

25TH
ANNIVERSARY
EST. 1989



SCEDC
South County Economic
Development Council

South County's Future

FIVE-YEAR ECONOMIC
DEVELOPMENT STRATEGY

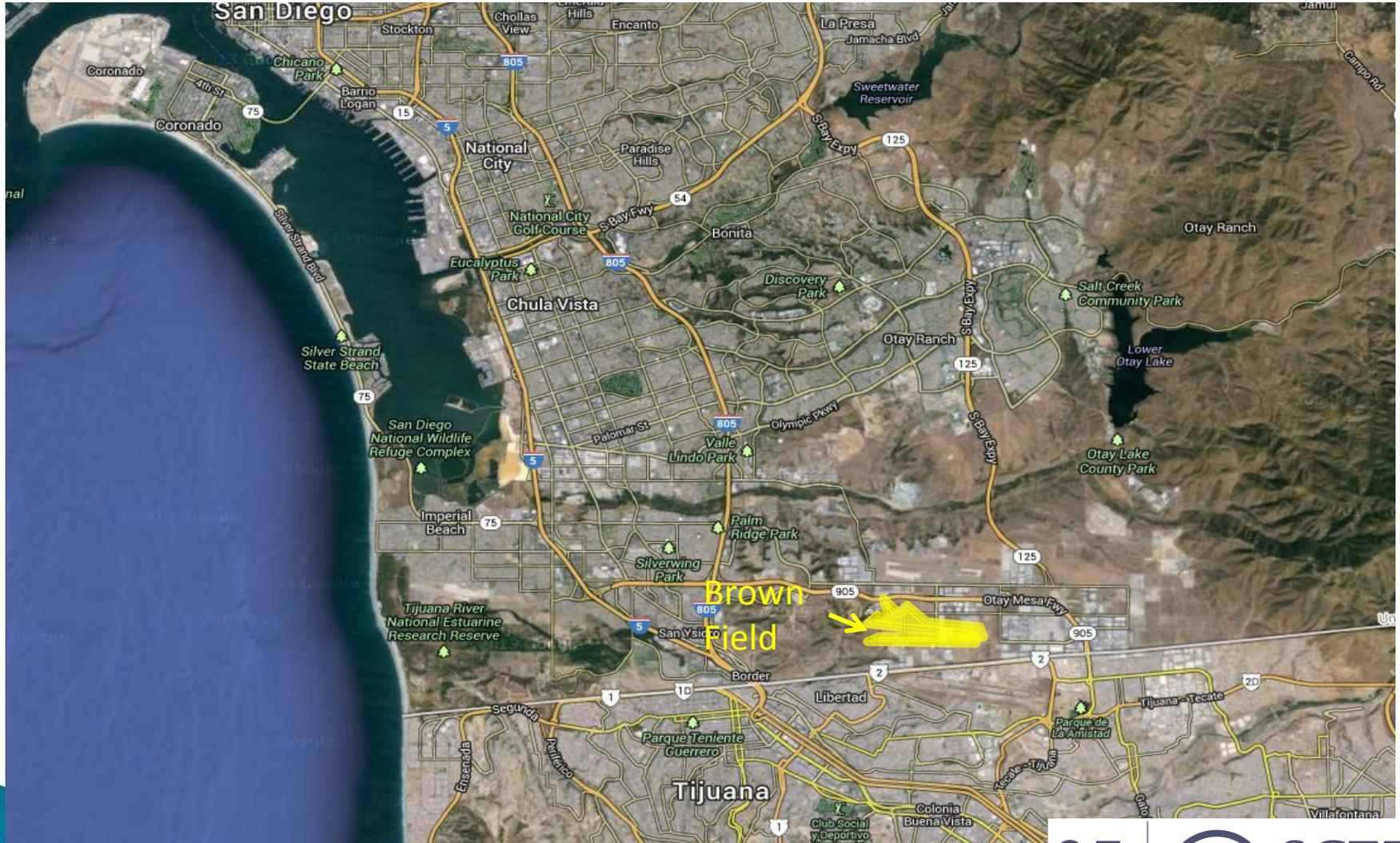
July 21, 2015

About South County EDC

Mission Statement

To improve and enhance South County's bi-national economy, image and quality of life; and to heighten public awareness of Southern California's most desirable location to live, work and dream.

Current Development Projects

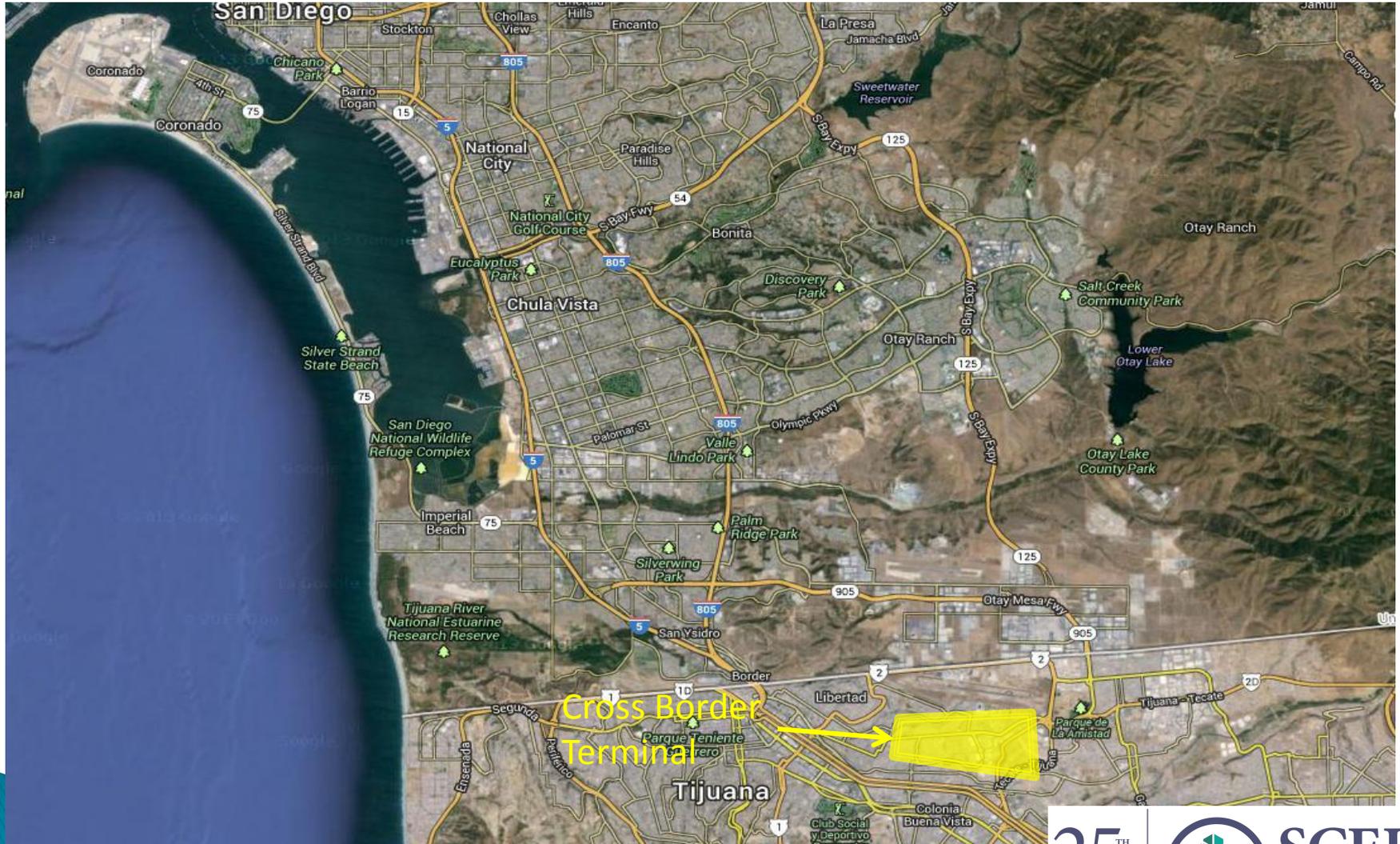




Brown Field

- ▶ 20 year plan/4,000 permanent jobs
- ▶ \$900 million in upgrades
- ▶ 880 acres includes 330 acre industrial park
- ▶ 100,000 sq ft additional aircraft facilities
- ▶ Hotels and restaurants
- ▶ Amenities: Long Runway; Port of Entry, Solar farm
- ▶ Status
 - Phase 1 moving ahead

Current Development Projects

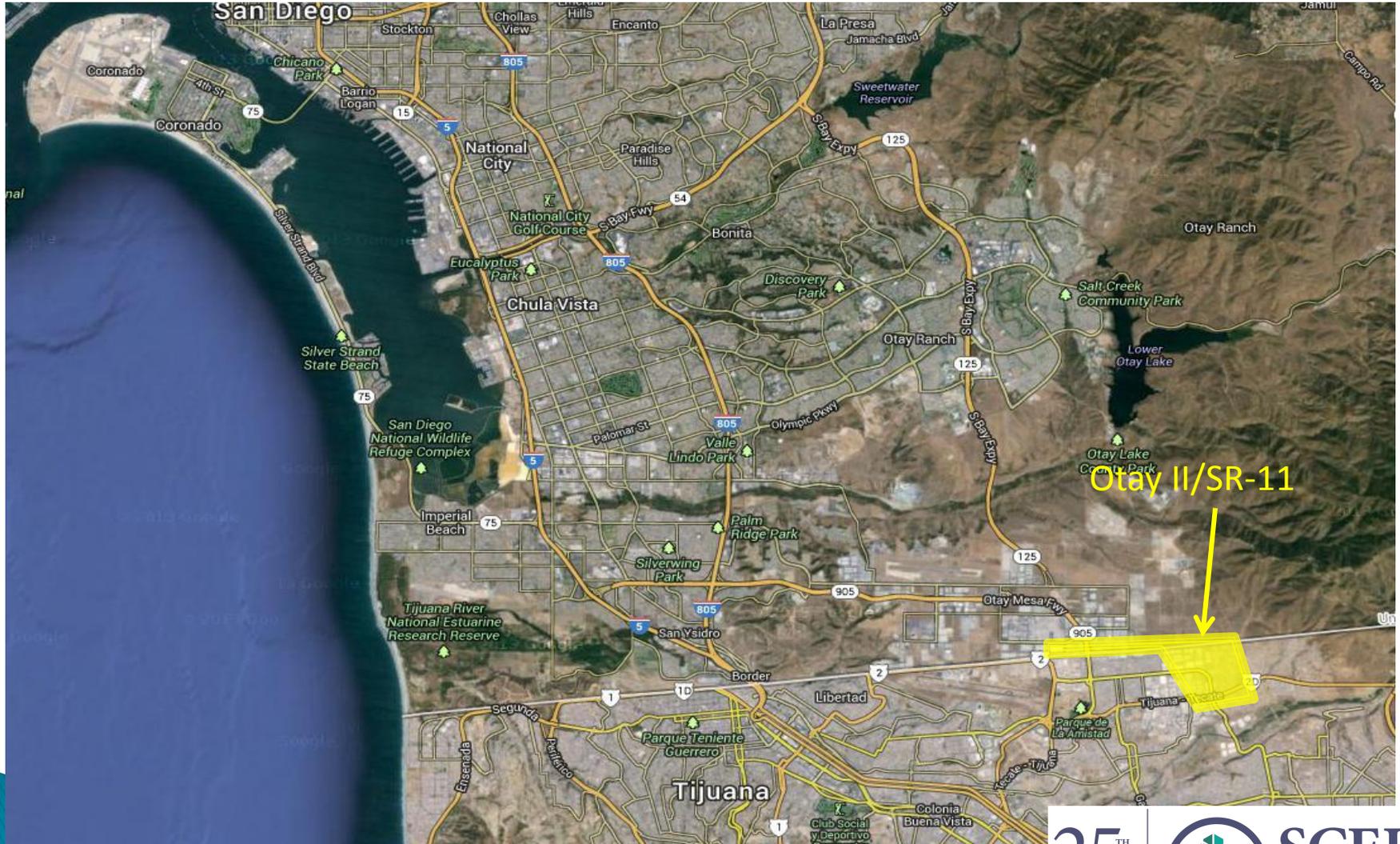




Cross Border Xpress (Terminal)

- What is it?
 - Historic project, first in western hemisphere
 - Pedestrian bridge
- \$78 million
- 1.5 million passengers in first year
- Status
 - Under construction
 - Operational by end of 2015

Current Development Projects

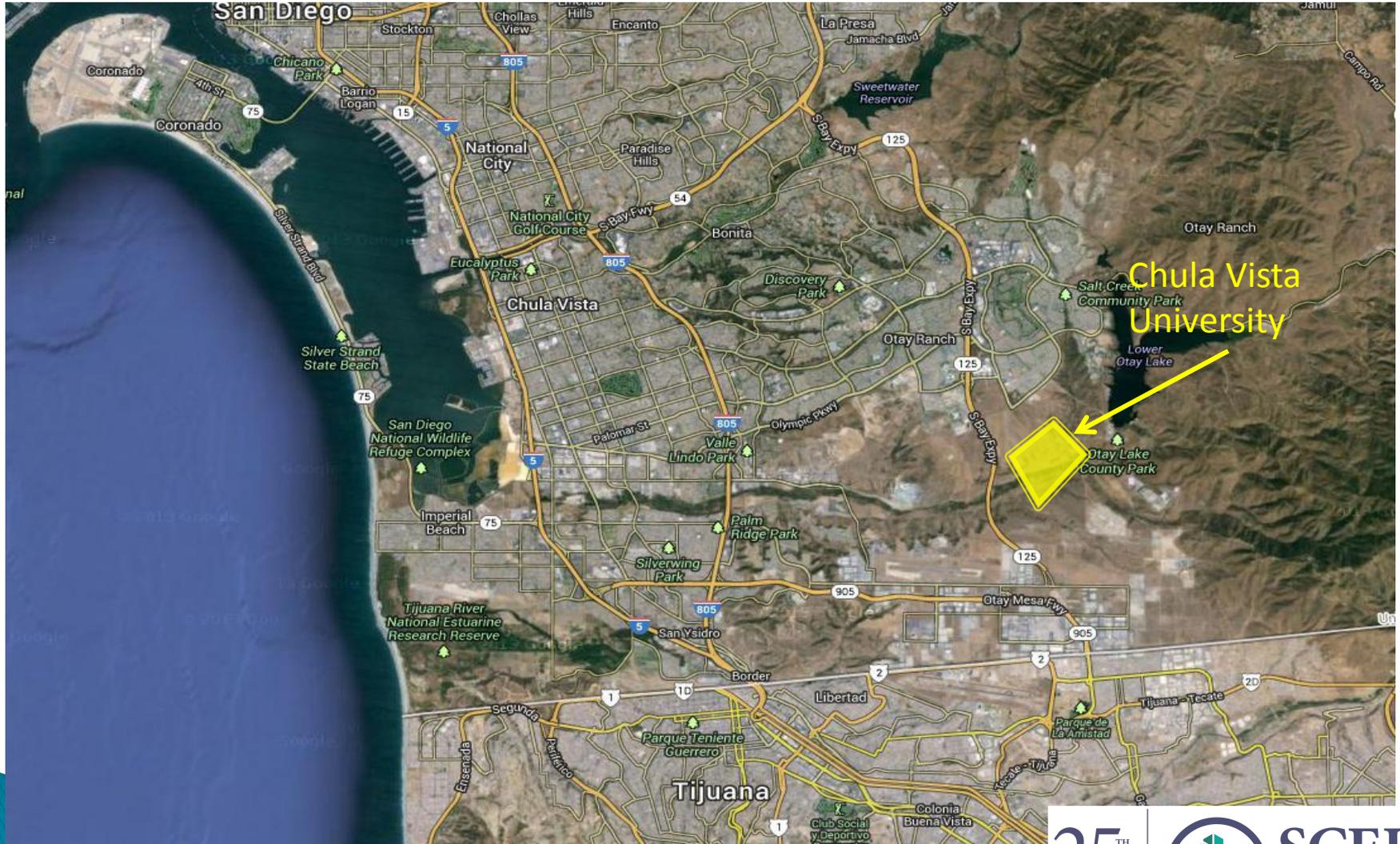




Otay 2 / State Route 11

- Port of entry and new highway (2.7 miles)
 - Phase 1 under construction to Enrico Ferme
 - Phase 2 design connect to POE location
- Toll Road
 - Financing plan just released
- Open up 3000 acres of raw land
 - Last bastion of large undeveloped industrial property in region
- Status
 - Phase 1 under construction by fall of 2015
 - Phase 2 design

Current Development Projects





Chula Vista University

- ▶ Vision
 - One university or multi–entity campus
 - 20,000 students expected
- ▶ 375 acres upon completion
- ▶ Status
 - Exclusive Agreement with Home Fed
 - Home Fed will be developers
- ▶ Adjacent to Olympic Training Center
 - Currently OTC working with City on plan

FREEWAY COMMERCIAL

35 Acres
600 Housing Units
300 Hotel Rooms

MILLENIA

207.0 Acres
2,983 Housing Units
3,487,000 sq. ft. Office / Retail

UNIVERSITY PARK

Acres
85 Acre Innovation Dist.

VILLAGE 3

368.4 Acres
1,597 Housing Units
11.3 Acres Office / Retail
39.9 Acres Industrial

VILLAGE 10

363.4 Acres
1,740 Housing Units

VILLAGE 3

VILLAGE 8 WEST

300.3 Acres
2,050 Housing Units
300,000 sq. ft. Office / Retail

VILLAGE 8 EAST

576.2 Acres
3,560 Housing Units
20,000 sq. ft. Office / Retail

VILLAGE 9

323.1 Acres
4,000 Housing Units
1,500,000 sq. ft. Office / Retail

VILLAGE 6

VILLAGE 11

MILLENIA

UNIVERSITY PARK

VILLAGE 7

INNOV. CNTR.

VILLAGE 9

VILLAGE 8 EAST

VILLAGE 10

VILLAGE 8 WEST

VILLAGE 8 EAST

576.2 Acres
3,560 Housing Units
20,000 sq. ft. Office / Retail

VILLAGE 9

323.1 Acres
4,000 Housing Units
1,500,000 sq. ft. Office / Retail



Olympic Pw

Eastlake Pw

Birch Rd

Hunte Pw

La Media Rd

Heritage Rd

Main St

Otay Reservoir

Current Development Projects



v.01/02/13

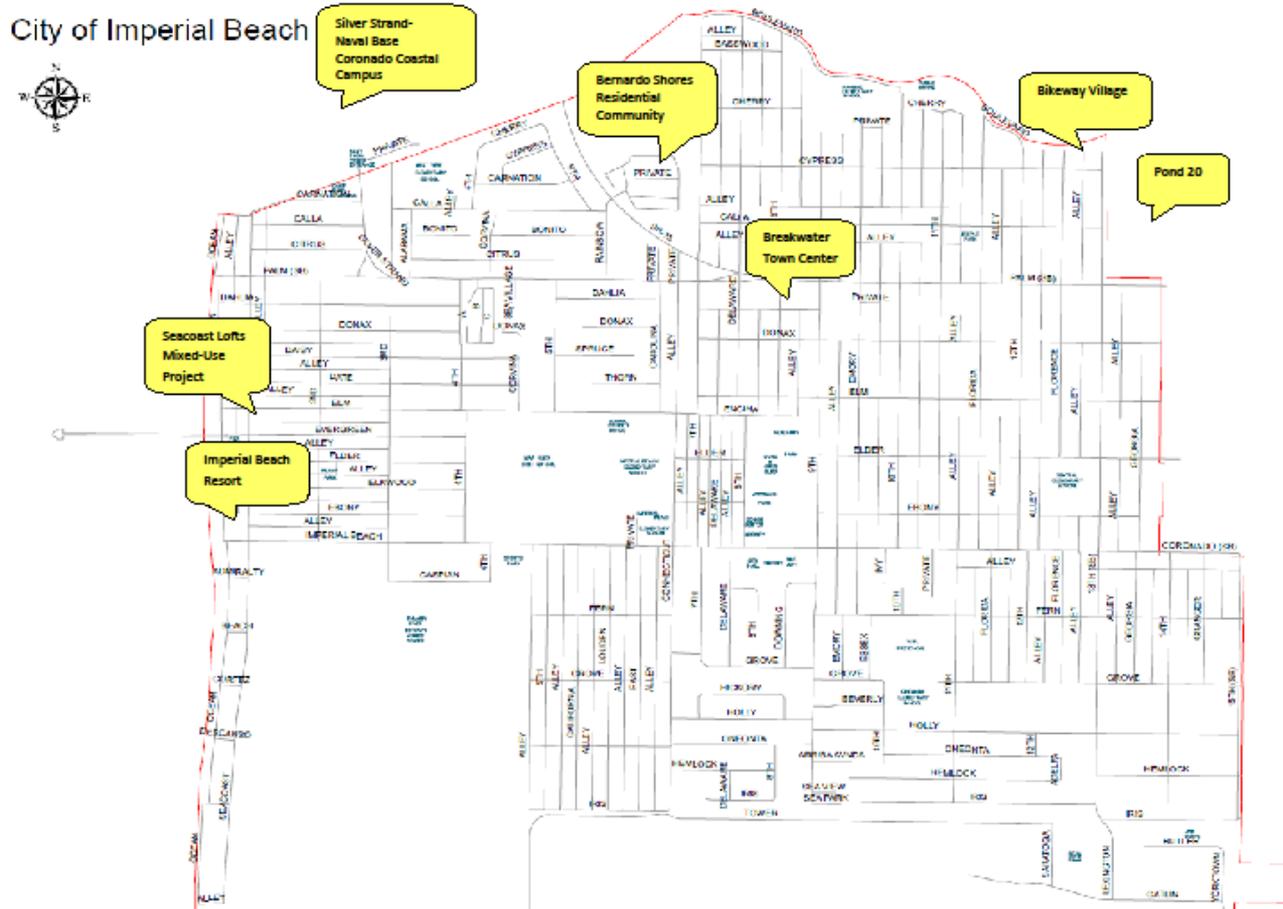
**Chula Vista Bayfront Master Plan Illustrative
Locally and State-Approved Land Use Plan by
City of Chula Vista and Port of San Diego**



Chula Vista Bayfront

- ▶ \$2.4 billion project/2200 permanent jobs
- ▶ Largest active waterfront development on the west coast
- ▶ Hotels and Convention Center
- ▶ Condos
- ▶ RV Parks
- ▶ Open space and parks
- ▶ Status
 - RFQ responses being reviewed
 - H Street being constructed to Bay

Imperial Beach Development



South County's Vision

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Creation of visioning plan

- ▶ Who we worked with:

Businesses

Residents

Visitors

Workers

Investors

Key
stakeholders

Tools Used

Quantitative

- Location Quotients
- Industry Data
- American Community Survey

Qualitative

- Published Research
- Visioning Survey
- Interviews

Five Year Economic Development Work Plan Goals:

- Thread development opportunities
- Promote economic growth
- Increase jobs
- Enhance quality of life

Key Industries

Aerospace

**Advanced
Manufacturing**

Healthcare

**Food
Processing
&
Distribution**

**Maritime
Industries**

Tourism

Aerospace

9 establishments
employ 2,632
workers in South
County

Location Quotient
4.00



Advanced Manufacturing



353 establishments
employ 1,028
workers in South
County

Location Quotient
1.04

Food Processing & Distribution



150 establishments
employ 2,491
workers in South
County



Location Quotient
1.54

Healthcare

950 establishment
employ 16,923
workers in South
County

Location Quotient
1.58



Maritime Related Industries

11 establishments
employ 478
workers
in South County



Location Quotient
4.24

Eco-Tourism

150 establishments
employ 5,453
workers in South
County

Location Quotient
2.09



Strategies

1. Promote the
Innovation Economy

2. Build on
Industry Cluster

3. Expand International
Trade and Commerce

4. Grow Our
Tourism Industry

Strategic Partners

Governments

Business
Organizations

Nonprofits

Firms

Education

YOU!

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How You Can Help



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The Vision Plan will create a pathway to prosperity and economic opportunities in South County. This plan strategizes on industries that will transform its efforts to support better future planning. As a community member,

I believe in South County and this is how I can help:

Please check at least one box

- Serve on a Committee
- Attend Meetings
- Host a Meeting
- Provide Meeting Locations
- Workshop Seminars
- Donate Money
- Corporate Sponsorship
- Donate Printing Services
- Become a Member
- Other: _____
- Donate the Following Services: _____

Contact Information

Name: _____

Company/Affiliation: _____

Number/Email: _____

Address: _____

Return to South County EDC
Address: 1111 Bay Blvd, Suite E, Chula Vista, CA 91911
Email: SCEDC@SouthCountyEDC.com Fax: (619) 424-5738

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Thank You

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