



Lovingood plan establishes road map for High Desert success

Monday

Posted at 9:22 AM

Updated at 9:22 AM

By Joseph W. BradyContributed Content

As a humbled and re-elected Trustee with the Victor Valley Community College District, and as President of Joseph W. Brady, Inc., dba The Bradco Companies, the longest standing full-service commercial brokerage company servicing the High Desert region, I strongly endorse the five-point plan recently unveiled by First District Supervisor Robert Lovingood, who is now the Chairman of San Bernardino County Board of Supervisors.

The five-point plan calls for enhanced county land use services, increased funding for public safety, expanded technical training for our workforce, re-targeting economic development and a commitment to increasing and improving our infrastructure. The plan establishes a road map for economic recovery and success in the High Desert and throughout San Bernardino County.

Properly planned projects within San Bernardino County will generate additional sales tax dollars, property tax increases, construction jobs and permit jobs while helping bolster funding for public safety, increased infrastructure and most importantly expanding technical training for our region. San Bernardino County has all the ingredients for success. But processing plans through the county has been a rather challenging issue and quite frankly preclude many developers from risking capital, time and the effort to do so.

As Dr. John Husing, Southern California's most recognized economist and an expert on the Inland Empire economy, stated to me in April 2011, without an educated workforce the Inland Empire will never be able to survive. More importantly, we would be unable to compete with other fast-growing areas within the country. As a re-elected Trustee with the Victor Valley Community College District, education is our number one goal. Matching our programs to our local employers needs and helping facilitate those programs is VVC's goal. This goal comes from our Board of Trustees, who totally support the leadership of VVC President/Superintendent Dr. Roger Wagner.

While I agree with Supervisor Lovingood, "that government doesn't create jobs," government can be the entity that not only discourages job, but discourages investment. When you discourage investment, that stymies increased sales tax dollars, increased property tax values and additional development impact fees, which in turn impacts interim construction workers and, most importantly, full-time jobs.

While I originally met Robert Lovingood in 1990 while we were volunteering at a food pantry in downtown Victorville, we have always shared the same passion about the economy, and the creation of jobs. In addition, we both agreed that we need additional law enforcement in our county.

When it comes to our local economy, the numbers are staggering. Statistics show that more than half of Victor Valley residents are receiving government aid (Daily Press, Oct. 3, 2015). In addition, National and statewide unemployment numbers are misleading. There are many people in our area that are no longer reportable as unemployed, but are unemployed nonetheless. We need a trained and competent workforce!

I strongly urge everyone to take a close look at the collaboration between California Steel in Fontana and Chaffey College in developing a manufacturing training program. The training program provides free, hands-on training and certifications to thousand of students. It is an excellent model that shows how the public sector and the private sector can work well together for the creation of jobs. Technical training can also be obtained locally at Victor Valley Community College or Barstow Community College, through their Career Technical Education programs. Many of these programs offer two-year

certificates, which give our local residents and students an incredible opportunity to make a great living and have an everlasting career. However, there is room to expand and improve these programs.

In terms of improving our infrastructure and quality of living, there has been a great expectation that once the I-15/215 interchange was completed, that the homebuilders would flood back into the local market again. That hasn't been the case. The homebuilders will not come back to the High Desert region until we start producing jobs that create buyers who can afford to make a reasonable down payment and pay their mortgage. Purchasing a home is part of the American dream. Without real jobs, that dream cannot become a reality for many in the High Desert.

There is no doubt that crime is on the rise the High Desert region. Many of the stories in our local media revolve around crime and the lack of safety for our residents. We need to create jobs, jobs, jobs and more jobs! Those jobs will create additional sales tax dollars, property tax dollars and an improved business climate that will help our community secure additional needed funding for law enforcement and infrastructure improvements. Those jobs will also provide a much needed morale boost for many residents of the High Desert by providing a renewed work ethic and pride of home ownership.

I believe in the High Desert and I believe that the plans put forth by Supervisor Lovingood and the other Supervisors are a great step in the right direction for bringing prosperity and pride to our region.

Joseph W. Brady, CCIM, SIOR, is president of The Bradco Companies and a member of the Victor Valley Community College Board of Trustees.

false