



**THE CITY OF SAN DIEGO
OFFICE OF COUNCILMEMBER RAUL A. CAMPILLO
SEVENTH DISTRICT**

MEMORANDUM

DATE: February 9, 2022

TO: Honorable Members of the Economic Development & Intergovernmental Relations Committee

FROM: Councilmember Raul A. Campillo, Chair, Economic Development & Intergovernmental Relations Committee

SUBJECT: 2022 Economic Development & Intergovernmental Relations Committee Work Plan

As Chair of the City's Economic Development and Intergovernmental Relations Committee for a second year, I am committed to supporting and enhancing our local economy. Our City must be dedicated to supporting our local economy, including the many industries located in San Diego, and the multitude of local jobs these businesses create and provide for our residents. San Diego's economy is undeniably binational. The local economy is also not restricted by the boundaries of the national border it shares with Mexico, and our City must continue to strengthen its partnership with its neighbors to the South. Empowering our economy is essential.

I appreciate the opportunity to share our 2022 Work Plan for the City of San Diego (City) Economic Development & Intergovernmental Relations Committee (Committee). The Work Plan is created to reflect the shared priorities of all four committee members, with significant input by my colleagues via their priority memos submitted to my office. While this Work Plan will guide the Committee agenda this year, it is not meant to be exhaustive, and I welcome the ideas of my colleagues on the Committee throughout the year.

The Committee covers a wide range of important topics, including intergovernmental relations, interagency and binational agreements, international trade, foreign trade zones, educational partnerships, San Diego County Regional Airport Authority, Port District, San Diego Convention Center Corporation, city-wide economic development programs and strategy, workforce

development, commercial marketing district, business improvement districts, arts and culture, open data, and Civic San Diego.

Committee Statement of Principles

The Committee will be guided by the following principles:

1. We will promote policies that deliver high-quality, high-paying jobs, providing economic security for the workers and ensuring environmental protection for the communities where they are created. Being “pro-growth” must mean being “pro-worker” and “pro-environment.”
2. We will promote job growth and attract new employers to San Diego, particularly within communities of concern, to improve the economic competitiveness of the entire region and to lift up communities that have historically been excluded from growth.
3. We will promote tourism, biotech, and military relationships, industries for which San Diego is world-renowned, as well as the local entrepreneurs that thrive on those industries, through intergovernmental and international collaboration.
4. We will promote cross-border opportunities and investments that encourage progress with Tijuana and Baja California Norte so that both sides of the border can reap the benefit of progress.
5. We will proactively engage community members in developing policy to ensure that economic progress is distributed across communities, new ideas are integrated, and unforeseen burdens on stakeholders can be identified and mitigated.

MEETING THEMES

First Quarter	Arts & Culture
Second Quarter	Workforce Development
Third Quarter	U.S-Mexico Border
Fourth Quarter	Transportation Infrastructure

ECONOMIC DEVELOPMENT

Economic Development Strategy Update: Work with the Economic Development Department and external stakeholders, including, but not limited to, economic development organizations, regional and ethnic chambers of commerce, labor organizations, and workforce development organizations, to update the City’s Economic Development Strategy with recovery from the COVID-19 pandemic in mind.

Support Tourism Industry: Supporting workers and businesses will be critical to economic recovery in the City and larger San Diego-Tijuana region. A safe return to events, business travel, and international travel will help support the San Diego Convention Center, which is a regional economic engine and a City asset, as well as the San Diego International Airport, which provides a central pathway for tourism and business to reach San Diego.

Sidewalk Vending Ordinance: In 2018, the Governor signed SB 946 into law, allowing cities to regulate sidewalk vending. The Committee should consider a balanced sidewalk vending ordinance that takes into consideration creative ways to operate a business while balancing the needs of neighborhoods. The Committee should finalize the regulations for sidewalk vending, that received strong input and support from various communities including businesses and vendors throughout the city during the past year. This will bring vendors into the formal economy with support and regulations that balance the needs and interests of our economy and our communities.

Business Expansion, Attraction, and Retention: The City's Economic Development Department has a proactive Business Expansion, Attraction and Retention (BEAR) Team that works directly with key businesses in targeted industries to provide assistance and incentives that result in the retention and creation of jobs and investment in San Diego. It is imperative this division dedicate resources and expands its efforts to assist small business in underserved communities. The Committee should receive updates form City staff and monitor any activity of this division to ensure all council districts are equitably accessing BEAR resources.

Cannabis Equity: The City is currently working with a consultant to evaluate Cannabis Equity needs throughout San Diego. The Committee should work with the Cannabis Business Division to explore potential policy reforms to address the current inequities as it relates to Cannabis, and further progress towards a future Cannabis Equity program.

Regional Competitiveness: Examine existing business expansion, attraction, and retention policies and work with City staff to identify areas for improvement, including, but not limited to, attracting a financial, entertainment, or technology firm to headquarter in San Diego. The Committee should look at ways to strengthen San Diego's regional competitiveness by promoting the tourism industry, which has been hit hard by the pandemic; incentivize the film and entertainment industries to do business in San Diego; and reviewing our City's transportation infrastructure, such as municipal airports, to maximize job creation.

Business Improvement Districts (BIDs): BIDs serve an important role throughout the City by providing additional services to many businesses that are otherwise not provided by the City. The budgets and the services of BIDs vary widely. The Committee should provide additional oversight and analysis during the budget and implementation phases of BIDs to ensure they are meeting the needs of their members.

SMALL BUSINESS SUPPORT

Small businesses are an essential part of the City's diverse neighborhoods and identity. Due to the impact of COVID-19, many of these small businesses have been adversely affected or have permanently closed. As such, the Committee should:

- Continue advocating for additional small business relief funding in any future allocations of COVID relief funding from the federal government by supporting the Office of the Mayor in its efforts.

- Review the City’s efforts to expand small business funding opportunities, including the Business Finance Loan Program, Matching Grant/Rebate Programs, and others.
- Regularly engage the Small Business Advisory Board to gather feedback on what the City can improve upon to help small businesses succeed.
- Receive regular updates on the efficacy of outreach on the various City programs available to small businesses, how well those programs are utilized, and identify ways the City can improve outreach to small businesses, especially COVID-19 financial assistance programs.
- Develop a policy to support micro-enterprise home kitchens.
- Work with industry leaders to identify opportunities to encourage and incentivize entrepreneurship among our veterans in the community.

Temporary Outdoor Business Permits: Temporary Outdoor Business Permits have allowed our businesses to thrive, benefitting workers and our local economy. Still, the application and compliance process has been a challenge for businesses who continue to endure the economic impacts of the pandemic. The Committee should monitor this program’s implementation to make any needed adjustments that better support business owners who have showed their willingness and ability to adapt despite new challenges.

Storefront Improvement Program: The Storefront Improvement Program (SIP) helps revitalize and beautify our communities providing free professional design assistance and financial incentives to small business owners who wish to make a creative change to and improve the curb appeal of their storefronts. The Committee should explore ways to maintain and expand SIP, especially in areas of need.

Micro Loan Financing: The lack of access to capital is a serious issue for potential small business owners in underserved communities. Capital is critical in stabilizing a business’s finances and building a company’s capacity to grow. Non-predatory micro loan financing would provide the critical capital many small businesses need, allowing for both financial independence and a positive impact to the overall community. The City should explore the impact of micro loan financing on small businesses and encourage outreach to community members on education and opportunities for micro loans.

Child & Youth Success:

Access to Affordable, Quality Childcare: San Diego needs more childcare opportunities for working families to enable parents to enter, re-enter, or remain in the workforce and to support children’s development. The lack of affordable, quality childcare can affect parents’ ability to enter, remain or re-enter the workforce, causing negative economic impacts to the individual families, employers, and the community as a whole. Access to affordable, quality childcare will be a major focus of the Committee for the year.

Office of Child & Youth Success Implementation: The Committee should receive regular updates on the new Office of Child & Youth Success including staffing progress, vision for the office, goals, and more.

Arts and Culture: Arts and culture organizations provide quality jobs to San Diegans as well as recreational activities for tourists, and many have suffered immensely during the pandemic. The Committee should discuss how best to reprioritize arts and culture programs and utilize them as a tool to provide economic development and recovery throughout the city.

2024 World Design Capital: The cities of San Diego and Tijuana submitted a first of its kind, joint bid to the World Design Organization and was recently awarded the 2024 World Design Capital designation, putting our binational region on the international stage. The Committee should receive regular updates on the progress of preparing for the events and programs throughout 2024 and assist in supporting the cities of San Diego and Tijuana in this effort.

Marie Widman Memorial Park Public Safety Redesign and Enhancements for Black Arts & Culture: The designation of a formal Black Arts and Culture District will not only be a place to focus on the contributions, history, and culture of the Black community. It is also a tremendous opportunity to revitalize and energize Imperial Avenue, a major corridor located in District 4. Enhancements will increase usage of Marie Widman Park and activity along the corridor, spurring economic development and sustainability for an historically under-resourced community. Enhancement requests include, but are not limited to, upgrading the tot lot to meet state and federal requirements, repurpose of the gymnasium for exhibits/events, hardscape/landscape, foot trails and gardens, park playground equipment upgrades, comfort station upgrades, lighting and electrical/wi-fi upgrades, outdoor amphitheater/stage, cross walk upgrades with specific design, streetscape and signage, bus shelter upgrades, and public artwork. The Committee should support all efforts to build the Black Arts & Culture District.

City of San Diego Hiring Program: The Committee should develop policies and programs that encourage career pathways to civil service for those who typically face barriers in gaining employment with the City. These actions will seek to explore innovative policies that create an improved pipeline to civil service careers for underserved communities.

Youth Employment and Workforce Development: The City needs to analyze, develop, and implement a means to monitor the progress and outcomes for opportunity youth. With a strong team, deep community connections, best-in class web-portal and IT solution, we have the foundation needed to dramatically expand the program this year to rival youth employment programs in other large cities. Additionally, we recommend in prioritizing the following programs:

- Connect2Careers
- Hire A Youth Summer Programs

- Tech Hire opening the door for students interested in the technology field
- SDSU's Compact for Success program for guaranteed SDSU admission
- UCSD's CREATE School and District Partnerships to maximize educational opportunities for both students and teachers
- Youth Opportunity Passes to ensure youth have free access to public transportation resulting in increased access to jobs and extracurricular activities

INTERGOVERNMENTAL RELATIONS

Welcoming San Diego Strategic Plan Implementation: The Committee should work in partnership with Mayor Gloria's office to implement the Welcoming San Diego Strategic Plan on Immigrant and Refugee Integration 2019 – 2024 which is a comprehensive blueprint for the San Diego region to bridge newcomer and native-born communities toward shared prosperity and a common future.

State & Federal Lobbyists: The Committee should receive regular and timely legislative updates from City staff and lobbyists on the Committee's priorities in the 2022 State and Federal Legislative Platform.

Port of San Diego: The Port of San Diego is a major city partner in developing the Blue Economy in San Diego. The Committee should advocate for new funding opportunities to encourage increased economic activity in the Port district. The Committee should request an update from the Port of San Diego on issues and projects it is working on cooperatively with the city.