



Barbara Bry  
Mayor 2020

## ECONOMIC DEVELOPMENT & EXPANSION

Like much of our country, San Diego has a wage, poverty, and employment rate gap. These inequalities have far reaching impacts throughout the city and impede its overall growth and livability. This must change – the future of San Diego depends on it. As your Mayor I will focus our efforts on creating a “*City of Opportunity*” in which people of all income levels can lead productive lives and contribute to their communities. Such a city will rely on the development and maintenance of a strong economy – the foundation that will enable the City of San Diego and its residents to thrive.

In order to make the “*City of Opportunity*” a reality we will embrace the Innovation Economic vision – the idea that knowledge, entrepreneurship, innovation, technology and collaboration fuels economic growth. By encouraging and welcoming the development of opportunities in the Science, Technology, Engineering, Arts and Math (STEAM) fields, the City of San Diego will become home to the highest paying jobs and good service sector jobs around it. Moreover, a dedication to fiscally responsible, long-term growth plans that center on the Innovation Economy will favorably impact generations to come. It will drive our entire economy and be the key to San Diego’s future growth.

**Full STEAM Ahead!**



## AS YOUR MAYOR:

- ✓ I will make it an economic imperative to develop our home-grown talent.
- ✓ I will work with our local/regional educational institutions to ensure that our students are being trained and educated with STEAM-focused curriculums.
- ✓ I will work to expand the Connect2Careers paid internship program with a focus on jobs in which employers have needs and a focus on community college students in those areas.
- ✓ I will ensure the enforcement of statutes affecting minimum wage, prevailing wage and wage theft.
- ✓ I will support project labor agreements in which public money is used to lend support for increasing diversity in apprenticeship programs.
- ✓ I will lead a process to re-develop the City Hall site to serve as a catalyst for a downtown tech and arts hub with the goal of employing more residents south of I-8. The development of a tech and arts hub downtown is both an economic and cultural imperative so that jobs are closer to the people, and people are closer to the jobs.
- ✓ I will work to ensure that companies that receive contracts (the City of San Diego has \$1 billion in contract spending) from the city increase their levels of employer engagement in the development of their workforce's STEAM capabilities.
- ✓ I will seek out and encourage established STEAM companies to relocate or open offices in San Diego.
- ✓ I will work to eliminate unnecessary roadblocks and complications that prevent businesses from being able to start up, prosper and spur job growth across the STEAM spectrum.
- ✓ I will work to develop cross-border economic opportunities – taking full advantage of the unique financial opportunities that are available to border cities.
- ✓ I will work to identify a dedicated revenue stream to fund arts and culture.
- ✓ I will work to ensure that San Diego is a model of equity, and that no matter where you live in San Diego you have quality municipal services and access to opportunity.



*As current President Pro Tem of the San Diego City Council, Chair of the Budget and Government Efficiency Committee and Vice Chair of the Rules Committee and the Committee on Public Safety and Livable Neighborhoods I will continue my efforts to ensure that the City of San Diego creates long range economic plans that will incorporate STEAM and the Innovation economy into its overall vision, ensuring that ALL of San Diego benefits.*

*I DON'T JUST TALK ABOUT THESE ISSUES, I DELIVER:*

- ✓ I was central to the development of the Workplace Equity Initiative addressing a myriad of issues including ensuring pay equity.

**We all deserve to live in a city where one job is enough, where we can live in a home we can afford and can get to via efficient public transit, all while being surrounded by our city's great natural beauty. As your Mayor, I will ensure that our economic policies result in this vision becoming a reality for all. Full STEAM Ahead!**