

**City of Oceanside
Economic Development Commission
Work Plan of Key Issues
2016 & 2017**

1. Mission Statement

“The Goal of the Economic Development Commission is to advise City Council on ways 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 to grow Oceanside’s economic viability through job creation, capital investment, and maximizing revenue to the City.”

2. Composition

The Economic Development Commission is an 11-member advisory board to City Council. The members meet bi-monthly on the second Tuesday of the month at 3:00 PM.

Members include: EDC Chair; Ward O’ Doherty, Signator Investors, Inc., and EDC Vice Chair; Jm Kasselmann, Senior Plant Director, Gilead Sciences and EDC Comissioners; Jm Schroeder, former owner of Marty’s Best Western Valley Inn; David Morris, Financial Bank Industry; Al Taccone, Dean of Career and Tech Education, Mira Costa College; Tyrone Matthews, Matthews Law Group and former member of the El Corazon committee; Jsh McFayden, Senior VP/San Diego Region, Colliers International; Leslee Gaul, CEO of Visit Oceanside; Mike Moore, LEED AP of Denmark Enterprises, Inc.; Kim Millwood, Owner of That Boy Good BBQ and MainStreet Board member.

3. 2016 & 2017 Goals & Tasks

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

Business Attraction and Retention

- Enhance the Business Visitation Program through the participation of Directors and Managers who will be assigned 12 to 15 businesses to contact at least once per year.
- Promote Oceanside as a Biotech/Medtech hub through strategic advertisements and partnerships with existing local biotech companies and develop an action plan to attract new firms to Oceanside.
- Assist staff through participation in trade shows and with local and regional organizations.
- Promote Mira Costa College as a link and an asset to high paying industry clusters.
- Participate on committees and boards to promote Oceanside as a good place to do business.

Strategic Planning

- Actively participate in community meetings for citywide projects such as: Coast highway, Quiet Zone and Interstate-5 planning and implementation process.
- Advocate the resurrection of the Oceanside Blvd. Corridor Vision Plan to support revitalization of the business park corridor.

EDC Workplan of Key Issues 2016 & 2017 Continued

- Advocate to City Council the development of a vision plan to revitalize the San Luis Rey Corridor.
- Engage in the five city branding process to promote an identity for North San Diego County and assist in marketing the project.
- 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 by educating the City Council on the long term impacts.
- Support goals of the Sustainability Study and Strategic Plan by assisting in communicating the message to constituents.

E Corazon

As stated in the E Corazon Specific Plan Document, in Section 5.2 D, *an E Corazon Oversight Committee will act as an advisory body during the development review process and will work cooperatively with the Planning Commission, City Council, and staff to ensure the implementation of the vision and recommendations of the E Corazon Planning Committee and E Corazon Oversight Committee.*

When the E Corazon Oversight Committee was dissolved the responsibility for overseeing the implementation of the E Corazon Specific Plan was transferred to the Economic Development Commission. The Commission setup a four member Standing Committee of the EDC that is tasked with participating in the review of implementation plans for E Corazon. The Standing committee will send their recommendations directly to the Planning Commission.

Tourism/Hospitality

- Participate in the agritourism strategic plan and implementation process.
- Evaluate opportunities to increase tourism market share through major events, revenue and job creation opportunities.
- Participate on the VO Board, MainStreet Board and Downtown Advisory Committee as advocates for promoting Oceanside as a tourism destination.