

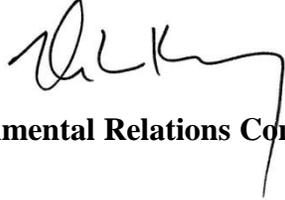


City of San Diego  
**MARK KERSEY**  
CITY COUNCILMAN, FIFTH DISTRICT

**MEMORANDUM**

**DATE:** January 8, 2014

**TO:** Council President Pro Tem Sherri Lightner, Chair, Economic Development & Intergovernmental Relations Committee

**FROM:** Councilman Mark Kersey, Vice Chair 

**RE:** Economic Development & Intergovernmental Relations Committee Priorities for 2014

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In response to your December 19, 2013 memorandum, I respectfully submit for your consideration the following items as my priorities for the Economic Development & Intergovernmental Relations Committee in 2014:

1. Adopt and implement a Citywide Open Data policy to make government more transparent, engage our civic-minded tech community to spur economic development, and bring additional efficiencies and analytic tools to improve City operations.
2. Review City Council Policies and recommend that policies be retained, revised or sunset. In 2012, the 600 series of Policies and others were reviewed. The Committee should continue this work and include a sunset review date on updated policies as appropriate to ensure they stay current.
3. Focus on the local economic impact of our military and defense industry and continue to advocate for funding and policies that allow these sectors to thrive.
4. Create an index of City interactions with individuals and businesses—payments, processes and applications that are online or could be online—and increase mobile, tablet and computer accessibility.

5. Work with the local BrewTech industry and organizations such as the San Diego Brewer's Guild to grow our region's emerging craft beer scene. Support efforts to brand San Diego as a craft beer destination, reform City regulations that hamper industry growth and advocate for reform at the state level, and develop a bi-national partnership with the growing BrewTech industry in Baja California, Mexico.
  
6. Work with the San Diego Regional Economic Development Corporation, San Diego Port Authority, World Trade Center and other stakeholders to reduce barriers for local companies to export their products abroad and pursue foreign direct investment. Metropolitan areas can be the drivers of trade, and the San Diego region has a fully engaged core team of leaders in the business sector, local government, and higher education who promote San Diegan interests nationally and abroad. The keystone product of this core team, with direction and assistance from the Brookings Institution, is a comprehensive Metropolitan Export Plan soon to be released. The export plan will provide integrated exporter related services and strategies to better connect local companies to global customers and should be a pillar of the City's Economic Development Strategy.
  
7. Work with the San Diego Regional Airport Authority and the San Diego Regional Economic Development Corporation to explore opportunities to bring more direct international flights to San Diego Lindbergh Field. Continue to advocate for the Cross Border Facility that will compliment the San Diego Lindbergh Field Airport and provide choices to the residents of the City of San Diego and the region.
  
8. Improve the connection between small business and City Hall. As the economy gradually recovers, continue regulatory relief work and increase awareness of the City's small business assistance programs. Support efforts to encourage San Diegans to buy locally, such as San Diego North Chamber of Commerce's "Think Local First" campaign.

cc: Honorable City Council Members