

City of Oceanside Economic Development Commission Work Plan 2020 & 2021

1. **Mission Statement**

The mission 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 provide 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 typically on the second Tuesday of the month at 3:00 PM.

Membership Roster:

- Chair: Tyrone Matthews, Matthews Law Group and former member of the El Corazon committee
- Vice-Chair: Al Taccone, Dean of Career and Tech Education, Mira Costa College

Commissioners:

- Matthew Altman, Owner of Altman Plants
- Leslee Gaul, CEO of Visit Oceanside
- Frank Greth, Head of Procurement, Genentech
- Heather Manely, Chief Operating Officer of WorkPartners OHS
- David Morris, Financial Banking Industry
- Ward O' Doherty, Signator Investors, Inc.,
- Jim Schroder, former owner of Best Western Marty's Valley Inn and local commercial property owner
- Raymond Ream, Managing Director at Althen Sensors
- Gina Sharpe, Commercial Broker

3. **2020 & 2021 Goals & Action Items**

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

A. Business Attraction and Retention

- Conduct online surveys to identify business needs, assess local B2B opportunities and maintain an accurate and timely picture of Oceanside's business environment.
- Fold in "use local" B2B messaging into "shop local" efforts.
- Leverage social media to promote businesses, including "live" streaming video events.
- In partnership with local and regional business organizations, including the Oceanside Chamber of Commerce, MainStreet Oceanside, Innovate 78, MiraCosta College, SDED, SDNEDC and others, host business development seminars, manufacturing events (including participation in Manufacturing Week and Startup Week) and other educational and networking opportunities to promote Oceanside and assist existing companies.

EDC Workplan of Key Issues

2020 & 2021

Continued

- Leverage local student talent through partnerships with Mira Costa College, the school district and other local educational institutions.
- Conduct business visits with local companies accompanied by commissioners and elected officials and provide information and leads to Economic Development.
- As resources allow, work in partnership with the Oceanside Chamber of Commerce and MainStreet Oceanside to develop and participate in an Oceanside Business Walk to gather feedback from the business community and expand our business retention program.
- Promote Oceanside as a biotech, medtech, and food manufacturing hub through partnerships with local companies and participate with MiraCosta College to provide training and workforce development resources.
- Promote Oceanside as an action-sport hub by targeting industry partnership opportunities with local businesses and organizations like San Diego Sports Innovators; an organization that helps grow and attract sports-related and healthy life-style business in San Diego.
- Represent the EDC at local and regional events to promote business attraction and business activities.
- Represent the EDC at trade shows 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 sought-after place to do business.
- Advocate for infrastructure upgrades that serve to expand target industry clusters (i.e. brine lines for biotech)

B. Strategic Planning

- Actively participate in community meetings for citywide projects such as: Comprehensive General Plan Update; Coast highway implementation; and Interstate-5 planning and implementation process.
- Advocate for the development of a way finding/comprehensive signage program for the City so that signage is upgraded and consistent.
- Support the development of the South Morro Hills Community Plan to assist in making the City's agricultural land financially viable.
- Update the Economic Sustainability Study's Dashboard and promote its use as a decision making tool, by educating the public, staff and Councilmembers on the long term impacts of decisions being made.
- Continue to support the goals of the Economic Development Element Strategic Plan by assisting in communicating its message to constituents.

C. El Corazon

EDC Workplan of Key Issues 2020 & 2021 Continued

As stated in the El Corazon Specific Plan Document, in Section 5.2 D, an *El 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 El Corazon Planning Committee and El Corazon Oversight Committee.*

When the El Corazon Oversight Committee was dissolved, the responsibility for overseeing the implementation of the El Corazon Specific Plan was transferred to the Economic Development Commission. The Commission set up a four member Standing Committee of the EDC that is tasked with participating in the review of implementation plans for El Corazon. The Standing Committee will send their recommendations directly to the Planning Commission. **The current members of the El Corazon Standing Committee are:**

- Chair: Tyrone Matthews
- Leslee Gaul
- Ward O' Doherty
- Jim Schroder

D. Tourism/Hospitality

- Partner with Visit Oceanside and continue to support their strategic goals in growing visitor demand to include a Tourism Master Plan for Oceanside.
- Participate in the South Morro Hills Community plan and implementation process by continuing to work with Visit Oceanside and agritourism stakeholders on an agritourism strategic plan.
- Leverage the opening of the new beachfront resort
- Evaluate opportunities to increase tourism market share through major events, revenue and job creation opportunities.
- Partnering and advocating for positive business activities by serving on the Visit Oceanside Board, MainStreet Board and Downtown Advisory Committee.
- Advocate for infrastructure upgrades and City services that will promote a positive image for Oceanside and increase tourism market share.
- Through the Oceanside Sports Commission, advocate for citywide special events and programs that bring additional room nights and higher room rates for Oceanside hotels and vacations rentals.

*Additional COVID-19-related Business Initiatives

In partnership with our local business organizations, develop and execute programs, resources and initiatives that assist businesses in mitigating the negative impacts of COVID-19.