



DATE: November 28, 2012
TO: Honorable Mayor and City Councilmembers
FROM: Economic Development Division
SUBJECT: **APPROVAL OF THE ECONOMIC DEVELOPMENT COMMISSION'S TWO-YEAR WORK PLAN FOR 2013 AND 2014**

SYNOPSIS

Staff recommends that the City Council approve the Economic Development Commission's 2013 and 2014 Work Plan.

BACKGROUND

The Economic Development Commission (EDC) develops its work plan of key issues every two years. The key issues outlined in the Work Plan and the focus of activities represent areas that the Commissioners believe have a long-term economic impact for the City.

ANALYSIS

The EDC's Work Plan of Key Issues for 2013 and 2014 is a top-level summary that defines the current objectives of the EDC. The Work Plan 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 work tasks for the El Corazon Standing Committee and for development of a strategy to assist in attracting new hightech-biotech firms to Oceanside.

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

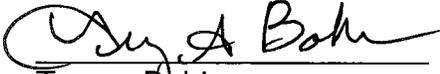
The Commission approved the 2013 and 2014 Two-Year Work Plan at the September 11, 2012, EDC meeting.

RECOMMENDATION

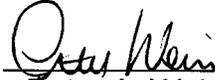
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PREPARED BY:

SUBMITTED BY:



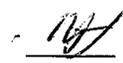
Tracey Bohlen
Economic Development Manager



Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager



Attachment:

Economic Development Commission's Two Year Work Plan for 2013 and 2014

City of Oceanside
Economic Development Commission
Work Plan of Key Issues
2013 & 2014

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 to City Council. The members meet quarterly on the second Tuesday of the month at 3:00 PM.

Members include (Updated August 14, 2012): Chairman Jim Schroder, Commercial Property Owner and former owner of Best Western Marty’s Valley Inn; Vice-Chair Terry Bryan, Human Resources/EHS Director, Nitto Denko Technical Corporation; David Morris, finance; Howard LaGrange, owner of Pacific Turbine Support; Tom Nunan, former Sr. V.P. of Suburban Energy Services; Man Lai Tam, RD Olsen Hotel; Ward O’Doherty, Signator Investors, Inc.; Dr. Al Taccone, Dean of Technical and Career Vocation with Mira Costa College; Dr. Hugh LaBounty, past President of University of California Schools and El Corazon Committee member; Maria Russell, local Prudential Real Estate Agent; and Jim Kasselmann, Senior Plant Director, Gilead Sciences.

3. 2013 & 2014 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 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.

Business Attraction

- 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.

Strategic Planning

- Engage in a process to promote an identity for North San Diego County 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.
- Review Economic Development Administration Grant documents to assist in implementing new programs or projects outlined in the Comprehensive Economic Development Strategy (CEDS) document.

Land Use

- Advocate for the retention and increase of office sites citywide.
- Participate in the review of the implementation plans for El Corazon.
- Participate in the review of plans for Center City Golf Course.
- Participate with Development Services to develop streamlining processes/procedures.

Tourism/Hospitality

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