

(R-86-1245)

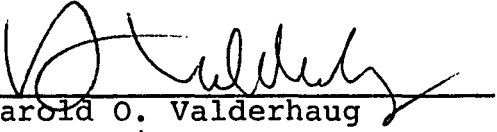
RESOLUTION NUMBER R- 264916

ADOPTED ON JAN 27 1986

BE IT RESOLVED, by the Council of The City of San Diego, that the marketing program for Otay Mesa, as outlined in City Manager Report No. 86-8, a copy of which is attached hereto and by this reference incorporated herein, be and the same is hereby approved.

APPROVED: JOHN W. WITT, City Attorney

By

  
Harold O. Valderhaug  
Deputy City Attorney

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01/02/86  
Or.Dept:Prop.  
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The City of San Diego

# MANAGER'S REPORT

DATE ISSUED: December 31, 1985                      REPORT NO. 86-8  
ATTENTION: Rules Committee, Agenda of January 6, 1986  
SUBJECT: Otay Mesa Marketing Program  
REFERENCE: CMR 85-532 of October 28, 1985  
              CMR 85-498 of October 9, 1985

## SUMMARY

Issue - What should be the nature of the marketing program for Otay Mesa?

Manager's Recommendation - Approve the marketing program as outlined in this report.

Other Recommendations - None.

Fiscal Impact - Funding for initial (one year) marketing efforts is contained in the City's \$40,000 allocation for that purpose. Follow-on funding beyond one year, if any, has not been determined at this time.

## BACKGROUND

On November 25, 1985, the Rules Committee considered the Growth Management Task Force recommendations related to a comprehensive plan and marketing strategy for Otay Mesa. At that time the Manager was directed to report to the Rules Committee in January, 1986 on the status of the marketing plan for land on Otay Mesa.

## DISCUSSION

Over the longer term and especially after sites are improved and available for sale/lease, it is envisioned that marketing of Otay Mesa for industrial use will be performed primarily by the private owner/developer/brokerage community on a site specific/product basis in concert with the San Diego Economic Development Corporation (EDC) as part of EDC's regional efforts for the entire San Diego area.

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The current early stage of the Mesa's development, with a finished product anticipated to come on line in 6-9 months appears to be best served by a marketing strategy which combines and coordinates private sector site specific efforts with a City assisted program oriented toward raising the overall visibility of the Mesa as a development opportunity. Toward this end, staff has worked with the Otay Mesa Property Owners Advisory Committee and EDC to formulate a near term (one year) action plan composed of the following elements:

1. EDC will continue to identify the Mesa as a development opportunity as part of EDC's ongoing regional marketing efforts.
2. The private owner/developer/broker community will proceed with site specific marketing as development proceeds and will cooperate with and participate in Mesa-wide efforts where appropriate.
3. The City will utilize the \$40,000 of Transient Occupancy Tax (TOT) monies allocated for Mesa marketing to initiate near term activities oriented toward raising the visibility of the Mesa as a development opportunity.

To accomplish item 3, it is proposed that the City contract with EDC to perform certain Mesa specific activities to be funded from the City's \$40,000. A general City/EDC agreement has been drafted that would serve as the framework for specific Mesa marketing activities in the near future that could include:

1. Formulation of a medium term (3 year) Mesa marketing strategy including proposed activities, timing, cost and funding sources.
2. Production of a general information brochure in conjunction with the private sector describing the Mesa and outlining its development advantages. This piece could be used by EDC in directed mailings as well as the owner/developer/brokerage community in their site specific efforts, thereby reducing costs through joint participation. Such a brochure could be available in early 1986.
3. Development of an appropriate mailing list(s) to target potential major land purchasers and/or specific industry market sectors. Such a list could be completed in early 1986.
4. Conduct of a direct mailing by EDC targeting potential major land users or a specific industry sector. Such a mailing could be completed in mid-1986.
5. Continuing efforts to expose the Mesa through media editorials/advertorials.

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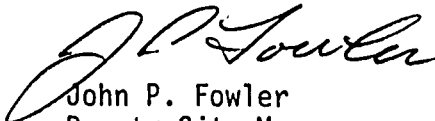
The above activities would appear to produce the greatest near term impact given the funds available and can be augmented by private sector contributions for increased effectiveness. In addition, EDC anticipates a region-wide update of its San Diego Industrial Space Guide and Land Map in FY 1987 that will include the most current Mesa status. This update will be funded from regular EDC appropriations for that purpose and accomplished in conjunction with the San Diego Association of Governments.

The City will proceed to market its properties at Brown Field on a site specific basis but will benefit from the program described above to the same degree as other participants in the area. The status of Brown Field is the subject of a separate Manager's report.

ALTERNATIVES

1. Modify the nature of the marketing activities to be undertaken.

Respectfully submitted,

  
John P. Fowler  
Deputy City Manager

SPOTTS:WFH

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JAN 27 1986

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

Councilmen	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gloria McColl	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
William Jones	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ed Struiksma	<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"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uvaldo Martinez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VACANT

AUTHENTICATED BY:

ED STRUIKSMA

Deputy Mayor of The City of San Diego, California.

(Seal)

CHARLES G. ABDELNOUR

City Clerk of The City of San Diego, California .

By *Marjell G. Foltzow* Deputy.

Office of the City Clerk, San Diego, California

Resolution Number **R-264916** Adopted **JAN 27 1986**

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