



## MEMORANDUM

**DATE:** January 4, 2022

**TO:** Councilmember Raul A. Campillo, Chair, Economic Development & Intergovernmental Relations Committee

**FROM:** Councilmember Jennifer Campbell *Jennifer Campbell*

**SUBJECT:** 2022 Priorities Economic Development & Intergovernmental Relations Committee

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This memorandum is in response to your call for 2022 priorities in the Economic Development & Intergovernmental Relations Committee. I look forward to working with you and the rest of the committee members in taking actions that contribute to a vibrant, equitable, and inclusive economy that benefits all San Diego residents. The following summarizes my priorities for the year ahead.

### **Sidewalk Vending Ordinance**

The committee should finalize the regulations for sidewalk vending, that received strong input and support from various communities including businesses and vendors throughout the city during the past year. This will bring vendors into the formal economy with support and regulations that balance the needs and interests of our economy and our communities.

### **Supporting Small Businesses**

Given the ongoing economic recovery, one of our major focuses should be supporting small businesses and our City's Business Improvement Districts (BIDs). The committee should continue to engage with the Small Business Advisory Board to collaborate on actions that meet the needs of our small businesses and receive updates on the performance of all City BIDs so actions may be considered to improve their operations.

### ***Temporary Outdoor Business Permits***

Temporary Outdoor Business Permits have allowed our businesses to thrive, benefitting workers and our local economy. Still, the application and compliance process has been a challenge for businesses who continue to endure the economic impacts of the pandemic. The committee should monitor this program's implementation to make any needed adjustments that better support business owners who have showed their willingness and ability to adapt despite new challenges.

### ***Storefront Improvement Program***

The Storefront Improvement Program (SIP) helps revitalize and beautify our communities providing free professional design assistance and financial incentives to small business owners who wish to make a creative change to and improve the curb appeal of their storefronts. The committee should explore ways to maintain and expand SIP, especially in areas of need.

### **Maintaining Major Economic Partnerships**

The City has significant partnerships with major economic engines in the region. The committee should work with these partners on opportunities to develop creative, mutually beneficial public-private-partnerships that benefit all communities in San Diego.

### **Supporting Non-Profit Organizations**

Our San Diego non-profit organizations have always added value to our economy and our communities. Their impact has been instrumental in assisting the City's response to the pandemic as well as the transition to full economic recovery. To improve the City's ability to support their respective missions, the committee should solicit recommendations from these organizations. The committee should also monitor microgrant programs that assist non-profit organizations and find ways to sustain and expand access to these funds throughout the City.

### **Promoting Entrepreneurship**

San Diego is home to a vibrant community of entrepreneurs made up of founders, innovators, investors, mentors, aspiring talent, & students of all backgrounds that contribute to our local economy through innovation, producing, and building. The committee should partner with agencies that contribute to entrepreneurship to develop actions to support entrepreneurs and foster a welcoming, inclusive, and thriving ecosystem for entrepreneurialism in the City.

### **Arts and Culture**

Arts and culture programs contribute greatly to the vibrancy of our economy and offer creative outlets and opportunities for youth and underserved communities. The committee should advocate to restore funding to the Arts and Cultural Commission. Other ways to encourage arts and culture projects include the streamlining of permitting and the reduction of relevant fees. In addition, the committee should promote bi-national cultural collaboration.

### **Establishing the Film Commission**

The committee should consider establishing a Film Commission within the City to promote and foster filmmaking projects and attract motion media production crews. This would garner additional revenue to our local economy while also promoting the beauty of our city.

### **Supporting Families and Children**

As the economy continues to recover, the needs of families and children remain. Ensuring a safe return to school and providing childcare assistance to working families will be an ongoing challenge. This committee should seek out ways to partner with schools and childcare providers to help meet the needs of San Diego families. The committee should also consider reinstating childcare programs for all city workers.

### **Homelessness and Eviction Diversion**

Our economy and the well-being of our residents are deeply interconnected, as we have learned during the pandemic. Preventing and ending homelessness continues to be a major goal for the City. The committee should advocate for additional funding to assist those experiencing homelessness and those facing evictions. The Committee should also work closely with the City's staff and lobbyists to protect existing funding sources and advocate for additional State and Federal funding to expand and maintain homeless services and housing programs.

### **Preparing for the Modern Economy**

Increasing internet access to all communities in San Diego will help prepare new generations for the modern economy. The committee should develop recommendations for expanding internet access and online City services while creating a more robust systems to gather citizen input.

### **Biotech and Life Sciences Industries**

The biotech and life sciences industries make significant economic impacts in San Diego. The Committee should request an informational item about the local contributions that our biotech and life science companies are making to our economy.

### **Cannabis Equity**

As the cannabis industry continues to enjoy success in San Diego, the committee should continue to find ways to infuse social equity programs that increase access and opportunity to enter and compete in the industry. The committee should also consider ways to encourage new production in the region.

### **Climate Action Plan and the Green Economy**

To stay on the forefront of the burgeoning clean energy economy, San Diego must continue to foster climate and energy innovation. The committee should consider ways to attract funding and empower clean tech entrepreneurs to help solve our environmental challenges, especially in communities that have been subject to disproportionate climate and health risks for decades.

### **Cross-Border Cooperation**

The interdependence of economies on both sides of the border requires continued bi-national cooperation to protect jobs and mitigate health and environmental impacts to our shared regions. The committee should foster strong relationships and lines of communications to collectively address these ongoing challenges.

### **Monitoring State & Federal Grants**

State and federal funding have provided needed support and relief for the City especially as our economy has started to recover. To monitor this critical funding, the committee should request updates on the allocation of emergency relief as well as other ongoing grant programs that support our local businesses, non-profits, and communities. The committee should develop recommendations to ensure this funding is spent effectively and equitably.

### **Port of San Diego**

The Port of San Diego is a major city partner in developing the Blue Economy in San Diego. The committee should advocate for new funding opportunities to encourage increased economic activity in the Port district. The Committee should request an update from the Port of San Diego on issues and projects it is working on cooperatively with the city.

### **San Diego County Regional Airport Authority**

The San Diego County Regional Airport Authority oversees the day-to-day operations of the San Diego International Airport which brings in millions of visitors each year to our city. The committee should maintain strong lines of communication with the Authority to stay aware of ongoing projects that affect surrounding communities and ensure the airport is being operated in a safe, secure, environmentally sound, effective, and efficient manner.

### **San Diego Convention Center**

The San Diego Convention Center normally attracts visitors from across the world, bringing in just over a billion dollars in added revenue to the region. The Committee should continue to work closely with the Convention Center as we move through full economic recovery.

### **Workforce Development**

Our economy depends on a strong workforce with a diversity of skillsets. The committee should analyze employment disruptions from COVID-19 to target workforce investments while partnering with workforce development organizations and educational institutions to expand retraining and credentialing programs with a particular focus on STEAM related job fields.

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