



MEXPORT DELIVERS THE GOODS!

The 22nd Annual Mexport Trade Show held on May 19th 2011 in Otay Mesa provided a powerful platform for both attendees and exhibitors allowing them to connect, see new products and conduct meaningful business meetings. The tradeshow continues to serve as an important forum for Maquiladora sourcing opportunities in the Baja region despite the challenging economic climate.

A notable presence at this year's event included City of San Diego Mayor Jerry Sanders, Councilmember David Alvarez, and Cónsul General Maria de los Remedios Gómez Arnau from the Mexican Consulate in San Diego.



The event brought over 177 exhibitors and over 2,000 attendees (including importers, distributors, and manufacturers) together under one roof. Exhibitors showcased everything from electrical components, metal stamping and precision plating, plastic and metal custom molding, industrial supplies and equipment to packaging materials and complete warehousing and logistic services.

According to Alejandra Mier y Teran, Executive Director of the Otay Mesa Chamber of Commerce, the tradeshow generated over 1,420 significant business leads. Alejandra further commented that exhibitors overall were impressed with the quality of attendees at this year's Mexport.

For more information about Mexport, visit www.mlexport.org.

IS IT TIME FOR A FACELIFT?

The **Storefront Improvement Program** is designed to enhance and revitalize the commercial environment throughout the City of San Diego. The program works with business and property owners to revitalize building facades visible to customers, neighboring merchants, and residents. The City of San Diego provides design assistance and construction rebates to eligible applicants who wish to make creative changes to their storefronts.

For more information, visit www.sandiego.gov/economic-development/business/starting/improvement or call (619) 236-6505.

RESOURCES

San Diego Regional Enterprise Zone

Hiring Tax Credit Vouchering Services

Tere Avina: (619) 236-6302
Tina Hines: (619) 236-6305

City of San Diego

Cord Bailey: (619) 533-5954

City of Chula Vista

Craig Ruiz: (619) 691-5248

City of National City

Alfredo Ybarra: (619) 336-4279

Unified Port of San Diego

Paul Brown: (619) 686-7283

Media Contact

Lydia Moreno: (619) 236-6320

Job Referral/Job Placement Services

South County Career Center—Chula Vista
Leonardo Alarcon: (619) 628-0321

South Metro Career Center—Mountain View
Erika G. Gallardo: (619) 266-4200

Metro Career Center—North Park
Patricia Devereaux: (619) 516-2265

Foreign-Trade Zones Program

Adrienne Turner: (619) 236-6364

Helpful Links

San Diego Regional Enterprise Zone
<http://www.sdrez.org>

California Association of Enterprise Zones
<http://www.caez.org>

National Association of FTZ's
<http://www.naftz.org>

Foreign-Trade Zones Board
<http://ia.ita.doc.gov/ftzpage/>



SDREZ QUICK FACTS

For the Month of April 2011.

- 88** - Participating Companies
- 731** - Employees Hired
- 251** - New Positions
- 480** - Existing Positions

Employee Eligibility

- 2** - Veterans:
- 0** - Disabled/Service Connected Veterans
- 4** - Public Assistance Eligible
- 4** - Ex-offenders
- 2** - Dislocated Workers
- 0** - Native Americans
- 0** - Self-Employed
- 0** - Vocational Rehabilitation
- 0** - WIA Eligible/Enrolled
- 0** - Cal Works Eligible/Enrolled
- 19** - Low Income
- 39** - Work Opportunity Tax Credit
- 658** - Targeted Employment Area

For more information about the Enterprise Zone, visit www.SDREZ.org, or call (619) 533-5954.

FREE VOUCHERING ASSISTANCE AVAILABLE

The San Diego Regional Enterprise Zone (“SDREZ”) is a geographical area designated by the State of California for the purpose of stimulating business growth and job creation. Businesses located within the SDREZ may qualify to receive certain State tax incentives.

The program is administered by the City of San Diego, Office of the Mayor, Business Growth Services Department which consists of 4 full-time staff and 2 part-time staff. The staff provide businesses and consultants with free technical assistance and consultation regarding Enterprise Zone eligibility requirements and guidelines. In addition, the staff manages the hiring credit vouchering process including application review and approval.

SDREZ staff is available to meet with company representatives to discuss program tax incentives, offer guidance in completing the voucher application, and provide assistance in screening/interviewing employees to determine hiring credit eligibility.

If you have general questions regarding the SDREZ, contact Cord Bailey at (619) 533-5954. For technical assistance or to schedule a free consultation, contact either Tere Avina at (619) 236-6302 or Tina Hines at (619) 236-6305.



Tere Avina (left) and Tina Hines (right) with NASSCO Dynamics representative (Center) at NASSCO Dynamics Facility in San Diego.

LEGISLATIVE UPDATE

Governor Brown released a budget revision in early May which proposes a series of “reforms” to California’s Enterprise Zone Program that significantly reduce the program’s effectiveness. Many of these reforms have been previously rejected by the Legislature.

Opponents of the Governor’s revised budget proposal argue that “the reforms that have been subtly proposed in the revised budget will not only gut the program [Enterprise Zone] and derail its aim, but will severely affect the ability of the small and medium sized companies to participate and find benefit in the program.”

To read more about Governor Brown’s latest proposals and how your company may be affected visit <http://jobsandsafecommunities.com/downloads/>.

SAVE THE DATE

06/07/11 - “Lobby Day” Enterprise Zone Lobby Day in Sacramento. More info at www.caez.org

06/16/11 - “Subs for Subs” Small Business Development Workshop hosted by the Centre City Development Corporation (“CCDC”) at the Port Pavilion on Broadway Pier. More info at www.ccdc.com.

06/28/11 - Enterprise Tax Zone FREE Workshop 8am-10am at the College Area Business District office located at 4704 College Ave. More info at www.collegeareabid.com.

09/30/11 - 21st Annual Economic Summit at the San Diego Convention Center. More info at www.southcountyledc.com.