

# Briefings:

October 2015

## Cross Border Xpress Terminal Opening Soon

Cross Border Xpress, the airport terminal currently under construction in Otay Mesa with an enclosed pedestrian sky bridge connecting it to the Tijuana International Airport, has plans to open by the end of the year. The unprecedented project is the first to connect a facility in the United States directly into a foreign airport terminal.

When completed, it will be the first true binational airport passenger terminal in the Western Hemisphere. Passengers will check in on the U.S. side of the U.S.-Mexico border, cross a 390-foot pedestrian bridge across the border, and catch flights at the Tijuana Airport. Passengers arriving in Tijuana will equally be able to cross the pedestrian bridge into the Otay Mesa passenger terminal, clear U.S. passport controls and U.S. Customs, and exit on the U.S. side.

The \$120 million private project broke ground last year after more than six years of planning, design and permitting with

government agencies on both sides of the border. It had been a vision of the South County EDC for more than 15 years.

Construction is nearing completion on the terminal building in Otay Mesa and Building E of Tijuana's Terminal 1 is currently undergoing restructuring, in order to support the new bridge structure

on Mexican soil.

Some 2.4 million Tijuana Airport passengers a year currently cross the border at congested ports of entry in San Ysidro and Otay Mesa, and endure unpredictable border wait times and often lengthy delays. Cross Border Xpress will provide direct, safe and convenient access for many of these passengers. Users of the bridge will be able to access the more than 30 destinations within Mexico that the Tijuana Airport (TIJ) offers, many of which are not served by other Southern California airports. TIJ also has direct flights to Shanghai and Tokyo.

Cross Border Xpress is being designed to U.S. and international security

*(continued on page 5)*

*“The Cross Border Xpress is one of the most significant milestones to happen in our region in the past 20 years. It will be a significant catalyst for business between the U.S. and Mexico.”*

*—Cindy Gompper-Graves,  
president and CEO,  
South County Economic  
Development Council*



**Turner Construction recently hosted members of the South County EDC to an exclusive behind-the-scenes tour of the Cross Border Xpress facility, where construction is nearing completion.**

## What's Inside?

- Tijuana Attracts Taiwanese Manufacturer Page 2
- Montañó Shares Her Goals For The Year Page 2
- Port Names New CEO Page 3
- SCEDC Awarded Neighborhood Reinvestment Grant Page 7

## Baja California Announces Major Taiwanese Investment in Tijuana

Governor of Baja California Francisco Vega has announced a major new investment in Tijuana by Taiwanese manufacturer Quan Shen. The firm has committed to a \$25 million investment in a new manufacturing facility in Tijuana this year.

The announcement was made during the first stop of a four-country trade mission to Asia, headed by Governor Vega, and including representatives from Tijuana, Mexicali and Ensenada. The delegation will visit Taiwan, China, Korea and Japan to meet with officials of Asian corporations to promote the competitive advantages of manufacturing in Baja California.

Quan Shen will manufacture club heads

for leading golf brands from the new Tijuana facility and it is estimated the operation will create 800 jobs in its first year of operation – projected to begin in early 2016.

“Quan Shen’s decision to invest in operations in Tijuana is driven by its need to get closer to its primary markets in order to guarantee a faster response to its U.S. clients,” said Christian Tagliaprieta, vice president of the Tijuana EDC.

“In terms of proximity and total cost to market, Tijuana is the natural choice to establish a manufacturing facility in North America, she added. “It offers obvious logistical advantages, world-class quality standards and access to both skilled



**Members of the Tijuana EDC on a trade mission to Asia visiting the offices of Taiwanese manufacturer Quan Shen.**

operators and a vast engineering pool. Tijuana looks forward to this being the first in a new wave of Asian investment in North America.”

## CHAIR'S MESSAGE

Welcome to what promises to be a very exciting year in South County. Now in our 26th year, the South County EDC has been instrumental in many of the projects that have transformed this region into a vibrant location with well-paying jobs.

One of the most exciting milestones in our region’s success is the opening of the Cross Border Xpress. It is amazing to see that we are demonstrating how a binational region should perform—working together to make both sides of the border successful.

This year we will begin to implement the first phase of our five-year strategic Vision Plan. Specifically, in the coming months, we will be implementing the action plan created from our Maritime Industry Panel and will convene a similar panel to delineate our next steps with regards to the Aerotropolis Plan.

Specifically, in the coming months, we will be implementing the action plan created from our Maritime Industry Panel and will convene a similar panel to delineate our next steps with regards to the



**Monica Montaña**  
Chairwoman of the Board

Aerotropolis Plan.

Marketing South County will be a major focus during my tenure as well. We have secured a grant to market the East Otay region and you will see more about this in a future issue of this newsletter. In addition, our Membership and Marketing Committee is taking on additional initiatives to market South County to businesses elsewhere in the county through a campaign called

“Building Businesses Beyond Borders.”

We plan to seek additional grants to further the mission of the South County EDC and with that in mind will be hiring a part-time grant writer.

Thank you for being part of this organization and for your time and dedication to the projects which make our community continue to prosper.

## WELCOME NEW MEMBERS

Silvergate Bank  
NTC Foundation  
Kidder Mathews  
Lee & Associates  
Primary Funding  
Foshay Electric  
City National Bank  
JP Morgan Chase Bank

## PORT OF SAN DIEGO

### Coniglio Named New CEO

The Board of Commissioners for the San Diego Unified Port District has named Randa Coniglio as its new president and CEO, the first woman CEO in the Port's 52-year history. Coniglio was selected as the top candidate after a rigorous nationwide executive search that began last December.



**Randa Coniglio, president and CEO,  
San Diego Unified Port District**

Coniglio previously served as the Port's executive vice president of operations over the departments of Real Estate, Maritime, Environmental and Land Use Management, Strategy and Business Development, Government and Community Relations, and Marketing and Communications. She was hired in 2000 by the Port District after a 13-year private sector career in real estate development and real estate portfolio management.

"Randa is a focused, diligent and highly creative leader who consistently delivers strong outcomes," explained Port Chairman Dan Malcolm. "This, combined with her track record in gaining the trust of stakeholders, achieving consensus and maintaining long-term, mutually beneficial relationships truly set her apart as the best candidate for this position."

Port staff's accomplishments under Coniglio's leadership are extensive with highlights that include entitling the 500-acre Chula Vista Bayfront Master Plan in 2012; successfully obtaining a unanimous

approval vote from the California Coastal Commission for a \$700 million San Diego Convention Center expansion; facilitating the opening of The Headquarters shopping facility, which transformed the old San Diego Police Headquarters into a bustling retail center; and securing a 25-year lease renewal to Dole Fresh Fruit. She has been a driving force on the executive team that turned around a budget deficit in fiscal year 2011-2012 and delivered a \$12 million surplus in fiscal year 2013-2014.

"I am so honored to have been selected as the Port of San Diego's next President and CEO," said Coniglio. "We have such great momentum right now on a variety of fronts. I am very fortunate to have this opportunity at a time when there is so much positive energy around the Port's projects and initiatives."

Some of the Port's more predominate projects include starting construction on the Chula Vista Bayfront project and modernizing Tenth Avenue Marine Terminal to improve operations and capacity, and studying the optimization of the National City Marine Terminal to determine ideal maritime and commercial compatibilities. Work will also continue on expanding cruise business at the Port.

"The Port of San Diego's opportunities are vast," continued Coniglio. "In order to seize on these, we must focus clearly, be nimble and continue to work collaboratively with our stakeholders. I'm excited to lead that charge."

## CHULA VISTA

### FREBE Program Expands In South Bay

Chula Vista is one of the leading cities in the nation when it comes to sustainability and promoting energy and water conservation. As part of the city's Sustainability Plan, businesses with storefronts or offices are required to participate in the Free Resource and Energy Business Evaluation or FREBE. The mandatory FREBE program consists of an

on-site evaluation completed by city staff every four years and is designed to help businesses take advantage of rebates and incentives from SDG&E and local water authorities.

Recently, National City approved the FREBE program to be implemented by the city of Chula Vista. From July through December, 2015, more than 300 businesses from National City will undergo a FREBE evaluation to help them save energy and money as well as help mitigate GHG emissions.

In 2014, Chula Vista City staff evaluated 1,072 businesses, with one third being referred to SDG&E's Direct Install program. Most of the measures implemented were LED lighting upgrades and maintenance of heating ventilation and air conditioning systems. Chula Vista business owners have reported savings on their energy and water bills.

Chula Vista and National City are part of the South Bay Energy Action Collaborative, which also includes Coronado and Imperial Beach. These four cities collaborate in community outreach events, retrofits of municipal buildings and educating city employees about energy conservation. For more information on the FREBE program, go to: <http://www.chulavistaca.gov/frebe>.

## NATIONAL CITY

### National City Wins Comprehensive Planning Award

The National City SMART Foundation was awarded best comprehensive planning effort by a small jurisdiction at the American Planning Association's San Diego Chapter annual awards event.

"Each year, the San Diego section of the American Planning Association gets the opportunity to recognize the best planning efforts of the San Diego region. This year's award winners represent state of the art, top quality planning in civic engagement, healthy communities, grassroots planning and innovative mobility planning," said Chula Vista City Manager and San Diego

*(continued on page 4)*

# REGIONAL ROUNDUP

(continued from Page 3)

APA Section Director Gary Halbert.

“Comprehensive planning in an older, dense and urbanized community that can



**Recent improvements along 18th Street in National City include enhanced bike paths and crosswalks.**

make positive and forward thinking results is truly an art form,” said National City Mayor Ron Morrison. “I can certainly appreciate the creativity and energy that goes into achieving these much needed goals in transforming our neighborhoods.”

The jury noted that the National City SMART Foundation planning effort was an extension of present planning work, considered existing land use planning and was backed by a comprehensively analytical study. Citywide walk audits and focus groups targeted to specific demographic groups continued the theme of comprehensiveness with this public outreach approach.

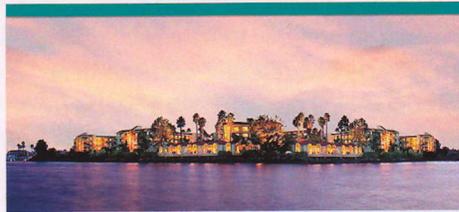
## CORONADO

### City Celebrates its 125th Anniversary

This year, the city of Coronado is celebrating its 125th anniversary of incorporation, and the celebration has been going on all year. Upcoming events include a tribute to “The Wizard of Oz” author L. Frank Baum October 16 through 18.

As part of Coronado’s 125th celebration, the Coronado Historical Association has launched a “My Coronado Memory” project. The project will give anyone with a favorite Coronado memory, whether they live in

Coronado or elsewhere in the world, the chance to post a photo and 300-word description to a special contest website. Many people know the documented parts of Coronado history, from the Hotel del Coronado to its claim to fame as the “Birthplace of Naval Aviation,” but there is a wealth of undocumented history and this memory project is an attempt to capture that. Submit your photo and memory on MyCoronadoMemory.com.



**Loews Coronado Bay Resort is the lead sponsor of the contest, which was launched July 4 and will conclude in late October.**

Friends and family can vote for their favorite entry at \$1 a vote. All proceeds will support the Coronado Historical Association’s communitywide educational programs.

For an up-to-date calendar of Coronado 125 events, visit CoronadoARTS.com or contact the City of Coronado Arts Administrator Kelly Purvis at (619) 341-0137 or kpurvis@coronado.ca.us.

## IMPERIAL BEACH



**New retail opportunities are coming to Imperial Beach as the several new projects along Seacoast Drive are in various stages of the approval process.**

## SAN DIEGO

### Wayfinding Signs Coming to San Ysidro

During SANDAG’s July Transportation Committee meeting, San Diego’s \$350,000 request for San Ysidro Wayfinding signs under SANDAG’s Smart Growth Incentive Program was approved.

The Smart Growth Incentive Program provides funding for local transportation-related infrastructure and planning efforts that support smart growth development in the region. Eighty percent of funding is allocated to capital projects and the remaining 20 percent is designated for planning projects.

The San Ysidro Wayfinding signs funding will go toward the design and installation of signs in the San Ysidro Port of Entry District to improve the area’s mobility and respond to changes in the configuration of the Port of Entry. The signage is especially important since the recent \$735 million redevelopment of the border crossing. Signs will help the public find popular shopping destinations, public services and transportation options.

The signs are also needed as a result of the Imperial County Transportation Commission’s Pedestrian and Bicycle Transportation Access Study for the Cali/Baja Land Ports of Entry, which showed, in the year 2040, 48.4 million pedestrians and bicyclists will cross the border between California and Baja California.

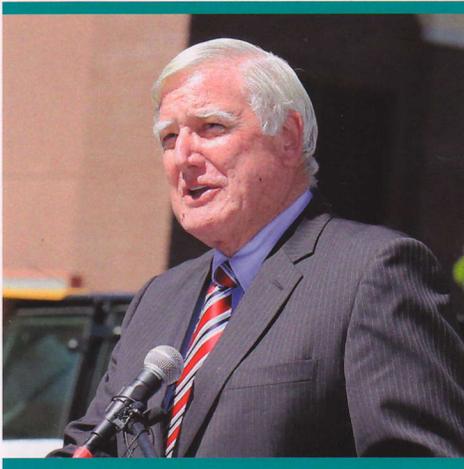
The San Ysidro wayfinding project will build on the current San Ysidro Community Plan Update, which the city will approve in June 2016, and it will serve as a pilot project for planned signage unifying the entire community. There will be additional opportunities for public involvement as the Community Plan Update process.

## COUNTY

### Promoting South County Will Help Attract Jobs

By Supervisor Greg Cox

South County is a great place to live and we want it to be a great place to work as well. This is a story that I, along with other South County leaders, have been telling to business owners, developers, entrepreneurs and residents.



But it's a message we have to let the whole world know about. That is why I recently joined Chula Vista Mayor Mary Casillas Salas and Imperial Beach Mayor Serge Dedina on local television station KUSI to talk about all the exciting projects and developments going on in South County.

Mayor Salas talked about the city's many wonderful projects, including the bayfront development that will have a 1,500-room hotel and convention center in the first phase, with high-rise condominiums.

Mayor Dedina talked about the new Pier South resort and Sea 180 restaurant that have brought a lot of visitors to Imperial Beach already. On tap is a new iconic surf hotel that is being proposed south of the resort and a bikeway village near the Bayshore Bikeway.

Mayor Dedina welcomed everyone to come down to Imperial Beach, the "coolest, most awesome, most beautiful beach city in the entire planet."

South County's resurgence also depends

on creating good, paying jobs. We want to reverse the flow of traffic so that jobs are closer to residents.

That's why we're working to create and bring more light industry and manufacturing to East Otay Mesa. We're working with the South County Economic Development Council to identify industry clusters – biotech and aeronautics for example – that will need to expand in the future.

South County's attributes – its acres of available land for industrial and advanced manufacturing and its proximity to a border that handles billions of dollars in annual trade and commerce – lend itself to becoming a hotspot for growing, thriving businesses.

South County is growing into its own unique and vibrant community, with a lot of economic opportunity. Our elected officials will continue working together to make the most of our economic potential.

### South County's New Water Reality

More than 80 people attended a recent water forum that included business leaders and representatives from local and regional water agencies discussing the drought and the future of the South County water supply. Attendees heard the water prices will likely increase, but minor investments in conservation efforts, including sustainable landscapes and shutoff irrigation during rain and 48 hours after rainfall, can equal major water savings.

Mark Watton, general manager of the Otay Water District said Otay customers have collectively reduced water usage by 27 percent since 2007. He also said the State Water Resources Control Board set Otay's reduction target at 20 percent without taking into account Otay's investments in recycled water infrastructure, which saved 4,228 acre-feet in fiscal year 2015 (enough water to serve 9,500 families for one year).

Watton added that the proposed Rosarito Beach Desalination Plant will be built adjacent to an existing power plant on a 50-

acre site. It will use existing ocean intake and cooling water from the power plant. While the majority of the water will be for Tijuana and Rosarito Beach customers, excess water will be provided to Otay Water District. Construction is expected to start next year.

Sweetwater officials said the expansion of its groundwater facility, costing \$42 million, will increase local water reliability by nearly 40 percent and save Sweetwater \$1.4 million in imported water purchases its first year in operation.

San Diego County Water Authority officials said its customers have reduced per capita water use by 39 percent since 1990. Also, the Carlsbad Seawater Desalination Project, a \$1 billion investment, is expected to be online by fall 2015. Producing 56,000 acre-feet per year, it will be the largest seawater desalination facility in North America.

*Xpress Terminal (continued from front page)* standards, and will include U.S. Customs and Border Protection operations on the north side of the facility and Mexican Immigration and Customs on the south side. The terminal building in Otay Mesa will serve only as a check-in and processing facility for departing and arriving passengers. It will have easy access to ground transportation, as well as secure, short- and long-term parking, check-in stations, and customs offices, but no gates or arrival facilities.

The Otay Mesa facility will feature more than 65,000 square feet of indoor and outdoor patio waiting areas for passengers and guests, food and beverages, fully bilingual customer service and information, and duty-free shopping for passengers.

Built at a cost of approximately \$78 million, the project was funded by Mexican and U.S. private investors and Grupo Aeroportuario del Pacifico.

## Wage Reimbursement Program Puts Electrical Apprentices to Work

The South County Career Center, in partnership with the San Diego Electrical Training Center, recently worked successfully with local contractors to hire nine electrician apprentices.

Providing local employers with an opportunity to invest in their company's growth by offsetting the cost of training, the South County Career Center provided a 50 percent wage reimbursement for the first six months of on-the-job training. Several local contractors were not only able to hire some new employees, but saw a very real financial benefit to their bottom line.

"We now have nine young Americans receiving full health care for themselves and their families, getting a very good wage, and earning a retirement income because of the tireless work of the South County Career Center," said Tim Van Noordt, sound and communications coordinator, San Diego Electrical Training Center. "The fine team at America's Job Center just won the Super Bowl, that's how talented and hardworking they are!"

To find out more about wage reimbursement programs for your business, call the South County Career Center's Business Services Team at 619-628-0300.



**The South County Career Center placed nine electrician apprentices into new jobs with local contractors and assisted with funding for their training.**

## Save The Date

### Annual Elected Officials Reception

Thursday, October 15

4 p.m. – 7 p.m.

Living Coast Discovery Center

Hosted by Port of San Diego and City of Chula Vista

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



## Trolley Celebrates Renewal Completion with Chula Vistans

With final renovations at the Blue Line stations finishing up this summer, the Trolley Renewal Project is nearly complete. Over five years in the making, the entire Trolley system now features upgraded station amenities, including new shelters, next-arrival signs, platforms and low-floor Trolley service. The new low-floor Trolleys make boarding easier and faster for all riders, including parents with strollers, bike riders, and passengers with disabilities. The project included approximately 20 miles of track upgrades and numerous street and crossing improvement projects.



**The original 15.9-mile Blue Line had an average daily ridership of 10,000. Today, the 53.5-mile Trolley network averages more than 90,000 weekday riders.**

To mark this major milestone and regional achievement, SANDAG, MTS, and project partners, hosted a free community celebration and completion ceremony at the newly renovated E Street Trolley Station in Chula Vista earlier this month.

Overall, the project directly and indirectly generated 8,000 jobs for the region. The \$660 million Trolley Renewal Project was funded primarily by California Proposition 1B bond funds and Transnet, the regional half-cent sales tax for transportation projects. Other funding sources include California Proposition 1A, and the American Reinvestment and Recovery Act, commonly known as the federal stimulus package.

*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.*

## South County EDC Awarded Neighborhood Reinvestment Grant

The South County EDC, a federally recognized organization committed to economic prosperity and education in South County, was recently awarded \$25,000 to increase awareness of opportunities for company expansion and relocation into East Otay Mesa.

Through advertising and other promotional materials, South County EDC will attract companies and associated jobs into this area, thereby enhancing economic prosperity, reversing commutes and offering a better quality of life for residents of South County. The 25-year-old organization intends to create a branding campaign to establish East Otay Mesa as a destination for manufacturers and convey specific opportunities to a targeted audience.

The campaign will convey the attributes of East Otay Mesa, differentiating it from other parts of the county and convey why this area should be considered a future business location.

"The East Otay Mesa is a critical component to South County EDC's five-year Vision Plan," said Cindy Gompper-Graves, CEO of the non-profit organization. "This plan identifies industry clusters and cites East Otay Mesa as one of the potential locations to be considered by companies. The Vision Plan, completed in September 2014, was done with assistance through the Neighborhood Reinvestment Grant program.

### BREWERIES & TASTING ROOMS

#### SAN DIEGO SOUTH COUNTY



- 1** Bay Bridge Brewing  
 (619) 934-7371  
 688 Marsat Ct  
 Chula Vista, CA 91911  
[www.baybridgebrewing.com](http://www.baybridgebrewing.com)
- 2** Border X Brewing  
 (619) 431-0771  
 8684 Via de la Fuente, Suite 8  
 San Diego, CA 92154  
[www.borderxbrewing.com](http://www.borderxbrewing.com)
- 3** Coronado Brewing Company  
 (619) 437-4452  
 170 Orange Avenue  
 Coronado, CA 92118  
[www.coronadobrewingcompany.com](http://www.coronadobrewingcompany.com)
- 4** Novo Brazil Brewing Co.  
 (619) 768-0172  
 901 Lane Avenue  
 Chula Vista, CA 91914  
[www.novobrazilbrewing.com](http://www.novobrazilbrewing.com)

**A** CBC Imperial Beach  
 (619) 423-4900  
 875 Seacoast Drive, Imperial Beach, CA 91932

**C** Third Avenue Ale House  
 319 Third Avenue, Chula Vista, CA 91910  
<http://thirdavealehouse.weebly.com>

**B** Machete Beer House  
 (619) 773-6986  
 2325 Highland Avenue, National City, CA 91950  
[www.machetebeerhouse.com](http://www.machetebeerhouse.com)

**D** Biere Café Southbay  
 415 Third Avenue, Chula Vista, CA 91910  
<http://www.bierecafe.com>

# 2015-2016 Board Takes Office

South County EDC members voted in the newest 36-member board, including eight officers, at its annual meeting this summer and Monica Montaña of Scripps Health is the new board chair for the 2015-2016 fiscal year.

South County EDC promotes education and encourages economic development 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 held every autumn.

"South County EDC is in the process of developing action plans to advance the industry clusters identified in its Vision Plan," Montaña said. "I look forward to participating in this effort while serving as the board chair."



**Members of the South County EDC Executive Committee include, from left to right, Jim Janney, Sally Preston, Clarissa Falcon, Monica Montaña and Doug Kerner. Not pictured are Norma Hernandez, Xema Jacobsen and David Cromwell.**

In addition to Montaña, officers of the board include Vice Chair Clarissa Falcon of Falcon Strategies, Vice Chair Sally Preston of Mission Federal Credit Union, 2nd Vice Chair Norma Hernandez, as the organization's education liaison, Secretary David Cromwell of Aquatica San Diego, Treasurer Doug Kerner of Buchanan Ingersoll & Rooney and Immediate Past Chair Xema Jacobson of Trilogry PR Group.

## Working Committees of the SCEDC

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

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

South County Economic  
Development Council  
phone 619-424-5143

[Cindy@southcountyedc.com](mailto:Cindy@southcountyedc.com)

25<sup>TH</sup>  
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](http://www.SouthCountyEDC.com)

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