ITEM NO. 13

STAFF REPORT

CITY OF OCEANSIDE

DATE: April 9, 2008

TO: Honorable Mayor and City Councilmembers

FROM: Economic and Community Development Department

SUBJECT: **ECONOMIC DEVELOPMENT COMMISSION FY 2008 WORKPLAN**

SYNOPSIS

Staff recommends that the City Council approve the Economic Development Commission 2008 Work Plan.

BACKGROUND

Each year the Economic Development Commission develops its annual work plan. As an advisory body, they have relegated their work plan to champion, mentor, and support issues and activities, as they are not an operational or regulatory body. This past fall and winter, in order to revise and update the work plan, the Commission focused three meetings on reviewing data regarding the current economy of the City and issues they believe are facing the City.

ANALYSIS

The Economic Development Commission Workplan of Key Issues 2008 is a top-level summary that defines the current objectives of the EDC. The Workplan outlines eight 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 November 6, 2007, meeting.

RECOMMENDATION

Staff recommends that the City Council approve the Economic Development Commission FY 2008 Workplan.

PREPARED BY:

Jane McVey
Economic & Community
Development Director

SUBMITTED BY:

Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Attachment:
Economic Development Commission FY 2008 Work Plan

City of Oceanside
Economic Development Commission
Work Plan of Key Issues
2008

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."

Create an atmosphere conducive to the retention, growth and creation of quality business.

Strategies 1 and 2: Existing and Small Business Retention

Goal: Retain existing businesses and support their expansions and assist in the development of necessary support systems to encourage new job growth.

A. Promote partnerships between government, education and the private sector in the biotechnology industry cluster.

B. Continue an ongoing review of City processes and regulations.

Strategy 3: New Industrial/Office Recruitment

Goal: Strengthen the City of Oceanside's economy through the creation of quality jobs.

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

B. Seek to increase new quality office, research and development, biotechnology, and industrial jobs.

C. Promote Mira Costa College as a link and an asset to high paying industry clusters.

Strategy 4: Retail Recruitment and Assistance

Goal: Support and advocate for the economic enhancement of the downtown area.

A. Promote Oceanside as a location for restaurants and quality retail by retaining and securing quality jobs.

B. Actively encourage new retail companies.

Strategy 5: Downtown Oceanside (Redevelopment)

Goal: Increase tourism market share by enhancing the City of Oceanside as a destination point for tourism.

A. Support and assist in the development of vertical mixed use, office, retail, and parking in the downtown.

B. Support and participate in the planning and design of the Walkable Communities Plan.

Strategy 6: Tourism/Hospitality

Goal: Engage in activities that benefit Oceanside's Economic future.

A. Support and assist in the evaluation and review process to develop a Beach Resort Hotel with S.D. Malkin Properties.

B. Support the expansion and marketing of the Surf Museum.

C. Advocate for the renovation of the North County Transit District Transit Center.

Strategy 7: Community Issues

Goal: Develop and participate in strategies to improve the long-term economic infrastructure and vitality of the City.

A. Advocate for a systematic way of policy making, per the Economic Sustainability Study.
B. Provide economic input for the citywide master planning process to be consistent with the recommendations of the sustainability study.
C. Assist in the planning and implementation of the Waterfront Improvement Plan
D. Continue the Gateway Enhancement Program.
E. Monitor the progress of the Oceanside Boulevard Gateway Enhancement Program, including the undergrounding of Utilities and installation of landscaping.
F. Pursue a Gateway Enhancement Project at Vista Way and Highway 101.
G. Pursue a Gateway Enhancement Project at College Boulevard and Barnard Drive.
H. Participate in the updating of the Circulation Element.

Strategy 8: Marketing and Public Relations Initiatives

Goal: Advise about creating internal and external awareness of the business advantages of locating and investing in the City of Oceanside.

A. Seek opportunities to create awareness of Oceanside business and lifestyle advantages.