

# PLANNING COMMISSION

Agenda Item No.: 6  
Date: August 22, 2023

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TO: Planning Commissioners  
FROM: Jennifer Schoeneck, Deputy Director of Economic Development  
SUBJECT: Comprehensive Economic Development Strategy

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## What is the City of Escondido Comprehensive Economic Development Strategy (CEDS)?

Every five years, the City of Escondido Economic Development team updates the Comprehensive Economic Development Strategy (CEDS). The CEDS is a document that uses data and community feedback to create policy and activity priorities for a five year timeframe. The document must be adopted by City Council and then filed with the federal government bureau, the Economic Development Administration (EDA). [Learn more about the federal EDA CEDS.](#)

### Why does it matter?

The CEDS is a way to set a plan to attract and retain high-wage and critical businesses. Businesses play an important role in our community, providing jobs, goods and services to our residents. Many businesses also provide sales tax revenue, and serve as a catalyst to attract investment into the City to fund infrastructure improvements.

This document serves as a way to unite the City with private sector, nonprofit and other government entities on the economic development priorities of the City that will create a healthy economy. One in which people can find the jobs they want to grow their careers, and that provides the financial backbone of the community.

### What type of community participation occurred in the process of creating the CEDS?

In this process, in addition to analyzing the data and learning from economic trends, and historical policies, the City heard feedback from residents, nonprofit leaders and business owners. Participants attended in-person meetings or completed an online survey that was available in both English and in Spanish. All together, the City presented at 7 community meetings with 105 meeting participants and received 128 survey responses.

The CEDS can be found at the following link:

<https://escondido.org/Data/Sites/1/media/EconDevWebPics/EconDevDocuments/EscondidoCEDS2028.pdf>