

*STAFF REPORT**CITY OF OCEANSIDE*

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DATE: June 22, 2011

TO: Honorable Mayor and City Councilmembers

FROM: Economic and Community Development Department

SUBJECT: **ECONOMIC DEVELOPMENT COMMISSION FY 2011 and 2012 WORKPLAN**

**SYNOPSIS**

Staff recommends that the City Council approve the Economic Development Commission FY 2011 and 2012 Workplan.

**BACKGROUND**

Economic Development Commission develops its workplan of Key Issues on a biennial basis. 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 2011 and 2012 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. The EDC has added a work task for El Corazon on page 2 of the Workplan.

**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 April 12, 2011, meeting.

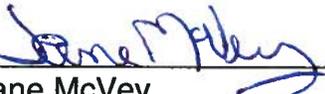
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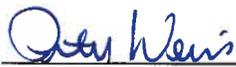
**RECOMMENDATION**

Staff recommends that the City Council approve the Economic Development Commission FY 2011 and 2012 Workplan.

PREPARED BY:

SUBMITTED BY:

  
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Jane McVey  
Economic & Community  
Development Director

  
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Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

  
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Attachment:

Economic Development Commission FY 2011 and 2012 Work Plan

# **City of Oceanside**

## **Economic Development Commission**

### **Work Plan of Key Issues**

### **2011 & 2012**

**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 second Tuesday of the month at 3:00 PM.

Members include: Chairman David Morris, finance; Vice-Chair Jim Schroder, commercial property owner and former owner of Best Western Marty’s Valley Inn; Howard LaGrange, owner of Pacific Turbine Support; Jim Spain, Managing Director of Colliers International real estate company; Terry Bryan, Human Resources/EHS Director, Nitto Denko Technical Corporation; Tom Nunan, former Sr. V.P. of Suburban Energy Services; Man Lai Tam, Manager, Marriott Residence Inn; and Ward O’Doherty, Signator Investors, Inc.

**3. 2011 & 2012 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.

Strategic Planning

- Engage in a process to identify and learn about key issues that impact the City’s 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.
- Participate in the development of a Comprehensive Economic Development Strategy (CEDS) in order to apply for federal grants to implement new programs to retain and create jobs.

Land Use

- Advocate for the retention and increase of office sites citywide.
- Participate in the review of the implementation plans for El Corazon.

Tourism/Hospitality

- Evaluate opportunities to increase tourism market share through major events and revenue creation opportunities.