

# City of Oceanside Economic Development Commission Work Plan of Key Issues 2018 & 2019

## 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 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.

### Members include:

- ◆ 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;
- ◆ Josh McFayden, Senior VP/San Diego Region, Colliers International;
- ◆ Kim Millwood, Owner of That Boy Good BBQ and MainStreet Board member.
- ◆ Mike Moore, Owner of Moore General Contracting, Inc.;
- ◆ David Morris, Financial Banking Industry;
- ◆ Ward O’ Doherty, Signator Investors, Inc.,
- ◆ Jim Schroeder, former owner of Marty’s Best Western Valley Inn and local commercial property owner;
- ◆ Dr. Dange Veerapaneni, owner of Sparsha Pharma

## 3. **2018 & 2019 Goals & Tasks**

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

- ◆ In partnership with the Oceanside Chamber of Commerce, Innovate 78, MiraCosta College, SDEDC, SDNEDC and others to host business development seminars, manufacturing events( including participation in Manufacturing Week and Startup Week ) to promote Oceanside and assist existing companies.
- ◆ Continue to attend one-on-one business visitations with local companies and provide leads to Economic Development.
- ◆ Work in partnership with the Oceanside Chamber of Commerce to develop and participate in an Oceanside Business Walk Program to test the pulse of the business community and expand our business retention program.

## EDC Workplan of Key Issues 2018 & 2019 Continued

- ◆ Promote Oceanside as a Biotech, Medtech, and food manufacturing hub through partnerships with existing local companies, participating with MiraCosta to provide needed training and at trade shows and events.
- ◆ Represent the EDC at local and regional events in order 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 good place to do business.

### B. Strategic Planning

- ◆ Actively participate in community meetings for citywide projects such as: Economic Development Element of the General Plan; 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.
- ◆ Advocate to City Council the implementation of the Agritourism Strategic Plan to assist in making the agricultural land financially viable.
- ◆ Promote the use of the Economic Sustainability Study's Dashboard 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 Sustainability Study and Strategic Plan by assisting in communicating the message to constituents.

### C. El Corazon

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 setup 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:**

- ◆ Leslee Gaul, CEO of Visit Oceanside
- ◆ Chair: Tyrone Matthews, Matthews Law Group and former member of the El Corazon committee
- ◆ Ward O' Doherty, Signator Investors, Inc.,
- ◆ Jim Schroeder, former owner of Marty's Best Western Valley Inn and local commercial property owner

# EDC Workplan of Key Issues 2018 & 2019 Continued

## D. 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.
- ◆ 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.
- ◆ Advocate for citywide special events and programs that bring additional room nights and higher room rates for Oceanside hotels and vacations rentals.