

Market

Increase awareness of North County assets to attract new investment

- Within North County:
 - Launch New SDNEDC Logo & branding
 - Improve collateral & investor communications
 - Weekly PULSE of North County Newsletter
 - Quarterly Small Business Resource Newsletter
 - Publish 11+ original content articles (including Meet North County Stewards)
 - Introduce SDNEDC podcast
 - Develop partnerships to co-publish content
 - Procure interviews for Mayors & SDNEDC CEO
 - Deepen North County media relationships
 - Implement new CRM software
- Outside of North County:
 - Re-launch Why North County LinkedIn attraction campaign & update landing page (sdnedc.org/why-north-county)
 - Engage with businesses in priority sectors through trade shows (BIOCOM 2024)
- Social Media:
 - Increase social media audience on all platforms
 - 2 industry- and 2 city-specific campaigns
 - Amplify investor news & newsletter articles

Retain

Work with existing companies to help them solve problems & maintain/expand employment

- Update Small Business Resource Guide & distribute to new businesses along SR-78
- 1-on-1 meetings with each SDNEDC investor
- Provide referrals & make introductions for companies who need services & resources
- Educate businesses about economic development assistance resources (webinars)
- Speak at city council meetings, etc. on behalf of development projects
- Provide baseline services for the Innovate78 collaborative

Research

Conduct & share market research to support local businesses & attract new investment

- North County Indicators Report - May
- 9 City Dashboard Sheets (Bi-annually)
- 8 Industry Cluster Sheets (Bi-annually)
- Real Time Labor Data Reports (Quarterly)
- Acquire IMPLAN to conduct economic impact reports

Connect

Connect educators and employers to strengthen regional awareness of needs & opportunities

- Student Opportunities for Career Awareness and Learning (www.socalworkforce.com)
 - Assume more leadership for coordination and communication efforts
 - Add 12+ new videos from 3+ new industries
 - Revise and improve curriculum guide
 - Develop user manual to support partners
 - Conduct focus groups to gain insight into improvements
 - Increase use and utility of the website
 - Audit website & prepare for a website revamp in 2025
 - Attend career fairs to engage students
- CSUSM Summer Intern Housing Program
- Explore collaboration with North County Recruiters Network
- Create Workforce Development Taskforce with members on the SDNEDC Board of Directors
- Amplify workforce opportunities from our higher education partners

Engage

Share economic development resources & facilitate networking connections at events

- North County Economic Summit - May 7
- Excellence in Economic Development Awards - December
- Chairman's Dinners (3+)
- Industry-Centric Economic Development Webinars, recorded and edited for redistribution (3+)
- Brokers' Luncheon Series (2+)
- Commercial Real Estate Outlook
- Craft Brewing 2.0 examining industry trends
- North County Spotlight highlighting successful local entrepreneur(s)
- Develop "Multi-Day Study Tour" to learn how another region is addressing some of North County's biggest issues & opportunities
- Develop "Economic Development 101" series for newly elected officials
- Goals:
 - Gain referrals for economic development services & assets
 - Connect North County business leadership with one another

Interested in becoming
involved with SDNEDC?
Email Caitlyn Caitlyn at
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SAN DIEGO NORTH
ECONOMIC DEVELOPMENT COUNCIL

MARKET | RETAIN | CONNECT

SDNEDC can conduct
custom market research .
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