

STAFF REPORT



ITEM NO. 14
CITY OF OCEANSIDE

DATE: May 10, 2006
TO: Honorable Mayor and City Councilmembers
FROM: Economic Development and Redevelopment Department
SUBJECT: **ECONOMIC DEVELOPMENT COMMISSION FY 2006-07 WORKPLAN**

SYNOPSIS

Staff recommends that the City Council approve the Economic Development Commission 2006-07 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 2006-07 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.

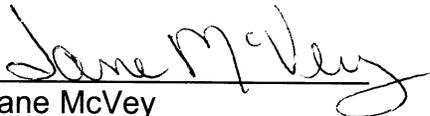
COMMITTEE/COMMISSION REPORT

The Commission approved the Workplan at the February 7, 2006, meeting.

RECOMMENDATION

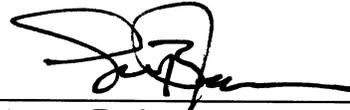
Staff recommends that the City Council approve the Economic Development Commission FY 2006-07 Workplan.

PREPARED BY:



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Economic Development &
Redevelopment Director

SUBMITTED BY:



Steven R. Jepsen
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Assistant to the City Manager
Mike Blessing, Deputy City Manager





Attachment:

Economic Development Commission FY 2006-07 Work Plan

City of Oceanside
Economic Development Commission
Work Plan of Key Issues
2006 - 2007

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. Articulate the vision of the broader downtown area for office, retail, and parking
- 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. Promote and evaluate a shuttle system between the Pier area and the Harbor
- D. 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. Continue the Gateway Enhancement Program
- B. Monitor the progress of the Oceanside Boulevard Gateway Enhancement Program, including the undergrounding of Utilities and installation of landscaping
- C. Pursue a Gateway Enhancement Project at Vista Way and Highway 101
- D. Pursue a Gateway Enhancement Project at College Boulevard and Barnard Drive
- E. Participate in the proposed city-wide master planning process
- F. 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
- B. Consult on the creation of an improved web site