

Briefings:

Special Anniversary Issue August 2014

Port Seeking Qualifications for Bayfront Developers

The Port of San Diego has issued a Request for Qualifications, seeking a developer for a signature convention destination resort hotel as part of the Chula Vista Bayfront. One of the last great waterfront development opportunities in California, the Chula Vista Bayfront will create a legacy destination for the public. It will transform 535 acres on San Diego Bay into a world-class destination for domestic and international visitors alike.

Respondents to the RFQ will need to demonstrate their skills and ability to finance, design and construct a large-scale environmentally sustainable convention-oriented destination hotel and resort. Short-listed development teams will likely be required to identify the intended hotel brand and operator during the second Request for Proposals phase of the selection process.

A recently prepared report, Tourism Economics for the San Diego Tourism Authority, estimates that San Diego's overnight visitor volume will increase 1.8 percent annually on average during the next four years.

The Chula Vista Bayfront will provide the necessary infrastructure for
(continued on Page 5)

“With an improving U.S. economy and predicted increases in business and leisure travel, Chula Vista's unique location on San Diego Bay is sure to attract strong interest from the development community. Chula Vista and the Port have cleared the way to create a shovel-ready project on prime bayfront property.”

—Chula Vista Mayor Cheryl Cox



The Chula Vista Bayfront has the potential to stimulate the economy, generate quality local jobs, protect natural resources, and create public amenities.

Ground Broken for Cross Border Terminal

Ground was broken this summer on the \$78 million cross-border terminal in Otay Mesa that will give local airline passengers access to Tijuana's Rodriguez International Airport from the United States. The 95,000-square-foot terminal is being built by Otay-Tijuana Venture LLC.

Construction has been underway on the Mexican side of the border since last fall, according to the developers.

The terminal is expected to open in 2015. It will provide access to a 400-foot pedestrian toll bridge and allow U.S. passengers to board planes departing from Tijuana. The facility will also allow passengers arriving on the Tijuana side to cross into the U.S. via the same facility, after passing customs inspections.

What's Inside?

- New Chair Takes the Helm **Page 2**
- Mile of Cars Celebrates Milestone **Page 3**
- Improving Otay Mesa Truck Route **Page 4**
- Interview with Scott McMillin **Page 7**

Tijuana EDC Celebrates its 25th Anniversary

The Tijuana Economic Development Corporation recently celebrated its 25th anniversary with a gala dinner attended by leaders from the private sector, government, and important San Diegans such as Councilman Ben Hueso, as well as renowned business leaders from Southern California.

In the 1980s, industrial growth in Tijuana began in full force due to the cost and logistical advantages of manufacturing close to the U.S. market. Tijuana EDC was formed in 1989 to support those companies by providing them with business information from companies with experience and an excellent reputation in the field. Since then, the city's manufacturing facilities have grown from 30 million square feet to over 62 million



Tijuana EDC is one of two agencies in Mexico endorsed by the International Institute for Economic Development. This certification is a reflection of professionalism, expertise, and commitment to creating and implementing strategies for attracting investment in the region. Pictured here from left to right are Jorge Astiazaran, mayor of Tijuana, Elia Manjarrez, Alejandra Aguilar and Enrique Esparza, president of the Tijuana EDC.

square feet. In addition, Tijuana EDC has contributed to the arrival of more than 200 companies such as Rainbird, United Plastics Group, Dart Container, People & Logistics, McFarlane Group, Precision Dynamic, Toyota, Surgical Specialties, among many others.

The relationship between Tijuana EDC and the United States has also evolved over the years. Currently, Tijuana EDC is working with strategic partners such as the U.S. Department of Commerce, South County EDC and other EDCs of Southern California.

CHAIR'S MESSAGE

Let me start my inaugural chair's message by saying that I am very proud to serve as your chair of the South County EDC for the next 12 months. It certainly will be a banner year for the organization as we celebrate our 25th anniversary at a special event in November and enjoy many celebratory occasions as we gear up for our anniversary party.

Thank you to all of you, our members, who have helped shape this organization and the future of the South County. Without you, the South County EDC would not exist. Please join us at events throughout the fall so that we can thoroughly thank you. In addition to the free anniversary celebration on November 8 at Otay Ranch Town Center, please join us at another free event, our very popular Elected Officials Reception on September 18, as well as our 24th Annual Economic Summit on October 10.

In addition to a very dynamic board of directors, who you can see pictured on the back page of this newsletter, the South County EDC is comprised of scores of volunteers who sit on seven distinct committees that meet throughout the year: Aerotropolis, Loan and Finance, Membership and Marketing, Public Policy, Transportation and Infrastructure, Workforce and Education, and Tourism. It is on these committees that the work of the South County EDC really happens. I personally want to thank all of our volunteers for the work you have done to get us where we are today. I look forward to working with all of you in the months to come.

South County is one of the fastest-growing areas in the nation and with the large number of significant projects on the horizon, I am sure we have many more banner years to come.

Xema Jacobson, Chairwoman of the Board



CHULA VISTA

Transportation progress continues on I-805 South in Chula Vista

Eight miles of new carpool lanes opened in March of this year between East Naples Street in Chula Vista and state Route 94 in San Diego as part of the first phase of the Interstate 805 South Express Lanes Project.

The I-805 South Express Lanes Project area is roughly 11 miles, between East Palomar Street in Chula Vista and the I-805/state Route 15 exchange in San Diego. The new carpool express lanes are within the freeway median.

The project also includes the construction of a direct access ramp at East Palomar Street in Chula Vista that will connect to the carpool express lanes. The new ramp is beginning to take shape over I-805 and will provide access to a new transit station and Park & Ride lot. The project will provide travelers with convenient access to the new South Bay Bus Rapid Transit system, and will offer a convenient location for carpools, vanpools, motorcycles and permitted clean-air vehicles to access the carpool lanes. The project is expected to be completed in early 2015.

The Interstate 805 South Express Lanes Project is an integral part of a modern, new transportation backbone that will meet the future needs of travelers in our region. Since the I-805 opened in 1975, vehicle trips on the freeway have increased by 300 percent. Improvements to I-805 will help accommodate the projected population and employment growth in the region by connecting employment and activity centers including offices, shopping, recreational facilities, communities and schools. Improvements to I-805 also will help maintain and grow the region's economy, through the enhanced movement of goods and services along a main transportation artery for the region. The project corridor links San Diego to the Otay Mesa Port of Entry, as well as Orange, Riverside, and Los

Angeles counties. It is critical for both international and inter-regional shipping. The Otay Mesa Port of Entry accommodates 96 percent of commercial truck traffic in the region and handles more than \$28 billion in goods each year.

The project is being implemented through the San Diego Association of Governments (SANDAG) and Caltrans. The entire project (which includes additional connector ramps and transit stations) will cost an estimated \$1.1 billion to complete. Funding is expected to come from a combination of federal, state, and local programs, including the local TransNet half-cent sales tax for transportation projects. Additional information is at www.KeepSanDiegoMoving.com.

NATIONAL CITY

National City Mile of Cars Celebrates Its 60th Anniversary

This year marks the 60th anniversary of the Mile of Cars in National City. The nation's leading auto dealership cooperative group, the Mile of Cars celebrated its milestone at an event in June. Mayor Ron Morrison and County Supervisor Greg Cox presented proclamations to those in attendance and other elected officials gave kudos as well.

Each of the eight family-owned dealerships on the Mile of Cars offer a total of more than 5,000 new and certified pre-owned vehicles representing 21 brand names. Mile of Cars is the number one family-owned-and operated auto park in the nation.

Founded in 1954, the Mile of Cars is regarded for holding the longevity record in the U.S. for continuous service as an auto dealership collective. More than 20,000 vehicles are sold on the Mile annually, and more than a half-million vehicles have been sold since the Mile was established. Despite a competitive nature that's part of the auto sales business, the group has been lauded throughout the auto industry for its success at working together on advertising campaigns and other projects, including

legislative advocacy and charity donations, according to Jenifer Ball, board president.



Jennifer Ball is the first woman to serve as the Mile of Cars board president. She's also the only third-generation board member from the same family to serve on the board over the past 60 years. Jenifer's father, John Ball, 59, served as board president in 1983-1984 and Jenifer's grandfather, Dave Ball, 80, served on the board in the 1980s. She is shown here with Supervisor Greg Cox.

"After six decades, we still get along because we know when we join together we're stronger together," said Ball.

More information can be found at www.mileofcars.com.

CORONADO

Bluewater Boathouse Restaurant Opens in Coronado

A new restaurant has opened on Glorietta Bay in a space formerly occupied by "1887 on the Bay." The City of Coronado leased the space to concessionaire Bluewater Grill, which has converted the historic spot on Glorietta Bay into the sixth Bluewater restaurant and the first in San Diego County. The restaurant features sustainable seafood.

The restaurant will go by the name Bluewater Boathouse in reference to the historic structure, which was constructed as a boathouse for the Hotel del Coronado, a

(continued on page 4)

REGIONAL ROUNDUP

(continued from Page 3)



The boathouse in Coronado once served as the first San Diego home of Scripps Institution of Oceanography.

year before the Victorian hotel opened.

IMPERIAL BEACH

Sun & Sea Festival Draws Large Crowds to Imperial Beach

The Sun & Sea Festival on Saturday, July 19, drew large crowds that descended on Imperial Beach to watch expert sandcastle builders create masterpieces on the beach in front of Portwood Pier Plaza.



More than 100,000 people attended the Sun & Sea Festival, which featured a community parade, pancake breakfast, live music, children's activities, the annual Kids 'n Kastles competition, a Farmers Market and International Food Fair, and a professional sandcastle building competition.

An estimated crowd of 100,000 locals and out-of-town visitors took part in the family friendly event that included television

star Kirk Rademaker from the hit Travel Channel show Sand Masters.

The day began with a parade featuring local youth groups and civic organizations marching to show their Imperial Beach pride. Attendees sampled a variety of foods at the Farmers Market and International Food Fair and live bands played throughout the day.

SAN DIEGO

Otay Mesa Southbound Truck Working Group Formed

Councilmember David Alvarez and Mayor Kevin Faulconer recently formed the Otay Mesa Southbound Truck Working Group, including a range of stakeholders from the Otay Mesa community, working to find and create short- and long-term solutions to the Otay Mesa Port of Entry truck backups.

The Otay Mesa Port of Entry is the second-busiest commercial border crossing in the United States, with 769,886 semi-trucks crossing in 2013.

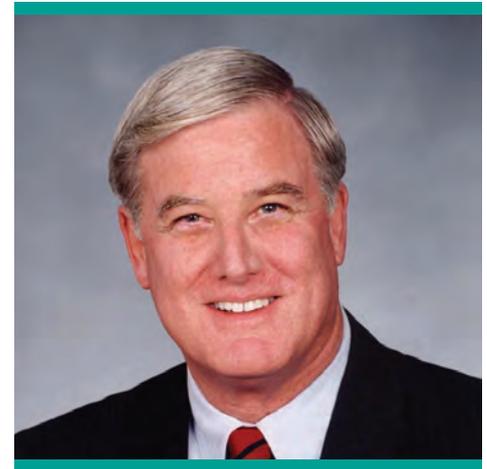
"The Otay Mesa community has long-overdue infrastructure issues that are affecting the community, economic development and Mexico," said Councilmember David Alvarez. "I am happy to report that we have taken a major step in addressing these issues. We need to tackle critical infrastructure investment requirements in order to strengthen trade and commerce with Mexico."

The group will meet once a month in the mayor's office. The working group's mission includes alleviating congestion on city streets and planning for future economic growth in the binational region.

"The Council recently passed the Otay Mesa Community Plan Update," added Alvarez. "This is a very good thing for Otay Mesa as it will generate more FBA funds to help address some of the infrastructural deficiencies, but this issue is not only a city issue, it is a state and national and binational issue, so we will need help from various stakeholders

COUNTY

Crafting a Vision for the Future of East Otay Mesa By Supervisor Greg Cox



East Otay Mesa is growing up. For years now, South County community and business leaders have worked to fully realize the potential of the area as the region's next great economic generator of jobs and businesses. The journey hasn't been smooth, but we've seen promising developments, including construction of key segments of state Route 11, the opening of state Route 905 and the start of construction on a cross-border terminal connecting Otay Mesa and the Tijuana International Airport.

Our efforts have brought us to a crossroads. Now that the infrastructure is finally being developed, what is our shared vision for East Otay Mesa? What can East Otay Mesa be, and what should it be? Those are some of the key questions we must answer as we embark on the next chapter of the area's history. That's why over the next several months, I will be working with the South County Economic Development Council and other stakeholders to develop a vision for East Otay Mesa.

Success needs hard work, but also planning. It's important for those who have interest in East Otay Mesa to come together and work to define our vision of the mesa. Does light manufacturing offer the highest potential to create new businesses and

REGIONAL ROUNDUP

hundreds of jobs? How can we take advantage of our proximity to the border to invigorate our binational region? Perhaps the answers are in the Visioning study that South County EDC conducted last year. Survey responders in that study defined healthcare and clean energy as the top two emerging industries.

There is no time to waste in our search for the answers, as a second Port of Entry for Otay Mesa is being built, which promises to speed up the flow of goods across the border and improve commerce. I believe we have a unique geographic location that holds an abundance of economic benefits and opportunities. As construction on the second Port of Entry and other projects loom on the horizon, the bright future of East Otay Mesa will only shine brighter. It's up to us to determine that future. And the future starts now!

WELCOME NEW MEMBERS

BPI Plumbing

Fleishman Hillard

San Diego Regional
Investment Center

Southern California
Border Region Recycling

Tracy Rivera, State Farm Agent

SCEDC Acknowledgement

We wish to recognize the
Chula Vista Chamber, one of
our most treasured partners.

*Thank you for your
participation in our
Binational Roundtable with
the CBP Commissioner.*

Don't leave MONEY on the table!



Businesses have until the end of 2014 to receive a voucher certificate for the State's Enterprise Zone (EZ) "employee hiring tax credit" incentive. One eligible employee could potentially earn your business up to \$37,000 in tax credits!

Don't Wait!
Submit your application(s) as soon as possible as this unique opportunity to capture valuable tax credits will expire soon.

25th
ANNIVERSARY
EST. 1989



SCEDC
South County Economic
Development Council

For more info:
Please contact Kevin Sullivan
at 619-533-5954

Qualifications (continued from front page) convention demand along with more than 200 acres of parks and other open space areas, including a signature public park, walking trails, interpretive signage and shoreline promenades. Marina improvements will create an active commercial harbor with retail shops, restaurants and public space at the water's edge. In addition to development on Port lands, complementary mixed-use residential is planned on adjacent lands owned by Pacifica Companies.

“The Port's investment in this important new waterfront destination will truly transform the city of Chula Vista and San Diego's South Bay region. We are excited to enter this important developer selection process.”

*—Port Commissioner
Ann Moore*

After completing a decade-long planning effort led by a unique cooperative effort between the Port and the city of Chula Vista, which included more than 100 public outreach meetings and clearing numerous regulatory hurdles, the Chula Vista Bayfront Master Plan was unanimously approved by the California Coastal Commission in August 2012. Moving forward, the Port and Chula Vista have formed a Joint Powers Authority, which will facilitate governance, infrastructure financing, and necessary "gap" capital funding for the convention center portion of the project.

*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 as well as
our members.*

Career Transition? The South County Career Center is Here to Help!

Making a career transition can be a complex process with many variables. The Career Navigation Workshop offered at the South County Career Center will provide you with the tools to steer you toward a rewarding career path.

Self Assessment

In order to make a transition in your career, you need to know who you are and what you have to offer a new employer. At the same time, to do your best work, you need to do work that is meaningful and personally fulfilling to you – work that ignites your passion. The SCCC offers several assessment instruments with the Career Navigation Workshop that can help you clarify your values, interests, skills (abilities, talents, knowledge) and personal style (personality type).

Exploration

Once you know yourself well, it's time to look at the world of work, including the current marketplace, to find out what's needed. What fields are expanding because of new technology and priorities? What companies and organizations are growing? The Career Navigation Workshop will not only provide you with up-to-date Labor Market information but will help you identify the "Hidden Job Market" for your desired occupation and industry of choice.

These first steps will set you on your way to a successful career transition. If you need more in-depth job search assistance ask to speak to one of our skilled career counselors. For more information on SCCC Services visit the website at www.southsdcareercenter.com

2014-2015 South County EDC Board Announced

The non-profit organization responsible for economic development in San Diego's South Bay has elected its new board for the 2014-2015 fiscal year. South County EDC members voted in the newest 39 member board, including eight officers, at its annual meeting early July. Xema Jacobson will serve as Board Chair.

South County EDC promotes education and encourages economic development bi-nationally in the South San Diego and Baja regions. Board members will be tasked with helping to see the successful planning, promotion and implementation of South County EDC events and initiatives, including the annual South County Economic Development Council Summit happening Friday, October 10.

"San Diego's binational region is on the brink of several really exciting developments that will bolster our growth and bring increased economic stimulus to both South County and Baja," said Jacobson. "I look forward to the opportunities to advance the San Diego South Bay while serving as South County EDC Chair this coming year."

The executive committee officers include:

- Board Chair: Xema Jacobson, Trilogy PR Group
- Vice Chair: Monica Montano, Scripps Health
- Vice Chair: Clarissa Falcon, Falcon Strategies
- 2nd Vice Chair: Bill Tunstall, business liaison
- 2nd Vice Chair: Norma Hernandez, education liaison
- Secretary: Sally Preston, Mission Federal Credit Union
- Treasurer: Jim Janney, OAP Packaging
- Past Chair: Ricardo Macedo, Bank of America

Save the Date

Elected Officials Reception

September 18 - Pier 32 in National City

24th Annual Economic Summit

Friday, October 10, 2014
San Diego Convention Center

25th Anniversary Celebration

November 8th
Otay Ranch Town Center

For more information, contact
the South County EDC at SCEDC@SouthCountyEDC.com

25TH
ANNIVERSARY
EST. 1989



SCEDC
South County Economic
Development Council

Words From Our Members

"I belong to the South County EDC because I can network with potential business clients, learn about critical business issues, which affect our company's profitability, have access to our elected leaders to make sure they're accountable, and participate in making an impact on the enrichment of our South County region. By far, the best investment of our resources since we moved to the South County has been becoming members of and participating with South County EDC."

– Juan Durruthy
PrintRite

Special Anniversary Feature:

FOUNDING MEMBER PROFILE

Interview with Scott McMillin

– By Stacie Tharp

The Corky McMillin Companies' commitment to the South Bay community was established at the outset of South County EDCs existence when founder Corky McMillin donated the organization's first office space, located on 30th and B in National City. Today, sons Scott and Mark McMillin continue Corky's legacy of investment in the South Bay to bring economic development, quality housing and new jobs to the region.

Scott McMillin, chairman of the board, said it was, and remains, important to have an organization that represents and advocates South County's interests in the greater San Diego region. Prior to South County EDC's development, the South Bay's interests weren't being represented at the county level. South County EDC helped to



build a vision for a better South Bay.

McMillin believes South County EDCs biggest success since its inception has been to align five city governments' interests in setting objectives and priorities for the region. Citing major projects like the cross-border terminal, Chula Vista Bayfront and Pond 20, McMillin said South County has been able to influence and effectively communicate how to improve the region and make South Bay pro-business.

"It's important to have a citizen, business, and professional group to help create and support a vision for jobs in South County," said McMillin. "South County EDC is a strong

voice with credibility and integrity to represent the best job growth interests for the South Bay."

Looking ahead to the next 25 years, McMillin is eager to see the outcome of the Visioning Project that is currently under way, and thinks that aligning the vision of South Bay projects, identifying future opportunities and setting a strategy for economic development will be one of the most important tasks South County EDC accomplishes.



More than 20 members of the San Diego Tour Guide Association recently visited tourist attractions in South County on a hot summer day. Hosted by South County EDC's Tourism Task Force and its chairwoman Julia Simms, the tour began at Aquatica where VP David Cromwell gave a very educational tour. The group also visited the Tijuana Estuary Visitor's Center and the new Pier South hotel in Imperial Beach.

New Board Elected

Some 150 members of the South County EDC were on hand at the annual meeting in early July to elect the new board and hear a State of the South County address from Supervisor Greg Cox.



25TH
ANNIVERSARY
EST. 1989



SCEDC
South County Economic
Development Council

BRIEFINGS:

Published by the
**South County
Economic Development Council**

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

Nonprofit Org
US Postage
PAID
Permit #457
Chula Vista, CA

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

See The Special Feature
On Page Seven