



City of San Diego  
Councilmember Scott Sherman  
Seventh District

**MEMORANDUM**

DATE: January 8, 2014  
TO: Council President Pro Tem Sherri Lightner  
FROM: Councilmember Scott Sherman   
RE: 2014 Economic Development & Intergovernmental Relations Committee Priorities

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One of my top priorities is to create an environment in the City of San Diego where small business owners can thrive. In these difficult economic times it is critical to create, attract, and retain good jobs. I am hopeful that the Economic Development & Intergovernmental Relations Committee will be at the forefront of developing innovative new ways to encourage economic growth. Therefore, I encourage the committee to consider the following goals and priorities for the coming year.

**Develop a Regional Disaster Resiliency Study**

San Diego is geographically and climatically situated to potentially experience several natural disasters such as wildfires, earthquakes, tsunamis, and flooding. In addition, natural disasters that may occur outside of San Diego can have powerful negative impacts on the economy by way of disrupting water supply, energy stock, and supply chains.

The City should work with the San Diego Regional Economic Development Council and the County to develop a Disaster Resiliency Study to better understand the base economic and fiscal impacts of a multitude of disasters, our regional assets to mitigate economic impacts of disasters, and potential local challenges and advantages in addressing disaster resiliency. This type of study would help raise awareness among businesses and government leaders regarding the importance of disaster preparation and allow us to efficiently focus our regional efforts on mitigating the impacts of a variety of disasters.

**Approve a Comprehensive Open Data Policy**

San Diegans deserve and expect transparency and accountability in their city government. As such, it is imperative that the Economic Development and Intergovernmental Relations Committee forward a draft Open Data Policy to the City Council for approval.

**Enact time and quality guarantees on permits**

For each permit category processed by the Development Services Department, the City should commit to a hard deadline by which the permit will be processed. In addition to measuring turn-around time, the City should commit to a minimal deviation between requirements outlined for the applicant during plan review/check and final inspection. The City should also allow permit applicants to process certain permits simultaneously.

**Eliminate the city's Business Tax Certificate fee by moving registration online**

The City of San Diego charges every business a registration fee, ranging from \$35 upward. It is important to register businesses operating in the city, but the need to pay for costly overhead, processing, and other fees has been eliminated with advances in online capability. The Economic Development & Intergovernmental Relations Committee should work with the city's Information Technology Department to move this process online and eliminate the Business Tax Certificate fee.

**Increase San Diego's Global Competitiveness**

In 2013, the Brookings Institute selected San Diego as one of eight U.S cities to participate in the Brookings Metropolitan Exchange Initiative. This project will help San Diego develop a customized export plan to optimize its global competitiveness. San Diego currently ranks 17<sup>th</sup> in total export value, Gross Metropolitan Product and population size, but 55<sup>th</sup> in terms of export intensity. It is imperative that this plan be completed as soon as possible to ensure San Diego is growing its regional exports and providing good paying local jobs.