ECONOMIC DEVELOPMENT FUNDING PROGRAMS
ECONOMIC DEVELOPMENT STRATEGY INFORMATION

Goals and Objectives/Metrics

Goal	Objective/Metric.	Choose one
Economic Base Growth: _Expansion or Retention of businesses within, or Attraction of businesses to, the City of San Diego in the City's four economic based sectors (industry) of Manufacturing & Innovation, International Trade & Logistics, Tourism, Military_		
Manufacturing & Innovation	Increase the number of manufacturing or innovation-related businesses	☐
	Increase the volume or value of goods and/or services sold by manufacturing & Innovation businesses	☐
	Increase the number of manufacturing plants that have a local taxable point of sale.	☐
	Increase the number of patents held by local businesses	
International Trade & Logistics	Increase the volume or value of goods and/or services exported by businesses	☐
	Increase the number of exporting (U.S.A. or external to San Diego) businesses	☐
	Increase Foreign Direct Investment (FDI) in San Diego (businesses)	☐
Tourism	Increase room night stays at lodging businesses	☐
	increase the amount of sales tax generated from tourism-related businesses	☐
	Increase the number of lodging or tourism-related businesses	☐
Military	Increase the volume or value of goods and/or services purchased by military from local businesses	☐
Middle-Income Jobs: Increase the number of middle-income jobs in the City of San Diego, with a focus on four economic base sectors. **Wage Range:** **$40,657.50 to $67,762.50**	Increase employment opportunities in Manufacturing & Innovation, International Trade & Logistics or startup tech companies	☐
Neighborhood Businesses: Increase the amount of neighborhood-based business activity, with a focus on underserved neighborhoods, in the City of San Diego.	Increase the number of neighborhood-based businesses	☐
	Increase the volume or value of goods and/or services sold by neighborhood-based businesses	☐

Figure 7. **San Diego's Base Sectors, Subsectors, Industries and Industry Clusters**

Term	EDS Base Sector Category Required by Council Policy 900-01 "Economic Development"[42]				
	Manufacturing & Innovation	**International Trade & Logistics**	**Military**	**Tourism**	**Appendix A Other Base Sector Industries**
SANDAG "Traded Industry Cluster"[43]					
Action Sports Manufacturing	✓				
Advanced Precision Manufacturing	✓				
Apparel Manufacturing	✓				
Biomedical Devices & Products	✓				
Cleantech	✓				✓
Entertainment & Hospitality	✓		✓		
Fruits & Vegetables	*Not significantly represented within the City of San Diego*				
Horticulture					
Information & Communications Technologies	✓				✓
Publishing & Marketing	✓				✓
Specialty Foods & Microbreweries	✓				
San Diego Regional EDC "Key Industries"[44]					
Innovation	✓				✓
Cleantech	✓				
Information & Communications	✓				✓
Life Sciences	✓				✓
Sports and Active Lifestyle	✓				✓
Military			✓		
Defense	✓		✓		
Maritime	✓				
Aerospace	✓				
Tourism					
Conventions and Tourism				✓	
Local				✓	
Healthcare	*Not Considered Part of the Economic Base*				
Intellect					
Universities & Research Institutions					✓

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Term	EDS Base Sector Category Required by Council Policy 900-01 "Economic Development"[42]				
	Manufacturing & Innovation	International Trade & Logistics	Military	Tourism	Appendix A Other Base Sector Industries
Other Terms Used Locally[45]					
BlueTech	✓		✓		✓
Maritime	✓	✓	✓		✓
Maritime Technology	✓		✓		✓
Cybersecurity			✓		✓
Analytics					✓
Uniformed Military			✓		
Research/Technology/Innovation	✓				✓
Wireless Health	✓				✓
Selected NAICS Sectors, Subsectors and Industries[46]					
Sector 31-33 Manufacturing					
311 Food Manufacturing	✓				
312 Beverage and Tobacco Product Manufacturing	✓				
315 Apparel Manufacturing	✓				
325 Chemical Manufacturing	✓				
332 Fabricated Metal Product Manufacturing	✓				
333 Machinery Manufacturing	✓				
334 Computer and Electronic Product Manufacturing	✓				
335 Electrical Equipment, Appliance and Component Manufacturing	✓				
336 Transportation Equipment Manufacturing	✓				
337 Furniture and Related Product Manufacturing	✓				
339 Miscellaneous Manufacturing	✓				
Sector 48-49 Transportation and Warehousing					
481 Air Transportation		✓			
482 Rail Transportation		✓			
483 Water Transportation		✓			
484 Truck Tranportation		✓			
485 Warehousing and Storage		✓			

Figure 7. **San Diego's Base Sectors, Subsectors, Industries and Industry Clusters**

Term	EDS Base Sector Category Required by Council Policy 900-01 "Economic Development"[42]				
	Manufacturing & Innovation	International Trade & Logistics	Military	Tourism	Appendix A Other Base Sector Industries
Sector 51 Information					
511 Publishing					✓
513 Broadcasting and Telecommunications					✓
514 Information Services and Data Processing Services					✓
Sector 54 Professional, Scientific and Technical Services					
5417 Scientific Research and Development Services					✓
Sector 71 Art, Entertainment and Recreation					
712 Museums, Historical Sites and Similar Institutions				✓	
713110 Amusement and Theme Parks				✓	
Sector 72 Accommodation and Food Services					
721 Accommodation				✓	
722 Food Services and Drinking Places				✓	
Sector 92 Public Administration					
928 National Security and International Affairs			✓		

[42] Adopted by San Diego City Council in 2012 following recommendation of approval by the City Council's Economic Development & Strategies Committee.
[43] Prepared by the San Diego Association of Governments – Service Bureau, 2012. These clusters are based on groups of NAICS industries.
[44] Prepared by the San Diego Regional Economic Development Corp., 2012, listed on website
[45] Terms used by the Maritime Alliance, the Security Network, the West Health Institute, San Diego CyberHive, CONNECT, San Diego Regional Chamber of Commerce, and other organizations.
[46] The North American Industry Classification System (NAICS) was prepared by the United States Office of Management and Budget in 1997 and adopted by the governments of the United States, Mexico, and Canada in 1997 and 1998. It is used by most state and local governments and research institutes since Census data is aggregated according to these classifications throughout North America.