



COUNCILMEMBERS SHERRI LIGHTNER AND LORIE ZAPF

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Growing San Diego's Economy

New Committee Will Focus on Business Creation and Expansion

SAN DIEGO, Calif. – Ensuring that San Diego businesses are ready to compete in the global economy and create high-quality jobs was the focus of the first meeting of the newly formed Economic Development and Strategies Committee.

The committee is tasked with developing a long-term strategic vision for San Diego's economy and workforce as well as looking for ways to cut through the city's tangle of red tape.

Committee Chair Sherri Lightner said while the goals might be lofty, the committee is designed to get real results.

"We need to have a unifying vision for San Diego's economy – one that is sustainable and that provides the type of good-paying jobs that are vitally important to our neighborhoods," Lightner said. "We then need to make sure we have the programs and processes in place to make that vision a reality."

The committee reviewed the city's current economic development strategy and vetted proposals from the Regulatory Relief workshop held in November.

The successful workshop was spearheaded by Council President Tony Young and Councilmember Lorie Zapf, who serves as vice chair of Economic Development and Strategies. The focus of the Regulatory Relief program was to identify ways to improve city functions to encourage business expansion and job growth.

"The business community made it clear at the Regulatory Relief workshop that San Diego deserves to have the Council's undivided attention on matters of job creation and economic development," said Zapf. "This committee will focus on both short- and long-term opportunities to improve and strengthen San Diego's economy."

Committee members also detailed some of their priorities for the coming year. Those priorities included:

- Streamlining the permitting process so businesses can expand quickly and efficiently.
- Upgrading the city's web functions so business owners can fill out forms and pay fees online.
- Expanding Enterprise Zones and Business Improvement Districts.
- Evaluating and improving the city's current economic development programs while exploring new federal initiatives.
- Strengthening partnerships with educational institutions, private industry and other governmental agencies to address issues of workforce development, international trade and border issues.
- Fostering growth of our core sectors and supporting the expansion and growth of incubators.

For the full Economic Development and Strategies Committee agenda, please click [here](#).

The Committee will meet at 9 a.m. on the fourth Monday of the month on the 12th floor of the City Administration Building.

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