

City of San Diego



Planning, Neighborhoods, & Economic Development Department

Presentation
to the

City Council Committee

on

Economic Development & Intergovernmental Relations

regarding the

**Preparation of the
Economic Development Strategy 2014-2016**

April 9, 2014

Solicitation of Public Input on the Draft EDS

- **Draft EDS presented to Rules & Economic Development Committee on December 11, 2013**
- **Committee requested public input on draft EDS**
- **Request for written input and EDS survey sent to 47 stakeholder organizations:**
 - **37 Business Organizations**
 - **8 Research Organizations/Academia/Government/Military**
San Diego Imperial Counties Labor Council
Community Planners Committee
- **Two Public Workshops held at Balboa Park**

EDS Policy, Procedural, Format, and Terminology Issues Addressed

- **Issues discussed at ED&IR Committee on February 13, 2014:**
- **EDS portrayal of Tourism Sector (✓ refined)**
- **Suggested conversion of BID's to PBID's (✓ adjusted)**
- **Desire for a broader strategy to address other issues (✓ added/explained)**
- **Reorganize EDS to put Tactical Objectives and Actions in Section 2 (✓ achieved)**
- **Use of term "traded economies" in lieu of "economic base" etc. (✓ added/explained)**
- **Stakeholder request for participation in implementation efforts (✓ proposed)**

Proposed EDS Implementation

- **Four proposed Roundtables will meet at least annually, one for each economic base sector, and one for the largest tax base sector:**
- **Manufacturing**
- **International Trade & Logistics**
- **Tourism**
- **Retail (Tax base)**

Proposed EDS Implementation

- Roundtables will be comprised of industry experts selected by PN&ED staff with consultation ED&IR Committee Consultant:
- Categories of Roundtable Attendees:
 - Industry specific organizations
 - Business operations managers
 - Government and quasi-government staffers
 - Other appropriate organization representatives

Proposed EDS Implementation

- **Some Roundtable members may sit on more than one sector Roundtable depending on interest/expertise**
- **Roundtables will prioritize EDS Action Items**
- **Roundtable members will organize additional volunteers, provide some resources/advocacy, and help to identify new potential Action items**

Proposed EDS Implementation

- **City staff will:**
- **Present concepts**
- **Identify potential funding sources**
- **Work with the Deputy City Attorney to draft resolutions and ordinances**
- **Work with the relevant City departments and/or outside organizations to complete implementation**

Questions & Answers

