



MEMORANDUM

DATE: February 8, 2017

TO: Honorable Councilmembers

FROM: Councilmember Lorie Zapf 

SUBJECT: 2017 Economic Development and Intergovernmental Relations Committee
Priorities

As Chair of the Economic Development and Intergovernmental Relations Committee, I look forward to discussing and moving forward policy which will grow our local economy and create jobs. Additionally, we need to connect people and small businesses to opportunities and resources which will help them thrive. I have received suggestions from several Councilmembers regarding 2017 Committee Priorities. I have integrated many of those suggestions with my priorities below:

Economic Development

- Develop policies to attract, retain and expand businesses in San Diego's base sectors through innovative programs and incentives created by the City.
- Simplify City applications, permitting and licensing process. Work towards create single hub for these processes.
- Facilitate a job growth and economic development through a Regional Jobs Strategy with partners throughout the region.
- Review the policy governing use of Redevelopment Property Tax Trust Fund.
- Initiate policies which encourage the growth of emerging business sectors such as Cleantech, BlueTech and Energy Efficiency by updating the City's vision for these sectors.
- Request and review FY2016 Performance Report from San Diego Tourism Market District.
- Review and update existing Economic Development Council policies and programs in order to ease burdens on small businesses.
- Facilitate an improved relationship between small businesses and City Hall through a Small Business Workshop and small business outreach.

- Partner with regional agencies and groups (i.e. San Diego Regional Economic Development Corporation) to maximize utilization of statewide incentives such as the California Competes Tax Credit Program.
- Collaborate with stakeholders (i.e. San Diego Port Authority) to expedite export of local products.
- Request and review reports on the City's efforts to expand small business funding opportunities including the Revolving Loan Fund Program, the Small Business Micro-Revolving Loan Fund and the Business Finance Loan Program.
- Work with City Staff to create and launch a "Get a Grant" App, which would place all the City's and City's partners grant applications in one place.

Binational Affairs

- Collaborate with governments in the binational region to grow market opportunities with a focus on Tijuana as a partner.
- Explore the opportunity of participation in Tijuana Innovadora 2017 to highlight markets on both sides of the border and increase the City's economic partnerships.
- Evaluate the potential development of a San Diego/Tijuana Binational Recycling Market Development Zone by the City's Economic Development Department.

Intergovernmental Relations

- Work with the City's lobbyists and the local State and Federal delegations to pursue an impactful economic agenda for the region.
- On an ad hoc basis, review any updates to the 2017 Federal & State Legislative Platform
- Review the 2018 Federal & State Legislative Platform.
- Request and review a report from San Diego Unified School District regarding expansion of joint use agreements with the City.
- Foster relationships with local school districts to expand arts education programs for students through Penny for the Arts funding.
- Request and review report from the Commission for Arts and Culture regarding economic and community impacts of the City's arts and culture organizations.
- Request and review reports to ensure the City is receiving its fair share of County, State, and Federal Revenue—especially with regards to online sales tax and TOT paid online.
- Review reports from the following agencies:
 - BIOCUM
 - CONNECT
 - Civic San Diego
 - The Maritime Alliance
 - San Diego Convention Center Corporation
 - San Diego Military Advisory Council
 - San Diego Regional Airport Authority
 - San Diego Regional Economic Development Corporation
 - San Diego Unified Port District
 - San Diego Workforce Partnership
 - San Diego World Trade Center

Workforce Development

- Partner with local universities and high schools to increase the number of learning facilities which address the job skills gap in the workforce.
- Partner with the San Diego Workforce Partnership to connect companies to programs such as the Free HR Hotline and HR Training for employers.
- Work with San Diego Workforce Partnership to job seekers to CONNECT2Careers, Hiring at Happy Hour, internships, apprenticeships, and customized training.

cc: Honorable Councilmembers
Independent Budget Analyst Andrea Tevlin



**COUNCILMEMBER BARBARA BRY
CITY OF SAN DIEGO
DISTRICT 1**

MEMORANDUM

DATE: January 23, 2017
TO: Councilmember Lori Zapf, Chair, Economic Development and Intergovernmental Relations Committee
FROM: Councilmember Barbara Bry *BB*
SUBJECT: Economic Development and Intergovernmental Relations 2017 Priorities

Thank you for seeking my input for the Economic Development and Intergovernmental Relations (ED&IR) Committee's 2017 Work Plan. I look forward to working with my colleagues and the community to develop policies that lead to job creation, new business formation, business expansion, and opportunities for all San Diegans to participate in our growing and high-paying innovation economy. I've outlined below several priorities for the Committee to consider this year:

Actively build partnerships between existing educational resources and our youth to close the skills gap & digital divide

San Diego's innovation economy grew to \$52 billion in 2015 and accounted for almost one quarter of the region's gross domestic product. It is imperative that the City of San Diego (City) bolster its workforce and actively build a pipeline of talent to continue the growth of this sector.

My priorities include expanding partnerships between existing educational resources and our youth. ED&IR should pursue working with universities, research institutions, and businesses in San Diego to increase outreach to our schools and to create meaningful internship experiences to attract local talent into the innovation economy. In this pursuit, ED&IR should leverage existing resources and programs in Science, Technology, Engineering and Math (STEM) to ensure that students learn about, and are inspired by, the opportunities available to them in San Diego.

Examples of programs to partner with and expand:

- Qualcomm's Thinkabit Lab for K – 12 students
- The Salk Institute's Mobile Science Lab

- J. Craig Venter Institute's DiscoverGenomics! Science Education Program
- CONNECT2Careers summer employment program
- RH Fleet Science Center's 52 Weeks of Science
- The League of Amazing Programmers

To help combat the “digital divide”, the City should facilitate access to computer science courses to demystify code and show that anybody can learn the basics. For example, the downtown library currently offers coding classes for high school students through University of California San Diego (UCSD) Extension. This successful program can be expanded to libraries throughout the city, particularly south of Interstate 8. There may be private funding available to support these initiatives.

ED&IR should also work to ensure that STEM training is offered by the San Diego Workforce Partnership (SDWP), community colleges, and other workforce development programs. It is important to include middle-skill positions, such as lab technicians and assistants, and the development of short-term, technical training in these programs.

Improve the connection between small businesses and City Hall

- Take input from small businesses to ensure City services are provided in a timely, efficient way.
- Support local entrepreneurs in accessing the resources available to them.
- Advocate for the review of City regulations and processes applicable to small businesses to ensure that we are not creating unnecessary and cumbersome rules, with an initial focus on development services and the restaurant industry.
- Support the partnership between Code for American and the City to develop a comprehensive online resource portal for small businesses.
- Identify and promote state and federal resources available to small businesses in San Diego.

Increase the City's access to capital investment

ED&IR should work with all stakeholders in the region to seek access to capital and support for all entrepreneurs and small business owners in San Diego.

- Support the City's efforts to increase exports out of the region and increase the amount of foreign direct investment into the region.
- Advocate for a faster, fairer and friendlier Community Plan update process for our communities, one that includes an infrastructure implementation plan that clearly outlines responsibilities for providing infrastructure improvements necessary to accommodate growth.
- Bolster the success of San Diego's women and minority-owned business enterprises (WMBEs) by ensuring that our City's Minority Business Enterprise Program is promoting contracting with WMBEs, as well as offering programs and guidance on access to capital and other resources.

Work with State Agencies to streamline the implementation of MCRSA and the AUMA

- Monitor and work with state agencies involved with the implementation of new Marijuana laws to ensure the burgeoning industry creates a positive economic impact on the region, as well as a beneficial revenue source for the City.
- Solicit input and updates from the newly formed Bureau of Marijuana Regulation, to streamline licensing and regulation for all parts of the supply chain for both the medical and recreational marijuana industries at the local level.
- In anticipation of the issuing of business licenses for *recreational* marijuana businesses by 2018, solicit input from all stakeholders, industry members and law enforcement, alike, to best plan for the arrival of the recreational marijuana industry in the City.

Other Priorities:

- Promote policies that foster open and streamlined communication between the City and various governmental agencies and departments.
- Gather input from SDWP to better understand and address upcoming workforce trends in 2017 and beyond.
- Promote and support career fairs and outreach for youth and veterans.
- Work directly with State and Federal delegations and lobbyists to pursue a legislative agenda that ensures economic strength and inclusiveness in San Diego.
- Partner with both public and private sector entities to expand public access to WiFi.
- Engage local school districts for potential joint use facility agreements for increased access to local recreation programs and community field use.
- Receive reports from the following agencies in accordance with applicable Council Policies:
 - San Diego Unified Port District
 - San Diego Regional Airport Authority
 - San Diego Convention Center Corporation
 - Civic San Diego
 - San Diego Regional Economic Development Corporation
 - San Diego Military Advisory Council
 - BIOCOM




**OFFICE OF COUNCILMEMBER CHRISTOPHER WARD
THIRD COUNCIL DISTRICT**

M E M O R A N D U M

DATE: January 19, 2017

TO: Councilmember Lorie Zapf, Chair, Economic Development and Intergovernmental Relations Committee

FROM: Councilmember Christopher Ward, Third Council District 

SUBJECT: Economic Development and Intergovernmental Relations Committee Priorities for 2017

In response to your request for priorities for the Economic Development and Intergovernmental Relations (ED&IR) Committee, I offer the following suggestions as the Committee develops its work plan:

Update the 2017 Federal & State Legislative Platform

- On December 6, 2016, the City Council unanimously approved the 2017 Platform and directed the ED&IR Committee Chair to revisit and update the Platform to reflect the priorities of the newly-elected Councilmembers.
- President Trump ran on a campaign that directly threatened the basic rights and humanity of San Diego's LGBTQ community, immigrants, and diverse faiths. His actions since the election clearly signal his intention to follow through on his reckless campaign rhetoric, and our city must send a clear message now to concerned residents and the administration alike that we will stand up for all San Diegans against hate and destructive policies. To that regard, I request that the ED&IR Committee update the 2017 Federal & State Legislative Priorities to include platform enhancements to protect our community:
 - Oppose federal funding cuts to cities where local law enforcement agencies do not cooperate with Immigration and Customs Enforcement agents.
 - Oppose federal attempts to intervene with the interests of cities in governing their communities, including compelling local law enforcement to act as federal agents, or prosecuting city leaders who seek local protections for undocumented immigrants.
 - Oppose the development of any registry of individuals based on religious identification, country of origin, racial or ethnic background.
 - Oppose the funding and development of unnecessary and ineffective border infrastructure (a wall) and instead utilize proposed funding for cross-border commerce enhancements.

- Oppose the reversal of Deferred Action for Childhood Arrivals (DACA) programs that have helped DREAM Act-eligible minors and young adults pursue higher education opportunities with strong potential to substantially contribute to our region's economy.
- Oppose legislative and regulatory reductions on the annual cap of H1-B visas and related programs which help our biotechnology and high technology industries strategically compete.
- Oppose federal attempts to influence the state's ability to provide driver's licenses, professional certification, educational assistance, or other forms of support under the jurisdiction of the state.
- Support federal assistance and legislation to allow local law enforcement the ability to prevent and respond to hate crimes and discrimination.

Seek Online Sales Tax Reform

- The convenience of e-commerce has led to a consumer shift from in-store to online sales. As a result, the City receives a smaller portion of sales tax revenues. Sales tax revenues from online sales are distributed to the City through the county pool at a current rate of 0.48 percent compared to 1.0 percent for point of sales transactions within the City. The Committee should work with our State representatives and lobbyists to seek online sales tax reform to ensure that San Diego receives its fair share.

Dedication of Redevelopment Property Tax Trust Fund (RPTTF) toward Economic Development Programs

- With the dissolution of Redevelopment Agencies in 2012, the State of California deprived local jurisdictions of their largest and most significant source of local funding for infrastructure, economic development, and affordable housing. Since that time, the State has designed a Redevelopment Property Tax Trust Fund (RPTTF), also referred to as "Boomerang Funds" to disburse property tax revenue associated with former redevelopment areas to local governments. The Committee should continue the work to develop a policy to ensure that these "Boomerang Funds" are used to continue the much-needed work to revitalize communities and create long-lasting economic development opportunities.

Oversight of Civic San Diego

- The Committee should oversee implementation of the recently approved Operating Agreement between Civic San Diego and the City to ensure it results in stronger projects that are reflective of the community and Council's priorities. Additionally, the Committee should work to strengthen community benefits requirements to improve developer certainty and create quality jobs in the community.

Workforce Development and Homelessness

- Most people experiencing homelessness want to work. Linking individuals and families with stable income is a critical tool in the fight to prevent and end homelessness. As the City works to identify solutions to curb homelessness, the Committee should partner with the San Diego Workforce Partnership to expand employment and training services so that job seekers who experience homelessness can be successful in work and chart pathways to self-sufficiency. In addition state and federal workforce development funding, the

Committee should also leverage Community Development Block Grants, Veterans Reintegration funds, and Supplemental Nutrition Assistance Employment and Training funds to create real opportunities toward self-sufficiency.

Intergovernmental Relations

- Collaborate with and receive regular reports in accordance with applicable Council Policies from the following:
 - San Diego Convention Center Corporation
 - San Diego Unified Port District
 - San Diego Regional Airport Authority
 - Civic San Diego
 - San Diego Regional Economic Development Corporation
 - San Diego Military Advisory Council
 - BIOCUM
 - CONNECT
 - San Diego Workforce Partnership
 - The Maritime Alliance

Report out on Federal and State Grant Opportunities

- The Committee should request an update regarding all Federal and State grant opportunities available, sought, applied for and awarded. Additionally, it should collaborate with our region's elected leadership and lobbyists on advocacy. Particularly, the Committee should ensure that the City and its partners are primed and positioned to compete for Cap and Trade resources, California Competes Tax Credits, and other competitive funding programs.

Thank you for your consideration of these priorities. If you have any questions please contact my office at (619) 236-6633.

cc:

Honorable Mayor Kevin Faulconer
Honorable City Attorney Mara Elliot
Andrea Tevlin, Independent Budget Analyst
Liz Maland, City Clerk
Ryan Purdy, ED&IR Committee Consultant




City of San Diego
Councilmember Scott Sherman
Seventh District

MEMORANDUM

DATE: January 20, 2017

TO: Councilmember Lorie Zapf, Chair of Economic Development and Intergovernmental Relations Committee

FROM: Councilmember Scott Sherman 

RE: 2017 Economic Development and Intergovernmental Relations Committee Priorities

Thank you for inviting the members of the City Council to submit their recommendations to the Economic Development and Intergovernmental Relations Committee for the upcoming year. The City of San Diego should continue to strive to create a competitive environment to create, attract, and retain jobs. The following are my priorities for the upcoming year:

- Create permit processing performance standards to help monitor and establish goals for permit processing times
- Continue efforts to move City applications, forms, permitting, and licensing processes online and work towards creating a single location for citizens to complete these processes
- Sections of the municipal code relating to small businesses should be reviewed and reformed as appropriate to ensure that the City of San Diego is competitive in attracting and creating small businesses
- Create outreach strategies to small businesses to highlight City programs and efforts that can assist aspiring small business owners
- New incentive policies should be developed to help the City of San Diego attract businesses from outside of the region and encourage the development of San Diego start-ups
- Continue efforts to efficiently and effectively collect the City's share of online homeshare TOT revenue
- Work to ensure San Diego is getting its fair share of county, state, federal revenue
- Support San Diego's blue economy and work to establish San Diego as a leader in the marine industry's business and technology innovation
- Work to brand and market specific business and innovation sectors as a tool to attract new companies

cc: Honorable Mayor Kevin Faulconer




City of San Diego
Councilmember Scott Sherman
Seventh District

MEMORANDUM

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TO: Councilmember Lorie Zapf, Chair of Economic Development and Intergovernmental Relations Committee

FROM: Councilmember Scott Sherman 

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cc: Honorable Mayor Kevin Faulconer



COUNCILMEMBER DAVID ALVAREZ
City of San Diego
Council District Eight
MEMORANDUM

DATE: January 20, 2017

TO: Councilmember Lorie Zapf, Chair, Economic Development & Intergovernmental Relations Committee

FROM: Councilmember David Alvarez 

SUBJECT: 2017 Economic Development & Intergovernmental Relations Committee Priorities

In response to your memorandum soliciting priorities for the Economic Development & Intergovernmental Relations Committee, I urge your careful consideration of the following:

Policy for use of RPTTF funds to primarily fund revitalization efforts in economically disadvantaged areas:

In 2016, the Committee discussed the creation of a policy concerning the use of residual RPTTF dollars that would reinvest that funding into underserved areas in order to build critical infrastructure and to provide incentives for development. As this policy is developed, and brought forward for consideration, this Committee should consider and discuss how best to implement it.

Comprehensive Support and Reform for Small Businesses:

The Committee should bring forward a package of reforms to Municipal Code and departmental regulations that will ease burdens on our small businesses, such as insurance requirements, bidding procedures, and expedited services. These reforms should be paired with a new program that provides access to capital for small businesses.

State and Federal Lobbying Priorities:

It is critical that this committee continue regular reviews of progress made by our state and federal lobbyists on the priorities submitted to them by the City Council. In particular, I would like to review an update on the following areas:

- **Water Reliability and Infrastructure**
 - Potable Reuse Funding and Regulations
 - Water Infrastructure Finance and Innovation Authority (WIFIA) Funding
 - Federal Emergency Drought Relief

- **State and Federal Homelessness Funding Opportunities**
 - Potential for federal and state assistance to provide homeless services and shelter construction for the rapidly growing homeless population in the City

- **Border Economy**
 - Federal Funding of Otay Mesa Port of Entry Modernization
 - Transportation Funding for Otay Mesa
 - Preserve banking services along the border




**THE CITY OF SAN DIEGO
OFFICE OF COUNCILMEMBER GEORGETTE GÓMEZ
NINTH DISTRICT**

MEMORANDUM

DATE: January 20, 2017

TO: Councilmember Zapf, Chair of the Economic Development and Intergovernmental Relations Committee

FROM: Councilmember Georgette Gómez, District 9 

SUBJECT: 2017 Economic Development and Intergovernmental Relations Priorities

In response to your memo dated January 5, 2017, I am pleased to submit my Economic Development and Intergovernmental Relations Committee priorities.

Overall, the priorities listed below are intended to implement the goals and objectives contained in the City of San Diego's Economic Development Strategy (EDS), which includes:

- Attracting, retaining, and expanding businesses in the City's four economic base sectors;
- Focusing on emerging sectors such as Cleantech & Energy Efficiency and the Food & Beverage industry clusters;
- Increasing the number of middle-income jobs, especially in economic base sectors; and,
- Increasing the amount of neighborhood business activity, especially in underserved neighborhoods which includes many of the communities I have been elected to serve.

It is also critical that the City continue the collaborative work in our binational region will move us forward as a collective force and competitive market as the CaliBaja Mega Region. In addition to the EDS, the designation of the Promise Zone will provide opportunities that communities can capture to enhance the quality of life for residents and workers alike. It is important to note that economic development efforts should also focus on racial justice and improving wages and benefits as part of the strategy. Council District 9 needs this support to reinvest and develop businesses and build safe and livable neighborhoods. We should utilize a cohesive approach to economic growth by focusing on strong community and business engagement. Our city will benefit by advancing the following:

- 1. Supporting Programs to Promote Small Business Opportunities**
 - a. Request and review regular reports from the Economic Development Department and Civic San Diego on economic development initiatives including small business expansion efforts, and increasing minority and women-owned small businesses.
 - b. Request and review regular reports to measure how successful the City is in expanding small business funding opportunities including the Revolving Loan Fund Program, the Small Business Micro-Revolving Loan Fund and the Business Finance Loan Program, to allow communities to reinvest in their own financial

January 20, 2017

- sustainability.
 - c. Request a report from the San Diego Tourism Marketing District Corporation on the utilization of Tourism Marketing District assessment funds for promoting tourism in areas east of Interstate-805, including in Council District 9.
 - d. Create a "Get a Grant" App that will place all city's grant applications in one place.
 - e. Consider creating regulations to allow for non-consumable hemp as a new clean industry.
 - f. Encourage the growth of small artisan businesses by promoting the recently adopted Artisan Food and Beverage Producer code regulations.
2. **Enhance educational partnerships by engaging local school districts**
- a. Engage local school districts for Penny for the Arts programs that incorporate appropriate arts and music programs conducted by local artists for students at schools throughout the city with Penny for the Arts funds.
 - b. Raise awareness about the activities of the City's Youth Development Program.
3. **Workforce Development**
- a. Request and review a report from the Economic Development Department on developing new biotech and hi-tech manufacturing opportunities south of Interstate 8 in order to provide high paying jobs as well as reduce traffic congestion by placing jobs closer to where many of those in biotech and tech workforce live.
 - b. Request a report from the Economic Development Department on the Storefront Improvement Program and its outreach efforts to educate business owners.
 - c. Conduct multi-lingual outreach efforts including Spanish, Vietnamese, Arabic and Karen to educate businesses on the benefits of the Promise Zone.
 - d. Encourage the development of employment generating shopkeeper units with Transit Priority Areas (TPA).
 - e. Partner with local universities and colleges to develop learning facilities to provide more educational opportunities to close the job skills gap.
 - f. Expand Youth Employment Initiatives, including the Connect2Careers Summer Youth Program.
4. **Binational Affairs**
- a. Request a report on the development of a San Diego/Tijuana Binational/Recycling Market Development Zone.
 - b. Evaluate opportunities to participate in future Tijuana Innovadora Expos which will allow the City highlight both markets and increase the City's economic partnerships.
5. **Intergovernmental Relations**
- a. Receive regular updates and actively engage the City's lobby teams to ensure the success of our 2017 legislative platform.

GG:lg

cc: Honorable Kevin Faulconer, Mayor
Honorable Mara Elliot, City Attorney
Andrea Tevlin, Independent Budget Analyst