

CITY COUNCIL

For City Clerk's Use:

☐ **APPROVED** ☐ **DENIED**

Reso No. _____ File No. _____

Ord No. _____

Agenda Item No.: 17
Date: July 25, 2012

TO: Honorable Mayor and Members of the City Council

FROM: Joyce Masterson, Assistant to the City Manager

SUBJECT: Economic Development Master Plan and CEDS

RECOMMENDATION:

It is requested that Council approve the Economic Development Master Plan and Comprehensive Economic Development Strategy (CEDS), attached to this staff report.

FISCAL ANALYSIS:

Undetermined at this time. There are strategies listed in the plan which may incur costs. Those items will be brought for City Council approval at future dates.

CORRELATION TO THE CITY COUNCIL ACTION PLAN:

This item relates to the Council's Action Plan regarding Economic Development.

PREVIOUS ACTION:

On December 14, 2011, the City Council adopted Resolution No. 2011-151 modifying the Fund Balance Policy and authorizing the Mayor and City Clerk to execute a consulting agreement with the Natelson-Dale Group, Inc. to complete an economic development master plan and CEDS, and authorized a budget adjustment in the amount of \$96,330 from the General Fund Economic Development Commitment Fund to the City Manager's Professional Services account (5131-001-002) to fund the project.

BACKGROUND:

On September 14, 2011, the City Council approved the 2011-2012 City Council Action Plan. The Action Plan included the strategy of directing staff to contract with a consultant to build upon the draft Economic Development element of the General Plan to create a comprehensive economic development plan for Escondido.

Economic Development Master Plan and CEDS

July 25, 2012

Page 2

The City of Escondido released a request for proposals (RFP) in September 2011 for a consultant to complete an economic development master plan for the City. The RFP was subsequently revised to require that the master plan also qualify as a Comprehensive Economic Development Strategy, or CEDS, under Federal Economic Development Administration (EDA) guidelines. Having an approved CEDS is an eligibility requirement for most EDA grants, and the work required to fulfill the CEDS requirements did not add significantly to the initial proposal for an economic development master plan. Proposals were received from six consultants, and after thorough staff review and in-person interviews, the Natelson-Dale Group, Inc. was selected to complete the project.

Following is an overview of the CEDS process timeline:

September 2011	Request for proposals released
October – November 2011	Proposals reviewed, consultants interviewed, consultant selected
December 2011	Contract awarded to the Natelson-Dale Group, Inc.
January 2012	CEDS Committee created, stakeholders identified
February 2012	CEDS Committee meeting #1, Escondido Market Analysis completed, stakeholder interviews conducted
March – April 2012	CEDS Committee meeting #2, Industry Cluster Analysis completed, stakeholder interviews continued
May – July 2012	CEDS Committee meeting #3, Competitive Assessment completed, CEDS final draft completed

The EDA requires that a CEDS Committee be formed to provide input throughout the process, and that a majority of the committee members be from the private sector. The Escondido CEDS Committee includes city staff from the Manager's Office, Attorney's Office and Planning Division, as well as private sector individuals from various businesses and organizations in Escondido and North County including Palomar Health, North County Transit District and representatives from local business groups. A copy of the draft Economic Development Master Plan and CEDS is attached (See Attachment 1), along with a list of CEDS Committee members (Attachment 2) and a list of stakeholders who were interviewed (Attachment 3).

The Escondido Economic Development Master Plan and CEDS was completed with the City's Council Action Plan and General Plan update in mind, and is intended to work in a complementary manner to those plans as a blueprint for economic development in Escondido for the next five to ten years. Roger Dale, representing the consulting firm, will provide Council with a presentation regarding the project and their efforts to synthesize the input they received from all sources.

Respectfully submitted,



Joyce Masterson
Assistant to the City Manager



❖ **Item is available on the City Website**

- Please visit
[http://www.escondido.org/Data/Sites/1/media/CityofEscondido-ComprehensiveEconomicDevelopmentStrategy\(7-19-2012\).pdf](http://www.escondido.org/Data/Sites/1/media/CityofEscondido-ComprehensiveEconomicDevelopmentStrategy(7-19-2012).pdf) to view
Attachment No. 1: Economic Development Master Plan and
Comprehensive Economic Development Strategy (CEDS)

**Escondido Economic Development Master Plan and CEDS
CEDS Committee Members**

Attachment 2

Name		Organization
Mark	Baker	Baker Enterprises
Dick	Bobertz	San Dieguito River Park Joint Powers Agreement
Gerald	Bracht	Palomar Health
Carina	Courtright	California Center for the Arts, Escondido
Ernie	Cowan	North San Diego County Association of Realtors
Bill	de la Fuente	Comerciantes Latinos Asociados
Jeff	Epp	City of Escondido
Dave	Ferguson	Lounsbery, Ferguson, Altona & Peak, LLC
Tracey	Foster	North County Transit District
Michelle	Geller	City of Escondido
Ed	Grangetto	EGAP (Escondido Growers for Agricultural Preservation)
Charlie	Grimm	City of Escondido
Buster	Halterman	Buster Biofuels
Juanita	Hayes	SDG&E
Terry	Jackson	Cushman and Wakefield
Scott	Gross	Cal State San Marcos
Reg	Javier	Public Consulting Group
Linda	Bailey	San Diego North Economic Development Council
John	Masson	Escondido Chamber of Commerce
Joyce	Masterson	City of Escondido
Chester	Mordasini	Teamsters Local 911
Jay	Petrek	City of Escondido
Clay	Phillips	City of Escondido
Jack	Raymond	The Raymond Companies
Patricia	Reno	RBC Wealth Management
John	Ruetten	Resource Trends, Inc.
Dennis	Snyder	Charter High School
George	Weir	Weir Asphalt Company

**Escondido Economic Development Master Plan and CEDS
Stakeholders Interviewed**

Attachment 3

Name		Title	Organization
Sam	Abed	Mayor	City of Escondido
Marie	Waldron	Deputy Mayor	City of Escondido
Olga	Diaz	Councilmember	City of Escondido
Ed	Gallo	Councilmember	City of Escondido
Michael	Morasco	Councilmember	City of Escondido
Pete	Anderson	wine industry consultant	
Maria	Bowman	President	Mercado Business Association
Shawna	Cruise	Board President	Escondido Downtown Business Association
Bill	de la Fuente	Founder	Comerciantes Latinos Asociados
Jason	Howerton	President	ARS National
Jon	Hudson	President	East Valley Pkwy Business Association
Greg	Koch	Founder	Stone Brewing Co.
Eric	Larsen	Executive Director	San Diego County Farm Bureau
Tom	McKee	President	The Blanchard Companies
Mike	McSweeney	Sr. Public Policy Advisor	Building Industry Association of SD
Harvey	Mitchell	President	Escondido Chamber of Commerce
John	Weil	Chief of Staff	SD County Supervisor Pam Slater-Price