



CITY of ESCONDIDO

COUNCIL MEETING AGENDA

WEDNESDAY, OCTOBER 22, 2025

4:00 PM - Closed Session (Police Chief Conference Room)

5:00 PM - Regular Session

Escondido Police and Fire Headquarters, 1163 Centre City Parkway, Escondido, CA 92026

WELCOME TO YOUR CITY COUNCIL MEETING

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the City Council and the action recommended by City staff.

MAYOR

Dane White

DEPUTY MAYOR

Consuelo Martinez (District 1)

COUNCILMEMBERS

Joe Garcia (District 2)

Christian Garcia (District 3)

Judy Fitzgerald (District 4)

CITY MANAGER

Sean McGlynn

CITY ATTORNEY

Michael McGuinness

CITY CLERK

Zack Beck

HOW TO WATCH

The City of Escondido provides three ways to watch a City Council meeting:

In Person



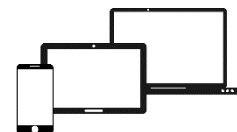
201 N. Broadway

On TV



Cox Cable Channel 19 and U-verse Channel 99

Online



www.escondido.gov



CITY *of* ESCONDIDO

COUNCIL MEETING AGENDA

WEDNESDAY, OCTOBER 22, 2025

HOW TO PARTICIPATE

The City of Escondido provides two ways to communicate with the City Council during a meeting:

In Person



Fill out Speaker Slip and Submit to City Clerk

In Writing



escondido-ca.municodemeetings.com

ASSISTANCE PROVIDED

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 760-839-4869. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.





CITY of ESCONDIDO

COUNCIL MEETING AGENDA

WEDNESDAY, OCTOBER 22, 2025

CLOSED SESSION

4:00 PM

CALL TO ORDER

1. Roll Call: Fitzgerald, C. Garcia, J. Garcia, Martinez, White

ORAL COMMUNICATIONS

In addition to speaking during particular agenda items, the public may address the Council on any item which is not on the agenda provided the item is within the subject matter jurisdiction of the City Council. State law prohibits the Council from discussing or taking action on such items, but the matter may be referred to the City Manager/staff or scheduled on a subsequent agenda. Speakers are limited to only one opportunity to address the Council under Oral Communications.

CLOSED SESSION

- I. **CONFERENCE WITH LABOR NEGOTIATORS (Government Code § 54957.6)**
 - a. Agency Representative: Sean McGlynn, City Manager, or designee
Employee Organization: Firefighters' Association Safety and Non-Safety Bargaining Unit
- II. **CONFERENCE WITH REAL PROPERTY NEGOTIATORS (Government Code § 54956.8)**
 - a. Property: APN 2710301200 (Kit Carson Park)
Agency Negotiator: Sean McGlynn, City Manager, or designees
Negotiating Party: The Rinks Foundation
Under Negotiation: Terms of Lease

ADJOURNMENT



CITY *of* ESCONDIDO

COUNCIL MEETING AGENDA

WEDNESDAY, OCTOBER 22, 2025

REGULAR SESSION

5:00 PM Regular Session

MOMENT OF REFLECTION

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FLAG SALUTE

The City Council conducts the Pledge of Allegiance at the beginning of every City Council meeting.

CALL TO ORDER

Roll Call: Fitzgerald, C. Garcia, J. Garcia, Martinez, White

CLOSED SESSION REPORT

ORAL COMMUNICATIONS

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CONSENT CALENDAR

Items on the Consent Calendar are not discussed individually and are approved in a single motion. However, Council members always have the option to have an item considered separately, either on their own request or at the request of staff or a member of the public.

1. AFFIDAVITS OF PUBLICATION, MAILING, AND POSTING (COUNCIL/RRB)

2. APPROVAL OF WARRANT REGISTER

Request the City Council approve the City Council and Housing Successor Agency warrants issued between October 06, 2025 to October 12, 2025.

Staff Recommendation: Approval (Finance Department: Christina Holmes, Director of Finance)



CITY of ESCONDIDO

COUNCIL MEETING AGENDA

WEDNESDAY, OCTOBER 22, 2025

3. APPROVAL OF MINUTES: Special meeting of September 24, 2025 and Regular meeting of October 15, 2025

4. WAIVER OF READING OF ORDINANCES AND RESOLUTIONS

CURRENT BUSINESS

5. COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) PROGRESS REPORT

Request the City Council receive the CEDS report and provide feedback.

Staff Recommendation: Receive and File (Economic Development Department: Jennifer Schoeneck, Director of Economic Development)

Presenter: Jennifer Schoeneck, Director of Economic Development

6. COMMUNITY REQUEST – FINANCIAL SUPPORT FOR FESTIVAL OAXACA VIVE: ¡VIVA LA CUMBIA!

Request the City Council adopt Resolution No. 2025-133 authorizing the expenditure of \$40,000 in support of the Festival Oaxaca Vive: Viva la Cumbia cultural event.

Subcommittee Recommendation: Approval (Economic Development Subcommittee: Mayor Dane White and Councilmember Joe Garcia)

Presenters: Jennifer Schoeneck, Director of Economic Development, and requesting organizations Tu Streams Live and Oaxaca Vive

a) Resolution No. 2025-133

7. MEASURE I SPENDING PRIORITIES

Request the City Council adopt Resolution No. 2025-142, which formally aligns the spending priorities for Measure I Sales Tax revenue with the priorities specifically articulated in the official November 2024 ballot language for the Escondido Community Investment Measure.

Staff Recommendation: Approval (City Clerk's Office: Zack Beck, City Clerk)

Presenter: Zack Beck, City Clerk

a) Resolution No. 2025-142



CITY of ESCONDIDO

COUNCIL MEETING AGENDA

WEDNESDAY, OCTOBER 22, 2025

FUTURE AGENDA

8. FUTURE AGENDA

The purpose of this item is to identify issues presently known to staff or which members of the City Council wish to place on an upcoming City Council agenda. Council comment on these future agenda items is limited by California Government Code Section 54954.2 to clarifying questions, brief announcements, or requests for factual information in connection with an item when it is discussed.

Staff Recommendation: None (City Clerk's Office: Zack Beck)

COUNCILMEMBERS SUBCOMMITTEE REPORTS AND OTHER REPORTS

CITY MANAGER'S REPORT

The most current information from the City Manager regarding Economic Development, Capital Improvement Projects, Public Safety, and Community Development.

ORAL COMMUNICATIONS

In addition to speaking during particular agenda items, the public may address the Council on any item which is not on the agenda provided the item is within the subject matter jurisdiction of the City Council. State law prohibits the Council from discussing or taking action on such items, but the matter may be referred to the City Manager/staff or scheduled on a subsequent agenda. Speakers are limited to only one opportunity to address the Council under Oral Communications.

ADJOURNMENT

UPCOMING MEETING SCHEDULE

Wednesday, November 05, 2025	4:00 & 5:00 PM	Closed Session, Regular Meeting, <i>Police & Fire Headquarters</i>
Wednesday, November 12, 2025	4:00 & 5:00 PM	Closed Session, Regular Meeting, <i>Council Chambers</i>

SUCCESSOR AGENCY

Members of the Escondido City Council also sit as the Successor Agency to the Community Development Commission, Escondido Joint Powers Financing Authority, and the Mobilehome Rent Review Board.



A F F I D A V I T S

O F

I T E M

P O S T I N G – N O N E



STAFF REPORT

October 22, 2025
File Number 0400-40

SUBJECT**APPROVAL OF WARRANT REGISTER****DEPARTMENT**

Finance

RECOMMENDATION

Approval for City Council and Housing Successor Agency warrants issued between October 06, 2025 to October 12, 2025

Staff Recommendation: Approval (Finance Department: Christina Holmes)

ESSENTIAL SERVICE – Internal requirement per Municipal Code Section 10

COUNCIL PRIORITY –

FISCAL ANALYSIS

The total amount of the warrants for the following periods are as follows:

Dates	10/06/2025 to 10/12/2025
Total	\$9,121,107.18
Number of Warrants	2,140

BACKGROUND

The Escondido Municipal Code Section 10-49 states that warrants or checks may be issued and paid prior to audit by the City Council, provided the warrants or checks are certified and approved by the Director of Finance as conforming to the current budget. These warrants or checks must then be ratified and approved by the City Council at the next regular Council meeting.



CITY of ESCONDIDO

COUNCIL MEETING MINUTES

COUNCIL VISION WORKSHOP

1:00 PM Special Session

MOMENT OF REFLECTION

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FLAG SALUTE

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CALL TO ORDER

Roll Call: Fitzgerald, C. Garcia, J. Garcia, Martinez, White

ORAL COMMUNICATIONS

Tracie Barham – Requested that the City Council focus on environmentally friendly policies.

Stephen Wheeler – Expressed concern that the City of Escondido is biased against cannabis and requested that the City Council review clinical research on cannabis.

Gregg Oliver – Requested that the City Council focus on a north star to move the City forward in a positive direction.

WORKSHOP

1. COUNCIL VISION WORKSHOP

The Escondido City Council will address key municipal priorities through district updates; comprehensive budget and organizational work plan reviews to identify priority gaps; establishment of a Measure I budget philosophy with oversight and transparency guidelines; review of a proposed City branding refresh for community alignment; analysis of Council Subcommittees; strategic discussions on Proposition S and cannabis policy implementation' considering resource constraints; and an assessment of Council Policies and Rules of Procedure, culminating in confirmed decisions and actionable next steps for municipal governance.



CITY *of* ESCONDIDO

COUNCIL MEETING MINUTES

Prop S -

COUNCILMEMBERS SUBCOMMITTEE REPORTS AND OTHER REPORTS

CITY MANAGER'S REPORT

The most current information from the City Manager regarding Economic Development, Capital Improvement Projects, Public Safety, and Community Development.

ORAL COMMUNICATIONS

Gregg Oliver – Requested that the City Council focus on enforcing violations associated with illegal fireworks in Escondido

ADJOURNMENT

Mayor White adjourned the meeting at 5:00 p.m.

MAYOR

CITY CLERK



CITY of ESCONDIDO

COUNCIL MEETING MINUTES

REGULAR SESSION

5:00 PM Regular Session

MOMENT OF REFLECTION

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CALL TO ORDER

Roll Call: Fitzgerald, C. Garcia, J. Garcia, Martinez, White

PROCLAMATIONS

Fire Prevention Awareness Week

Manufacturing Month 2025

National Code Enforcement Month

PRESENTATION

Certificate of Recognition for Pastor Agner Medrano

CLOSED SESSION REPORT

ORAL COMMUNICATIONS

CONSENT CALENDAR

Motion to approve items 1-5 and 7-12: Fitzgerald; Second: C. Garcia; Approved: 5-0

1. AFFIDAVITS OF PUBLICATION, MAILING, AND POSTING (COUNCIL/RRB)



CITY of ESCONDIDO

COUNCIL MEETING MINUTES

2. **APPROVAL OF WARRANT REGISTER**

Request the City Council approve the City Council and Housing Successor Agency warrants issued between September 22, 2025 to October 05, 2025.

Staff Recommendation: Approval (Finance Department: Christina Holmes, Director of Finance)

3. **APPROVAL OF MINUTES: Regular meeting of October 1, 2025**

4. **WAIVER OF READING OF ORDINANCES AND RESOLUTIONS**

5. **AWARD OF CONTRACT FOR CONSTRUCTION OF PICKLEBALL COURTS AT MOUNTAIN VIEW PARK**

Request the City Council adopt Resolution No. 2025-125 awarding a construction contract to Palm Engineering Construction Company, Inc. and authorizing the Mayor, on behalf of the City, to execute a Public Improvement Agreement in the amount of \$983,905.50 for construction of Pickleball Courts at Mountain View Park ("Project"). (File Number 0600-10; A-3569)

Staff Recommendation: Approval (Development Services Department: Christopher McKinney, Deputy City Manager/Interim Director of Development Services, and Jonathan Schauble, City Engineer)

Presenters: Jason Christman, Engineering Manager and Matt Souttere, Principal Engineer

a) Resolution No. 2025-125

6. **AUTHORIZE A SUBRECIPIENT AGREEMENT WITH ESCONDIDO EDUCATION COMPACT TO PROVIDE A RENTAL, MORTGAGE, & UTILITY ASSISTANCE PROGRAM TO LOW- AND MODERATE- INCOME RESIDENTS IN ESCONDIDO USING \$1,660,000 IN COMMUNITY DEVELOPMENT BLOCK GRANT CARES ACT FUNDS ("CDBG-CV")**

Request the City Council adopt Resolution No. 2025-128 authorizing the Mayor, on behalf of the City, to execute a subrecipient agreement with Escondido Education COMPACT ("COMPACT"), in the amount of \$1,660,000 in Community Development Block Grant CARES Act funding, for rental, mortgage, and utility assistance program. (File Number 0600-10; A-3570)

Staff Recommendation: Approval (Development Services Department: Christopher McKinney, Deputy City Manager/Interim Director of Development Services)

Presenter: Danielle Lopez, Housing & Neighborhood Services Manager

a) Resolution No. 2025-128

Mirjana Hernandez – Expressed support for this item



CITY of ESCONDIDO

COUNCIL MEETING MINUTES

Motion: Fitzgerald; Second: J. Garcia; Approved: 5-0

7. **YEAR 2026 HOLIDAYS**

Request the City Council adopt Resolution No. 2025-114 to designate the dates that the City offices will be closed in the year 2026 for holiday observances. (File Number 0740-30)

Staff Recommendation: Approval (Human Resources Department: Jessica Perpetua, Director of Human Resources)

Presenter: Jessica Perpetua, Director of Human Resources

a) Resolution No. 2025-114

8. **HEALTH INSURANCE WAIVER REBATE**

Request the City Council adopt Resolution No. 2025-132, approving an increase of the Health Insurance Waiver Rebate amount. (File Number 0700-80)

Staff Recommendation: Approval (Human Resources Department: Jessica Perpetua, Director of Human Resources)

Presenter: Daniel Alvarado, Human Resources Manager

a) Resolution No. 2025-132

9. **AUTHORIZE CONTRACTS TO ACQUIRE AND UTILIZE SOFTWARE AND SERVICING FOR CITYWORKS**

Request the City Council adopt Resolution No. 2025-115 authorizing the Mayor, on behalf of the City, to execute an agreement with Azteca Systems, LLC, a Trimble Company, for purchase of the Cityworks software, including licensing and software support. (File Number 0600-10; A-3571)

Staff Recommendation: Approval (Information Systems Department: Robert Van De Hey, Chief Information Officer)

Presenter: Robert Van De Hey, Chief Information Officer

a) Resolution No. 2025-115

10. **CONTINUING THE EMERGENCY REPAIR OF THE ESCONDIDO TRUNK SEWER MAIN**

Request the City Council adopt Resolution No. 2025-127, declaring that pursuant to the terms of Section 22050 of the California Public Contract Code, the City Council finds there is a need to continue the emergency repair of the Escondido Trunk Sewer Main. (File Number 1330-85)



CITY of ESCONDIDO

COUNCIL MEETING MINUTES

Staff Recommendation: Approval (Utilities Department: Kyle Morgan, Interim Director of Utilities)

Presenter: Kyle Morgan, Interim Director of Utilities

a) Resolution No. 2025-127

11. PURCHASE NINETEEN (19) FORD POLICE INTERCEPTOR UTILITY VEHICLES

Request the City Council adopt Resolution No. 2025-129 authorizing the Fleet Services Division of the Public Works Department to purchase nineteen (19) Ford Police Interceptor Utility Vehicles in the amount of \$1,097,084.39 by utilizing a cooperative purchase agreement through the City of Sacramento, Contract No. B24153311011, and approving the disposal of the surplus vehicles via auction. (File Number 0470-26)

Staff Recommendation: Approval (Public Works Department: Joseph Goulart, Director of Public Works)

Presenter: Jeramiah Jennings, Fleet Maintenance Manager

a) Resolution No. 2025-129

CONSENT RESOLUTIONS AND ORDINANCES (COUNCIL/RRB)

The following Resolutions and Ordinances were heard and acted upon by the City Council/RRB at a previous City Council/Mobilehome Rent Review meeting. (The title of Ordinances listed on the Consent Calendar are deemed to have been read and further reading waived.)

12. AN INTERIM ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, EXTENDING URGENCY ORDINANCE 2024-12R PROHIBITING NEW COMMERCIAL BATTERY ENERGY STORAGE SYSTEMS WITHIN THE CITY OF ESCONDIDO, ADOPTED AS AN URGENCY MEASURE, AND FINDING THE ACTION TO BE EXEMPT FROM CEQA

Approved on October 1, 2025 with a vote count of 4/1 (C. Garcia - No).

a) Ordinance No. 2025-06R (Second Reading and Adoption)

CURRENT BUSINESS

13. HOME INVESTMENT PARTNERSHIP PROGRAM UPDATE

Request the City Council receive this update on the HOME Investment Partnership Program ("HOME") and affirm current priorities or provide guidance on program changes. (File Number 0873-01)



CITY of ESCONDIDO

COUNCIL MEETING MINUTES

Staff Recommendation: Provide Direction (Development Services Department: Christopher McKinney, Deputy City Manager/Interim Director of Development Services)

Presenters: Danielle Lopez, Housing & Neighborhood Services; Norma Olquin, Management Analyst

14. PL25-0282 – STAFF PRESENTATION ON ASSEMBLY BILL (AB) 130 AND SENATE BILL (SB) 131

Request the City Council receive a presentation on Assembly Bill (AB) 130 and Senate Bill (SB) 131 presentation. No action is required at this time except to provide direction to staff as appropriate. (File Number 0680-70)

Staff Recommendation: Receive and File (Development Services Department: Christopher W. McKinney, Deputy City Manager/Interim Director of Development Services)

Presenter: Sally Schifman, Principal Planner

15. ADOPTION OF THE UPDATED 2025 COMMUNITY WILDFIRE PREVENTION PLAN (CWPP)-

Request the City Council adopt Resolution No. 2025-112 adopting the 2025 Community Wildfire Protection Plan. (File Number 0320-30)

Staff Recommendation: Approval (Fire Department: John Tenger, Fire Chief)

Presenter: Tyler Batson, Deputy Fire Chief

a) Resolution No. 2025-112

Motion: White; Second: J. Garcia; Approved: 5-0

16. FISCAL YEAR 2024/25 FINANCIAL STATUS REPORT AND BUDGET ADJUSTMENT REQUEST-

Request the City Council receive and file the financial report for Fiscal Year 2024/25 and adopt Budget Adjustments to amend the Fiscal Year 2025/26 operating budget. (File Numbers 0430-30; 0430-80)

Staff Recommendation: Approval (Finance Department: Christina Holmes, Director of Finance)

Presenter: Christina Holmes, Director of Finance

Motion: White; Second: Fitzgerald; Approved: 5-0

FUTURE AGENDA

17. FUTURE AGENDA

The purpose of this item is to identify issues presently known to staff or which members of the



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COUNCIL MEETING MINUTES

City Council wish to place on an upcoming City Council agenda. Council comment on these future agenda items is limited by California Government Code Section 54954.2 to clarifying questions, brief announcements, or requests for factual information in connection with an item when it is discussed.

Staff Recommendation: None (City Clerk's Office: Zack Beck)

C. Garcia / White – Citizens Satisfactory Survey and revenue alternatives

COUNCILMEMBERS SUBCOMMITTEE REPORTS AND OTHER REPORTS

CITY MANAGER'S REPORT

The most current information from the City Manager regarding Economic Development, Capital Improvement Projects, Public Safety, and Community Development.

ORAL COMMUNICATIONS

ADJOURNMENT

Mayor White adjourned the meeting at 7:35 p.m.

MAYOR

CITY CLERK



STAFF REPORT

ITEM NO. 4

SUBJECT

WAIVER OF READING OF ORDINANCES AND RESOLUTIONS –

ANALYSIS

The City Council/RRB has adopted a policy that is sufficient to read the title of ordinances at the time of introduction and adoption, and that reading of the full text of ordinances and the full text and title of resolutions may be waived.

Approval of this consent calendar item allows the City Council/RRB to waive the reading of the full text and title of all resolutions agendaized in the Consent Calendar, as well as the full text of all ordinances agendaized in either the Introduction and Adoption of Ordinances or General Items sections. **This particular consent calendar item requires unanimous approval of the City Council/RRB.**

Upon approval of this item as part of the Consent Calendar, all resolutions included in the motion and second to approve the Consent Calendar shall be approved. Those resolutions removed from the Consent Calendar and considered under separate action may also be approved without the reading of the full text and title of the resolutions.

Also, upon the approval of this item, the Mayor will read the titles of all ordinances included in the Introduction and Adoption of Ordinances section. After reading of the ordinance titles, the City Council/RRB may introduce and/or adopt all the ordinances in one motion and second.

RECOMMENDATION

Staff recommends that the City Council/RRB approve the waiving of reading of the text of all ordinances and the text and title of all resolutions included in this agenda. Unanimous approval of the City Council/RRB is required.

Respectfully Submitted,

Zack Beck
City Clerk



STAFF REPORT

October 22, 2025
File Number 0865-60

SUBJECT

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) PROGRESS REPORT

DEPARTMENT

Economic Development

RECOMMENDATION

Receive and provide feedback.

Staff Recommendation: Receive and File (Economic Development: Jennifer Schoeneck, Director of Economic Development)

Presenter: Jennifer Schoeneck, Director of Economic Development

ESSENTIAL SERVICE – Yes, Land Use/Development

COUNCIL PRIORITY – Increase Retention and Attraction of People and Businesses to Escondido

FISCAL ANALYSIS

To implement the remaining work plan for the Comprehensive Economic Development Strategy (“CEDS”), City staff will return to the City Council for funding requests.

PREVIOUS ACTION

The initial draft of the CEDS was brought to the Economic Development Subcommittee for final review on May 24, 2023 and the report was recommended to the full City Council.

On June 7, 2023 the Escondido City Council approved the 2023 -2028 Comprehensive Economic Development Strategy (CEDS). This document outlines data and community feedback about the City's economy and outlines a five-year plan to improve the local economy.

BACKGROUND

The CEDS is a document that uses data and community feedback to guide policy and activity priorities for a five-year timeframe. Through a competitive RFP process, the City contracted with Beacon Economics, LLC, an independent research and consulting firm dedicated to delivering accurate, insightful, and objectively-based economic analysis that enables its clients to make informed decisions about investment,



CITY of ESCONDIDO

STAFF REPORT

growth, revenue, and policy. Drafting this document included extensive public outreach, including five, in-person, community meetings with 65+ guests and over 100 electronic surveys collected in both English and in Spanish. The community's input was synthesized with demographics and industry data into the final CEDS update.

In January 2023, Beacon began their data analysis and literature review of all relevant City documents (i.e. General Plan, and two previous CEDS). Staff began to present the data and collect community feedback via in-person community meetings and online surveys. In total, nine community meetings were held with over 120 meeting participants and approximately 130 online surveys were collected.

Now, nearly two and a half years through the implementation of the 2023–2028 CEDS, staff is providing an update on the progress of the initiatives originally presented to the City Council. The CEDS identifies four fundamentals for the City to focus on to boost economic development:

1. Balance Population Growth Rates
2. Create More Economic Opportunities
3. Actively Maximize Value of Land
4. Lead Intentional Placemaking and Marketing

To make progress on these four fundamentals, the CEDS outlines an Action Plan with three thematic areas of focus:

1. Streamlined industry targeting for three clusters: agriculture and AgTech, CleanTech and Tourism
2. Promote technology entrepreneurship and early-stage fabrication companies
3. Create a downtown destination district

42 citywide economic development initiatives were proposed in the 2023–2028 Council-approved Comprehensive Economic Development Strategy (CEDS). Of these, 52 percent are complete or in-progress and 48 percent are not yet started

The most notable accomplishment includes the completion of the 455 North Quince AgTech Feasibility Study, which supports businesses and entrepreneurs in Escondido's priority industries of agriculture and agtech. This study resulted in the lease of a City-owned facility to establish the Escondido AgX Regional Innovation Hub, an initiative designed to foster new business creation and high-wage job growth in the community. Through the Engineering department, in collaboration with additional staff groups, the City completed phase two of the Grand Avenue Vision Project, improving pedestrian activity and traffic flow in the historic downtown, a significant milestone in creating a downtown destination district.

To further enhance tourism, the economic development team worked with the public art commission to create the City's first Public Art Strategic Plan and annual work plan to attract more art for local placemaking and to attract visitors to the City.



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STAFF REPORT

Economic Development staff created an online request processing tool and provided direct assistance to nearly 340 entrepreneurs, business owners, and prospective businesses on topics including permitting, commercial real estate, and small business marketing.

The City has been featured more than twenty times in local media for major improvements to the Historic Downtown District, new business openings, and associated community events. These efforts directly advance the CEDS priority of developing a vibrant downtown destination district. The status of CEDS activities is attached in the 2023-2028 City of Escondido CEDS Initiatives Status Tracker.

ATTACHMENTS

- a) Attachment "1"—2023-2028 City of Escondido CEDS Initiatives Status Tracker

2023-2028 City of Escondido CEDS Initiatives Status Tracker

Progress Report to City Council October 22, 2025

Thematic Area	Status	Initiative	Fundamental	Time Horizon
Industry Targeting Initiatives	not yet started	Expedited permitting for selected clusters	Economic Opportunities, Land Use	2-3 Years
Industry Targeting Initiatives	not yet started	Recruit 1-2 national clean energy employers	Economic Opportunities	2-3 Years
Industry Targeting Initiatives	in progress	Pursue conditional use permits or moratoria to discourage inefficient land use	Land Use	2-3 Years
Industry Targeting Initiatives	in progress	Preserve existing agricultural job lands	Economic Opportunities	1 Year
Industry Targeting Initiatives	in progress	Site preparation for boutique hotel (<160 rooms)	Economic Opportunities, Land Use	5 Years
Industry Targeting Initiatives	not yet started	Spinoff "Visit Escondido" into an independent entity	Economic Opportunities	1-2 Years
Industry Targeting Initiatives	in progress	Develop sports tourism anchor	Economic Opportunities	2-3 Years
Industry Targeting Initiatives	in progress	Research revenue sources in tourism, including a Transient Occupancy Tax (TOT)	Economic Opportunities	2-3 Years
Industry Targeting Initiatives	complete	Develop a unique brand identity for agricultural initiatives	Placemaking	2-3 Years
Industry Targeting Initiatives	in progress	Leverage AEP6 survey results to identify economic development opportunities for arts and cultural organizations	Economic Opportunities	2-3 Years
Industry Targeting Initiatives	not yet started	Apply for energy and water efficiency funds, set aside by the Inflation Reduction Act	Land Use	1 Year

Industry Targeting Initiatives	not yet started	Pursue funding to expand MFRO system	Economic Opportunities	2-3 Years
Industry Targeting Initiatives	in progress	Convene regular meetings with Escondido Grower for Ag Preservation and the SDC Farm Bureau	Economic Opportunities	1 Year
Industry Targeting Initiatives	not yet started	Attract alternative fuel operators to city	Economic Opportunities	2-3 Years
Industry Targeting Initiatives	in progress	Continue to explore AgTech incubator	Economic Opportunities	2-3 Years
Industry Targeting Initiatives	not yet started	Collaborate with Resource Conservation District to implement best practices	Economic Opportunities, Land	2-3 Years
Industry Targeting Initiatives	not yet started	Develop renewable energy technician programs at Palomar College	Economic Opportunities	5 Years
Industry Targeting Initiatives	not yet started	Explore STEM partnership with CSU San Marcos for bachelor's degree attainment	Economic Opportunities	5 Years
Entrepreneurship and Commercialization Initiatives	in progress	Place marketing campaign aimed at early-stage entrepreneurs	Placemaking	2-3 Years
Entrepreneurship and Commercialization Initiatives	complete	Study feasibility of converting 455 Quince to AgTech	Economic Opportunities, Land Use	2-3 Years
Entrepreneurship and Commercialization Initiatives	not yet started	Lower license fees for local STEM Entrepreneurs	Economic Opportunities	1 Year
Entrepreneurship and Commercialization Initiatives	in progress	Partner with key regional nonprofits to encourage entrepreneurship and innovation	Economic Opportunities	2-3 Years
Entrepreneurship and Commercialization Initiatives	not yet started	Lower license fees for home businesses	Economic Opportunities	1 Year
Entrepreneurship and Commercialization Initiatives	in progress	Space incubation	Economic Opportunities	1-2 Years
Entrepreneurship and Commercialization Initiatives	in progress	Mentoring services for early-stage entrepreneurs	Economic Opportunities	1-2 Years

Entrepreneurship and Commercialization Initiatives	in progress	Matchmaking services for local entrepreneurs, manufacturers, creditors, and other support organizations	Economic Opportunities	1-2 Years
Entrepreneurship and Commercialization Initiatives	in progress	Partner with key regional nonprofits to encourage entrepreneurship and innovation	Balanced Population Growth	1-2 Years
Entrepreneurship and Commercialization Initiatives	not yet started	Promote commercial to industrial conversion along I-15 through Specific Plan	Economic Opportunities, Land Use	1-2 Years
Entrepreneurship and Commercialization Initiatives	not yet started	Conduct Opportunity Zone marketing	Economic Opportunities, Placemaking	1-2 Years
Entrepreneurship and Commercialization Initiatives	not yet started	Develop home entrepreneur program at Palomar College	Economic Opportunities	5 Years
Entrepreneurship and Commercialization Initiatives	in progress	Petition digital platforms (e.g. Redfin and Zillow) to show information about local charter and private schools	Balanced Population Growth, Placemaking	2-3 Years
Entrepreneurship and Commercialization Initiatives	in progress	Work with partner organizations to develop credit program for underbanked	Economic Opportunities	5 Years
Destination District Initiatives	in progress	Target housing element at downtown area	Balanced Population Growth	1 Year
Destination District Initiatives	in progress	Implement property benefit improvement district (PBID)	Economic Opportunities	5 Years
Destination District Initiatives	not yet started	Hire a full-time Senior Planner or external resource for downtown	Land Use	2-3 Years
Destination District Initiatives	in progress	Conduct a real property analysis of city properties	Land Use	5 Year
Destination District Initiatives	not yet started	Permitting holiday for downtown businesses	Economic Opportunities	1 Year
Destination District Initiatives	not yet started	Apply for federal funds to upgrade water infrastructure	Economic Opportunities	1 Year

Destination District Initiatives	not yet started	Apply for grant funding for sidewalks and crosswalks	Land Use	1-2 Years
Destination District Initiatives	in progress	Develop comprehensive active transportation strategy	Land Use	1-2 Years
Destination District Initiatives	not yet started	Add wayfinding signage and right of-way improvements	Placemaking	1-2 Years
Destination District Initiatives	not yet started	Expand density transfer plan	Balanced Population Growth	1-2 Years



STAFF REPORT

October 22, 2025
File Number 0680-20

SUBJECT

COMMUNITY REQUEST – FINANCIAL SUPPORT FOR FESTIVAL OAXACA VIVE: ¡VIVA LA CUMBIA!

DEPARTMENT

Economic Development

RECOMMENDATION

Request the City Council adopt Resolution No. 2025-133 authorizing the expenditure of \$40,000 in support of the Festival Oaxaca Vive: Viva la Cumbia cultural event.

Subcommittee Recommendation: Approval (Economic Development Subcommittee: Mayor Dane White and Councilmember Joe Garcia)

Presenter: Jennifer Schoeneck, Director of Economic Development, and requesting organizations Tu Streams Live and Oaxaca Vive

ESSENTIAL SERVICE – No

COUNCIL PRIORITY – Increase Retention and Attraction of People and Businesses to Escondido

FISCAL ANALYSIS

The event organizer is requesting the City consider a financial partnership of \$40,000 and a waiver of all applicable permit and venue fees. The Economic Development Subcommittee recommends utilizing the balance of the \$23,000 remaining in the Sister Cities budget, plus the addition of \$18,000 to provide the \$40,000 contribution.

The total estimated cost to host the Festival Oaxaca Vive: ¡Viva la Cumbia! is \$55,000, encompassing all production, staging, lighting, artist fees, and coordination costs over two days.

PREVIOUS ACTION

On October 14, 2025, staff presented a proposal for Festival Oaxaca Vive: ¡Viva la Cumbia! to the City of Escondido's Economic Development Subcommittee for review and feedback. The Subcommittee voted to advance the proposal for consideration by the City Council at its October 22, 2025 meeting, including a conversation with the event organization on the topic of a potential revenue share of any ticket sale proceeds for the event.



CITY of ESCONDIDO

STAFF REPORT

BACKGROUND

Tu Streams Live and Oaxaca Vive propose a two-day cultural celebration called “Festival Oaxaca Vive: ¡Viva la Cumbia!” uniting music, dance, theater, and gastronomy at Kit Carson Park Ampitheater called The festival combines two anchor events:

- ¡Viva la Cumbia! Concert – An evening performance featuring internationally recognized Latin artists.
- Oaxaca Vive Theater Production – A 90-minute, eight-scene performance by more than 80 artists celebrating the life, traditions, and artistry of Oaxaca, Mexico, and Latin America.

The event will include a curated food and craft market, a Global Spirits Pavilion (21+), and a community engagement zone featuring local vendors, artisans, and cultural organizations.

Event organizers anticipate an audience of over 10,000 attendees throughout the weekend, generating a positive economic impact for local restaurants, hotels, and retail businesses.

The event will promote Escondido as a regional hub for cultural exchange, with measurable outcomes including attendance tracking, vendor participation, and local business engagement as part of the Friendship/Sister Cities initiative.

The event organizer will be responsible for providing all required insurance documentation consistent with the City’s requirements. Additionally, the event organizer will secure all required ABC (Alcoholic Beverage Control) permits as it relates to the event’s Global Spirits Pavilion. The event organizer will also be responsible for meeting all ADA, health, and safety requirements, including first aid and crowd management.

RESOLUTIONS

- a) Resolution No. 2025-133

ATTACHMENTS

- a) Attachment “1”—Event Proposal

RESOLUTION NO. 2025-133

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
ESCONDIDO, CALIFORNIA, AUTHORIZING FINANCIAL
SUPPORT FOR THE FESTIVAL OAXACA VIVE: ¡VIVA LA
CUMBIA! CULTURAL CELEBRATION EVENT

WHEREAS, the event organizer of Festival Oaxaca Vive: ¡Viva la Cumbia! has requested that the City of Escondido consider sponsoring a portion of the proposed two-day cultural celebration, to be held at Kit Carson Park Amphitheatre; and

WHEREAS, the event will celebrate Oaxacan, Mexican, and Latin American culture through music, dance, theater, gastronomy, and community engagement, with anticipated attendance exceeding 10,000 participants; and

WHEREAS, the proposed festival includes two major anchor events, the ¡Viva la Cumbia! concert and the Oaxaca Vive theater production, complemented by local food and craft vendors, artisans, and cultural exhibitors, promoting tourism and supporting local small businesses; and

WHEREAS, the total estimated cost to host the event is \$55,000, and the event organizer has requested City sponsorship in the amount of \$40,000 to help offset production, performer fees, staging, lighting, marketing, and administrative costs; and

WHEREAS, the City Council of the City of Escondido finds that the Festival Oaxaca Vive: ¡Viva la Cumbia! aligns with the City's goals to foster cultural inclusion, community pride, and economic activity in Escondido's arts and culture sector, and financial contribution in support of the event is in the best interest of the City.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

1. That the above recitations are true.
2. That the City Council authorizes the expenditure of up to \$40,000 in support of the Festival Oaxaca Vive: ¡Viva la Cumbia! Cultural event.
3. That the City Manager and City Attorney are authorized to negotiate and execute such necessary contracts and make such necessary budget adjustments, including use of the Friendship/Sister Cities budget and appropriate and available general fund budgets, to provide the financial support allowed by this Resolution.



Festival Oaxaca Vive: ¡Viva la Cumbia! **Two Powerhouse Events Over a Two-Day Weekend in Escondido**

Escondido takes the spotlight with a single combined celebration, built around two powerhouse events across one unforgettable weekend, drawing attention to the city and uplifting its community. We propose establishing Festival Oaxaca Vive: ¡Viva la Cumbia! as an annual signature event for Escondido, creating a yearly tradition that draws visitors, supports local businesses, and deepens cultural exchange.

First, Viva la Cumbia ignites the evening with the continent's most beloved rhythm, born in Colombia and embraced across Latin America, delivered by renowned international performers alongside standout local and international groups (artists under consideration include La Sonora Dinamita, Los Socios del Ritmo, La Sonora Santanera, and Margarita "La Reina de la Cumbia," subject to availability). Then, the spotlight turns to Oaxaca Vive, a 90-minute, eight-scene theater production performed by 80+ artists, weaving everyday stories of life, death, mourning, and celebration into a living tapestry of music, dance, theater, community, and tradition from Oaxaca, Mexico, and Latin America.

Surrounding the stages, a curated market of local & international food vendors serves beloved Oaxacan dishes alongside global specialties, while a Global Spirits Pavilion showcases mezcal and spirits from Latin America and around the world, from agave and whisky to rum, sake, and more (21+; ID required). Designed to welcome audiences from Escondido, across San Diego County, and beyond, this united event is more than a concert or a show, it's a cultural moment that honors roots, sparks pride, and connects generations.

Highlights

- Stages: Renowned international performers plus local & international groups
- Theater: Oaxaca Vive (90 minutes, 8 scenes, 80+ artists)
- Market: Local & international foods for sale (veg/vegan options)
- Spirits: Mezcal & Latin American/world spirits tastings/pairings (21+)

Anchored in respect and creativity, Festival Oaxaca Vive: ¡Viva la Cumbia! aims to be a national and international cultural reference, sharing the identity and historical memory that connect our roots with the world.

Proposed All-In Budget - Festival Oaxaca Vive: ¡Viva la Cumbia! (Two-Day Weekend in Escondido)

Total (both events, combined as one event): \$55,000

Scope included (all-in):

- **Production for both days:** staging, FOH/monitor sound, lighting, backline, power distro, and tech crew
- DJs for Saturday & Sunday
- Saturday paid artist concert (Viva la Cumbia)
- **Oaxaca Vive theater production:** 90-minute, 8-scene show with 60+ artists across the weekend
- Stage management / show calling coordination

What's in it for the City & Community of Escondido For the City of Escondido

- **Economic lift (weekend impact over 10,000+ attendees projected):** Visitor spend in hotels, restaurants, retail, and services, plus vendor sales, drives sales/TOT tax over a concentrated two-day weekend.
- **Downtown activation:** Foot traffic before/after showtimes extends dwell time and supports local businesses.
- **Place branding & press:** Positions Escondido as a binational culture hub for Oaxacan, Mexican, and Latin American arts; bilingual media and regional listings amplify the city name.
- **Signature annual event:** A repeatable, city-anchored festival that residents and visitors plan around—building tradition and predictable tourism.

- **Talent magnet (local + international):** Brings renowned international performers while elevating Escondido-based artists and groups, fostering cross-border cultural exchange and giving the city marquee visibility.
- **Community business & engagement:** Prioritizes Escondido-first procurement (rentals, print, catering), vendor spots for local businesses, and co-promotion with the Chamber/BIDs, keeping more dollars local.
- **Professional operations:** Permits, insurance, ADA compliance, EMS/first aid, crowd management, and responsible 21+ service.

For the Community

- **Pride & representation:** Celebrates Oaxacan, Mexican, and Latin American heritage, centering stories and artists that reflect Escondido's residents.
- **Accessible, family-friendly:** Multilingual info, ADA routes/viewing, sensory supports, and daytime activities for all ages.
- **Local & international talent, together:** Workshops, masterclasses, and shared bills where global artists perform with local talent, building skills and lasting connections.
- **Community business & engagement:** Dedicated spaces and coaching for local vendors and artisans; neighborhood outreach, cultural advisory circle, and robust volunteer program to co-create the event.
- **Youth & education:** School visits, dance lessons, behind-the-scenes tours, internships in live-event production.
- **Health, safety & sustainability:** Free water refill stations, shade/cooling, clear wayfinding; recycling/composting and back-of-house sorting.

Who it Reaches

- Audiences from Escondido, all of San Diego County, and beyond: a regional draw that welcomes neighbors while spotlighting the city.

How We'll Measure & Report Back

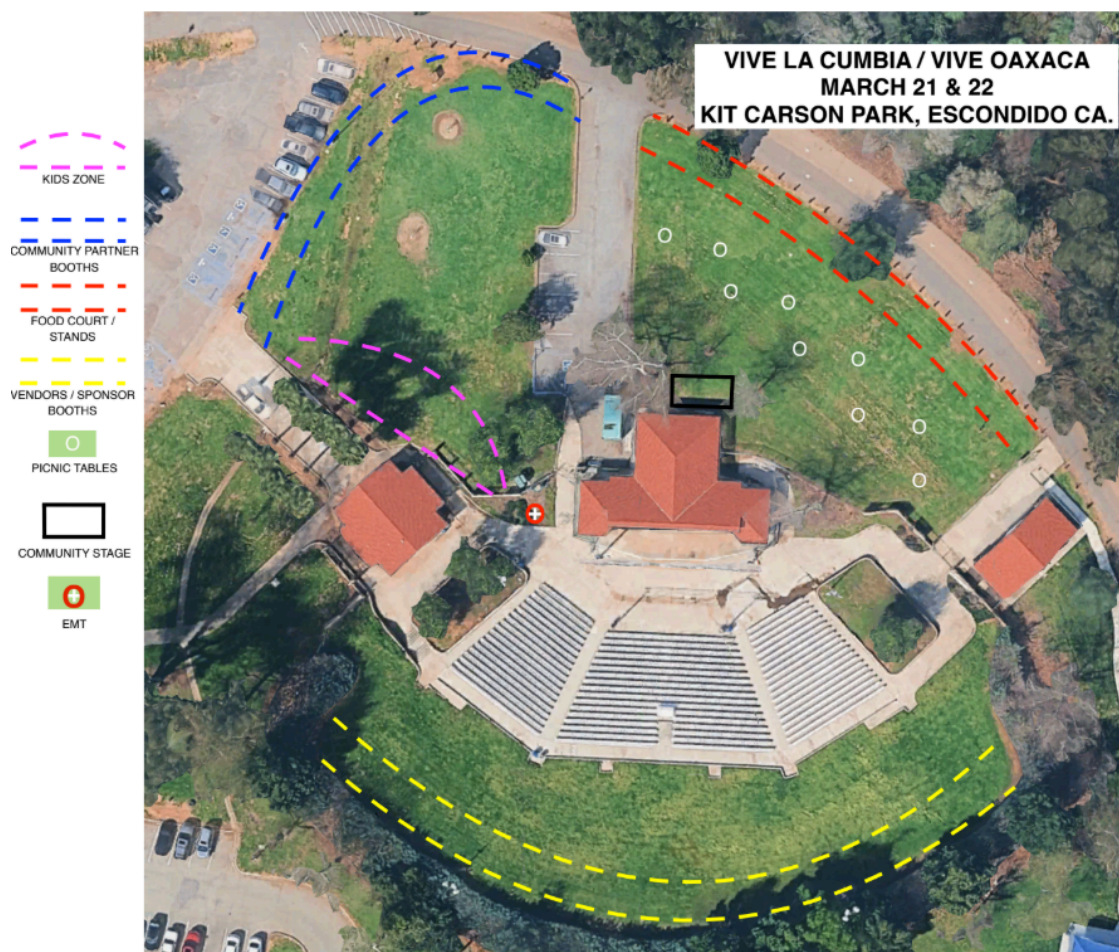
- Attendance & origin (Escondido vs. county vs. out-of-area)
- Local business participation & spend (vendor count, % budget to Escondido suppliers)
- Talent mix (number of local & international performers and collaborations)
- Economic indicators (merchant survey, hotel/restaurant lift)
- Engagement (volunteer hours, workshop participants, accessibility usage)
- Environmental metrics (waste diversion rate)
- **Permit coordination/site access;** amplification via city channels (web, social, newsletter); intros to merchant groups, schools, and cultural partners to deepen local business participation and community engagement.

What We're Asking From the City (typical)

- Financial partnership: \$40,000 cash investment to help deliver the combined, two-day event.
- In-kind support: Use of the venue/space at no cost (rental/permit fee waiver), with standard utilities if available (power/water access).
- Permit coordination & site access: Streamlined support with special event, health, fire, and (if applicable) alcohol approvals; day-of access and city liaison.
- City communications amplification: Placement on city website, social channels, e-newsletters, calendars/marquees; inclusion in regional PR as appropriate.
- Community business & engagement: Introductions to merchant groups, schools, and cultural partners to deepen local business participation and community engagement.

Bottom line: Escondido gains a high-quality, safety-forward annual cultural showcase that brings local and international talent together, boosts community businesses, and meaningfully engages residents, while putting the city on the regional culture map.

Proposed Layout





STAFF REPORT

October 22, 2025
File Number 0610

SUBJECT

MEASURE I SPENDING PRIORITIES

DEPARTMENT

City Clerk's Office

RECOMMENDATION

Request the City Council adopt Resolution No. 2025-142, which formally aligns the spending priorities for Measure I Sales Tax revenue with the priorities specifically articulated in the official November 2024 ballot language for the Escondido Community Investment Measure.

Staff Recommendation: Approval (City Clerk's Office: Zack Beck, City Clerk)

Presenter: Zack Beck, City Clerk

BACKGROUND

Measure I Overview

On November 5, 2024, the voters of Escondido approved Measure I, the Escondido Community Investment Measure, by a decisive margin of 61.12 percent Yes votes to 38.88 percent No votes. This voter-approved measure establishes a one-cent local sales tax for a twenty-year period, generating approximately twenty-eight million dollars (\$28,000,000) annually to fund essential city services and infrastructure improvements.

Official Ballot Question

The official ballot question presented to voters read as follows:

"To provide funding for essential services in Escondido, such as providing public safety; addressing homelessness; improving streets, sidewalks and infrastructure; increasing police, fire and paramedic services; reducing traffic congestion; and maintaining parks, trails and open space, shall the Escondido Community Investment Measure establishing a local one-cent sales tax providing approximately twenty-eight million dollars annually for twenty years be adopted, for general government use, with independent audits, citizen oversight, and all money staying in Escondido?"



CITY of ESCONDIDO

STAFF REPORT

Measure I Priorities

The ballot language specifically identified six priority areas for the use of Measure I revenues:

- **Providing public safety**
- **Addressing homelessness**
- **Improving streets, sidewalks, and infrastructure**
- **Increasing police, fire, and paramedic services**
- **Reducing traffic congestion**
- **Maintaining parks, trails, and open space**

Legal Framework and Oversight

Measure I is codified under Ordinance No. 2024-08, which mandated the creation of a Citizens' Oversight Committee. This Committee is charged with ensuring transparency, accountability, open dialogue, and public participation regarding the expenditure of Measure I funds, thereby guaranteeing that new revenues are used in accordance with the will of the voters.

The City Council has provided the Citizens' Oversight Committee with guidance regarding its role and responsibilities, and the Committee has adopted bylaws to govern its operations and ensure effective oversight of Measure I expenditures.

Furthermore, the Committee approved a Request for Proposals ("RFP") No. 26-05 for Measure I Local District Tax Professional Auditing Services and authorized the City Clerk to release the RFP to qualified certified public accounting firms. The Committee plans to select an Independent Auditor in early 2026.

Purpose of Resolution No. 2025-142

While Measure I generates revenue for general government use, the City Council recognizes the importance of honoring the priorities communicated to voters during the election campaign. Resolution No. 2025-142 formally establishes these six spending priorities as the Council's policy framework for allocating Measure I revenues, ensuring consistency between voter expectations and actual expenditures.

This Resolution does not legally restrict the use of funds (as Measure I is a general tax) but rather establishes a policy commitment to prioritize spending in alignment with the ballot language that voters approved.

FISCAL IMPACT

Measure I will provide essential funding for the six priority areas identified in the ballot language. The adoption of Resolution No. 2025-142 has no direct fiscal impact but establishes the policy framework that will guide the allocation of these revenues in future budget cycles.



CITY *of* ESCONDIDO

STAFF REPORT

All Measure I revenues are deposited into the City's general fund for general government use, with expenditures subject to the City's standard budgetary processes, financial controls, and independent audit requirements.

RECOMMENDATION

Staff recommends that the City Council adopt Resolution No. 2025-142 establishing spending priorities for Measure I Sales Tax revenue in alignment with the ballot language approved by voters on November 5, 2024. This action will:

- Honor the mandate provided by Escondido voters
- Establish clear policy direction for budget development
- Support the Citizens' Oversight Committee in its accountability role
- Enhance transparency and public trust in the use of Measure I revenues
- Ensure that Measure I revenue is directed toward the community priorities that voters approved

RESOLUTIONS

- a) Resolution No. 2025-142

RESOLUTION NO. 2025-142

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, ESTABLISHING SPENDING PRIORITIES FOR MEASURE I SALES TAX REVENUE IN ACCORDANCE WITH THE BALLOT LANGUAGE APPROVED BY VOTERS ON NOVEMBER 5, 2024

WHEREAS, on November 5, 2024, the voters of the City of Escondido approved Measure I, the Escondido Community Investment Measure, establishing a one-cent local general sales tax for a period of twenty years by a vote of 61.12 percent in favor and 38.88 percent opposed; and

WHEREAS, the official ballot question presented to voters specifically identified priority areas for the use of Measure I revenues, stating:

"To provide funding for essential services in Escondido, such as providing public safety; addressing homelessness; improving streets, sidewalks and infrastructure; increasing police, fire and paramedic services; reducing traffic congestion; and maintaining parks, trails and open space, shall the Escondido Community Investment Measure establishing a local one-cent sales tax providing approximately twenty-eight million dollars annually for twenty years be adopted, for general government use, with independent audits, citizen oversight, and all money staying in Escondido?";

WHEREAS, the ballot language communicated to voters six distinct priority areas for the expenditure of Measure I revenues: (1) providing public safety; (2) addressing homelessness; (3) improving streets, sidewalks, and infrastructure; (4) increasing police, fire, and paramedic services; (5) reducing traffic congestion; (6) maintaining parks, trails, and open space; and

WHEREAS, Measure I is codified under Ordinance No. 2024-08, adopted by the City Council and approved by the voters of Escondido; and

WHEREAS, Ordinance No. 2024-08 mandates the creation of a Citizens' Oversight Committee to ensure transparency, accountability, open dialogue, and public participation regarding the expenditure of Measure I funds; and

WHEREAS, the Citizens' Oversight Committee has been duly established and has adopted bylaws to govern its operations and oversight responsibilities; and

WHEREAS, the City Council has provided guidance to the Citizens' Oversight Committee regarding its role in monitoring Measure I expenditures and ensuring alignment with voter intent; and

WHEREAS, although Measure I revenues are deposited into the City's general fund for general government use, the City Council recognizes the importance of honoring the priorities communicated to voters and establishing a clear policy framework for the allocation of these funds; and

WHEREAS, the City Council is committed to maintaining transparency and accountability in all budget decisions involving Measure I revenues and to working collaboratively with the Citizens' Oversight Committee to ensure that expenditures align with the will of the voters; and

WHEREAS, the City Council finds that establishing formal spending priorities for Measure I revenues will promote public trust, enhance fiscal transparency, and ensure that the annual revenue is directed toward the community priorities that voters approved; and

WHEREAS, all Measure I revenues will remain in Escondido to benefit local residents, will be subject to independent audits, and will be expended in accordance with the City's standard budgetary processes and financial controls.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

SECTION 1: ESTABLISHMENT OF SPENDING PRIORITIES

The City Council hereby establishes the following six spending priorities for Measure I Sales Tax revenue, in accordance with the ballot language approved by voters on November 5, 2024:

Priority 1: Providing Public Safety

Priority 2: Addressing Homelessness

Priority 3: Improving Streets, Sidewalks, and Infrastructure

Priority 4: Increasing Police, Fire, and Paramedic Services

Priority 5: Reducing Traffic Congestion

Priority 6: Maintaining Parks, Trails, and Open Space

SECTION 2: POLICY FRAMEWORK AND INTENT

This Resolution establishes a policy framework to guide the allocation of Measure I revenues in a manner consistent with voter expectations and the ballot language approved on November 5, 2024. While Measure I generates revenue for general government use and is not legally restricted to specific purposes, the City Council commits to prioritizing expenditures within the six priority areas identified in Section 1 of this Resolution.

SECTION 3: BUDGET DEVELOPMENT AND ALLOCATION

The City Manager, in consultation with appropriate department heads, shall develop annual budget recommendations for Measure I expenditures that align with the spending priorities established in Section 1 of this Resolution. Budget recommendations shall be presented to the City Council for consideration and approval as part of the City's standard budget development process.

SECTION 4: TRANSPARENCY AND ACCOUNTABILITY

The City Council reaffirms its commitment to transparency and accountability in the use of Measure I revenues and directs staff to:

- A. Provide regular public reporting on Measure I revenue collections and expenditures;
- B. Clearly identify Measure I-funded programs, services, and projects in budget documents and public communications;
- C. Maintain detailed financial records documenting the use of Measure I revenues;
- D. Cooperate fully with the Citizens' Oversight Committee in its review and oversight functions;
- E. Ensure that all Measure I revenues remain in Escondido to benefit local residents;
- F. Subject Measure I revenues and expenditures to independent audit requirements; and
- G. Present periodic reports to the City Council and the public regarding the implementation of Measure I-funded priorities.

SECTION 5: CITIZENS' OVERSIGHT COMMITTEE COLLABORATION

The City Council recognizes the vital role of the Citizens' Oversight Committee in ensuring accountability and alignment with voter intent. The City Council commits to:

- A. Providing the Citizens' Oversight Committee with full access to financial information, budget documents, and staff reports related to Measure I expenditures;
- B. Responding to inquiries, recommendations, and concerns raised by the Citizens' Oversight Committee;
- C. Supporting the Citizens' Oversight Committee in fulfilling its mandate under Ordinance No. 2024-08; and
- D. Fostering open dialogue and public participation regarding the use of Measure I funds.

SECTION 6: CONSISTENCY WITH ORDINANCE NO. 2024-08

This Resolution is adopted in furtherance of the purposes and requirements of Ordinance No. 2024-08 and shall be interpreted consistently with that ordinance and applicable law.

SECTION 7: DURATION

The spending priorities established by this Resolution shall remain in effect for the duration of the Measure I sales tax, which shall be in effect for twenty years from its operative date, unless modified by subsequent action of the City Council in a manner consistent with voter intent and applicable law.

SECTION 8: HONORING THE VOTER MANDATE

The City Council finds that the adoption of this Resolution honors the mandate provided by Escondido voters on November 5, 2024, establishes clear policy direction for the allocation of annual Measure I revenue, supports effective oversight and accountability, and ensures that these essential resources are directed toward the community priorities that voters approved.

KEY-

CONSENT CALENDAR CURRENT BUSINESS

PUBLIC HEARING WORKSHOP PROCLAMATION

Item8.



CITY *of* ESCONDIDO

FUTURE AGENDA

10/29/2025 - NO MEETING