



**COUNCILMEMBER MYRTLE COLE
FOURTH COUNCIL DISTRICT**

M E M O R A N D U M

DATE: February 9, 2016

TO: Council President Sherri Lightner

FROM: Councilmember Myrtle Cole, Fourth Council District *Myrtle Cole*

SUBJECT: Economic Development and Intergovernmental Relations Committee Work Plan and Mission Statement for 2016

Per the San Diego Municipal Code and Section 6.10.1. of the Permanent Rules of Council, the Economic Development and Intergovernmental Relations (ED&IR) Committee is responsible for the following subject matters: Intergovernmental Relations, Interagency and Bi-national Agreements, International Trade, Foreign Trade Zones, Educational Partnerships, San Diego Regional Airport Authority, Port District, San Diego Convention Center Corporation, Citywide Economic Development Programs and Strategy, Workforce Development, Commercial Marketing District, Business Improvement Districts, Tourism Marketing District, Economic Development, Arts and Culture, Economic Incentive Programs, Regulatory Relief Programs, Open Data, Civic San Diego.

This year, we will continue the collaborative work to keep San Diego and our binational region competitive. We will explore and create new opportunities to facilitate economic development activities that help to build strong neighborhoods and a strong local economy. Lastly, in an organized effort, we will continue to influence public policy at all levels of government to develop a climate conducive to improving the quality of life in the city of San Diego.

I am pleased to submit the Economic Development and Intergovernmental Relations (ED&IR) Committee Work Plan and Mission Statement for 2016.

Mission Statement

To facilitate economic development activities that assist in developing, sustaining, and expanding businesses to create a strong local economy. To participate in advancing a strong, effective advocacy voice and presence for public policy at all levels of government to develop a climate conducive to improving the quality of life in the city of San Diego.

Work Plan

The 2016 Work Plan incorporates suggestions from each Councilmember that helps to further the mission of the Committee.

Economic Development Strategy (EDS)/Economic Development Programs

- Continued oversight of implementation of the 2014-2016 EDS
- Solicit input and update the EDS
- Review and update existing Economic Development Council Policies and Programs (i.e. Storefront Improvement Program, Economic Incentive Agreements, etc.)
- The Committee consider amendments to Council Policy 900-01 to ensure the appropriate and targeted investment of Redevelopment Property Tax Trust Funds into economically disadvantaged areas
- Consider the creation of a Community Revitalization and Investment Authority and Area (AB2)
- Ensure that Economic Incentive Agreements target/empower small businesses and support employers who provide good wages and benefits to their employees. These investments are critical to stimulating the local economy and making San Diego a better place to live and work
- Work with the San Diego Regional Economic Development Corporation, San Diego Port Authority, World Trade Center and other stakeholders to reduce barriers to local companies to export their products abroad and pursue foreign direct investment
- Explore and create new tools to further advance the City's EDS (i.e. Promise Zones, Opportunity Zones, EIFDs, etc.)
- Engage the Governor's Office of Business and Economic Development (GO-Biz) on programs available to local businesses
 - o Ensure that San Diegans are aware and are taking advantage of statewide incentives that will boost our local economy (i.e. California Competes Tax Credit Program, Earned Income Tax Credit Program, etc.)
- Improve the connection between small businesses and City Hall
- Create a Small Business Bonding Assistance Program to create competition and to enhance the opportunities of small and emerging local construction businesses in the city

Intergovernmental Relations

- Work directly and visit with State and Federal delegations and our lobbyists to pursue an aggressive legislative agenda for San Diego
- Regular reports from the following agencies in accordance with any applicable Council Policies:
 - o San Diego Unified Port District
 - o San Diego Regional Airport Authority
 - o San Diego Convention Center Corporation
 - o Civic San Diego
 - o San Diego Regional Economic Development Corporation
 - o San Diego Military Advisory Council
 - o BIOCUM

- CONNECT
- San Diego Workforce Partnership
- The Maritime Alliance
- Enhance educational partnerships by engaging local school districts
 - Engage local school districts for potential joint use facility agreements for increased access to local recreation programs and field use
 - Engage local school districts for Penny for the Arts programs that incorporate appropriate arts and music programs for students at schools throughout the city with the Penny for the Arts funds
 - Raise awareness about the activities of the City's Youth Development Program, monitor the effectiveness of the programs, and look for opportunities for enhancement
- Collaborate with the San Diego County Regional Airport Authority to address the region's current and long-term air transportation needs.
- Work with the San Diego County Regional Airport Authority and the San Diego Regional Economic Development Corporation to find opportunities to bring more direct international flights to San Diego Lindbergh Field.
- Support efforts to establish San Diego as a leader in maritime business and technology innovation, including the creation of BlueTech incubator and related efforts to grow the blue economy
- Focus on the local economic impact of our military and defense industry and continue to explore funding and policies that allow these sectors to thrive
- Work with the local BrewTech industry to grow our region's emerging craft beer scene and eliminate unnecessary regulatory barriers
- Support efforts to brand San Diego as a craft beer destination, reform City regulations that hamper industry growth, advocate for reform at the state level and develop a bi-national partnership with the growing BrewTech industry in Baja California, Mexico

Open Data and Information Technology

- Continued oversight and implementation of the Open Data Policy
 - Ensure that the City publishes actual data sets
- Partner with the Cyber Center of Excellence and local cybersecurity stakeholders to champion San Diego as an international leader in cybersecurity.
- Implementation of e-government services (i.e. online permitting, payments, procurement, "one-stop shop", etc.)
- Explore new tech-based payment methods such as tech-wallets and cyptocurrency

Binational Affairs/International Trade/Foreign Affairs

- Oversight and support for the Global Cities Initiative
- Implementation of the San Diego Metropolitan Export Plan to maximize exports and modernize port infrastructure to bolster the region on the international stage
- Updates on the collaborations between San Diego and Tijuana department directors
- Updates from the CaliBaja MegaRegion initiative on regional efforts
- Potential partnerships with Tijuana's Innovadora Expo

Workforce Development

- Expansion of the Youth Employment Initiative: Connect2Careers Summer Youth Program
- Partner with the business community and local colleges to close the job skills gap
- Request updates from the San Diego Workforce Partnership on youth and veteran job placement programs and career fairs
- Solicit input from the private sector and educational institutions on improving the City's efforts to close the local job skills gap

I look forward to a productive year in which the ED&IR Committee will guide the City in the development, management and creation of economic development services and programs in support of a strong economy for San Diego.

MC:pi