

RESOLUTION NO. 223090 (R.79-1549)

RESOLUTION AMENDING COUNCIL POLICY NO. 900-1
REGARDING ECONOMIC DEVELOPMENT

MAR 19 1979

BE IT RESOLVED, by the Council of The City of San Diego,
as follows:

That Council Policy No. 900-1 regarding economic
development be and is hereby amended as set forth in the
form of Council Policy filed in the office of the City Clerk
as Document No. 766054.

BE IT FURTHER RESOLVED, that the City Clerk is hereby
instructed to add the aforesaid to the Council Policy Manual.

APPROVED: JOHN W. WITT, City Attorney

By 
Harold O. Valderhaug, Deputy

HOV:dm
2/16/79
Or. Dept. Mayor

MICROFILMED

01646

Passed and adopted by the Council of The City of San Diego on MAR 19 1979,
 by the following vote:

| Councilmen | Yeas | Nays | Not Present | Ineligible |
|---------------------|-------------------------------------|--------------------------|-------------------------------------|--------------------------|
| Bill Mitchell | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Maureen F. O'Connor | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Bill Lowery | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Leon L. Williams | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fred Schnaubelt | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tom Gade | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Larry Stirling | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Lucy Killea | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mayor Pete Wilson | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

AUTHENTICATED BY:

PETE WILSON
 Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR
 City Clerk of The City of San Diego, California.

(Seal)

By Ellen Boverd, Deputy.

MICROFILMED

| | |
|---|--------------------|
| Office of the City Clerk, San Diego, California | |
| Resolution Number | 223090 |
| Adopted | MAR 19 1979 |

RECEIVED
CITY CLERK'S OFFICE
1979 FEB 22 PM 1:21
SAN DIEGO, CALIF.

COUNCIL POLICY

| SUBJECT | POLICY NUMBER | EFFECTIVE DATE | PAGE |
|----------------------|---------------|----------------|--------|
| ECONOMIC DEVELOPMENT | 900-1 | | 1 OF 4 |

BACKGROUND

Since the mid-1950's, the City has been involved to some extent with the planning and implementation of various economic development programs. Industrial parks have been developed, commercial areas revitalized and funding for nationwide promotion has been allocated.

However, local policy makers are faced daily with decisions affecting employment, personal income, job security, productivity, capital investment, corporate relocation and other economic variables. Clearly, the role that local government chooses to occupy is crucial to the successful attainment of economic development objectives locally and nationally. Regulatory decisions, overall programmatic commitments and even the size and scope of the City budget set the pace for job opportunities and local economic prosperity.

PURPOSE

Recognizing these factors, the purpose of this policy is to guide City planning and implementation of economic development activities ensuring a favorable impact on the economic base of the City and the region.

This economic development policy has the following objectives:

- (1) Avoid unnecessary governmental interference with market mechanisms;
- (2) Pursue aggressive exploration of new areas of potential economic development;

DOCUMENT NO. 766054

FILED APR 12 1979

OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA

COUNCIL POLICY

| SUBJECT | POLICY NUMBER | EFFECTIVE DATE | PAGE |
|----------------------|---------------|----------------|--------|
| ECONOMIC DEVELOPMENT | 900-1 | | 2 of 4 |

(3) Reduce unemployment and increase real spendable incomes, particularly for the chronically unemployed;

(4) Encourage the expansion and diversification of the local tax base;

(5) Promote industrial development and commercial revitalization which creates jobs and rebuilds neighborhoods, particularly in the more depressed areas of the City;

(6) Establish the foundation for a comprehensive economic development program within the City and our region;

(7) Augment City capacity for planning and implementation of economic development programs;

(8) Ensure that City programs are conducive with expanded economic development activities within environmental and societal goals.

POLICY

It is the policy of the City that:

(1) Job development and local economic expansion shall be directly encouraged within overall land use, environmental, and societal goals. Singly and in concert with other public or private organizations, the City shall plan and implement a comprehensive economic development program emphasizing:

- support an expansion of existing base industries;
- attraction of new base industries which meet the environmental and labor force needs of our area;

MICROFILMED

COUNCIL POLICY

| SUBJECT | POLICY NUMBER | EFFECTIVE DATE | PAGE |
|----------------------|---------------|----------------|--------|
| ECONOMIC DEVELOPMENT | 900-1 | | 3 of 4 |

-- support for those businesses with high employment multipliers thus ensuring the greatest job generation;

-- creation of a broadly diversified local economy to minimize dependency on any single industry;

-- creation of jobs and revitalization of neighborhoods, particularly in the more depressed areas of the city;

(2) The City shall utilize, wherever practical, its land inventory to provide an industrial opportunity to expand the employment base of the city. (Reference: Council Policy 900-3.)

(3) Local, State, and Federal funds related to manpower, community and economic development will be coordinated to maximize the creation of long-term jobs, public facilities, and services which support economic growth and other elements of this policy;

(4) All City Codes and Ordinances shall promote economic development within the framework of their primary purpose.

(5) An annual Economic Development Strategy shall be adopted by the City Council which outlines ongoing and proposed economic development projects;

(6) The City's environmental, growth management, and social program plans when developed, approved or revised shall be consistent with this policy;

(7) The annual Proposed Budget shall include an analysis of its impact on the City's economic development.

(8) The City's economic development and growth management efforts shall

MICROFILMED

CITY OF SAN DIEGO, CALIFORNIA

COUNCIL POLICY

| SUBJECT | POLICY NUMBER | EFFECTIVE DATE | PAGE |
|----------------------|---------------|----------------|--------|
| ECONOMIC DEVELOPMENT | 900-1 | | 4 of 4 |

be designed to broaden and strengthen the tax and employment base of the city, particularly those areas targeted for growth;

(9) This policy shall be effective until January 31, 1980, when the City Manager shall evaluate and report on its effectiveness.

MICROFILMED