

# The Jacob Journal

A NEWSLETTER FROM SUPERVISOR DIANNE JACOB

June 1999

## East County on the Move!

*I recently had the privilege of delivering the East County Economic Development Council's Fourth Annual State of the East County address at Cuyamaca College. I'm proud to share with you some of the accomplishments from that address which prove that East County is on the move!*

### East County Communities on the Move!

Just this year, Rancho San Diego opened a beautiful new Town Center, boasting 400,000 square feet of great shopping, dining and entertainment.

In Lakeside, the Upper San Diego River Improvement Project is finally underway with the long-awaited build-to-suit manufacturing facilities. And, along with the River Improvement Project, we have an opportunity for a scenic trail all the way from El Capitan to the ocean.

### East County Cities on the Move!

El Cajon is *on the move*. Mayor Mark Lewis and I had the chance recently to join Ketema Vice President, Tom Brooks, for the opening of the largest manufacturing plant in all of East County. This 100,000 square foot plant can produce anything from parts for satellite equipment to commercial jet components.

At Gillespie Field, Royal Jet just opened an *awesome* 30,000 square foot jet hangar - now the home of 12 sleek-looking private jets.

And, we have seen the re-birth of the East County Performing Arts Center, under the leadership of Mitch Gershenfeld. The Center is now the venue for some top name entertainers like Paul Anka, Tony Bennett, Steve Laurence and Eydie Gorme. Drawing an audience from La Jolla to the desert, 60 percent of their audience comes from outside East County!



El Cajon is also working to beautify and revitalize their downtown. They've committed to add parking and landscaping to make downtown El Cajon a fun place to shop - like some residents remember it back in the fifties!



The City of Lemon Grove, too, is excited about the "Blast from the Past" classic car show, drawing a crowd downtown every Friday night since it began in late May. And those who arrive by trolley should appreciate the new landscaping along the Lemon Grove trolley corridor!

In La Mesa, they're seeing their share of vintage cars, too. Besides the "Back to the Fifties" car show which started in April and runs every Thursday night, the History Channel will bring its "Great Race" to East County. The 3,500 mile race begins in Georgia and cruises through La Mesa's village on June 18, 1999.

While vintage cars are *on the move*, La Mesa's economy is also *on the move*. They're adding 40,000 square feet of retail shopping adjacent to Grossmont Center. The first confirmed tenant - "Zany Brainy" - will help to shape the minds of East County kids at an early age.

### East County Schools on the Move!

When the new Steele Canyon High School opens next year, we'll see the birth of East County's own "School of the Future" - where we can link the business world with teachers and students. Thanks to principal Terrie Pennock, this new school will put students in "real life" situations. For example, students will learn math and science by working with local agencies like the Otay Water District to monitor water quality.

Students will be able to choose a "career training path." This "career track" method of learning breaks the traditional mold of education. And it ensures that our children

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are educated for the kinds of well-paid jobs that will be so vital to our region over the next decade.

I want to assure you, however, that Steele Canyon isn't the *only* high school in the area to offer programs like this. Take for example Cajon Valley High School where Principal Bill Melton and staff are transforming the curriculum to prepare our kids for the workforce. At Cajon Valley, students will be able to choose career paths, such as medical, fire services, welding, and automotive.

A few weeks ago, I had the pleasure of helping Cuyamaca College dedicate the largest conservation garden in Southern California, thanks to Otay and Helix Water Districts. The College is also the home of the Heritage of the Americas Museum which boasts one of the best collections of American Indian history and Western art.

### *East County Students on the Move!*

Parents and teachers know that our young people become more interested in math and science careers if they have opportunities to learn *outside* the classroom. It's exciting to hear that the Grossmont Union High School District is working to set up a Science Fair for our talented students.

A fine example of one of these budding geniuses in our very own community is Elizabeth Rotzheim. Elizabeth designed a computer program to analyze cell images and identify tumors. She's received several awards competing in local science fairs and took home the prize for second place at the *State* level!

By the way, Elizabeth's dad, Bill Rotzheim of Jamul, owns Marotz, Inc., a software development company named by Deloitte and Touche as one of the 500 fastest growing technology firms in the U.S. With this kind of local talent, is it any wonder that East County is *on the move*?

And then, there's Matt Doering, former Cuyamaca College student. After winning awards for his achievements in the automotive field, Matt went on

to work for Ford Motor Company. Now he earns in the neighborhood of \$60,000 a year as a automotive technician. Matt is a true success story. But we need more students to follow in Matt's footsteps.

Today, we have an annual *shortage* of 20,000 automotive technicians nationwide!

Now more than ever, there are plenty of jobs waiting to be filled - not just in the automotive field. That's why vocational education in our schools is so essential. Did you know tool and die makers earn between \$40,000 and \$60,000 per year? Journeyman machinists make between \$30,000 and \$100,000 a year! Where will we find the 20,000 automotive technicians, the tool and die makers, machinists, those trained in high tech, wood workers, plumbers and electricians of the future?

The answer is right in front of us, beginning with those students sitting in the classrooms of our schools. More than half of this nation's high school students do not go on to college. Of those who *do* go to college, only half graduate. I challenge students to check out these vocational opportunities. I challenge parents and educators to encourage students to consider these careers. And, I challenge school officials to strongly support vocational programs. We need more, not less!

### *East County on the Move!*

Plans are underway to forge new links between SPAWAR and our East County business community, thanks to the efforts of Deanna Weeks and the East County Economic Development Council.

And, we're bringing Fleet Week to East County to honor our military. The San Diego East Visitors Bureau is sponsoring a USO celebration set for 5:00 p.m. on July 24 at Gillespie Field, complete with "big band" sounds and home cooked food!

And East County is "*where the action is*" for Indian gaming! Barona, Sycuan and Viejas contribute some \$600 million annually to our local economy. Indian gaming is not only an important part of our economic base, but it has helped launch East County as a tourist destination. With plans to build hotels and a championship golf course, this area is

quickly emerging as a vacationer's dream!

East County is *on the move* in Santee, too, with plans to build a 350,000 square foot entertainment and retail complex and a 3,300 seat movie theater - all conveniently located near the Santee Trolley Center.

How about a high-tech campus in Santee? Over one-hundred acres in the Santee Town Center could become the headquarters for high tech research and development companies. And that translates into more jobs for East County - and good-paying jobs, too.

What's next for the Connect-ory? How about expanding opportunities on-line for East County businesses across the border? The East County EDC will be tapping into this \$11 billion market with help from the San Diego EDC, other regional partners, and your County Supervisor.

And we must work harder to build needed highway improvements like the completion of SR 52, widening of I-8 between Greenfield and Second Street, the 94/125 north-south freeway ramps, SR 67 and the Bradley Avenue interchange - because adequate roadways are essential to keeping East County *on the move*.

### County Government Is on the Move - Doing Business Cheaper, Better and Faster!

On tax day, the County of San Diego won *two* highly-coveted "Golden Watch Dog" Awards from the San Diego County Taxpayers Association - an organization that acts as fiscal watchdogs over government.

The first award was for the elimination of the Business License Tax, which saves businesses about \$1 million each year. The second award recognized the County for operating more like a business, saving taxpayers another \$35 million each year!

There's more! The Board of Supervisors recently cut building permit fees by 24%! As of July 1, the County of San Diego will have the *lowest* building permit fees of any jurisdiction in the region.

And if you live in Alpine, Lakeside or Spring Valley and within a County sanitation district, *your sewer fees will not go up!* And, in the Wintergardens sewer district, you'll actually see a 10% *decrease!*

As you can see, the changes we've put in place at the County have enabled us to give the savings back to business owners and to you, the taxpayers. *We are* doing business cheaper, better and faster than ever before. And that is good news for East County!

We know that the key to retaining and attracting business in East County is a plentiful, well-trained workforce, a hospitable business climate, safe streets and neighborhoods, affordable housing and the quality of life which brought us all here in the first place!

Key to maintaining our quality of life is our continued efforts to preserve 172,000 acres of meaningful open space with riding and hiking trails.

Open space acquisitions in East County include land at Volcan Mountain, San Vicente, Lakeside, Crest, Rancho San Diego, Jamul, Steel Canyon and Singing Hills - representing more land under California's conservation program than any other jurisdiction in the state! That delicate balance between environmental protection and economic development will ensure a quality of life in East County second to none!

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*We hope to hear from you soon!*

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