[MC-0398.043.007.017]

MEMORANDUM

ok approved

January 10, 1992

TO: Supervisor Leon L. Williams

VIA: Don Abel, Chief of Staff

FROM: Vikki

SUBJECT: East County Economic Development Council Press Conference to announce the launching of "Project Spring Valley"

- o In what capacity should Leon participate in the Spring Valley Press Conference.

ISSUES:

- o On Monday, January 13, The East County Economic Development Council will launch "Project Spring Valley" and announce receipt of $20,000 from participating banks:

  - Bank of America
  - Union Bank
  - Cyamaca Bank
  - Valle de Oro Bank

- o The $20,000 represents more than half of what is needed to implement a two phase economic viability study. The project needs an additional $17,000 to meet budgeted needs. The EDC has applied for County CDBG funds to augment remaining need.

- o The purpose of the study is to develop a 160 acre mixed use parcel of largely vacant land; residential, mobile park, and light industrial lands to create jobs. Most of the land is privately owned.

- o The parcel located at Jamacha Road and Grand Avenue is now in the Fourth Supervisorial District as a result of redistricting.

- o Mike Conlon of Keyser Marston is the project consultant.

- o A news release is attached and highlights Monday's agenda.

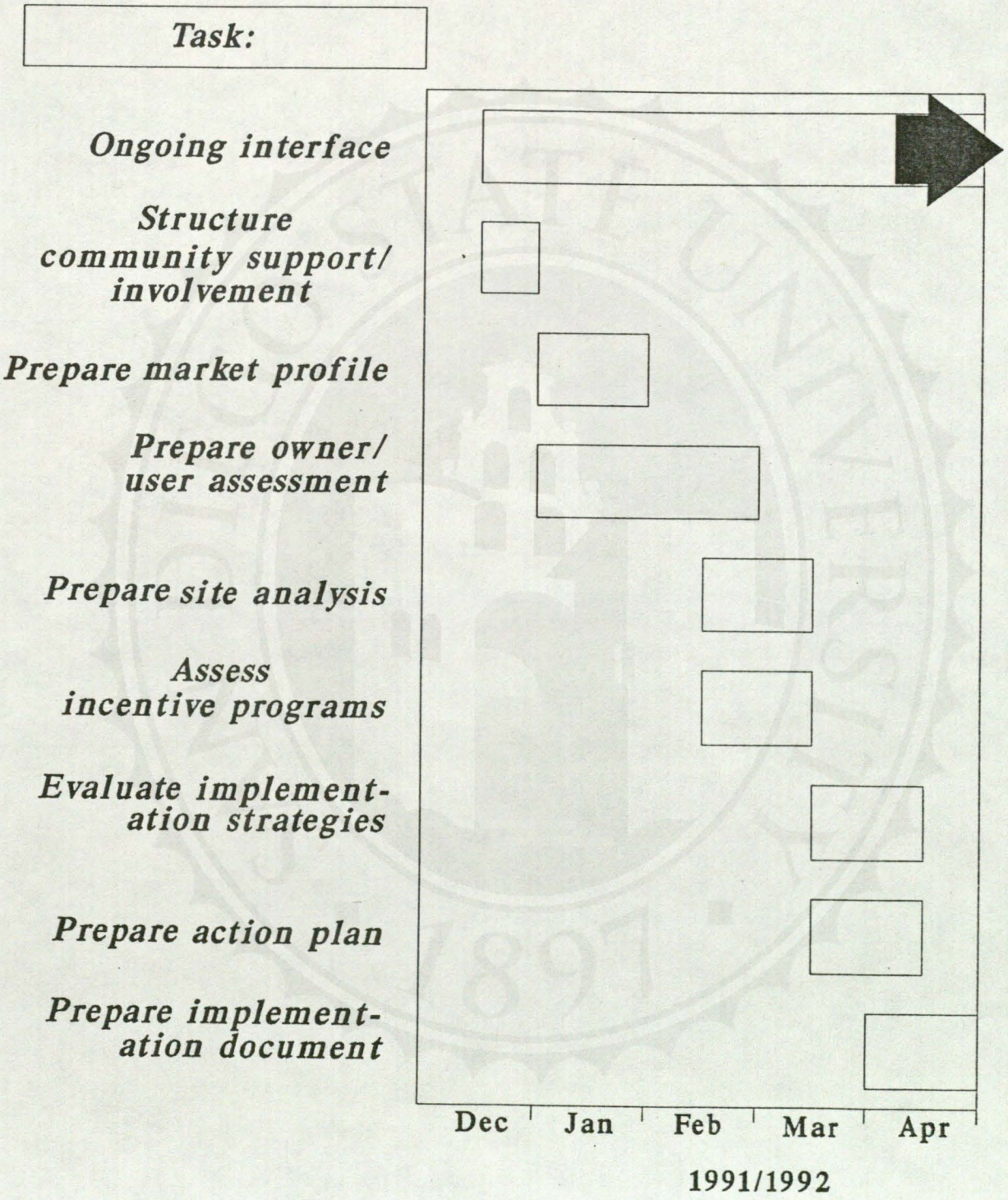
- o No "formal" agenda has been drafted as of this morning.

- o Also attached is a timeline by task of the proposed project and a budget.

Recommendation:

- o Leon should participate in the press conference and be introduced by George as new representative of the area.

Timeline by Task



PROJECT SPRING VALLEY
BUDGET

	Funded Support		In-Kind	Total
	CDBG	Other	Support	Budget
Preliminary Work				
ECEDC Preliminary Work			$15,000	$15,000
Economic Research Associates Study			25,000	25,000
Spring Valley Infrastructure Study			39,000	39,000
Project Implementation				
ECEDC Project Coordination			15,000	15,000
Overhead				
Personnel				
Services				
Consultant (TBN)	20,000	17,000		37,000
Structure Community Program				
Prepare Market Profile				
Prepare Detailed Site Analyses				
Assess Incentive Programs				
Evaluate Implementation Strategies				
Recommend Specific Actions				
Small Business Credit Needs Assessment (San Diego County)			20,000	20,000
PROJECT TOTALS:	$20,000	$17,000	$114,000	$151,000