

**Ash Institute Summer Fellowship in Urban Policy
Project Description | 2009**

San Diego, California

CleanTech Strategic Initiative

Venture capital interest in CleanTech has surged in the last several years, largely because of a fundamental change in the economics of the environmental industry. Advances in technology, research methods, manufacturing, and communications have lowered the costs of environmentally sensitive technologies, bringing many into the economic mainstream. The maturity of these technologies has positioned CleanTech as the next dot com and next major wave of venture capital investment worldwide.

The key to making San Diego the center of the CleanTech boom is capital investment. The new businesses, new jobs and research grants created by CleanTech will go to the regions that are able to attract capital investment for CleanTech. With an influx of CleanTech capital investment the City and its taxpayers will enjoy increased sales tax and property tax revenues.

With the Mayor's leadership the City can market San Diego to capital investors and CleanTech firms as the perfect incubator for this emerging industry. Our border with Mexico, highly educated workforce, three major research universities, and strong environmental community make our City the ideal environment for the CleanTech industry to call home and establish its roots.