

**AGENDA**  
**OCEANSIDE ECONOMIC DEVELOPMENT COMMISSION**  
**Tuesday, May 1, 2012 at 3:00 P.M.**  
**CITY COUNCIL CHAMBERS**  
**300 N. COAST HWY**  
**OCEANSIDE, CA 92054**

**1. CALL TO ORDER – ROLL CALL**

- a. Chairman Schroder, Vice Chair Bryan, Commissioners LaGrange, Morris, Nunan, LaBounty, Tam, O'Doherty, Taccone, Russell

**2. APPROVAL / CORRECTION OF MINUTES**

- a. Approval of Minutes from December 13, 2011

**3. AUDIENCE COMMUNICATIONS**

**4. DOWNTOWN REDEVELOPMENT UPDATE AND APPOINTMENT OF A COMMISSIONER TO THE DOWNTOWN ADVISORY COMMITTEE**

- a. Presentation by Kathy Brann, Redevelopment Downtown Area Manager
- b. Discussion
- c. Recommendation: Appoint a Commissioner to serve on Downtown Advisory Committee subject to appointment by the Mayor and ratified by the City Council.

**5. CALIFORNIA MANUFACTURING TECHNOLOGY CONSULTING (CMTC)**

- a. Presentation by Shannon Summerour, Account Specialist
- b. Discussion of CMTC's purpose and how Oceanside businesses were assisted by the program.
- c. Recommendation: Information only item

**6. OCEANSIDE CHAMBER OF COMMERCE UPDATE**

- a. Presentation by David Nydegger, CEO
- b. Discussion
- c. Recommendation: Information only item

**7. EDC STANDING COMMITTEE FOR EL CORAZON**

- a. Report by Michelle Skaggs-Lawrence, Deputy City Manager
- b. Discussion
- c. Recommendation: Approve a Standing Committee for El Corazon and appoint Commissioners LaBounty, LaGrange, Tam and Chair Schroder to the committee.

**8. EL CORAZON UPDATE**

- a. Presentation by Doug Eddow, Real Estate Manager
- b. Discussion
- c. Recommendation: Information only item

## **9. BUSINESS VISIT UPDATE**

- a. Report on February Business Visits with Gilead Sciences, MasterTech, S & S Electronics, Hobie Cat and Coca-Cola by attendees
- b. Discussion
- c. Recommendation: Information only item

## **10. ECONOMIC DEVELOPMENT MANAGER'S REPORT**

- a. Presentation by Tracey Bohlen, Economic Development Manager
- b. Discussion
- c. Recommendation: Information only item

## **11. COMMISSIONER REPORTS**

## **12. COUNCIL LIAISON REPORT- Deputy Mayor Feller**

## **13. DISTRIBUTION OF DOCUMENTS**

- a. Employee Newsletter Articles
- b. Broker Newsletters
- c. O'Biz Newsletter
- d. Pending Development Maps

## **14. THE NEXT SCHEDULED MEETING: TUESDAY, JUNE 12, 2012, 3:00 PM AT THE CITY COUNCIL CHAMBERS, 300 N. COAST HIGHWAY, OCEANSIDE, 92054.**

In accordance with State law, this agenda has been posted at the Ditmar Street Kiosk at 300 North Coast Hwy. 72 hours in advance of this meeting. Under the Brown Act, California's Open Meeting Law, any citizen has the right to address the Economic Development Commission on matters within the Commission's jurisdiction. However, the Commission may not discuss or take any action on any item not specifically listed on the agenda. Citizens who wish to have an item placed on the agenda may do so by contacting the Economic & Community Development Department no later than one week prior to the date of the Commission's regularly scheduled meeting. The Economic Development Commission is a formally established Advisory Commission to the City Council, and as such is bound by the Brown Act. If you have special needs because of a disability that make it difficult for you to participate in the Economic Development Commission meetings, please contact the Economic & Community Development Department at 300 N. Coast Hwy., Oceanside, CA 92054, telephone: 435-3352, at least 24 hours prior to the scheduled meeting so that staff can make arrangements to accommodate your disability.

**MINUTES**  
**OCEANSIDE ECONOMIC DEVELOPMENT COMMISSION**  
**Tuesday, December 13, 2011 at 3:00 P.M.**  
**MARRIOTT COURTYARD**  
**3501 SEAGATE WAY**  
**OCEANSIDE, CA 92056**

**1. CALL TO ORDER – ROLL CALL**

**Present:** Chairman Schroder, Vice Chair Bryan, Commissioners LaGrange, LaBounty, Tam, O'Doherty, Taccone, Russell **Absent:** Commissioners Nunan and Morris

**2. APPROVAL / CORRECTION OF MINUTES**

- a. Approval of Minutes from October 11, 2011  
**Approved unanimously**

**3. AUDIENCE COMMUNICATIONS**

Diane Nygaard, representing Friends of El Corazon, will keep working on getting the good word out about how positive the El Corazon development is for the City. They would also like to see the Grand Promenade, along the northern part of the temporary fields, to be worked on now so the community can get involved.

**4. EL CORAZON UPDATE**

Doug Eddow talked about the next steps in the El Corazon development. The Exclusive Negotiating Agreement (ENA) was approved in November 2011 and the City is currently discussing the following:

1. Design of the grading for the temporary athletic fields.
2. Finalize the best location for the fields. City is working with the engineer on the plans for the fields. The plan is to have national/international type tournaments such as: soccer; field hockey; lacrosse; or seven-on-seven football, in addition to some availability to the general public.
3. Work on the Disposition and Development Agreement (DDA) with the developer, Sudberry. The first will be a lease for the land and the fields with the goal of generating enough revenue to the City by means of Transient Occupancy Tax (TOT). City is trying to move along quickly to accommodate the Surf Cup Tournament with the target date of mid-2013 to 2014.

**5. EDC BUSINESS RETENTION TRAINING**

Commissioner LaGrange explained the process for contacting businesses with the purpose of business retention or expansion in the community.

**6. EDC PROPOSED MEETING DATES FOR 2012**

EDC meeting dates were unanimously approved

**7. EDC PROPOSED BUSINESS VISIT DATES**

EDC business visit dates were unanimously approved

## **8. BUSINESS VISIT UPDATE**

The Visit with Tri-City Medical Center was discussed.

## **9. ECONOMIC AND COMMUNITY DEVELOPMENT MANAGER'S REPORT**

The O'Biz newsletter was sent out to local businesses to assist in business-to-business selling or purchasing opportunities.

## **10. COMMISSIONER REPORTS**

- Commissioner LaBounty spoke about members outside of the El Corazon committee should be invited to future EDC meetings.
- Commissioner Tam spoke about the local football league would like to be included in discussions about use of the fields on El Corazon.
- Commissioner O'Doherty spoke about Leslee Gaul of Visit Oceanside, holding a local restaurant meeting. The meeting brought up some good ideas and more meetings will be held in the next few months.

## **11. COUNCIL LIAISON REPORT- Councilmember Felien**

None

## **12. DISTRIBUTION OF DOCUMENTS**

- a. O'Biz Newsletter
- b. Broker Newsletter
- c. Mission Avenue Improvements Staff Report

## City of Oceanside

**Memorandum**

To: Honorable Chair and Commissioners, Economic Development Commission

From: Kathy Brann, Redevelopment/Downtown Manager

Date: March 13, 2012

Subject: **REDEVELOPMENT UPDATE AS OF FEBRUARY 21, 2012**

On December 29, 2011, the California Supreme Court upheld AB 26x1, which dissolves all of the redevelopment agencies in California, and struck down AB 27x1, which allowed the redevelopment agencies to remain in existence if they opted in to the Voluntary Alternative Redevelopment Program.

In January 2012, the City decided to serve as the Successor Agency to the Redevelopment Agency. In general, all of the assets, properties, contracts, leases, and records of the Agency are to be transferred to the Successor Agency. The Successor Agency is responsible for the winding up of the Redevelopment Agency's obligations and affairs.

The City also elected to retain the housing assets and functions previously performed by the Redevelopment Agency, as the Successor Housing Authority. The City, acting as the Successor Housing Authority, now must perform all rights, powers, duties, obligations, housing assets and functions (excluding any amounts on deposit in the Low and-Moderate Income Housing fund).

Any further actions taken by the Successor Agency are subject to monitoring by and in some cases the approval of, an Oversight Board. The Oversight Board has not been established yet, but will include two appointments by the Mayor, two appointments by the Board of Supervisors, one from Tri-City Hospital, one from the County Board of Education, and one from the Chancellor of the California Community Colleges.

In March 2011, the City Council approved the transfer of several properties from the Community Development Commission (CDC) to the City; however there are still several properties still owned by the CDC. At this point there is no reason to believe that any of the properties are at risk since they are developed parking lots and the downtown

parking structure, or are subject to a Disposition Development Agreement (DDA). As part of AB 26, the Successor Agency must deliver a list of properties currently owned by the CDC. The Oversight Board will review the CDC properties and determine how they are to be dealt with.

In some cases the Oversight Board may agree to let the CDC transfer the property to the City. If the City can demonstrate that the property is subject to Enforceable Obligations, such as a DDA, they should allow the City to continue to develop the property; and lastly some properties may be directed to be sold, in which case the proceeds of the sale of the property will be dispersed to the Pass Through Agencies (who are the voting members of the Oversight Board). Staff believes that we have compelling documentation that protects all of these properties, but it is too early to determine the outcome.

In addition, the Oversight Board will need to approve the Successor Agency's budget going forward. The Successor Agency must submit an Enforceable Obligation Payment Schedule which generally lists all of the financial obligations of the Agency. Starting July 2012 the Agency is limited to a 3 percent cap for Administrative cost (3 percent of previous tax increment).

The Oversight Board may also have input on the remaining Bond funds. Last March, the CDC transferred unspent Bond funds to the City to further development in the "Downtown". There are a number of projects that the City had hoped to accomplish; but, due to the limited amount of available bond funds, and the fact that Redevelopment can not issue any new bonds, all of the projects cannot be completed. Staff will be bringing a recommendation to the CDC for approval of the use of these remaining funds.

Although the Redevelopment Agency has been dissolved, the "Project Area" is a legally defined area, which for the most part is the downtown. In 1991, the City Code was amended to have the CDC serve as the Planning Commission for the Project Area and the Redevelopment Advisory Committee (RAC) was established to serve as an advisory group for projects in the downtown. The RAC will be eliminated; however, staff will be recommending to the City Council the creation of a new group entitled the Downtown Advisory Committee.



## Small Manufacturers Advantage



Serving the manufacturing industry's most vulnerable sector, CMTC's Small Business Consulting (SBC) Group understands the issues facing small manufacturers and has developed the *Small Manufacturers Advantage*<sup>®</sup> program to address their unique business challenges.

The *Small Manufacturers Advantage*<sup>®</sup> program provides expertise and leadership for small manufacturers to identify and solve their problems. Each year our consultants assist hundreds of small manufacturers in identifying their business issues with our Company SnapShot™ assessment tool. We carefully assess the needs of your organization with an objective lens, then provide an improvement plan that can often lead to increased productivity and higher profits.

The SBC group has successfully helped businesses with these issues, and more:

### Marketing and Sales

- Marketing products effectively
- Identifying a company's unique selling proposition
- Market penetration & expansion strategy
- Evaluation of web site presence
- Developing strategies to minimize competition

### Strategic and Financial Planning

- Strategic planning and implementation
- Evaluating profitability
- Preparing financials for lenders
- Controlling costs
- Turnaround management

### Workforce Development

- Conflict resolution
- Teamwork and communications
- Workforce training

### Manufacturing Improvements

- Quality systems
- Improving on-time delivery
- Inventory control
- Diversifying product lines
- Lean manufacturing

### Our talented and dedicated Consulting Team skills include:

- Transformation Planning and Implementation
- Quality Management
- Strategic Thinking
- Cost Savings Strategies
- Strategic Action Planning
- Plant Layout
- Business Information System Selection, Implementation, and Optimization
- Enterprise Assessments and Planning
- Application of Lean Principles
- Automation Strategies
- Continuous Improvement Strategies
- Project Management
- Constraint Theory Management
- Change Management
- Turnaround Management
- New Plant Selection and Development
- International Business
- Strategic Planning and Implementation
- Conflict Resolution
- Teamwork and Communications
- Executive Coaching

ITEM NO. 5

### We help companies grow their business:

*"I've been to many great seminars that excite and inspire, but then I go back to the office and get lost in the day-to-day activities. I don't execute. The SMA program has taken us past inspiration, and we are now implementing many of the recommendations."*

*The support and guidance we have received from the SMA team has surpassed my expectations. I recommend this program to all manufacturers who want to reinvigorate and grow their business."*

**Valerie Saint-Gaudens**

**CEO**

*Saint-Gaudens Metal Arts*

*San Marcos*

The Small Business Consulting Team offers a wide range of specialized knowledge and practical experience in manufacturing and small business. Our consultants understand your challenges, and they work collaboratively to provide advice and support that is effective and useful. Our staff includes:

### **BOB WILLIAMS, Managing Consultant**

Over 25 years of senior management and operations experience in a manufacturing environment, including P&L responsibility. Bob has a strong background in financial, strategic and business planning, sales and marketing, business information system selection, quality, lean and organizational development. He has worked across industries including electronics and industrial component manufacturing, injection molding, tool & die and metal stamping. Bob's favorite challenge is "turning problems into profits".

### **JERRY HORWITZ, Senior Consultant**

With more than 30 years of experience in senior management Jerry has developed expertise in a wide range of disciplines including: financial and strategic planning, marketing and sales channel development, mergers and acquisitions, product engineering and manufacturing operations. Jerry has held president, division and operations management positions throughout his career and enjoys applying that experience to assist manufacturers in meeting their business objectives.

### **DAVID MOATES, Senior Consultant**

For more than 20 years, David helped hundreds of small businesses as a fortune 500 executive. He has worked in the aerospace, biotech, automotive aftermarket, electronics and construction industries. David has a passion for, and a deep belief in, the value of small business and the people who run them. David puts into practice the very same tools CMTC provides under the *Small Manufacturers Advantage™* program in his own family-run small business. As a small business owner himself, David understands the issues you are facing.

### **DENNIS SONNEY, Senior Consultant**

Master certified Lean/Sigma specialist with over 12 years experience facilitating and implementing change. Dennis is experienced with all levels of continuous improvement, and his devotion has carried him into many Avionics & Aerospace companies such as: Boeing, Rockwell Collins, and numerous NASA suppliers. Dennis enjoys growing small businesses and his work has been published in many publications – most recently the May/June 2006 issue of "Home Business Magazine".

### **JON TRUSTY, Senior Consultant**

Eighteen years of enterprise experience encompassing business, facility, project, computer operations, quality, security, environmental, and engineering management including a strong background in the training and application of lean principles. Jon's manufacturing background includes working for Bertelsmann, Reliance Steel, APW Enclosure Products, The Gap and MGF Industries.

### **PAULA BAHAMON, Consultant**

Paula Bahamón has more than 12 years of experience encompassing business development, marketing research, project management and operational supervision. She has a strong technical consulting background, and is versed in management principles. Paula enjoys helping businesses improve their processes and achieve their goals.

### **RON WILSBACH, Consultant**

More than 25 years of management experience in sales, manufacturing and operations. Ron has a strong background in facility management, quality and lean implementation, strategic & business planning, supply chain implementation and management and sales. He has worked across multiple industries including cut & sew, injection molding, tool & die and metal machining.

## *Right-sized solutions, right now®*

Call today and ask about the *Small Manufacturers Advantage™* program and how we can "JumpStart" your continuous improvement efforts with an on-site:

- Company SnapShot Assessment
- Quality GAP Audit
- Strategic Planning Session
- Marketing & Sales Review
- Lean 101 or 5S Training Session

*Small Manufacturers Advantage™* is a program especially designed to meet the critical needs of small manufacturers (with annual sales of \$15 million or less). The program is funded by the U.S. Department of Commerce, Manufacturing Extension Partnership and offered by California Manufacturing Technology Consulting a NIST MEP Network Affiliate.



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Small  
Manufacturers  
Advantage

Oceanside Chamber of Commerce

Report to the EDC

May 1, 2012

1. Oceanside Senior Expo.
2. Oceanside 125<sup>th</sup> Birthday
3. Oceanside Business Expo – Successes
4. Misc. Items

## City of Oceanside

*Office of the City Manager***Memorandum**

To: Economic Development Commissioners

From: Michelle Skaggs Lawrence, Deputy City Manager 

Date: March 13, 2012

Subject: **STANDING EL CORAZON COMMITTEE**

Pursuant to the City Council's action of May 18, 2011, the Council folded the oversight responsibilities for El Corazon into the EDC. Prior to that time, the Council had two different Council-appointed committees on El Corazon that handled the creation of the Master Plan and the Specific Plan for the site.

As you recall, the EDC had an ad hoc committee to assist with the El Corazon Developer selection (Schroder, Tam, LaGrange and Morris). In order to build upon the ad hoc's experience and to create additional expertise regarding the project, staff is recommending creating a standing committee which would be called to meet only when necessary. These meetings would be subject to the Brown Act and require appropriate noticing and would be open to the public. Staff recommends that the Economic Development Commission (EDC) create a standing committee for El Corazon issues, comprised of commissioners: LaBounty, Schroder, Tam, and LaGrange.

**EL CORAZON UPDATE  
SADBERRY NEGOTIATIONS**

**March 2012**

Since the last update to the Economic Development Commission, staff continues to negotiate the terms of the Development and Disposition Agreement with Sudberry Development, Inc., ("Sudberry"). In addition, staff continues to meet with the Field of Dreams component of Sudberry and Sudberry's engineer, Sowards and Brown, in preparing the grading plan for the temporary fields.

Economic Development  
2011 Annual Accomplishments

ITEM NO. 1 D

**Goal 1: Strengthen the City of Oceanside's economy through the retention and creation of primary jobs.**

**A. Facilitate the retention and expansion of existing businesses and recruit and assist new prospective businesses to the City.**

- *Assisted several businesses who expanded their business or moved into Oceanside including Southwest Green; Hexagon Metrology; Rady's Children's Hospital; Hydraunatics, Nitto Denko, Solar Gard, which collectively represent about 900 retained and new jobs.*
- *Met several times with five large businesses that are looking for Southern California locations.*
- *Had 262 telephone, email or in person contacts with brokers or business owners to assist with entitlement or permit processing.*
- *Assisted 62 brokers, developers or users with potential developments in the City.*
- *Attended a two networking events for a companies looking at northern San Diego County for expansion.*

**B. Execute the monthly Business Visitation Program with City Council and the EDC.**

- *The EDC visited 15 businesses this year equaling about 2,740 jobs in Oceanside. The businesses visited includes: Media Tech Oceanside; Mossy Nissan; Amerillum; Dart Helicopter Services; Greene International; Marriott Courtyard; Hexigon Metrology; Elmac Manufacturing; Nitto Denko Technical; Cal-Mil Plastic Products; North County Career Center; Computer Circulation Center; VA Oceanside Clinic; Agri Service; and Tri-City Medical Center.*

**C. Participate in professional industrial and office organizations and trade shows to market to brokers and developers and to recruit new companies.**

- *Sponsor of the Marine West Dinner and marketed Oceanside to defense manufactures, distributors and retailers at the Marine West Trade show held on Camp Pendleton Marine Base in January 2011.*
- *Attended the Medical Design and Manufacturing trade show and staffed the Team California trade show booth to market Oceanside to companies from around the nation in February 2011. Also met with the following local companies: HK Screws, Veridiam and Dupaco, Inc. and connected with BioComm and Go-Biz officials.*
- *Sponsorship of the National Association of Industrial and Office Property (NAIOP) North County property showcase held in Carlsbad in March 2011. EDC Commissioners helped to staff the trade show booth to market Oceanside to local brokers. The show had over 250 people in attendance.*
- *Staffed a trade show booth at the San Diego Business Showcase that was held in April 2011, at the Del Mar Fairgrounds. The show had 150 booths and*

## Economic Development 2011 Annual Accomplishments

*5,000 people attended. EDC Commissioners helped to staff the booth and market the City to Oceanside based businesses and prospective businesses from outside of Oceanside*

- *Attended four NAIOP networking events to market Oceanside to local brokers.*
- D. Prepare a Comprehensive Economic Development Strategy (CEDS), which will also be the updated Economic Development Strategy, in order to be eligible to apply for Economic Development Administration funding to create new programs to increase the jobs to housing ratio. This report is required to be approved by the City Council and the County of San Diego.
- *The final Draft of the CEDS was presented at the May 2011, EDC Meeting.*
  - *A CEDS presentation was made to the Small Business Development Center on June 27, 2011. About 20 people attended that represented small businesses, Assembly and Supervisors' offices, Mira Costa College and the regional San Diego SBDC. The report was well received.*
  - *The last CEDS presentation was given to the Chamber of Commerce Public Policy Committee on July 7.*
  - *The CEDS was approved by City Council at their August 17, 2011 meeting.*
  - *The CEDS was submitted to the Economic Development Administration for certification on August 25, 2011.*
  - *Approval from the EDA for the CEDS was received on September 20, 2011.*
  - *Staff is assessing potential grant applications: one for Gateway Improvements; and the second for a revolving loan program.*

### **Goal 2: Increase gross retail sales in the City of Oceanside.**

- A. Identify prospective retailers with a demographic fit and conduct targeted outreach to retailers and brokers through direct mail, participation in trade shows, newsletters, the International Council of Shopping Centers (ICSC) and speaking engagements.
- *Completed a pre-show mailing for brokers and users equaling 1,900 contacts for the May ICSC show.*
  - *Participated in the May 2011, ICSC Show by meeting with brokers, developers and users. The Director also spoke on a panel at a break-out session for the Show.*
  - *Continued to work with the Pavilions to assist with leasing-up the site.*
  - *Conducted two Alliance Leadership Committee webinars for the ICSC (International Council of Shopping Centers).*
  - *Staff participated in the ICSC Planning Committee meetings for local San Diego programs throughout the year.*
  - *Completed a pre-show mailing to brokers and users equaling 1,950 contacts for the September 2011 ICSC show.*
  - *Staffed a booth at the ICSC Show in September 2011. Also, had meetings with brokers, developers and users.*

## Economic Development 2011 Annual Accomplishments

- *Participated in the ICSC San Diego Program in January, June and September 2011.*
- B. Assist retail shopping center owners, developers and brokers with expansion plans and entitlement processing.
- *Assisted the following businesses with tenant improvements or business license in 2011: Red Lobster, Choplte Mexican Grill, Walgreens, Junkyard Grill, Ape Hangers Grill, Broken Yolk, Beach Break Café, Beach Break Café Harbor, Fresh n Easy, Walgreens, US Discounters, Sears Outlit, Massage Envy, Zuma Fitness.*
  - *Assisted 50 shopping center owners, brokers or users with entitlement and permit processing.*
- Goal 3: Maintain positive public relations and marketing in the region.**
- A. Create and maintain a range of collateral marketing materials; update the website information and conduct site searches.
- *Emailed eleven monthly newsletters and one e-Holiday Card to over 800 brokers and users equaling 9,600 annual contacts.*
  - *Updated over 400 users and business in the ACT database, which is used to manage contacts.*
  - *Developed content for the Economic & Community Development portion of the website. Content was also updated to provide additional data to customers.*
  - *Mailed and emailed 96 site searches to retailers looking for sites in Oceanside.*
  - *Updated marketing materials including: the pending development maps; the Citywide Profile; the Hotel Marketing Packet; the Defense Profile; the MedTech Profile; Retail Profile; Redevelopment Maps; Industrial Parks Map; Business Resource Guide and the Business Start up Guide.*
  - *E-mailed the first edition of the O'Biz newsletter to 230 of Oceanside's Primary Employers which represents about 19,000 employees.*
- B. Obtain positive public relations through media and presentations to business organizations.
- *Five speeches were given to the following groups in Oceanside. Two to Rotary Clubs; two to the Oceanside Chamber of Commerce; one to the Small Business Development Center.*
  - *Attended four San Diego Community Development Corporation Board Member Meetings, which approves 504 loans to businesses throughout the region including Oceanside businesses.*
  - *Attended four Small Business Development Center Board meetings to keep up-to-date on current small business programs offered that could be useful to Oceanside businesses.*

## Economic Development 2011 Annual Accomplishments

- *Attended one Small Business Development Center regional meeting to network with regional professionals and learn about regional programs that could help Oceanside businesses.*
- *Received 311 visitors to the Economic & Community Development counter and 407 telephone inquiries from brokers, users or developers in 2011.*
- *Presented an Oceanside update to the Oceanside Tourism Council.*
- *Participated on the Chamber of Commerce Public Affairs Committee.*
- *Attended four South O merchants meeting to discuss economic development activities in Oceanside with local businesses.*
- *Participated in the Journalists Roundtable for KOCT regarding the potential elimination of Redevelopment.*
- *Attended the Mira Costa College Community Leaders Dialogue meeting and Breakfast Program where the master plan for Mira Costa was discussed.*
- *Conducted a Small Business Forum in partnership with the SBDC, Oceanside Chamber of Commerce, Oceanside Library and Economic Development Commission. About 50 participants attend the Forum which was videotaped by KOCT and can be viewed on the Economic Development website.*
- *Meeting on a quarterly basis with Chamber representatives to discuss collaborative efforts to assist local businesses in Oceanside.*
- *The north county economic development professionals have been working on a collaboration to fill gaps in the North County San Diego Region. The group is looking at: marketing north county to businesses outside of the region, state or country; creating training /educational opportunities that will promote working together as a region to attract businesses; and researching tools to accelerate entrepreneurship and business growth along the Highway 78 corridor.*

### **Goal 4: Increase tourism market share.**

- A. Pursue a goal of 100 new hotel rooms and market hotel sites to hotel developers and brokers.
- *Staff continues to work with four hotel developers/brokers on potential hotel sites in Oceanside.*
  - *The Marriott Courtyard opened a 142 room hotel off Rancho Del Oro and Seagate Way in November 2011.*
  - *The Motel 6 on N. Coast Highway added 17 new hotel rooms, upgraded the remaining rooms with flat screen TV's, upgraded linens and renovated the pool area.*
  - *An application is on file for the Jefferson and Highway 78 site. The developer has revised his plan to take out the medical office building, but will include a full service hotel with meeting rooms, outdoor meeting areas, and restaurant - bar area. The developer is updating documents for the next submittal to the Planning Department.*

## Economic Development 2011 Annual Accomplishments

- B. Work with the Visit Oceanside Board, Welcome Center and OTC to market Oceanside as a tourism destination.
- *Provided input and direction at eleven VO Board meetings and four OTC meetings.*
  - *City and VO staff prepared the 2011 Concierge book for the Annual Tourism Summit.*
  - *Held the Annual Tourism Summit on May 6, 2011, at the Oceanside Museum of Art. Over 100 people were in attendance. Provided the 2011 Concierge book to all who attended.*