

# **Economic Development Department FY 2019-20 Work Plan Presentation**

**August 6, 2019**



**Economic Development Department**

# Presentation Overview

- Department Overview
- FY 2018-19 Metrics
- Work Plan Core Tenets
- FY 2019-20 Projects
- Inclusive Economic Development





# Economic Development Department



# Economic Development Department

The Department's goal is to:

*“Maintain and enhance a high quality of life for Chula Vista residents by developing and sustaining a healthy, strong and diverse economic base and promoting a healthy and sustainable community for everyone.”*

- City of Chula Vista General Plan



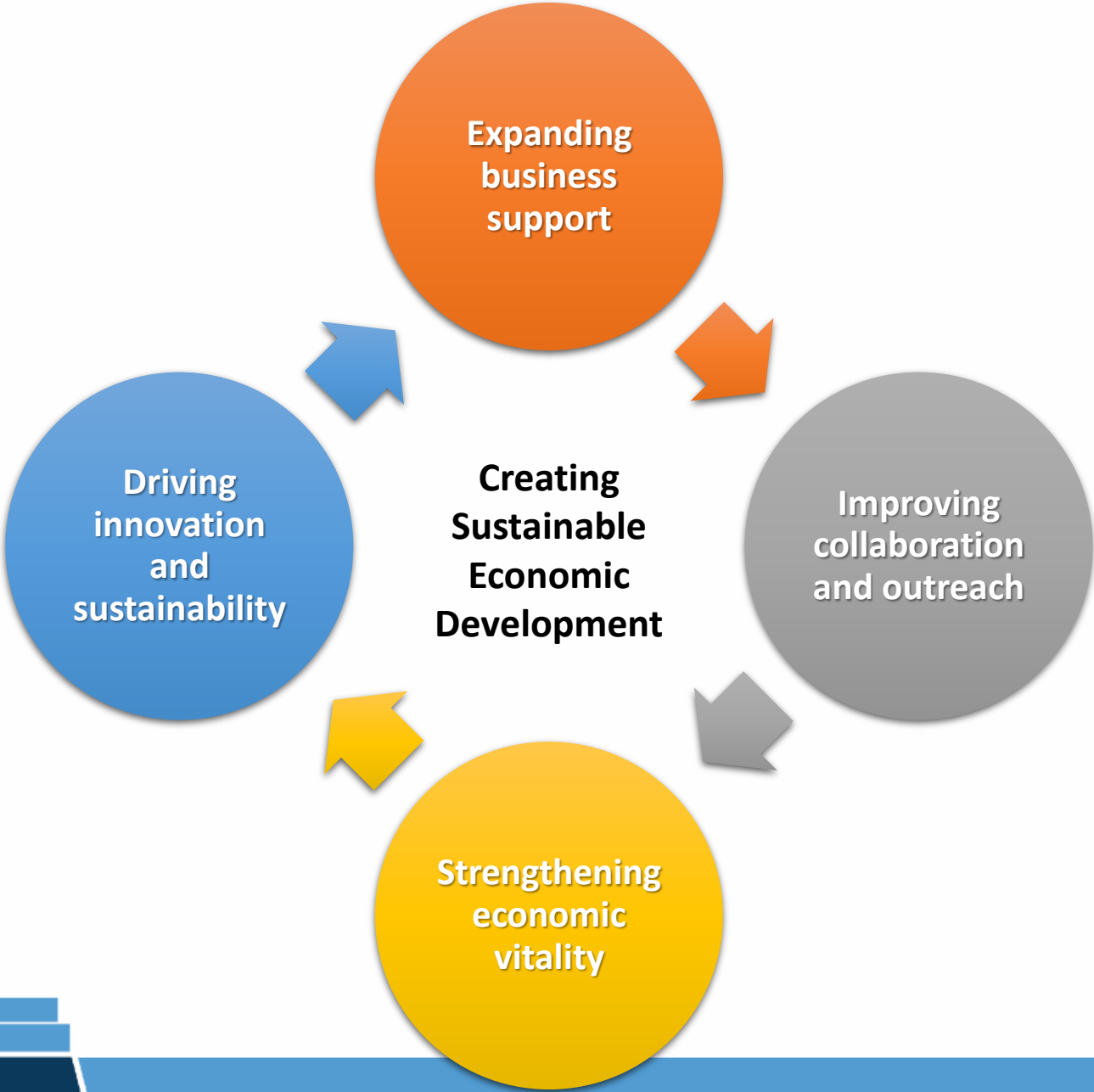
# Work Plan Overview

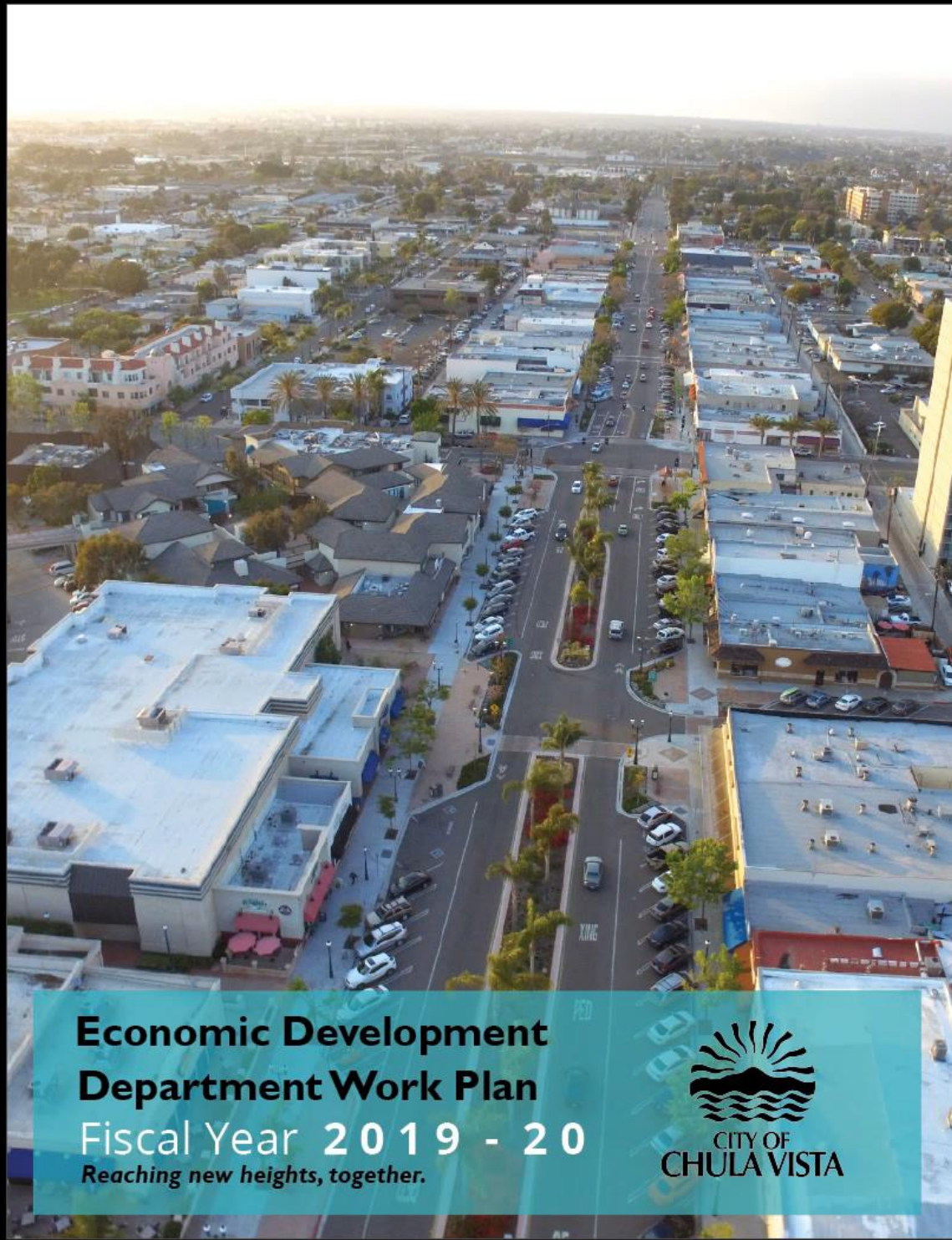
*Miranda Evans, Economic Development Specialist*



# Work Plan & Department Core Tenets

*Supporting Chula Vista's triple-bottom line: people, planet and prosperity.*





**Economic Development  
Department Work Plan  
Fiscal Year 2019 - 20**  
*Reaching new heights, together.*





# Real Property Management

*Miranda Evans, Economic Development Specialist*



# Department Metrics

## FY 2018-19

*Real Property Management*



**25,000**  
square feet of  
revenue generating  
city-owned space

**2**  
properties acquired

**28,000**  
acres of City-owned  
space

**4**  
properties disposed

**33**  
Macro cell sites

**53**  
Micro cell sites



# Real Property Management

*Strengthening Economic Vitality*

Real Property Management 2019-20 Key Projects:

**Increase utilization and uses at the Chula Vista Golf Course**

**Negotiate the rental or lease of City-owned properties that enhance revenues to the General Fund**

**Negotiate and assist in implementing master licensing agreements for micro and macro cell sites throughout the City**

# Economic Development



# Department Metrics FY 2018-19

*Economic Development*



**98%**  
of businesses are small (10 or fewer employees)



**+180%**  
Increase in expedited permits

**18%**  
decrease in unemployment rate

**\$120 million**  
of value added from non-residential new buildings

**2.6%**  
Increase in sales tax revenue

**98%**  
of 9.2 million square feet of retail space leased

**97%**  
of 10 million square feet of industrial space leased

**93%**  
of 3.5 million square feet of office space leased



# Economic Development

## *Expanding Business Support*

Ensure 90% of Tenant Improvements are processed on time

Increase community awareness of local businesses

Continue to market the availability of OpenCounter to increase use

Create business resources guide including a Business Assistance Response Team

Update Economic Development Department webpages

Participate in tri-marketing effort led by SCEDC

Complete a progress report of ED Element General Plan objectives and policies

Engage with San Diego Regional EDC on defining roles of the region, municipalities and employers to address inclusive economic development.



# Economic Development

*Strengthening Economic Vitality*

Millenia



Chula Vista Bayfront/Gaylord



University-Innovation District



Third Avenue Village



Collins Aerospace / UTC

707 F Street/750 E Street



+500,000 s.f. of new industrial and commercial space throughout the City



# Economic Development

*Driving Innovation and Sustainability*



Continue implementation of the Smart City Strategic Action Plan

Continue to manage the Unmanned Aircraft Systems (UAS) test site and encourage business expansion to Chula Vista

Continue to meet with and engage with businesses/individuals to encourage STEAM job relocation or expansion in Chula Vista



# Office of Sustainability

*Dennis Gakunga, Chief Sustainability Officer*



# Department Metrics

## FY 2018-19

Office of Sustainability



**16,000**  
Light bulbs replaced  
in LED retrofit

**640,000**  
Pounds of  
hazardous materials  
collected

**89**  
**million**  
Pounds of recyclables  
diverted from landfill

**11,000**  
Solar panels on City  
facilities



**123**  
Electric vehicle  
chargers added to  
City facilities  
through PYD



# Office of Sustainability

*Conservation, Environmental Services & Smart City Initiative*

## Conservation 2019-20 Key Projects:



# Office of Sustainability

*Conservation, Environmental Services & Smart City Initiative*

## Environmental Services 2019-20 Key Projects:

Creation of Wood Consortium and Urban Wood Hub

Creation of Zero Waste Plan

Recycling Market Development Zones

Organic waste reduction goals (SB 1383)

# Office of Sustainability

*Conservation, Environmental Services & Smart City Initiative*

## Smart City Initiative 2019-20 Key Projects:

City-wide Open Data Program

Digital Equity and Inclusion Action Plan

Ongoing Smart City Working Group Meetings

Regional collaboration

Bloomberg Harvard City Leadership Initiative

Bloomberg What Works Cities Certification Process

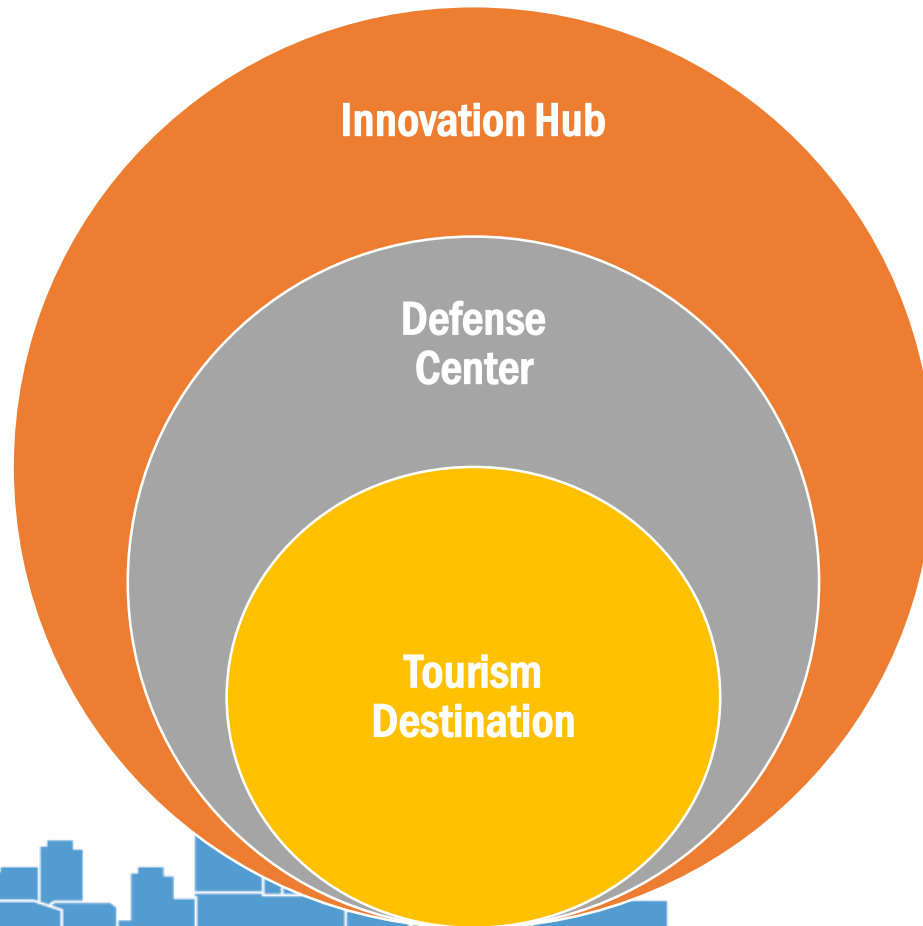
# Inclusive Economic Development

*Eric Crockett, Director of Economic Development*



# San Diego's Economic Transformation

The rise of the innovation economy has brought tremendous benefits to our region.



**MOST PATENT INTENSE  
REGION IN U.S.**



**STEM WORKFORCE  
CONCENTRATION**



**VENTURE CAPITAL  
FUNDING**



**HIGHEST INCOME  
MOBILITY IN U.S.**

Source: USPTO, 2016; EMSI, 2017; PwC/CB Insights MoneyTree Report, 2018; Chetty et al, 2016.



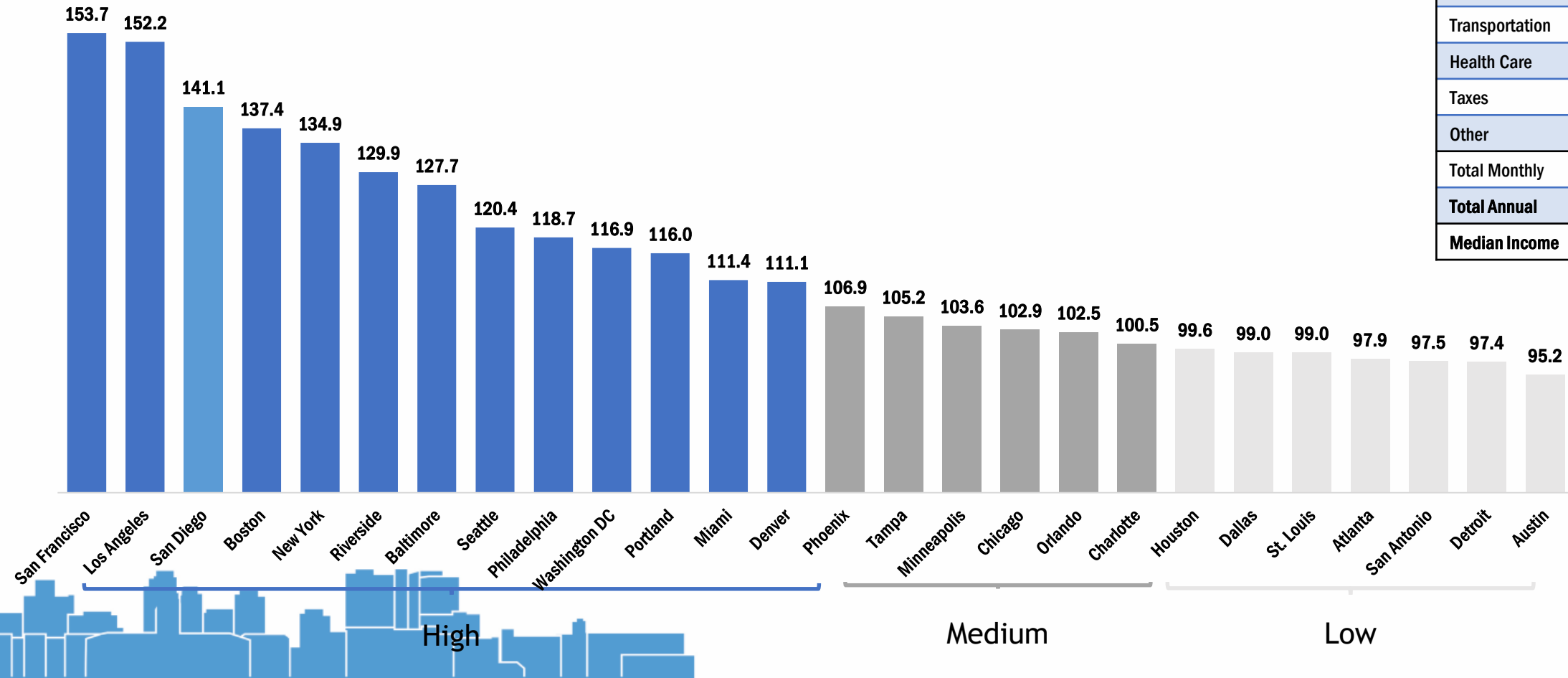
Economic Development Department

# San Diego's High Cost of Living Hinders Competitiveness

More than one million residents can't make ends meet

Family of Four

Housing	\$1,390
Childcare	\$2,500
Food	\$804
Transportation	\$512
Health Care	\$533
Taxes	1,524
Other	\$629
<b>Total Monthly</b>	<b>\$7,385</b>
<b>Total Annual</b>	<b>\$88,616</b>
<b>Median Income</b>	<b>\$63,400</b>

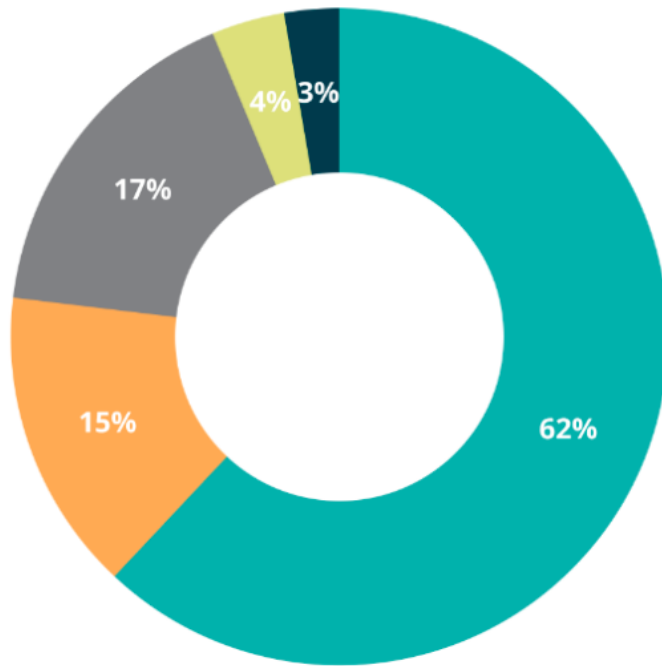




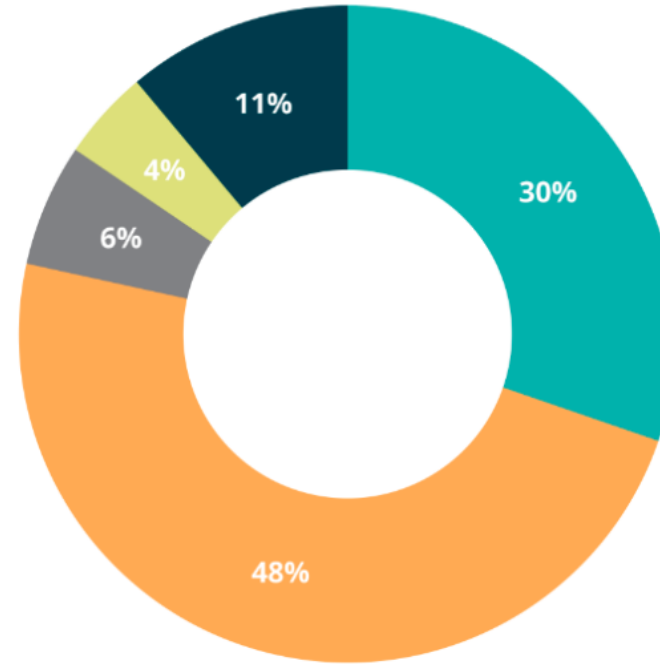
# Changing Workforce Demographics

Today's seventh graders are the workforce of 2030

DEGREE HOLDERS, 2017



SEVENTH GRADERS, 2017



■ WHITE ■ HISPANIC ■ ASIAN ■ BLACK ■ OTHER

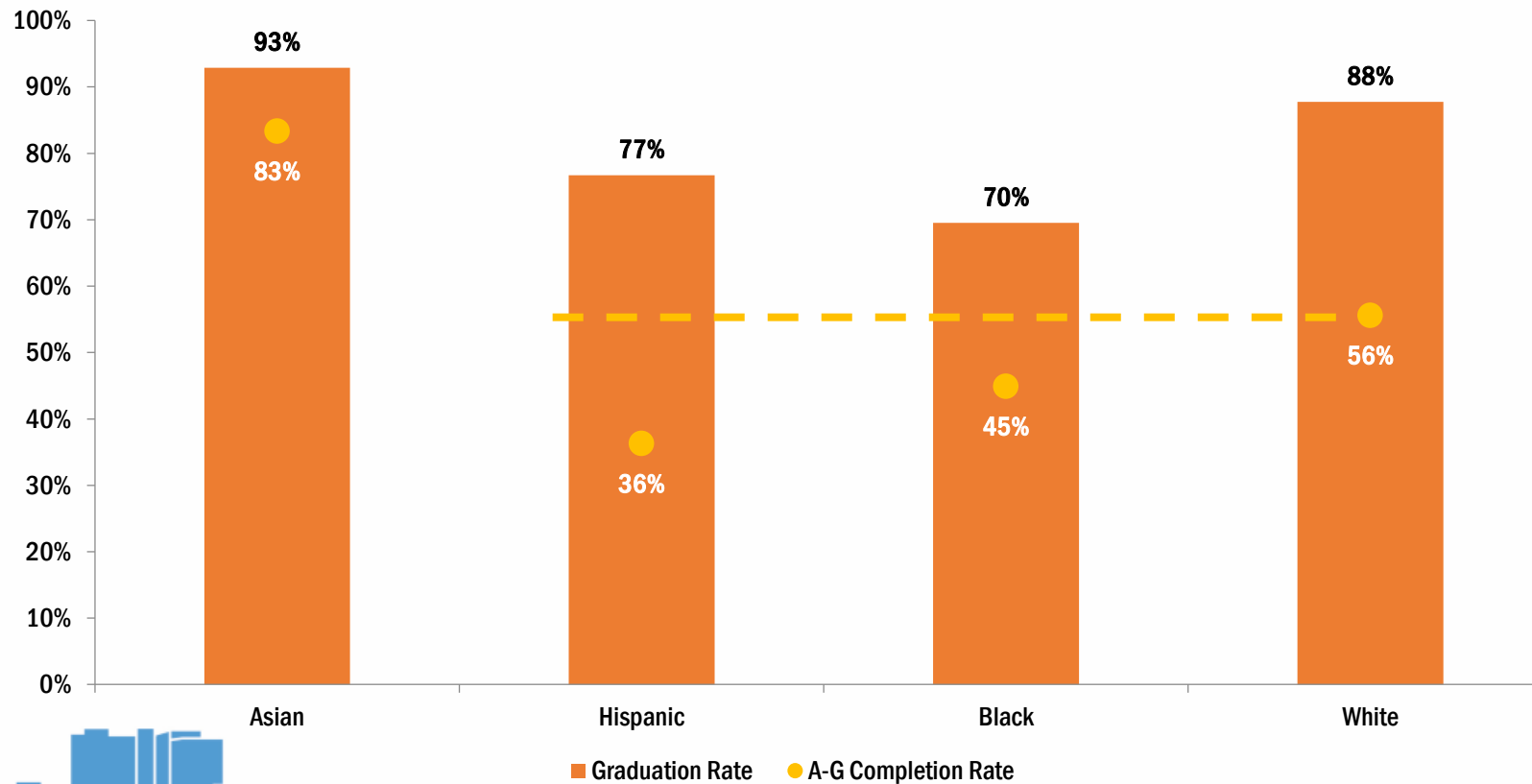
Source: ACS, 2016; Department of Education, 2015-2016.



# Race and Equity Matter

If our black and Hispanic youth were as prepared as our white youth, we would have a talent surplus.

High School Graduation & College Readiness, Class of 2016



Source: Department of Education, 2015-2016.



# The Economic Imperative

Our regional reality is the basis of our future economy



**1 in 3**  
San Diegans are  
Hispanic

**1 in 2**  
Chula Vistans are  
Hispanic




**98%**  
of firms are small  
businesses



**#3**  
highest cost of living  
metro area




# Goals of Inclusive Growth




**20,000**  
Skilled Workers  
per Year by  
**2030**

BUILD LOCAL TALENT  
PIPELINE



**50,000**  
Quality Small  
Business Jobs by  
**2030**

EQUIP SMALL  
BUSINESSES TO  
COMPETE



**75,000**  
New Thriving  
Households by  
**2030**

ADDRESS AFFORDABILITY CRISIS



# Questions?

# Thank you!



[www.chulavistaca.gov/businesses](http://www.chulavistaca.gov/businesses)



@thinkchulavista



# Education Pipeline

Southwestern Community College

**19,476**

total number of students enrolled

**80%**

of students have experienced food insecurity

**5,468**

students transferred to a 4-year university from Southwestern from 2009-2014

**53%**

of part-time students are Hispanic

**19%**

College completion rate for part-time students

**\$34,000**

average graduate earnings



# Talent Attraction and Retention is Increasingly Difficult

Adjusted for cost of living, STEM graduates can earn more in high-priced metros

