

# SOUTH COUNTY Briefings:

JUNE 2011



South County Economic Development Council

## Task Force Formed to Boost Tourism in South County



SCEDC's tourism brochure highlights the 10 must-see places to visit in South County.

The South County Economic Development Council is taking a proactive measure to increase tourism in South County by forming a task force dedicated to promoting the region as a key vacation destination.

The Tourism Task Force will look to market South County by promoting and publicizing the region as filled with inexpensive recreational and entertainment options, ranging from its world-renowned white beaches in Coronado and numerous theme parks and attractions in Chula Vista, to National City's many historic assets and the plethora of state parks and natural preserves in Imperial Beach.

City council members from throughout South County, members of SCEDC and

affiliates have been in discussion about new marketing initiatives as part of the task force formed in October. The task force's objective is to draw more visitors into South County who are already visiting events and attractions in San Diego County. Tourism continues to grow at a steady rate nationally and the local visitor industry is well poised for a continued strong year throughout 2011.

According to a 2010 Visitor Industry Report, the San Diego visitor industry is the third-largest industry in San Diego County, employing more than 152,300 San Diegans. It is one of the top five leisure vacation destinations in the U.S. and a top 10 business destination as measured by visitor days.

Visitors spend \$7 billion annually at

thousands of businesses in the county. This equates to \$16 billion in economic impact for the region, and thus a very important piece of the economic health of the region.

"Many of the destinations in South County are hidden gems," noted Julia Simms, co-chair of the SCEDC Tourism Task Force. "In particular, the Bayshore Bikeway gives visitors a chance to circle the entire bay on a bicycle and the ability to mingle with rare birds, some of which are only found in San Diego."

With data collected from various organizations and businesses in South County that cater to tourists, the task force has already begun taking the necessary steps to inform visitors about tourism in South County.

The task force has partnered with the San Diego Convention and Visitors Bureau  
*(continued on page 5)*

## What's Inside?

- High County Ratings To Save Taxpayer Money **Page 3**
- National City Harbor District Joint Planning Study Under Way **Page 4**
- City of Chula Vista Receives Green Business Grant Award **Page 4**

## Reasons Why Tijuana is the Perfect Place to Grow Your Aerospace and Defense Company

The Tijuana Economic Development Corporation (DEITAC) is dedicated to helping companies of all types take advantage of the benefits found in the Tijuana-San Diego region. The organization is currently focusing its efforts on expanding the aerospace and defense industry in Mexico and has a goal to be the most profitable city in all of Mexico.

Airbus and Boeing are two companies already making the move to Mexico, mandating that their suppliers transfer to Mexico to reduce costs. The reasoning for this is because, for more than two decades, aerospace and defense companies have made high-quality products in Tijuana that meet the demanding specifications of their private-sector and military customers abroad.

The region's close proximity to U.S. markets, access to global free trade

agreements and its strong intellectual property rights allows for companies to ship products quicker and cheaper to key North American and global destinations. In

### 5 Reasons Why Top Aerospace and Defense Companies Are in Tijuana

**1. Expertise:** 40+ years of international manufacturing together with a huge available labor pool on both sides of the border.

**2. Location:** Quick travel time to the U.S. market and global logistics hub, and next door to San Diego's companies, institution and lifestyle.

**3. Savings:** Tijuana's 6,200+ aerospace industry workers compete globally with wages typically 60-80% lower than in the U.S.

**4. Platform for Market Access:** Preferential trade agreements with the U.S., Canada, Europe, Israel, Japan and most of South America.

**5. Quality:** According to NADCAP, ISO AS-9100 keeps Tijuana operations and workforce at the leading edge of world-class standards.

addition, the National Aerospace and Defense Contractors Accreditation Program provides ISO AS-9100 training for industry suppliers, keeping Tijuana operations and workforce at the leading edge of world-class standards.

Statistics:

- Tijuana and San Diego have one of the highest levels of trade, commercial and investment integration compared to other regions in the world.

- Tijuana has more than 600 companies, employing over 170,000 direct manufacturing jobs in four main industries:

- Aerospace
- Medical Device
- Auto Parts
- Consumer Electronics
- Notable companies include: Esterline, Zodiac Aerospace, Delphi, Bourns, Eaton, Lockheed Martin, AP Labs, BCM Shelter, Suntron and Tyco Electronics.
- 25 universities and 14 technical institutions cater to the growing interest in

*(continued on page 5)*

## PRESIDENT'S MESSAGE

By **Bill Clevenger**, South County Economic Development Council

My term as president is winding down and the time seems to have quickly flown by. I started with anxious anticipation of the duties my position entailed and I wondered if I would ever be able to accomplish anything. I quickly discovered that I didn't need to worry because there are so many members and staff who jumped in at all the right times to accomplish our objectives.

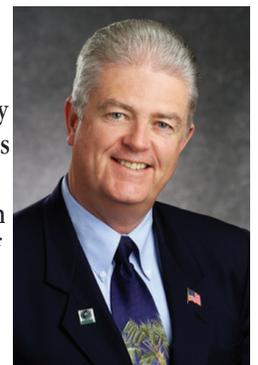
One process I wanted to implement was a method to draw upon our best resources whenever a difficult regional issue arose. We put into motion a task group concept that would bring together key members of our various committees to address one specific issue. We faced many challenges in the beginning; however, these issues were overcome by honorable people who pledged to put differences aside in order to resolve the issue.

I want to stress the importance of these honorable individuals. During my tenure, I was extremely impressed with the character and quality of the members I worked with at South County EDC. We in South County are blessed to have so many great leaders who have contributed their talents toward improving the quality of life in our region.

Another process that we developed recently is an early-warning system with regard to our positions on issues. The Executive Committee has established a weekly conference call to check if there are any issues requiring rapid response. In this way, we have been able to research a position through the appropriate committee and seek board of director approval before presenting the council's position publicly.

One of the most significant tasks that we undertook this year was a survey of pedestrians crossing from Tijuana to San Ysidro. We long recognized the inconveniences sustained by people at that crossing and we wanted to see if we could quantify the impact. What came out of the survey, which is still under way, were several shocking surprises that we hadn't anticipated.

We learned, for example, that the wait time for most was much



*(continued on page 5)*

## COUNTY

### County's Financial Strength, High Ratings Help Put San Diego to Work

The global economic downturn of the last few years has made life difficult for all Americans, and San Diego County has not been immune to this financial storm. Although the County has been recognized as one of the best managed county governments in the nation, the economy continues to significantly affect all local governments and its ability to provide services. San Diego County is no exception.

Many signs indicate that the economy is improving and there is a new reason for confidence in the financial strength and performance of our regional government. In April, San Diego County received very high ratings from the nation's top three ratings agencies.

Standard & Poor and Fitch gave the County their highest ratings of AA, which made San Diego County the highest-rated county in California. Meanwhile, Moody's Investor Services gave the County its second highest rating of Aa1. All three rating agencies forecast a stable outlook for the County due to conservative budgeting, cuts in spending due to declining revenues, a low debt level and healthy financial reserves to help offset future state cuts.

For San Diego County, these ratings mean the financial community is confident in the leadership and management of a complex regional government. But for taxpayers, the ratings mean that the County can save huge amounts of money while meeting its growing needs to provide public services. The better the County's ratings, the better rates on the money that is borrowed. This saves taxpayers a small fortune on interest rates for bond measures for critical projects.

That's good news. Many of the projects and facilities San Diego County is building have been and will continue to be paid for in cash. This saves an estimated billion dollars in interest costs that children and grandchildren in San Diego won't have to pay. In addition, new taxpayer assets have been designed with sustainability in mind, reducing maintenance costs in the long run.

For example, San Diego saved \$143 million in financing costs on the Medical Examiner building, \$126 million on the first phase of the County Operations Center and \$201 million on

the second phase of that project, which will replace an outdated, inefficient campus of buildings that is more than 40 years old. Recently, the County opened the new Medical Examiner Forensic Center and just before that, the new Edgemoor Hospital in Santee. San Diego is also moving forward with plans to replace the aging Las Colinas Women's Jail, a \$300 million project.

This is important because, despite the challenges that have been faced, the County has shown great foresight and is aggressively building new public facilities to help meet the growing needs of the region. With these and other projects, the County is creating thousands of jobs and sending hundreds of millions of dollars to local companies and vendors, thereby boosting the economy.

## SAN DIEGO

### New SENTRI Office Opens in San Ysidro

Those looking to apply for fast-pass border cards now have a place to go with the opening of a new SENTRI office in San Ysidro. The office quietly opened on May 2 next to the San Ysidro Port of Entry.

U.S. Customs and Border officials announced that the fee to get a SENTRI pass would be lowered from \$122.25 per person to \$42.25, but have yet to announce when this initiative will go into effect. The agency's hope is that the new lowered price will encourage more people to sign up.

The new facility is in a blue-painted building on the 700 block of East San Ysidro Blvd. where a former Payless store had operated and is next to the bus terminal.

## NATIONAL CITY

### National City's Mile of Cars Association Continues to Grow Despite Economic Conditions

National City's Mile of Cars Association has become one of the today's largest and most successful automotive associations in the country. Located along National City Blvd., the mile-long auto park is comprised of 18 car franchises operated by eight owners.

Established in 1954, the automotive association attributes its success to its long-term owners who have built positive reputations for service and customer care. Weldon Donaldson,

executive director of the Mile of Cars Association, says that customers continue to purchase vehicles at Mile of Cars because of its location, accessibility and strong advertising efforts.

Most owners have been operating on the mile for more than 40 years. There are 995 full-time employees with seven out of eight owners planning to hire more employees next year.

Although sales dropped from 18,000 vehicles in 2008 to 14,000 in 2009, owners saw a 9.2 percent sales increase last year, totaling 15,523 cars in 2010. Donaldson predicts that the auto mall will continue to grow in sales and will sell more than 20,000 automobiles this year.

"We have been advertising for so long that people recognize the name and where we are in National City," says Donaldson. "The dealerships have been here many years and have accumulated a clientele that continues to comeback. As long as we continue to deliver quality products, we are confident the auto park will continue to grow as the recession comes to a close."



*Dealerships contribute a percentage of their sales into the association, a business improvement district that promotes them collectively.*

## CORONADO

### Coronado Promotes Many Heritage Tourism Opportunities

Although the City of Coronado is a small beach community, the island has a rich history and many exceptional community assets, making it one giant cultural center. Incorporated in 1890, Coronado offers a unique lifestyle enjoyed by residents and welcomes many visitors looking to explore its many historic gems.

The Coronado Historical Association is an organization committed to preserving the city's unique village atmosphere. It is taking a proactive measure to increase the many ways

*(continued on page 4)*

# REGIONAL ROUNDUP

(continued from page 3)

locals and tourists can tour the 7-mile long island by promoting a variety of heritage walks and tours.



***The Glorietta Bay Inn is the former mansion of American industrialist and entrepreneur, John D. Spreckels, who built his Italian Renaissance dream home in 1908.***

Tours offered today include the Hotel Del Coronado Tour in which volunteer docents from the Coronado Historical Association lead a 90-minute tour through the famous hotel; the Coronado Heritage Walk where participants learn about famous buildings and residents who lived on the island throughout history; and the Coronado Walking Tour, an eight block, 90-minute guided tour of historic areas including the Glorietta Bay Inn, which is the former mansion of John D. Spreckels, the Hotel Del Coronado, the cottage of the Duchess of Windsor and the home where the Wizard of Oz was created.

As part of the new tourism initiative within the SCEDC, discussions are under way with sister historical organizations in National City and Chula Vista to jointly promote heritage tourism opportunities in all three cities.

## IMPERIAL BEACH

### Ground Broken at Seacoast Inn Development in Imperial Beach

The Seacoast Inn, an upscale, all-suite boutique hotel at the ocean's edge in Imperial Beach is now under construction due to a public-private partnership between Pacifica Companies and the city's redevelopment agency. Shoring, stone column installation and soil stabilization for the underground parking has begun. The redevelopment project is located on the site of the former three-story hotel.

Developed by Pacifica Companies, the new hotel will feature 78 luxury suites in a four-story

building. Amenities will include underground parking, a restaurant and cocktail lounge, meeting rooms, outdoor patio, heated pool and spa, and rooftop patio. With 40 more rooms than the original structure built in the 1950s, the new hotel's spacious rooms will provide guests with ocean views of downtown San Diego, Point Loma and the Coronado Islands.

In addition to the fresh architecture the new hotel will bring, the community will also benefit from 35 feet of new beach width, as well as improvements to the end of Date Avenue with enhanced paving, landscaping, parking and realignment of the seawall

The hotel will also boast an "eco" design that uses state-of-the-art technology to lessen its impact on the environment. Environmental sensitivity will be incorporated into the overall design, selection of materials, water and energy components, as well as operation and management of the hotel. The hotel is also expected to receive a coveted Leadership in Energy and Environmental Design (LEED) certification and will be the only California coastal hotel to hold this distinction, according to Allison Rolfe, project manager for Pacifica Companies.



***Located between Palm Avenue and Imperial Beach Blvd., the new Seacoast Inn Hotel is set to be completed in July 2012.***

According to City Manager Gary Brown, the hotel will be a catalyst for tourism along Seacoast Drive and will provide a welcome increase to the city's finances through increased property taxes and the Transient Occupancy Tax paid by hotel guests. The hotel is an example of the valuable role played by redevelopment agencies -- without redevelopment assistance this hotel would not be under construction today, Brown said

## PORT DISTRICT

### Port and the City of National City Joint Planning Study Under Way

The Unified Port of San Diego and National City will host two public meetings this summer to identify future development opportunities in the National City Harbor District and Port Tidelands in National City.

The overall goal of these meetings is to take advantage of the success of the Port's Pier 32 Marina and National City's Marina Gateway projects. The Port and the city are committed to working cooperatively on a framework that will protect maritime uses, enhance communication between the two agencies and lead to a land use plan that will benefit the public, National City and the Port.



Photo: Unified Port of San Diego

***The success of Pier 32 Marina and the nearby Marina Gateway project have spurred interest in a joint planning study to identify enhancements to portions of the National City Harbor District.***

An initial meeting was held May 4 and discussion topics included increased public access, public amenities, visitor-serving uses, protection of maritime uses, enhancement of the working waterfront, compatibility of adjacent and transitional land uses, environmental compliance and protection of coastal resources.

The next two meetings will take place on June 15 and August 31. Both of these will be at the National City Railcar Plaza and will run from 6 to 8 p.m.

At the August 31 meeting, a review of the complete planning study document is on the agenda. It is anticipated that the planning study will go to the Board of Port Commissioners and the City Council of National City in early October.

## CHULA VISTA

### City of Chula Vista Receives Green Business Grant Award

The City of Chula Vista is one of four communities in the nation to receive the “Green Business Challenge Implementation Pack” provided by Local Governments for Sustainability USA and Office Depot. The city received this award due to the efforts of Chula Vista Mayor Cheryl Cox and the participation of Councilmembers Pamela Bensoussan and Rudy Ramirez as the city’s representatives to the ICLEI Summit.

ICLEI USA and Office Depot, together with elected officials from around the country, marked this important national expansion of the Green Business Challenge program by ringing the Closing Bell at the New York Stock Exchange on April 21.

The program was initially piloted in 2009 as the City of Chicago “Green Office Challenge” and organized by the Chicago Department of Environment and ICLEI USA. Office Depot is the 2011 presenting sponsor of the challenge and will be providing core funding for the national rollout of the program, including funding for the Green Business Challenge Implementation Packs.

The Green Business Challenge is a unique program that seeks to engage commercial buildings and businesses in a friendly competition to save energy, reduce waste and water consumption, procure greener products and implement other sustainable activities within their companies.

Throughout the program, organizations will learn how to improve their current green

initiatives by reducing waste and energy, and by making smarter choices with purchases and travel to and from work. Workshops and resources will be provided to participants to ensure their success.

ICLEI USA will assist the City of Chula Vista and other cities and communities with proven measurement tools, resources and training to help them reach their goals.

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*Boost Tourism (continued from Page 1)* to create a Webpage that provides up-to-date news, events and activities happening in the region. The new Website can be found at [www.SanDiego.org/SouthBay](http://www.SanDiego.org/SouthBay).

Joe Terzi, president of ConVis, acknowledged the partnership as the best method to promote South County. “ConVis, similar to the South County EDC, is a recognized leader in the region. By combining our efforts, we are able to promote the destinations in South County and offer visitors more reasons to come to San Diego. Adding the South County page to our Website allows ConVis to better promote the entire region to the rest of the world.”

Promoting the San Diego Bay is also a vital part of the Unified Port of San Diego’s mission. The Port, together with AT&T, sponsored the efforts of the SCEDC Tourism Task Force.

“Bringing people to the bayfront and the businesses surrounding the water made this effort worthwhile,” said Jackie Williams, marketing manager of the Unified Port of San Diego. “South County EDC has done a great job of bringing together a diverse group of individuals to work collaboratively on this effort and the ConVis landing page will significantly augment the Port’s efforts.”

Visitors and locals can also pick up one of the task force’s two new tourism brochures. One brochure features the top ten points of interest in South County and the other, an eco-tourism brochure, provides information on the many ways the public can spend time exploring the region’s many state parks, biking tours and beautiful hikes.

The task force is expected to expand its marketing initiatives in the coming months.

*President’s Message (continued from Page 2)* longer than estimated because of line cutters. Also, only a small percentage of people knew about the SENTRI program and whether or not it was available to them. Thanks to the quarterly reports of our findings to several agencies of the federal government, we have been told that the border patrol has implemented more systems to improve the wait times, including a new SENTRI office in San Ysidro.

In addition, our efforts to draw attention to the future economic development of Pond 20 have influenced the Port to create a Memorandum of Understanding with the cities of San Diego and Imperial Beach, where it will begin the process to determine developable areas. Furthermore, development of the Chula Vista bayfront has been supported by SCEDC with tours of the site to increase understanding of the opportunities for future growth in the area.

Finally, I want to express my appreciation for the tireless leadership of our Chief Executive Officer Cindy Gompper-Graves. She operates mostly behind the scenes and is meticulous in assuring the best interests of South County. I have always admired her passion for economic development and was privileged to work closely with her during this year. I really appreciate her support and that of her team.

Thank you for showing confidence in me during my time as your president. I am humbled and deeply gratified for the opportunity to have served you in this past year.

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*Binational News (continued from Page 2)* aerospace and defense in Tijuana.

- Between 2004 and 2008, Tijuana’s Aerospace Sector companies have increased their employment by nearly 200%—to more than 6,200 employees working at 25 companies.

- Tijuana has the largest population of skilled aerospace workers.

- 14,307 engineering students graduated from area universities in 2007.

- 5,431 technical-level students enter the workforce annually.



**Director of Environmental Strategy for Office Depot, Yalmaz Siddiqui, Executive Director of ICLEI USA, Martin J. Chavez, and Councilmember Pamela Bensoussan ring the closing bell at the New York Stock Exchange to launch the 2011 Green Business Challenge.**

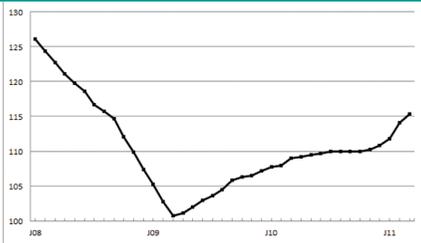
## San Diego Economic Indicators Show Steady Growth throughout the Year

San Diego's economic future is looking brighter with an increase in employment and home construction, according to an index of leading economic indicators released by the University of San Diego.

The index rose by 1 percent in March; however, this percentage is still well below pre-recession levels and it will take another four years to get back on track since hitting its peak in December 2007.

The USD index reveals a two-year upward trend on the index after three consecutive years of decline.

With the exception of local stock prices, six indicators increased in March.



**Index of Leading Economic Indicators, San Diego County, 2008 - 2011**

## Home Construction

Home building permits during the first quarter increased almost 75 percent. This is due to an increase in condo and apartment building, which nearly quadrupled compared to 2010's index report.

## Unemployment Rate

The number of people seeking unemployment benefits fell for the third month in a row, indicating that layoffs are dropping and companies may be increasing their amount of new hires. The unemployment rate in San Diego County is now at 10.1 percent, compared to 11 percent in March 2010.

## Help Wanted Ads

According to an index released by Monster.com, help wanted advertising in major newspapers have been increasing in the past three months. The unemployment site reveals that the largest growth occurred in low-paying jobs, such as restaurant workers, up 21 percent; salespersons, up to 18 percent; and custodial services, up 12 percent.

## Consumer Confidence

Consumer confidence increased for the eleventh month in a row this March, according to an index maintained by The Conference Board, a business membership and research association in New York.

The index's only decrease came from stock prices. Local stock prices fell for the first time in eight months. However, this matches the behavior of most of the other market indexes, with the exception of the Dow Jones industrial average.

"This data release certainly shows that a firmer economy appeared in San Diego

County in the first quarter of the year and bodes well for the future if the trend can be held," said Jim Biddle, president and CEO of Securities Center Inc., a full-service brokerage and financial planning firm in San Diego. "However, this data was compiled before we entered a prolonged period with gasoline prices above \$4 per gallon. To keep the growth pattern intact, gasoline prices will have to back off below \$4 and the state of California has to solve its budget mess."

Overall, the national economy is slowly returning to normal. The national index of leading economic indicators rose for the ninth consecutive month in March, signaling strengthening business conditions for the future. The Conference Board asserts that the economy will continue to have steady economic growth throughout the year; however, repercussions may occur due to global disruptions, including unrest in the Middle East, rising oil prices and the Japan earthquake.

## Monster.com Employment Index - San Diego BY OCCUPATION

San Diego	2010										2011			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
Management	79	73	80	80	76	78	72	71	67	64	71	74	78	
Business and Financial Operations	76	74	88	79	80	80	77	77	78	76	90	85	83	
Computer and Mathematical	70	67	69	67	66	67	67	66	63	60	70	72	76	
Architecture and Engineering	55	51	52	54	52	53	53	49	50	50	51	54	56	
Life, Physical, and Social Science	55	46	50	51	52	49	47	47	42	39	50	50	56	
Community and Social Services	113	114	117	122	119	123	121	122	116	119	124	123	124	
Legal	89	92	90	90	89	94	94	86	79	80	88	87	89	
Education, Training, and Library	104	103	103	101	110	111	113	107	104	103	108	113	117	
Arts, Design, Entertainment, Sports and Media	95	101	96	97	96	96	100	97	93	94	111	111	115	
Healthcare Practitioners and Technical	51	55	56	54	52	54	55	55	54	56	58	59	61	
Healthcare Support	69	68	71	70	71	71	70	68	68	69	68	69	70	
Protective Service	149	127	146	130	142	174	181	146	144	101	100	110	104	
Food Preparation and Serving	90	92	93	91	90	93	85	84	80	79	96	97	104	

## SCEDC Holds Lively Debate Over Governor Jerry Brown's Proposal To End Redevelopment Agencies

The South County Economic Development Council Redevelopment Forum recently held a debate over redevelopment agencies between local and state governments. Speaking at the debate were local South County mayors Jim Janney of Imperial Beach and Ron Morrison of National City both of whom are in favor of redevelopment agencies. Also present was former city councilman Fredrick Schnaubelt who demonstrated his advocacy for the Governor's proposal to end redevelopment agencies.

Governor Jerry Brown released his proposal to end redevelopment agencies and allocate tax dollars to help the state government pay off its current debt and reclaim tax money that has been previously diverted to schools.



**From left: National City Mayor Ron Morrison, former San Diego City Councilman Fredrick Schnaubelt and Imperial Beach Mayor Jim Janney discuss benefits produced by the redevelopment agencies.**

According to Mayor Janney, the various benefits of the redevelopment money have been seen by community members with the additions of public amenities, such as skate parks. "These agencies give the money to what it is suppose to be for, things that make a community," said Mayor Janney.

Mayor Ron Morrison, who reinforced the



**The event took place at the South County Regional Education Center, a former gentleman's club turned education center as a result of redevelopment efforts.**

ability of redevelopment agencies to create jobs and reduce unemployment rates, seconded this favorable position. "We have the ability to add another 304,000 jobs with the redevelopment of our cities," said Mayor Morrison. "Not only does this help our community, but our money is going back into our own cities."

On the contrary, former councilman Fredrick Schnaubelt stated that, without tax dollars being put toward redevelopment agencies, less money will be split between schools, libraries, cities and counties.

"The majority of people get more benefit from the construction of schools than they do from large downtown developments," said Schnaubelt. "The state isn't stealing the money, they are having it reallocated to traditional uses toward core values."

The effects of eliminating redevelopment agencies will affect the jobs and development of all cities in South Bay. Many community members in attendance were in favor of redevelopment agencies as they see it as a direct productive use of their tax dollars. Governor Jerry Brown's proposal projected to save the state \$1.7 billion over the course of the next year, a major aid in the effort to reduce state debt.

Both mayors received overwhelming support by community members in their position to maintain redevelopment agencies. "I believe anything we can do to

control the money and keep it as local as possible is for the best interest of the community," said Mayor Jim Janney.

## Save the Date

**21st Annual Economic Summit**  
Friday, Sept. 30, 2011  
8 a.m. to 2 p.m.

Join the SCEDC and more than 400 business and community leaders as well as public officials for this premier business event.

Sponsorships available now! The 21st Annual Economic Summit offers a myriad of sponsor opportunities to highlight your business, draw attention to your services and increase your networking; all while supporting SCEDC. Don't pass up this amazing opportunity!

**Elected Officials Reception**  
Oct. 13, 2011  
Chula Vista Nature Center

# Development Opportunities Explored Via Bus Tour

At the end of April, the SCEDC hosted a meaningful discussion about the economic development opportunities in the South County communities of Barrio Logan, Logan Heights, Sherman Heights, Otay Mesa and San Ysidro. After visiting these communities via chartered bus, the tour of 40 people concluded with lunch and networking among participants where we conveyed new investment opportunities thanks to sponsors John Mendez and

Councilmember David Alvarez.  
A special thanks to the City of San Diego, South Bay Expressway, Walmart, Vibra Bank

and Buchanan Ingersoll & Rooney for sponsoring this program for our members.

**WELCOME  
NEW MEMBERS**

Robert Nadalin, Attorney  
Astro Energy  
Cook & Schmid  
Miller Hull Partnership  
Buchanan, Ingersoll & Rooney LLC  
Angelika Villagrana



**Councilmember David Alvarez was one of the tour's key speakers who discussed South County's most desirable attributes and areas of future development.**



**The tour was comprised of 40 people who looked at many sites in Barrio Logan, Logan Heights, Sherman Oaks, Otay Mesa and San Ysidro.**

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