**

**Chantanaya:** “Social media is such an impactful tool, and making sure that I highlight that this is a black-owned business, woman-owned business, and veteran-owned business is part of the framework when marketing to my audience. Making sure they are aware of who we are and what we represent is very important to me as a business owner.”

**DSDP: How has the DSDP helped to elevate your organization’s presence in the downtown market?**

**Chantanaya:** “Recently I was invited to a strategic roundtable where we discussed the future of downtown and improvements. Having a seat at the table for events that directly affects small businesses gives me hope in the growth of my own business and the growth of Downtown. The Downtown Partnership played a large role in me choosing to keep my business in the Downtown area.”

**DSDP: As a diverse business owner what do you want people to know or remember as we celebrate Black History Month?**

**Chantanaya:** “Being a diverse business owner is very important to me and so is celebrating who I am and my history. Black History is not just for one month, it is every month, of every year. It’s about taking the time to learn about all the advancements we have made and where we come from. The American dream has not always been easily obtained by us. When you see a Black owned business, you must understand that despite the disadvantages or the resources available to us, we continue to build, grow, evolve, and succeed is so powerful and something to be proud of.”

**DSDP: What does being a diverse business owner mean to you?**

**Chantanaya:** “It means I bring a little bit more flavor and different options from my personal and cultural background that others may not have access to.”

**DSDP: How do you celebrate diversity in your organization?**

**Chantanaya:** “We treat everyone as an individual, respect everyone’s backgrounds, understand everyone doesn’t have the same beliefs and we respect it. Everyone is welcomed and celebrated at Hey Sugar. It’s not that I don’t see color because color is beautiful, but we celebrate our differences and highlight them to be inclusive. Diversity is beautiful.”

We thank Chantanaya and Hey Sugar Sweets for being a valued member of the Downtown San Diego Partnership. Organizations like this allow us to advance the economic prosperity and cultural vitality of Downtown San Diego.

Learn more about Hey Sugar Sweets: [Home](#) | [Hey Sugar Sweets](#)