



KEVIN L. FAULCONER

MAYOR

March 25, 2014

Mr. Stath Karras, Chairman
San Diego Regional Economic Development Corporation
530 B Street, 7th Floor
San Diego, CA 92101

Dear Mr. Karras:

The San Diego Regional Economic Development Corporation (EDC) is at the center of the City of San Diego's efforts to attract, expand and retain business in San Diego. A vibrant local economy relies on the traded sectors of tourism, military and innovation. These traded sectors are the backbone of our economy.

On the City Council, I fought for our local companies and worked to cut the red tape that impedes economic success. As Mayor, I have a vision for the City of San Diego of being a global leader in economic development. Our position on the border with Mexico and on the Pacific Rim makes us an ideal metropolitan area to be a leader in exports, foreign direct investment, and trade.

One recent initiative that is exciting is our work with the Brookings Institute. The City has been a partner along with the EDC, the Port, Airport Authority, World Trade Center and our trade organizations in developing the Global San Diego Export Plan.

I am pleased to see the creation of a Cyber Center of Excellence in San Diego. The opportunity to make San Diego a global leader in that field is one that I was proud to announce as I stood with many of your members earlier this week.

There is so much that we will do to develop the economy in our great city to raise the profile of San Diego on the global stage. I commend EDC for the work that has been done particularly in difficult economic times.

At the center of many of these efforts has been my friend and colleague, Mark Kersey. Councilman Kersey serves on the EDC Board, and he and I have been partners on the Council in supporting local business. We continue to be allies in our fight to improve the San Diego business climate. He is a business owner, serves as the Chair of the Council's Infrastructure Committee and is Vice-Chair of the Economic Development and Intergovernmental Relations Committee. I would like Councilman Kersey to continue to serve as the City's designee on the EDC Board because I know he will be of great assistance to the Board as well as to my office in achieving our collective goal of improving the business climate in San Diego.

Sincerely,

Kevin L. Faulconer
Mayor

KLF:fb

