

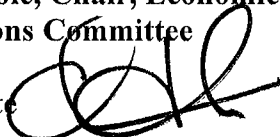


**COUNCILMEMBER CHRIS CATE
CITY OF SAN DIEGO
SIXTH DISTRICT**

M E M O R A N D U M

DATE: January 9, 2015

TO: Councilmember Myrtle Cole, Chair, Economic Development and Intergovernmental Relations Committee

FROM: Councilmember Chris Cate 

SUBJECT: 2015 Economic Development and Intergovernmental Relations Committee Priorities

I appreciate the opportunity to share my goals and priorities for 2015. I look forward to working collaboratively to ensure the state of San Diego's local economy is resilient and prosperous.

Expand Trade and Export Opportunities with the Pacific Rim

In 2012, the Brookings Institute selected San Diego as one of eight U.S. cities to participate in the Brookings Metropolitan Exchange Initiative. Working with regional stakeholders and industry leaders, the San Diego Metropolitan Export Plan (MEP) was developed to provide an export strategy for the region. The MEP cited China, Korea, Singapore and Taiwan as some of the region's fastest growing foreign markets for exports. In cooperation with regional stakeholders, the City should capitalize on this opportunity by fully implementing the Metropolitan Export Plan. I request that staff conduct further analysis on the impact of Asian markets in San Diego and highlight the results in the next update of the City's Economic Development Strategy.

Explore Port Expansion and Marketing Opportunities with the Port of San Diego and Stakeholders

With a Port District ranked in the top third of the nation's 360 sea and river ports, San Diego has the opportunity to leverage its strategic access to foreign markets to promote itself as a desirable location for new enterprise. Working in partnership with the Port of San Diego and regional stakeholders, the City should develop a marketing strategy to showcase the benefits of conducting business in the region. Utilizing the MEP as a roadmap to maximize exports and modernize port infrastructure, the region stands to bolster its position as a global city on the international stage. The City should hear an update from the Port on its current efforts and explore opportunities for collaboration.

Add City Contract Preference Point Category for Hires from High Poverty Areas

Each year, the City of San Diego issues hundreds of contracts for a wide variety of projects and services. Small Local Business Enterprises (SLBE) receiving a share of these contracts entails an economic benefit for these firms. To ensure economic growth is spurred city-wide, an additional preference point category for contractors who hire in high poverty census tracts should be considered. The Committee should receive a presentation from the Purchasing and Contracting Department on current practices and review a pathway forward to implement this new category.

Identify Opportunities to Support San Diego's Craft Brew Economy

San Diego's vibrant craft brew industry continues to contribute to the local economy by creating thousands of jobs and generating hundreds of millions of dollars in sales each year. City Council District 6 is called home by thirty-five percent of the City's breweries – the most of any district. It is imperative that the City works cooperatively with key organizations like the Craft Beer Association of San Diego (CBA-SD) to identify barriers to economic growth and craft solutions to ensure the industry's efficacy. The Committee should receive a presentation from the CBA-SD to facilitate a dialogue and commence this process.

Implement the Business Regulatory Consolidation Project

The Business Regulatory Consolidation Project is an effort led by the City Treasurer to centralize and streamline citywide regulatory and billing processes for businesses. As the backbone of San Diego's local economy, small business owners need certainty and clarity when navigating through the City's bureaucracy. A centralized one-stop-shop for business permits will provide owners a significant benefit while saving valuable time and costs. Phase I for police permitting is expected to go live in July 2015. I request staff to present options for additional business permits to be instituted online for 2015. It is imperative to work cooperatively with the City Treasurer to ensure all phases of this important service are implemented effectively and expeditiously.

Commence a Comprehensive Update of the City's Economic Development Strategy

In 2013, the City Council updated the Economic Development Strategy for the first time in twelve years. The Strategy is an ambitious first effort in identifying the City's economic development tools, role and approach to fostering a prosperous local economy. In light of recent developments concerning the MEP and Global Cities Initiative, it is imperative to commence an update of the Strategy in 2015 to ensure these export work plans are incorporated. Starting the update process will provide the City time to solicit comprehensive stakeholder input and feedback, develop strategic objectives, performance metrics and corresponding draft language reflective of industry vernacular.

Review Economic Development Department Programs

Neighborhood business districts play a crucial role in the success of our local economy. Many of these districts are home to small businesses that operate day-to-day on a thin margin. The City's Economic Development Department offers crucial services like the Storefront Improvement Program, Small Business Loans/Revolving Loan Fund and the Small Business Ambassador. The Committee should receive an update on how these programs are performing, provide assistance to help bolster activity, and review new possible services that strengthen San Diego's small business community.

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cc: Mayor Kevin L. Faulconer
Honorable Councilmembers