



**SCEDC**  
South County Economic  
Development Council

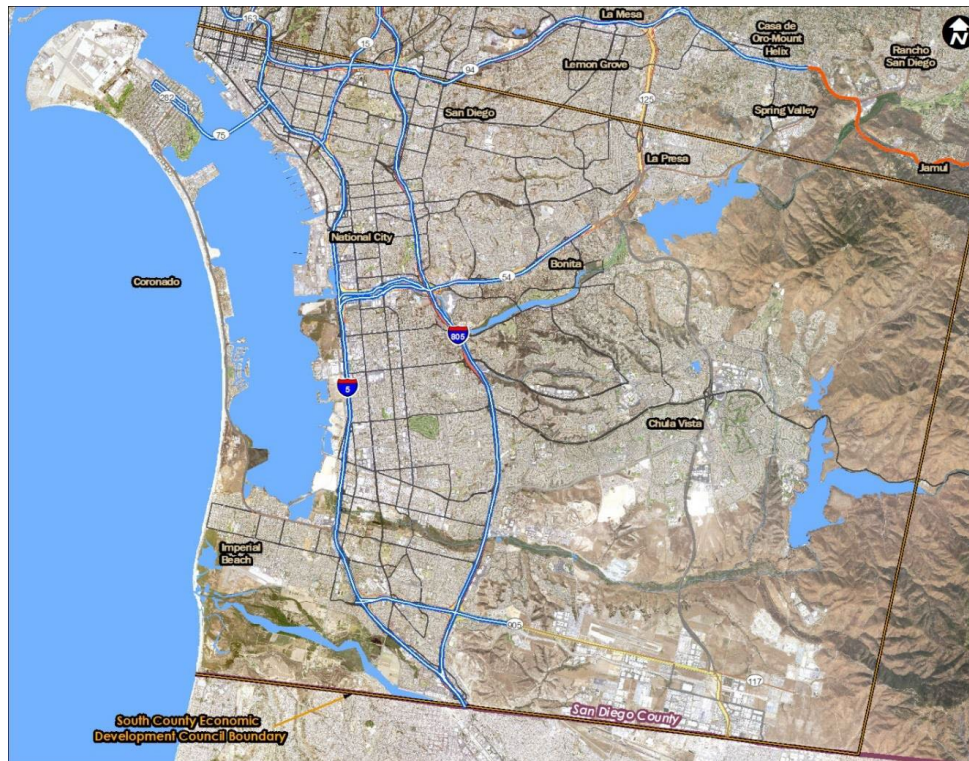
# South County EDC Direct Marketing Program



*October 1, 2019*

# DIRECT MARKETING & BRANDING CAMPAIGN

Designed to attract Fortune 1000 companies in high priority clusters to the southern portion of the San Diego region.



# BRANDING



# INSPIRE A CALL TO ACTION



# SINCO

Near the international border in south San Diego, unprecedented business growth is happening.

This binational region has demonstrated unstoppable success, innovation and tenacity. Companies are thriving here, ideas are connecting and expansion is everywhere.

## This region is **SINCO**.

In Spanish, “cinco” is the number five, pronounced “seen-ko.”

In our region, **SINCO** starts with an “S” because we are anchored in San Diego.

**SINCO** spells out our key cities: San Diego, Imperial Beach, National City, Chula Vista and the Otay commercial sector.

**Five communities, one region, endless possibilities.**

# SINCO



five communities, one region, endless possibilities

Optimistic. Innovative. Unstoppable.

Our logo powerfully illustrates the flourishing growth and upward momentum that is SINCO.







The gateway to

# OPPORTUNITY

is now open ...in south San Diego.





The gateway to

# INSPIRATION

is now open ...in south San Diego.





The gateway to

# BUSINESS

is now open ...in south San Diego.





The gateway to

# GROWTH

is now open ...in south San Diego.



# SINCO ADS

**SINCO** offers Pacific Ocean sunsets over a beautiful marina and a vast sunrise over Otay Lakes, the US Olympic Elite Training Center and endless acres of open space nature preserves. When you come to grow your business in **SINCO**, you will also find unobstructed views of international markets, unprecedented political cooperation that cuts through red tape, and an unparalleled binational economic development community that reaches into Latin America and the Pacific Rim.




**THE GATEWAY TO OPPORTUNITY IS OPEN FOR BUSINESS.**

**A stellar quality of life in south San Diego.**

- Talented global workforce
- Connection to international markets
- Open land primed for growth




**EXPLORE**



**THE GATEWAY TO OPPORTUNITY IS OPEN FOR BUSINESS.**

**A stellar quality of life in south San Diego.**



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**EXPLORE**



# SINCO FACT SHEETS



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## Welcome to SINCO

In California, near the US-Mexico border, unprecedented business growth is happening. This binational region has demonstrated unstoppable success, innovation and tenacity. Companies are thriving, ideas are connecting and expansion is everywhere. The region is called SINCO.

In Spanish, "Cinco" is the number five. In our region, SINCO starts with "S" because the region is anchored in south San Diego. It's pronounced "seen-koh." SINCO spells out and represents our key cities: San Diego, Imperial Beach, National City, Chula Vista and the Otay commercial sector. One region, five communities, endless possibilities.

**San Diego** is a world-class California city that offers an abundance of business opportunities fueled by innovation, international trade and access to booming economic sectors including aerospace and defense, technology, life sciences, biopharmaceuticals, manufacturing and more.

Home to the San Diego International Airport, the Port of San Diego and nationally recognized universities including UC San Diego, USD and SDSU, the city facilitates the international and domestic movement of goods and people. San Diego has long served as a premier gathering place to foster and leverage ideas, relationships, and expand opportunities for established businesses and nascent startups.



Image by Birds Eye Aerial Drones, based in Chula Vista.



**Imperial Beach** is the southernmost point in the United States, and is part of the San Diego-Tijuana metropolitan area, the largest bi-national metropolitan area shared between the United States and Mexico. Over the last 15 years, the city has made significant strides in realizing its economic development goals by implementing a community redevelopment plan to improve its commercial corridor.

IB is home to the Pier South Resort, a \$22 million upscale Mediterranean-style hotel offering conference facilities, a restaurant and spa – all perfect for hosting out-of-town business contacts. Additional hotels, restaurants, breweries and accommodations on the Bay and Pacific Ocean make this a favorite destination.



**National City** is five miles south of downtown San Diego and eleven miles north of the Mexican border, encompassing an area known for its commerce, urban agriculture, production and transportation. The local Naval Base is supported by a skilled workforce and specialized aerospace and defense industry cluster.

Serving a diverse student community focused on science, technology, engineering and mathematics, National City is home to Southwestern Community College – a premier public institution of higher education. The College District stimulates the development and growth of the region through its educational, economic and workforce opportunities, community partnerships and services.



The **Otay** commercial sector offers affordability within large expanses of developable land designed for commercial and industrial uses. This location offers unprecedented access to national and international markets. Situated along the international border and close to residential neighborhoods and shopping districts, the area serves business interests including office, R&D and large-scale manufacturing.

Brown Field Airport offers unique private, charter, cargo and specialty flights, and the Tijuana International Airport is also easily accessible via the CBX Border Crossing. Additional cross-border infrastructure and direct access to major freeways and other transportation make Otay an ideal setting for companies with interests in Mexico, East Asia and the West Coast.

**Chula Vista** fosters an environment for business expansion, attraction and economic growth. The only city in the U.S. with federally sanctioned pilot programs testing Drone / UAV and self-driving car / AV technologies, Chula Vista has established numerous economic development initiatives to create quality infrastructure and a well-educated workforce.

Leaders continue to move the needle by pursuing a progressive business and employment investment policy, with significant commercial and industrial land primed for development. The city is home to projects including Millenia – an urban village with residential, commercial, retail and more – and the planned 535-acre Chula Vista Bayfront project will further transform the area with conference and visitor serving amenities.



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# MAP



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## A Region of Opportunity

Located just minutes away from the US-Mexico border, the expansive Port of San Diego, two international airports, world-class educational institutions and more, in SINCO, opportunity awaits.

Visit [sincoregion.com](http://sincoregion.com) or call 619-424-5143 to schedule your tour of this binational business growth ecosystem.





# Opportunity Awaits

Located minutes away from the US-Mexico border, the expansive Port of San Diego, as well as a bustling international airport, in SINCO, opportunity awaits around every corner.



# FACT SHEET



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## The Launch Pad for Emerging Industries

With a talented global workforce, connection to international markets and collaboration that cuts through bureaucracy, south San Diego's SINCO region is an ideal location to grow your business. SINCO offers a solid infrastructure, enhanced supply chains, an increasing number of startups, as well as open land available for new and expanded operations. Home to a variety of dynamic industries including these five key trades, SINCO is moving the industry forward.



### Aerospace & Defense

The SINCO region has long been a stronghold of the aerospace industry, boasting four times the concentration of jobs compared to the rest of the nation. Some of the products and services produced in the region include: military, commercial, and regional aircraft components; search, detection, and navigation instruments; support activities for air transportation; airport operations; and guided missile and space vehicle manufacturing, among others.



### Medical Device Manufacturing

The medical device industry is a key element to the SINCO region's success. Massively successful corporations as well as an influx of new startups have aided in the region's expansion, resulting in the manufacturing of diagnostics, sleep aids, glucose monitors, spinal implants, and many others.



### Maritime

Situated along the waterfront, with access to large industrial sites and San Diego's maritime activity, the SINCO region is an ideal location for companies in the blue economy to launch and expand. Coupled with existing assets such as the Living Coast Discovery Center, the region provides a myriad of opportunities to explore research and development in the maritime sector.



### Biopharmaceuticals

The biopharmaceutical industry is a major driver of the SINCO region's growing economy. Many of the nation's top pharmaceutical companies maintain a presence in the area, fostering collaboration with research institutes, biotech companies, as well as major universities. These national recognized colleges are also responsible for one of the most talented workforces in the world.



### Telecommunications & Advanced Technology

The SINCO region has become a hub for innovation in emerging technological industries. Through some of the most successful established companies, as well as cutting-edge startups, the region's tech firms are making an impact with a global reach. These businesses, combined with major research universities in the region, are leading the way in sectors such as telecommunications, cybersecurity, connected devices, data analytics, health IT, bioinformatics, gaming, and SaaS technologies.



### Craft Brewing

Known as the Craft Beer Capital of America, craft brewing has become a major industry in the SINCO region over the past twenty years. Home to well-known corporate producers and microbreweries alike, the area has hundreds of brewhouses supported by the region's tourism and local lifestyle that places a high value on the industry.





Overview Fact Sheet

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Industry Fact Sheet

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Map Fact Sheet

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## Contact

780 Bay Blvd Suite 204  
Chula Vista, CA 91910

Tel: (619) 424-5143

[info@sincoregion.com](mailto:info@sincoregion.com)



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**SINCOregion**  
@SINCOregion

Welcome to SINCO: A south San Diego region that spans five vibrant, future-focused communities and offers endless business growth. [#SINCOregion](#)

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## SINCOregion

Government Administration · Chula Vista, California · 1 follower

One region, five communities, endless possibilities.

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### Overview

The SINCO region is located in south San Diego and consists of five vibrant, future-focused communities and endless business growth opportunities. This binational region has demonstrated unstoppable success, innovation and tenacity. Companies are thriving, ideas are connecting and expansion is everywhere. The region finally has a name: SINCO.

Gabriela, Tecolote Research, Inc is hiring!



Ready for you  **Messaging**





Join us in celebrating the launch of **SINCO** and the continued success of a binational region that has proven to lead the nation – and often the world – in future-focused innovation, financial stability, value, sustained growth and centuries of cultural beauty and heritage.

**SINCO** is our frontier to the future: five communities, one region, endless possibilities.

[www.SINCOregion.com](http://www.SINCOregion.com)

@SINCOregion

#SINCOregion

[info@sincoregion.com](mailto:info@sincoregion.com)

# THANK YOU!



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