



Coronado's Village Theatre Re-Opens with a New Glow



The new theater, on 820 Orange Avenue on Coronado Island, retains many of its 1940s-inspired architecture including its bright, neon sign and sidewalk ticket booth.

The landmark Village Theatre in Coronado has re-opened, after a 10-year hiatus, and celebrated with a special grand opening celebration in late June.

“The Coronado Village Theatre is unlike any other theater in our region,” said Councilwoman Barbara Denny. “Rich in local history, it holds a wealth of good memories from the past as reflected in its renovation design elements, including the beautiful murals of Coronado and San Diego.”

Los Angeles-based Vintage Cinemas, a theater company, renovated the Village Theatre over the past several months. The city’s Design Review Commission approved the restoration concept for the façade and the only major changes included adding lights to the marquee and

moving exterior walls near the entrance closer to Orange Avenue. The rest was restored.

The renovation cost \$3 million and was a project of the City of Coronado's Redevelopment Agency. Lance Alspaugh,



City officials are hoping the new renovations, including a revamped concession stand, will draw more San Diegans across the bridge.

president of Five Star Theatres, Inc., was the theater’s operator who struck a deal with the City and its land owners, Siegal Brothers of Oceanside, to restore the dilapidated theater. In return for a Community Development Agency grant of nearly \$2.7 million from Coronado, Five Star Theatres will operate the theater until 2026.

The new theater has three auditoriums that feature designs from the Art Deco era including ornate carpeting and colorfully lit columns. The main theater, with its beautiful red velvet curtain, seats up to 195 people. The other two theaters seat up to 45 people.

In addition, each theater features majestic 3D backlit murals of key landmarks of San Diego by Disney muralist Bill Anderson. The main screening room features the Hotel Del

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New Ready Lane at Otay Mesa Border Reduces Wait Times

Custom and Border Protection has opened the new Ready Lane at the Otay Mesa Port of Entry in a step forward to reducing wait times. During the first two weeks the lane was open, wait times for the Ready Lane remained shorter than wait times for general vehicle traffic.

According to a report by the U.S. Customs and Border Protection, travelers using the Ready Lane cut their wait time by at least 20 minutes, compared to other travelers using the general traffic lanes.

“We have received strong anecdotal evidence, through the queries we receive from the public, social media monitoring, etc., that the availability of this new, faster lane, is encouraging more people to get an RFID-enabled document,” said Chris Maston, director of field operations in San Diego. “We implemented the Ready Lane at Otay Mesa to account for increased usage in the future, without compromising our ability to keep wait times lower for

INTRODUCING THE NEW READY LANE FOR TRAVELERS WITH HIGH-TECH CARDS.



Ready Lane

At U.S. Customs and Border Protection, we are dedicated to finding new ways to get travelers safely and efficiently across the border. That's why we have launched the new **Ready Lane**, for travelers holding high-tech RFID-enabled cards.

Each adult passenger (over 16 years of age) in your vehicle must have an RFID-enabled card to use the **Ready Lane**. For a complete list of cards, see below.

For more information on how to obtain the appropriate card so that you too can use the **Ready Lane**, go to www.GetYouHome.gov. Have a safe trip.

Ready Lane Cards



U.S. Passport Card



SENTRI Card



New U.S. Permanent Resident Card



New Border Crossing Card


www.GetYouHome.gov


HOW TO USE

RFID-enabled cards



Stop at beginning of lane and wait for signal.



While driving through to booth, hold card up so it can be read from the driver's side.



Stop at officer's booth.

For more tips on how to use your high-tech card, visit www.GetYouHome.gov

0222-0211

CBP continues to strongly encourage travelers to obtain RFID-enabled cards to expedite their entry and to help make crossing the border more efficient.

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PRESIDENT'S MESSAGE

By **Christine Moore** of AT&T

I would like to express my sincere appreciation to the board of directors for selecting me as President of South County EDC.

I am fortunate to take the reins from a strong predecessor, Bill Clevenger, who had a formidable job steering our organization through some of the toughest economic times our region has ever witnessed. Thanks to Bill's guidance, and with the support from our CEO Cindy Gompper-Graves and her terrific staff, South County EDC was able to achieve many accomplishments that continued our tradition of success.

Going forward, South County EDC will continue to do what we do best: we will serve as a proactive participant to ensure the best possible quality of life for our businesses and residents. We will continue to be the regional advocate for funding, infrastructure improvements, legislative and regulatory action, and business-related issues. South County EDC will promote business development through grants and loans and we will serve as a facilitator for interaction among our members, businesses and government organizations. We will also continue to work toward creating a highly skilled work force that meets the needs of businesses in our region.

I will actively support South County EDC's tradition of ensuring that we are at the forefront of issues that impact economic development in our communities. Among the priority projects you'll hear more about in the coming months is an aggressive membership campaign, for members are the lifeblood of our organization. A large and diverse membership body makes for a healthy discussion of issues and action plan that is truly reflective of the various unique entities that make up South County.

I firmly believe that effective communication is among the most important tools that will ensure that South County EDC continues to be an important voice in public policy discussions. With that in mind, I have made upgrades to our telecommunications resources that will allow greater and more effective participation by executive committee members.



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SAN DIEGO

California Transportation Commission Grants \$100 Million toward Highway Expansion

Traveling by car throughout South County will become easier for commuters with the expansion of Interstate 805 just south of Interstate 8. Thanks to a \$100 million grant by the California Transportation Commission, the highway will be expanded by one lane in each direction.

According to the San Diego Association of Governments, the regional planning agency, the new lanes will be reserved for carpoolers and mass transit.

"These lanes will provide choices for drivers in South County – allowing carpoolers and transit riders to access the HOV lanes and quickly travel back and forth to downtown San Diego," said SANDAG Executive Director Gary Gallegos.

The commission awarded the funds from Proposition 1B money that state voters approved in 2006. This authorized \$4.5 billion in general obligation bonds to improve congested travel corridors.

The project is slated to begin next year with the contract award for the first phase, between State Route 54 and State Route 94, expected in March.

The contract for the second phase, between Palomar Street and State Route 54, is expected to be awarded in April 2012.

PORT DISTRICT

Port Expedites Demolition of South Bay Power Plant

The Unified Port of San Diego and the City of Chula Vista have been working collaboratively since March to demolish the South Bay Power Plant in an expeditious manner. The goal is to remove the unsightly power plant and clean-up the site in a timely fashion so that public interest is protected.

Steps that have already taken place are decommissioning actions, including the disconnection of electrical lines and the removal of fuels and liquids. Other on-site work is under way.

"The City of Chula Vista and the Port are aligned in their quest to rid the bayfront of the antiquated power plant," said Port Commissioner Ann Moore, who represents Chula Vista on its seven-member board. "We are working together every day, sharing information and moving the project forward in the most expeditious way possible."



The South Bay Power Plant, owned and operated by Dynegy, resides on approximately 150 acres of land and 242 acres of water.

The Unified Port of San Diego acquired the power plant from San Diego Gas & Electric Co. in 1999. Duke Energy was the Port's initial operator of the plant and continued in that capacity until May 2006 when the Board of Port Commissioners consented to a transfer from Duke to LS Power. In November 2006, the board approved a transfer of the plant's operations from LS Power to Dynegy.

Dynegy is currently assessing removal of asbestos and other hazardous materials from the above-ground structure. Abatement activities could take approximately 10 months and are a precursor to the demolition. The demolition permit will be issued by the City of Chula Vista.

IMPERIAL BEACH

Plans to Redevelop Miracle Shopping Center Move Forward Despite New State Budget

The threat of the new state budget eliminating many of the state's redevelopment agencies will not affect the redevelopment of the Miracle Shopping Center, according to Imperial Beach Redevelopment Agency Director Jerry Selby.



The City of Imperial Beach, which paid nearly \$10 million for the 1960s-era Miracle Shopping Center at Palm Avenue and Ninth Street, plans to demolish the center and partner with Sudberry Properties to build a replacement.

Money needed to execute the reconfiguration of State Route 75 for the new 9.1 million, 46,200-square-foot center will come from a bond issued to the agency last year. A supermarket, coffee shop and other retail and food chains have all made commitments to occupy the new space.

Moving forward will be the signing of a deposition and development agreement with Sudberry Properties and then demolishing the shopping center this fall, which will cost more than \$500,000.

"We could not be happier to be working with the City of Imperial Beach in a true public/private partnership to bring much needed redevelopment to one of the City's busiest intersections," said Colton Sudberry, president of Sudberry Properties. "We are excited at the way our tenant lineup is taking shape and believe the residents of Imperial Beach will be thrilled with the new offerings of food and retail. Residents will also enjoy the unique gathering spaces we are creating that will become a place where locals can socialize, reconnect with neighbors, and just hang out and relax before and after their shopping and dining experiences."

The city will pay up to \$2.2 million to make the property level with Palm Avenue before construction of a new building begins.

In total, Executive Director/City Manager Gary Brown estimates the project will cost the redevelopment agency \$14.1 million.

NATIONAL CITY

Nordstrom Rack to Open in Plaza Bonita Shopping Center Labor Day Weekend

Plaza Bonita will expand its 170-store shopping center to include a new 43,120-square-foot Nordstrom Rack. Located at the intersection of Interstate 805 and State Route 54, the lower-priced clothing retailer will be located on the second level of the mall, the former the site of a Mervyn's department store, and will bring 160 new jobs to National City.

Several other stores have come to National City within recent months. A Vallarta Supermarket replaced a Ralph's in April, bringing 140 new jobs.

In addition, a Mor Furniture opened in May and a Lowe's Home Improvement is proposed to replace the National City Swap Meet. This store opening will bring 200 new jobs to

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REGIONAL ROUNDUP

(continued from page 3)
National City residents.



Target, Borders and John's Incredible Pizza are three other stores that opened their doors in Westfield Plaza Bonita Shopping Center within the past few months.

CHULA VISTA

City of Chula Vista Approves Acquisition of University Park and Research Center

After several years of negotiations with developers and property owners, the City of Chula Vista has wrapped up land acquisition efforts in its quest to bring a four-year university to eastern Chula Vista.

In May, councilmembers unanimously approved the transfer of 160 acres from a developer to the city, which brings the total acreage for the University Park and Research Center site to approximately 375 acres.

Last month, another 50 acres were acquired from the Otay Land Company. In the agreement, the Otay Land Company pledged \$2 million toward university recruitment efforts.

"This is a significant opportunity for the region, which will require vision, leadership and energy to bring it to fruition," said Curt Noland, vice president of Otay Land Company. "All of the ingredients are available."

In return for the land, the City will allow developers to add more residential units to their existing plans and process their entitlements in a more streamlined fashion.

"We're on our way," said Chula Vista Mayor Cheryl Cox. "This is a milestone in our efforts to offer the people of South County new educational opportunities. We're also excited about the high-paying jobs a university and a technology park will create in our city."

Southwestern College Receives Accreditation

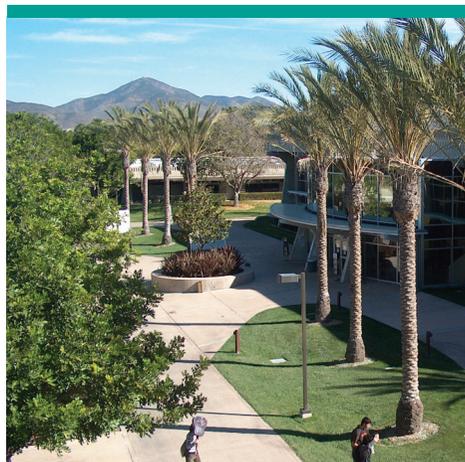
Southwestern College has announced the reaffirmation of its accreditation status by the Accrediting Commission for Community and Junior Colleges. On June 29, the college district was elevated to full accreditation status.

"This is a milestone in our efforts to offer the people of South County new educational opportunities."

— Cheryl Cox,
Mayor, City of Chula Vista

Since February 2010, the college district has made many improvements to institutional practices including the formation of an Accreditation Oversight Committee, holding special Governing Board meetings to do in-depth work on accreditation and hosting an Accreditation Summit.

"This is a huge victory for our students, institution and community," said Interim Superintendent and President Denise Whittaker. "My deepest appreciation and gratitude to the students, faculty, staff, administrators and Governing Board for the months they devoted to reaffirming our accreditation. Our job is to now demonstrate sustainability. We cannot let up for a minute."



Southwestern College will be hosting the incoming president of San Diego State University in late August to discuss the future of education in the South County.

COUNTY

New Discount Drug Card Program Saves People Money

One of the biggest challenges for people trying to survive the tough economy of the last few years has been the rising cost of health care. For many people, staying healthy or recovering from illness requires taking medications, but that can be a real hardship when the price of prescription drugs continues to increase.



More than 80 cities, counties and townships participate in the Discount Drug Prescription Program where overall national savings is \$24.25 per prescription.

Supervisor Greg Cox and Vice Chairman Ron Roberts have created a program that will help San Diegans save significant amounts of money on prescription drugs and medical services. Called the San Diego County Prescription Drug Discount program, it was approved by the Board of Supervisors and it is free and available to anyone in San Diego.

Consumers can use a card made especially for people in San Diego County and take it to a pharmacy that is participating in the program. Large pharmacies like Rite Aid, CVS, Sav-on Drugs and Costco accept the discount card.

The card can be used to get discounts on more than 60,000 name-brand and generic prescription drugs. Individuals and families may save up to 65 percent on medications. The program also can provide discounts of up to 80

REGIONAL ROUNDUP

percent on some lab and imaging tests. Users can also get discounts on dental, vision and hearing services, as well as medications for pets.

Anyone can use this program, including people who have health insurance. In addition, all county residents are eligible for the discount program, regardless of age, health or pre-existing conditions. There are no restrictions, exclusions or limitations to the use of the discount card.

Discount cards will be available at participating pharmacies, County Family Resource Centers and libraries. You can also call 2-1-1, the County's designated health and information line, or go online at www.coast2coastrx.com to get a card.

In addition, there will be no cost to taxpayers. In fact, the County will receive some money from the company for each prescription filled using the card. That is money that can go to the County budget to help pay for more health services for San Diegans.

Village Theatre (continued from Page 1)



Councilwoman Barbara Denny and Lance Alspaugh attended the Village Theatre's grand opening on June 24.

Coronado with the Coronado Bridge on one side and the downtown skyline on the other. In the two smaller auditoriums, there is a mural of the 1950 Ford Pavilion in Balboa Park and in the other, a painting with a Spanish Revival theme.

"Rich in local history, the Village Theatre holds a wealth of good memories from the past as reflected in its renovation design elements, including the beautiful murals of Coronado and San Diego."

— Councilwoman Barbara Denny,
City of Coronado

Binational News (continued from Page 2)
travelers in regular lanes."

Data also showed that by requiring travelers in the Ready Lane to use RFID-enabled documents, CBP officers were able, on average, to process each vehicle approximately 15 to 20 seconds faster than vehicles in the regular lanes. Approximately 25 percent of the vehicles that would have used the Otay Mesa Port of Entry's general traffic lanes, instead used the designated Ready Lanes.

"We implemented the Ready Lane at Otay Mesa to account for increased usage in the future, without compromising our ability to keep wait times lower for travelers in regular lanes."

— Chris Maston,
Director of Field Operations,
City of San Diego

The Ready Lane is dedicated to travelers who have a travel document enabled with Radio Frequency Identification technology. Using a WHTI-compliant document that is an RFID-enabled travel card allows for more efficient processing of travelers at the border, since RFID technology allows CBP officers to receive information about travelers faster.

In order to use this lane, all adult passengers over the age of 16 must present an approved travel card. The U.S. Passport Card, SENTRI card, the new Legal Permanent Resident "green card" and the new Border Crossing Card are all RFID-enabled documents.

Approved Cards for the Ready Lane

U.S. Passport Card
SENTRI Card
New Legal Permanent Resident
"Green Card"
New Border Crossing Card
(These documents all have Radio Frequency Identification Technology)

President's Message (continued from Page 2)

In the coming year, South County EDC will continue to collaborate in discussions and decisions that affect Chula Vista's bayfront as well as move forward on our efforts to bring Pond 20 to the forefront of the attention of our local decision makers. We will also strive to raise awareness about the importance and impact of cross-border commerce, our infrastructure assets, business clusters, as well as current and proposed projects that will make our communities desirable for investment.

On September 30, we look forward to another successful Economic Summit at the San Diego Convention Center. I also look forward to once again hosting our annual Elected Officials Reception on October 13 which will be the premier opportunity for community stakeholders to interact with each other and forge relationships that will benefit all of South County.

I am excited to work with Cindy, her staff and all members to build a stronger, more visible South County EDC while continuing to educate our regional business and government leaders regarding economic issues that impact our region and our membership.

Thank you again for your support and I look forward to the year ahead.

Working Committees of the SCEDC

Transportation and Infrastructure

Marketing and Membership

Workforce and 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 fax 619-424-5738
Cindy@southcountyedc.com

Otay-Tijuana Cross Border Facility Development Forum Held to Discuss Next Steps

At a public forum held on August 1, South County EDC and Otay Mesa Chamber of Commerce members were invited to learn more about future plans and timing for the Cross Border Facility.



Mark Rowson discusses the economic impact of the project, stating that a study by the San Diego Airport Authority shows a high demand for a Cross Border Facility.

Mark Rowson, a member of Otay-Tijuana Ventures LLC that is spearheading the project, led a discussion of the Cross Border Facility and the recently released Environmental Impact Report draft. He stated that developers hope to break ground later this year with a grand opening no later than the end of 2012.



Mark Rowson and South County EDC founder and board member Tony McCune, right, discussed the importance of maximizing use of the Tijuana airport and enhancing air travel for San Diegans.

"The development of this facility will offer an abundance of opportunities for the San Diego-Tijuana region," said Rowson. "Not only will this project facilitate secure travel and increase tourism, but it will also reduce the regional economic losses from border crossing delays and create new jobs in Otay Mesa."

The Environmental Impact Report is for the subdivision of the approximately 63.8-acre graded property within Otay Pacific Business Park. The project will allow for the development of a 95,000-square-foot cross border facility, a 772,000-square-foot parking structure and up to 706,000 square feet of industrial office/warehouse space. Plans also include a 340-room hotel and up to 40,000 square feet of visitor-service commercial space for retail shops and a restaurant.

The Cross Border Facility would be an airline and customs-processing facility that would facilitate airline passenger access to the Tijuana airport for flights in and out of the region. A 500-foot-long and 19-foot-tall pedestrian bridge will be built to connect the airport with the facility and it will be divided into two corridors with north-bound and south-bound passengers having no contact.

"Otay Mesa is the future of San Diego," said

"Not only will this project facilitate secure travel and increase tourism, but it will also reduce the regional economic losses from border crossing delays and create new jobs in Otay Mesa."

— Mark Rowson,
Otay-Tijuana Ventures

San Diego City Councilman David Alvarez.

"That's where we have the available land and the affordable land in San Diego."

The project already has a U.S. Presidential Permit and is now awaiting a Presidential Permit from Mexico City. It also needs several other permits before construction can begin this year.

Tourism Task Force Distributes Eco-Tourism Brochure



In an effort to boost tourism in South County, South County EDC teamed up with the Unified Port of San Diego, AT&T and j. simms agency to produce its first eco-tourism brochure. Entitled "Spend a Sunny San Diego Day the Eco-Friendly Way," visitors and locals will be introduced to the unique attractions and outdoor activities the

South Bay has to offer.

Features include information on the South Bay's four national wildlife preserves, beach camping grounds, San Diego Bay bike tours, free nature walks and talks, bird watching hotspots and spectacular animal and plant exhibits at the Chula Vista Nature Center.

Navy Region Southwest Executive Director Addresses Future Navy Growth

At the South County EDC's Annual Meeting, Navy Region Southwest Executive Director Teresa Ramos spoke about the Navy's major impact on the local economy and how its future interests lie in establishing a strong relationship with businesses and organizations that will foster compatible development throughout the South County region.

According to Ramos, the Navy is embarking on a new era in shore management with San Diego leading the way. As the Navy transitions its fleet to be in the Southwest, it is reducing its operational forces, making it essential for the shore establishment supporting those forces to be realigned.

"The strategic value of the San Diego region cannot be overstated," said Ramos. "The presence of naval facilities, personnel and equipment generates an economic impact on the San Diego region that far outpaces other industries in the area."

The Navy is regionalizing its services so that it can substantially reduce the cost of these services while continuing to meet the fleet's demand for them. Navy Region Southwest is looking to the private business sector for ways to provide this support.

San Diego is home to the largest concentration of military in the world. It is the homeport to more than 60 percent of the ships of the U.S. Pacific Fleet and there are more than 300,000 active-duty military in the entire Navy; 80,000 of which are assigned to the ships and bases in the San Diego region.

The military has always been a catalyst for San Diego's economic growth and development, according to Ramos. As the recession drove unemployment up in San Diego, military spending in San Diego County continued to serve as a significant support to employment, earnings and overall economic activity. The end result

was an increase in the total number of jobs during this period.

In addition, military activities provide funding for numerous projects across engineering and manufacturing fields and contribute to a wide and diverse base of employment in the region that fosters job growth, retail trade and real estate development.



Ramos is executive director of Navy Region Southwest, the naval shore installation management headquarters for the southwest region that provides coordination of base operating support functions for operating forces throughout the region.

The total employment in San Diego County numbered approximately 1.25 million jobs in 2009 and it is estimated that the military's presence in San Diego was directly and indirectly tied to approximately 26 percent of the region's employment.

Ramos said the military's presence in San Diego will continue to substantially impact the regional economy in the future as the military continues to shift a greater portion of its forces to the Pacific area of operations and bolster its infrastructure in San Diego.

In the upcoming years, both the Navy and Marine Corps are already slated to spend significant amounts of money on construction projects. The deployment of ships and personnel is also set to increase in the near future. According to a 2011 San Diego Military Impact Study, 21 ships will be newly deployed or will redeploy to San Diego by 2012.

"There is no doubt that a unique relationship exists between the military and the San Diego community that exists nowhere else in the country," said Ramos.

"For many years it has been a vital catalyst for San Diego's economic growth and it will continue to impact the lives of all of us who choose to call San Diego our home."

Save the Date

21st Annual Economic Summit

Friday, Sept. 30, 2011

9 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

WELCOME NEW MEMBERS

Schwartz, Semerdjian,
Ballard & Cauley LLP

Marine Group
Boat Works

Public Consulting Group

San Diego Apartment Association

South County EDC Welcomes New Board of Directors and Officers

On July 5, members of South County EDC came together at its Annual Meeting to usher in a new board and officers for the 2011-2012 year.

Commendations were given to outgoing President Bill Clevenger by incoming President Christine Moore and elected officials for all of the hard work done on behalf of the region. He is responsible for working with U.S. Customs and Border Protection to improve the

border crossing experience as well as raising awareness of Pond 20 as an area in need of development.

Following his speech, Clevenger called for an approval of the slate of a new board of directors and officers who will continue to work to promote business and redevelopment in the South County region. See below for a list of officers of the 2011-2012 term.

Nearly 100 members gathered for breakfast at the South Bay Fish and Grill for the Annual Meeting and many potential new members were in attendance as well. Thank you to all the members who brought a guest that morning.



Congressman Bob Filner, right, thanks Bill Clevenger for his time spent bringing important issues to the surface in South County.



Incoming President Christine Moore, right, presents outgoing President Bill Clevenger with a plaque of appreciation.

Congratulations to South County EDC's new officers:

- Christine Moore – President
- Greg Hulsizer – 1st Vice President
- Ricardo Macedo – 1st Vice President
- Bill Tunstall – 2nd Vice President
- Norma Hernandez – 2nd Vice President
 - Rich Ascoli – Secretary
 - Scott Parker – Treasurer

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 and our members.

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