

# Briefings:

Special Anniversary Issue November 2014

## San Diego's South Bay Region is Poised for Growth, Local Experts Say

The South County Economic Development Council hosted its 24th annual Economic Summit in October and more than 400 business and community leaders, in addition to public officials, attended two panel discussions and several keynote addresses.

Keynote speakers included Linden Blue, vice chairman of General Atomics, and John Reilly, park president at SeaWorld San Diego. Mike Dee, CEO of the San Diego Padres, and U.S. Assistant Secretary of Commerce for Economic Development Jay Williams were special speakers at the event.

Williams discussed the notable projects that the South County region is working on, including Aerotropolis, which has

garnered national attention. San Diego Mayor Kevin Faulconer and Tijuana Mayor  
*(continued on Page 5)*

*“The work that you do makes everything so much more relevant, so much more impactful. We debate policy in Washington, DC; there is debate about investments and scarcity of resources. At the end of the day, it’s the work that is being done here on the frontlines, at the grassroots level, that is really what is helping to power this economic recovery that we are experiencing.”*

*–U.S. Assistant Secretary of Commerce for Economic Development Jay Williams*



**Claudia Valenzuela of SDG&E, presenting sponsor of the 24th Annual Economic Summit, is shown here, from left to right, Dukie Valdarama of the Port of San Diego, John Reilly of SeaWorld and Linden Blue of General Atomics.**

## South County EDC Unveils Visioning Project Strategic Plan

The South County EDC presented the details of its Visioning Project Strategic Plan last month. The plan reveals specific industries that the South County EDC will be working to build over the next five years. Those industries include:

1. Aerospace
2. Maritime-Related Industries
3. Tourism
4. Advanced Manufacturing
5. Health Care
6. Food Processing Distribution

San Diego's South County region is experiencing tremendous growth and opportunity for future development. Through the visioning project, South County EDC is working to connect and

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## What's Inside?

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## Baja California Leads The Way In Lowering Electricity Costs to Industry

Francisco Vega, governor of Baja California, recently announced a new program to supply low-cost energy to 16 companies operating in the state. Vega says this new program will make Baja California a pioneer in offering the benefits of the newly instituted Mexican Energy Reform Law to businesses.

The new program combines private investment from Intergen and public support from Mexico's Federal Energy Commission (CFE). Intergen, a multinational company, will reduce electricity fees by 45 to 50% during peak hours, according to the company's Mexican enterprise, Energía Azteca X SA de CV. CFE will allow use of its electricity network

infrastructure by Intergen in order to provide the service directly to end users. Previously, private companies were not allowed to sell directly to energy consumers.

During the recent announcement by the governor, Cristina Hermosillo, president of the Tijuana EDC commented, "This new program will significantly strengthen Tijuana's competitiveness package as we seek to recruit more multinational businesses to the area. It will definitely boost the city's cost advantage over other global destinations that offer advanced manufacturing expertise.

"Baja California is more than ready to start powering up its industrial facilities

with privately generated electricity thanks to the openness shown by Mr. Ochoa, CEO of the Federal Energy Commission, Hermosillo added. "Due to recent changes in our national energy laws, La Rosita in Mexicali, a privately owned thermoelectric power plant will start delivering 80 megawatts this fall."

WELCOME  
NEW MEMBERS

John Pytel  
Junior Achievement

## CHAIR'S MESSAGE

The fall is always a busy time of year for the South County EDC and this year was no exception. Our ever-popular Elected Officials Reception brought more than 400 people to the sparkling National City Marina in late September. Thank you to the city of National City, the Port of San Diego and Pier 32 for sponsoring this wonderful event. It is definitely one of my favorites.

Our 24th Annual Economic Summit was a smashing success in October with more than 400 people attending. The depth and the breadth of the speakers this year was unmatched. I would like to thank Adam Sparks for co-chairing the Summit Committee with me. And the staff of the South County EDC is to be especially commended for pulling off another flawless event.

By the time you read this newsletter, you will most likely have attended our 25th

anniversary celebration hosted by the Otay Ranch Town Center in early November. And that isn't all. Still to come before the year is out is our annual Holiday Breakfast. This year you will be treated to a free breakfast at the luxurious Loews Resort in Coronado. I hope to see you all there on December 2nd.

We have many hardworking committees at the South County EDC. One of our newest is the Aerotropolis Committee. I want to thank each of them for the tremendous amount of work they recently put into drafting our Aerotropolis Plan. I especially want to thank Doug Kerner, Patricia Trauth and Doug Paul for all of their efforts in compiling the final report. We are hoping to use this report to market the South County to businesses and educational programs.

**Xema Jacobson**, Chairwoman of the Board



## PORT OF SAN DIEGO

### Port Accepts Vision for Integrated Planning Effort

The Port of San Diego marked a major milestone in its Integrated Planning effort in August when the Board of Port Commissioners unanimously accepted an Integrated Planning Vision, which contains a vision statement and several guiding principles to help shape the development of the Port's master plan update.

Integrated Planning is the term being used to describe the Port's comprehensive update of its master plan — a multi-year process that began in September of last year. The master plan update will ensure sound land and water uses around San Diego Bay for the next 50 years.

"It takes a lot of hard work to get something like this done and it has been a very rewarding effort," said Bob Nelson, chairman of the Board of Port Commissioners. "However, this is just the beginning of an ongoing process to make this vision come alive."

The Integrated Planning Vision was carefully crafted with substantial public outreach that included more than 100 individual and group interviews, an online survey, and several community workshops held throughout the region. Interested stakeholders provided meaningful feedback and recommendations for the vision, which will ultimately make the master plan update more relevant for those affected.

"The Port is grateful that the public played such a large role in helping develop the vision statement and guiding principles for the Integrative Planning effort," commented Board Commissioner Ann Moore. "With such great collaboration, I feel confident that the needs of our communities will be represented as we begin to develop a thoughtful and balanced approach to creating a vibrant San Diego Bay for future generations."

Next steps in the Integrated Planning process include testing the guiding principles against a series of possible land

and water uses, updating the master plan itself, completing an environmental impact report for the new plan, then seeking approval from the California Coastal Commission.

## CHULA VISTA

### Two Breweries To Open In Chula Vista In 2014

Chula Vista is going on the San Diego County brew pub map with two breweries and tasting rooms opening by the end of the year. San Diego County is home to nearly 100 breweries (with more on the horizon) and the industry has been touted as a great economic driver for the region.

Otay Lakes Brewing Company will open a brewing facility and tasting room in the Eastlake Business Park by the end of the year. Bay Bridge Brewing was a featured brewery at the HarborFest event this year and has submitted plans for a new brewing facility and tasting room in southwest Chula Vista. Bay Bridge also will be open by the end of the year at its new location.

According to a report from the National University System Institute for Policy Research (NUSIPR), San Diego's craft brewing industry has grown significantly since 2011. Total annual sales have grown from \$680.9 million in 2011 to \$781.5 million in 2013. In its 2011 report, NUSIPR reported that craft breweries provided a \$300 million direct economic impact in the county.

With its abundant commercial, industrial and retail space, the Chula Vista economic development team is working with other craft breweries looking to establish a presence in South County.

## NATIONAL CITY

### Significant Construction Under Way

National City is currently embarking on several infrastructure improvement projects totaling more than \$25 million. Included are improvements to 8th Street, considered the entry into the city. Utilities are being



***The 8th Street Smart Growth Revitalization Project in National City will tie together the city's previous urban core redevelopment efforts with a grand entrance into the city.***

placed underground along 8th Street between National City Boulevard and Highland Avenue. Sidewalks are being widened and landscaping is being added to pop-out areas to make the corridor friendlier to pedestrians from the 8th Street Trolley Station to Highland Avenue.

Additionally, the city is creating safe routes to schools throughout the city using various traffic-calming methods such as raised crosswalks, corner bulb-outs, enhanced crosswalks and roundabouts. Other enhancements include new lighting, landscaping, benches, bike racks and other street furnishings. And bicycle safety improvements include reverse angle street paring, bike boxes at intersections and new bike lanes.

## CORONADO

### Shuttle Usage Up With Tourists

September marked the end of another successful season for the Coronado Free Summer Shuttle. This summer, ridership climbed an additional 22 percent over the same period last year. Overall, 78,612 passengers boarded the Free Summer Shuttle over a period of 99 days, from June 8 through September 14. The single highest ridership day was on the Fourth of July, when a total of 1,253 individuals rode the Free Summer Shuttle.

What this means is visitors and residents  
*(continued on page 4)*

# REGIONAL ROUNDUP

(continued from Page 3)



**Each shuttle bus was wrapped with special graphics that promote Coronado and the most popular shuttle destinations such as the Hotel del Coronado, downtown shopping and the Coronado Ferry Landing.**

were able to avoid driving their cars, freeing up valuable parking and reducing greenhouse gas emissions, and still see the sights and conduct their business around Coronado.

The city has recently added more bike parking along its busy Orange Avenue commercial district and is testing smart parking meters. These and other investments should pay off for Coronado, and especially for businesses that will certainly see more foot traffic.

## IMPERIAL BEACH

### CBC Now Open

Coronado Brewing Company opened this month in Imperial Beach and marks the latest in a string of new restaurants that



**Major renovations happened to this 1,800-square-foot facility and a patio was added to make way for Coronado Brewing Company.**

have opened in this city. The new brewery restaurant boasts a tasting room and 16 taps serving Coronado's locally brewed beer. Year-round favorites will include Orange Avenue Wit, Mermaid's Red and Islander IPA, along with rotating seasonals such as the Crown Series favorites like Frogs Breath IPA and Stupid Stout. An Imperial Beach beer will likely be brewed.

## SAN DIEGO

### DecoBike Releases Map of Bike Share Station Sites

DecoBike San Diego, the city of San Diego's partner to privately fund, implement and operate a citywide bike share program, recently released a map of bike-share station locations that will be installed for a launch this fall. The map includes 113 sites that have been approved to date. There will be four stations in San Ysidro.

DecoBike is continuing to work with property owners and the community on remaining sites that will complete the network of 180 bike-sharing stations.

In 2013, DecoBike signed a 10-year contract with the city of San Diego to create a citywide network of bike-share stations for short-term rentals. DecoBike stations will be located in communities from Pacific Beach to San Ysidro, providing a robust network that will give the public a viable and environmentally friendly transportation choice. The convenience of being able to rent a bike at one location and drop off at another encourages bicycling as a mode of travel, rather than relying on cars.

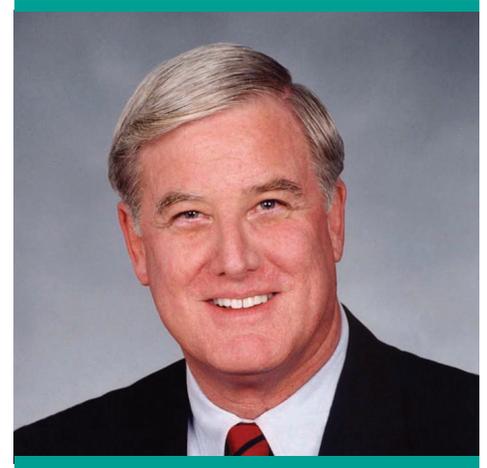
To view the map of approved sites, visit DecoBike San Diego's website at [DecoBikeSanDiego.com](http://DecoBikeSanDiego.com)

## COUNTY

### Working as One Region, with One Voice, to Bring Jobs to San Diego By Supervisor Greg Cox

The San Diego region is rich in diversity, with unique neighborhoods and

communities of interest with specific needs. But there is one thing we can all agree on and that is the need to create jobs and spur economic development in San Diego.



That's why I joined a delegation of San Diego elected officials and business and community leaders on a trip to Washington, D.C., in September designed to do just that. The annual trip is organized by the San Diego Regional Chamber of Commerce under the banner "One Region, One Voice Mission to Washington, D.C."

A large contingent of San Diego leaders went to our nation's capital to make an impact on legislation and regulation that affects your business. There were many issues we raised with federal legislators and their staff. But one of the underlying themes was economic development.

We met with the Office of the U.S. Trade Representative to emphasize that trade with Mexico has a major impact on commerce in San Diego, due to our proximity to the border and our shared interests.

At the General Services Administration, we talked about the need to fully fund the San Ysidro Port of Entry modernization and expansion project and make it work for both the community and the region. The project is critical to the region's ongoing efforts to promote economic growth, encourage trade relations, and develop a strong partnership with Mexico. We also discussed the Cross Border Terminal to the Tijuana International Airport and moving forward on the Otay Mesa II border crossing due to the economic impact of

border crossing wait times.

We advocated for a dedicated crossing for bicycles at Virginia Avenue in San Ysidro near the Port of Entry. This crossing would be part of a countywide trail, linking the border to the Bayshore Bikeway and further enhancing active transportation in the community.

To address air travel, we discussed the need to restore nonstop air service between San Diego and Washington National Airport. And we met with the Navy to talk about military issues of importance to the region, including the need to help homeless veterans.

Many of these issues will not be resolved right away. But the efforts we make on these trips lay the groundwork for future success. The trip was a great way to bring the region's leaders together to advocate on behalf of all San Diegans, as one region, with one voice.



**FedEx celebrated the opening of a new service center in Otay Mesa in October which will allow FedEx to enhance its LTL (less-than-truckload) services in the San Diego market. The center brought 50 new jobs to the South County and handles cross-border LTL shipments traveling to and from Tijuana. The new service center represents a significant expansion of FedEx's presence in Otay Mesa, increasing its capacity to 40 dock doors from 17 at the previous location. Situated on 10 acres, the facility became operational in mid-August.**

*EDC Plan (continued from front page)*

*“Our goal for the visioning project was to create an economic strategy for the region focused on investment opportunities and job creation. We will now move forward based on the findings by engaging with the community to support future efforts with an emphasis on the attributes of being a bi-national region.”*

*—Xema Jacobson, chair, South County EDC*

build on the synergy of South County's many projects, which include Brown Field, the Cross-Border Terminal and the Chula Vista Bayfront.

South County EDC's new strategies are expected to expand international trade and commerce, promote the innovation cluster, grow the tourism industry and build on the specific industry clusters stated above.

South County EDC will take the strategic plan, form focus groups and meet with business owners to implement an action plan.

*“The Corky McMillin Companies has worked on many projects in South County, and an important component to the success of those projects is how the region grows. The visioning project is the vehicle for that growth by bringing all of South County together to understand its strengths and opportunities.”*

*—Nathan Cadieux, Visioning Oversight Committee*

*Summit (continued from front page)*

Jorge Astiazaran each discussed cross-border collaboration, and Williams said the notion of a megaregion speaks volumes to the success seen in the area.

*“San Diego's economic environment has considerably shifted. Real estate and leasing, professional and business services, health care, government – including military, utilities and even manufacturing are at record economic levels.”*

*—Kelly Cunningham, National University System Institute for Policy Research*

The first panel discussion featured an economic outlook for South County and the San Diego region. Panelists included Mark Cafferty, president and CEO of the San Diego Regional Economic Development Council; Kelly Cunningham, senior fellow and economist for the National University System Institute for Policy Research; and Dr. James Gerber, economics professor at San Diego State University.

The second panel discussion included local elected officials who discussed updates in their regions. The elected officials included Sen. Ben Hueso; Assemblymembers Lorena Gonzalez and Shirley Weber; Ron Morrison, mayor of National City; David Alvarez, San Diego councilmember; Pamela Bensoussan, Chula Vista councilmember; Al Ovrom Jr., Coronado councilmember; Robert Patton, Imperial Beach councilmember; Susan Davis, California congresswoman; Cesar Moreno, mayor of Tecate, Mexico; Jorge Astiazaran, mayor of Tijuana, Mexico; Silvano Abarca, mayor of Rosarito, Mexico; and Juan Manuel Gastelum, Mexico congressman.

## Grow Your Workforce – Grow Your Business

The South County Career Center is now offering a new Subsidized Employment Program. Take advantage of a unique opportunity to invest in your company's growth. The program reimburses wages for six months, with the first two months of employment at a 100% subsidy.

This wage reimbursement program is a collaborative workforce development project funded through the County of San Diego. These funds are available to support employers wishing to build upon their workforce while training eligible new workers. If you are looking to hire – reach out to the South County Career Center to preview the talent available through this program.

For more information contact the South County Career Center at (619) 628-0321.

## Southwestern College Awarded Grant for Latino Program

A five-year effort to increase completion rates for Latinos and language learners at Southwestern College has been given a financial boost. The U.S. Department of Education awarded the college \$2.475 million over five years for its Puertas al Futuro (Doorways to the Future) program.

The program includes a first-year experience where freshmen work with a College Success Team and peer mentors to strengthen their study skills and build a learning community.

“Puertas al Futuro helps us implement best practices that focus on counseling support, peer mentoring, learning communities and new instructional strategies,” said Dr. Melinda Nish, superintendent/president of Southwestern College. “Our goal is to streamline the pathways for students to complete their educational goals.”

Southwestern College serves more than 10,000 Latino students each fall. The Puertas al Futuro program utilizes a new approach to teaching mathematics and provides specialized tutoring in English/writing, English as a Second Language, math and reading. It also includes an outreach component to give Spanish-speaking parents the tools needed to support their college students.

## Save the Date

### Annual Holiday Breakfast

December 2, 2014

8 a.m.

Loews Coronado Resort



**Two winners were selected for the Regional Leadership Award, Clarissa Falcon and South Bay Community Services. Shown here is Imperial Beach Councilman Robert Patton who presented the awards to Kathryn Lembo of South Bay Community Services, center, and Clarissa Falcon of Falcon Strategies.**



**The Corky McMillin Best of South County Award, went to the Chula Vista Center. Pictured here is Alan Clark of the Chula Vista Center, in the middle, with Dukie Valdarama of the Port of San Diego and Liz Ramirez of The Corky McMillin Companies.**



**The Bi-National Endeavor Award was presented to Consul General Maria de los Remedios Gomez Arnau, left, by Meena Westford of The Metropolitan Water District, sponsor of the award.**

## Special Anniversary Feature: FOUNDING MEMBER PROFILE

### Reflections on Marilyn Lassman

– By Lisa Johnson

Marilyn Lassman was pregnant with her first child when she went to a community meeting about state Route 125. That child is now over a half century old. Most people are not aware that the idea for 125 started that far back. But Marilyn Lassman had a vision for the South County. She did not live quite long enough to be able to drive on 125, but she did see it being built. Her only criticism, other than the fact that it was a toll road, was that it was named the South Bay Expressway and not the South County Expressway. Her vision was to promote the entire region – not just the bay or the city of Chula Vista. She did not like the term “South Bay.” After all, the North County of San Diego is not referred to as the North Bay, she would say.

Marilyn was one of the founders of the South County EDC because she saw the potential of the region. She had worked at a variety of businesses in the area in advertising, real estate and land development. In spawning the South County EDC, Marilyn had the support of her boss and fellow co-founder, Corky McMillin. They shared a vision for South County, some of which has been realized today.



**Marilyn Lassman is shown here on her 80th birthday with her two daughters, Lisa Johnson on the left and Carra Rhamy on the right.**

As a young mom, Marilyn attended Southwestern College and later became the first woman elected to the governing board at the college. After two terms on the board, Marilyn was appointed by then-Governor Jerry Brown as a member of the State Governing Board for Community Colleges. For Marilyn, education was a passion and a priority. Her motto was “As long as I am learning something new I am happy, and that may account for her many career changes over the years.

In her memoirs she wrote, “I always want to make an organization grow and be better than I found it.” She took that passion to her work at the South County EDC.

In 1992, before the second South County EDC Economic Summit she stated, “As other areas in California become more and more cost-restrictive to businesses, South San Diego County offers an affordable alternative. We’re committed to enhancing the opportunities for companies in the area -- and to attracting new companies to South San Diego County,” (San Diego Union-Tribune article from 1992).

These goals remain true today, over 20 years later. The South County has grown tremendously and is one of the areas of San Diego County that still has room for growth. Marilyn knew the value of the diversity in the region and had a vision that will last. Perhaps another one of Marilyn’s dreams will come true – there will be a university in the South County. But, as long as there is growth – she will feel that her vision and goals are making the South County a better place.



**The Outstanding Corporate Citizen Award was presented to Alex Galicia of BPI Plumbing, on the right, by Norma Hernandez, South County EDC Vice Chair, and Steve Meisen of Republic Services.**



**The Golden Dedication Marilyn Lassman Lifetime Achievement Award went to Chula Vista Mayor Cheryl Cox. She is shown here being congratulated by Al Ovrum, Coronado councilmember.**



**The Pioneer Award was presented to San Ysidro Health Center by Christine Moore of AT&T. She is shown here on the left with Ana Melgoza and Tomas Urtasun of the San Ysidro Health Center.**

# Elected Officials Reception Draws Large Crowds

More than 400 people enjoyed the fabulous weather, great food and comradery at the Annual Elected Officials Reception held this year at Pier 32 Marina in National City.



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**SCEDC**  
South County Economic  
Development Council

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1111 Bay Blvd., Suite E  
Chula Vista, CA 91911  
(619) 424-5143  
(619) 424-5738 fax  
[www.SouthCountyEDC.com](http://www.SouthCountyEDC.com)

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**Celebrating Our  
25th Anniversary**  
And Honoring  
Our Founding Members

See The Special Feature  
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