

25<sup>TH</sup>  
ANNIVERSARY  
EST. 1989



SCEDC  
South County Economic  
Development Council

# South County's Future

FIVE-YEAR ECONOMIC  
DEVELOPMENT STRATEGY

June 2, 2016

# Vision Project Funding



THE CITY OF SAN DIEGO



Bank of America



  
The Corky McMillin Companies  
[www.mcmillin.com](http://www.mcmillin.com)



Vibra Bank 

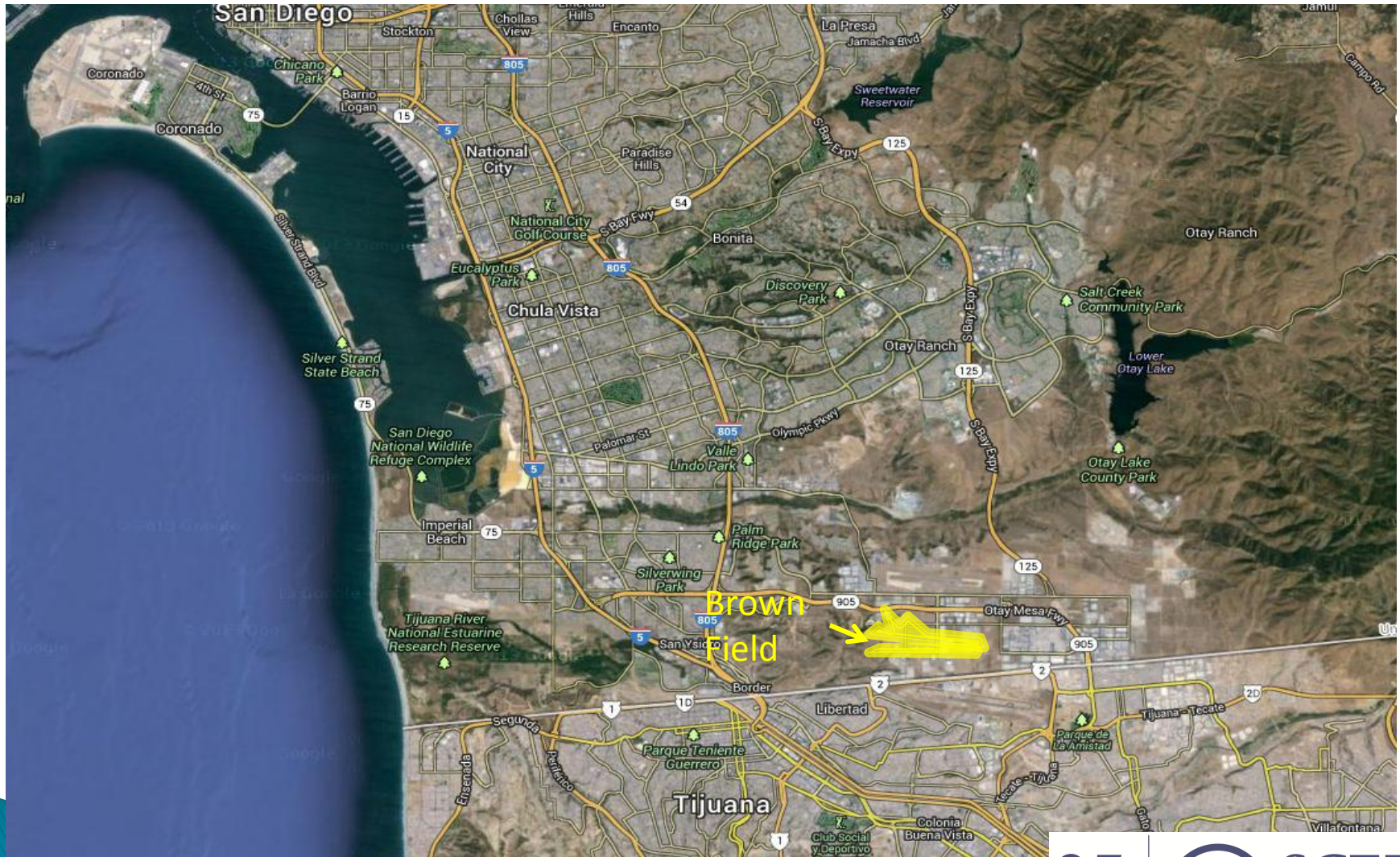


  
A  Semptra Energy utility®

Union Bank • Cox Communications, Inc. • City of Chula Vista  
Norma Hernandez • Trilogy PR Group • Bill Tunstall • Christina L Williams  
Falcon Strategies LLC • Mission Federal Credit Union • Rosa Lopez Gonzalez  
Michael Graves/Cindy Gompper-Graves • Tony McCune • Monica Montano



# Current Development Projects



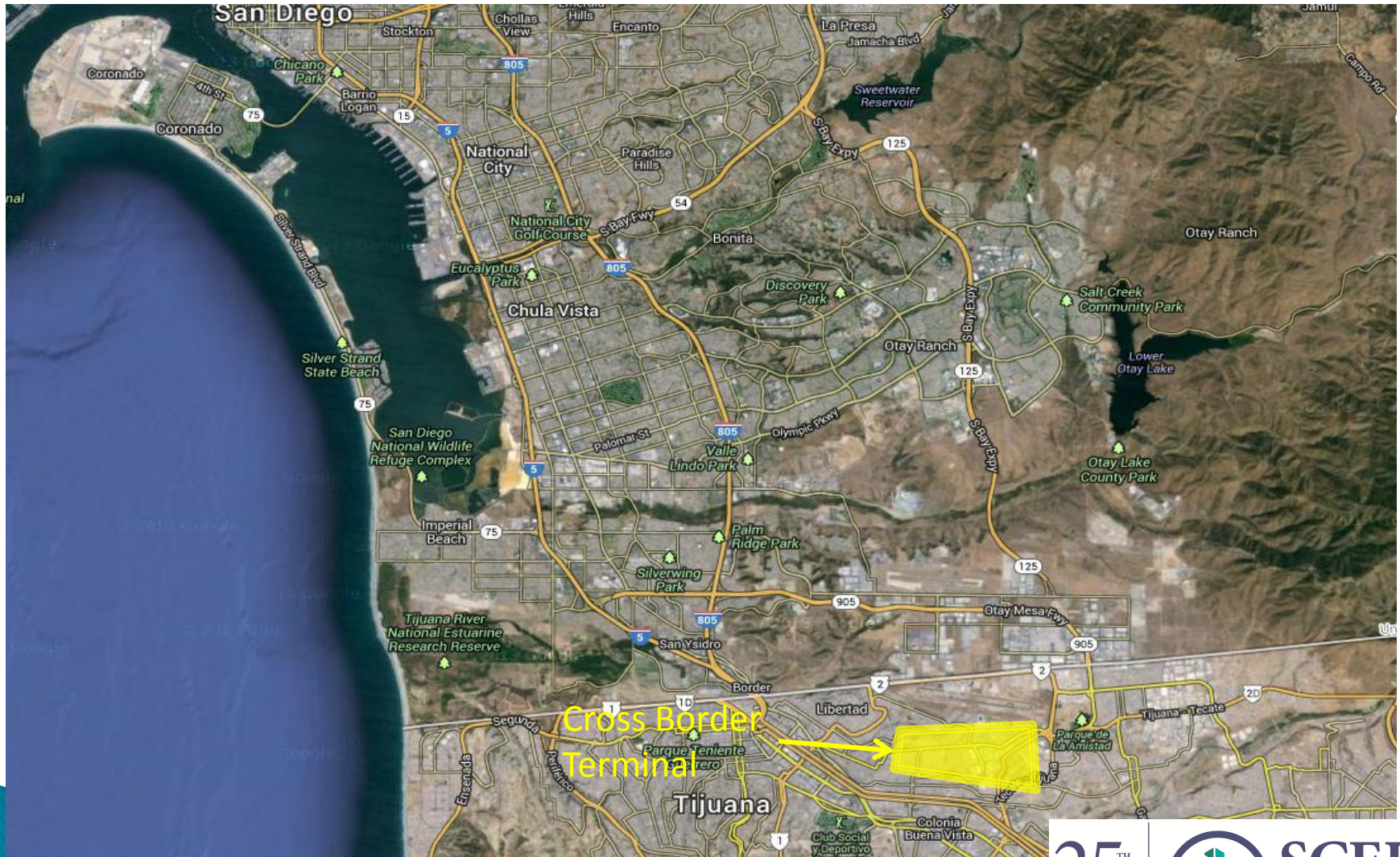




# Brown Field

- ▶ 20 year plan/4,000 permanent jobs
- ▶ \$900 million in upgrades
- ▶ 880 acres includes 330 acre industrial park
- ▶ 100,000 sq ft additional aircraft facilities
- ▶ Hotels and restaurants
- ▶ Amenities: Long Runway; Port of Entry, Solar farm
- ▶ Status
  - Phase 1 moving ahead

# Current Development Projects



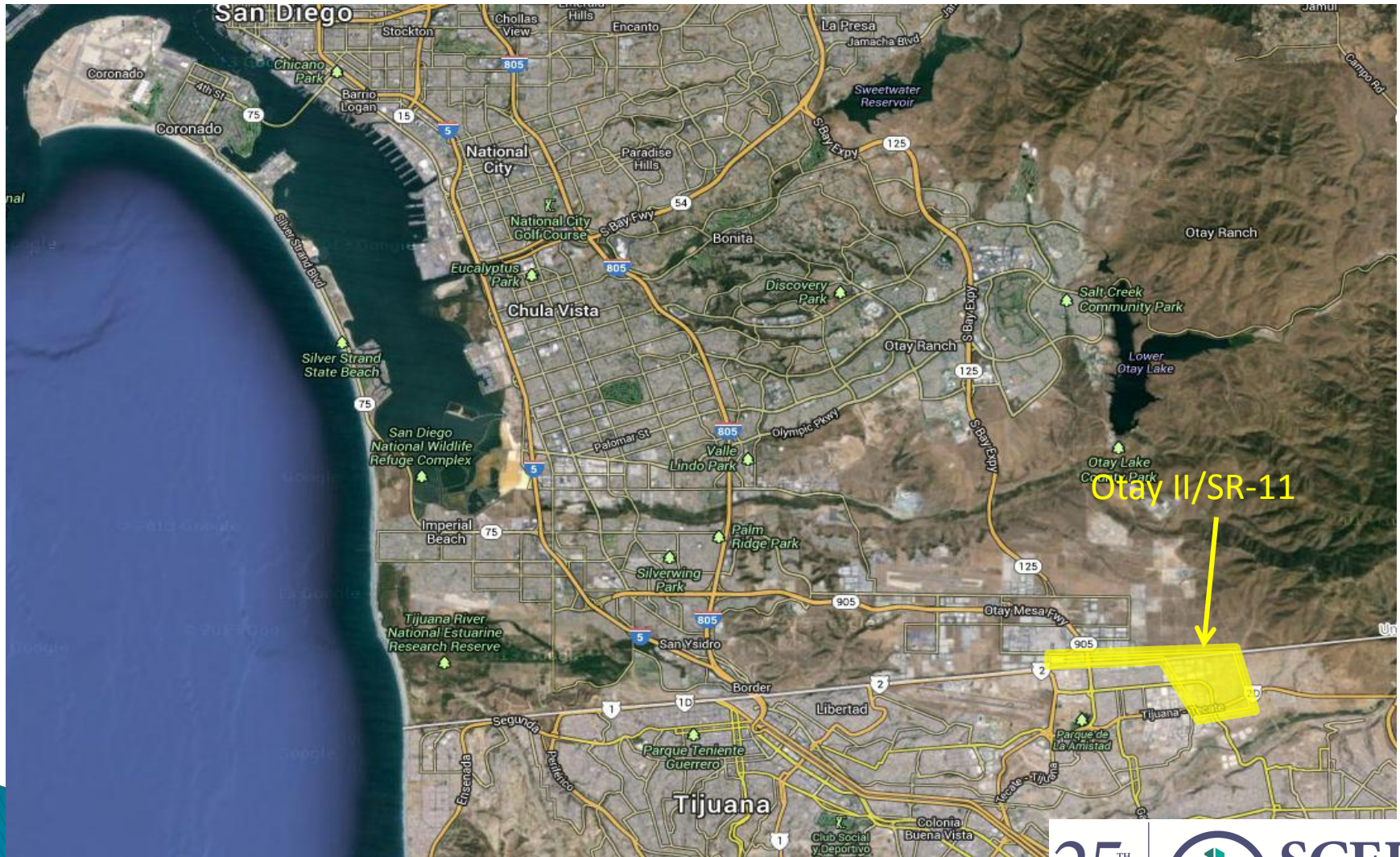




# Cross Border Xpress (Terminal)

- What is it?
  - Historic project, first in western hemisphere
  - Pedestrian bridge
- \$78 million
- 1.5 million passengers in first year
- Status
  - Under construction
  - Operational by end of 2015

# Current Development Projects





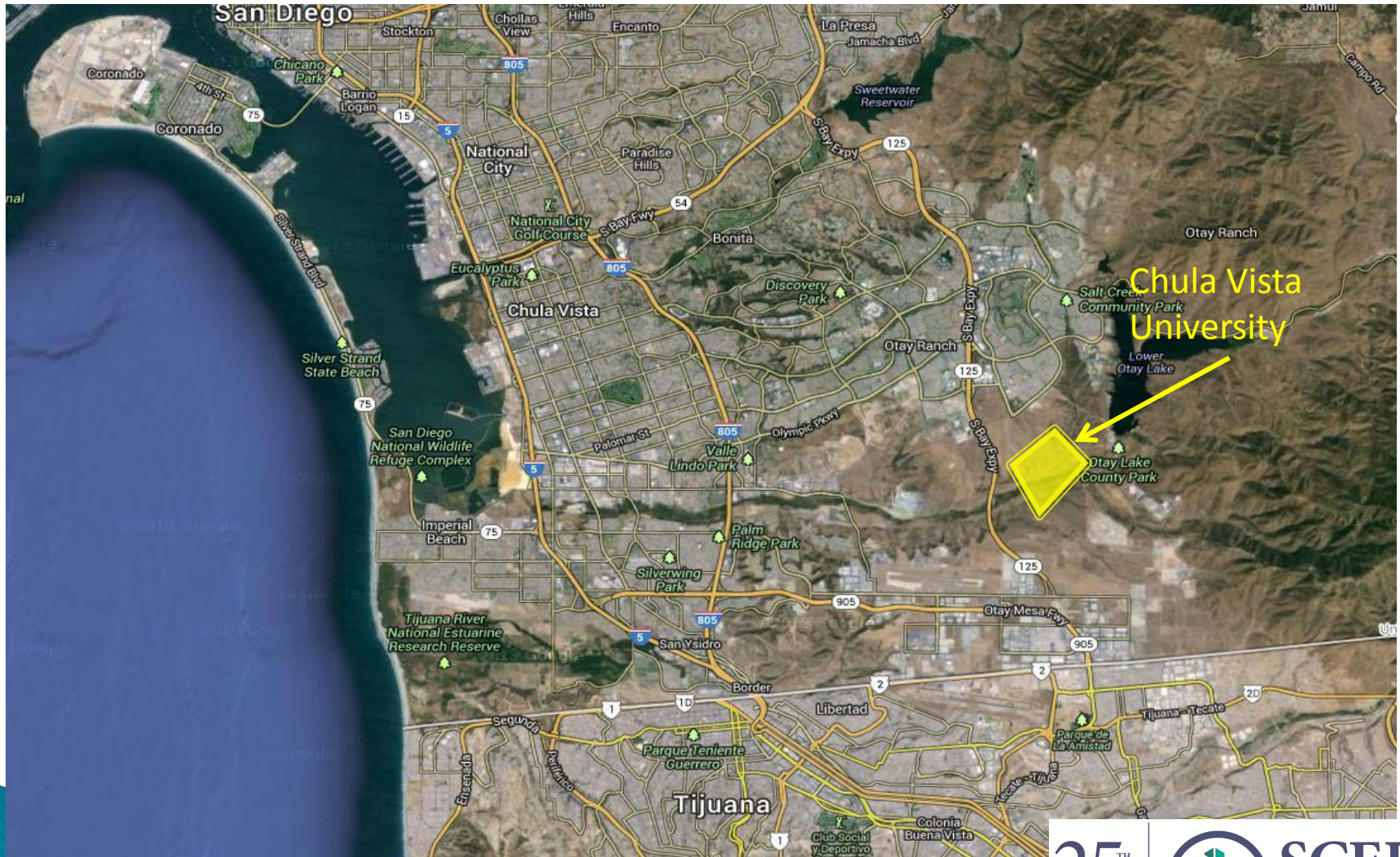


# Otay 2 / State Route 11

- Port of entry and new highway (2.7 miles)
  - Phase 1 under construction to Enrico Ferme
  - Phase 2 design connect to POE location
- Toll Road
  - Financing plan just released
- Open up 3000 acres of raw land
  - Last bastion of large undeveloped industrial property in region
- Status
  - Phase 1 under construction by fall of 2015
  - Phase 2 design



# Current Development Projects





# Chula Vista University

- ▶ Vision
  - One university or multi-entity campus
  - 20,000 students expected
- ▶ 375 acres upon completion
- ▶ Status
  - Exclusive Agreement with Home Fed
  - Home Fed will be developers
- ▶ Adjacent to Olympic Training Center
  - Currently OTC working with City on plan



### **FREEWAY COMMERCIAL**

35 Acres  
600 Housing Units  
300 Hotel Rooms

### **MILLENNIA**

207.0 Acres  
2,983 Housing Units  
3,487,000 sq. ft. Office / Retail

### **UNIVERSITY PARK**

Acres  
85 Acre Innovation Dist.

### **VILLAGE 3**

368.4 Acres  
1,597 Housing Units  
11.3 Acres Office / Retail  
39.9 Acres Industrial

### **VILLAGE 10**

363.4 Acres  
1,740 Housing Units

VILLAGE 3

VILLAGE 6

VILLAGE 11

MILLENNIA

UNIVERSITY PARK

INNOV. CNTR.

Otay Reservoir

VILLAGE 7

VILLAGE 9

VILLAGE 10

VILLAGE 8 EAST

VILLAGE 8 WEST

### **VILLAGE 8 WEST**

300.3 Acres  
2,050 Housing Units  
300,000 sq. ft. Office / Retail

### **VILLAGE 8 EAST**

576.2 Acres  
3,560 Housing Units  
20,000 sq. ft. Office / Retail

### **VILLAGE 9**

323.1 Acres  
4,000 Housing Units  
1,500,000 sq. ft. Office / Retail



Olympic Pw

Eastlake Pw

Hunte Pw

Birch Rd

La Media Rd

Heritage Rd

Main St

25th Anniversary



# Current Development Projects



v.01/02/13

**Chula Vista Bayfront Master Plan Illustrative  
Locally and State-Approved Land Use Plan by  
City of Chula Vista and Port of San Diego**





# Chula Vista Bayfront

- ▶ \$2.4 billion project/2200 permanent jobs
- ▶ Largest active waterfront development on the west coast
- ▶ Hotels and Convention Center
- ▶ Condos
- ▶ RV Parks
- ▶ Open space and parks
- ▶ Status
  - RFQ responses being reviewed
  - H Street being constructed to Bay

# Current Development Projects





# South County's Vision

# Creation of visioning plan

## ▶ Who we worked with:

Businesses

Residents

Visitors

Workers

Investors

Key  
stakeholders



# Tools Used

## Quantitative

- Location Quotients
- Industry Data
- American Community Survey

## Qualitative

- Published Research
- Visioning Survey
- Interviews

# Five Year Economic Development Work Plan Goals:

- Thread development opportunities
- Promote economic growth
- Increase jobs
- Enhance quality of life



# Key Industries

**Aerospace**

**Advanced  
Manufacturing**

**Healthcare**

**Food  
Processing  
&  
Distribution**

**Maritime  
Industries**

**Tourism**

# Aerospace

9 establishments  
employ 2,632  
workers in South  
County

Location Quotient  
4.00





# Advanced Manufacturing



353 establishments  
employ 1,028  
workers in South  
County

Location Quotient  
1.04

# Food Processing & Distribution



150 establishments  
employ 2,491  
workers in South  
County



Location Quotient  
1.54



# Healthcare

950 establishment  
employ 16,923  
workers in South  
County

Location Quotient  
1.58



# Maritime Related Industries

11 establishments  
employ 478  
workers  
in South County



Location Quotient  
4.24



# Eco-Tourism

150 establishments  
employ 5,453  
workers in South  
County

Location Quotient  
2.09



# Strategies

1. Promote the  
Innovation Economy

2. Build on  
Industry Cluster

3. Expand International  
Trade and Commerce

4. Grow Our  
Tourism Industry



# Strategic Partners

Governments

Business  
Organizations

Nonprofits


Firms

Education

YOU!

# How You Can Help

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SCEDC  
South County Economic  
Development Council

The Vision Plan will create a pathway to prosperity and economic opportunities in South County. This plan strategizes on industries that will transform its efforts to support better future planning. As a community member,

**I believe in South County and this is how I can help:**

*Please check at least one box*

☐ Serve on a Committee

☐ Attend Meetings

☐ Host a Meeting

☐ Provide Meeting Locations

☐ Workshop Seminars

☐ Donate Money

☐ Corporate Sponsorship

☐ Donate Printing Services

☐ Become a Member

☐ Other: \_\_\_\_\_

☐ Donate the Following Services: \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

Contact Information

Name: \_\_\_\_\_

Company/Affiliation: \_\_\_\_\_

Number/Email: \_\_\_\_\_

Address: \_\_\_\_\_

Return to South County EDC

Address: 1111 Bay Blvd, Suite E, Chula Vista, CA 91911

Email: SCEDC@SouthCountyEDC.com Fax: (619) 424-5738



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# Thank You

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[www.southcountyedc.com](http://www.southcountyedc.com)