

SOUTH COUNTY Briefings:

October 2008



South County Economic Development Council

2008 Economic Summit Addresses Binational Concerns On Economy, Conservation and Port Redevelopment

At last month's 18th annual Economic Summit hosted by the South County Economic Development Council at the San Diego Convention Center, more than 400 community and business leaders gathered to hear keynote speakers as well as panels of experts discuss an array of issues affecting economic progress in the South County-Tijuana region. At the forefront of the summit were panel discussions on natural resource and energy conservation, 10th Avenue Terminal redevelopment and binational relationships.

The morning's keynote speaker State Controller John Chiang addressed the state of the current U.S. economy and those factors influencing its long- and short-term growth. According to Chiang, the economic situation is not just a California or U.S. phenomenon; it is an international phenomenon. This all-encompassing scope of economic influencers poses many unprecedented questions that need to be addressed at all levels.

"While different in some sectors, overall, the California economy tracks the national economy," Chiang said. "A quick fix is not the appropriate remedy. The state government needs to implement changes for long-term solutions."

Panel discussion highlights include an informative presentation on natural resource and energy conservation given by representatives from SDG&E, San Diego Water Authority and Valero Energy Corporation, as well as a heated discussion on the pros and cons of the

proposed 10th Avenue Terminal redevelopment project.



Keynote speaker former San Francisco Mayor Willie Brown Jr., addressed some strategies to survive an economic slowdown during the luncheon portion of the 18th annual Economic Summit.

After the morning's rousing panel discussions involving community leaders from around the region, the afternoon's keynote speakers, former San Francisco Mayor Willie Brown Jr. and the Honorable Jorge Ramos Hernández, mayor of Tijuana, offered the summit attendees their words of wisdom.

In Brown's address, he touched upon ways to manage an economic slow down, capitalizing on the need for a cohesive vision.

"The first law of economic development is to keep others' money in your city," said Brown. "The most important needs to address during times of economic uncertainty are the concerns of the people. On the most basic level, people are concerned about their incomes and being able to provide for their families; businesses are concerned about lack of revenues to be able to do what they do. Right now, a preliminary

responsibility of the city is to communicate solutions of these worries to people of San Diego."

Mayor Ramos focused on the elements needed to facilitate lasting mutual growth in Tijuana and San Diego.

"The South County-Tijuana region has the pillars in place to become the most powerful economic region in the world and Tijuana is ready to take its place as the strongest metropolitan center in Mexico," he said. "Advancements in San Diego are good for Tijuana and, while this growth has presented challenges, we are ready to complement the overall success of the region."

He encouraged binational leaders to

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Tijuana, Rosarito and Ensenada Mayors Call for Unity

One of the most profound messages heard at the Economic Summit last month was the call for unity and sincere friendship between leaders from both sides of the border. These were voiced most eloquently by the mayors of Tijuana, Rosarito and Ensenada, who spoke in Spanish while the audience listened in with translation devices.

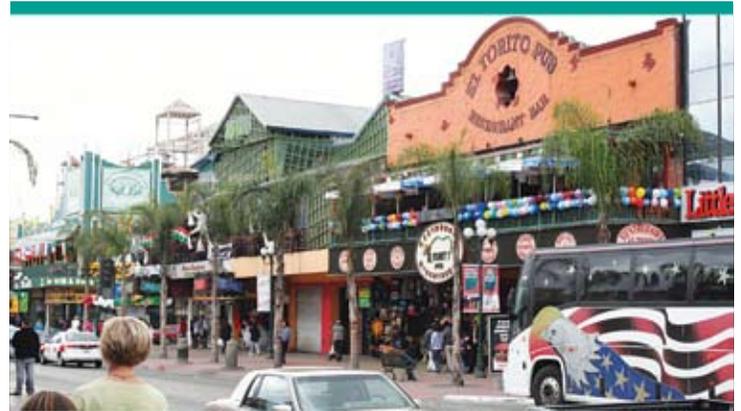
Mayor Jorge Ramos of Tijuana spoke about a mutually beneficial relationship whereby we become “borderless in both directions.” The mayor believes in the ability of Mexico and the U.S. to form one vision to make both stronger in the future.

“We live in a global world and our challenges are not significantly different,” said Ramos.

The mayor urged governments on both sides to come together for a shared goal of growing the two closely linked economies.

In addition, he assured the public that he is committed to making sure that the streets of Tijuana are safe. According to Ramos, in the next 25 months, an important initiative will employ changes on Avenida Revolucion. Ramos added that in 2008 he has seen Tijuana gain strong momentum in the construction industry that is needed for new roads and infrastructure.

The mayor of Rosarito, Hugo Torres, warned the captive audience about his challenges with both the downturn of the



Mayor Ramos is committed to ensuring the safety of Tijuana's streets including Avenida Revolucion, one of the city's most recognizable thoroughfares.

American economy and the way the U.S. media is portraying Mexico. He encouraged increased reporter accountability.

Another topic discussed was Punto Colonet, a project south of Ensenada that will open the world's largest port in Mexico, a few miles south of San Diego. If successfully developed, the port is projected to yield huge financial benefits, not only for Mexico but for the U.S. as well. The U.S. and Mexico are dependent on each other to a certain extent, according to Pablo Alejo López Nuñez, mayor of
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PRESIDENT'S MESSAGE

It is an honor to be taking the helm of an organization as vital to our local economy as the South County Economic Development Council. Over the past few years, SCEDC has become one of the most powerful forces in our county and one of the most noteworthy south of the border as well. I am extremely proud of our accomplishments over the years and hope to make a significant impact during my tenure as president.

This edition of the Briefings newsletter is filled with information about our very successful Economic Summit, which was held last month. The feedback we have received regarding our keynote speakers and various panelists as well as the format of the day have been nothing but tremendous. Please take the time to thank our Summit committee chairwoman Shannon Brown and fellow committee members the next time you see them. Thank you to everyone who contributed to this fantastic and well-attended event.

As we all are aware, these are challenging times for our local and national economy, which makes our organization more important than ever. Our staff, board of directors and members have been working tirelessly over recent months to ensure our region remains stable and bounces out of the current economic downturn in a better position than ever before. Just last month staff provided testimony in support of the MMC Peaker Plant in Chula Vista and

By **Dan Biggs**, South County Economic Development Council

made a presentation to the California Energy Commission during a recent hearing in support of the project.

Additionally, several members provided testimony at the San Diego City Council meeting in support of the Environmental Impact Report for the Enterprise Zone. Perhaps as a result, the City Council approved the item unanimously. And several of our members continue to support small business in the South County by walking door to door and providing valuable information regarding business resources and loan programs to individual business owners.

I encourage you to make the most of your membership in the South County Economic Development Council. We have several committees that meet on a monthly basis that are working to solve some of the problems our region faces and to make our organization
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County-Sponsored Wildfire Public Awareness Campaign Encourages Businesses to Get Ready

The San Diego County Office of Emergency Services is prompting homeowners and businesses to get ready for this year's wildfire season by registering their cell phone or email address with Alert San Diego. This new system is a reverse 9-1-1 system that will send telephone notifications to residents and businesses within San Diego County impacted by, or in danger of being impacted by, an emergency or disaster, like a wildfire.

The system already utilizes the region's 9-1-1 database, provided by the local telephone companies, and thus is able to contact landline telephones whether listed or unlisted. Because the system uses the 9-1-1 database, only landline numbers are in the system. If you have a Voice over IP (VoIP) or cellular telephone and would like to be notified over that device, or if you would like an email notification, you must register those telephone numbers and/or email addresses for use by the system. The greater number of registrants on the Alert San Diego system, the better the chances of being notified of potential danger, which should give you ample time to react and respond to the message.

If the call is picked up by an answering machine, the system will leave a voice message. If the telephone called is busy or does not answer, the system redials that number up to three times in an attempt to deliver the message.

For information about Alert San Diego, or to register, go to www.ReadySanDiego.org.

State Funding for Chula Vista Energy-Efficiency Program Could Double

The City of Chula Vista's efforts to help residents and businesses reduce energy use have been so successful that San Diego Gas & Electric is proposing to double the amount of energy efficiency funding the utility allocates to the city. Funding for the Energy Efficiency Partnership could jump to \$4.6 million over the next three years, allowing the program to expand and reach more consumers than ever before with, among other services, free on-site energy assessments for businesses. Additionally, the new partnership dollars would help improve the efficiency of new development along the Chula Vista bayfront and existing city buildings

and public facilities.

Partnership funds also would enable Chula Vista to begin implementation of its landmark climate protection measures recently approved by the City Council. When fully implemented, the measures are expected to bring Chula Vista cleaner air, less congested streets and lower energy bills. One of the most innovative and ambitious measures is the recommendation to adopt green building standards throughout the city, a move that would surpass the state's toughest regulations for energy efficiency. The city is even looking for ways to integrate solar and other renewable resources with energy efficiency, and to spur local job development and purchasing through their energy-efficiency projects as well.

Funding for energy-efficiency programs comes from the "Public Purpose Programs" charge, which is collected through the bills of customers of the state's investor-owned utilities, including SDG&E. The California Public Utilities Commission oversees how utilities spend that money. Commission members still need to approve the allocation for Chula Vista. The CPUC will decide in coming months on a portfolio of ratepayer-funded energy-efficiency programs, of which Chula Vista is just one.

Over the course of the current program, the city distributed more than 22,000 free energy-saving compact fluorescent light bulbs and 500 energy- and water-saving spray rinse valves; initiated over \$1 million in energy-efficient improvements at municipal facilities, and provided developers with the technical assistance they needed to build more efficient homes and businesses.

National City Celebrates Opening of Its First Marina

National City Mayor Ron Morrison, along with the Board of Port Commissioners Chairman Michael Bixler and Commissioner Robert "Dukie" Valderrama, helped celebrate the grand opening of National City's first marina this past August.

The first new marina development on San Diego Bay in 17 years, Pier 32 Marina, located just off of the Sweetwater Channel in San Diego Bay, is a full-service, 20-acre marina with 250 slips. The facility includes deluxe shower rooms, a laundry room, workout center, storage lockers, community room, boater's lounge, full-service delicatessen and putting green. A pool and Jacuzzi will soon be added.

Designed by architect Miller Hull, the marina

buildings combine modern design with galvanized steel and wood planking accents that are reminiscent of the city's first wharf built by city founder Frank Kimball.

The facility opening also celebrated the christening of a new public art piece which is installed on the marina property. Artist Alber de Mateiss was commissioned to create "Le Bateau Ivre," a 15-foot by 18-foot sculpture that is suggestive of the framing and planking of a sailing vessel. The artwork reflects the historic theme that is prevalent in the marina buildings and is reminiscent of the historic Pier 32 that was once located near the marina site.



Pier 32 Marina owners Mr. and Mrs. John Grimstad, along with Port Chairman Mike Bixler, Port Commissioner Robert "Dukie" Valderrama and Mayor Ron Morrison cut the ribbon at the grand opening celebration.

State Grant to Fund Alcohol Training and Enforcement Given to National City Police Department

National City hospitality servers and employees involved in over-the-counter alcohol sales, will be getting a lesson in proper alcohol transactions courtesy of the National City Police Department. Made possible by a \$71,000 state grant from the Department of Alcoholic Beverage Control, this grant was recently awarded to the National City Police Department to fund alcohol-related education, training, and enforcement programs within the local community.

Intended to increase public safety through education and enforcement, these programs will be led by National City police officers who will provide updated training for hospitality servers and employees involved in over-the-counter alcohol sales, as well as community outreach awareness programs designed to educate the

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REGIONAL ROUNDUP

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public - all at no cost to the National City community. Enforcement programs such as police-lead compliance inspections of all Alcoholic Beverage Control licensed businesses and projects targeting problematic businesses not complying with the law will also be funded by the grant.

Coronado Businesses Benefit from Sixth Straight Year of Increased Beach Attendance

While many beaches countywide are reporting no growth or a decrease in summer beach attendance, Coronado beaches have seen an upward trend in visitors. According to Lifeguard Sergeant Aaron Wonders, some 2.5 million people have visited Coronado's beaches this year; an increase from 2007's estimate of two million during the same time period. This represents the sixth consecutive year of growth, which is a trend that is greatly benefiting the city's businesses.

Sales at Holland's Bicycles located on Orange Avenue were up, according to the store's sales manager Michael Shepherd. In fact, this summer season was its best on record.

"Business this summer was very excellent," he said. "We saw a great increase in the amount of rental sales and a lot of those were to customers visiting from out of town. The beach is a great asset for business and I hope it keeps attracting visitors."

Business has also been on the rise at Boney's Bayside Market, which will be celebrating its third anniversary this month.

"This year business has been up about six percent, which is a good increase," said Debi Boney, co-owner of Boney's. "We usually see an increase in sales starting the end of May to the

third week of August, which coincides with the height of beach season. This summer I've noticed a lot more people around town and a fair amount of people who come into the store are tourists."

According to Wonders, beach attendance this summer was also bolstered by excellent ocean water quality. In a recent Summer Beach Report Card report put out by Heal the Bay, Coronado's beaches all scored an A+ in water quality.

"The continuous steady increase in beach attendance can be attributed to Coronado's beaches being well-kept and well-known as tourist destinations," said Wonders.

Palm Avenue Improvement Projects Will Revive Imperial Beach's Economic Center

The first of two projects to improve Imperial Beach's most traveled thoroughfare, Palm Avenue, which runs east to west through the city and connects to Silver Strand's Highway 75, are now under way. Construction on the Palm Avenue street-end improvement project, at the west terminus of the street, began earlier this summer with the relocation of a glass mosaic wall art piece that once stood at the sand's edge. A second project, streetscape improvements on Palm Avenue between Seacoast Drive and 3rd Street, began just a few weeks later.

The street-end project plans call for the creation of a pedestrian-friendly cul-de-sac plaza with seating, improved beach access, landscaping and public art. The pinnacle of the project will be "The Spirit of Imperial Beach," an 18-foot sculpture by artist A. Wasil. In addition to the improved beach access for individuals with disabilities and emergency vehicles, the project will also reduce the amount of urban water run off that reaches the ocean by means of a new storm drain pump station with built-in diversion system. Completion is expected in January.

The second Palm Avenue undertaking is a streetscape project that will reconstruct and enhance a three-block area known as Old Palm between Seacoast Drive and 3rd Street. The \$1.2 million project includes an outdoor surfboard museum, wider sidewalks, pedestrian-oriented lighting, landscaping and traffic-calming measures with intersection bulb-outs at 3rd and 2nd streets. The pedestrian improvements cover approximately 2,400 linear

feet. Expected to be complete by November, the project is being funded by a \$1 million smart growth grant and by Imperial Beach Redevelopment Agency's bond funds.

As part of Imperial Beach's redevelopment district, the city has further plans to improve and redevelop Palm Avenue from 7th to 13th streets to make it a more consumer and pedestrian-friendly main street. Goals of the redevelopment district are to establish specific streetscape improvements that will include mixed-use and commercial/retail development opportunities that will ultimately transform the commercial corridor of Imperial Beach into a dynamic business district.

"We hope to build a business and family-friendly environment along Palm Avenue that is not only designed with pedestrians in mind but also will improve traffic flow," said Jerry Selby, the city's redevelopment coordinator. "The future new and improved Palm Avenue commercial district will connect with the areas of Old Palm Avenue now currently undergoing improvements. One day we hope Palm Avenue will become the central hub for shopping, dining and entertainment from end to end."



Street improvements on Palm Avenue, including the street-end project pictured here, will help to build a pedestrian- and family-friendly commercial core in Imperial Beach.

Port of San Diego Welcomes New Cruise Business with Carnival Cruise Lines

Carnival Cruise Line's Carnival Elation will begin offering three- and four-day cruises from San Diego to Catalina Island and Ensenada starting on February 12. The 2,052-passenger ship currently operates four- and five-day cruises to Mexico from San Diego and will continue that program until the new service begins.

On its new route, Carnival Elation will depart on Thursdays on three-day cruises to Ensenada. Four-day cruises will depart on Sundays and visit Ensenada and Catalina Island. This marks the first time passengers can depart



The increase in summer beach attendance has been good for business at Holland's Bicycles, which has reported this summer's sales as the best on record.

REGIONAL ROUNDUP

from San Diego and voyage to Catalina Island aboard a large, luxury cruise ship.

The three- and four-day cruises are expected to attract 226,000 passengers annually, a boost of 33 percent over the 169,000 annual passengers that have embarked on the five-day cruises. With the shorter cruises, Carnival Elation will complete 100 ship calls annually, up from 75 for the longer cruises.

Carnival Cruise Lines will continue to offer seasonal eight-day cruises from San Diego to the Mexican Riviera aboard Carnival Spirit.

Each homeport cruise ship call at the Port of San Diego has an economic impact of about \$2 million. This figure is derived from the average amount that a cruise ship passenger spends while in the San Diego region, along with the employment associated with serving the cruise ship and the many businesses and services that support it. In 2007, the Port of San Diego had 238 cruise calls with more than 700,000 passengers. By the end of 2008, the Port anticipates that number to jump to 252 cruises and more than 800,000 passengers. The Port currently has nine cruise lines making calls here.



Carnival Cruise Line's Carnival Elation ship will offer three- and four-day cruises from San Diego to Catalina Island starting February.

Business Incentives Keep Region Competitive

While South Bay and the entire San Diego region boast a superb quality of life and a strong, diversified economy, the region must continue to look for ways to remain competitive in the economic development arena. Providing business incentives and assistance programs is a key economic development strategy of the City of San Diego and other local cities. These efforts help retain existing businesses, promote business growth, create jobs and increase investment in the San Diego region.

In addition to a number of targeted

assistance programs, the City of San Diego has worked with other local, state and federal governments to create and expand business development and incentive zones in the region. One of the primary economic development tools is the San Diego Regional Enterprise Zone.

An Enterprise Zone is a defined geographic area in which businesses can claim substantial state tax credits that directly affect a business' tax liability. These credits are far more valuable than tax deductions. Businesses that operate in an Enterprise Zone can claim state tax credits for employee wages and manufacturing equipment purchases. Businesses are also offered job-referral services, development permit expediting and assistance, tax savings on loans, reduction on certain development fees, and access to specialized technical and financial assistance programs.

Further enhancing the benefits to businesses are an array of other incentive programs that overlap with the Regional Enterprise Zone, making the area even more attractive. Overlapping business development and incentive tools include Redevelopment Project Areas, a federal Renewal Community designation, a Recycling Market Development Zone and a Foreign Trade Zone, all of which provide incentives, specialized assistance and other benefits to various industries.

San Diego's Regional Enterprise covers designated areas of the City of San Diego (Barrio Logan, Golden Hill, Mid-City, and Otay Mesa-Border Communities), the City of Chula Vista east of I-805 to its bayfront along prime waterfront property and almost the entire city of National City along its bayfront. Portions of these areas offer the most extensive developable land opportunities in the region and offer tremendous opportunities and incentives for businesses and industries.

For more information about the San Diego Regional Enterprise Zone as well as other business incentive programs in the region, visit www.sandiegoregionalez.org or contact the City of San Diego at (619) 236-6301.

President's Message

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as strong as it can be. See page seven of this newsletter for a listing of the various committees. All committee meetings are open to all members of the SCEDC and your participation will be appreciated and valued.

Economic Summit

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join him in working toward one vision to improve the economic vitality and prosperity of the region as a whole.

"This unified effort, connected by shared friendships, values and principles will benefit us all and make us all stronger," he said.

WELCOME NEW MEMBERS

South County EDC extends a hearty welcome to our newest members:

CTE, Knoefler Enterprises, Sweetwater Education Foundation, Securities Center Inc., Leighton Consulting Inc., U.S. Bank, Frontier Trading, Hutchens PR, Diario San Diego, Sudberry Properties, Eastridge Group, Metropolitan Transit System Paradise Villages, URS, Westflex Industrial, Susan Lipp and Pamela Bensoussan.

The inaugural New Member Luncheon is scheduled for October 29 with sponsorship provided by the San Diego Union-Tribune. This is an opportunity to introduce the SCEDC to our new members and show them how they can take advantage of their membership.

All members are welcome.

Elected Officials Look to the Future of Our Bi-National Region

An esteemed panel of South County's elected officials met at the 18th annual Economic Summit to discuss issues impacting the region with the major theme being the need to focus on forging meaningful binational relationships.

Moderated by Aída Busos García of Enlace/San Diego Union-Tribune, the panel included Assemblymember Mary Salas of the 79th District, San Diego Mayor Jerry Sanders, Chula Vista Mayor Cheryl Cox, National City Mayor Ron Morrison, Imperial Beach Mayor Jim Janney, Escondido Mayor Pablo Alejo López Nuñez, Rosarito Mayor Hugo Torres Chabert, Tecate Mayor Donaldo Peñalosa and Coronado Councilmember Al Ovrom.

Each of the panel members stressed the importance of binational relationships to the economic growth of the South County region.

"All things done to facilitate cross-border relations need to be done in collaboration with all entities working together with state and national legislators," Sanders said.

According to Sanders, the biggest factor holding back cross-border advancement is increasingly long border wait times.

"Port of entry congestion is a huge factor affecting loss of revenue, family relationships, quality of life and environmental quality," he said. "The new San Ysidro crossing will nearly double the capacity and is a step toward regaining our global infrastructure."



Elected officials discuss issues impacting the San Diego/Mexico region at the 18th Economic Summit.

Salas was quick to echo those sentiments, pointing out that Mexico is an important trading partner and that a successful economic future for each country is reliant on the other.

"The international border does not necessarily defined us as people or as an economy," said Cox. "Instead, we need to look at the border as a place to exchange ideas and build upon each other's

strengths."

In addition to unanimously agreeing on the need to continue developing binational relationships, the panelists also agreed on the pressing need to focus on redevelopment and attracting new business to the area. For the Mexican perspective on this panel discussion, please turn to the Binational News story on page two.

"Over the last 20 years, National City has undergone a massive redevelopment effort and the impact on the quality of life and economy are measurable," said Morrison.

Imperial Beach has taken advantage of its border-close location and continues to strive to be a bi-national city, explained Janney.

"We have made small steps toward redevelopment, all while preserving the community's lifestyle, in order to become a destination for South County beach goers," he said.

"Binational relationships are the fabric of our community and of our region," said Ovrom. "It's these relationships that define us and give us the strength to be the future of San Diego's economic growth and development."

SDG&E Offers Energy Saving Ideas and Rebates

Early fall is an ideal time to prepare for winter heating. This is especially true if you're concerned about natural gas prices, which are expected to be higher this winter than last winter.

One of the smartest ways to ease the impact of higher natural gas prices on your company's operations is to improve energy efficiency.

Installing a tankless (instantaneous) water heater will conserve both natural gas and water, and insulating pipes and tanks as well as commercial food-service equipment such as ovens, steam cookers, fryers and

griddles will save on heating and cooling costs. These ideas are just some of the gas and electric saving measures that may qualify for rebates through SDG&E's Small Business Super Saver and Express Efficiency programs.

Energy-efficiency upgrades also may qualify for SDG&E's On-Bill Financing. This program offers zero percent financing for up to five years for measures that cost between \$5,000 and \$50,000.

Before buying new equipment or starting energy-efficiency projects, be sure to call SDG&E's Energy Information Center at 1-800-644-6133 to verify that your upgrades qualify for available rebates or incentives. You'll also find rebate

information and applications posted online at the Energy Savings Center, www.sdge.com/esc, along with links to training opportunities and online tools and tips all designed to help your business save energy.

Are you Ready for the Holidays?

See Page Seven for Details on SCEDC's Annual Holiday Breakfast. Your Guests are Free!



First Binational Economic Forum a Success

The First Binational Meeting of Economic Development and Urban Planning Directors hosted by SCEDC brought together for the first time public officials from both sides of the border to openly discuss the programs and policies currently implemented in each of their communities. Mexican cities represented at the forum included Rosarito, Tijuana and Tecate. Representatives from the cities of San Diego, Coronado, Imperial Beach, National City and Chula Vista were in attendance as well.

According to SCEDC CEO Cindy Gompper-Graves, the public officials who attended came to the meeting as strangers, and left with a sense of purpose and friendship.



Public officials from both sides of the border got together at the first Binational Meeting of Economic Development and Urban Planning Directors to discuss programs and policies implemented in their communities.

“These representatives shared their experience and knowledge on economic and planning policies in a forum never before possible,” she said. “These are the people behind the scenes that make things happen in the world of economic development and urban planning — they are the strong arm of community development. This exchange of very important information on issues and solutions that are needed along the border communities will benefit the whole region.”

This binational event was so successful that the attendees decided to have a second meeting in February that will be hosted in Tijuana.

December Holiday Breakfast Just Around the Corner

The annual Holiday Breakfast provides a great opportunity to strengthen the SCEDC by showing non-members the many benefits of joining the council. A December tradition and one of only two member-recruitment events of the year, this is the only meeting of the SCEDC where non-members are encouraged to come, to network with our members and to find out what the buzz is all about in the South County.

To be held at the San Ysidro Health Center, you will be guaranteed to hear from a dynamic guest speaker from the Health Center as well as to have a fabulous and filling breakfast and to meet many of South County’s movers and shakers. And did we mention breakfast is free?

Start making your list of who has been naughty and nice and invite them all to our upcoming Holiday Breakfast. Members who bring potential new members will be entered into a drawing for some fabulous prizes.



The SCEDC's traditional Holiday Breakfast is the perfect opportunity for members to show non-members the many benefits of the council.



Cecilia Kirk (center), standing alongside Christine Moore of AT&T and Port Commissioner Robert "Dukie" Valderrama was recognized by the SCEDC with the Pioneer Award for initiating "Christmas in July." For a full list of award winners at September's Economic Summit, please see the story on the back page of this newsletter.

Working Committees of the SCEDC

- Transportation and Infrastructure
- Marketing and Events
- Workforce and Education
- Loan & Finance
- Public Policy
- Membership (New!)

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

South County Economic Development Council
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cindy@SanDiegoSouth.com

Binational News

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Ensenada, and with a solid alliance both will rise above water. For the U.S. perspective on this panel discussion, please turn to the South County Views story on page six.

SCEDC Recognizes Outstanding Community Leaders

Several well-deserving individuals and organizations were recognized for their outstanding contributions made to the South County at the 18th annual Economic Summit.

Cecilia Kirk of National City was recognized with the Pioneer Award, given annually to individuals with unique visionary contributions that have broken conventional norms and have set a fresh course for San Diego County. Kirk was awarded for initiating the annual "Christmas in July" in 1990, which is a project that brings the Navy and community volunteers together to rehabilitate homes for low-income families.

Also recognized was Jason Wells of the San Ysidro Chamber of Commerce, who was awarded the Bi-National Endeavor Award. Wells united organizations to

speak as one entity to enhance the San Ysidro port of entry. He also decreased the impact this project would have on businesses surrounding the port for the duration of the project.

Senator Denise Moreno Ducheny was honored with the Regional Leadership Award for integrating valuable benchmarks and making a significant impact in the South County. The Senator, who is a strong supporter of Highway 905, tirelessly worked to establish and protect South County's Enterprise Zone and advocated for a third border crossing.

The Outstanding Corporate Citizen Award was given to Greg Hulsizer from South Bay Expressway, for providing South County with contributions that were superior to any other organization. Hulsizer, who is a participant of several South County organizations, made park improvements, rehabilitated sensitive species into new habitats, and spurred economic developments throughout the region.

The Marilyn Lassman Golden Dedication/Lifetime Achievement Award, which honors one of the founding members of South County Economic Development Council, was given to Denny Cuccarese of The Corky McMillin Companies. Cuccarese has been prized due to his boundless dedication and exceptional leadership skills demonstrated over the past 25 years. He has been a part of SCEDC since its inception and has held several positions such as President, Marketing Committee Co-Chair and Nominating Committee Chair.

The Corky McMillin Best of South County Award was presented to EDCO for its continued effort to stay active on various community boards and contributions to organizations throughout South County. This award is annually given to an organization that has a history of consistent excellence in products, service, customer satisfaction and overall performance as judged by colleagues and customers alike.

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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