



# Mark Fabiani Delights Attendees at Annual Holiday Gathering

## Says Chargers are Committed to Staying in San Diego County



**Mark Fabiani of the San Diego Chargers entertained an audience of more than 200 people at the Holiday Breakfast in December and declared that the Chargers are committed to staying in San Diego County.**

new members attended the event as guests.

Mark Fabiani, spokesman for the San Diego Chargers, was the keynote speaker and entertained the audience with a frank yet humorous discourse on the challenges to building a new stadium for the local football team and the possibilities of building a new Chargers stadium in South County. He declared that the Chargers will tell other cities outside San Diego County that they are not interested in moving the Chargers team.

“We are not looking for money, we are looking for private investment to bring value to an under-utilized piece of land,” stated Fabiani, when commenting on the possibility of a public subsidy. “We are going to keep working to keep the team where they belong, right here in San Diego County.”

Fabiani spoke of the positive economic impact the team would have on the South County region, including the large number of jobs that would be created by any new stadium development. Locations in National City and Chula Vista have

emerged as the most viable options in the region for a new Chargers stadium.

“South County has the room and the desire to explore this fantastic economic opportunity with the Chargers,” said Jim Janney, president of the SCEDC. “We will be working with our elected officials and the business community to evaluate return on investment and explore associated economic benefits.”

## What's Inside?

- **President's Message** Page 2
- **Economic Summit Highlights** Page 2
- **New Mervyns Store Opens in National City** Page 4
- **Enterprise Zone Extended** Page 5
- **A Year's Worth of Accomplishments** Page 7

An impressive crowd of more than 200 elected officials, business and community leaders attended the South County Economic Development Council's annual holiday gathering at South Bay Fish & Grill in December. The breakfast meeting also served as the annual membership event for the SCEDC membership and marketing committee. More than a dozen potential

## Assistant Sec. Of Commerce Lists Steps for Increased Economic Prosperity in U.S. and Mexico

Did you know that the value of trade between the United States and Mexico is roughly equal to trade with France, Germany, Italy, Spain and India combined? This was one of the many interesting facts presented by Assistant U.S. Secretary of Commerce Sandy Baruah at the Economic Summit.

According to California Secretary of State Bruce McPherson, commerce with Mexico accounts for 15 percent of the United States' international trade and is valued at \$160 billion annually. "San Diego is a huge part of the success or failure of how we do as an entire state," he said at the Summit.

As the keynote speaker during the Summit's luncheon along with McPherson, Baruah proposed five steps to fully take advantage of binational trade opportunities: 1) reduce border delays, 2) enhance compatibility of industry standards, 3) focus on appropriate use and implementation of law enforcement, 4) break down barriers in trade investment, and 5) reform U.S. immigration policy.

In regard to the compatibility of industry standards, Baruah explained that many American products need to be re-tested and re-certified once they cross into Mexico.

"It's the Mexican consumer that is penalized by these inefficiencies. They have fewer choices, and this cost of retesting is obviously

passed on to the consumers in Mexico," he said.

"The proper enforcement of the rule of law is one area that has raised concern in the business community," added Baruah. "Disputes must be addressed through civil and transparent proceedings."

Baruah used phone companies as an example of how the US could help open more market sectors in Mexico.

"Phone service in Mexico is not as good as it could be," he explained. "If the U.S.

telecommunications industry were allowed greater access to that particular market, our trade relations would be that much better."

Finally, Baruah addressed immigration reform. He stated that California pear growers lost an estimated \$10 million in produce this year for lack of farm hands.



**Assistant U.S. Secretary of Commerce Sandy Baruah was one of two keynote speakers at last fall's Economic Summit.**

## PRESIDENT'S MESSAGE

### Regional Collaboration is the Reason for Our Success

Regional collaboration has long been advocated as a primary tool in promoting economic development. I am proud to be a part of the organization that has been at the forefront of the collaborative effort between both public and private sectors in our South County region for 16 years now.

When a new freeway was needed to serve the southeast portion of the county, the South County looked to the private sector to get the job done in an efficient manner. The new South Bay Expressway will open this year as another avenue toward economic prosperity.

South County's waterfront, long thought to be a pearl in an unopened oyster shell, will soon be unveiled with the proposed Gaylord convention center and hotel, all within a well-thought-out bay-front master plan by the city of Chula Vista. This development will spur further business opportunities and bring new life to the west side of this city.

Proposed cross-border developments at Rodriguez International Airport and at the San Ysidro border crossing will continue to help shape our region that crosses two countries. These initiatives are

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

strongly based in the concept of promoting regional cooperation and developing a strong economic base on both sides of the border. All areas of South County will play a vital role in this binational bonding process.

South County has become a regional destination with the internationally renowned Sandcastle Days, Coors Amphitheatre, the only warm-weather U.S. Olympic Training Center and ecological preserves that will preserve the delicate balance we embrace in South County. Our continued prosperity depends on the continued collaboration of business, education, government and communities.

As the president of the SCEDC, I look forward to supporting projects that make our region a stronger one. With that in mind, the SCEDC is growing to provide greater value to its members. We are increasing our loan programs to small businesses, increasing our marketing efforts to attract new business to South County, and keeping our fingers on the buttons and dials that drive our region.



## Public Art and Façade Grants to Spruce Up Imperial Beach

The city of Imperial Beach has established a Façade Improvement Program for this seaside community. Grants up to \$10,000 are now available for businesses in commercial zones in order to inspire them to improve their storefronts. In addition, matching grants are available for improvements above \$10,000 with a limit of \$20,000. Contact the Community Development Department in Imperial Beach for more information at (619) 628-1360 or via e-mail at [vcarr@cityofib.org](mailto:vcarr@cityofib.org).

As part of the Port of San Diego's Public Art Program, Imperial Beach is now home to a new public art project dubbed "Banner Art." A dedication ceremony was held in early November and was presided over by then Mayor Diane Rose and Port Commissioner Michael Bixler.

The metal sculpture, titled "Banner Art," is the latest addition to the collection of public artworks installed on the Imperial Beach

oceanfront. Created by artist John Banks, the sculpture consists of three 21-foot tall metal poles standing side-by-side. The tops of each pole are individually shaped in such a way that when viewed from a specific angle on the ground, they appear to spell the word "ART."

The addition of "Banner Art" to the shoreline of Imperial Beach brings the Port of San Diego and the city of Imperial Beach closer to their goal of creating an art walk along the Imperial Beach oceanfront. The Port of San Diego installed the artist Wyland's "Ocean Riders" sculpture there ten years ago as the first installation in the Port's Public Art Program. That sculpture was followed by Malcolm Jones' iconic "Surfhenge" sculpture and surfboard art benches at the entrance of Portwood Pier Plaza and "Illuminations," a mosaic by Mary Lynn Dominguez that encircles the children's play area near the Plaza.

## County Breaks Ground for \$10 Million Flood Control Project in Bonita

November marked the start of construction on a long-awaited \$10 million flood control project in Bonita. The improvements are expected to bring a much-needed sense of security to neighboring residents, according to County Supervisor Greg Cox.

For years, the Bonita-Sunnyside area in the South County has been plagued by flooding, putting property and county roads in danger. Seeing the devastation caused by the flooding first-hand, Supervisor Cox and county officials worked determinedly over the past year to ensure that the people of Bonita are protected from future problems.

"It's my hope that with the new structural additions to the drainage system around Central Avenue, the potential for damage to homes and roadways will be greatly reduced, if not eliminated," stated Cox.

Along with Senator Dianne Feinstein, Congressman Bob Filner and Assemblywoman Shirley Horton, who weighed in with the clout of their offices, Supervisor Cox secured a \$2.9 million grant from the Federal Emergency Management Agency's Hazard Mitigation Grant Program. This federal grant was combined with \$7 million allocated by the Board of Supervisors in May of last year for full funding of the project. The project is the biggest project of this kind for Cox's supervisorial district and it is one of the largest flood control projects in county history.



*County Supervisor Greg Cox was on hand as ground was broken for the long-awaited flood control project in Bonita.*

## New Energy Savings Program Launched in Chula Vista

The city of Chula Vista and San Diego Gas & Electric are launching a new energy-efficiency program for local businesses called the Empower Partnership. The program offers local businesses free, energy-efficient compact fluorescent light bulbs and pre-rinse spray valves for restaurants & food service facilities to make it easier for businesses to save energy and money.

Program participants will also receive a brief energy assessment of their facilities and receive assistance in applying for other SDG&E programs such as the Small Business Super Saver. To request more information or schedule a visit for a business, contact the City's Department of Conservation & Environmental Services at (619) 409-3893 or [conservation@ci.chula-vista.ca.us](mailto:conservation@ci.chula-vista.ca.us).

## Chula Vista Planning and Building Department Introduces New Service

Chula Vista residents and businesses can now take advantage of a new online service produced by the city's Planning and Building Department called E-Zoning, a new easy-to-use feature that has everything consumers need to know about property use, improvement and development. No more waiting in long lines at the department's front counter!



*"Banner Art" is the latest addition to the collection of public artworks installed on the Imperial Beach oceanfront as part of the Port of San Diego's Public Art Program.*

# REGIONAL ROUNDUP

E-zoning is expected to improve the quality of city services in Chula Vista, decrease the Planning and Building Department's counter traffic and telephone calls, and offer customers access to helpful information 24 hours a day.

From your home or business computer, E-zoning will guide home and business owners through the Municipal Code zoning regulations that apply to any property. To access the new service, just enter the street address or the assessor's parcel number of the property in question. By answering some very simple prompts, customers will be directed to the information they need.

Business owners and real estate agents are encouraged to use E-zoning to find out details about specific properties before they are sold or leased. The site also allows consumers with additional questions to contact a staff member for answers.

In order to provide easy access to information for improving and investing in a property, the new online zoning service also links to process guides, downloadable forms, applications, and fee work sheets.

## More Shopping Opportunities Now Available in Coronado

**B**oney's Bayside Market has now opened on the north end of Orange Avenue in Coronado, marking the third grocery store on the island and bringing much-needed health foods and specialty natural supplements to residents and visitors of this historical locale.

Organic produce, gourmet meats, deli service and an on-site bakery are additional features of this Boney's store.

In addition, Vons Market in Coronado has entered into a long-term lease with the owners of the long-vacant Cora-mart building next door



*With its copper roof, striped awning, plentiful windows and outdoor seating, the new Boney's Bayside Market is an attractive addition to the First Avenue end of Orange Avenue in Coronado.*

to Vons on Orange Avenue. Vons plans an expansion that will add significant square feet to its current location near the corner of 8th Street and Orange Avenue.

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## San Diego Establishes Storefront Improvement Program in San Ysidro

**T**he San Diego Storefront Improvement Program and the San Diego Redevelopment Agency have announced plans to establish a San Ysidro Adopt-a-Block incentive program in conjunction with the San Ysidro Business Association.

The goal of the San Ysidro Adopt-a-Block is to improve the look of storefronts in the San Ysidro Boulevard commercial corridor by providing financial incentives in the form of a rebate to small business owners or property owners who enhance and revitalize their business exteriors.

The city and the redevelopment agency will rebate small business or property owners for two-thirds of their storefront improvement construction costs up to a maximum of \$10,000 for single storefronts and \$20,000 for multiple (three or more) storefronts. In addition, design services are provided by an architect for these projects at no cost to the business or property owner.

Contact the San Ysidro Business Association at (619) 428-5200 for more information.

## Mervyns Opens New Store in National City

**M**arking a significant milestone since transitioning to private ownership in 2004, Mervyns, a family-friendly neighborhood department store, celebrated the opening of four new stores in the Southwestern United States in October and one of those stores was in National City in the Sweetwater Shopping center at 2007 Highland Avenue.

According to Mervyns officials, these new stores represent the future direction of Mervyns' store environment and design and are part of the significant capital investment the company is making to bring its customers the best shopping experience.

As part of its grand opening celebration, the National City location held a shopping spree event for underprivileged children from the Boys and Girls Club of Chula Vista.



*Highland Avenue is the third-largest generator of sales tax revenues for National City and includes the newly opened Mervyns store.*

## Highland Avenue Improvements Dedicated

**N**ational City and its Community Development Commission recently dedicated the completion of the public improvements along Highland Avenue. The dedication ceremony culminated two years of design and construction to beautify the median on Highland Avenue from 8th Street to 16th Street.

The recently formed Highland Avenue Business Association co-sponsored the dedication ceremony in October and is in the process of forming a new Highland Avenue Community Benefit District to maintain the new public improvements and improve the image of Highland Avenue.

## Independent Auditor Finds Port District on Solid Ground

The San Diego Unified Port District received a very favorable report on the audit of its financial statements for fiscal year 2006. The independent auditor reported that the audit found no material weaknesses or reportable conditions. This "unqualified opinion" is the highest form of audit assurance permitted by auditing standards.

This past year, several real estate assets were transferred to Maritime Operation, adding substantially to the maritime revenue. "But even without those real estate assets, the maritime revenue still would have demonstrated a significant increase," according to Commissioner Cushman.

"It's important to show what has happened with Maritime Operations after all these years of being below the line," he said. "The increase in cargo and cruise ships has allowed us to operate above the line and to make money for this port."

The port's assets exceed liabilities by \$488.7 million.

Created in 1963 by an act of the California legislature, the San Diego Unified Port District manages San Diego harbor and administers the public lands along San Diego Bay. The port has operated without tax dollars since 1970 and has been responsible for \$1.5 billion in public improvements in its five member cities: Chula Vista, Coronado, Imperial Beach, National City and San Diego.



## South Bay Enterprise Zone Extended

Continuing his efforts to create jobs and a positive business environment, Gov. Schwarzenegger announced in November the extension of the South Bay Enterprise Zone. Established in 1992, the South Bay Enterprise Zone is located along the U.S.-Mexico border and includes the San Diego neighborhoods of

San Ysidro and Otay Mesa. It was expanded twice in recent years and now also includes portions of Chula Vista and National City.

**Enterprise Zones were created in California to stimulate business investments in areas where they are traditionally slow, and to increase job opportunities in areas of high unemployment.**

An Enterprise Zone is a geographically designated, economically depressed area in which businesses can receive several substantial state tax breaks and other benefits. Enterprise Zones were created in California to stimulate business investments in areas where they are traditionally slow, and to increase job opportunities in areas of high unemployment.

The South Bay Enterprise Zone has generated nearly 14,000 jobs for local residents and more than \$460 million of private investment since its formation 17 years ago. As a result of the substantial investment opportunities, South County will be the focal point of the industrial development in San Diego County for the next 25 years.

Businesses within Enterprise Zones are eligible for tax credits and other benefits including:

- \$31,234 or more in state tax credits for each qualified employee hired.
- Sales tax credits on purchases of \$20 million per year of qualified machinery and machinery parts.
- Upfront expensing of certain depreciable property.
- Unused tax credits can be applied to future tax years, stretching out the benefit of the initial investment.
- Preference points on state contracts. Up to 100% Net Operating Loss carry-forward, which may be carried forward 15 years.
- In addition, lenders to Zone businesses may receive a net interest deduction.

In August, Gov. Schwarzenegger released a report that evaluated the success of Enterprise Zones in spurring economic recovery. The report shows that from 1990 to 2000, Enterprise Zones on average experienced:

- Poverty Rates: declined 7.35 percent more than the rest of the state
- Unemployment Rates: declined 1.2 percent more than the rest of the state
- Household Incomes: increased 7.1 percent more than the rest of the state
- Wage and Salary Income: increased 3.5 percent more than the rest of the state

**The South Bay Enterprise Zone has generated nearly 14,000 jobs for local residents and more than \$460 million of private investment since its formation 17 years ago**

## WELCOME NEW MEMBERS

Clark Realty Corporation  
Washington Mutual

## BRIEFINGS:

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## Airport Authority to Study Cross-Border Terminal

### Study Supported by SCEDC

The San Diego County Regional Airport Authority has authorized a study on the feasibility of a cross-border terminal.

Long debated in the county, the cross-border terminal in Otay Mesa would connect San Diego passengers with the Tijuana airport without the need to cross the international border in a car and drive to Mexico's Rodriguez International Airport. It would allow San Diegans and others to park in this country and cross into Mexico while in the airport terminal.

An estimated 350,000 U.S. passengers use Tijuana's airport each year. Supporters of the cross-border terminal say that num-

ber could triple if the new U.S. terminal is built.

*"An estimated 350,000 U.S. passengers use Tijuana's airport each year. The South County EDC says that number could triple if a terminal on this side of the border is built."*

As Lindbergh Field reaches capacity, travelers could use Tijuana's Rodriguez field

in a relatively easy manner. Unlike Lindbergh, Rodriguez has unobstructed airspace. Fully loaded 747s for international flights can depart from the Tijuana airport. And only Rodriguez offers direct flights to Japan.

A cross-border terminal would also benefit the region by alleviating automobile traffic at both border crossings by an anticipated three percent, an environmentally friendly aspect of the project.

This study by the local Airport Authority is just the first step. Additional studies including a further market analysis are anticipated.

## South County EDC Recognizes Potential Health Care Crisis

Accessible healthcare is a key component for communities to grow and thrive. The closing of hospital beds at UCSD's Hillcrest facility and the potential reduction in services at Paradise Valley Hospital pose potentially serious threats to the health care system in the central and southern areas of our county. The existing hospitals in the area are faced with dwindling budgets and overcrowding.

With this in mind, County Supervisors Cox and Roberts proposed a Healthcare Safety Net Study last year and the South County Economic Development Council applauds those efforts. SCEDC played a role in the creation of the study by hosting a forum for the public to provide input to

the authors of the study. The community involvement in the forum this past summer helped raise awareness of the fragile state of the healthcare safety net in the South County. The final study, completed in late October, provides invaluable information that can be used by decision makers to make informed choices on how to handle current and future challenges in healthcare.

SCEDC is committed to ensuring adequate services, including healthcare, for the economic benefit of our members, their employees and the surrounding communities and will encourage all involved to keep South



**SCEDC played a role in the creation of a recent study on health care by hosting a forum for the public that provided input to the authors of the study.**

County issues in the forefront of the healthcare discussion.

## First Half of the 2006/2007 Fiscal Year Filled with Accomplishments

In the first half of its fiscal year, which spanned July through December, the South County Economic Development Council has accomplished goals and objectives to fill up an entire year. From marketing the South County to advocating on behalf of business, the SCEDC staff, board members, volunteers and members have much for which to be proud.

### Market South County

In its function to market South County as a premiere location for new and expanded business opportunities, international trade and housing, the SCEDC:

- 1 Met with representatives from the San Diego Union-Tribune, Daily Transcript and Business Journal to discuss fair and balanced media coverage of South County
- 2 Hosted Bus Tour of South County for Tijuana Economic Development Council
- 3 Discussed business start up and provided business assistance to several companies including a Chula Vista bank, a San Diego biomedical device manufacturer, a Chula Vista home-based business, a Chula Vista chiropractor, a power plant and various real estate developers
- 4 Secured 14 new members
- 5 Produced "Proud to be A Member of SCEDC" marketing brochure
- 6 Secured nearly 20 major news articles on South County and the SCEDC

### Provide Financial Opportunities

In its function to provide financial opportunities for business development through grants and loan programs, the SCEDC:

- 1 Received a Union Bank grant directed to the loan pool
- 2 Conducted outreach in Imperial Beach, offering services to more than 50 businesses
- 3 Conducted informal audits on several existing loans
- 4 Conducted informational meetings regarding loan programs with a variety of businesses, including a National City insurance company, an Imperial Beach caterer/restaurant, a Chula Vista gym and a Chula Vista cement contractor

### Educate Leaders

And, in its role to educate the region's business and governmental leaders regarding economic issues that relate to the South County, your EDC:

- 1 Conducted an Elected Official Reception
- 2 Presented South County economic efforts to the State Employment Development Department
- 3 Conducted 16th Annual Summit with more than 300 attendees
- 4 Conducted Health Forum attended by over 200 business representatives

These are just a handful of the activities that the SCEDC is conducting on your behalf. Get active in one of the committees of the organization and make a difference in the growth and prosperity of the region.

## 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:

South County Economic Development Council

619-424-5143 fax 619-424-5738

cindy@SanDiegoSouth.com

## Congratulations to the Honorees

The South County Economic Development Council annually awards five individuals or organizations for their myriad contributions to the region. At the annual Economic Summit in October, The South Bay Expressway received the Pioneer Award for its efforts to improve infrastructure in South County. Baja California State Secretary Alejandro Moreno received the Bi-National Endeavor Award for his commitment to the creation of a cross-border terminal at Tijuana's Rodriguez International Airport. The Regional Leadership Award went to Pedro Orso-Delgado, district director for Caltrans. The Outstanding Corporate Citizen Award was awarded to Bill Hall, port commissioner for Chula Vista. The Corky McMillin Companies Best of South County Award went to Sharp Chula Vista Hospital.



**Baja California State Secretary of Tourism Alejandro Moreno received the Bi-National Endeavor Award in October from the South County EDC for his commitment to the creation of a cross-border terminal at Tijuana's Rodriguez International Airport. Pictured on his left is Port Commissioner Robert "Dukie" Valderrama. To his right are SCEDC President Jim Janney and Economic Summit Chair Denny Cuccarese of The Corky McMillin Companies.**



**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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