

Vision:

To create a regional vision and pathway to prosperity built on investment opportunities and job creation resulting in a more marketable and economically viable South County.

Goal:

Create an economic vision with an economic strategy that threads various opportunities in South County and captures and builds on the synergy among these projects and provides a unified vision to support future planning.

Objectives:

1. Develop a plan and identity action items with benchmarks
2. Create marketing messages
3. Engage the community, encourage input and participation.
4. Create consensus around common opportunity and threats.

Background:

South County is described as Chula Vista, National City, Imperial Beach, Coronado and the communities of Otay Mesa and San Ysidro within the City of San Diego. South County also has the largest pockets of poverty and highest unemployment rates in the region.

Jurisdiction	Unemployment rate
National City	16.1%
Imperial Beach	13.4%
State of California	9.6%
U.S.	7.4%

Data collected is from the US Bureau of Labor Statistics for November 2012.

The cities of Imperial Beach and National City (located in South San Diego region) have been identified as economically distressed cities in accordance with federal standards. Additionally, South San Diego region has an Enterprise Zone as designated by the State of California covering the areas of National City, Chula Vista and the Southern portion of the City of San Diego including San Ysidro and Otay Mesa. To receive this designation an area must meet two of the following criteria: each census tract must have an unemployment rate that is at least 3% points about the state wide average; each census tract must have a median household income for family of four that is at or below 80% of the state median, the city in which the zone is located must have a free school lunch participation rate of at least 70%, or the area must have been declared a disaster area by the State. The Enterprise Zone met the criteria of disaster designation, low and moderate household income and high unemployment.

As the San Diego Region continues to grow the last bastion of large undeveloped property exists primarily in South County. Numerous major projects are planned

in these areas, however, they are not threaded with each other. Economic development planning occurs primarily in silos and is not coordinated as to maximize impact.

Presently, a South County University, new Cross Border Terminal, addition of a new third border crossing, Bay Front convention center with major hotels and expansion of Brown Field are projects planned for South County. There currently is not an understanding of how these projects are linked together or how we can maximize the synergy of these projects to encourage new development that is needed to generate additional jobs in the County's most economically challenged region.

The creation of a unified economic development vision with an economic strategy will encourage a collaborative approach to prosperity for South County. Furthermore, the strategy will allow South County entities to collaborate on issues and opportunities that lead to economic prosperity in a cohesive and comprehensive manner.

Process:

South County Economic Development Council (SCEDC) intends to manage the project and assume the leadership role to ensure its success. SCEDC would require the expertise of an economic development consultant to review existing data provided by SCEDC and develop an economic vision and strategy that is built on wide public input. Two committees, an oversight committee and a "topic expert" committee, will review data and input, provide further analysis and preparation of the final report.

To ensure there is a concerted effort to solicit and receive public input, SCEDC will follow a similar model used in the San Diego Visioning project. A website will be developed for the public to offer input and an outreach plan will proactively solicit their participation. Additionally, SCEDC will use a contracted media company to disseminate information to potential collaborators and the general public regarding process, participation and outcomes. This company will also be a critical component of assisting with the development of marketing messages that can be used to attract investment into South County.

SCEDC intends to have students assist with the creation of a website and data base collection in an attempt to allow for more public input.

Need:

SCEDC has minimal funding to offset costs for an effort of this magnitude. This request is for a \$75,000 grant that will allow for a unified approach to tackling issues while recognizing the special needs, opportunities and circumstances that an international border brings; enable us to develop a strategies specifically targeting our pockets of poverty and will allow for the creation of a vision with a

Outcomes:

Time Frame

[illegible]