

RESOLUTION NO. R-251992 (R.80-1965)

RESOLUTION AMENDING COUNCIL POLICY NO. 900-1 JUN 9 1980  
REGARDING ECONOMIC DEVELOPMENT

WHEREAS, the City Manager has proposed changes to Council Policy No. 900-1, and the Rules Committee has recommended the approval of said changes subject to the deletion of Paragraph (7) on page 2 which is contained in the existing Policy; NOW, THEREFORE,

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 it is hereby amended as set forth in the Council Policy filed in the office of the City Clerk as Document No. RR-251992.

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:ps:011.1  
4/10/80 Revised 5/23/80  
Or.Dept. Property/Econ. Dev. Div.

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## CITY OF SAN DIEGO, CALIFORNIA

## COUNCIL POLICY

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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;
- (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.

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## COUNCIL POLICY

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POLICY

It is the policy of the City that:

(1) Job development and local economic expansions 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 and expansion of existing base industries;
- attraction of new base industries which meet the environmental and labor force needs of our area;
- 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.~~

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

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## COUNCIL POLICY

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

(8) ~~(9)~~ The City Manager shall report quarterly to the Council on the status of the City's economy.

~~(10) This policy shall be effective until January 31, 1980, when the City Manager shall evaluate and report on its effectiveness.~~

(9) ~~(10)~~ The City Manager is required to report annually in the first quarter of each fiscal year on the staff's action with respect to the policy.

Adopted by Resolution No. 213611 6-19-75  
Amended by Resolution No. 223090 3-19-79

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JUN 9 1980

Passed and adopted by the Council of The City of San Diego on \_\_\_\_\_  
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"/>
Bill Cleator	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bill Lowery	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fred Schnaubelt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Gotch	<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.

By *Barbara Berridge* Deputy.

(Seal)

Office of the City Clerk, San Diego, California

Resolution Number R-251992 Adopted JUN 9 1980