

# Economic Development Department Work Plan

Reporting on our progress, actions and the path forward

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Miranda Evans, Special Projects Manager



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# Presentation Outline

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## Reporting

About Us

FY20 Work Plan  
Reporting

COVID Economic  
Recovery Plan

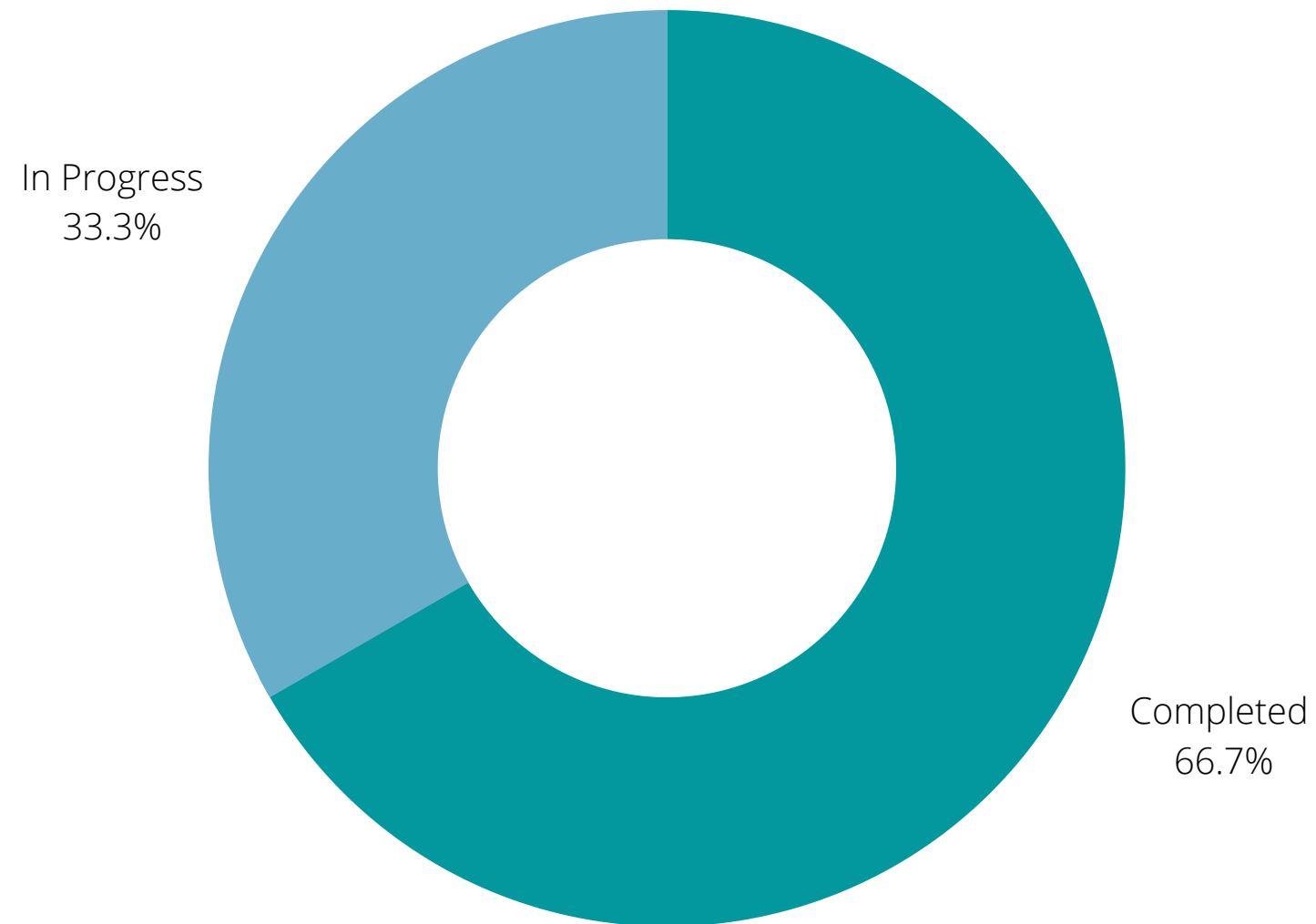
## Looking Ahead

Indicators

Strategic Focus Areas

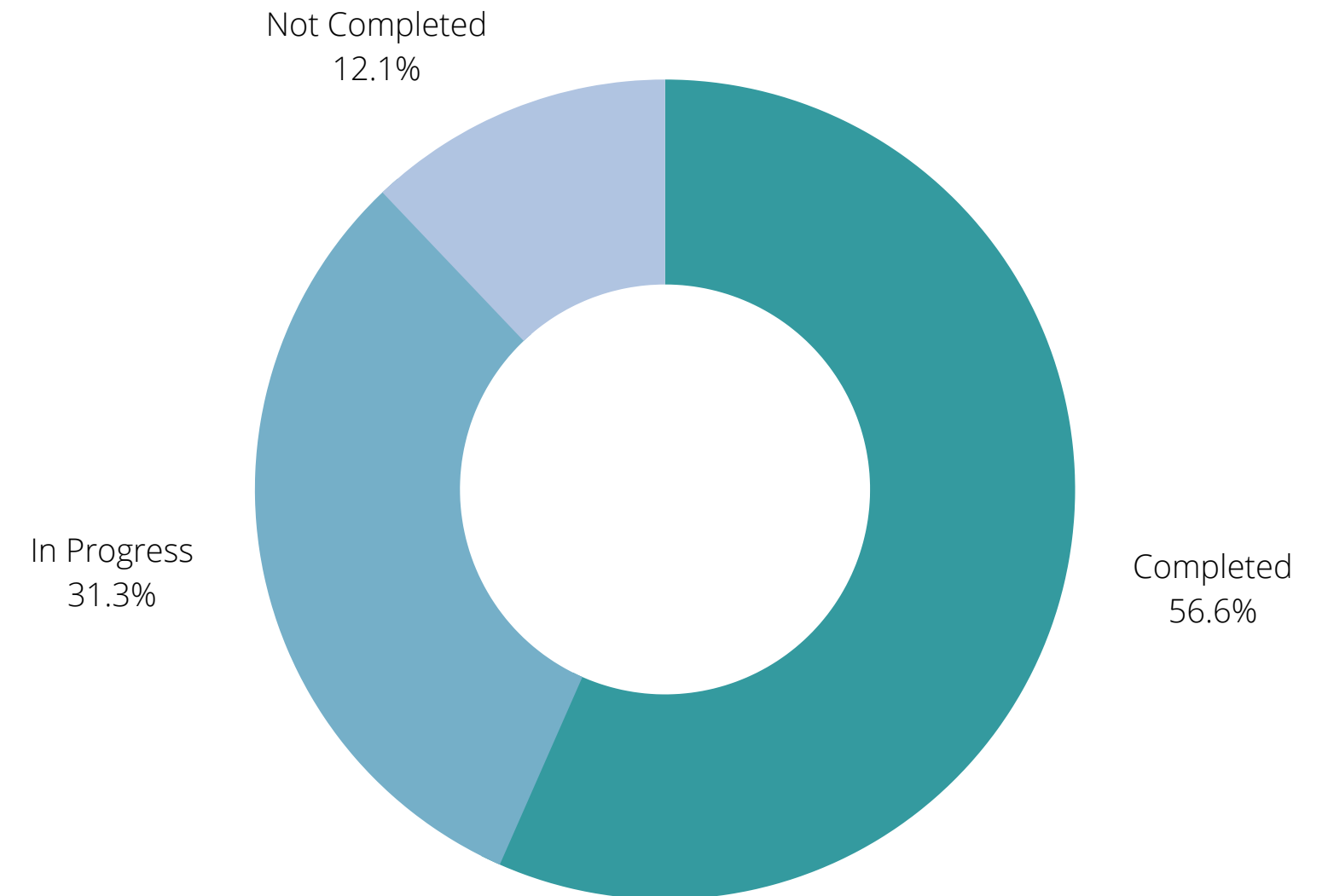
# FY20 Work Plan Reporting

## Economic Development Administration



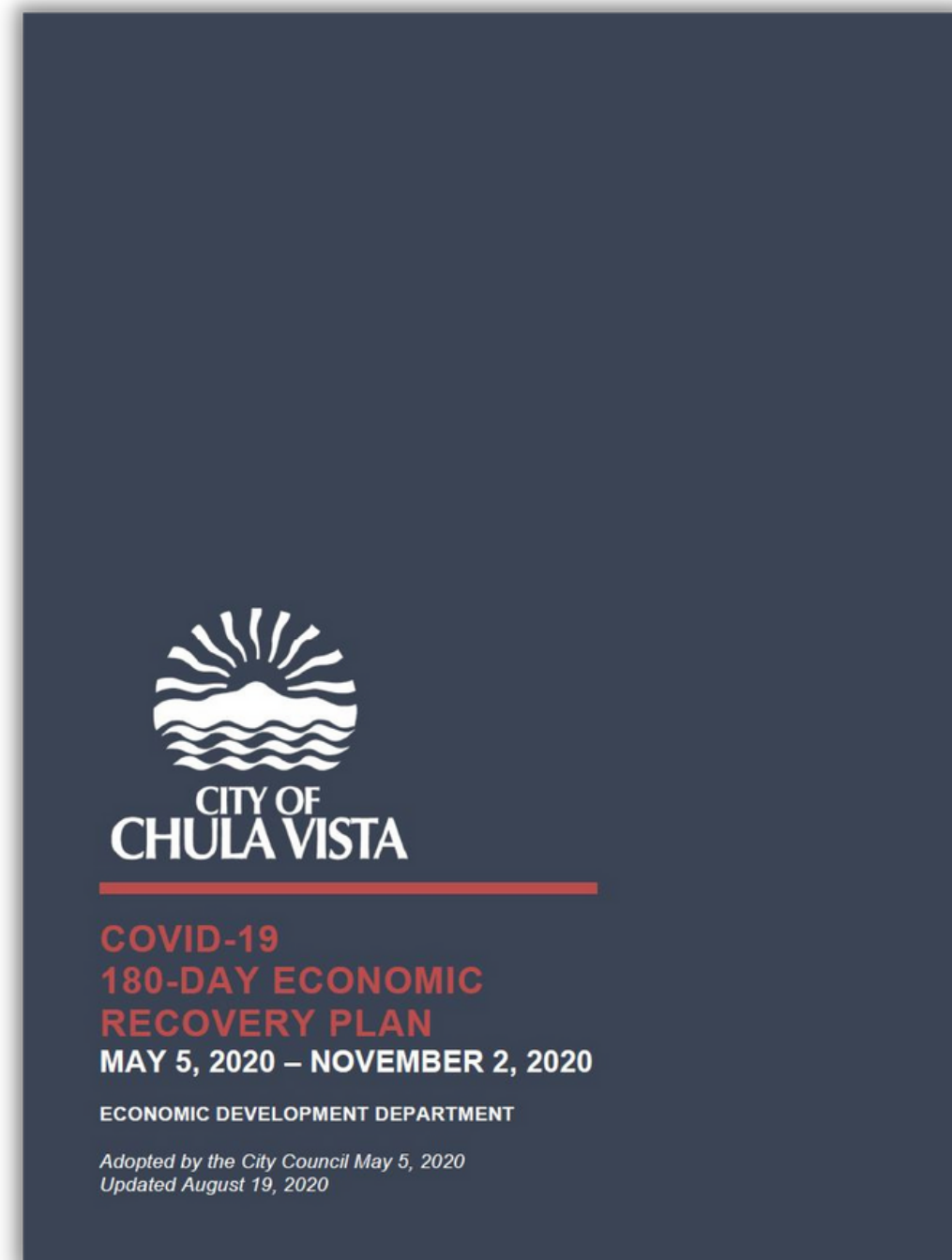
66% of 27 actions were completed (18)  
33% remaining are still in progress (9)

## Office of Sustainability



56.5% of 16 actions completed (9)  
31% actions in progress (5)  
12.1% not completed due to COVID and LGP  
partnership ended (2)

# COVID-19 ECONOMIC RECOVERY PLAN



**FINANCIAL ASSISTANCE (5/5)**

**TECHNICAL ASSISTANCE (5/5)**

**MARKETING & PROMOTION (2/2)**

**BUSINESS FRIENDLY CITY POLICIES (9/9)**

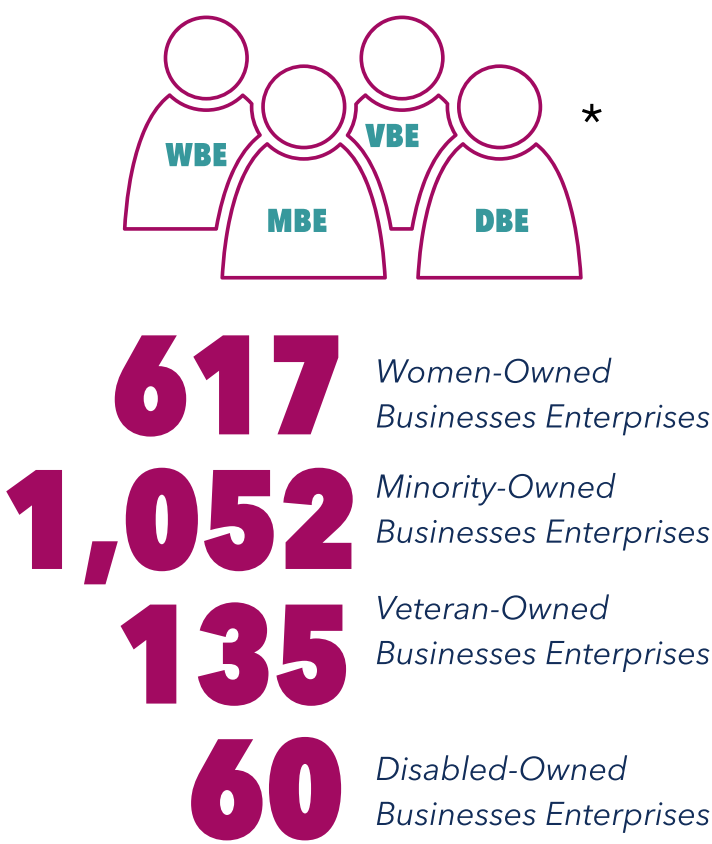
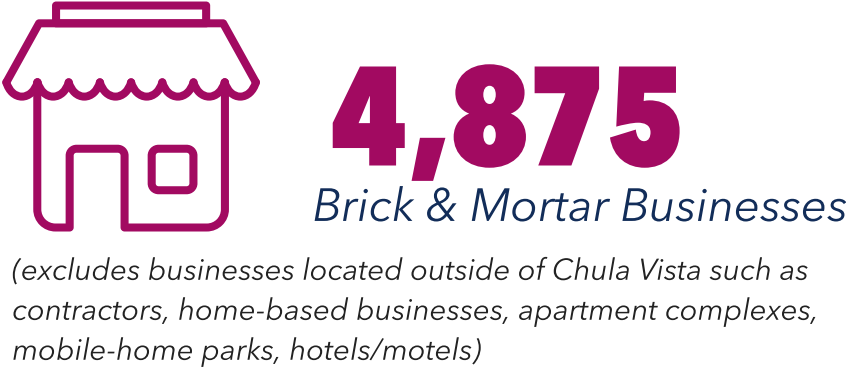
**CONTINUING ECONOMIC DEVELOPMENT PROJECTS (4/4)**

**100%**



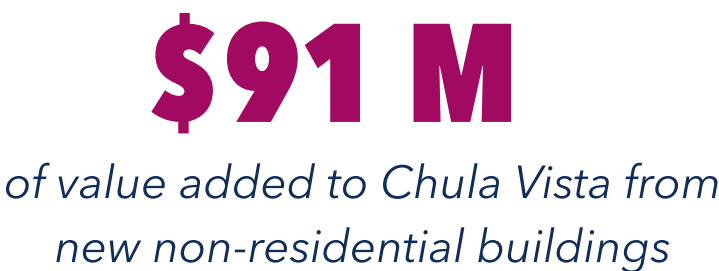
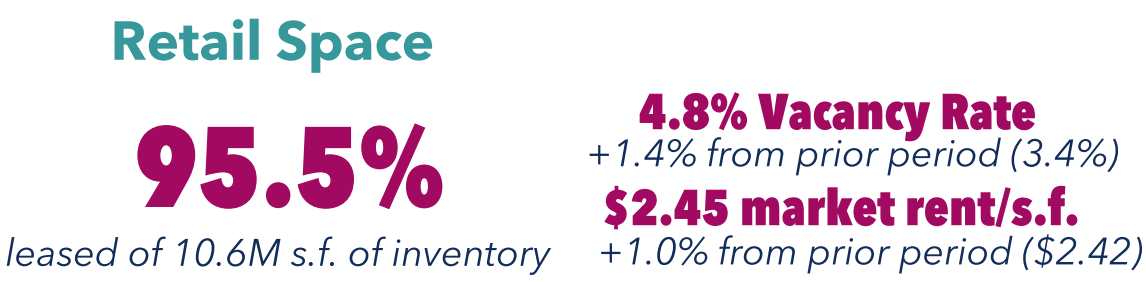
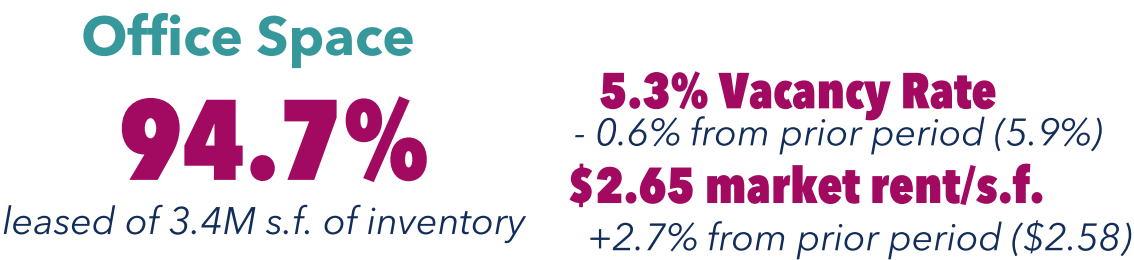
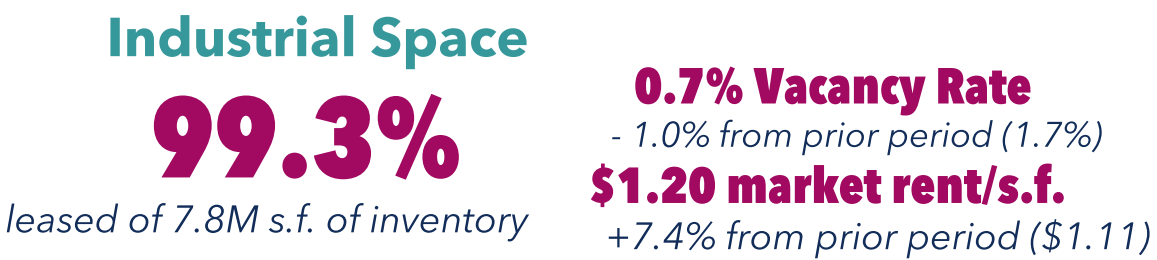
# Indicators

## Businesses



\*Data is self reported through the business license application and renewal process and does not represent the entire universe of licensed business owners. Data represents ownership reported of brick and mortar businesses only.

## State of the Market





**We built THIS is** an award-winning small business multi-media marketing support campaign with over 2 million impressions on social media encouraging people to shop, dine and stay local to support Chula Vista businesses.

As part of the campaign, the audience is invited to take a visual journey into Chula Vista businesses at [explorechulavista.com](https://explorechulavista.com) where they can watch a series of videos showcasing local businesses and why they choose to build not only their businesses, but often their families, friendships and lives in Chula Vista.

MarCom  
Platinum Award

November 2021

IEDC Silver Award in  
Economic Development  
Excellence

October 2021

Honorable Mention  
Hermes Creative Awards for  
Pandemic Response

March 2021

Communicator Award  
of Excellence

December 2020



1

EXPANDING  
BUSINESS  
SUPPORT

2

IMPROVING  
COLLABORATION  
& OUTREACH

3

STRENGTHENING  
ECONOMIC  
VITALITY

4

DRIVING  
INNOVATION &  
SUSTAINABILITY

5

ADVANCING  
EQUITY &  
INCLUSION

# Strategic Focus Areas

*Economic Development's Guiding Priorities*





## STRATEGIC FOCUS AREA 1:

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# Expanding Business Support

*Promote an environment for residents and businesses to prosper*



## STRATEGIC FOCUS AREA 1:

# Expanding Business Support Goals

*Promote an environment for residents and businesses to prosper*

- Support businesses in their economic recovery from COVID-19 Pandemic
- Provide exceptional customer service to all businesses by tracking TI's
- Provide additional support to businesses to support their operational success and recovery

STRATEGIC FOCUS AREA #1: EXPANDING BUSINESS SUPPORT			
Goal	Supporting Actions	Division Lead	Timeframe
Support businesses in their economic recovery from the COVID-19 Pandemic	Create and administer parklet and sidewalk café grant program and cover sewer capacity fees for businesses	Economic Development	Ongoing
	Provide funding to small businesses in a second grant program	Economic Development	Q4 2021-Q1 2022
	Choose Chula smart phone app Pilot Program	Economic Development	Q3 2021 - Q4 2021
Provide exceptional customer service to all businesses by tracking all commercial, industrial and office projects to ensure on-time delivery of service and permit issuance	Ensure 90% of Tenant Improvement Permits are processed on time.	Economic Development	Ongoing
Provide additional information to businesses to support their operational success and recovery to operate in Chula Vista	Continue providing newsletters to businesses (must have an email address on file with business license).	Economic Development	Ongoing
	Update the Economic Development Department webpages to improve accessibility and promote ease of use.	Economic Development	Q2 2022
	Create a business resources guide to assist prospective and new businesses with navigating the process of opening, funding and expanding their businesses	Economic Development	Q1 2022



## STRATEGIC FOCUS AREA 2:

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# Improving Collaboration & Outreach

*Collaborate with regional and bi-national partners to strengthen the region and promote sustainable economic development*

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# Improving Collaboration & Outreach

*Collaborate with regional and bi-national partners to strengthen the region and promote sustainable economic development*

- Provide support and foster relationships with larger employers in the community
- Strengthen economic development ecosystem relationships within the region

STRATEGIC FOCUS AREA #2: IMPROVING COLLABORATION & OUTREACH			
Goal	Supporting Actions	Division Lead	Timeframe
Provide support and foster relationships with larger employers in the community	Hold CEO and industry meetings with larger employers (25+ employees)	Economic Development	Q2 2022
Strengthen economic development ecosystem relationships within the region	Build and strengthen relationships with ecosystem partners: Chula Vista Chamber of Commerce, Asian Business Association, Hispanic Chamber of Commerce, Black Chamber of Commerce, Third Avenue Village Association, South County EDC, San Diego Regional EDC, Small Business Development Center, small business funding institutions (e.g. My Neighborhood National Bank)	Economic Development	Ongoing
	Convene working group meetings to educate/share on resources/services from ecosystem partners and to advance impactful initiatives and partnerships	Economic Development	Q1 2022
	Collaborate regionally in the update to the Comprehensive Economic Development Strategy (CEDS) to ensure Chula Vista's representation	Economic Development	Q4 2021 - Q1 2022





## STRATEGIC FOCUS AREA 3:

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# Strengthening Economic Vitality

*Foster the economic development efforts of existing assets and  
key development projects*



# STRATEGIC FOCUS AREA 3: Strengthening Economic Vitality

*Foster the economic development efforts of existing assets and key development projects*

- Continue the City's efforts on the UID
- Pursue disposition and development agreement for 707 F Street
- Participate with TAVA
- Real Property Management - city assets
- Assist in the implementation of the Bayfront Redevelopment
- Assist in the development of the SPA for Collins Aerospace/UTC Campus
- Continue the TechHire Program

STRATEGIC FOCUS AREA #3: STRENGTHENING ECONOMIC VITALITY			
Goal	Supporting Actions	Division Lead	Timeframe
Continue the City's efforts on the University-Innovation District to create a bi-national, multi-institutional center for higher education in Chula Vista	Continue conversations and explore next steps with ASU Local and Purdue Global	Economic Development	Ongoing
	Continue work on the Overlay Zone effort with HomeFed	Economic Development	Ongoing
	Discuss formation and timing with University Subcommittee to establish a proposed university nonprofit	Economic Development	Ongoing
	Complete marketing campaign and go-to-market strategy for university and industry audiences	Economic Development	Ongoing
	Participate strategically in legislative advocacy as needed (e.g. AB 1097)	Economic Development	Ongoing
	Continue supporting the development of Millenia Smart Park to spur office development	Economic Development	Ongoing
Pursue disposition and development agreement for City owned property 707 F Street	Champion a legislative fix to AB 1486, Surplus Lands Act (SB 51, Durazo)	Economic Development	Q3 2021
	Secure a disposition and development agreement by 2024	Economic Development	Q4 2023
Participate with Third Avenue Village Association Business/Property Improvement District to ensure continued revitalization, success and investment in the City's downtown core	Assist with timely TI processing for new businesses	Economic Development	Ongoing
	Support the addition of new events and marketing efforts	Economic Development	Ongoing
	Provide business grants for curb and sidewalk cafes	Economic Development	Q3 2021

STRATEGIC FOCUS AREA #3: STRENGTHENING ECONOMIC VITALITY		
	Division Lead	Timeframe
Release of assets that are not city assets	Economic Development	Ongoing
Participate in the development of the SPA for Collins Aerospace/UTC Campus	Economic Development	Ongoing
Participate with Third Avenue Village Association Business/Property Improvement District to ensure continued revitalization, success and investment in the City's downtown core	Economic Development	Q4 2021
Assist in the implementation of the Bayfront Redevelopment	Economic Development	Ongoing with ground breaking Q1 2022
Assist in the development of the SPA for Collins Aerospace/UTC Campus	Economic Development	Ongoing with ground breaking Q1 2022
Continue the TechHire Program	Economic Development	Q1 2022
Participate in the development of the SPA for Collins Aerospace/UTC Campus	Economic Development	Q1 2022



## STRATEGIC FOCUS AREA 4:

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# Driving Innovation & Sustainability

*Provide high quality services and programs that balance social, economic and environmental needs of current and future generations*



# STRATEGIC FOCUS AREA 4: Driving Innovation & Sustainability

*Provide high quality services and programs that balance social, economic and environmental needs of current and future generations*

- Update the 2017 Climate Action Plan
- Advance the Smart City platform and initiatives
- SB 1389 Organic Waste implementation
- Bring forth a single use plastics ban for Council consideration
- Zero Waste Plan
- Create policies to support an Urban Wood Hub
- Implement the mobility grant senior shuttle
- Implement Digital Equity and Inclusion Plan
- Benchmarking Ordinance Implementation
- Operations Sustainability Plan

STRATEGIC FOCUS AREA #4: DRIVING INNOVATION & SUSTAINABILITY			
Goal	Supporting Actions	Division Lead	Timeframe
Update the 2017 Climate Action Plan Update	Update the City's 2017 Climate Action Plan	Office of Sustainability	Q1 2022
	Implement Climate Equity Index	Office of Sustainability	Q3 2021 and ongoing
Update and create Smart City policies that address areas of community concern while continuing to advance the smart city platform	Engage with the community through outreach and education events such as workshops	Office of Sustainability	Q4 2021 and Q1 2022
	Create a data protection policy for Council consideration	Office of Sustainability	Q4 2021
Organic Waste Education and Implementation (SB 1389)	Implement an organic waste diversion program for residential and commercial generators and in compliance with State of California regulations	Office of Sustainability	Q4 2021
Develop a single-use plastics ban	Develop a policy for City Council consideration	Office of Sustainability	Q1 2022
Adopt the City's first Zero Waste Plan	Create a pathway to reduce the production of waste	Office of Sustainability	Q1 2022
Create policies to support a rescued urban wood/reclamation hub	Create City policies and a "playbook" to encourage the use of rescued urban timber by creating a closed loop system, driving economic development through job creation and education opportunities and implementing components of the CAP	Office of Sustainability	Q1 2022
	Update City's Tree Replacement policy to include urban tree rescue	Office of Sustainability	Q1 2022

STRATEGIC FOCUS AREA #4: DRIVING INNOVATION & SUSTAINABILITY		
Initiations	Division Lead	Timeframe
Senior shuttle in Chula	Office of Sustainability	Q1 2022 and ongoing
Broadband owned by the city to address	Office of Sustainability	Ongoing
Change media 3	Office of Sustainability	Q4 2021
Implementation of benchmarking	Office of Sustainability	Ongoing
OG&E leads team marketing or ops up	Office of Sustainability	Q3 2021 and ongoing
Departmental date the	Office of Sustainability	Q2 2022
Partner and tments and ensure resources are	Office of Sustainability	Q4 2021
C Davis community mentation grant	Office of Sustainability	Q3 2021
Essential regional of San sbad, Port Diego SANDAG, al Climate antech and	Office of Sustainability	Ongoing



## STRATEGIC FOCUS AREA 5:

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# Advancing Equity & Inclusion

*Rebuild the local economy while prioritizing equity and inclusion*



## STRATEGIC FOCUS AREA 5:

# Advancing Equity & Inclusion

*Rebuild the local economy while prioritizing equity and inclusion*

- Champion the pursuit of policies and programs to advance equity and inclusion
  - Equity and Inclusion RFP
  - Inclusive procurement policy
  - More equitable and inclusive business support
  - Contracting policy
  - SDREDC Inclusive Growth Initiative

STRATEGIC FOCUS AREA #5: ADVANCING EQUITY & INCLUSION			
Goal	Supporting Actions	Division Lead	Timeframe
Champion the pursuit of city-wide policies and practices to advance equity and inclusion	Complete an equity and inclusion audit of internal and external practices and solicit RFPs for qualified firms to create an Equity and Inclusion Action Plan	Economic Development	Q4 2021
	Lead a working group of internal departments including Finance and the City Attorney's Office to develop an inclusive procurement policy for City Council consideration to prioritize doing business with local Chula Vista businesses and WBEs, DBEs, MBEs and VBEs	Economic Development	Q1 2022
	Provide opportunities for tailored services and equitable access to capital and financial literacy for WBEs, DBEs, MBEs and VBEs based on city-obtained data in the business license process	Economic Development	Q1 2022
	Identify local engineering and trade contractors that the City needs and create a list of small, local contractors eligible to provide services to the City and work with Finance and Engineering to develop a policy	Economic Development	Q1 2022
	Continue participation with San Diego Regional EDC's Inclusive Growth Initiative	Economic Development	Ongoing

# Questions?

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