ITEM NO. 7

STAFF REPORT

CITY OF OCEANSIDE

DATE: October 3, 2012

TO: Honorable Mayor and City Councilmembers

FROM: City Manager's Office

SUBJECT: **APPROVAL OF A BUDGET APPROPRIATION FOR REGIONAL ECONOMIC DEVELOPMENT EFFORTS**

SYNOPSIS

Staff recommends that the City Council approve a budget appropriation in the amount of $35,000 from the Economic Stabilization Reserve Fund to the Economic Development program budget for a regional economic development collaboration effort.

BACKGROUND

Over the past year City Economic Development staff and City Managers from Oceanside, Carlsbad, Vista, San Marcos and Escondido have been meeting to discuss a regional economic development initiative to work collaboratively on certain economic development efforts.

Oceanside's local economic development success depends on the region being economically strong and successful. This is illustrated by how businesses locate. It is a formula based on where the building is located that fits the businesses needs, the talent pool of the workers in the area, and housing from executive to entry level being available for employees.

Collaboration with the other cities is important because there is strength in numbers when looking at statistical data for the entire region. A regional identity and shared promotion of North County is important to draw attention to North County which will improve the employment base, enhance the tax base and be a boost to the amenities on the 78 Corridor.

There is no structure or organization that currently represents the North County/78 Corridor. San Diego North Economic Development Council, SDNEDC, has not been able to deliver the required economic development services. To remedy this concern the five North County Cities desire to collaborate and fund a regional initiative. The goal is to attract new businesses and to retain businesses along the 78 Corridor by defining an identity for the North County/78 Corridor.

ANALYSIS

The cities of Oceanside, Carlsbad, Vista, San Marcos, and Escondido are collaborating to bring prosperity to our region through economic development. Part of this process is to develop an Economic Development Identity that will define the North County/78 Corridor to our economic development targets.

The goal is to develop a vision that will convey the 78 Corridor's economic strengths, quality of life, educational systems and other assets in a way that is authentic, succinct and memorable. This effort would develop a strong regional place and identity to let businesses know they can do business here in North County along the 78-Corridor.

The outcomes will include marketing, advertising and regional public relations strategies. This would be the first step in developing a plan to improve the performance of the region. The effort would include a regional needs assessment and message development that could be used to market to our economic development targets.

FISCAL IMPACT

The Fiscal Year 2012-13 Budget did not contain an allocation for a regional economic development initiative. Staff is recommending that the $35,000 be allocated from the Economic Stabilization Reserve Fund and transferred to the Economic Development program budget account 310332101.5305 to fund the regional economic development initiative.

INSURANCE REQUIREMENTS

Does not apply.

COMMISSION OR COMMITTEE REPORT

Does not apply.

CITY ATTORNEY'S ANALYSIS

Does not apply.

RECOMMENDATION

Staff recommends that the City Council approve a budget appropriation in the amount of $35,000 from the Economic Stabilization Reserve Fund to the Economic Development program budget for a regional economic development collaboration effort.

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