

25TH
ANNIVERSARY
EST. 1989



SCEDDC
South County Economic
Development Council

City of Chula Vista

Cindy Gompper-Graves
President and CEO

What has SCEDC Done for Business Lately?

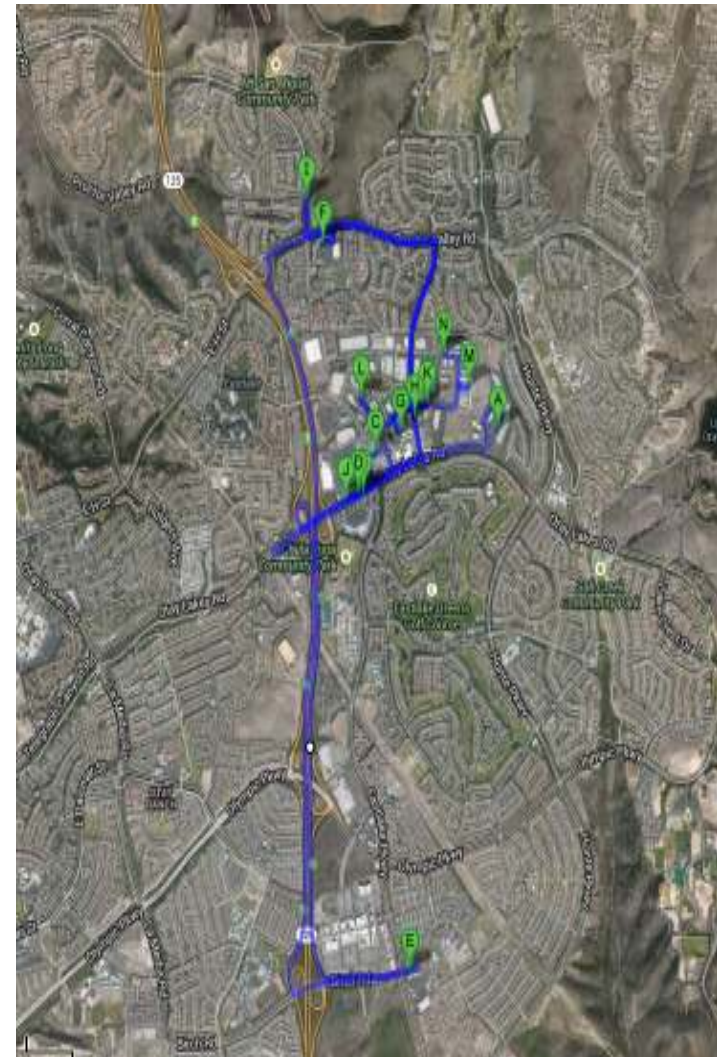


- ▶ Found them a place to move in!
- ▶ Given them loans to expand!
- ▶ Given them access to resources!
- ▶ Educated them on incentives!



Area?

- ▶ Eastern Chula Vista, including Eastlake, Otay Ranch and San Miguel Ranch



Objective?

- ▶ Objective
 - ▶ Deliver Information
 - ▶ Provide Services
 - ▶ Identify Opportunities



Our Location, Your Success

About Chula Vista

Chula Vista is located at the center of one of the most economically, culturally and environmentally diverse regions in the U.S. (900+ companies, over 250,000). Chula Vista is the 3rd largest city in San Diego County and boasts more than 10 square miles of coastal landscape, oceans, rolling hills, mountains, lakes and quality infrastructure just minutes from San Diego's urban centers.

Attracting contemporary communities, quality business and educated professionals with cutting-edge, state-of-the-art facilities, particularly in engineering, electronics and services, the region's daily warm weather (75-degree "Summer Coast" - an award-winning climate under a clear blue sky) all contribute to Chula Vista's attraction to businesses and their employees.

Chula Vista means "beautiful view" and there is more to see and do here than you can imagine: great pedestrian walkways; views of bays, coastline, mountains and open space broken by canyons, lakes, parks, beaches and outdoor adventures from the city to lakes and the bayfront with the spectacular Mission Village Village and the Living Coast Discovery Center. Fishermen and boaters can also enjoy the Chula Vista Marina and Yacht Club, while cyclists love the Skyline Bikeway to view the city's skyline.

Shopping, dining, and entertainment abound with two major malls and historic downtown. Enjoy 22 acres of family fun water slides, miles and miles of scenic coastline at San Vicente Aquatics. Hit the links at 1 of 2 new and 18+ quality golf courses. From South Y to Pegasus - world-class entertainment parks in Chula Vista at the Silver Creek Amphitheater, the County's premier outdoor venue.

With 6, 500 job opportunities opportunities in Chula Vista with the best in outdoor recreation, family activities, and cultural amenities. Chula Vista's Sun Fun Fun Fun for your business, suppliers and employees to provide exciting, planned communities and services to existing and future residential developments, all minutes from San Diego and Tijuana International Airports.

Economic Development Department | 619.448.0675 | www.chulavista.com/economic

Chula Vista is the 14th largest city in California and 9th in "Great Value".

Chula Vista is an award-winning location in San Diego for the south and the 10th most livable in the world.

Waterways flowing from the country's only major weather "Harvest" facility.

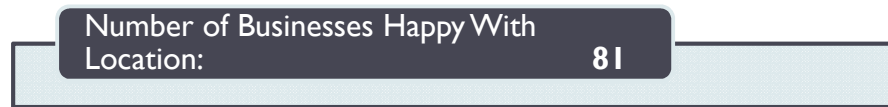
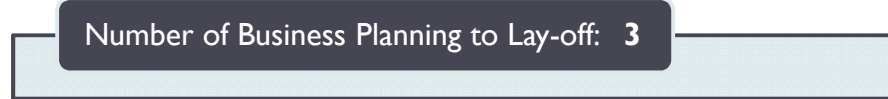
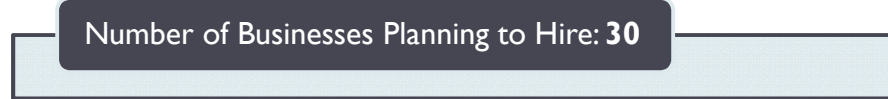
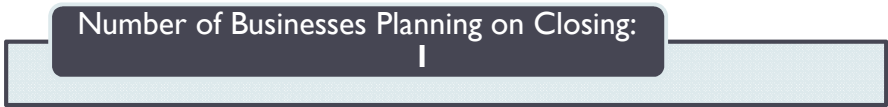
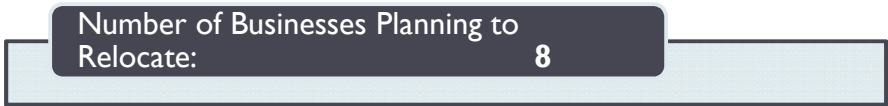
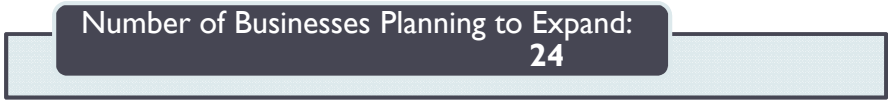
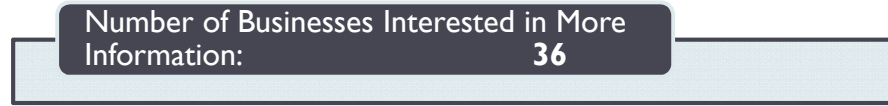
Summary

Chula Vista is the "100 Best" growing city in the U.S.

Chula Vista is a world-class location for business and industry. It offers a wide range of services, including:

- State-of-the-art infrastructure
- 100+ miles of coastline
- 18+ quality golf courses
- Award-winning entertainment parks
- World-class amenities
- 6, 500 job opportunities
- 100+ miles of coastline
- 18+ quality golf courses
- Award-winning entertainment parks
- World-class amenities

What Did We Learn?



Interesting Observations

- ▶ **Retail**

- ▶ *Need for increase in foot traffic*

- ▶ *Mostly happy*

- ▶ *Anchor Stores*

- ▶ **Manufacturing**

- ▶ *Companies looking to hire and expand*



Increase Marketing Efforts

- ▶ Shop Chula Vista Now Program
- ▶ Eastlake Design District Functions
- ▶ Welcome New Businesses



**We are here
to help!**



Thank You!

South County Economic Development Council
1111 Bay Blvd, Suite E
Chula Vista, CA 91911
(619) 424-5143
www.southcountyedc.com

