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ECONOMIC DEVELOPMENT
TASK FORCE IMPLEMENTATION REPORT

July 24, 1992

A. INITIATE A NEW ECONOMIC DEVELOPMENT PUBLIC/PRIVATE PARTNERSHIP

1) **Establish a Regional Coalition to Encourage the Exchange of Information and Promote Coordination between Public and Private Sectors**
(Goal I)

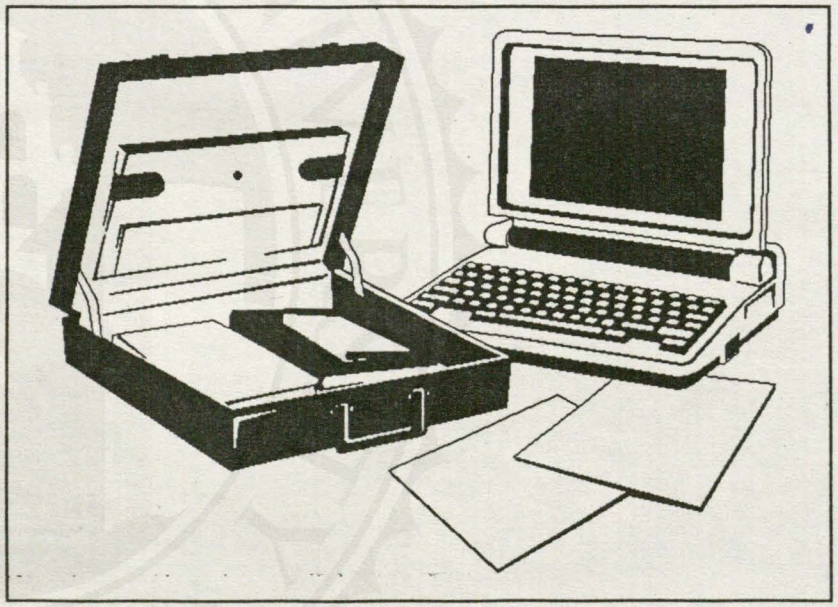
✔ 2) **Request the San Diego Economic Development Corporation to Develop a Preliminary Proposal for a Business Marketing Campaign**

✔ 3) **Designate a Single Council Committee to Deal with Business and Economic Issues**

✔ 4) **Approve the Immediate Reorganization of the Economic Development Division to Place Staff Directly under the City Manager**

✔ a1) **Recommend that the Equal Opportunity Compliance Program Be Placed Directly under the City Manager**

✔ 5) **Appoint an Economic Advisory Committee**



✔ 6) **Define Roles and Responsibilities of the Chamber, EDC and CONVIS and Incorporate into the Economic Development Program.**

✔ 7) **Develop Proposal for Completing an Economic Base Study and Analysis of Land Use, Transportation and Population Projections to Assist in Defining Targeted Industries and Areas**

a2) **"Purchase San Diego First"**
(Goal I)

B. REVISE THE CITY'S REGULATORY PROCESS

✔ 8) **Incorporate a Budget Impact Analysis into City Manager Reports**

9) **Organizationally Analyze and Evaluate Permit and Regulatory Functions for Streamlining the City's Process**
(Goal VIII)

10) **Make the Zoning Code Update a Top Priority for Completion and Implementation**
(Goal VIII)

C. EXPEDITE PERMIT FUNCTIONS

✔ 11) **Give Priority In Processing Land Use and Permitting Applications to Targeted Industries**

12) **Undertake an Analysis of the Current Business Inspection Functions**
(Goal VIII)

D. DEVELOP INCENTIVES FOR TARGETED BUSINESSES

✔ 13) **Convene a Biotechnology Summit**

✔ 14) **Develop Funding Proposals for Implementation of the San Diego Economic Conversion Program**

✔ 15) **Develop an Informational Package of Existing Incentive Programs**

✔ 16) **Develop Specific New Incentives in the Areas of Financing, Technical Assistant, Employee Training and Expedited Permit Processing**

a3) **Work with Private Sector to Add Incentive to the Package**
(Goal I)

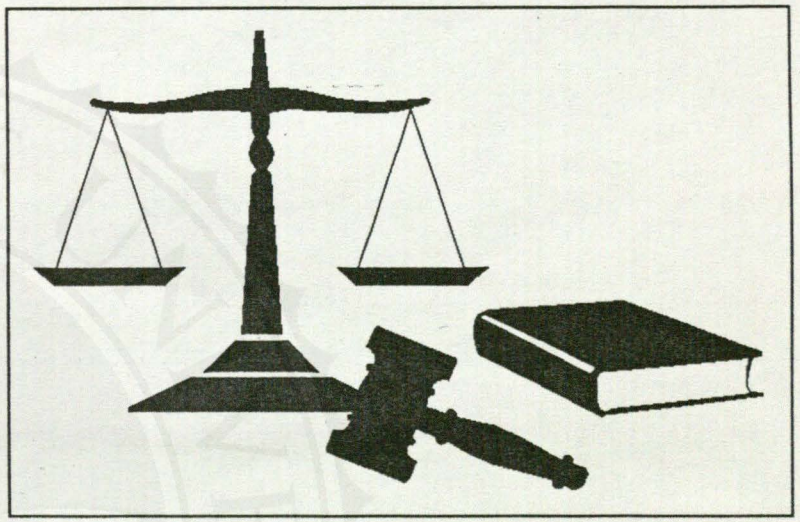
✔ 17) **Modify Current City Policies, with Regard to City Property**

18) **Develop a Water Supply Strategy which Will Assure Target Industries a Guaranteed Source of Water**
(Goal VIII)

a4) **Develop a Guaranteed Water Supply Plan for Targeted Industries Including Guaranteed Capacity to Deliver Adequate Water Supply to Local Businesses and Customers**
(Goal VIII)

E. ADVOCATE FOR LEGISLATIVE AND REGULATORY CHANGE

✔ 19) **Direct the Department of Legislative Services to Review the Current Legislative Agenda as it Applies to the Recommendations of the Task Force**



F. REVIEW AND ANALYZE BUSINESS TAXES AND FEES

20) **Include an Analysis of All Business-Related Fees and Charges in the Proposed FY 93 Budget, with the Intent of Possible Consolidation or Reduction** *(Goal VIII)*

21) **Evaluate the Feasibility of Reduction, Waiver, Deferral and Phasing of Fees to Targeted Businesses and Projects** *(Goal VIII)*

G. COMMUNICATION BETWEEN PUBLIC AND PRIVATE SECTORS

22) **Request the Chamber of Commerce and Economic Development Corporation to Develop a Plan for the Dissemination of Information** *(Goal I)*

23) **Request the Economic Research Bureau of the Chamber to Provide an Annual Report and Briefing on the State of the San Diego Economy** *(Goal I)*

24) **Request the Chamber of Commerce to Develop Educational Materials for San Diego Businesses** *(Goal I)*

H. ESTABLISH SMALL BUSINESS OFFICE

25) **Develop Recommendations for the Expansion and Funding of Services to Small Businesses** *(Goal III)*

✔ a5) **Direct the City Manager to Create the Office of Small Business**

I. PROVIDE ECONOMIC IMPACT ANALYSIS FOR COUNCIL ACTIONS AFFECTING BUSINESS

✔ 26) **Provide an Economic Impact Analysis**

a6) **The City Manager Will Review the Present Cost Recovery Policy and Make** *(Goal VIII)*

J. NEW APPROACH IN REGULATORY PROCESS

27) **Develop and Implement a Plan to Improve Customer Service, Further Cross-Training and Coordination** *(Goal VIII)*

28) **Develop, within Each Regulatory Department, User Friendly Printed Materials on the Regulatory Process and Applicable Fees. Provide Regularly Scheduled Seminars and Workshops** *(Goal VIII)*

K. PROVIDE A REASONABLE, BALANCED APPROACH TO ENVIRONMENTAL REGULATIONS

29) **Sponsor a Forum to Identify Major Environmental Issues** *(Goal VIII)*

L. ESTABLISH A MAJOR EVENTS ENTITY

✔ 30) **Adopt the Public Services and Safety Committee's Recommendations for Proceeding with Implementation of the Major Events Program**

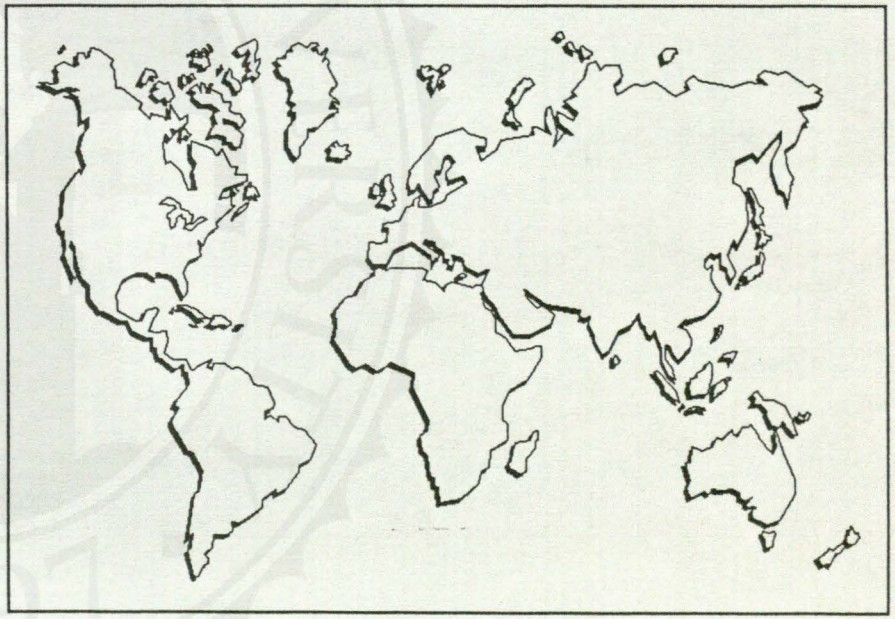
31) **Develop an Organizational Structure and Plan for a Major Events Entity** *(Goal V)*

M. INCREASE LONG DISTANCE AND INTERNATIONAL TRAVEL TO SAN DIEGO

✔ 32) **Request the Port District to Identify Alternatives to Support the Expansion of the Cruise Ship Industry and the Convention Center**

33) **Request CONVIS to Develop a Long Term Plan and Strategy for Increasing Long Distance Travel** *(Goal V)*

✔ 34) **Request the Port District, County and Incorporated Cities to Work with the City of San Diego to Develop a Plan for Provision of International Signage**



N. DEVELOP ADDITIONAL ATTRACTIONS TO ENCOURAGE LONGER VISITS

✔ 35) **Request the Central City Association and the Gaslamp Merchants Association to Develop a Proposal to Promote Downtown Events and Activities**

✔ 36) **Request CONVIS to Create a Pre-Arrival Information Dissemination Program**

✔ 37) **Request the Commission for Arts and Culture to Incorporate Appropriate Criteria into Arts and Culture Funding Decisions**

O. PROVIDE FOR A SKILLED AND PRODUCTIVE WORKFORCE

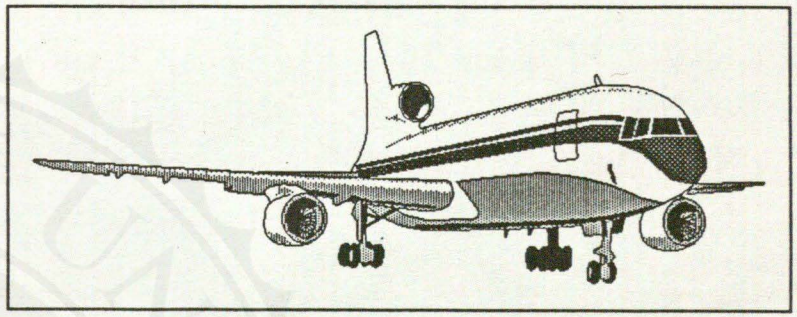
✔ 38) **Request the San Diego Consortium, Community Colleges and School District to Assist in the Development of a Council Policy on Education and Employment**

✔ 39) **Request the San Diego Consortium to Return to the Council with a Proposal for Coordination of Employment and Training Programs for San Diego Businesses**

✔ a7) **Promote the Location of a New University of California Campus in the South County Area**

P. DESIGNATE A SITE FOR AN INTERNATIONAL AIRPORT

✔ 40) **Request that the Port District Proceed with Plans to Improve Lindbergh Field**



✔ a8) **Pursue Discussions with Local Military Representatives to Discuss How the Navy Can Provide an Alternative to Air Carrier Problems**

✔ 41) **Accelerate the Feasibility Study for the Twinports Proposal**

Q. DEVISE A CITYWIDE INCENTIVE PROGRAM FOR AFFORDABLE HOUSING

42) **Request that the Housing Commission Expedite the Development of the City-Wide Incentive Program for Affordable Housing**
(Goal VIII)

R. IDENTIFY RESOURCES FOR AND CONSTRUCT KEY EMPLOYMENT GENERATING INFRASTRUCTURE

✔ 43) **Develop Recommendations for Leveraging Current Capital Improvement Funds**

✔ 44) **Accelerate Capital Improvement Projects**

✔ 45) **Expedite Telecommunications Infrastructure Study**

S. REVITALIZE URBAN COMMUNITIES

✔ 46) **Establish a Separate Redevelopment Agency Staff and a Long Term Fiscal Strategy**

47) **Conduct a Revitalization Needs Assessment for the Urban Communities** *(Goal VI)*

a9) **Review the Unmet Credit Needs Assessments** *(Goal III)*

✔ 48) **Identify Potential Funding Sources for an Urban Facade Rebate Program**

T. PROMOTE DEVELOPMENT OF THE BORDER REGION

✔ 49) **Direct the Department of Legislative Services to Promote the Development of Border Crossing, Transportation, and Custom Facilities as a Part of the City's Legislative Program**

✔ 50) **Develop and Implement Coordinated Marketing Programs for Otay Mesa/San Ysidro and the City's International Trade Program**

✔ 51) **Convene a Border Region Working Group within the City**

U. INCORPORATE RECOMMENDATIONS OF TASK FORCE INTO ECONOMIC DEVELOPMENT STRATEGIC PLAN AND POLICY

✔ 52) **Incorporate the Work of the Task Force and Direction from City Council in the Development of a City Economic Development Program and Policy**

✔ 53) **Reconvene the Task Force in Six Months**

✔ a10) **Incorporate Manufacturing and High Technology into the Task Force Report**

a11) **The City Manager Is to Work with the Economic Development Support Committee of the Council (Goal I.1)**

✔ a12) **Report to Council on Issues Being Implemented**