

# Briefings:

Special Anniversary Edition February 2014

## South Bay Health & Insurance Services Secures New Headquarters

South Bay Health & Insurance Services, a leading provider of Medicare options and education for Medicare recipients, has purchased a new corporate headquarters building at 740 Bay Boulevard in Chula Vista. The move to this three-acre 34,000-square-foot facility provides a new base of operations for current staff and will assist with the company's aggressive national expansion plan.



**Standing behind the ribbon at the grand opening celebration for South Bay Health & Insurance Services' new headquarters are owners Patricia and Thomas Salas and their son Oggie.**

Started by the husband and wife team of Patricia and Thomas Salas in the garage of their Chula Vista home, South Bay Health & Insurance Services now boasts 120 employees.

When considering a new location for its headquarters, South Bay Health &

*“We are proud to stay in Chula Vista and continue living, working and servicing this amazing community. Thank you to the South County EDC for your diligent efforts and for making the entire process painless and simple. I could not be happier with our decision.”*

**– Patricia Salas**

*South Bay Health & Insurance Services*

Insurance Services looked at options in the North County and as far as Nevada. As a result of aggressive support from the city of Chula Vista and the South County Economic Development Council, South Bay Health & Insurance Services decided that Chula Vista was the right choice for its corporate headquarters. The new facility will bring an additional 100 jobs to Chula Vista and provide assistance and information for thousands of Medicare recipients.

## South Bay YMCA Expands With Two New Locations

The South Bay YMCA, one of the most successful non-profit organizations in the region, recently expanded by opening a new facility in the EastLake community of Chula Vista and taking over city-run facilities in National City.

Located at 2311 Boswell Road, the 36,000-square-foot Eastlake facility offers group exercise classes, a cross-training center and childwatch services. With more than 17,000 square feet of the new facility dedicated to gymnastics programming, the new Eastlake YMCA will be home to the Kari Lyn Sutherland Gymnastics Center. The Eastlake YMCA, a \$1.57 million project, was funded solely by the YMCA.

National City welcomed the South Bay Family YMCA to its community in early November when the South Bay Family YMCA became the program operators of *(continued on Page 5)*

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

**See The Special Feature On Page Seven**

## Tijuana EDC Releases Annual Industrial Report

Tijuana EDC chairman, Enrique Esparza, announced in early January the manufacturing industry's 2013 results, noting significant expansions and the landing of nine new manufacturing companies in Tijuana.

Twenty-two manufacturing companies announced expansions during the year, accounting for more than \$133 million in new investment and the creation of more than 2,320 jobs in the city.

Companies such as Zodiac, Greatbatch, Oncore, Sinil Industries, Brady, Medimexico and Carefusion announced the most significant expansions in 2013.

Besides the multiple expansions, the past year saw the landing of nine new manufacturing companies in the city, representing \$74.7 million in industrial

investment and 1,810 jobs. Jangho Curtain Wall, Reckitt Benckiser, Ram Technologies, Katzkin, Suntek and Trimedex were added to Tijuana's pool of more than 570 companies operating in the city.

Tijuana EDC will combine efforts with strategic allies in 2014 to generate more market intelligence, doing research

together to identify opportunities to attract investment to CaliBaja, as well as to



**One of several new manufacturing companies in Tijuana is Reckitt Benckiser, which celebrated its grand opening last summer. Reckitt Benckiser, headquartered in England, is the producer of Air Wick, Calgon, Clearasil, Lysol and Vanish, among other brands.**

integrate regional companies into global supply chains, according to Esparza.

## CHAIR'S MESSAGE

By **Scott Parker**, Chair of Board

Hello 2014 and happy new year to all of our members. This will be a momentous year for the South County EDC as we celebrate all of our accomplishments over the past 25 years and create a strategic plan for the next five years. I am honored and humbled to be the chairman of the South County EDC during such a spectacular time in its history.

Thank you to all of you who have helped this organization make history over the past 25 years. You have grown this organization into one that has exceeded expectations and caused civic leaders throughout the region to take note.

To our founding members Corky McMillin, Marilyn Lassman, Brian Bilbray, Joe Ellis, Tony McCune, Greg Cox and Diane Rose, thank you from all of us who have benefitted from your foresight, commitment and tenacity.

Brian Bilbray, the former mayor of Imperial Beach and former U.S.

Congressman, wrote in the 20th Anniversary edition of this newsletter, five years ago, that when the South County EDC was just getting off the ground, people thought that the South County was an economic backwater. It is hard for those of us now running successful businesses in this region to imagine that time.

I applaud these visionaries, the small group of people who realized in 1989 that economic collaboration along the border could transform the South County into an economic crossroads and unleash the region's power as an economic dynamo. Those founding members were honored at our holiday breakfast in December and will be featured in the newsletter throughout the year.

To all of our members, I urge you to take full advantage of what this organization has to offer. Get involved in one of our many committees and take part in the Visioning Effort that will lay the foundation for the



next five years. Attend the monthly meetings and watch this organization continue to transform the region before your very eyes.

# REGIONAL ROUNDUP

## NATIONAL CITY

### National City ARTS Center Opens In Former Library

National City ARTS Center held its grand opening last November in its new expanded home – the former public library in National City. ARTS (A Reason To Survive) is a 12-year-old nonprofit that uses visual and performing arts to bring hope, healing and self-confidence to youth facing adversities. The organization achieved national prominence this year when a documentary about Inocente Izucar, a former homeless student whose life was turned around by ARTS, won an Academy Award.

*“The move to National City has been very exciting because it allowed us to triple our space and serve more youth. City officials and the local community have been incredibly welcoming and supportive.”*

*– Matt D’Arrigo, CEO.*

Built in 1954, the National City Library outgrew the space and moved to a new home in 2005. The old building stood vacant for a few years. Part of ARTS’ lease obligation is to do seasonal community projects. Last spring, it unveiled a butterfly park on Palm Avenue, and it is currently working on bike racks designed and built by



**An effort by the National City Economic Development Department to find a use for the abandoned former city library has resulted in a nationally acclaimed non-profit organization relocating to the city.**

Sweetwater High School welding students. A new industrial arts department for woodworking and welding recently was launched at the center through a \$25,000 grant from San Diego County Supervisor Greg Cox.

## CORONADO

### Coronado Steps Up Its Game For Bicyclists

Coronado recently received a silver-level Bicycle-Friendly Community designation from the League of American Bicyclists. The recognition came as a result of the incorporation of a long-awaited Bicycle Master Plan into the City’s General Plan, according to City Manager Blair King.

“The master plan has been the impetus for so many other great and exciting bicycle-friendly accomplishments in Coronado, including the creation of our first Bicycle Advisory Committee; the installation of forward-thinking bike corral parking spaces; several grants awarded to create new Class 2 bike lanes around the city; but, most especially, an inclusive planning document that considers bicyclists in all future development,” King said.



**Coronado is adding bike lanes to several streets in an effort to get more people on bikes, attract more bicyclists to town to recreate and shop, and create more amenities for the active bicycling community.**

## IMPERIAL BEACH

### Three New Restaurants Coming to Imperial Beach

Coronado Brewing Company has announced plans to open its second

restaurant. The second location for this widely popular bistro will be on Seacoast Drive in Imperial Beach. Coronado Brewing Company is owned by Imperial Beach resident Rick Chapman. It joins two other new restaurants that have popped up on the oceanfront Seacoast Drive recently. In September, Seacoast Drive saw the opening of the Barrels nightclub and wine bar, which has already met with rave reviews, and Sea 180 by the Cohn Restaurant Group opened in December in the new Pier South hotel on the beach.



**Barrels Wine Bar, above the Seacoast Grill on Seacoast Avenue, is one of three new restaurants that have recently opened or are opening soon in Imperial Beach.**

## PORT DISTRICT

### Port of San Diego Swears in New Board Officers for 2014

Bob Nelson, one of three representatives of San Diego on the Board of Port Commissioners, was sworn in on January 14, as Chairman of the Board of Port Commissioners for 2014. The ceremony took place at a luncheon where Commissioner Dan Malcolm, the Imperial Beach representative on the seven-member board, was sworn in as Vice Chairman.

The event also included a swearing-in of Commissioner Garry Bonelli, the new Coronado representative on the board. A retired Navy SEAL and Rear Admiral, Bonelli culminated 45 years of active and reserve service in 2013 at the U.S. Naval Special Warfare Command in Coronado. Bonelli’s concurrent civilian career spanned corporate, military and public policy

*(continued on page 4)*

(continued from Page 3)

development. He served the region as an executive of San Diego Association of Governments, and as vice president of communications and vice president of military affairs for the San Diego Regional Chamber of Commerce.

## SAN DIEGO

### Civic San Diego Offering New Markets Tax Credits

Congress created the New Markets Tax Credit program in 2000 to incentivize investments that create jobs and provide services in economically disadvantaged areas. Community Development Entities, like Civic San Diego, can now subsidize approximately 15% to 25% of a project's capital needs with these funds, usually in the form of low-interest, forgivable debt.

"While there are many communities in San Diego that are eligible and deserving of New Markets Tax Credit funding, those of Otay Mesa and San Ysidro are high on our priority list," said Daniel Reeves with Civic San Diego. "We are constantly engaged in identifying eligible projects in the San Diego communities of South County, and we look forward to finding the right opportunities to partner on projects that will catalyze investment in these culture-rich communities."

The New Markets Tax Credit program is primarily used to fund commercial, industrial, community facility, and mixed-use real estate projects, as well as operating businesses located in qualifying low-income communities. In order to benefit from New Markets Tax Credits, a project must obtain financing from an organization certified as a Community Development Entity such as Civic San Diego.

Eligible projects must provide quantifiable benefits to low-income communities such as the creation of quality jobs or the provision of services that fulfill an unmet community need. In addition to these benefits, there are some rules of thumb for determining a project's eligibility:

- Total project cost of \$7 million or

greater

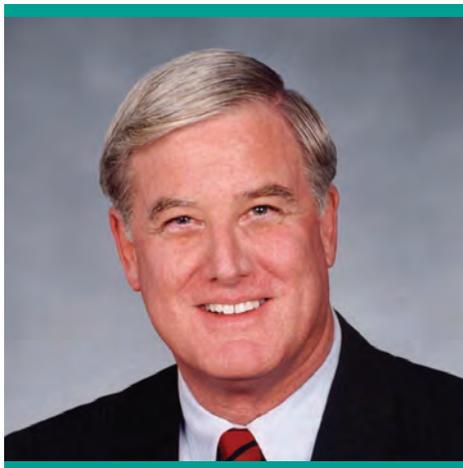
- Funding can go towards construction, equipment purchases, improved land, and, to a limited extent, operating costs

- New Markets Tax Credits are intended as gap funding and make up no more than 25% of a project's total cost

- Commercial projects, without a housing component, are preferable

Civic San Diego is currently seeking proposals for real estate projects that could benefit from these incentives. Contact Daniel Reeves at reeves@civicsd.com or (619) 533-7158 for more information.

## COUNTY



### New Projects Bring New Prospects for East Otay Mesa Success

#### By County Chairman Greg Cox

For several years, East Otay Mesa has brimmed with untapped potential for being the next great economic generator of jobs and businesses. But the pathway to that success has been blocked by the lack of roads and infrastructure. Recently, new developments have renewed the optimism and the momentum for the economic development of East Otay Mesa.

After more than a decade of planning, ground was broken for a new segment of state Route 11 that will link to state Route 905 and, eventually, a critically needed new Port of Entry in Otay Mesa. The importance of this project could not be understated. Otay Mesa is California's busiest commercial

border crossing, with more than 1.4 million truck crossings transporting about \$36 billion in goods. But to keep those trucks and goods rolling, and to keep our trade and economy growing, we need to invest in roads and bridges. This project does just that. When eventually completed, state Route 11 will help reduce border wait times and improve cross border commerce.

Meanwhile, construction has also begun on a visionary project to connect Otay Mesa and the Tijuana International Airport. This privately constructed project should increase border travel and help make East Otay Mesa and Otay Mesa the crossroads of border commerce.

As construction on these projects continues, the spotlight will shine brighter on the mesa and attract more businesses and investors to the area. It's a recipe for creating more jobs in South County that we can all support.

## BREAKING NEWS

### SCEDC Receives Federal Funding for Aerotropolis Study

The South County Economic Development Council recently received funding from the U.S. Economic Development Administration for the creation of a plan to expand airports in the region. A \$40,000 grant was awarded jointly to the SCEDC and the East County Economic Development Council to develop an Aerotropolis Plan for the East and South counties, specifically focusing on the areas surrounding Gillespie Field Airport and Brown Field Municipal Airport. The agencies have formed a joint steering committee to carry this strategy forward, with the planning expected to begin in early 2014.

The Aerotropolis concept, also known as an airport city where the layout, infrastructure and economy is centered around and uses an airport as an economic engine, was named one of TIME Magazine's "10 Ideas That Will Change the World" in 2011.

"Gillespie and Brown fields are already

# REGIONAL ROUNDUP

economic catalysts in their respective regions,” said Jo Marie Diamond, East County EDC President. “The funding from the EDA will help us map out how to best maximize these economic drivers as we move forward with Aerotropolis development.”

Currently, Gillespie Field contributes more than \$400 million and nearly 3,200 jobs locally. Plans for phased construction at Brown Field are projected to create 4,000 permanent jobs and contribute more than \$500 million annually to local economy.

According to the last Census data, the combined average unemployment rate for the areas that could be affected by the Aerotropolis is 10.73%. As part of the funding and Aerotropolis Plan development, East and South County EDCs will conduct research to identify and define which industry clusters and types of development will stimulate economic development, spur investment and increase the number of higher paying jobs to the distressed areas.

“Studies have shown that the industries we’re looking to target with the Aerotropolis will bring middle- to high-paying jobs, giving residents here the opportunity to have a better quality of life,” said Cindy Gompper-Graves, South County EDC President and CEO. Potential affected industries include: manufacturing, logistics/distribution, research and development, hotels/convention and more.



**Congratulations to Efrain Ibarra, who was recently promoted to Assistant Director of the South County Economic Development Council.**

## Words From Our Members

*“Thank you to SCEDC for your participation in our annual Harbor Festival on the bay. This year’s event attracted more than 10,000 participants as a result of your participation.”*

*– Pamela Bensoussan  
Councilmember  
City of Chula Vista*

## Check Out The South County EDC Website

*For The Latest News On San Diego And Baja Region Upcoming Projects Economic Reports Tools For Business*

[www.SouthCountyEDC.com](http://www.SouthCountyEDC.com)

*YMCA (continued from front page)*

the Camacho Recreation Center and the Las Palmas Pool. These two facilities now make up the National City YMCA. The community has already recognized the great benefits of the takeover, as hours have been extended at the pool and gym, more activities have been added, and the city is saving hundreds of thousands of dollars in operating costs.



**Mayor Ron Morrison, center, cut the ribbon to commemorate the opening of the new National City YMCA. Also pictured is Tina Williams of the YMCA, Councilmembers Alejandra Sotelo Solis, Jerry Cano and Mona Rios along with members of the National City Chamber of Commerce.**



**South County EDC members met with Assemblymember Lorena Gonzalez to discuss her goals and convey business needs at an "In The Know" event in December sponsored by Mission Federal Credit Union.**

## Goal Surpassed For Visioning Effort

The goal of the South County EDC to get feedback from 4,000 residents and businesses on economic development projects in the region has been surpassed.

"I'm grateful that so many people took time to tell us what they think," said CEO Cindy Gompper-Graves.

Data from the surveys will be used to develop a five-year strategic plan for the region including action items to connect the region's major economic engines.

To get people involved, South County EDC gave presentations at civic meetings and in some cases solicited opinions from pedestrians.

The process has three phases, including a public input period, a marketing and messaging meeting to find out what the organization wants to communicate, and an economic strategy that will result in ways to capture economic opportunity.

The 13 Visioning Oversight Committee members chosen to push the effort have demonstrated an interest in South County, donated at least \$5,000 and agreed to participate along the way. Final outcomes and reports from the surveying efforts and the five-year strategic plan are scheduled to be released in May 2014.

## Thank You

### Visioning Oversight Committee

**Bob Olivieri**, Pacific Southwest Association of Realtors  
**Alexander Ramirez**, U.S. Bank  
**David Wick**, National Enterprises  
**David Alvarez**, City of San Diego  
**Claudia Valenzuela**, San Diego Gas & Electric  
**Bob Penner**, HomeFed Corporation  
**William Tunstall**, South County Economic Development Council  
**Tom Lemmon**, San Diego County Building Trades Council  
**Scott Parker**, Vibra Bank  
**Nathan Cadieux**, The Corky McMillin Companies  
**Michael De La Rosa**, County of San Diego  
**Richard Macedo**, Bank of America  
**Bonghwan (B.H.) Wong**, San Diego Foundation

## South County Career Center Provides Benefits to Job Seekers and Employers

On-the-job training gives workers an opportunity to learn and prove they can do a job. Now, with reimbursement for training available through the South County Career Center, on-the-job training can provide a benefit to employers as well.

Under the program, an employer works with the South County Career Center's Business Services Team to create a customized hands-on training that results in full-time employment. The employer is reimbursed 50% of the wages paid during the training period, which can be structured up to 1,040 hours or six months. The South County Career Center recently provided two local employers with wage reimbursements of more than \$8,000 each.

The reimbursement of wages is a great motivator for an employer to adopt on-the-job training but there are other, equally compelling, reasons, said Diane Rose, business services coordinator for South County Career Center. "On-the-job training is an advantageous investment as employers can train workers to meet specific, unique business needs."

To participate in the On the Job Training program, and receive a 50% wage reimbursement, contact the South County Career Center at 619-628-0300.



**Scott Parker, Chairman of the Board, far left, and Cindy Gompper-Graves, President & CEO, accept a \$10,000 donation from Ricardo Macedo of Bank of America for the South County EDC's Visioning Effort.**

## WELCOME NEW MEMBERS

Pacific Western Bank  
Pacific Coast Commercial  
MFM Systems  
DR Marketing  
CH2M Hill  
National City Petroleum  
Koeller, Neberker, Carlson & Haluck

## Special Anniversary Feature:

## FOUNDING MEMBER PROFILE

### Diane Rose

Diane and her family have lived in Imperial Beach for more than 40 years. They were originally drawn to Imperial Beach because her husband's family lived there. Diane's father-in-law was a Navy Veteran from World War II, who relocated to Imperial Beach after the war, like many other military families.

Diane has long had an interest in politics and became a city councilmember 1992 in Imperial Beach. As an elected official, her first regional assignment was with the South County Economic Development Council. She was one of the founding board members and become president of the organization in 1998. Diane has been involved with SCEDC ever since, having served several years as a board member.

According to Diane, South County was going through a lot of growth in the early 1990s. Chula Vista was growing with developments like Eastlake and Otay Ranch, with both residential and commercial sectors planned.

"With this growth, there was a need to bring agencies together so as to work together to tackle the issues surrounding these rapid changes," Diane said in a recent interview.

Meetings were originally held in the Corky McMillin board room with approximately 15 board members. "An important topic at the time was connecting with our counterparts in Tijuana," Diane added.

"With the maquiladora industry just starting up and investors from Japan and China working on both sides of the border, we knew we had to become a binational region," she recalled. "Southwestern



College got involved by offering cross-cultural training for Mexican employees working for Japanese employers, educating them in what was expected of them."

As part of those early efforts, Diane chaired the newly formed International Business Committee, with a mission of creating regional partnerships with counterparts in Tijuana. She worked closely with managers of maquiladora plants and often wondered if these Japanese executives would move their families to a northern part of San Diego rather than the South County. She later learned that they lived in close proximity to the only Japanese school in San Diego, Japanese Saturday School in Kearney Mesa. In her role as Mayor of Imperial Beach and SCEDC Chair, Diane worked alongside Chula Vista City Councilmember Mary Salas and successfully convinced the Japanese Saturday School to relocate to Eastlake High in Chula Vista. Diane and Mary were honored for their efforts and were invited to their first traditional sushi meal.

Diane believes SCEDC's greatest accomplishment has been the growth of the annual Economic Summit and she believes the redevelopment of the Chula Vista bay front will have the greatest impact on South County's economy. The greatest challenge, according to Diane, will be to work with the federal government on easing border wait times in Tijuana.

## South County EDC Unveils New Logo

### Will Carry Organization Forward for Next 25 Years

To kick off a year-long celebration of the organization's 25th anniversary, the South County EDC unveiled a new logo at its Holiday Breakfast in December.

"The new logo not only commemorates our silver anniversary but also reflects the evolution of this council from a small group of civic leaders in 1989 to one of the most influential organizations in the entire county," said Cindy Gompper-Graves, President & CEO.

25<sup>TH</sup>  
ANNIVERSARY  
EST. 1989



SCEDC  
South County Economic  
Development Council

Donated by Southwest Strategies, the new logo was designed by Rhys Gruebel in conjunction with Pedro Anaya of that firm.

"We have created a modernized, streamlined version of the original logo with a more abstract landscape illustration inside the circle, said Gruebel. "This will carry the organization forward for the next 25 years."



**Attending the Holiday Breakfast to assist in the unveiling of the new logo were founding members Greg Cox, Tony McCune and Diane Rose on the left, Joe Ellis on the right, with Scott McMillin, representing his father Corky McMillin, and Lisa Johnson, representing her mother Marilyn Lassman.**

# Annual SCEDC Holiday Breakfast and Meeting Packed the House

Dolphins Restaurant, Bar & Banquet, formerly the South Bay Fish & Grill, was the setting for the annual Holiday Breakfast for the South County Economic Development Council. Nearly 150 people attended and delighted in entertainment by La Pastorela de Cielo. The founding members of the SCEDC were honored in a ceremony that also unveiled a new logo for the 25-year-old

organization.

County Supervisor Greg Cox, the newest member of the California Coastal Commission, was the featured speaker and outlined accomplishments for the year by the County of San Diego as well as a humorous account of his first Coastal Commission meeting.



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