



MEMORANDUM

OFFICE OF COUNCILMEMBER ALONSO GONZALEZ

Date: September 12, 2024
To: Mayor and City Council
From: Deputy Mayor Alonso Gonzalez
Subject: Establishment of Economic Development Council Subcommittee

Dear Mayor and Council Members,

As part of our ongoing efforts to enhance Chula Vista's economic development, I propose the formation of a dedicated Economic Development Council Subcommittee. This subcommittee will be tasked with providing recommendations for restructuring our new Economic Development Department, ensuring it is effectively designed to support local growth and innovation.

Key Objectives of the Subcommittee:

1. Restructuring of the Economic Development Department:

The subcommittee will play a pivotal role in reviewing the current structure and offering recommendations that foster economic expansion. By engaging stakeholders, it will help ensure that the department is responsive to the city's needs and aligned with long-term growth goals.

2. Support for Small Businesses:

The subcommittee will provide recommendations to augment support for small businesses in Chula Vista, including:

- Suggestions for improving City processes to simplify navigation for small businesses through various requirements.
- Collaboration with the Chamber of Commerce to increase access to available support services, directly contributing to the success and sustainability of our small business community.

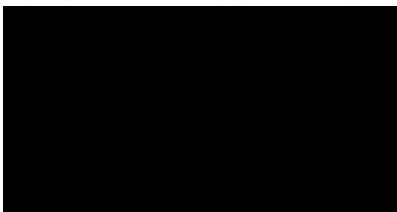
3. Binational Affairs:

The subcommittee will also focus on strengthening our binational economic relations by:

- Coordinating initiatives with regional stakeholders to foster binational projects that enhance cross-border economic relations.
- Establishing a system to monitor and report on the effectiveness of binational economic activities and initiatives.

To ensure the timely advancement of these efforts, I request that the subcommittee submit a detailed report with its findings and recommendations within 60 days of its establishment. This report will provide the necessary insights to guide our next steps and ensure that Chula Vista's economic development initiatives are on track.

Thank you for your consideration.



Sincerely,
Alonso Gonzalez
Deputy Mayor, City of Chula Vista