




**THE CITY OF SAN DIEGO  
OFFICE OF COUNCILMEMBER GEORGETTE GÓMEZ  
NINTH DISTRICT**

**MEMORANDUM**

DATE: January 20, 2017

TO: Councilmember Zapf, Chair of the Economic Development and Intergovernmental Relations Committee

FROM: Councilmember Georgette Gómez, District 9 

SUBJECT: 2017 Economic Development and Intergovernmental Relations Priorities

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In response to your memo dated January 5, 2017, I am pleased to submit my Economic Development and Intergovernmental Relations Committee priorities.

Overall, the priorities listed below are intended to implement the goals and objectives contained in the City of San Diego's Economic Development Strategy (EDS), which includes:

- Attracting, retaining, and expanding businesses in the City's four economic base sectors;
- Focusing on emerging sectors such as Cleantech & Energy Efficiency and the Food & Beverage industry clusters;
- Increasing the number of middle-income jobs, especially in economic base sectors; and,
- Increasing the amount of neighborhood business activity, especially in underserved neighborhoods which includes many of the communities I have been elected to serve.

It is also critical that the City continue the collaborative work in our binational region will move us forward as a collective force and competitive market as the CaliBaja Mega Region. In addition to the EDS, the designation of the Promise Zone will provide opportunities that communities can capture to enhance the quality of life for residents and workers alike. It is important to note that economic development efforts should also focus on racial justice and improving wages and benefits as part of the strategy. Council District 9 needs this support to reinvest and develop businesses and build safe and livable neighborhoods. We should utilize a cohesive approach to economic growth by focusing on strong community and business engagement. Our city will benefit by advancing the following:

- 1. Supporting Programs to Promote Small Business Opportunities**
  - a. Request and review regular reports from the Economic Development Department and Civic San Diego on economic development initiatives including small business expansion efforts, and increasing minority and women-owned small businesses.
  - b. Request and review regular reports to measure how successful the City is in expanding small business funding opportunities including the Revolving Loan Fund Program, the Small Business Micro-Revolving Loan Fund and the Business Finance Loan Program, to allow communities to reinvest in their own financial

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- sustainability.
  - c. Request a report from the San Diego Tourism Marketing District Corporation on the utilization of Tourism Marketing District assessment funds for promoting tourism in areas east of Interstate-805, including in Council District 9.
  - d. Create a “Get a Grant” App that will place all city’s grant applications in one place.
  - e. Consider creating regulations to allow for non-consumable hemp as a new clean industry.
  - f. Encourage the growth of small artisan businesses by promoting the recently adopted Artisan Food and Beverage Producer code regulations.
2. **Enhance educational partnerships by engaging local school districts**
- a. Engage local school districts for Penny for the Arts programs that incorporate appropriate arts and music programs conducted by local artists for students at schools throughout the city with Penny for the Arts funds.
  - b. Raise awareness about the activities of the City’s Youth Development Program.
3. **Workforce Development**
- a. Request and review a report from the Economic Development Department on developing new biotech and hi-tech manufacturing opportunities south of Interstate 8 in order to provide high paying jobs as well as reduce traffic congestion by placing jobs closer to where many of those in biotech and tech workforce live.
  - b. Request a report from the Economic Development Department on the Storefront Improvement Program and its outreach efforts to educate business owners.
  - c. Conduct multi-lingual outreach efforts including Spanish, Vietnamese, Arabic and Karen to educate businesses on the benefits of the Promise Zone.
  - d. Encourage the development of employment generating shopkeeper units with Transit Priority Areas (TPA).
  - e. Partner with local universities and colleges to develop learning facilities to provide more educational opportunities to close the job skills gap.
  - f. Expand Youth Employment Initiatives, including the Connect2Careers Summer Youth Program.
4. **Binational Affairs**
- a. Request a report on the development of a San Diego/Tijuana Binational/Recycling Market Development Zone.
  - b. Evaluate opportunities to participate in future Tijuana Innovadora Expos which will allow the City highlight both markets and increase the City’s economic partnerships.
5. **Intergovernmental Relations**
- a. Receive regular updates and actively engage the City’s lobby teams to ensure the success of our 2017 legislative platform.

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cc: Honorable Kevin Faulconer, Mayor  
Honorable Mara Elliot, City Attorney  
Andrea Tevlin, Independent Budget Analyst