



SOUTH COUNTY ECONOMIC DEVELOPMENT COUNCIL



2007 Annual Report

“The South County Economic Development Council (SCEDC) encourages private investment including residential and business development in the southern portion of San Diego County, publicizes the cultural, educational and geographic opportunities of the region, and serves as an advocate for public and private interests on both sides of the United States/Mexico International Border.”

GOALS & ACCOMPLISHMENTS

EDUCATE the region's business and government leaders regarding economic issues relating to South County.

To inspire dialog and educate members, business owners and government leaders from both sides of the border, the SCEDC coordinated several well-attended events during the year, including the third-annual Elected Officials Reception that brought together more than 300 business leaders and elected officials for a fall networking event that gets bigger every year. The 17th annual, binational Economic Summit drew more than 400 attendees who participated in several panel discussions with elected officials and other experts, and a Health Forum educated 200 business representatives on the health issues facing our region. In addition, SCEDC co-sponsored the Port Economic Impact Event, attended by more than 250 business leaders and government officials.

In an effort to promote infrastructure improvements and other economic advancements made in the U.S. and Mexico, SCEDC hosted bus tours of the South County for several international organizations as well as tours south of the border for SCEDC members. In addition, a San Diego-Tijuana Region fact sheet was created to educate businesses on the financial prospects of our region.

The SCEDC also produced the Digital Divide research report on the growing use of electronic technology in South County schools and continues to collaborate with superintendents of each of the school districts in the South County to support and enhance workforce development efforts. The council brought forward the KnowHow2Go college program for the first time in the South County this year, which has resulted in four scholarships to date.

“Through my involvement in the South County EDC, I've established connections with the business and governmental leaders of South County and have worked closely with economic development leaders from all over the U.S., Mexico and Canada.”

— **Lisa Johnson, Director of Community Relations
The Corky McMillin Companies**

SERVE as the primary regional advocate for infrastructure improvements, legislative and regulatory action that affects South County's business climate.

As an advocate for the South County economic region, SCEDC rallies business owners and stakeholders to testify at public hearings. SCEDC members provided public testimony on the state of our county's health care system, redevelopment of Chula Vista's bayfront, the proposed Charger's stadium, a South County convention center, the Cross Border Terminal, transportation and other infrastructure funding, and various border issues.

As an example, our aggressive support of the Cross Border Terminal has

lead to a formal marketing and feasibility study by the San Diego Airport Authority.

In addition, the SCEDC supported the successful extension of the SR 125 franchise agreement that garnered Governor Schwarzenegger's endorsement. Funding was secured during this fiscal year for other transportation improvements, including the SR 905 extension, due in part to SCEDC's efforts.

PROVIDE financial opportunities for business development through a variety of grants and loan programs.

The SCEDC continues to support the South County business community via loans for small start-up businesses or those wishing to expand. This year, a Union Bank grant was received, which increased our loan pool to \$1.3 million. Outreach to more than 400 businesses in

Chula Vista, Imperial Beach and San Ysidro placed information on business improvement loans and financial incentives directly in the hands of the small business owners. In addition, informational meetings were held with more than 65 businesses.

“I belong to South County Economic Development Council because of the caliber of people involved in the organization. They are truly inspiring with regard to their level of professionalism, creativity on approaching tough issues and dedication to their community.”

— Patricia Trauth, Vice President
Project Design Consultants

MARKET the South County as a premiere location for new and expanding businesses, international trade and housing.

The SCEDC continues to boost awareness of the South County region on a local, regional and national level to investors, businesses and the media. An increased level of attention was garnered in business and general media in the 2006-2007 fiscal year as the result of an intense publicity campaign promoting the region. More than 40 articles were placed in 10 publications in this 12-month period.

SCEDC continued to publish its bimonthly Briefings newsletter to inform members and relocating businesses of the prosperity of the region. Additionally, the quarterly Bay and Borders online newsletter was published, promoting economic development efforts in Imperial Beach, National City, Chula Vista, Coronado and the southern areas of the county, the city of San Diego and the San Diego Unified Port District.

As the voice of the South County, the SCEDC presented regional growth opportunities to dozens of companies and provided site relocation assistance to a number of businesses. SCEDC sponsored a Union-Tribune supplement on the South County's business climate, and provided guests for two radio programs about economic development in the border region. In addition, SCEDC staff spoke at the International Economic Development Council Conference in 2007.

SCEDC's video on business relocation and expansion opportunities in the South County continues to be distributed across the country and within San Diego County to targeted developers and commercial brokers. The video received an award this year from the California Association for Local Economic Development.

“By far the best investment of our resources since we moved to the South County has been becoming members of and participating with the South County EDC.”

— Juan Durruthy, Owner
Printrite

DEVELOP a membership base that actively supports SCEDC's goals and financial objectives.

The SCEDC has enjoyed steady growth since its inception in 1989 and this year was no exception. A total of 23 new members were secured in the 2006-2007 fiscal year.

In an effort to provide exclusive privileges and benefits for members, monthly informational presentations were held on a variety of subjects including the region's energy supply, workforce development, major new development projects, border region infrastructure, border crossing improvements and security issues, as well as a third border

crossing in San Diego. In addition, regular free *In the Know* meetings were held for members to discuss current issues with elected officials in an intimate setting. Businesses network with other members at the regular free monthly breakfasts meetings.

A semiannual Event Calendar to promote activities sponsored by the region's various public entities was produced as well as the "Proud to be a Member of SCEDC" marketing piece.

FINANCIAL STATEMENTS

**SOUTH COUNTY ECONOMIC DEVELOPMENT COUNCIL
BOARD OF DIRECTORS**

Christine Moore, AT&T
 Jim Janney, O.A.P. Packaging
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OFFICERS:
 Doug Paul, President
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 Bill Tunstall, Second Vice President
 Norma Hernandez, Second Vice President
 Ed Lopez, Secretary
 Rosa Lopez-Gonzalez, Treasurer
 Jim Janney, Past President

CEO:
 Cindy Gompper-Graves

ASSETS	<u>2007</u>	<u>2006</u>
Cash and cash equivalents	\$206,741	190,537
Loan fund restricted cash	310,907	283,690
Grant receivables	21,539	12,037
Interest and other receivables	8,698	2,707
Other	4,713	991
Office equipment	23,344	8,394
Notes receivable	<u>803,426</u>	<u>935,946</u>
Total assets	<u>\$ 1,379,368</u>	<u>\$ 1,434,302</u>

LIABILITIES AND NET ASSETS		
Liabilities – Accounts payable & accrued liabilities	<u>\$ 37,017</u>	<u>\$ 33,201</u>
Net assets - Unrestricted	222,772	165,741
Net assets - Temp. restricted*	<u>1,119,579</u>	<u>1,235,360</u>
Total net assets	<u>1,342,351</u>	<u>1,401,101</u>
Total liabilities and net assets	<u>1,379,368</u>	<u>1,434,302</u>

REVENUES	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>2007 Total</u>	<u>2006</u>
Grants	\$ 110,035	\$	\$ 110,035	\$ 105,520
Membership dues	86,450	–	86,450	68,675
Summit income	66,338	–	66,338	58,788
Conference income	13,257	–	13,257	22,025
Interest income	57,514	–	57,514	60,939
In-kind contributions	8,712	–	8,712	35,448
Other	620	–	620	388
Contribution	–	–	–	31,715
Net assets released from restrictions	18,360	(18,360)	–	–
Reduction in loan fund	<u>97,421</u>	<u>(97,421)</u>	–	–
Total Revenues and support	<u>458,707</u>	<u>(115,781)</u>	<u>342,926</u>	<u>383,498</u>
EXPENSES				
South County Enhancement Urban & Rural	296,451	–	296,451	229,712
Community Development	–	–	–	6,975
Summit	24,890	–	24,890	34,649
Management and general	70,293	–	70,293	59,355
Fundraising	<u>10,042</u>	–	<u>10,042</u>	<u>8,479</u>
TOTAL EXPENSES	<u>401,676</u>	–	<u>401,676</u>	<u>339,170</u>
CHANGE IN NET ASSETS	57,031	(115,781)	(58,750)	44,328
NET ASSETS AT START OF YEAR	<u>165,741</u>	<u>1,235,360</u>	<u>1,401,101</u>	<u>1,356,773</u>
NET ASSETS AT END OF YEAR	<u>\$222,772</u>	<u>\$1,119,579</u>	<u>\$1,342,351</u>	<u>\$1,401,101</u>

*Temporarily restricted net assets represent grant monies received by the Council that are limited in their use by the grant. Upon receipt of the notes receivable loan principal, the funds are to be used to develop a multi-faceted business development, job creation, re-employment, loans and training project.

South County Economic Development Council

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South County Economic Development Council, a 501(c)3 non-profit corporation founded in 1989, is funded in part by grants from the cities of Chula Vista, Coronado, Imperial Beach, National City, San Diego, County of San Diego and the Port of San Diego.