

# SOUTH COUNTY Briefings:

May 2012



South County Economic Development Council

## Results of San Diego Regional Visioning Surveys Show Water Conservation, Affordable Housing, Transportation Accessibility and Projecting Natural Habitat as Top Priorities

The San Diego Foundation was invited to South County EDC's board of directors meeting in April to give attendees an exclusive look at the results of the San Diego Regional Visioning Survey. Begun in 2010, the \$2 million, two-year effort is a part of the foundation's "Our Greater San Diego Vision" initiative that aims to set out goals and directions for regional leaders, both public and private, in how to shape San Diego County's future.

From November to February, the public was asked to answer a series of questions online about key local issues. Questions included choosing various scenarios and priorities in what was both a data-gathering exercise and an educational effort to acquaint the public with the region's many challenges and opportunities. The results will then be used to craft a vision of what San Diego needs to do to improve jobs, education, housing, transportation and the overall quality of life for the next 50 to 100 years.

Lori Pfeiler, associate vice president of the San Diego Foundation who oversaw

the regional vision initiative, said the survey generated more than 30,000 responses from San Diegans, representing diverse demographics including age, ethnicity, religion and geography. The huge response also showed San Diegan's commitment to having a strong voice in its future.

"This is by far the most successful outreach effort ever done for San Diego and it had the highest participation by any region that has gone through a visioning exercise," she said. "With so many dollars being spent, we believe that if we have a vision for the future, then we can realign our activities better in order to get a better return."

The survey identified 10 different priorities for the future of the San Diego region. Respondents were asked to rank each priority based on personal importance. About 28,000 people – or 80 percent – ranked water conservation as the top regional priority.

Pfeiler said that with more people living in the region, San Diego's resources

will be further stretched, including its water supply. Since 90 percent of San Diego's current water supply is imported, there exists a real possibility that the area may not have enough water to meet current and future needs if conservation efforts do not happen.

Affordable housing ranked second, at 76 percent, followed by transportation-related issues ranking third, fourth and fifth. Protecting natural habitat ranked last.

According to the San Diego Association of Governments, 65 percent of San Diegans could not afford to buy their home today. In order to reduce the high cost of living for future generations, research by the San Diego Foundation identified possible options to resolve

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**Out of 10 different regional priorities, water conservation scored the highest with 80 percent of voters wanting to use less water so less is needed to be supplied.**

## What's Inside?

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## State Approves Baja California Wind Contract

State utility regulators approved a contract that will provide San Diego with electricity from a future wind farm in Baja California. More than 65,000 homes within the San Diego Gas & Electric territory will receive electricity from the Energia Sierra Juarez wind power plant.

Totalling \$820 million, the 20-year power purchase agreement between project developer Semptra U.S. Gas & Power and corporate affiliate San Diego Gas & Electric was approved by a 4-1 vote of the California Public Utilities Commission. SDG&E customers will pay for the electricity.

Although the price was higher than comparable projects, wind studies show that the power plant will provide electricity during hours when demand is relatively high, including evening hours when most people are home from work. In addition, the Sierra Juarez contract offers a rare glimpse of current pricing for green energy.

Under legislation signed last year by Governor Jerry Brown, electricity retailers

in California must provide one-third of their power from renewable sources such as wind, solar and geothermal plants by 2020. Energia Sierra Juarez would play a small part in helping San Diego Gas & Electric meet state mandates.

Before the wind farm starts lighting up San Diego houses, it needs to receive presidential approval for a cross-border tie-in line and construction of a substation to access U.S. transmission lines. The project is the first stage of more extensive plans by Semptra to install turbines along a hundred-mile stretch of windswept highlands atop the Sierra Juarez in Baja California.



***California currently has many government-owned turbines in Mexico, which are close to Semptra's planned Energia Sierra Juarez wind installation.***

## Working Committees of the SCEDC

**Transportation and Infrastructure**  
**Marketing and Membership**  
**Workforce and Education**  
**Loan & Finance**  
**Public Policy**

For more information or to join any of these committees, contact:

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## WELCOME NEW MEMBERS

Energy Communication  
Higgs Fletcher Mack Law Firm  
San Diego Padres  
Planned Parenthood  
San Ysidro School District

## PRESIDENT'S MESSAGE

By **Christine Moore** of AT&T

I have noticed on my daily trek from my office mailbox to my desk that the stack of mail in my hand is getting a little heavier. A quick check of the contents reveals that appeals for support for one candidate or issue versus another are starting to arrive and if the past is any indicator, the focus on our differences is only going to increase in the coming months.

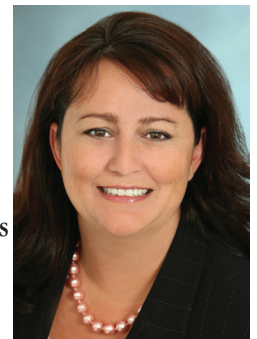
This reminds me how important trust, communication and cooperation are so that we, as a community, can work together toward accomplishing our goals. I am proud that in South County we have a proven track record of multi-jurisdictional cooperation that has resulted in significant success thus far.

San Diego City Council's recent approval of a cross-border terminal in Otay Mesa is only the latest action in a series of several agencies' efforts to realize the vision of a project we first proposed at South County EDC in 1988. This facility will be one of the first of its kind in the world and will open up a host of transportation options and opportunities for both residents and businesses throughout our entire region.

The cooperative agreement among the Unified Port of San Diego and the cities of Imperial Beach and San Diego is another terrific example of government agencies working together to create a project that offers a tremendous benefit to the community. Pond 20 holds significant value as a regional resource and will no doubt be considered an example of how different governments working together can create an economic opportunity that will benefit the entire South Bay region.

Finally, we are within sight of the finish line regarding the development of Chula Vista's Bayfront Master Plan. California Coastal Commission's approval of the plan, expected this summer, will be another example of how agencies charged with different areas of focus can all work together to achieve a project that our community has envisioned for over the last three decades.

At a time when there will be much discussion about how different  
*(continued on page 5)*



## COUNTY

### Chula Vista Bayfront Plan Offers Great Opportunities

– By Supervisor Greg Cox

The Chula Vista Bayfront Master Plan is one of the last great development opportunities on the San Diego Bay. It has the potential to be one of the largest waterfront projects in California, bringing with it thousands of construction jobs and thousands more permanent jobs.

This month, the County Board of Supervisors will vote on a resolution to put the County on record as supporting the Bayfront Master Plan. If approved, the Bayfront Master Plan would become a major driver of the economy in South County and our region as a whole.

The roots of this project go back to 2002, with development of a joint master plan that was approved by the city of Chula Vista and the Unified Port of San Diego. This public and private planning effort with Pacifica Companies encompasses 556 acres and includes 200 acres of parks and open space, hotels and commercial, retail and residential development.

The project will take port tidelands that are underutilized and stimulate the economy with an estimated 7,000 construction jobs, 2,000 permanent jobs and \$11.5 million in annual tax revenue for the local economy. It will also create a legacy destination that will bring tourists and local visitors to explore what Chula Vista and South County have to offer.

## SAN DIEGO

### San Diego Regional Enterprise Zone Receives Final Designation

The State of California Department of Housing and Community Development recently concluded that all of the conditions required to obtain final designation for the San Diego Regional Enterprise Zone have been satisfied. As a result and in an effort to ensure that business expansion, attraction and retention efforts continue to grow, the region was awarded final designation on April 3. The designation will expire on Oct. 14, 2021. The SDREZ is “OneZone” and a regional collaboration between the cities of San Diego, Chula Vista, National City and the Unified Port of San Diego.

“This is great news for the city of San Diego and the entire region,” said city of San Diego Mayor Sanders. “Enterprise zones provide incentives to businesses to invest in economically distressed areas and to hire traditionally hard to employ residents.”

The overall mission of the state’s Enterprise Zone Program is to expand job opportunities for Californians and increase private investment in economically challenged communities. Businesses that operate in an enterprise zone can claim state tax credits for wages paid to employees as well as for purchasing certain manufacturing, data processing and communications equipment. Additionally, Enterprise Zone businesses may claim preference points on contracts with the state of California.

The regional program is administered by the city of San Diego Mayor’s Office of Economic Growth Services. The staff provides businesses and consultants with free technical assistance and consultation regarding enterprise zone eligibility requirements and guidelines.

### City Council Approves Bond to Begin District 8 Repairs

The city of San Diego will go to the bond market to fund street resurfacing projects and repairs to libraries, fire stations and storm drains throughout District 8. City Council set a ceiling



***In addition to the upgrades to the San Ysidro Library, money will also be spent on making municipal facilities more compliant with the Americans with Disabilities Act.***

on the bond issue of \$80 million, around \$75 million of which is expected to be spent in the communities of Barrio Logan, Egger Highlands, Grant Hill, Golden Hill, Logan Heights,

Memorial, Nestor, Ocean View Hills, Otay Mesa, San Ysidro, Sherman Heights, Southcrest, Stockton and Tijuana River Valley.

Nearly \$30.6 million would be used to repave 60 miles of roadways, with the rest going to a variety of projects including repairs to the San Ysidro Library. Built in 1931, the current branch library in San Ysidro is one of the oldest, smallest—approximately 3,000 square feet—and most outdated library facilities in the entire city. The San Ysidro community has been promised this library for years, but its plans have been left on the table collecting dust.

## NATIONAL CITY

### City to Begin \$7 Million in Construction Projects Along 8th Street Corridor

As part of the city of National City’s General Plan Update, which was adopted last June, select streets were identified as future “Community Corridors.” This vision of creating Community Corridors came from the “complete streets” movement, where roadways are redesigned to calm traffic and improve access and mobility for



***8th Street has experienced higher traffic volumes and speeds over the years, predominantly due to an increase in regional “cutthrough” traffic. These conditions have posed challenges for pedestrians needing to access local businesses, schools and transit.***

pedestrians, bicyclists and transit users.

Based on input from the community, city staff, and with the support of the Mayor and City Council, the city aggressively pursued a variety of competitive grants to enhance safety and access for pedestrians. In total, five applications were submitted for various projects along the 8th Street corridor, all of which received full funding. Most notably was a \$2-million Smart Growth Incentive Program grant, awarded by SANDAG, to revitalize the downtown portion of

*(continued on page 4)*



# REGIONAL ROUNDUP

(continued from page 3)

8th Street, which runs east and west through National City.

By leveraging a variety of other funding sources, the city was able to match the \$3.6 million in competitive grant funds received to deliver over \$7 million in future improvements along the entire 2.7 mile stretch of 8th Street. Collectively, the five projects include undergrounding of overhead utilities and sewer replacement downtown, street resurfacing, traffic signal modifications, increased parking, bike lanes, new bus benches and shelters, lighting, landscaping, and a variety of ADA improvements including new sidewalks, curb ramps, and crosswalk enhancements such as corner bulb-outs, pedestrian refuge islands and high intensity signing and striping.

Construction is set to start on the downtown portion of 8th Street this month, with additional projects for the eastern portions of 8th Street slated for later this year.

## CORONADO

### Construction Completed on New Floating Dock at Crown Cove Aquatic Center

A new boating platform has been completed to support and expand aquatic programs at Southwestern College's Crown Cove Aquatic Center. The project involved the construction and placement of a 100-foot gangway and a 20-foot by 30-foot floating platform on the bay side of Silver Strand State Beach.



**The ability to dock boats at Crown Cove will provide added safety and security measures for all participants.**

The new floating platform will allow for the center to bring home its three Catalina 22 Sport sailboats currently berthed at the Pier 32 Marina in National City.

"The dock will allow the college to expand

the outdoor education opportunities offered at Crown Cove," said Norma Hernandez, president of Southwestern College. "We are thankful for the strengthened partnerships that have allowed us to realize the full potential of the Crown Cove Aquatic Center."

Funded completely by California Department of Boating and Waterways and supported by the California Department of Parks and Recreation, the project cost \$286,335. Approvals required nearly five years of planning and negotiating with a variety of coastal and environmental agencies.

## CHULA VISTA

### Big Name Retail and Restaurants Coming to Chula Vista

BevMo, Karina's Mexican Food, Red Lobster and Chipotle are the latest chains planning to open new stores in Chula Vista this year. BevMo has already broken ground at Otay Lakes Road and Eastlake Parkway. The alcoholic beverage retail giant plans to open an 8,000-square-foot store in August, which will be its first store in South County.

Karina's Mexican Food will open in June off of Eastlake Parkway in the Winding Walk Shopping Center that has added a TJ Max and Trader Joe's to Henry's as anchor tenants this year. Red Lobster, a member of the Darden Group, will relocate from its current site on F Street and open a Bar Harbour-style location at the Chula Vista Mall on the corner of H and Broadway streets.

Finally, a Chipotle restaurant is going into Bonita Point Plaza over the next few months at H Street and Otay Lakes Road next to Southwestern College. This new addition will be joining Doctor's Express and Chase Bank and a Ralph's restaurant, which opened earlier this year.

## IMPERIAL BEACH

### Plans to Build New Bikeway Village Move Forward

The city of Imperial Beach and the owner of two warehouses in the city's northeast corner are moving forward with plans to build a Bikeway Village. The village may include retail shops and give people a place to rest on the Bayshore bikeway before they get to Coronado.

However before this happens, the project must amend the general plan and local coastal plan to add a commercial / recreation-ecotourism zone. The project's environmental impact statement must also be approved. The zone change will then be presented to the California Coastal Commission for approval.



**Located on the northern boundary of the city's 13th Street access point to the Bayshore Bikeway, the proposed Bikeway Village project seeks to revitalize existing warehouse structures with retail, commercial and recreational facilities.**

It will take about a year to build the new village once its permits and approvals from the city and the California Coastal Commission are received.

"The owner will invest about \$4.5 million in the project and the city will invest up to \$1.8 million from city redevelopment agency funds," said Community Development Department Director Greg Wade.

The project will allow for retail businesses as well as hostels, hotels and even a bed and breakfast. In addition, a minimum 60 percent of ground floor units will be for active commercial use.

## PORT DISTRICT

### Bayfront Development Opportunities Explored Via Bus Tour

The Unified Port of San Diego and South County EDC hosted a bus tour last month to show attendees the economic opportunities along the bayfront in the cities of National City, Chula Vista, Imperial Beach and Coronado.

The tour began in Pepper Park, National City's only shoreline park, and took guests through the Tidelands Industrial Park to show the types of manufacturing companies located within the 99,000-square-foot, multi-tenant



**The bayfront bus tour aimed to educate the community and local policymakers about the economic impact of various projects happening in South County.**

complex. Major companies include Costco's eyeglass manufacturing center, Marine Group Boat Works, Dole Food Company and Pasha Automotive Services.

Guests were then taken by the new Pier 32 Marina, the Aquatic Center, the soon-to-be demolished South Bay Power Plant and the Chula Vista Nature Center. A brief stop along the bayfront in Chula Vista educated guests about the economic value of the bayfront and the multitude of opportunities it will provide to the South Bay region.

A drive through Imperial Beach followed and guests were given a chance to see Pond 20. Originally one of the salt ponds of the Western Salt Company, it was purchased by the Unified Port of San Diego in October 1998 as part of an 836-acre land acquisition. The Port is in the process of conducting extensive stakeholder outreach to solicit feedback and project ideas for the undeveloped parcel.

The tour rounded out with a drive along the Silver Strand to show guests a view of the bayfront from the opposite side of bay, along with a pass by famous historic landmarks including the Hotel del Coronado and Coronado Boathouse.

South County EDC and the Port would like to thank everyone who took part in this trip. A special thanks to the Unified Port of San Diego sponsoring this bus tour.

## *President's Message (continued from Page 2)*

we all are from each other, I invite you to join me in the coming months in working together to find our shared vision and celebrate our common goals. Let's harness that united passion for moving economic opportunities forward in South County!

## *Regional Surveys (continued from Page 1)*

**The survey showed San Diegan's becoming clearer about promoting the continued prosperity of its three clusters, biotechnology, military and tourism, and harnessing the power of innovation so that the local economy can grow.**

### Importance of WORK Approaches



affordability issues, including increasing good paying jobs, increasing transportation choices, reducing travel time and cost, reducing the cost of doing business through economic development, defining community identity and increasing neighborhood investment.

Transportation improvements included making bus, car and rail services, biking and walking paths more accessible as well as putting key destinations, such as parks, shopping and businesses, closer to residential housing to reduce the cost of daily travel time.

While Pfeiler said San Diego has always been consistent in protecting its natural lands, more recently, however, people want increased access to open space.

In addition to asking questions in complex fields of land use, economics and sociology, the survey asked the public for its opinion on some hot-button issues. The most popular ideas, favored 4-1, were building a high-speed rail system between San Diego and Los Angeles and a four-year university in the South Bay. Thirty-four percent of respondents also want to continue supporting the local economy and its relationship to the region's major industries: biotechnology, military and tourism.

Moving forward, Pfeiler said public comments on the results will be collected before foundation consultants, local foundation officials and others sit down to

write a document by June outlining what the vision of San Diego's future looks like. The final document will be released in July. Implementation of the vision will be turned over to the Malin Burnham Center for Civic Engagement, which is expected to commission research, hold forums and take other steps to translate the public's preferences into policy and action.

## Save the Date

### 22nd Annual Economic Summit

Friday, Sept. 21, 2012

San Diego Convention Center

8 a.m. to 2 p.m.

Join South County EDC and more than 400 business and community leaders as well as public officials for this premier business event in September.

Sponsorships are now available. The Summit offers a myriad of sponsorship opportunities to highlight your business, draw attention to your services and increase your networking all while supporting South County EDC. Don't pass up this amazing opportunity!

For more information, contact the South County EDC at [Cindy@SouthCountyEDC.com](mailto:Cindy@SouthCountyEDC.com)



## Cities Collaborate to Promote Historic Destinations in South Bay

Economic development agencies and municipalities are working together to promote lesser-known attractions and areas to drive tourists to the South Bay region. An example of regional collaboration, this initiative shows that tourism can continue to be one of the San Diego County's top industries if marketing dollars are spent raising awareness of all of the wonderful things South County has to offer.

According to the San Diego Convention and Visitors Bureau, more than 31 million visitors spent nearly \$7.5 billion at San Diego County businesses last year. Transient occupancy tax collection figures gathered by ConVis from local municipalities showed that the vast majority of the local hotel visitor spending – 70 percent – took place within the city of San Diego during 2011, and elsewhere, 12.1 percent was spent in North County cities, 6.4 percent in the South County and 1 percent in East County.

Tourism is San Diego's third largest trade industry, behind military and scientific / technical services, employing more than 160,000 people – 13 percent of the jobs in the country. The industry also generates tax revenues that directly support San Diegans' quality of life—from police and fire to maintaining parks and recreation.

Tourism and economic development agencies are working with operators of local attractions to increase the region's slice of these tourist dollars. For example, South County EDC has been working with ConVis to make South County a center for eco-tourism. They have created a new South Bay landing page on ConVis's website. SCEDC has also developed an eco-tourism brochure highlighting a plethora of hikes, trails and bird-watching activities provided at key destinations such as the Chula Vista Nature Center.

Both entities also aim to publicize the unique history of South County through marketing materials. A historic driving tour of vintage homes, hotels and other notable sites

has been created by SCEDC and many South Bay cities have developed brochures outlining a variety of historic landmarks to visit.

Other initiatives include forming marketing districts. Several local cities, including San Diego, Chula Vista, Coronado and most recently National City, have moved to establish tourism marketing districts, with additional collections from larger hotels aimed at bolstering city-centric marketing efforts.

Todd Little, executive director of the

Coronado Tourism Improvement District, said the district was created in July 2010 as a way to address what was then a steep countywide decline in vacation-goers because of the recession. The district collects a half-percent tax from the city's four largest hotels, on top of existing TOT with the added funds focused primarily on boosting Coronado tourism during the off-season.

"That is the time frame where businesses said they needed to see some improvements," Little said.

## SCEDC Creates Historic Driving Brochure



*South County EDC has developed another brochure that aims to bring visitors to the South Bay region. Called "Explore South County's Historic Heritage," the tri-fold brochure lists a variety of historic places to visit by car. The brochure opens up into a map with photos of each destination as well as provides a route in order to make it a one-day trip. South County EDC would like to thank the Unified Port of San Diego, City of Imperial Beach, AT&T and Mile of Cars for their sponsorship.*

## South County EDC Hosts First-Ever Economic Development Training for Local Policymakers

Bringing elected officials and community leaders together to better understand the basic principles of economic development and how to improve the economic welfare of their respective communities were the goals of an economic development training meeting held at the South County EDC offices.

A joint venture between South County EDC and East County EDC and sponsored by San Diego Workforce Partnership, nearly 50 elected officials and community leaders from East County and South County packed into the training session, which challenged them to not only utilize their leadership as a way to keep economic development plans moving forward, but to embrace the role of economic development as a necessary revenue stream that stimulates not only their business district, but the entire local economy.

Bill Davis, a consultant for California Association for Local Economic Development, discussed the principles of economic development, assessed current economic development efforts and outlined the components of a successful plan.

"It's been proven time and again that elected officials who understand what economic development is and how it can improve their community's bottom line, as

well as quality of life, will in turn provide the resources necessary to make it happen," said Davis. "Economic development is a team sport and there needs to be collaboration across jurisdictions to compete in the global economy."



***Elected Officials, business owners and community college representatives packed South County EDC to hear the ways they can assist economic development efforts in their jurisdictions.***

Topics discussed ranged from general best practices for increasing economic impact to overcoming those specific challenges faced by the unique entities in the South and East counties. According to Davis, by attracting new businesses to an area, as well as helping existing businesses expand, communities will thrive due to the creation of new employment and consumer opportunities.

"What the cities are facing because of the absence of funds and the soft economics of hotel and motel commercial development only proves to us leaders that economic development is essential," said Imperial Beach Councilmember Jim King. "This

presentation will help us make change and develop a strategy for moving forward."

"As a newly elected official, it was perfect for us to come and learn about something that matters so much to our cities," said Mona Rios, councilmember of National City.

As policymakers, Davis stressed the point that they must adopt a vision, goals and strategies and be proactive in explaining to the community why economic development is important. Economic development is a long-term investment and customer service is key.

Coronado Councilmember Mike Woiwode, seconded this thought.

"Working together to develop a strategy will provide us with the framework and direction needed to build consensus and spend resources wisely."

City of Chula Vista Councilmember Pamela Bensoussan said it was a great opportunity to learn to how to promote business in Chula Vista.

"The key to a city that is built out is not to have more of something, but to make the best use of what we have," said city of Imperial Beach Councilmember Ed Spriggs.

Davis concluded his presentation by telling attendees to look for partners for help. Integrating as many population groups as possible into the economic development plan is the only way to ensure that growth has a broad effect and is sustainable, he said.

"We realize that our leadership is what drives economic development and the local business climate," said National City Mayor Ron Morrison.

On April 17, South County EDC and WILD Coast sent a joint letter to the Unified Port of San Diego announcing that they have come to an agreement concerning certain portions of their respective proposals for a Port Capital Improvement Project of Pond 20. Although both stakeholders already have submitted separate project proposals concerning public access and aesthetic beautification of the property, they acknowledge and agree that the area is in immediate need of improvements along Palm Avenue.

SCEDC and WILD Coast believe that a CIP proposal should incorporate the following components: the removal of the chain link fence along the perimeter of Pond 20, the construction of a multi-use, meandering path for walkers, cyclists, and accessible to those with disabilities, construction of low sitting walls or benches, incorporation of interpretive signage focused on the historical land uses, San Diego Skyline, ecology of south San Diego Bay,

and/or the role of the Unified Port of San Diego in managing public state trust lands and tidelands, increased attention to frequent and regular trash mitigation and vegetation management, incorporation of publicly designed art at the site, and incorporation of an unobtrusive, north-facing wildlife and skyline viewing platform that does not impede future economic development opportunities on Pond 20.

SCEDC and WILD Coast have both submitted comprehensive CIP proposals for Pond 20, which have differing views of the ultimate use of the undeveloped parcel. SCEDC is requesting the Port investigate development of Pond 20. However, despite their differences of the future use of Pond 20, SCEDC and WILD Coast are happy to have reached an agreement on project components.



## CEDS Meeting Highlights Economic Grant Process for Year

South County EDC held another jam-packed CEDS meeting at Gillespie Field last month. Wil Marshall from the Economic Development Administration discussed available funding opportunities for the remainder of the year, explained the comprehensive guidelines and eligibility requirements for submitting a grant entry and provided information on

how to apply for economic development grants.

In addition, Marshall talked about the Disaster Relief Opportunity. Last November, Congress passed a series of appropriations bills that will provide \$2.6 billion in disaster recovery funds to help communities across the country. Of these funds, Congress provided the EDA with \$200 million in disaster relief funding.

With these funds, EDA will assist communities with disaster relief, long-term recovery and restoration of infrastructure

in areas that received a major disaster designation from October 1, 2010 to September 30, 2011. Marshall encouraged all state and local governments, non-profit organizations, district planning organizations and institutions of higher education to apply. The EDA encourages the submission of applications based on long-term, regionally oriented and collaborative economic development or redevelopment strategies that foster economic growth and resiliency.



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## BRIEFINGS:

Published by the  
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*The South County Economic Development Council is funded in part by grants from the cities of Chula Vista, Coronado, Imperial Beach, National City and San Diego, the County of San Diego and the Port of San Diego and our members.*