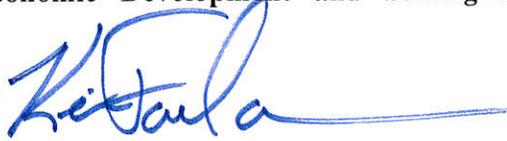




**COUNCIL PRESIDENT PRO TEM KEVIN L. FAULCONER
CITY OF SAN DIEGO
SECOND DISTRICT
M E M O R A N D U M**

DATE: January 19, 2012

TO: Councilmember Sherri Lightner, Chair, Economic Development and Strategies Committee

FROM: Council President Pro Tem Kevin L. Faulconer 

SUBJECT: Economic Development and Strategies Committee 2012 Priorities

I appreciate the opportunity to provide my recommendations for Economic Development and Strategies Committee 2012 work plan. In response to your December 19, 2011, memorandum below are my goals and priorities.

- Overhaul the Purchasing and Contracting Department, including all relevant municipal code changes. This department is the access point for businesses to contract with the City and thereby one of the most important functions for job creation.
- Improve and streamline the Development Services Department permitting process to reduce wait time and eliminate bureaucratic contradictions and redundancy.
- Enhance online resources and options for City functions, including the appeal process for non-moving violations and City issued permits.
- Eliminate permits and associated fees for home business to encourage the creation of more small businesses in our communities.
- Simplify City's Storefront Improvement Program application process to allow for benefits to be more readily accessible to small business owners.
- Adopt a sunset clause for all new regulations to encourage scrutiny and assessment of regulations.

I appreciate your consideration and look forward to working with you on the Economic Development and Strategies Committee.

KLF/tc

cc: Honorable Mayor Jerry Sanders
Honorable San Diego City Councilmembers



**CITY OF SAN DIEGO
OFFICE OF COUNCIL PRESIDENT ANTHONY YOUNG**

DATE: January 9, 2012
TO: Councilmember Sherri Lightner
Chair, Committee on Economic Development and Strategies
FROM: Anthony Young, Council President *AK Young*
SUBJECT: Committee on Economic Development and Strategies 2012 Priorities

Helping improve the local economy and creating jobs are the top priorities I recommend for the Committee. It is my hope and desire that the Committee will address these priorities in the following manner:

Review and act on feasible recommendations resulting from the Council's Regulatory Relief Workshop.

Review and act on feasible recommendations from the City's economic development strategy and the City Auditor's report on the Economic Development Department.

Review and act on feasible recommendations from the Citizens Revenue Review and Economic Competiveness Committee that assist in retaining and attracting new businesses to San Diego.

Review, revise and/or update Council economic development policies including economic development, industrial development, community reinvestment, business and industry incentive program, and the small business enhancement program policies.

The 2012 State and Federal legislative sessions will have a strong emphasis on job creation and improving the economy. Therefore, I urge you to also seek to support legislation that is rational and feasible that results in the speedy, if not immediate, creation of local jobs and provides opportunities for local businesses to remain viable and/or to expand.

Thank you.

cc: Honorable Council Members

Andrea Tevlin, Independent Budget Analyst



City of San Diego
CARL DEMAIO
CITY COUNCILMEMBER –DISTRICT 5

MEMORANDUM

DATE: January 9, 2012

TO: Councilmember Sherri Lightner
Chair, Economic Development and Strategies Committee

FROM: Councilmember Carl DeMaio 

RE: Economic Priorities for the ED&S Committee

The creation of the *Economic Development and Strategies Committee* is a positive step forward in the effort to create jobs for San Diegans. In August 2011, I released the initial draft of my *Pathway to Prosperity* job creation plan with the same goal of job creation in mind. I am submitting a number of these reforms to the Committee to examine. Please refer to the *Pathway to Prosperity* proposal for details on the reforms listed below.

I wish you all the best in your role as chair of this new committee, and I will continue to do all that I can to encourage policies that create jobs for San Diegans. Please let my office know if we can help in any way in the Committee's efforts.

Reorganize the Office of Small Business to designate "Job Sector Coordinators" to trouble-shoot problems in economic sectors

Overhaul of Permit Processing at Development Services

Pursue a Clean Tech Incubator Center and Retail Expo

Expand Youth Mentorship and Veterans' Job Training Programs

Vocal Leadership to Ensure Completion of Navy Headquarters Project

"Tourism 2020" Strategic Plan

Make San Diego a "Fair and Open Employment" Region

Enact "Regulatory Amnesty"

Increase the amount of ministerial permits processed at DSD

Provide greater leadership on Regulatory Reform in Sacramento

Later this year I will be submitting a final version of the *Pathway to Prosperity* proposal with additional job creation ideas generated during the economic town hall series I hosted during the fall, input from the 15-member Job Creation Task Force I convened in August, feedback submitted to my public hotline, and proposals stemming from my many discussions with San Diego's business owners.

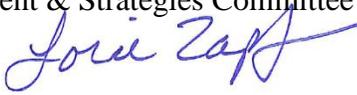
I look forward to submitting that comprehensive proposal to the ED&S Committee later in the year.

CC: Honorable Members of the City Council



**COUNCILMEMBER LORIE ZAPF
COUNCIL DISTRICT SIX**

M E M O R A N D U M

DATE: January 16, 2011
TO: Councilmember Sherri Lightner
Chair, Economic Development & Strategies Committee
FROM: Councilmember Lorie Zapf 
Vice-Chair, Economic Development & Strategies Committee
SUBJECT: Economic Development and Strategies Committee Priorities for 2012

I look forward to working with my colleagues on Economic Development & Strategies Committee to come up with solutions for some of the challenges our City faces in creating a strong economic climate that produces jobs for our citizenry. I have highlighted some of my priorities below that I would respectfully request consideration regarding the following issues for the 2012 ED&S committee calendar.

- 1. Implement Sunset Clauses in Business Regulations-** The Committee should finalize a Council Policy that would require newly adopted city ordinances that impact business to sunset after three or more years unless reviewed and renewed by Council Action. The committee should consider the criteria for which regulations might be subject to such a policy. The Committee should also encourage the inclusion of performance measurements to determine whether the regulation is accomplishing the purported purpose. The Committee could also discuss how to set up a tracking system that either the IBA or Clerk oversees to keep Council and Mayor aware of upcoming sunset clause dates.
- 2. Vet Regulatory Relief Ideas and Proposals-** A number of solid suggestions came from the public to ease the regulatory burden on businesses. This committee would be the ideal body to vet those ideas before moving the best ones to Council for consideration.
- 3. Business Improvement District Enhancement-** The ED&S committee should explore ways to enhance BIDs and use them as geographic zones to encourage business development. Potential measures could include smoothing the BID creation process and creating incentives to businesses who participate in a BID.
- 4. Discuss how the City of San Diego might utilize STEP Funds-** The Small Business Jobs Act of 2010 authorized the State Trade and Export Promotion Program (STEP), which is a 3-year pilot trade and export initiative, to be administered by the Small

Business Administration and States. The STEP Program is designed to increase the number of small businesses that are exporting and to raise the value of exports for those small businesses that are currently exporting through a number of activities including grants for translation, trade shows and design costs for international marketing materials. The Committee should discuss how City might either apply for these grants for programming or market these grants to our own small businesses.

- 5. Discuss Whether the City should Launch a Regional Startup America Branch-**
Startup America is a national effort first launched by the White House as a public/private initiative to encourage entrepreneurship throughout the United States. States and regions are pursuing their own Startup initiatives in order to encourage collaboration and spur job creation in their own areas. The ED&S Committee should determine if there are federal dollars and programming that the City might take advantage of and if there are successful policy ideas coming out of other Startup collaborations that we could mimic here locally.

- 6. Work with Military to Encourage Greater Crossover of Military and Civilian Technologies-** San Diego is home to a major defense economic cluster that includes more than 259 private companies that employ more than 25,000 people. The Committee should consider ways that we might better work with the federal government to help move defense technologies out into civilian use. The federal government has already invested considerable resources to create the innovation. This can maximize the value of this upfront investment many times over. Innovation in the areas of communications, cyber security, autonomous robotics, transportation, advanced materials and clean technology all have commercial applications. We have seen this in San Diego because of SPAWAR particularly in the areas of wireless health and biofuels. The Committee should consider working with SPAWAR and other businesses to see whether joint lab space might be built, if legal barriers might be lowered (such as declassifying IT and wireless technologies sooner) and joint grants might be secured.

Cc: City Councilmembers
Honorable Mayor Jerry Sanders
Andrea Tevlin, Independent Budget Analyst



City Of San Diego
COUNCILMEMBER MARTI EMERALD
DISTRICT SEVEN
M E M O R A N D U M

DATE: January 13, 2012

Reference: M-12-01-02

TO: Councilmember Sherri Lightner
Chair, Committee on Economic Development and Strategies

FROM: Councilmember Marti Emerald

SUBJECT: Committee on Economic Development and Strategies 2012 Priorities

This memo is in response to your memo dated December 19, 2011 regarding Economic Development and Strategies Committee for 2012. I have outlined my 2012 priorities:

1. **Development Services Department** - Request a report from this department on ways to streamline the permitting process and decrease duplicative procedures.
2. **Office of Small Business** - Request monthly updates on current activities to "retain, attract and support businesses that contribute positively to our local economy and communities".
3. **Economic Growth Services** - This department, which falls under the Mayor's office, is tasked with creating and retaining jobs. Request an update of the Community and Economic Development Strategy last updated in 2002. The Strategy document is the City's guide in business development. Given our economic climate, updating this document is critical in our success in retaining, attracting, and maintaining businesses. Receive bi-monthly updates with key performance measures related to Goals 1-5 as outlined in the Office of the Mayor, FY2012 Adopted Budget (see attached). Bi-monthly updates must include how many businesses have been impacted and how many jobs were created and the methodology used to calculate these statistics.
4. **Audit** - Request an audit of the Economic Development Division and the Economic Growth Services Program. The audit should include best practices used in other jurisdictions that have been successful in retaining, attracting, and maintaining businesses.
5. **Inner City Jobs** - Review all programs that target inner city youth and young adult employment (prior to CDBG allocation).

I look forward to working with you on ways to improve our economy and retain good-paying jobs for all San Diegans.

ME/mb

cc: Honorable Members of the City Council

Office of the Mayor

The Special Projects Office is responsible for assisting and advising in the framing of policy matters including budget policy, capital projects, economic development, water conservation and reliability, and other issues that require the integration of operations policy and public outreach. The Office works with staff across the City to develop solutions to assist in accomplishing operational goals and implementing policy decisions.

CityTV is the City government's cable access television network. CityTV provides live televised coverage of City Council proceedings and other public meetings. CityTV also covers City news conferences and produces a variety of unique original programming including public service announcements, community forums, and special event coverage.

Intergovernmental Relations, including Bi-National Affairs, secures passage of federal and State funding, and legislative measures that enhance the City's capacity to provide essential community services, and supports measures that broaden or protect the City's legal authority in land use planning, taxation, and employee policies. Intergovernmental Relations also opposes measures that decrease the City's legal authority to provide essential services or reduce revenue sources required to maintain services or mandate additional costs on the City without providing reimbursement. Intergovernmental Relations assists City officials in negotiations with other governmental entities and helps identify and pursue grant funds to assist programs conducted by the City.

The Office of Protocol manages visits to the Mayor by high-level dignitaries, diplomats, government officials, and celebrities. The Office also manages consular relations and military/protocol relations, oversees protocol responsibilities at the State of the City address, and serves as liaison to the International Affairs Board, Sister Cities, and other local cultural groups and organizations. Protocol staff serves as the Mayor's liaison to the international community and represents the Mayor at special cultural and international engagements and meetings throughout the City. The Office also coordinates and processes Mayoral proclamation and letter requests on behalf of the City.

The Mayor's Office of Economic Growth Services implements economic development programs for the City in order to create and retain jobs and taxable investment in the City of San Diego. Economic Growth Services consists of two focused work units: the Business Expansion, Attraction, and Retention (BEAR) Team, and the Government Incentives (GI) Team. These two teams work directly with businesses, business organizations, and City departments to facilitate new investment and to create a business-friendly environment that ensures a stable economy. Economic growth, energy independence, revenue enhancement, and community revitalization are accomplished by attracting new companies, retaining and/or expanding existing companies, making San Diego competitive in emerging markets, and revitalizing older business communities.

The Department's mission is:

To provide a fiscally-sound, effective government that is responsive and dependable; a safe, well-maintained, and healthy environment; abundant opportunities so residents and visitors can enjoy the highest quality of life by providing leadership in policy formulation; support for transparent communication; coordination with other elected officials, local leaders, and foreign dignitaries; to maintain relationships with the communities of San Diego; and to create and retain jobs and taxable investment in the City of San Diego

★ Goals and Objectives

The following goals and objectives represent the action plan for the Office:

Goal 1: Attract, retain, and expand businesses through the use of appropriate and beneficial tools

The Office will move toward accomplishing this goal by focusing on the following objectives:

- Maintain and develop new effective partnerships with businesses, trade associations, universities, and community-based organizations

Office of the Mayor

- Provide effective tailored technical assistance and incentives to key businesses
- Market the City of San Diego as a business-friendly City

Goal 2: Maintain a business-friendly environment to increase jobs and promote economic stability

The Office will move toward accomplishing this goal by focusing on the following objectives:

- Develop progressive policy initiatives and strategic plans that support job development and economic stability
- Support appropriate, streamlined regulations
- Maintain a fair and appropriate tax base
- Support a diversity of industries to encourage economic stability

Goal 3: Make San Diego competitive in emerging markets such as CleanTech

The Office will move toward accomplishing this goal by focusing on the following objectives:

- Maintain an awareness of research and market trends
- Establish connections to new industry groups, and to businesses and universities
- Attract, retain, and expand CleanTech companies

Goal 4: Foster economic development in economically distressed communities

The Office will move toward accomplishing this goal by focusing on the following objectives:

- Collaborate with community-based organizations (e.g., Business Improvement Districts, the Redevelopment Agency)
- Educate the business community to make them aware of incentives that are offered by the City (large and small)
- Attract new businesses to economically distressed communities

Goal 5: Increase the City's international trade-related activities

The Office will move toward accomplishing this goal by focusing on the following objectives:

- Enhance international trade activity in the Foreign Trade Zone
- Support activities and policies promoting international trade

Service Efforts and Accomplishments

The Policy Office works to promote and solve environmental, social, and financial issues facing the City. The major accomplishments for the Policy Office during Fiscal Year 2011 include finalizing the Managed Competition Guide; progress on significant border projects like the San Ysidro Port of Entry and extending State Route 905 to the international border; pursuing the Phase III expansion of the Convention Center; breaking ground on the new Main Library; coordinating the Balboa Park 2015 Centennial Project; facilitating economic roundtables, business attraction, retention, and expansion efforts to create local area jobs, and expanding the regional Enterprise Zone; and combating the State's efforts to eliminate local redevelopment and economic development programs which are stimulating the local economy.

The Communications and Press Office conducted press conferences, issued press releases, sent email blasts, utilized social media, and responded to requests for information to maintain open and transparent dialogue between the City, its residents, and the media. The Communications and Press Office also processed several dozen Public Record Act requests from news agencies. In addition, the Office facilitated communication with City employees on behalf of City departments and the Mayor, utilizing the City's internal website, email blasts, meetings, and written communications.

The Community Outreach Office has proactively built and strengthened relationships with individuals and community groups in order to effectively communicate the Mayor's policies and provide the Office with community feedback. This office has also created a diverse set of opportunities and made the best use of the Mayor's