

South County EDC Garners Award for DVD

By Pat Broderick

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The Chula Vista-based South County Economic Development Council has received an Award of Merit from the California Association for Local Development for its “South San Diego County: Live, Work, Dream” video.

The eight-minute video, which showcases South County’s diversity and projects planned for South Bay, is distributed to companies considering moves to the area, as well as partner organizations working to attract business.

“Many companies benefit from the diversity, pro-business climate and the available and affordable land that South County has to offer,” said Jim Janney, SCEDC board president. “The DVD (digital video disc) has been a great tool for us to show what South County has to offer to businesses looking to expand or relocate to the region.”

The California Association for Local Development’s membership consists of public and private organizations, as well as individuals involved in creating and retaining jobs.

Comprised of business and community leaders, the nonprofit EDC was founded in 1989 to boost the economy and quality of life in South County. Grants from the county of San Diego, the San Diego Unified Port District and the cities of Chula Vista, Coronado, Imperial Beach, National City and San Diego provide funding for the council.