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Business prospects strong in South County

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As the South County Economic Development Council celebrates its 17th Annual Economic Summit today, the qualities that make South San Diego County a great place to live and do business have never been more apparent.

As the gateway to trade with Mexico and Latin America, South County has a business climate that is second to none. Skilled and diverse labor, business incentives and a supportive government characterize the region's commitment to a thriving business environment.

Location is everything. South County is conveniently located near two international airports, the Port of San Diego, railroads, highways, the international border and the major metropolitan areas of San Diego and Tijuana. Today major companies like the San Diego Chargers and Gaylord Entertainment are recognizing what opportunities South County has to offer.

South County is one step closer to the possibility of the San Diego Chargers calling our region home. After months of discussion, the results of Chula Vista's long awaited Stadium Site Study were released earlier this month. This study identifies and analyzes the many positives, as well as the challenges, giving us a clear path to begin the public debate.

Whether located in eastern Chula Vista, or as part of the Bayfront Masterplan, a state-of-the-art football stadium will become a tremendous asset for the entire South County community. Building a stadium has proven to be a tough proposition, but the South County EDC believes that the region has a huge opportunity to achieve something great. The progress in Chula Vista provides the region with a solid foundation from which all parties can work together to pursue a new stadium that will attract future Super Bowls and college bowl games.

South County is also on the forefront of several emerging markets and industries.

¥ Gas Institute in Eastern Chula Vista

¥ State Route 125, the region's first toll road

¥ National City Bayfront Marina

¥ Cross-border terminal

¥ Four-year university

¥ Continued focus on improving our international border

The border is a large and essential economic engine for the region, and the South County EDC is extremely proud of the work done every day to help millions of travelers, move increasing volumes of cargo and to accommodate the region's thousands of international commuters.

As we move forward with important decisions that affect our future, the region must not lose sight of those basic investments that will help support the growth of our binational economy. Continued action and involvement is needed to remain competitive with other regions planning large investments in their infrastructure.

South San Diego County is unquestionably a great place to live, work and do business -- and it is only going to get better.

The South County EDC is a 501(c)3, nonprofit organization formed by a group of South San Diego County's business and community leaders to improve and boost the economy and quality of life in the area.

