

Cool * Creative * Culture



SAN DIEGO
REGIONAL
EDC

COOL * CREATIVE * CULTURE

YESTERDAY

San Diego has an impressive historical record of people who dared to make their dreams a reality - entrepreneurs who came to our region as visionaries, risk-takers, collaborators and builders. Perhaps it was San Diego's climate that drew the earliest innovators to our region. Clearly one of the world's best climates and an unparalleled quality of life encourages innovation and entrepreneurship which is why so many people have come to San Diego over the years with spectacular dreams and made them come true, but that is not all we have to offer.

Alonzo Horton arrived in 1867 and dreamed of moving San Diego's downtown from current-day Old Town to the expansive waterfront of San Diego Bay, creating opportunities for new business and commerce. And he did. John Spreckels arrived in 1887, with a vision for water and rail transportation, and established the San Diego-Coronado ferry system and the San Diego & Arizona Railway. Congressman William Kettner's "get it done" spirit and vision brought the United States Navy to San Diego, now home to the world's largest naval fleet. Newspaper tycoon E.W. Scripps arrived in the early 1890s and became the founding donor for the Scripps Institute of Oceanography. Sixty years later, his generosity paved the way for what became the University of California, San Diego. And in 1927, T. Claude Ryan's company, Ryan Airlines, built Charles Lindbergh's *Spirit of St. Louis* capturing the imagination of the world and cementing San Diego's spot in aviation history. **These people all came to San Diego with a vision of creating something new, something different, something better. And the innovation continues.**



TODAY

We live in a knowledge-based economy where innovators come from all over the world— Asia, Latin America, Europe— to collaborate and build upon San Diego's leadership in technology clusters. We trace our roots to the 70s and 80s to innovators in the life sciences that founded Hybritect and in communications to the founders of Linkabit, and in technology to the founders of SAIC. These innovation pioneers paved the way for San Diego's robust industry leadership in clean technology, electronics, healthcare IT, maritime, security, sports innovators, software, and wireless health at companies such as General Atomics, Gen-Probe Inc., Kyocera America Inc., Life Technologies, Northrop Grumman, Qualcomm, and Sempra Energy—just to name a few. Others find their calling in discoveries at our world-renowned universities and research institutes including The Sanford-Burnham Medical Research Institute, The Salk Institute for Biological Studies, The Scripps Research Institute, Scripps Institute of Oceanography, and University of California, San Diego.

In 2010, *Forbes Magazine* ranked San Diego 6th out of 100 U.S. metropolitan cities for innovation landing ahead of such cities as New York, Minneapolis, Tucson, Denver, Boston, Portland and Washington, D.C. Despite recent national and state economic indicators which continue to produce discouraging news, San Diego's economy is holding its own. This is attributed to our region's highly-diversified economy and globally competitive industry clusters. Together, these assets promote collaboration among enterprise leaders generating future innovation and economic growth. **The San Diego region is known to the world over as an attractive place for many reasons: our beaches, our diverse cultural heritage, our unparalleled quality of life and of course, our climate. What makes San Diego's attractiveness enduring, however, is our people— innovators willing to become part of something special, something bigger than themselves by building community, giving back, and ultimately creating a legacy for future generations.**

TOMORROW

We recognize that to continue our success the region must attract the next wave of innovators. Who are they? The millennial generation—open-minded, optimistic, goal-oriented, and highly-motivated—they value choice, customization, scrutiny, integrity, collaboration, speed, entertainment, *and innovation*.

In the coming decade, this generation is expected to be serial entrepreneurs, leading some of the most innovative start-ups ever launched. **San Diego is well-posed to provide these**

young, creative-minded people with the environment they desire to grow companies and build lives for generations to come.



LOCALIZED INDEPENDENT CULTURE



- San Diego Museum of Modern Art

The rise of social networking, development of micro-distribution networks, and the individualization of product design and development are facilitating the next wave of highly-skilled workers and entrepreneurs to “think green” and “buy local”. This is what makes San Diego one of the best places to live and work for the fiercely independent, yet community-oriented “Millennial Generation.”

San Diego fosters talent, celebrates technology, and embraces diversity, which appeal to this global-minded, educated talent pool. We have restaurants serving ingredients sourced locally, successful green initiatives by established businesses, and

promote the local arts movement while supporting the region’s deep-rooted music scene that has elevated local bands to inordinate stardom. We host a variety of festivals and events, from local community art walks to larger business conventions like Comic-Con. You can also find an assortment of organic markets, community gardens, local microbreweries and wineries much sought after by a contemporary and increasingly diverse workforce.

A CULTURE OF MICRO-CULTURES

San Diego County may be the 17th largest metropolitan statistical area in the United States and the second most populous county in California, but because of a large number of small and dynamic community neighborhoods throughout the region, it conveys a small town feeling.

The county is one of the most diverse and distinctive found anywhere. Stretching from the Pacific Ocean to across an *area nearly the size of Connecticut*, we find vast deserts, pine-covered mountains, rolling foothills, rugged canyons, tidelands and miles of stunning coastline. Against this backdrop of natural beauty are 18 cities and dozens of individual neighborhoods, each with its own unique history, culture and identity offering events that showcase how and why local residents are proud of their neighborhoods.

In the historic gold-mining mountain town of Julian, located in the north inland “backcountry”, you can participate in the Julian Grape Stomp and the Julian Mountain Jamboree & Banjo Fiddle Contest, or take a day trip as many locals do to enjoy Julian’s famous apple pie. Coastal Carlsbad hosts the Village Street Fair, the largest one-day street fair in the nation. South Bay Chula Vista hosts community events such as the Lemon Festival, the Yula Parade and the Cinco de Mayo Festival. Little Italy, near downtown San Diego, has weekly stickball tournaments and the annual offerings of Artwalk in the spring and the Little Italy Festival on Columbus Day.



- Little Italy Art Walk

“In the 1990s family-owned business and property owners chose to recreate and rebuild the community of Little Italy. Today it’s a bustling, vibrant community that received more than \$3 million in redevelopment funds for improvements to its main commercial corridor.”

TRENDING ORGANIC



San Diego has a vibrant community passionate about producing and buying local. Organic grocery stores, neighborhood farmers' markets and community gardens can be found throughout the region. San Diego is home to more than 20 organic grocery markets that remain green in their commitment to sell organic, locally-grown food, sustainable seafood, non-toxic cleaning products and use recycled/bio-degradable packaging.

There are more than 40 certified farmers markets

where neighborhoods have the opportunity to purchase fresh, locally-grown and raised food products any day of the week, with markets found as far north as Fallbrook and as far south as Bonita, an area that spans 50 miles. San Diego County boasts more than 29 community gardens in neighborhoods all over the region. These community gardens, such as Second Chance's Urban Farm, make positive impacts by improving the quality of life, stimulating social interaction, teaching entrepreneurship, conserving resources, and providing a catalyst for neighborhood and community development. Sustainable food initiatives flourish throughout the region emphasizing ecologically sound, socially conscious, and economically viable solutions that empower our community.

Our Universities are proud to be green as well. UCSD was named one of the greenest and happiest universities in the nation, according to *Newsweek*. San Diego City College "Seeds at City" urban farm builds community awareness while serving predominantly low-income students and host the "Food for Thought Film Series" featuring free films highlighting our connection to food and its connection to community health and well-being.



GARDEN MENUS, CRAFT BREW, COTTAGE WINERIES

The region boasts more than 30 restaurants serving fresh food from local farms, with menus that change based on locally-grown seasonal produce. Solana Beach, North Park, and other neighborhoods around the region offer restaurant menus designed entirely around locally-grown ingredients from sustainably raised sources. Corners of the East Village and La Jolla feature cozy eateries with a blend of Parisian sophistication and urban chic.

Explosive growth is familiar among San Diego craft brewers. For instance, San Diego's Green Flash Brewery swapped its 14,000-barrel Vista brewery for a Mira Mesa plant with room to produce 100,000 barrels. Stone Brewery, located in Escondido, has a \$26 million expansion project plan that includes an organic garden and boutique hotel. Additionally, there are plans for a second restaurant to be located in Point Loma's Liberty Station.

IronFist is another locally-owned and family-operated brewery that opened its doors in Vista last October. Since then, IronFist has experienced an immense growth and is already selling their beer in 172 locations within California and Hawaii. When you add local flavors such as an emerging craft beer industry and a vibrant live music scene, you can see and feel the genuine and organic nature of staying local in San Diego.



- Stone Brewery

*- June is "Craft Beer Month"
in San Diego -*

SUSTAINABLE MEGA REGION

The Cali Baja Bi-national Mega-Region is the only location in the United States, and possibly in the world, where solar, wind and geothermal resources to help create the next generation of renewable energy. Today's 21st Century businesses appreciate the importance of reducing the negative impact industrial outputs have on the environment and value the region as a renewable energy hub. A sustainable lifestyle plays a significant role in the localized independent culture philosophy for many San Diegans.

The City of San Diego is one of the first municipalities in the nation to require LEED green building standards such as; the use of renewable energy sources; the efficient use of resources and materials; the practice of internal recycling and waste reduction; the use of recycled or biodegradable construction materials; and the implementation of a design that complements the existing environment of neighborhood. The policy promotes green building practices for the community and holds the city to strict



green building guidelines. Sustainable architecture and "building green" is important not just because of the volume of materials involved in construction and deconstruction, but also reducing ongoing financial and environmental costs.



San Diego State University offers certificates in green building construction, green energy management, and residential and commercial sustainable practices. The University of California, San Diego also has a Sustainability Resource Center that teaches students and the community how to be environmentally-conscious both on and off campus. The mega region, as a leader in green energy, technology and education, is creating a sustainable way of life and developing a green generation to lead us into the future.

THINK INNOVATION, THINK SAN DIEGO

From the earliest scientific discoveries to the groundbreaking research of today, innovation has enabled and provided a platform for sustainable economic growth and development, cutting across nations and cultures. San Diego's ability to grow and retain innovative companies and individuals has served it well in the past and will continue well into the future.

The lasting comparative advantages established by early pioneers provided a foundation in a wide range of fields. Strong institutional capacity through universities and industry associations, along with continued policy incentives will spur this diversified community to take chances on the next big thing when the reserved and cautious continue to be left behind. San Diego has every reason to seize the eternal optimism of the next big idea. San Diego is home to highly intelligent and perceptive individuals with an intense desire to collaborate and build the region from within. Our community is constantly in search of the next paradigm. We are inspired by our past, and stimulated by our future.



- Salk Institute



San Diego
Regional
Economic
Development
Corporation

San Diego Regional Economic Development Corporation (EDC) implements strategies that set the San Diego region apart from our competitors as a thriving center of technology and entrepreneurship. Fueled by the support of 150 companies deeply committed to regional prosperity, EDC's jobs-development strategy leverages the region's highly-skilled workforce, innovation economy, leadership in cutting-edge industries, and outstanding quality of life. EDC's mission is to attract high-wage technology-driven companies to the region from around the world, assist those here with expansion plans, and to champion foundational efforts to improve the region's competitiveness.

Contact us for more information:

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