



DATE: October 14, 2009
TO: Honorable Mayor and City Councilmembers
FROM: Economic and Community Development Department
SUBJECT: **ECONOMIC DEVELOPMENT COMMISSION FY 2009 and 2010 WORKPLAN**

SYNOPSIS

Staff recommends that the City Council approve the Economic Development Commission FY 2009 and 2010 Work Plan.

BACKGROUND

Each year the Economic Development Commission develops its annual work plan of Key Issues. The Key Issues to be reviewed and discussed, and the focus of activities, represent areas that the Commissioners believe have a long term economic impact for the City.

ANALYSIS

The Economic Development Commission Workplan of Key Issues FY 2009 and 2010 is a top-level summary that defines the current objectives of the EDC. The Workplan outlines key strategic areas and supporting goals. Together, the strategies and goals provide a framework of guidance for the proceedings of the Economic Development Commission.

FISCAL ANALYSIS

Any items requiring expenditures will be brought separately to the City Council.

CITY ATTORNEY'S ANALYSIS

The City Attorney's analysis does not apply.

COMMITTEE/COMMISSION REPORT

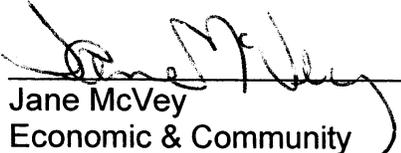
The Commission approved the Workplan at the March 3, 2009, meeting.

RECOMMENDATION

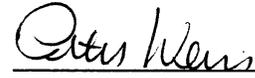
Staff recommends that the City Council approve the Economic Development Commission FY 2009 and 2010 Work Plan.

PREPARED BY:

SUBMITTED BY:



Jane McVey
Economic & Community
Development Director



Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager _____

Attachment:

Economic Development Commission FY 2009 and 2010 Work Plan

City of Oceanside
Economic Development Commission
Work Plan of Key Issues
2009 & 2010

1. Mission Statement

“The Goal of the Economic Development Strategic Plan is to increase business interest and investment in the City. The City of Oceanside will build strategic partnerships among business, labor, education, and government that create the opportunity for economic growth through job creation and capital investment.”

2. Composition

The Economic Development Commission is an 11-member advisory board, comprised of 9 regular and 2 alternate members. The members meet monthly on the first Tuesday of the month at 10:00AM.

Members include: Chairman Howard La Grange, owner of Pacific Turbine Support; Vice Chair David Morris, finance; immediate past Chair Jim Schroder, commercial property owner and former owner of Marty’s Best Western Valley Inn; Kevin Stotmeister, President and CEO of Federal Heath Sign Company; Larry Hatter, formerly of Hatter Williams and Purdy insurance and now of Greenroom Financial a financial planning firm; Jim Spain, Managing Director of Colliers International real estate company; Roger Leonard, Architect; Terry Bryan, Human Resources/EHS Manager, Nitto Denko Technical Corporation; and Tom Nunan, former Sr. V.P. of Suburban Energy Services.

3. 2009 & 2010 Goals & Tasks

The Commission has selected to focus on the following Key Issues that influence the long- term economic sustainability of the City:

Business Retention

- Enhance the Business Visitation Program through more participation by Economic Development Commissioners and more direct communication with local businesses.
- Assist staff through participation in trade shows and local and regional organizations.
- Promote Mira Costa College as a link and an asset to high paying industry clusters.
- Promote Tri City Hospital as a service and cost savings to existing and new businesses.

Strategic Planning

- Engage in a process to identify and learn about key issues that impact the City’s assure long term economic sustainability and make recommendations.
- Promote the use of the Economic Sustainability Study’s Dashboard as a decision making tool to aid City staff and the City Council in managing City resources.
- Evaluate economic opportunities for the City’s long term sustainability.

Land Use

- Advocate for the retention and increase of office sites citywide.

- Provide information to the Planning Commission regarding the General Plan update.
- Participate in the review of the implementation plans for El Corazon. (2010)

Infrastructure

- Assist in the planning and implementation of the Waterfront Improvement Plan
- Pursue and advocate for gateway enhancement projects
Oceanside Boulevard
Vista Way and Highway 101.
College Boulevard and Barnard Drive.
- Participate in the updating of the Circulation Element.

Tourism/Hospitality

- Participate in the analysis of the creation of a Tourism Marketing District, TMD.
- Evaluate opportunities to increase tourism market share through major events and revenue creation opportunities.

8-5-09