

AG Summit Presentation

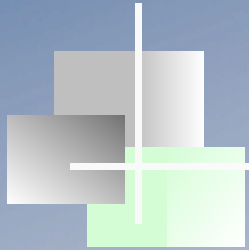
October 3, 2012



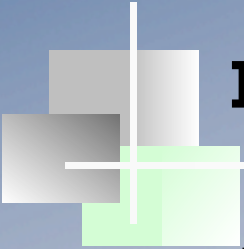
Comprehensive Economic Development Strategy (CEDS)

Intended to serve as a framework for coordinating and prioritizing City's economic development policies and programs

- First step in accessing federal funding from Economic Development Administration (EDA)
- Available funding mostly for critical infrastructure, with focus on projects that create jobs
- Allows City to apply for funds, but does not guarantee funding



- Created by Natalson-Dale Group
- Interviews with City Council, Mayor's Economic Advisory Board, key business/community leaders & CEDS Committee
- Data driven; Establishes a baseline
- Approved by Council on July 25, 2012



Industry Targeting – Overview of Process

- Evaluated master list of 1,000+ industry sectors
- Compared local/regional strengths to national trends
- Identified 16 target “clusters” representing 359 individual industries
- For target clusters, identified strategic focus (retention/expansion or attraction)
- Prioritized targets



Target Industries/Clusters

Industry Cluster, in priority rank order	Recommended Strategic Focus
Cleantech	Attraction
Hospitals and Healthcare	Retention/Expansion
Culture, Entertainment & Tourism	Retention/Expansion
Education & Knowledge Creation	Attraction
Specialty Foods and Beverages	Retention/Expansion
Information, Communications, Technology	Retention/Expansion
Agribusiness & Ag-Tech	Retention/Expansion
Advanced Precision Mfg.	Attraction
Business and Professional Services	Retention/Expansion
Medical Devices	Attraction
Pharmaceuticals	Attraction
Retail Trade	Retention/Expansion
Energy Generation	Retention/Expansion
Defense-related Manufacturing	Attraction
Action Sports	Attraction
Elderly Care Services	Retention/Expansion



CEDS Plan of Action

- Five Major Goals
 1. Create jobs
 2. Expand tax base
 3. Improve residential quality of life
 4. Improve employment opportunities of residents
 5. Convey “ready for business” message
- 17 Strategies and 46 Action Items – some are new, some formalize and refocus existing City practices



CEDS and Agriculture

Strategy:

Continue efforts to develop reclaimed water for agriculture

- The focus of this strategy is to explore the feasibility of, and other advantages associated with, agricultural use of reclaimed wastewater from the City.
- This strategy has the potential to significantly reduce mandated wastewater treatment costs, while simultaneously preserving and expanding agricultural jobs within an already established cluster and one which is closely tied to the City's image and basic amenities.



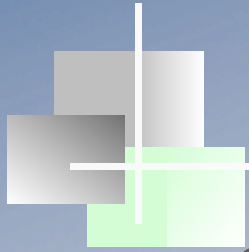
Action Item

- Establish public/private task force to serve as an advocacy/advisory group, a clearinghouse for information related to this issue
- Related to this strategy is support for the wine and craft beer industries in Escondido. City support includes land use policies to facilitate/incentivize private investment, for example by reducing barriers, and other non-financial investments.



Next Steps

- In process of creating an Economic Development Task Force to oversee selected action items, including this strategy
- Task Force will work with EGAP, UC Riverside agriculture and water specialists



- For additional information on CEDS, please visit:

www.escondido.org/Data/Sites/1/media/PDFs/Business/ComprehensiveEconomicDevelopmentStrategy.pdf