



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

MEMORANDUM

DATE: January 30, 2023

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

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

SUBJECT: 2023 Economic Development & Intergovernmental Relations Committee Work Plan

As Chair of the City's Economic Development and Intergovernmental Relations Committee for a third 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. Further, I am committed to enhancing our relationships with various governmental agencies across San Diego. These relationships are essential as we advocate for the needs of our City, from grant funding to homelessness programing.

I appreciate the opportunity to share our 2023 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 bi-national agreements, international trade, foreign trade zones, San Diego Regional Airport Authority, Civic San Diego, Port District, educational partnerships, city-wide economic development programs and strategy, workforce development, commercial marketing districts, business improvement districts, Tourism Marketing District, San Diego Convention Center Corporation, incentive programs, regulatory relief, community development block grants, small business support, worker rights and protections, labor standards, job quality standards, arts and culture, and open data.

ECONOMIC DEVELOPMENT

Economic Development Strategy Update: During the annual budget process or Fiscal Year 23, the Council approved an allocation for the Economic Development Department to update the City's Economic Development Strategy. The Committee should 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.

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.

Support Tourism Industry: Supporting businesses and workers will be critical to economic recovery. Supporting a safe return to events, group travel, business travel, and international travel for the San Diego Convention Center.

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, including the implementation of Measure H, which was approved by the voters in November of 2022.

Sidewalk Vending Ordinance: Last year, the Council considered and adopted a sidewalk vending ordinance that aimed to take into consideration creative ways to operate a business while balancing the needs of neighborhood. The Council directed City staff to provide an annual report to the Committee regarding implementing of these regulations, to ensure the policy is balanced for both vendors and our communities. Staff should provide an update to the Committee this year regarding sidewalk vending implementation.

Biotech and Life Science Industry: The Biotech and Life Science industries are a critical part of San Diego's innovation economy. The Committee should explore receiving a report from Biocom, the leader in accelerating the life science industry in California, regarding economic impacts of these industries in California. The Committee should also explore ways in which the City can be a partner, ensuring the Biotech and Life Science industries continue to flourish in San Diego.

Cannabis Equity: The City adopted its first Cannabis Equity Assessment in 2022, providing a foundation for the development of a future cannabis equity program for San Diego, identifying tools identifying tools such as offering technical support, regulatory compliance assistance, and help with securing the capital necessary to begin a business. Such tools could remedy barriers to licensure and employment in the regulated cannabis industry and aid the State in its goal to eliminate or reduce the illicit cannabis market by bringing more people into the legal marketplace for San Diego. The Committee should receive an update from the Cannabis Business Division regarding the state of Cannabis Equity in the City of San Diego.

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.

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.

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 but 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 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 any 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
- Employ & Empower
- 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

Disparity Study Implementation: In July 2022, the Council voted to approve race- and gender-neutral measures proposed by the Purchasing and Contracting Department to address the disparities among woman- and minority-owned businesses demonstrated in the 2020 City of San Diego Disparity Study. In 2023, the Committee should receive an update regarding implementation of the adopted actions, including the formation of a subcommittee to determine current industry availability, the results of a job study to determine staffing needs in the Equal Opportunity Contracting (EOC) Program, expanded subcontracting goals, small business set asides, unbundling of larger City contracts, and the establishment of a technical and bonding assistance program. The Council District 4 and Council District 7 offices will also continue to work with City staff and the City Attorney's office on the development of a race- and gender-conscious program that meets the strict scrutiny standard of constitutional review.

Local Hire: Ensuring that the City is maximizing the utilization of its local workforce is critical to our economy and is a key component of the City's economic development efforts. Providing pathways to high-paying jobs for residents in underserved communities is a step toward expanding economic opportunities and directly impacts quality of life. In addition, providing local jobs is a crucial step towards providing a sustainable career pathway for those reentering society. With that, City staff should present to the Committee a report on local workforce utilization for City contracts. This includes, but is not limited to, construction, professional services, and goods and services contracts.

Worker Justice: In 2022, the Council included the following topics, worker Rights and protections, Labor Standards, and Job Quality Standards to the designated responsibilities of this Committee. The Committee should explore ways in which the City can be more supportive of its working residents and ensure labor standards such as proper pay and adequate safety conditions are met.

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.

SMALL BUSINESS SUPPORT

Small businesses are an essential part of the City's diverse neighborhoods and identity. San Diego's small businesses are the backbone of our regional economy, representing the majority of businesses and employing over half of our workforce. The City must actively engage and support these businesses that allow San Diego to thrive. In addition to the economic development priorities listed above, the Committee should:

- Review the City's efforts to expand small business funding opportunities, including the Business Finance Loan Program, Matching Grant/Rebate Programs, and others
- Explore opportunities to leverage available state and federal funding to support local businesses and entrepreneurs
- Regularly engage the Small Business Advisory Board to gather feedback on what the City can improve upon to help small businesses succeed
- Examine the City's 18 Business Improvement Districts (BIDs) and provide oversight as it relates to the budgets for each BID
- Review the City's efforts to provide Small Business Bonding Assistance Program and Technical Assistance
- 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

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. The Committee should also work with and receive updates from staff and lobbyists regarding the City's efforts to be competitive in securing grants and leverage other

governmental agencies to ensure San Diego is maximizing state and federal funding opportunities.

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.

Intergovernmental and Agency Updates: The Committee should also request updates from the following organizations and agencies throughout the year who are vital to the San Diego economy and ecosystem:

- Strategic Alliance- San Diego Ethnic Chambers of Commerce
- San Diego Airport Authority
- San Diego Convention Center
- San Diego Economic Development Corporation
- San Diego Regional Chamber of Commerce