



Proudly Representing

- Alta Vista
- Broadway Heights
- Chollas View
- Emerald Hills
- Encanto
- Greater Skyline Hills
- Jamacha
- Lincoln Park & Knox
- Lomita Village
- North Bay Terraces
- Oak Park
- O'Farrell
- Paradise Hills
- Redwood Village
- Rolando Park
- South Bay Terraces
- Valencia Park
- Webster

2015 Economic Development Bus Tour

More than \$1 Billion in Retail Opportunity

On Thursday, February 19th, Mayor Kevin Faulconer, Civic San Diego President Reese Jarrett, Jacobs Center for Neighborhood Innovation President & CEO Reginald Jones, developers, bankers, and other stakeholders joined me as we toured 17 sites that are ripe for economic development in our district.

It was a great day for me as an elected official to see so much interest in my efforts to revitalize our neighborhoods and stimulate economic growth. On an 81-seat double-decker bus filled to capacity, I shared that San Diego Regional EDC's retail analysis shows there is more than \$1 Billion in Retail Opportunity in our district. I want to dispel the myth that our residents don't have money to spend because we do! I want us to be able to spend our hard-earned dollars right here - in our community. We want to create quality, well-paying jobs and we want the infrastructure improvements that come along with it.

As Chair of the Economic Development and Intergovernmental Relations Committee, my priorities are to raise awareness of and to attract investors and developers into urban areas - like ours - that have long been underserved. We are getting things done! For more on the bus tour, see the photo gallery on page 2 and the special insert.

One minute Recap of the D4 Bus Tour on YouTube::

<http://youtu.be/YihyTJHuFoo>

Retail Analysis Reveals More than \$1 Billion in Retail Opportunity:

<http://www.sandiego.gov/citycouncil/cd4/pdf/2015/release150219.pdf>

Where did we go? Here are the 17 Sites:

<http://www.sandiego.gov/citycouncil/cd4/pdf/2015/release150220.pdf>

Community Planning Group Votes to Change Name of Encanto Neighborhoods to Chollas Valley

On Monday, the Encanto Neighborhoods Community Planning Group voted 7-0 to change the Encanto Neighborhoods Community name to Chollas Valley. This vote does not change the planning group name - that would be a separate item.

The Encanto Neighborhoods Community is comprised of eight (8) distinct neighborhoods: Chollas View; Lincoln Park; Emerald Hills; Valencia Park; Broadway Heights; Encanto; O'Farrell; and, Alta Vista. The proposed name change would NOT affect the names of these eight distinct neighborhoods but would rather change the name of the recognized community group from Encanto Neighborhoods to Chollas Valley. To weigh-in on decisions like this, including the name change, you can attend the planning group meetings. The next meeting is scheduled for **Monday, March 16th at 6:30 p.m.** in the Jacobs Center Community Room, 404 Euclid Ave, San Diego, CA 92114. The Encanto Neighborhoods Planning Group meets on the 3rd Monday (no meetings in August or December).

Connect with Myrtle

Twitter: @CD4Myrtle Cole

Facebook: <https://www.facebook.com/councilmembermyrtlecolecd4>



Contact Information

Address: 202 C Street, 10th Floor | San Diego, CA 92101
Office: (619) 236-6644
Email: MyrtleCole@sandiego.gov
Website: www.sandiego.gov/citycouncil/cd4/



Councilmember Cole tells the crowd: "I am so encouraged by the amount of interest and support for this bus tour." #D4BusTour #EconomicDevelopment

QUALITY RETAIL





QUALITY JOBS





"\$45 Million in Redevelopment will be in the ground this year." – Reginald Jones, President & CEO of the Jacobs Center

RETAIL ANALYSIS OF COUNCIL DISTRICT 4

CITY OF SAN DIEGO
FEBRUARY 2015



PRODUCED BY 

> \$1 BILLION OF RETAIL OPPORTUNITY IN DISTRICT 4

RETAIL ANALYSIS

San Diego City Council District 4 presents an immense opportunity for growth, retail and investors. Research shows that residents of District 4 have significant discretionary purchasing power. And they have majority of their purchases outside of District 4, indicating a clear opportunity for investment within the district to fill the gaps.

According to data from Nielsen-Good, District 4 residents spend more than \$1.9 billion on retail goods in 2014. All sales made within the district, however, totaled only \$294.6 million in the same year. This represents an annual demand of more than a billion dollars—an apparent opportunity for investors.

When examining the breakdown of sales by retail and small geography, we identify sectors that residents inside District 4 will have to drive sales and those outside of District 4 residents. Likewise, we expect that some amount of sales will be outside district and cities will make purchases in the district. San Diego 4 is home to the second most used internet retailer in each and market in the entire MSA—second only to the international border crossing.

However, the magnitude of annual demand is beyond this retail opportunity. The total dollar value of purchases made within District 4 by residents of any city or city was less than half of the total spent by District 4 residents that year in District 4.

Further, this analysis derived from district residents connects the spectrum of retail, merchandise lines. A sample of items representing the highest annual demand within the district includes:

- Groceries \$143.1 million
- Restaurants \$154.1 million
- Drugs, Health and Beauty Aids \$103.5 million
- Automotive Parts/Car Care \$78.0 million
- Apparel Items \$69.0 million

These observations reasonably indicate that more of this money would be spent by District 4 residents in District 4 if those residents had a broader array of stores in which to shop.

KEY FACTS

District 4 residents spent more than **\$1.9 BILLION** on retail goods in 2014.

Residents spent more than **TWO TIMES** as much on items shipped within District 4.

Basic needs like **FOOD, APPAREL, and HEALTH AIDS** represented **MORE THAN A THIRD** of the annual retail opportunities in District 4.

More than **2,400 INDIVIDUALS** in District 4 **DO NOT HAVE A CAR**—representing a critical impediment for retail shoppers to be geographically ACCESSIBLE.

DEMOGRAPHIC PROFILE

POPULATION	2014 Census	133,296
	2010 Census	127,409
	Nonwhite 2015-2019	27%
HOUSEHOLDS	2014 Estimate	42,425
	2010 Census	44,409
	Nonwhite 2015-2019	32%
AGE DISTRIBUTION	Under 18	14.0%
	18-24	16.7%
	25-34	16.2%
	35-44	11.9%
	45-54	12.4%
	55-64	11.7%
	65 and up	11.7%
	Median Age	35.4

Source: Nielsen-Good

SAN DIEGO CITY COUNCIL DISTRICT 4 RETAIL OPPORTUNITY PROFILE

	Annual Demand Total Purchases Made By District 4 Residents	Annual Supply Total Purchases Made Within District 4	Opportunity Shared Demand (Dollar)	Opportunity Annual Demand (Percentage)
Total Retail Sales	\$1,925,242,759	\$389,388,277	\$1,535,854,482	79.8%
Merchandise Lines				
Groceries and Other Foods	\$145,495,892	\$302,272,315	\$156,776,423	44.4%
Pharmacy/Consumer Medicines	\$33,712,582	\$6,491,053	\$27,221,529	81.0%
Food Stores Total	\$789,211,474	\$308,763,319	\$480,448,155	48.8%
Meats and Seafood	\$145,979,243	\$67,707,766	\$78,271,477	59.7%
Alcoholic Drinks	\$12,627,239	\$2,581,643	\$10,045,596	44.7%
Restaurants Total	\$114,229,249	\$172,184,840	\$158,482,929	59.8%
Drugs, Health Aids and Beauty Aids	\$118,229,256	\$108,727,343	\$9,501,913	43.2%
Men's Wear	\$43,311,141	\$32,247,285	\$11,063,856	26.0%
Women's, Children's and Men's Wear	\$68,397,692	\$62,757,968	\$6,639,724	24.8%
Children's Wear	\$6,520,423	\$13,722,089	\$7,200,569	41.7%
Footwear	\$22,149,601	\$19,022,129	\$3,127,472	49.7%
Apparel Total	\$212,787,714	\$116,483,422	\$96,304,292	27.4%
Major Household Appliances	\$10,041,179	\$6,144,974	\$3,896,205	38.8%
Small Electric Appliances	\$1,724,134	\$2,111,848	\$1,387,714	29.5%
Selections, Video Recorders, Video Cameras	\$18,307,739	\$6,692,245	\$11,615,494	47.0%
Audio Equipment, Musical Instruments	\$15,623,231	\$1,973,390	\$13,649,841	61.8%
Computer Hardware, Software and Supplies	\$29,233,630	\$12,492,796	\$16,740,834	56.9%
Photographic Equipment and Supplies	\$4,728,699	\$6,148,244	\$1,419,545	23.6%
Electronics Total	\$415,884,873	\$28,878,975	\$42,457,819	53.8%
Furniture and Sleep Equipment	\$23,166,097	\$9,714,299	\$13,451,798	49.0%
Kitchenware and House-Decorative	\$12,982,774	\$12,616,889	\$17,365,891	52.6%
Curtains, Draperies, Blinds, Shades, Etc.	\$7,119,633	\$12,195,979	\$5,076,346	24.8%
Home Goods Total	\$62,178,543	\$28,225,244	\$33,942,979	52.7%
Flooring and Floor Coverings	\$6,617,356	\$2,814,420	\$3,792,936	44.0%
Hardware, Tools, Plumbing, Electrical	\$16,007,420	\$2,778,564	\$13,228,856	70.8%
Lumber and Building Materials	\$4,381,531	\$1,222,952	\$3,158,579	76.5%
Paint and Supplies	\$7,109,616	\$1,124,420	\$6,005,196	59.8%
Home Improvement Total	\$27,544,213	\$2,225,443	\$17,147,728	78.4%
Books	\$23,443,124	\$10,291,243	\$13,151,881	29.7%
Jewelry	\$23,044,844	\$2,291,878	\$21,752,967	89.4%
Spending Goods	\$15,187,197	\$4,264,216	\$10,922,981	71.9%
Optical Goods	\$1,482,974	\$4,268,877	\$2,785,903	62.8%
Toys, Adult Goods and Games	\$21,242,884	\$14,287,239	\$12,960,449	44.4%
Automotive Parts/Car Care	\$113,177,174	\$82,249,140	\$77,942,943	67.9%
All Other	\$123,514,797	\$149,891,452	\$105,444,415	47.7%

Source: Nielsen-Good

PREPARED FOR
Office of Councilmember
Marta Cole
City of San Diego

AUTHORED BY
The Jacobs Center
for Neighborhood
Innovation
San Diego Regional
Economic Development
Center

2105 La Jolla Village Drive
San Diego, CA 92161
619.276.6666
sanjacobs.org
m.cole@cityofsandiego.gov
sanjacobs.org

1201 Broadway, 10th Floor
San Diego, CA 92101
619.554.6666
sanjacobs.org





"Show Me the Money" | Retail Analysis Shows More Than \$1 Billion of Retail Opportunity in Council District 4!



In the News | Councilmember Cole is dispelling myths about the district's spending power (\$1.9 Billion w/ \$1 Billion being spent outside the district) and the crime rate (3rd lowest). In her efforts to revitalize District 4, Councilmember Cole is making it known that the district needs more quality retail and quality jobs; it isn't land-locked; and only minutes from the border, downtown, Mission Valley, and the beaches.

Photo Gallery | Special Insert



Hilltop Redevelopment Euclid Ave & Hilltop Dr

3



Parcel Size: 8.55 Acres
APN: 542-480-03, 09, 12, 14, 16, 18, 20, and 40

Owners: Civic San Diego/ City of San Diego

Current Land Use: Single Family Residential (5-10 du/ac)

Current Zoning: SESDPD-SF-3000

Proposed Land Use: Residential Med (0 or 15-20 du/ac) and Neighborhood Mixed Use-Med (0 or 30-44 du/ac)

Proposed Zoning: RM-1-2
CN-1-4

Zone Allows: The single-family (SF) zones are designed to provide for areas of one-family residential development at varying levels of low density, consistent with the General Plan or adopted community plans within the Southwestern San Diego Planned District. Further, the provisions of these standards are intended to promote and protect those special amenities associated with a district of single-family homes.



2015 Economic Development Bus Tour

MAYOR KEVIN L. FAULCONER & COUNCILMEMBER MYRTLE COLE



One of the 17 sites included on the Economic Development Bus Tour was the **Hilltop Redevelopment** on Euclid Avenue & Hilltop Drive. Reese Jarrett, Civic San Diego President, explained the potential for this site and shared with the bus tour that a Request for Qualifications (RFQ) will be issued in the near future to solicit teams of developers that would compete to develop the property.



Mixed Use Housing 505 62nd St

15



Parcel Size: 0.58 Acres

APN: 549-071-18, 21, 30 & 39

Owners: MTS land lease

AN/CAL development

Current Land Use: MF Residential (15-30 du/ac) and Neighborhood Commercial

Residential Permitted (14-44 du/ac)

Current Zoning: RM-1-3
CN-1-4

Proposed Land Use: Residential - Medium High (0 or 30-44 du/ac)

Proposed Zoning: RM-3-7

Zone Allows: Zone permits lower density multiple dwelling units with some characteristics of single dwelling units - RM-1-3 permits a maximum density of 1 dwelling unit for each 2,000 square feet of lot area



2015 Economic Development Bus Tour

MAYOR KEVIN L. FAULCONER & COUNCILMEMBER MYRTLE COLE



At the 62nd Street stop, Councilmember Cole participated in a Q & A session and reiterated that the area could be a "Gaslamp East" or a "Little Italy East", an area easily accessible by transit and prime for mixed-use development, dining and entertainment.

IBEW Electrical Workers Minority Caucus Day



NEWS | Councilmember Cole and the San Diego City Council were honored to proclaim February 24th as IBEW Electrical Workers Minority Caucus Day (EWMC) in the City of San Diego. EWMC's efforts were recently recognized on a national level when EWMC was invited to Georgetown University in Washington D.C. for a conference sponsored by the White House. Simply outstanding!

Upcoming City Council, Committee and Outside Organization Committee Meetings Councilmember Cole in Action!

- **February 26:**
 - Economic Development and Intergovernmental Relations, **Chaired by Councilmember Cole** | 2:00 p.m. - 5:00 p.m. | City Administration Building, 12th Floor. 202 C Street, San Diego, CA 92101. Committee Consultant: Pam Ison
- **February 27:**
 - Friday District Office Hours | 10:00 a.m. – 2:00 p.m. | Tubman Chavez Community Center. 415 Euclid Avenue, San Diego, CA 92114 | No appointment necessary.
- **March 2:**
 - San Diego City Council Meeting | 10:00 a.m. | City Administration Building. 202 C Street, San Diego, CA 92101.
- **March 3:**
 - San Diego City Council Meeting | 10:00 a.m. and 2:00 p.m. | City Administration Building. 202 C Street, San Diego, CA 92101.

Upcoming Community Meetings

- **February 25:**
 - Encanto Community Recreation Council | 6:30 p.m. -7:00 p.m. | Encanto Recreation Center. 6508 Wunderlin Drive, San Diego, CA 92114 | Community Representative: Mathew Gordon, gordonm@sandiego.gov.
- **February 26:**
 - Skyline Hills Recreation Council | 6:00 p.m. – 7:00 p.m. | Skyline Hills Rec. Center. 8285 Skyline Drive, San Diego, CA 92114 | Community Representative: Luis Natividad, lnatividad@sandiego.gov.
 - Alta Vista Community Council | 6:30 p.m. - 7:30 p.m. | Nye Elementary. 981 S. Valencia Parkway, San Diego, CA 92114 | Community Representative: Luis Natividad, lnatividad@sandiego.gov.
 - Broadway Heights Community Council | 7:00 p.m. - 7:30 p.m. | 6792 Tiffin Ave. San Diego, CA 92114 | Community Representative: Mathew Gordon, gordonm@sandiego.gov.
- **March 2:**
 - Greater Skyline Hills Town Council | 6:00 p.m. – 7:00 p.m. | Skyline Park Recreation Center. 8282 Skyline Drive, San Diego, CA 92114 | Community Representative: Monica Montgomery, mmontgomery@sandiego.gov.

Calendar of Events

- **Black History Month honoring Officer Archie Buggs** | Wednesday, February 25, 2015 | 5:00 p.m. | San Diego Police Museum. 4710 College Avenue, San Diego, CA 92115 | Join us to remember one of SDPD's fallen heroes and continue the fight for justice.
- **Diversity Career Fair** | Thursday, February 26, 2015 | 10:00 a.m. – 1:00 p.m. | Tubman-Chavez Multicultural Center. 415 Euclid Ave. San Diego. CA 92114 | For more information visit: www.equalopportunitysd.com
- **Civic SD Workshop: Understanding and Utilizing New Markets Tax Credits in Your Business** | Thursday, February 26, 2015 | 10:00 a.m. – 11:30 a.m. | 8100 Gigantic Street, Room 4500, San Diego, CA 92154 | This workshop is FREE, to register visit: <https://nmtc226.eventbrite.com>
- **Town Hall Series Launch "Celebrating the Collaborative Vision"** | Thursday, February 26, 2015 | 5:30 p.m. – 8:00 p.m. | Tubman-Chavez Multicultural Center. 404 Euclid Ave. San Diego. CA 92114 | For more information visit: www.equalopportunitysd.com
- **Taste of 4 Corners** | Friday, February 27 | 5:00 p.m. – 7:00 p.m. | Euclid Ave. and Imperial Ave. Intersection | Join the Urban Collaborative in celebrating our neighborhoods with good food, community engagement and music.
- **Black Lives Matter** | Friday, February 27 | 6:00 p.m. – 8:00 p.m. | Malcolm X Library. 5148 Market Street, San Diego CA 92114 | A public talk by Alicia Garza, co-founder of the Black Lives Matter movement.
- **The San Diego Black Agenda Project Town Hall** | Saturday, February 28 | 2:00 p.m. | Jacobs Center for Neighborhood Innovation. 404 Euclid Ave. San Diego. CA 92114. | Speak with the Jacobs Center staff to learn more about how we can work together and how you can stay involved in our programs.
- **San Diego Dances in Logan Heights** | March 6-8 | Bread & Salt Arts Center. 1955 Julian Ave. San Diego, CA 92113 | The PGK Dance Project presents dynamic world-class dance performances and live music. For more information and tickets, please visit: www.thepgkdanceproject.org
- **Assemblymember Weber presents the Annual Salute to Women Leaders** | Sunday, March 8 | 3:00 p.m. – 5:00 p.m. | Elementary Institute of Science. 608 51st Street, San Diego, CA 92114 | Honoring women who live, work or attend school in the 79th District. RSVP at lashae.collins@asm.ca.gov.



The Fourth District's Premier Career Center
 South Metro Career Center | 4389 Imperial Avenue | San Diego, CA 92113
 (619) 266-4200 | <http://www.metrocareercenters.org/>

NEW Adecco <http://www.indeed.com/jobs?q=addecco+&l=San+Diego%2C+CA>
American Red Cross <http://www.indeed.com/jobs?q=american+red+cross&l=San+Diego%2C+CA>
AMN Healthcare <http://www.indeed.com/jobs?q=AMN+Healthcare&l=san+diego>
AMSEC Trades www.huntingtoningalls.com/careers
Bank of America <http://www.indeed.com/q-Bank-of-America-l-San-Diego,-CA-jobs.html>
NEW California State Personnel Board <http://www.indeed.com/jobs?q=california+state+personnel&l=San+Diego%2C+CA>
California Department of Corrections Apply in-person Monday January 26, 201 at 1PM at the South County Career Center
City of Coronado <http://agency.governmentjobs.com/coronado/default.cfm>
City of Chula Vista <http://agency.governmentjobs.com/chulavista/default.cfm>
City of Del Mar <http://www.delmar.ca.us/jobs.aspx?jobID=9>
City of El Cajon <http://agency.governmentjobs.com/elcajon/default.cfm>
City of La Mesa <http://agency.governmentjobs.com/lamesa/default.cfm>
NEW City of National City <http://agency.governmentjobs.com/nationalca/default.cfm>
City of San Diego www.sandiego.gov/empopp/
NEW County of San Diego <http://agency.governmentjobs.com/sdcounty/default.cfm>
Continental Maritime of San Diego <http://www.indeed.com/jobs?q=continental+maritime&l=san+diego+ca>
NEW Cox Communications <http://www.cox.com/aboutus/careers/search-jobs.cox>
Department of Veteran Affairs <http://www.indeed.com/jobs?q=department+of+veteran+affairs&l=San+Diego%2C+CA>
NEW Encore Capital Group <http://encore-jobs.com/>
Family Health Centers of San Diego <https://jobs-fhcsd.icims.com/jobs/intro>
FedEx <http://www.indeed.com/jobs?q=fedex&l=San+Diego%2C+CA>
NEW General Atomics <http://www.indeed.com/jobs?q=general+atomics&l=San+Diego%2C+CA>
NEW Geico <http://www.indeed.com/jobs?q=geico&l=San+Diego%2C+CA&from=vj>
NEW HD Supply <http://www.indeed.com/jobs?q=hd+supply&l=San+Diego%2C+CA>
Helix Water District www.hwd.com
Heritage Senior Care http://www.heritagekeepers.net/senior_care_employment.php
Hilton <http://www.indeed.com/jobs?q=hilton&l=San+Diego%2C+CA>
NEW Hotel Del Coronado <http://www.hospitalityonline.com/jobs/610934-conference-sales-manager>
Holiday Inn <http://www.indeed.com/jobs?q=holiday+inn&l=La+Mesa%2C+CA&from=vj>
Hyatt Regency www.LaJolla.Hyatt.com
Humana <http://www.indeed.com/jobs?q=humana&l=san+diego+ca>
Indeed San Diego <http://www.indeed.com/jobs?q=&l=San+Diego%2C+CA&from=vj>
NEW Kaiser Permanente <http://www.indeed.com/q-kaiser-permanente-l-San-Diego,-CA-jobs.html>
Macy's Inc http://www.eyworkforceservices.com/job-posting.cfm?CBO_ID=4882&CLIENT_ID=7&JOB_ID=643639
MANPOWER <http://www.indeed.com/jobs?q=MANPOWER&l=san+diego>
Metro San Diego Jobs www.metro-sandiegojobs.com
MTS http://www.sdmts.com/HR/MTS_HR.asp
NASSCO <http://www.indeed.com/jobs?q=NASSCO&l=san+diego>
Nordstrom's <http://www.dreamjobber.com/jobs/landing.jsp?job=Nordstrom&SID=5388400>
NEW Northrop Grumman <http://www.indeed.com/jobs?q=northrop+grumman&l=San+Diego%2C+CA>
Pasadena City College http://www.pasadena.edu/Files/Events/19420_File.pdf
NEW Public Consulting Group <http://www.jobs.net/jobs/public-consulting-group>
Point Loma Nazarene University <http://www.indeed.com/jobs?q=point+loma+nazarene&l=San+Diego%2C+CA>
Rady's Children's Hospital <http://www.indeed.com/q-radys-childrens-hospital-l-San-Diego-jobs.html>
Safeway <http://www.indeed.com/jobs?q=Safeway&l=san+diego%2C+ca&from=vj>
SANDAG <http://www.sandag.org/index.asp?jobid=383&fuseaction=jobs.detail>
NEW San Diego Housing Commission <http://agency.governmentjobs.com/sdhc/default.cfm>
San Diego Metro Career Center <http://www.metrocareercenters.org/>
San Diego Police Department Recruitment (SDPD) NOW HIRING www.joinSDPDnow.com
San Diego Regional Airport Authority <http://agency.governmentjobs.com/sdairport/default.cfm>
San Diego Workforce Partnership Jobs <http://workforce.org/career-centers>
NEW San Diego Zoo <https://www.hrapply.com/sandiegozoo/Setup.app>
SCRIPPS Careers http://www.scripps.org/about-us__careers
Sempre Energy <http://www.indeed.com/jobs?q=sempre&l=San+Diego%2C+CA>
NEW Sharp Healthcare <https://jobs.sharp.com/adhocjobsearch.asp>
NEW Sheraton San Diego www.sheraton.jobs/sandiegomarina
NEW Sodexo <http://sodexousa.com/us/en/careers/find-job/Search-Jobs/search-jobs.aspx>
TJX Companies <http://www.indeed.com/jobs?q=tjx+companies&l=San+Diego%2C+CA>
NEW UCSD <http://www.indeed.com/jobs?q=ucsd&l=San+Diego%2C+CA>
Union Bank <http://www.indeed.com/jobs?q=union+bank&l=San+Diego%2C+CA&from=vj>
UPS <http://jobs-ups.com/>
Wells Fargo <http://www.indeed.com/jobs?q=wells+fargo&l=San+Diego%2C+CA>
NEW YMCA www.ymca.org/jobs



**EL MENSAJE SEMANAL DE LA REGIDORA MYRTLE COLE
25 DE FEBRERO**

202 C STREET, 10TH FLOOR SAN DIEGO, CA 92101
(619) 236-6644

Orgullosamente Representando:

Alta Vista, Broadway Heights, Chollas View, Emerald Hills, Encanto, Greater Skyline Hills, Jamacha, Lincoln Park, Lomita Village, North Bay Terraces, Oak Park, O'Farrell, Paradise Hills, Redwood Village, Rolando Park, South Bay Terraces, Valencia Park, Webster

El Mensaje de Myrtle

2015 Tour de Desarrollo Económico

Más de \$1 Billón en oportunidades de negocio

El jueves 19 de Febrero, el Alcalde Kevin Faulconer, el Presidente de Civic San Diego, Reese Jarrett, el presidente y CEO del Centro Jacobs, Reginald Jones, desarrolladores, banqueros e interesados me acompañaron a dar un tour por 17 sitios de enteres para el desarrollo económico de nuestro distrito.

Fue un gran día para mí, vi mucho interés por parte de la comunidad en participar en mis esfuerzos por revitalizar nuestro distrito y estimular el desarrollo económico. Visitamos nuestro distrito en un camión lleno. Compartí con los asistentes el estudio económico realizado por el San Diego EDC, en el que se muestra que nuestro distrito brinda oportunidades de negocio que suman el billón de dólares. Los residentes de este distrito tienen capacidad de compra y quiero que tengan la posibilidad de gastar su dinero en nuestro distrito. Quiero ayudar a crear empleo de calidad y los beneficios que esto conlleva.

Como Presidenta del Comité de Desarrollo Económico y Relaciones Intergubernamentales, mis prioridades son crear conciencia y atraer inversionistas y grupos desarrolladores a áreas de la ciudad como la nuestra. ¡Seguimos trabajando para ti!

- Una breve reseña de nuestro tour (Video en inglés):
<http://youtu.be/YihyTJHuFoo>
- Estudio de capacidad de compra del Distrito 4:
<http://www.sandiego.gov/citycouncil/cd4/pdf/2015/release150219.pdf>
- Descripción de los sitios visitados:
<http://www.sandiego.gov/citycouncil/cd4/pdf/2015/release150220.pdf>

Grupo de Planeación Comunitaria vota cambio de nombre Encanto Neighborhoods a Chollas Valley

Este lunes el Grupo de Planeación Comunitaria de Encanto votó 7-0 para cambiar el nombre Encanto Neighborhoods a Chollas Valley. Este voto no significa un cambio de nombre al grupo de planeación, ese es otro artículo de la agenda.

La comunidad de Encanto Neighborhoods está integrada por ocho vecindarios: Chollas View, Lincoln Park, Emerald Hills, Valencia Park, Broadway Heights, Encanto, O'Farrell y Alta Vista. El nombre propuesto no cambia los nombres de estos vecindarios, pero sí del bloque de vecindarios. Para participar en este proceso, pueden asistir y externar su opinión durante la próxima junta, la cual será el lunes 16 de Marzo a las 6:30 p.m. en el Centro Jacobs ubicado en 404 Euclid Ave. San Diego CA 92114. El Grupo de Planeación Comunitaria de Encanto tiene lugar el 3er lunes del mes y no hay reuniones en los meses de agosto y diciembre.