



## Olympic Training Center Receives Technology Upgrade

Multimillion-Dollar Program Elevates Facility to New Level



**Chula Vista Mayor Cheryl Cox, center, joined AT&T representatives Ignacio De La Torre, left, and Christine Moore, also a SCEDC board member, for the grand opening of the first AT&T Athlete Connection Center on March 8.**

The United States Olympic Committee and Olympic Team sponsor AT&T together announced a multimillion-dollar program to provide a major technology upgrade to U.S. Olympic Training Centers (OTC), providing athletes, coaches, medical personnel and staff access to world-class communications technology.

South County's OTC was among three Olympic centers chosen to receive the AT&T U.S. Olympic Training Center Program which will enable coaches and athletes to transfer video files quickly and easily via AT&T services in dorm rooms,

gyms and on playing fields. It will also enable distance e-learning accessibility for athletes seeking academic degrees.

Additionally, the U.S. Olympic Team sponsor is building and equipping AT&T Athlete Connections Centers at each OTC. These centers will provide a place for athletes to enjoy state-of-the-art entertainment and communication services in a fun environment.

"By providing the communications services they need to train at the highest levels, keeping them connected both on and off the field, and by giving them entertainment resources during their rest and relaxation periods, AT&T will help the U.S. Olympic Team athletes be even better-positioned to compete," said Senior Executive Vice President of Advertising and Corporate Communications for AT&T Karen Jennings.

The first AT&T Athlete Connections Center opened on March 8 at the Chula Vista OTC and features wireless services, AT&T Dish Satellite Network service, and AT&T Yahoo! High Speed Internet service.

"It's only through corporate donations and financial support from partners like At&T that our athletes are able to train at the highest levels possible," said Janet Francis, manager of athlete and community relations for the United States Olympic Committee, OTC Chula Vista.

"The athletes now have a place to go to get away and relax and it has been terrific for them. They're loving it."

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**Event-goers viewed the new technology that will keep athletes connected to the rest of the world by using the most up-to-date technology.**

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## SCEDC Receives Endorsement from Mexico on Cross-Border Terminal

The San Diego County Regional Airport Authority recently received confirmation that Mexico's federal government has significant interest in building a cross-border terminal connection that would allow San Diego passengers to more easily access flights out of Tijuana's Rodriguez International Airport. Luis Cabrera, Counsel General for Mexico, gave the assurance to Airport Authority Chairman Alan Bersin in a letter sent March 2.

"We are extremely happy that Mexico and the United States are collaborating and setting a historical precedent regarding air transportation in a cross-border environment," said Jim Janney president of the South County Economic Development Council (SCEDC) Board of Directors. "We are pleased to have set this important effort in motion. The South County EDC can now take a step back and look forward to the results of the study."

The SCEDC Council has been evaluating a cross-border air-travel connection for almost 15 years. Consultants estimate that about 10 percent of travel out of Tijuana's airport is generated by passengers from the United States.

The Airport Authority has agreed to spend a maximum \$385,000 to study whether any demand exists for a terminal that would allow San Diego residents the ability to access a wider variety of flights, including international destinations. Enrique Valle Alvarez, director of the Tijuana International Airport, told the authority "we are very

interested" and that the airfield could handle a major increase in operations.

Four concepts are being evaluated in consideration of a cross-border terminal including a parking structure on the California side of the border, with a secure walkway to the Tijuana airport terminal. Passengers would receive their tickets in Mexico. Also being considered is a full-service terminal on the California side with a walkway to the Tijuana airport concourse. Passengers would check bags and get tickets in the U.S. terminal and walk to their gate in Mexico. A third option is a full-service terminal in California with a connection to a concourse for U.S. carriers in Mexico.

The final and most complicated idea is for a full-service terminal, concourse and gates in California with a taxiway across the border to the Mexican runway.



*A desire for more international travel from San Diego is one of the reasons the SCEDC is seeking a cross-border terminal with access to Tijuana's Airport.*

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## PRESIDENT'S MESSAGE

By **Jim Janney**, South County Economic Development Council

Those of us involved in the economic development — as well as the health and welfare — of the South County region have long held the belief that a third border crossing is imperative to keep the engine of economic prosperity running. San Diego County needs a third point of entry for vehicular and pedestrian travel.

If you cross the border regularly or even from time to time, you know that wait times at the border have increased substantially over the past year or two. One could always count on a one- to two-hour wait at the border in the past. But lately, a two- to three-hour wait is normal. And this goes for those driving in cars as well as for those walking on foot.

This situation is not only intolerable for employees of South County businesses that cross the border legally on a daily basis to get to their jobs but it is unbearable to the millions of shoppers from Tijuana that spend money in our stores and restaurants.

Something has got to change.

SANDAG, in cooperation with Caltrans, completed an extensive study early last year to gauge the economic impacts of border wait times on the binational economy. Findings outlined the effects of border crossing delays on productivity, industry competitiveness, and lost business income at the regional, state and national level for

the United States and Mexico. The study showed that wait times at the border cost the San Diego area — along with the rest of California, the United States, and Mexico — about \$8.4 billion and more than 83,000 jobs. Wait time for trucks alone account for a loss of about \$6 billion. And because many trucks that enter the U.S. from Mexico go far beyond San Diego, the ripple effect of that economic hit stretches far and wide.

Trade is the fastest expanding component of the San Diego regional economy. To ensure cross-border commerce continues unabated, we need essential investments so our border crossings are both secure AND efficient.

In addition to a third border crossing, the enhancements to Highway 905 can't wait. Transportation of our goods must be a top priority to keep our businesses competitive.

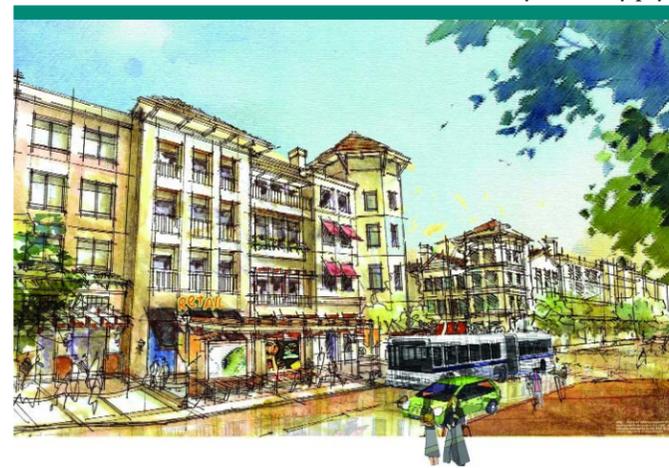


## Chula Vista Announces Plans for Eastern Urban Center

Chula Vista in conjunction with The Corky McMillin Companies has announced plans for an eastern urban center in Otay Ranch. This center is being developed by McMillin and is expected to contain the highest concentration of retail, employment, civic, and cultural uses in the eastern territories of Chula Vista.

Situated north of the planned 400-acre University Campus and Research and Technology Park, and immediately south of the new Otay Ranch Town Center, this urban center will also function as a transportation hub. The site is adjacent to the South Bay Expressway and a planned express transit route as well as future trolley lines.

Site development activities are scheduled to commence in late 2008, according to Todd Galarneau, project manager for McMillin. The urban center will also represent a major source of new housing in the South County area. The project is anticipated to be developed from 2008 to 2016, when most of the currently active projects in the Otay Ranch will already be completed.



*At build-out, the 200-acre eastern urban center will incorporate an anticipated 3,000 residential units and more than 3 million square feet of non-residential uses.*

## Hotel Del Selling First Condo Hotel Units in the South County

In a first for South County, the historic Hotel del Coronado is now selling 35 limited-use condominiums marketed as Beach



*Beach Village at the Del, located along the beach at the northern corner of the Hotel Del property, will match the design of the 119-year-old landmark hotel.*

Village at the Del. More than half of the units have sold since September at a total of \$70 million.

The first phase of the construction — 10 cottages, eight single-unit villas and five double-unit villas — are expected to be ready for occupancy this month. The available properties range in price from about \$2.4 million to \$3.4 million and in size from 1,675 to 2,030 square feet. An additional 12 units are scheduled to open in July, with pricing to be determined.

Unlike time-sharing, condo-hotel units are purchased like any other piece of real estate — buyers usually pay a 20 percent down payment and take out a mortgage. Owners may vacation in their condos as many as 90 days per year but only 25 days in any 50-day period. When the owners are not in residence, the fully furnished accommodations must be offered to the public for rent on a nightly basis like traditional hotel rooms. The proceeds — as much as \$3,145 per night — will be split between the owner and the hotel, minus the cost to manage and maintain the properties.

Guests and owners of

the new cottages and villas will have access to the beach, a private pool and the public areas of the aristocratic hotel. Built in the Victorian style popular in 1888, the famous red-roofed hotel has hosted 11 U.S. presidents from Benjamin Harrison to George W. Bush.

The condos, on the northwest corner of the property, will match the design of the 119-year-old National Historic Landmark hotel. Each condo will have a kitchen, a fireplace and a plasma-screen television. Most will have an ocean-view balcony or terrace.

The Hotel Del's project is one of several condo-hotel projects either operating or planned in San Diego County. The La Costa Resort & Spa in Carlsbad completed a first phase of condos last year, and two downtown hotels — the Hard Rock Hotel and the House of Blues' Diegan — will be selling units within the next two years.

According to the sales team, the majority of the condo buyers at Beach Village hail from Northern California and states such as Colorado, Texas and Arizona. Only one is from San Diego County.

## Joint Effort Between Imperial Beach and U.S. Navy Increases Safety

Imperial Beach's Naval Outlying Landing *(continued on page 4)*



*Six flags featuring nautical signals now flank the main entrance of the Naval Outlying Landing Field in Imperial Beach.*

(continued from page 3)

Field, once known as the Helicopter Capital of the World, has reconstructed its main entrance to offer more security and road safety. The new construction features a traffic island, which will enhance traffic flow, reduce accidents and solve any lane confusion at the main gate, located on 13th Street and Iris Avenue.

“When the Navy announced their changes, it was an opportunity for the city to deal with the existing traffic flow problems,” said Imperial Beach Mayor Jim Janney. “And, being a military town, we wanted a project that improved the aesthetics of the neighborhood.”

A ceremony was held on Feb. 14 to celebrate the changes. Onlookers watched as six flags featuring nautical signals were raised in commemoration of the newly renovated main entrance.

## County of San Diego To Donate \$50,000 in Equipment to Tijuana Fire Department

Supervisor Greg Cox of San Diego County Board of Supervisors announced the County of San Diego will donate \$50,000 in Hazardous Materials Equipment to the Tijuana Fire Department.

Although the County of San Diego and the city of Tijuana are independent jurisdictions in two different nations, emergency responders



**The County of San Diego's donation of \$50,000 in hazardous materials equipment will help the Tijuana Fire Department to contain potentially dangerous situations.**

must be prepared to react to incidents involving hazardous materials and contain them before they affect people from each country.

“It takes a great deal of commitment and courage to willingly walk into an area contaminated with chemical, biological or radiological

material to save lives,” said Supervisor Cox. “We are all fortunate to have so many outstanding professionals on both sides of the border.”

Committed to quick response of regional disasters, first responders in Mexico will now have access to the same equipment that San Diego responders do.

## Gaylord Makes Presentation to Chula Vista Audience

A standing-room-only audience packed the chambers of the Chula Vista City Council last month to see the initial plans for the Gaylord Hotel site along the Chula Vista bayfront. The Chula Vista City Council and the Port of San Diego previously signed an agreement with Gaylord Hotels to bring a world-class destination resort to the area.

The audience clapped enthusiastically throughout the presentation and many speakers – including members of the South County Economic Development Council – commended the Gaylord design team on their initial plans, which were specifically designed to be sensitive and inclusive of the nearby wetlands, the bay and adjoining parks, and future shopping centers planned as part of the city’s redevelopment of the bayfront.

The project includes a 400,000-square-foot convention center, up to 2,000 hotel rooms and 60,000 feet of retail and restaurant space on 30 acres located along an extension of H Street, directly north of the existing marina. The community will be involved in additional public meetings as the design is further refined and the project moves through the approval process.

Gaylord’s resort and convention center is



**The 400,000-square-foot convention center, with up to 2,000 hotel rooms and 60,000 feet of retail and restaurant space will bring \$1.3 billion into the region’s economy and create jobs for over 2,000 people.**

expected to attract new investment in the city and region, estimated at \$1.3 billion for the region’s economy, with \$733 million concentrated in Chula Vista. The future resort will attract more than a half a million visitors each year and create jobs for more than 2,000 people. Additionally, the project is expected to create spillover for other area hotels.

Gaylord Hotels is a subsidiary of Gaylord Entertainment, a publicly owned company with headquarters in Nashville, Tennessee. Gaylord owns and operates the Grand Ole Opry in Nashville and two other resort hotels/convention centers in Florida and Texas. The company is currently developing another waterfront property in Prince George’s County in Maryland.

## National City Working to Develop Strategic Plan

As part of their effort to develop the strategic plan for the upcoming fiscal year, National City officials hosted three open meetings, the last of which took place on April 5, to solicit public input and begin outlining the basics of the city budget, according to National City Mayor Ron Morrison.

“We’ve had a great deal of public input,” said Morrison. “We had probably 100 people at each meeting and it’s been really beneficial to get their input. A number of people have come away saying they now have a greater understanding of how local government works. And we’ve come away with the skeleton of ideas that will eventually make up our proposal.”

“Our goal was to first determine what our priorities are and then decide what tangible projects fit into those priorities -- instead of



**National City Mayor Ron Morrison is making public input a key aspect in the development of city’s strategic plan for the coming fiscal year**

doing it the other way around,” he explained.

When city council next meets in late April, the budget orders for the coming year will officially be given, with the budget itself expected to be presented sometime in June.

Morrison said that, based on the input received thus far, the focus for the coming year will be on finding the appropriate cross-section between quality of life for National City residents and overall financial sustainability for the city at large.

“Those are the issues that come to the top of the chart,” said Morrison. “We’re working to balance the quality of life issues in our town while at the same time making fiscally responsible decisions in the short and long term. There needs to be a balance to where we can do as much as possible within the community and still be able to pay for it.”

## Chula Vists Approves Consultant for Stadium Sites

The city of Chula Vista, the San Diego Chargers and consultant Cooper Robertson & Partners have reached an agreement that will allow the New York-based consulting company to evaluate potential stadium sites in Chula Vista.

In addition to the agreement, City Council members instituted a list of “guiding principles”

that outlines the city’s priorities and concerns if the analysis leads to a stadium proposal in the near future. Principles include ensuring considerable public input in site selection and design, not allowing the use of general funds monies to pay for the stadium and avoiding any negative impact to the Bayfront Master Plan or the future of the University Project.

“I am proud that Chula Vista is in a position to assist the Chargers in their efforts to keep the team here in San Diego County,” said Councilmember John McCann. “Community leaders have a responsibility to explore every option to ensure they stay here and remain the San Diego Chargers.”

*“This three-party agreement is a strong indication of the Chargers’ genuine interest in Chula Vista as a possible site for a stadium.”*

*–Chula Vista Mayor Cheryl Cox.*

Although the city will oversee the site analysis, the Chargers will foot the bill, at a cost of nearly \$200,000. The site analysis is expected to take three months to complete. Cooper Robertson & Partners, a nationally recognized expert in the area of stadium design, recently assisted the New York Jets in a search for a new stadium site. Already familiar with the Chula Vista area, they led consultation on the development of the 550-acre Bayfront Master Plan.

Last May, the city agreed to talk to the San Diego Chargers about the possibility of building a new stadium in Chula Vista. Team representatives expressed an interest in continuing discussions, and last month, the City Council created a special subcommittee to address the effort. Chula Vista Mayor Cheryl Cox and Councilmember McCann sit on the subcommittee.

“This three-party agreement is a strong indication of the Chargers’ genuine interest in Chula Vista as a possible site for a stadium,” noted Mayor Cox. “Once the evaluation is finished, our Chargers Relocation Subcommittee will meet with the team’s representatives to determine everyone’s interest level.”

The SCEDC has set up a task force to assist Chula Vista and National City with their Chargers recruitment efforts. Members include Denny Cuccarese of The Corky McMillin Companies, Patricia Trauth of Project Design Consultants, Pete Mabrey of Scripps Mercy Hospital and Ed Lopez of Sempra Energy.

(continued from page 1)

The opening of the center marks the completion of Phase One of AT&T’s multiphased, \$3 million program that will continue to have effect through the 2008 Olympic Games in Beijing, China, and beyond.

## WELCOME NEW MEMBERS

John Burnham Real Estate  
Colliers International

## BRIEFINGS:

Published by the  
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## Working Committees of the SCEDC

**Transportation and Infrastructure**  
**Marketing and Events**  
**Workforce and Education**  
**Loan & Finance**  
**Public Policy**

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

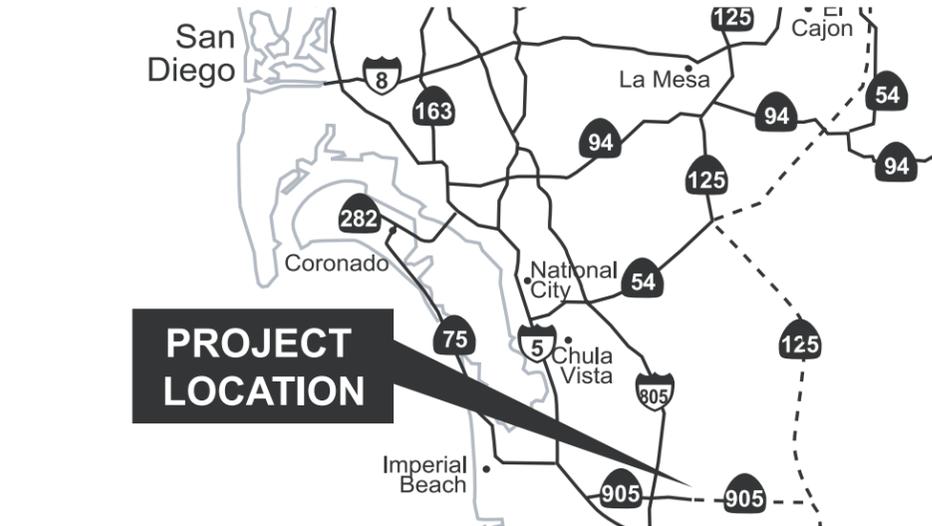
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cindy@SanDiegoSouth.com

## SCEDC and Caltrans Discuss Route 905 Funding Shortfall

The South County Economic Development Council recently convened a meeting to address funding shortfalls on the project to improve and widen state Route 905. Acquiring the rights of way from neighboring property owners to widen the much-traveled truck commerce route is proving to be much more expensive than originally budgeted by Caltrans.

Attending the meeting were representatives from Caltrans, SANDAG, Congressman Filner's office, Senator Ducheny's office and County Supervisor Cox's office. In addition, land developers, property owners and representatives from the Otay Chamber of Commerce and the South Bay Expressway contributed to the discussion.

Caltrans is currently requesting an extension from the state so that monies set aside for this much-needed improvement project do not get diverted to another freeway project in California. Currently, the monies earmarked for the 905 improvements must be used by May of



**The proposed widening and extension of 905 will relieve congestion in Otay Mesa and provide greater mobility of regional, interregional and international traffic.**

this year. Meanwhile, SANDAG, Caltrans and Congressman Filner's office are investigating additional sources for funds to acquire the needed rights of way, including utilizing TransNet funds, federal truck route funds, and possible state goods-movement monies.

The improvements to highway 905 are vital to the continued economic prosperity of not only the South Bay but to the entire county. The project will also alleviate congestion on Otay Mesa Road, the only major east-west surface road servicing Otay Mesa.

## Predictions of San Diego's Economic Risks for 2007

Effects from the housing sales decline and recent frost were the topics of discussion by regional economic experts at the 23rd annual Economic Roundtable held in late January at University of San Diego.

"There are a number of indications that the worst may be behind us in terms of the downturn in home sales. But even if home sales do begin to recover, there is still a large inventory of unsold homes that will continue to exert a substantial drag on construction employment and overall GDP growth through the first half of 2007," said University of California San Diego Professor of Economics Dr. James Hamilton.

According to experts, the recent frost will have a lasting impact on San Diego's agriculture.

"The total damage to San Diego's crops from the recent freeze is still uncertain and it will

likely be months before the full impact is known. Preliminary figures vary widely but will likely settle somewhere above \$50 million in losses. For the economy of San Diego County

More than 300 people attended the event, including representatives from local, state and federal government agencies.

"The County of San Diego is proud to sponsor the San Diego County Economic Roundtable each year as it gives local business people and residents valuable information about the economy and financial trends and issues," said Board of Supervisors Chairman Ron Roberts.

The Economic Roundtable was sponsored by the County of San Diego, the University of San Diego School Of Business Administration, The San Diego Union-Tribune and the San Diego Workforce Partnership.

*"Even if home sales do begin to recover, there is still a large inventory of unsold homes that will continue to exert a substantial drag on construction employment and overall GDP growth through the first half of 2007."*

*- University of California San Diego Professor of Economics Dr. James Hamilton*

that's a sizable amount of money that will never circulate through the hands of merchants and service providers," said San Diego County Farm Bureau Executive Director Eric Larson.

## SCEDC Exploring Formation of Economic Development District

The South County Economic Development Council is exploring the formation of an Economic Development District (EDD) with the U.S. Department of Commerce. South County will partner up with Imperial County to meet requirements to form an EDD. A mapping of the proposed area has already been sent to the Department of Commerce, which is already working on how to move forward with the process and create the EDD.

The Department of Commerce provides funding within an Economic Development District for infrastructure and transportation projects that lead to job creation. An EDD must cross jurisdictional boundaries and serve areas of economic distress, either pockets of poverty, low per-capita income, or high unemployment rates. A public entity will need to be formed to house and manage the EDD. The SCEDC executive team has agreed to take the leadership role for a year or until the new organization can run by itself, grow into maturity and operate

independently.

A resolution to create the EDD has to be approved by both San Diego and Imperial counties, then by the governor, and finally by the U.S. Commerce Department. Stay tuned for more details from the South County Economic Development Council.

## The SCEDC Helps Pave the Way for Small Business Expansion

The South County Economic Development Council is assisting business owners in South County who are looking to add more employees to meet the needs of their expanding businesses.

Through its Small Business Lending Program, the SCEDC has been able to provide nontraditional loans at competitive rates to businesses that otherwise would not qualify for traditional lending.

Working with small businesses in Chula Vista, Imperial Beach, Otay Mesa, National City and San Ysidro, the SCEDC offers loans from

\$5,000 to \$50,000 to provide the necessary capital for growth and expansion.

Funded in part through federal and local grants, the city of Chula Vista has directed Community Development Block funds towards this effort. Additionally, local banks such as Union Bank and San Diego National Bank, have donated funds to assist in meeting the business community's needs.

Small businesses can apply for the Small Business Lending Program by contacting the SCEDC at (619) 424-5143 or by downloading an application on the Web at [www.SanDiegoSouth.com](http://www.SanDiegoSouth.com).

*(continued from page 2)*

Tijuana's airport has one runway that is long enough to accommodate the types of airplanes that can't land on Lindbergh Field's short runway. The cross-border connection could open up international markets that airport authority officials desire, which was one of the reasons to move Lindbergh Field to Marine Corps Air Station Miramar.



South County Economic Development Council

**JOIN** the region's most dynamic organization.  
South County Economic Development Council

*"SCEDC provides mentoring opportunities and fosters relationships where I can support others with similar goals and challenges unique to South County."*

Christine R. Moore  
Director of External Affairs  
SBC/AT&T

*"The South County EDC is where I go to find out what is happening in South County. The contacts I make and information I receive are invaluable. A great investment!"*

Greg Hulsizer  
Chief Executive Officer  
SOUTH BAY EXPRESSWAY

*"Through membership in the South County EDC, GEOCON stays connected with the collaboration toward a shared vision of the San Diego/Northern Baja Region. Our business thrives as a result."*

William R. Clevenger  
Director of Business Development  
GEOCON

*"I belong to South County Economic Development Council because it allows me to keep pace with the dynamics of business in our region."*

Dan Biggs  
President  
DESIGNED INTERNET SOLUTIONS

For membership information, please call 619-424-5143 or visit our website at [www.sandiegosouth.com](http://www.sandiegosouth.com)

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## Chula Vista Approves High Tech High Charter School

The Chula Vista City Council approved a lease agreement on Jan. 23, leading the way for the city's first High Tech High School. City leaders voted to locate the charter school on city-owned land within the future University Park and Research Center campus.

The school's emphasis will be environmental subjects and programs, coinciding with the National Energy Center for Sustainable Communities, a future neighbor on the university campus. High Tech High and a related environmental research center has been promised eight acres of land with the option to develop a middle school that will emphasize global environmental issues on an neighboring 2.7-acre site. If both the high school and middle school were built, the complex would hold 900

students and employ 65 faculty and staff.

High Tech High Learning, a private, nonprofit organization that develops and operates charter schools, began in 2000 as a single charter high school. It was launched by a coalition of San Diego business leaders and educators who were concerned by the shortage of qualified high-tech workers. Evolving into a nationally recognized school development organization, High Tech High Learning now

*The primary goal of High Tech High Learning is to increase the number of low-income and minority students who succeed in the high-technology industry.*

operates a total of seven schools from primary to secondary levels. With six of those schools in San Diego and one in Northern California, the primary goal of High Tech High Learning is to increase the number of low-income and minority

students who succeed in the high-technology industry.

"This is about preparing our young people for life in a global society that is increasingly technology driven," stated Chula Vista Mayor Cheryl Cox. "High Tech High has demonstrated not only their desire, but their ability to serve

students that represent the entire community."

High Tech High will be located on the university site near the future intersection of Hunte Parkway and Discovery Falls. The lease is initially for a term of 50 years, with two 25-year options at a minimal rate of \$1 per year. The school will open at a temporary location in September of this year but the permanent facility is expected to open the following September.

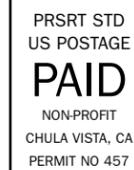


**Scheduled to open in the fall of 2007, the new High Tech High will create personalized, project-based learning environments where students are challenged to meet high expectations and graduate well prepared for college, work, and citizenship.**



South County Economic Development Council

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Chula Vista, CA 91911



## Save the Date

The South County Economic Development Council's 17<sup>th</sup> **Economic Summit** is scheduled for September 27. We will once again be utilizing the San Diego Convention Center for our day-long event. Thank you to Shannon Brown of The Border Agency, the chair for this year's Summit. More details will appear in the June issue of this newsletter