



2018 MAYOR'S STATE OF THE CITY SPEECH

[INTRO]

Good Afternoon San Marcos!

It is great seeing our residents, business leaders, education leaders, and community leaders, all here together.

Thank you for your continued support of San Marcos, and the San Marcos Chamber of Commerce.

Special thanks to President Haynes, and the students, of Cal State San Marcos, for this beautiful venue.

I'd like to recognize a few guests:

- Kerri, my beautiful bride of 34 years, we raised two great children, one a bilingual teacher, teaching second grade in Valley Center, and the other a software engineer – working here, in San Marcos at Hunter Industries,
- Chamber Board President Rick Rungaitis, and his wife Stacey

The Innovate 78 team Mayor Ritter of Vista, Mayor Abed of Escondido, and Mayor Hall of Carlsbad.



I want to recognize all our city commissioners, and volunteers, that contribute to the success, of San Marcos; [Invite members to stand and be recognized]

Also, I want to recognize our excellent city staff, led by our City Manager, Jack Griffin.

Also, thanks to the Chamber staff – specifically Melanie Jamil – who has made this event, possible.

And thank you to Palomar College, for recording today's event.

I want to especially thank all our sponsors again for supporting the City and our Chamber of Commerce.

Very importantly, I want to thank your city Council, for all their hard work, in making San Marcos, what it is today.

Serving as your Mayor, is an honor.

It is with a tremendous pride that for over a decade, I and your city council using the values of today are setting San Marcos's foundation for tomorrow.

San Marcos has grown stronger, by facing challenges, head on.



Challenges like recession, drought, fires, Sacramento laws that threaten local control, the loss of redevelopment, and economic disruptions.

With each new level of success, comes with a new set, of challenges.

Those new challenges are new opportunities, to unify, and strengthen San Marcos.

San Marcos is a rising star; our median income has increased significantly since 2011.

As North County's education hub, San Marcos schools, colleges, and University, serve more than 90,000 students annually.

Thanks to Palomar College, CSUSM, University of St Katherine, St Augustine University, High Tech High, and SM School District, along with programs like the Pace Promise, the Palomar Promise, and Gear Up and AVID for educating tomorrow's workforce.

The City and Cal State San Marcos recently joined forces to launch "Democracy in Action," a program where students earn college credit, and spend a semester working, on City projects.

California's largest community college, Palomar College, and newest state university CSUSM, both continue to report record-breaking enrollment year after year.



San Marcos embraces education and is proud that both Palomar College and CSUSM educate, and graduate, more and more, first-generation college graduates year after year.

All San Marcos schools not only treat with respect, but also educate, our returning Veteran's heroes.

And, our San Marcos Unified School District is one of the best in the region; their efforts attract many young families, to our community, and provide our children, with a stellar educational foundation.

It is the collaboration between the city, our educational institutions our businesses, and the region, that creates the high quality of life, in San Marcos.

Our world-class educational institutions create a talented workforce, they are, the pipeline for regional talent, thereby keeping and attracting high-paying jobs, and industry to our region.

In San Marcos, there are 25% more businesses than a decade ago, offering more than 40,000 jobs.

Our housing stock is up, with more diverse housing opportunities, for young families and professionals.

San Marcos has over 63 miles of trails, and nearly 300 acres of parks



We've gone from 25 to 38 parks in ten years.

The city is home to more than 240 restaurants with eight breweries, and more to come with a Karl Strauss brewery/restaurant on Las Posas Rd on the way.

And we continue, to be one of the safest cities, in San Diego County.

Thanks to our County Sheriff's, our crime rate has gone DOWN 16 percent, over the last five years.

We have a new Sheriff's Captain, in San Marcos, Captain Dave Brown. He has received many awards throughout his career and we welcome him to San Marcos.

The city is proud of our Sheriff's deputies as well, some of whom volunteered to create a youth RESPECT Project – helping at-risk kids, by providing positive role models, exposing the children, to new opportunities, and better outcomes.

Since the RESPECT program started, gang-related crimes are down 50 percent. The program has been so successful that the state awarded \$4.5 million, to keep it going for the next 5 years.

Let's applaud our San Diego County Sheriffs.



We all watched as the Lilac Fire, with very high winds, spread at an unprecedented rate. Our firefighters pitched in and were dispatched throughout Southern California, during the Thomas and Lilac fires.

Your Fire Fighters continue to respond, to an increasing number of calls for service, year after year. Let's applaud our great fire-fighting and paramedic teams.

[ENTREPRENUERIAL SPIRIT]

San Marcos operates a little differently than most cities, why?
Because we have to.

We do not have big sales-tax generators like car dealerships, regional malls, or amusement parks, to rely on for revenue generation.

Every decision the City Council makes, comes from a foundation, of how, can we leverage your hard-earned tax dollars, to work for you, to bring you more money in from outside sources, thereby making your city government, now and in the future less dependent on taxes.

We do it by investing in you, here, in San Marcos, investing in ourselves, or yourself, is the best investment anyone can make.

And we have done it, by buying and leasing San Marcos property.



We can't take credit for this was done by a previous council. A third of the City Hall building is leased office space, to private companies, to help pay for, and maintain the building.

Your tax dollars, generate more than \$10 million of rental income annually, making it the city's, third largest, revenue stream.

While we look to innovative approaches to raising revenue, we stick to fiscally conservative policies, of not spending more that we take in, and always having strong reserves.

We revived the city's economic development, by focusing on retaining and growing San Marcos businesses. By visiting businesses and asking them about their challenges, and how we can help, or stay out of the way.

Many of the businesses your council has visited have already been mentioned today but to name a few more: Cookies Con Amore, Welk Resorts, Wild Barrel Brewing, Dallmann Fine Chocolate, Creative Electron, RMJ Technologies, Quickcharge Power, RK2 Systems, URGE Gastropub and many more!

Collaboration between, The Five City, Innovate 78 program, opened up *regional* communications between business, education, and government.



Regionally, we are connecting with business leaders, Mayors, City Mangers, Economic Development staffs, Planning staffs, police and Sheriff's Departments. We are currently reaching out to Camp Pendleton.

Local governments have connected with school superintendents, CSUSM, Palomar College, and Mira Costa College for a better, collaborative future.

Our partnerships provide the solid foundation, to strategically plan for and create a successful future.

[INFRASTRUCTURE]

Have you ever noticed when you drive into San Marcos how quiet it gets in your car? There are two reasons for that.

1. You are on the 78, going 2 miles an hour.
2. Our you are on our very smooth and well-maintained city streets

Our Roads are very nice. Why?? Because we made them a priority.

We do this by setting aside, off the top, dollars for infrastructure and maintenance.

Last year we gave Rancho Santa Fe Road a \$3 million a facelift.

We are converting all our street lights to LED lights to save you money.



In 2017 opened two new parks.

We use a Volunteer Ranger Program, to watch over our outdoor recreation spaces, which over the years, has increased from 7 to 34 volunteer rangers.

[PLANNING FOR THE FUTURE]

In North City – across from Cal State San Marcos, with the Urge– there is a lot of positive growth, with a creative public-private partnership. These partnerships are helping to build an off-campus, CSUSM Extended Studies building next to the Quad, with an overhead pedestrian walkway over Barham from the Extended Studies building to the Campus. Expect to see something come to life by fall of 2019.

Block C within North City – is a new market rate apartment complex.

The PIMA medical building, adjacent to the 78, also opened last year within North City.

This area will be a destination attracting young educated people to San Marcos.

One thing I have learned in San Marcos is that we as a city, must learn to adapt.



I believe the only reason we, humans, and any plant, animal or species is here to today, is not, because we were able to stop change, but that it learned to adapt.

Adapting to warming and cooling trends that have happened for eons. Adapting to the massive land plates that are moving and changing the landscape.

In San Marcos – we have to adapt too many things, but most prominently, economic and population changes.

The Creek District plan, now a decade old, had many retail opportunities that, with the new Amazon economy, cannot be sustained.

We have to adapt.

To help us create a new vision, we went to our partners, our residents and our businesses to develop a plan, that is do-able, and flexible, accepted by our residents, and enhances our economy.

While we fine tune our long-term vision Creek Vision, work is already underway with infrastructure. Helping to reduce traffic.

With a four-lane bridge over the creek on Via Vera Cruz, and a two-lane bridge on Bent Avenue. And Discovery Street will be widened to four-lanes between Bent Avenue, and St. Mark's Church.



Major construction on the bridges will begin next year.

[END ON PARTNERSHIPS]

It is because of our partnerships, that makes our community, and therefore the region, great.

Partnerships with not only schools, but also with North County Health Services, Solutions for Change, and our San Marcos Chamber of Commerce. Partnerships with Tri-City, and Palomar hospitals and all our sponsors.

We all play a vital role in both and living out life's possibilities right here in San Marcos.

And finally, thank you to ALL, for these past 12 years...for the honor and privilege of serving as YOUR Mayor.

END