



**COUNCIL PRESIDENT BEN HUESO  
DISTRICT EIGHT**

**MEMORANDUM**

Date: March 29, 2010

To: Councilmembers & Citizens Review Enhancement Competitiveness Commission

From: Council President Ben Hueso 

Subject: Update the City of San Diego's Economic Development Strategy

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On March 24, 2010 the Rules Committee heard a report from the City of San Diego's Economic Growth Services division. I docketed this discussion because I felt the City's current economic development strategy was out of date. I came to this conclusion after recently reviewing the document. Upon review, I discovered Council has not formally reviewed the document in about a decade.

By the end of the meeting the general committee sentiment was to take a deeper look at the document and make suggested changes in light of socioeconomic and industry sector changes in San Diego. For example, the plan lists "six clusters as drivers of the local economy" yet the burgeoning green jobs sector is absent from the plan. The Mayor and Council have made the development of clean-tech clusters in the region a priority. This must be reflected in the outdated plan. This is the type of update I am looking to make.

With an eye toward improving the regional economy, Council may want to also examine Council Policy 900-12 to better compliment the soon-to-be updated economic development strategy. This policy was crafted to bolster the six clusters with financial incentives and advocacy support.

Updating this plan is important for it allows fledgling and fully-developed business sectors alike to have a tangible document that exhibits the City's faith in their industry. It shows that the City is willing to assist businesses and their employees as they grow, that their success parallels and is connected to San Diego's success.

To continue this discussion, I will be holding a workshop at the next Rules Committee meeting on May 19, 2010. The goal of the meeting is for the committee to deliberate on ways to update and improve upon the City's current Economic Development Strategy. Ultimately, I would like the committee to give direction to the Mayor's Office to incorporate our suggestions into the permanent Economic Development Strategy.

To ensure the committee receives input from many sources, prior to the meeting, I would encourage all of you to submit to my office a memo outlining your critiques of the current strategy by May 5, 2010. I would like to know what you think is still working with the strategy plan, as well as ways it could be updated to better reflect San Diego today and tomorrow.

I have included for your perusal a copy of the 2002-2004 Community and Economic Development Strategy plan I refer to.

Thank you.