

# 2015 ANNUAL REPORT



**SCEDC**  
South County Economic  
Development Council

## **Mission Statement**

To improve and enhance the South County and border region's economy, image and quality of life; and to heighten public awareness of Southern California's most desirable location to live, work and dream.

## **PROVIDE** financial opportunities for business development through grants and loan programs

Through the Business Outreach Program, SCEDC met with 252 businesses in the following areas: Chula Vista, Bonita, and Otay Mesa. In addition, SCEDC provided business relocation and business assistance to 15 companies.

Assisted the following companies with successful Cal Competes incentive application :

- Maritime company in Chula Vista (\$550,000)
- Printing company in National City (\$70,000)

Hosted Cal Competes workshop for businesses regarding tax credit program (55 attendees).

Assisted FedEx Ground with project that created over 40 jobs in Otay Mesa.

Received grants from the following:

- Union Bank
- Bank of America
- City of San Diego
- County of San Diego Community Enhancement
- County of San Diego Neighborhood
- Economic Development Administration

Wrote CEDS (Comprehensive Economic Development Strategy) annual report that focuses on creating an economic environment that fosters job creation, a more diversified economy, and improves the quality of life for the residents in the region.

## **FACILITATE** and assist in interaction among SCEDC members, businesses, government entities and other organizations

To encourage interaction among members and community leaders, SCEDC presented information to its members via guest speakers on the following topics:

- City Update by City Managers
- Border wait time simulation
- Border Infrastructure
- Maritime industry
- San Diego Forward Transportation Plan
- MAAC Project
- Port of San Diego and Chula Vista Bayfront
- County of San Diego Update
- Foreign Investment and EB5 Visas
- Clean Tech
- Imperial Beach Projects
- Navy Expansion Plan along Silver Strand

Conducted forums for the following:

- Co-hosted Industrial Environmental storm water regulations forum (50 attendees)
- Ground transportation companies to serve the Cross Border Terminal (20 attendees)

Created the Philanthropic Committee to help bring businesses and charitable organizations together.

Received Community Advocate award from National City Chamber of Commerce.

## **SUPPORT** educational activities that ensure a highly qualified skilled workforce to meet the needs of business

Featured in 40+ press hits that highlighted the impact SCEDC has had on the economy of South County by assisting members, local leaders, and business owners.

Conducted a presentation to the Assembly Select Committee on proposed University in Chula Vista.

Empowered workers who are being laid off by giving them tools and information to enter the workforce quickly through Rapid Response meetings at the following businesses:

- Fresh and Easy
- UTC Aerostructures

# Goals & Accomplishments

**EDUCATE** the region's business and governmental leaders regarding economic issues that relate to the South County

To further educate members, local leaders, business owners, and the general public, the South County Economic Development Council (SCEDC) conducted many informative events throughout the year. To name a few:

- Elected officials reception (400+ attendees)
- 25th Annual Economic Summit (400 attendees)
- Holiday Breakfast where 4 non-profits were presented with grants (150 attendees)
- Maritime Panel (140 attendees)
- Reception for Assembly Member Luis Alejo (100 attendees)
- Cross Border Terminal update with Otay Chamber (75 attendees)

Conducted tours for businesses seeking to relocate, for future developers, and media. Some included:

- Union Tribune columnist
- US Bank
- City of San Diego

Continued to move forward on business attraction efforts by presenting Brown Field to a space tourism company.

Published July and August issues of Newsletter.

Presented to the following about South County:

- La Jolla Rotary
- Bonita Optimist Club
- Cushman Wakefield Realtors
- University Club members
- National City Planning Commission
- McMillin Realtors
- Presented South County Projects to commercial realtors at CBRE
- Otay Chamber Board of Directors
- Chula Vista Rotary
- Chula Vista Elementary School District
- USD continuing Education for Senior Program
- Pacific Southwest Association of Realtors
- Risk management Association
- National City Chamber Economic Committee
- Imperial Beach City Council
- Imperial Beach Chamber
- Third Avenue village Association
- SCEDC Board of Directors
- National City Council
- Port of San Diego

**Serve** as the primary regional advocate for funding, infrastructure improvements, legislative and regulatory action & business issues

To ensure continued high quality of life for businesses and residents, SCEDC had representatives on more than 15 working groups and committees to assist with planning in the region.

Successfully encouraged the Port of San Diego to invest in the appearance of Pond 20.

Completed the South County portion of the Aerotropolis report and released it.

SCEDC completed its 5 year Economic Vision Plan.

Developed a significant membership base that will actively support SCEDC's goals and objectives by hosting a new member orientation, and securing 15 new members.

Supported the following:

- SB 249 Enhanced Driver License bill to expedite border crossing
- Chula Vista incentives
- Sweetwater Authority grant application

Participated in Manufacturing Day Planning.

## Board of Directors

Honorable Greg Cox	County of San Diego
Honorable Robert Valderrama	Port of San Diego
Honorable Ron Morrison	City of National City
Honorable David Alvarez	City of San Diego
Honorable Richard Bailey	City of Coronado
Honorable Pamela Bensoussan	City of Chula Vista
Honorable Edward Spriggs	City of Imperial Beach
Ricardo Macedo	Bank of America
Scott McMillin	McMillin Companies
Tony McCune	McCune Chrysler/ Jeep
Norma Hernandez	Education Liaison
Bill Tunstall	Business Liaison
Jim Janney	O.A.P. Packaging
Richard J. D'Ascoli	PSAR
Jerry Sanders	San Diego Regional Chamber of Commerce
Enrique Esparza	Tijuana EDC (DEITAC)
Monica Montaño	Scripps Health
Xema Jacobson	Trilogy PR
Scott Parker	Vibra Bank
Gary Gallegos	SANGAS
Christine Moore	AT&T
Ana Melgoza	San Ysidro Health Center
Doug Paul	The Paul Company
Jim Neal	Parsons Brinckerhoff
Peter Callstrom	S.D. Workforce Partnership
Sally Preston	Mission Federal Credit Union
Steve Miesen	Allied Waste
Mark Cafferty	San Diego Regional EDC
Malyn Acasio	Seacoast Commerce Bank
Claudia Valenzuela	Sempra Energy
Joe Ellis	Solidus Property
Dale Ganzow	San Diego Business Journal
Clarissa Reyes- Falcon	Falcon Strategies
Melinda Nish	Southwestern College
John Moot	Semerdjian Ballard & Cauley LLP
Tina Williams	South Bay YMCA
David Cromwell	Seaworld/ Aquatica
Kinda Blair Forth	Comprehensive Training Systems

## Officers

Scott Parker	Chair
Monica Montaño	1st Chair
Xema Jacobson	1st Chair
Bill Tunstall	2nd Vice Chair
Norma Hernandez	2nd Vice Chair
Clarissa Reyer- Falcon	Secretary
Sally Preston	Treasurer
Ricardo Macedo	Past Chair

## President & CEO

Cindy Gompper-Graves

### JOIN AS A SCEDC MEMBER!

To apply for membership visit us at:

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



Facebook , Linked In, and Twitter

[www.facebook.com/southcountyEDC](http://www.facebook.com/southcountyEDC)

[www.linkedin.com/in/scedc](http://www.linkedin.com/in/scedc)

[www.twitter.com/South CountyEDC](http://www.twitter.com/South CountyEDC)

## Financial Statements

ASSETS	2015	2014		
Cash and cash equivalents	\$613,033	\$553,290		
Loan fund restricted cash	373,111	382,115		
Total cash and cash equivalents	986,144	935,405		
Grants receivable	14,986	18,271		
Prepaid and other assets	2,608	5,327		
Office equipment (net of accumulated depreciation)	-	80		
Total Assets	1,003,738	959,083		
<b>LIABILITIES AND NET ASSETS</b>				
Liabilities				
Accounts payable and accrued liabilities	\$10,284	\$8,316		
Deferred revenue	128,805	88,000		
Total liabilities	139,089	96,316		
Net assets				
Unrestricted	438,293	415,950		
Temporarily restricted	426,356	446,817		
Total net assets	864,649	862,767		
Total liabilities and net assets	\$1,003,738	\$959,083		
<b>REVENUE AND OTHER</b>				
		<b>TEMPORARILY</b>		
<b>SUPPORT</b>	<b>UNRESTRICTED</b>	<b>RESTRICTED</b>	<b>2015</b>	<b>2014</b>
Grants and donations	\$151,972	\$14,800	\$166,772	\$179,839
Membership dues	136,500	-	136,500	131,100
Summit income	79,987	-	79,987	77,482
Conference/ event income	19,030	-	19,030	33,449
In-kind contributions	4,500	-	4,500	4,500
Interest income	373	1,424	1,797	3,292
Other	-	-	-	2,157
Net assets released				
Satisfaction of program restriction	36,685	(36,685)	-	-
Total revenue and other support	429,047	(20,461)	408,586	431,819
<b>EXPENSES</b>				
Programs				
South County enhancement	288,631	-	288,631	320,761
Summit	36,733	-	36,733	36,978
Supporting services				
Management and general	71,173	-	71,173	78,255
Fundraising	10,167	-	10,167	11,179
Total expenses	406,704	-	406,704	447,173
<b>Change in net assets</b>	22,343	(20,461)	1,882	(15,354)
<b>NET ASSETS AT BEGINNING OF YEAR</b>	415,950	446,817	862,767	878,121
<b>NET ASSETS AT END OF YEAR</b>	\$438,293	\$426,356	\$864,649	\$862,767