

Matt Sanford, 78 Corridor Economic Development Manager, with San Diego Regional EDC, will discuss the five-city branding initiative and launch that occurred at 8:30 a.m. on April 7, 2015.

A Message From the Mayors:

“Innovate78 is the collaborative outcome of five cities – Carlsbad, Escondido, Oceanside, San Marcos, and Vista – coming together with a shared vision to boost economic prosperity along the 78 Corridor. From tech startups to life sciences, communications and even beer, North County is the place where innovation and lifestyle collide. Here, in the five forward-thinking communities that comprise the 78 Corridor, creative leaders are gathering to continue this momentum of innovation and success. Together, we will share our plan for driving further economic prosperity for the cities along the 78 Corridor.”

Sincerely,

Mayors: Jim Wood | City of Oceanside, **Matt Hall** | City of Carlsbad, **Sam Abed** | City of Escondido, **Jim Desmond** | City of San Marcos, and **Judy Ritter** | City of Vista