



## City Manager Message



Greetings,

As we approach the end of 2024, I want to wish all our City staff and community members a happy and safe holiday season. This time of year offers a chance to celebrate our accomplishments, reflect on our progress, and look forward to opportunities ahead.

I am excited to end this year on many positive notes. One major highlight is the completion of the [University Now Initiative White Paper](#). A joint City of Chula Vista and Southwestern College-led task force developed a research white paper outlining academic disciplines that could be established at the City's University Innovation District to attract binational higher education partners. The research paper for the University Now Initiative culminates a yearlong process funded by Chula Vista and state legislative dollars building upon efforts to expand higher education and workforce opportunities in South County.

This month, the City of Chula Vista is seeking input on priorities to include in a new five-year Strategic Plan that will be developed in 2025. We are hosting community workshops to guide the creation of the new Strategic Plan. These workshops, available both in person and virtually, are designed to ensure the plan reflects the unique values, needs, and aspirations of our community. Spanish translation will be provided at all meetings. Community input is an essential part of this process and we look forward to seeing strong community participation.

More exciting news! I am thrilled to share preliminary election results showing overwhelming support for the extension of Measure P, with an impressive 73% Chula Vista voter approval. Starting in 2027, the extended half-cent sales tax is projected to provide \$37 million annually. In the last fiscal year alone, Measure P contributed \$27 million in funding for City infrastructure projects. The extension also ensures the Measure P Citizens' Oversight Committee will continue its important work. Learn more about the committee's work [here](#). Thank you for your trust and commitment to Chula Vista's future.

We also look forward to welcoming new councilmembers for Districts 3 and 4. Their swearing-in ceremony is scheduled for Tuesday, December 10, at the City Council meeting. The election results are scheduled to be certified by the San Diego County Registrar of Voters by December 5.

Finally, I am thrilled to announce the reopening of Harborside Park on December 16 with updated amenities, including a mini-pitch soccer field generously donated to the City by the U.S. Soccer Foundation, along with enhanced safety measures. We appreciate efforts by Chula Vista native and professional soccer player Paul Arriola to make this happen. The revitalized space will once again serve as a hub for community connection and recreation.

As 2024 comes to a close, I want to thank each of you for your contributions to making Chula Vista a remarkable place to live, work, and play. I am excited for what's to come in 2025 – such as the highly-anticipated opening of the Gaylord Pacific Resort and Convention Center!

Enjoy this month's edition, and please [contact me](#) if you have any questions or comments.

*~Maria V. Kachadoorian, City Manager*