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MORE MILLENNIALS AND VETERANS IN SAN DIEGO WORKFORCE

Regional Jobs Strategy's first dashboard compares San Diego's business and tax climate

SAN DIEGO (August 11, 2016) There's no doubt San Diego is an attractive place to live, work and play. Yet our region competes with metropolitan areas throughout the country for business and employees. Knowing how the region stacks up is critical for business retention and talent acquisition.

As part of the [Regional Jobs Strategy](#) launched earlier this year, the San Diego Regional Chamber of Commerce, through its San Diego Regional Chamber Foundation, has produced the "Business and Tax Climate Dashboard" comparing San Diego's tax and business climate to competing metropolitan areas, such as Austin, Denver, Los Angeles and Boston.

Key findings of the dashboard include:

- San Diego ranks highest among competitor metros for population of Millennials
- San Diego has highest percentage of veterans in the workforce
- San Diego has lowest percentage of women in the workforce, but percentage of woman-owned businesses is substantially higher
- California has highest overall state taxes

"Making San Diego a place where business can succeed and grow means we have to identify our strengths as well as our weaknesses," said Jerry Sanders, Chamber President and CEO. "This Dashboard is just a first piece of the puzzle and drives the conversation about how we can make San Diego an attractive place to start a business or a career."

Similar to the guide the Chamber released the previous two years, this dashboard looks at the core issues of our business climate: workforce demographics, taxes and fees, and business makeup.

“With large millennial and veteran populations in our workforce we see that we have new talent to build on as well as a highly trained contingent of workers, but we also need to do more to raise the number of women and minorities in our workforce,” said Helen Robbins-Meyer, Chief Administrative Officer for the County of San Diego. “Having this data as a point of reference is important to building an effective job creation strategy for the region.”

The data shows that businesses in California competing metros (Los Angeles, San Francisco, San Jose, and San Diego) benefit from significantly more diverse workforces than other competing metros. This underscores our region’s strength and opportunity for leveraging diversity as an asset for business - a very important aspect of economic development and growth.

This year, instead of being a standalone piece, the Business and Tax Climate Dashboard is part of a much broader view of our region’s business climate. Through the Regional Jobs Strategy, the Chamber will release additional dashboards in the coming months that look at different indicators of our region’s business climate in the areas of affordability and standard-of-living.

The Regional Jobs Strategy is an initiative started earlier this year in partnership with the County of San Diego, City of San Diego, and San Diego Association of Governments to coordinate a unified effort to spur economic growth and create jobs for the entire Cali-Baja region. The Jobs Strategy includes over 40 of the region’s business and civic organizations.

The Business and Tax Climate Dashboard and appendix can be downloaded from the Chamber [website here](#).

About the San Diego Regional Chamber of Commerce

The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest local Chamber on the West Coast, representing approximately 2,500 businesses and an estimated 300,000 jobs, the San Diego Regional Chamber is fighting to make San Diego the most business-friendly region in California. For more information, please visit SDChamber.org or call 619-544-1300.

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