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ECONOMIC DEVELOPMENT FOR SAN DIEGO'S DEVELOPING ETHNIC COMMUNITIES

Trying to move into this country's economic mainstream has been a steep uphill battle for America's people of color. Minorities' movement into San Diego's economic mainstream has experienced the same uphill climb.

As San Diego looks ahead toward the year 2000 and beyond, its economic development plan must include the economic development needs of the city's ethnic communities. These needs must be understood, appreciated and incorporated into an overall plan for the economic growth of our city.

First, it must be understood that there must be economic growth for the city or there won't be economic growth for the underprivileged. Therefore, our efforts must be directed toward finding creative ways for our economy to grow and expand. The impact of no growth or slow growth is a slap in the face of our ethnic communities at a time when their primary focus is on economic development.

So what must San Diego and the new mayor do to assist the development of these historically underserved communities. We must first address the most basic and fundamental thing people use for economic growth - a job. A job not only provides our bodies with nournishment, it provides us with the means to pursue opportunities and enrich the quality of our lives. How do we create jobs for those who have been disadvantaged?

1. First, we must ensure that all superficial barriers such as color, gender, etc., are removed from our city.
2. Second, we must create larger minority owned businesses where large percentages of minorities are employed. The vast majority of minority owned businesses are small and employ only a small number of people.
3. Third, we must keep our city's businesses operating and help them to expand to generate more jobs.
4. Fourth, we must attract new businesses to San Diego to increase the number of available jobs.

By increaaing the number of jobs and ensuring that everyone has an opportunity to compete for those jobs on an equal basis, we can begin to address the high unemployment rates. What kinds of jobs do our ethnic communities need? We need to provide jobs at all levels, those that require college degrees and those that don't require college degrees. The need is not just for white collar jobs, but for blue collar and no collar as well.

When I am mayor, I will provide the leadership that will address the four areas I mentioned earlier, to generate jobs. I will work to increase economic opportunities for this city and for the city's ethnic populations. Slow or no growth, as advocated by the other person, is fine for those who are wealthy or have wealthy families, but for those who have historically been denied the opportunities to enjoy the good life, no or slow economic growth ensures that those who have historically had less, will forever have less.

While expanding San Diego's economy, we must expand at an even greater rate, the economic opportunities for the underserved. We must increase their opportunities for jobs and for business ownership which result in increased purchasing power for those communities. My plan for doing this is to (1) lead the effort to create capital for minority businesses, (2) assist community based organizations and employers in forming a partnership to find candidates for vacant positions, (3) assist community based organizations in acquiring funding to establish training programs, (4) lead the effort to attract businesses to the southeastern and southern communities of our city. Better access to jobs, capital, training and retraining are needed by the ethnic communities of our city and I promise that I will lead the effort to achieve them as your mayor.

So how is economic development achieved for all the citizens of San Diego? It is achieved by the citizens of San Diego working together - government, business, ethnic communities and every other part of the city - working together to achieve our mutually agreed upon common goals. Economic prosperity cannot

be achieved and maintained by putting one group against another - developers against non-developers, ethnics against non-ethnics, the wealthy against those who are not wealthy, male against female. The time for division is over. We must carve out for this city a course of working together, a course of cooperativeness and inclusion, a course of understanding and respect. And those who choose to divide us should be politely given a plane ticket to another city. Economic prosperity exists where harmony and equal access exists. I will, as your mayor, work dilligently with all segments of our city to bring about the economic prosperity for all our citizens.

We know that San Diego's ethnic citizens are 25% of the total population. Yet the number of business firms owned by those citizens in 1987 amounted to 13% of the total, while the sales of those businesses amounted to only 6%. That indicates to me that there is much to be done. Much of what needs to be done I have stated earlier.

In addition to what I have already stated, I intend to work with and encourage the support of the community based organizations that dedicate themselves to improving the quality of life for those who have been disadvantaged in our society. It is those organizations and their daily work that will make a difference in the lives of many. These organizations must be supported with greater resources as they reach out to help others help themselves.

Finally, economic development is a we thing not a they thing. We all must all do our part. We must prepare ourselves and help to prepare others. We must understand how our free enterprise system works, and understand how to be free and enterprising. This should be taught in our schools, in our homes and in our community organizations. The best way to fight against gangs is to provide youth with better life options. The best way to fight against the high rate of high school drop outs, is to provide our youth with career opportunities that are accessible to them on an equal basis with everyone else. Through

proper education and preparation, we will see an increase in the supply of youth seeking jobs. That dictates that we find ways to generate more jobs to satisfy that increased demand. Our economic future is bright if we want it to be. By working together it will be!

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