



The Mayoral Monthly

FAULCONER APPOINTS REESE JARRETT TO HELP REVITALIZE SOUTHEASTERN SAN DIEGO

Flanked by District Four Councilmember & Leaders, Mayor Appoints Civic San Diego Head

SOUTHEASTERN SAN DIEGO—Flanked by a broad array of Southeastern San Diego leaders, Mayor Kevin L. Faulconer joined District Four City Councilmember Myrtle Cole to appoint former KPBS Local Hero Award for Business and NAACP Business Achievement Award Winner, Reese Anthony Jarrett, as the next head of the City’s nonprofit for public-private development projects and programs.

Mayor Faulconer said, “Civic San Diego is an important partner to our City



Mayor Kevin L. Faulconer appointing Reese Anthony Jarrett

and a crucial cog in helping our City come together to build *One San Diego*. Civic is also a catalyst in developing our economy and helping our communities to grow and flourish. With that said, Civic San Diego must have someone at the helm who has the vision, expertise and cooperative spirit to lead and that person is Reese Jarrett.”

Councilmember Cole said, “Today, I’m proud to stand with Mayor Faulconer to announce a key appointment in developing areas like this in my district. I’ve said it before and I’ll say it again – there is a dire need for economic development and neighborhood revitalization in this District. Our new leader of Civic San Diego, Reese Jarrett, is a native San Diegan with a long history in this community.”

continued on the next page...

What’s going on?

Faulconer Appoints Jarrett	1-2
World’s Smartest Company	2-4
“San Diego Works” Initiative	4-5
Community Spotlight: Eric Chen	6
Word Around Town	7
Upcoming community events	8

Faulconer Appoints Jarrett continued...

Reese Jarrett said, "It's a great day for San Diego neighborhoods. I'm looking forward to creating some economic development and capital investment opportunities in our neighborhoods that have been neglected and underinvested in. It will be my goal to carry out and meet the objectives of *One San Diego*."

Jarrett's position as head of Civic San Diego, which helps to revitalize urban neighborhoods, provide affordable housing and nurture small businesses, is key to Mayor Faulconer's *One San Diego* vision. His professional career spans over three decades and includes every facet of real estate development, community engagement and financing. Jarrett is a native of San Diego who has dedicated his life to transforming urban neighborhoods in the San Diego community.

Jarrett started his career in the savings and loan industry as a commercial and construction real estate lending officer at Home Federal Savings and Loan Association and Great American Savings Bank. In 1982, he became the executive vice president and director of the Southeastern Economic Development Corporation (SEDC). Four years later, he formed E. Smith and Company, a real estate investment, development and management firm, and later became a general partner at Cater Reese and Associates. Just before his appointment to Civic San Diego, he served as president of E. Smith and Company.

MAYOR FAULCONER ANNOUNCES "WORLD'S SMARTEST COMPANY" WILL STAY, EXPAND IN SAN DIEGO

Agreement With Illumina Inc. Will Keep Hundreds of High Wage Jobs in the City



Mayor Kevin L. Faulconer applauds Illumina CEO, Jay Flatley

UNIVERSITY CITY—Mayor Kevin L. Faulconer joined Illumina Inc. CEO Jay Flatley to announce an agreement that will keep the medical device company and its good-paying jobs in San Diego. Illumina was recently named "World's Smartest Company" by the *MIT Technology Review*, ahead of Tesla Motors, Google and Samsung.

The City will provide a tax rebate in exchange for Illumina retaining approximately 300 middle-class manufacturing jobs in San Diego.

"This is a perfect example of how San Diego can support middle-class jobs while also encouraging economic growth," said Mayor Faulconer. "This agreement keeps hundreds of high wage jobs in San Diego, en-

sure city residents benefit from over a million dollars in annual sales tax revenue and strengthens our region's leadership in biotechnology."

Illumina has over 1,500 employees within San Diego and is the city's most highly valued biotechnology company. The company develops and manufactures instruments used to sequence human genomes. Its products range in size from bench top models to large floor-standing systems.

World's Smartest Company continued...

As Illumina was considering a variety of options to expand its manufacturing operations, including locations outside the city and state, Mayor Faulconer personally visited its headquarters and began a dialogue to ensure the company chose San Diego.



Mayor Kevin L. Faulconer addresses Illumina employees

“We’re excited to continue to grow a state-of-the-art campus that will not only contribute to Illumina’s success, but also contribute to the growth of San Diego’s life sciences community, to the advancement of genetic research and ultimately to help people around the globe realize the benefits of personalized medicine,” said Jay Flatley, Illumina’s CEO.

The San Diego Regional Economic Development Corporation worked with the City to verify that Illumina was evaluating manufacturing leases in San Diego, Poway and Memphis, Tennessee.

“The fact that the ‘World’s Smartest Company’ has decided to expand its footprint in San Diego speaks volumes to the quality of our biotech industry and innovation economy,” said Mark Cafferty, president and CEO of San Diego Regional EDC. “Not only do we have a Mayor that values economic development and job creation, but we also have a cutting-edge company showing how much they value San Diego’s dynamic workforce, manufacturing expertise and research capabilities.”

Among the terms of the 10-year Economic Development Incentive Agreement, Illumina is eligible to apply increased sales and use tax revenue it generates over the course of the agreement toward a \$1.5 million tax rebate from the City, which it would receive after the City verifies the new revenue. The City will retain 30 percent of Illumina’s sales tax revenues in addition to the current level of sales and use tax generated by Illumina – approximately \$1.3 million annually in the most recent year. After the \$1.5 million tax rebate cap has been reached or the term of the 10-year agreement ends, the City will return to receiving 100 percent of Illumina’s tax revenue.



Overlooking Illumina’s expansion plans

In exchange, Illumina will retain all of its existing manufacturing jobs and sales force within San Diego, at any site of its choice, during the 10-year term of the agreement.

continued on the next page...

World's Smartest Company continued...

"Illumina's announcement that they are expanding in San Diego demonstrates the ability of California cities to develop creative solutions and encourage manufacturing investment," said Kish Rajan, director of the Governor's Office of Business and Economic Development (GO-Biz). "Our office will continue to work with the City of San Diego and Illumina to foster a strong partnership and showcase it as a model for how California competes on a global stage."

Manufacturing is one of San Diego's major tax revenue generators and one of four base sector economic engines along with defense, tourism and international trade and logistics. Manufacturing is a primary source of middle-class jobs, and typically generates 3-7 additional jobs for each direct job created.

Illumina was founded in San Diego in 1998. The company is the City's 12th largest sales/use taxpayer. Illumina's world headquarters, product development, sales, shipping, receiving and manufacturing are all based in San Diego. Other primary manufacturing locations include Hayward, CA and an off-shore location in Singapore. The company leases six buildings in San Diego totaling over 560,000 square feet.

FAULCONER, LABOR LEADERS ANNOUNCE DEAL TO START MAYOR'S "SAN DIEGO WORKS" INITIATIVE

Pilot Program Rewards City Workers for Ideas That Save Money, Increase Productivity



Mayor Faulconer joined six San Diego labor leaders to announce "San Diego Works," a key initiative that rewards City employees for ideas that generate budgetary savings for taxpayers

Mayor Kevin L. Faulconer and representatives from the City's recognized employee organizations announced an agreement on *San Diego Works*, a key mayoral initiative that rewards City employees for ideas that generate budgetary savings and efficiencies that benefit San Diego taxpayers.

"San Diegans deserve a government that works for them. This initiative brings City employees together to come up with ideas that will result in more of our tax dollars spent on improving our communities," Faulconer said. "I'm looking forward to creative and effective proposals that improve customer service and free up money that can be used for neighborhood improvements like new streetlights, freshly paved roads and increased public safety."

“San Diego Works” Initiative continued...

Joining Mayor Faulconer were representatives from the City’s six recognized employee organizations: Municipal Employees Association; San Diego Police Officers Association; Firefighters Local 145; AFSCME Local 127; Deputy City Attorneys Association; and Teamsters Local 911.

The *San Diego Works* pilot program brings the entrepreneurial spirit of the private sector to government by giving employees incentives for providing new and bold ideas that streamline bureaucracy and reduce red tape.

City employees are encouraged to collaborate within and between departments to create group ideas that generate savings and identify efficiencies for the Fiscal Year 2016 budget and beyond. Mayor Faulconer announced the proposal in June.

“This is a different way of doing business at City Hall. We can accomplish so much more when we work together to harness the power of good ideas for the benefit of San Diegans,” Faulconer said. “We reached an agreement with the labor organizations very quickly, which is a testament to the commitment of our City employees to making San Diego better.”

“Mayor Faulconer took a thoughtful approach and collaborated with us to create a program that will deliver results. San Diego Works is an innovative way to engage employees and work together with them to provide excellent service to San Diego residents,” said Michael Zucchet, General Manager of the San Diego Municipal Employees Association.

“The San Diego Police Officers Association is proud to team with Mayor Faulconer and our fellow city employees to implement San Diego Works. By rewarding employees who propose ideas to improve efficiency, we’re working to create a culture that fosters innovation and entrepreneurship within our government,” said Brian Marvel, President of the San Diego Police Officers Association. “Our police officers are constantly striving to find new ways to improve their ability to keep our public safe, and it’s reassuring to know that their efforts will now receive additional rewards. We look forward to working together in the future to bring San Diego forward.”

Employee rewards depend on how much in savings their proposals are expected to generate. An employee and their team get to share in 10 percent of the savings anticipated from their idea – up to \$100,000 for the team to share equally among its participants and up to a maximum of \$5,000 per person. Ideas that are not expected to generate any savings but enhance customer service are eligible for an award of at least \$50.

Additionally, Mayor Faulconer is offering a “Top Award” for the successful proposal with the highest average annual savings over \$1 million. The qualifying team will receive another \$100,000 to share amongst its participants and up to \$5,000 per individual.

All City employees are encouraged to participate in the program. Directors and some employees not represented by labor groups are not eligible to receive a cash award, but they are encouraged to contribute to proposals and will receive non-monetary recognition for participation.

The City’s new Performance and Analytics Department, created in Mayor Faulconer’s Fiscal Year 2015 budget, will oversee implementation of *San Diego Works*.

COMMUNITY SPOTLIGHT: ERIC CHEN

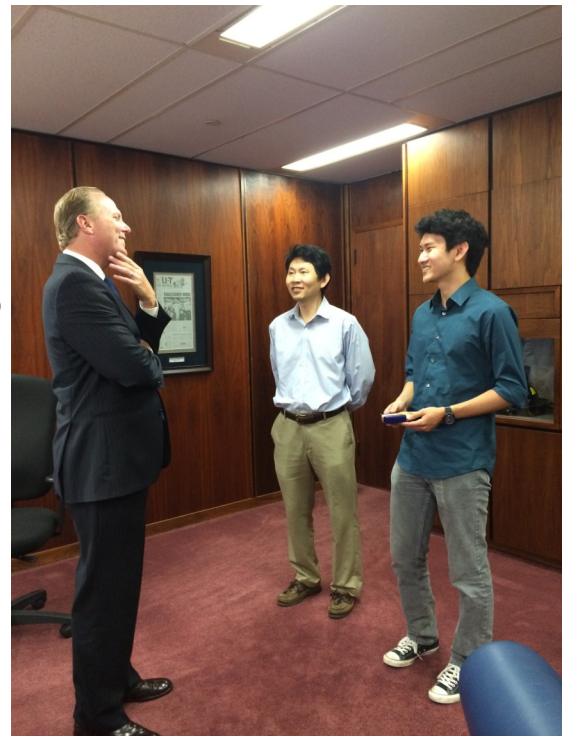


Mayor Kevin L. Faulconer (left), Eric Chen (middle), and his father, Longchuan Chen (right)

Sheng Feng. In 2009, the swine flu hit the United States and Chen's concern for people grew as the number of cases increased. With the recent advances of technology and computers in mind, he inquired why computational power could not be used to speed up the drug discovery process for new flu drugs. Recognizing that he needed two university labs to do his research, he also contacted Dr. Rommie Amaro and was accepted to do research in her lab. With these two mentors, he was able to use supercomputers to screen half a million chemical compounds and narrowed it down to 237 chemical pounds that he tested for effectiveness in stopping the flu. He hopes to continue working on new anti-flu medicines that can be used to control outbreaks while vaccines are being developed. Chen will be pursuing a career as a professor, researcher, and/or entrepreneur, and his ultimate goal is to "improve the lives of a billion people." As he finishes his senior year at Canyon Crest Academy, Chen's hobbies include fencing, reading, and playing card and board games.

In 2013, at the age of 17, Eric Chen won the grand prize at the 2013 International Google Science Fair for his discovery of new chemical compounds that are effective in fighting influenza viruses including pandemic strains. He won \$50,000 and a trip to the Galapagos Islands with the National Geographic Society. Then he won the First Place Individual prize at the 2014 Siemens Competition in Math, Science, and Technology, bringing his total prize money count to \$150,000. But he didn't stop there. He also won the top prize of \$100,000 at the 2014 Intel Science Talent Search competition for his research on influenza treatment drugs. Chen's success did not happen overnight.

At age 15, he was granted permission to start doing research on pancreatic cancer under Dr. Gen-



Mayor Kevin L. Faulconer (left), Longchuan Chen (middle), and Eric Chen (right) share some laughs

MAYOR AROUND TOWN



SAN DIEGO MAYOR FAULCONER SWINGS INTO ACTION AS HE KICKS OFF COMIC-CON OVER GOTHAM CITY

Swinging in over a backdrop that resembles the gritty cityscape of FOX's new series *Gotham*, the dynamic duo of San Diego Mayor Kevin L. Faulconer and City Council President Todd Gloria joined Comic-Con Executive David Glanzer to kick off the world's largest gathering of dedicated comics, movie and science-fiction fanatics at Comic-Con International in San Diego.

Since the 1970s, Comic-Con has been a main attraction among the City of San Diego's events. The first three-day Comic-Con was held at the U.S. Grant Hotel, where over 300 attendees packed the hotel's basement featuring programs, panels, film screenings and more to celebrate the historic and ongoing contribution of comics to art and culture.

FAULCONER, ALVAREZ BRING SUMMER FUN BACK TO BARRIO LOGAN

Mayor Kevin L. Faulconer, Councilmember David Alvarez and San Diego Park and Recreation Director Herman Parker reopened Memorial Pool, a longtime staple of summer fun in Logan Heights for community residents.

The Memorial Pool renovation includes the addition of pool decks and a sidewalk, which allow the facility to meet current *Americans with Disabilities Act* accessibility standards. Other major improvements include the replacement of the six-lane pool with an eight-lane pool, installation of a children's play area, addition of covered bleachers and construction of a picnic area.



UPCOMING EVENTS

August 22: Market Creek Summer Series Family Film Fridays—Frozen
7PM—Pre-show activities, 8:00PM—Showtime
Market Creek Amphitheater
310 Euclid Avenue
San Diego, CA 92114
FREE

August 23: Adobe Falls Cleanup
8:00AM—11:00AM
Area around Adobe Falls
Join the Del Cerro Action Council and San Diego State University

August 30: Otay Mesa Fifth Annual Community Block Party
10:00AM—2:00PM
Silver Wing Recreation Center
3737 Arey Drive
San Diego, CA 92154
FREE

August 30: A Ride of Inspiration & Car Show
11:00AM—3:00PM
San Diego Harley-Davidson
4645 Morena Blvd
San Diego, CA 92117
Benefits DS Action (Down Syndrome Action)
General admission FREE
<https://www.stayclassy.org/san-diego/events/a-ride-inspiration-6th-annual/e35214>

September 13: Serra Mesa Movie Night in the Park
5:30PM
Cabrillo Heights Neighborhood Park
8333 Hurlbut Street
San Diego, CA 92123
Hosted by the Serra Mesa Community Council

September 21: Third Sunday of the Month Concerts in the Park
3:00PM with a reception immediately following
Mission Trails Regional Park Foundation
Visitor Center Theater
1 Father Junipero Serra Trail
San Diego, CA 92119
FREE

Contact us:

City Administration Building
202 C Street, 11th Floor
San Diego, CA 92101

Phone: (619) 236-6330

Fax: (619) 236-7228

kevinfaulconer@sandiego.gov

<http://www.sandiego.gov/mayor/>

