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SAN DIEGO CHAMBER LAUNCHES REGIONAL JOBS STRATEGY *Unprecedented coalition will coordinate mass effort of job creation*

SAN DIEGO (April 27, 2016) – The San Diego Regional Chamber – in partnership with the County of San Diego, the City of San Diego, and the San Diego Association of Governments (SANDAG) – has convened an unprecedented coalition focused on coordinating a unified effort to spur economic growth and create jobs for the entire Cali-Baja region.

“We are fortunate to have so many partners with successful initiatives participating in this coalition,” said Jerry Sanders, President and CEO of the San Diego Regional Chamber of Commerce. “Through the collaboration we will identify and share ways we can build a stronger, more resilient regional economy. This is just the beginning and we look forward to this effort growing over the next year and adding the insight and perspectives of even more business community partners.”

Called the “Regional Jobs Strategy,” this initiative includes over 40 of the region’s business organizations, providing a diverse range of industry and geographical perspectives. The coalition will work to match proven solutions to shared challenges, as well as align and leverage existing job creation efforts.

Mayor Kevin L. Faulconer said, “While we’ve seen positive job growth in our region in recent years, we can’t stop there. We have to think strategically to build on that momentum, and build an even better San Diego for our children. I’m proud to help lead this effort as we come together as a region to strengthen our shared vision for job creation.”

While most job creation efforts tend to be designed around municipal or other political borders, regional economies are defined by monetary transactions, commute patterns and

relationships. This effort will take a broad and inclusive view of job creation to create the most benefit for the region as a whole.

“Regional economic prosperity requires connecting talent from all communities with opportunities for employment throughout the Cali-Baja Mega-region,” said Omar Passons, Vice President of Community Development & Policy for the Jacobs Center for Neighborhood Innovation. “The Jacobs Center is committed to helping the Chamber's member companies find well trained and highly motivated talent in the Diamond Neighborhoods and contribute to the diverse workforce needed to keep San Diego's economy strong for decades to come.”

In its first meeting held today, the coalition focused on determining San Diego's strengths, weaknesses, and opportunities with respect to job creation. The effort began with a thorough discussion of San Diego's industry trends led by SANDAG's Chief Economist Ray Major.

The data-based initiative will progress over the next year to identify opportunities for collaboration and best practices for job creation. The partners will aim to issue a Regional Jobs Strategy final report early next year that truly represents a unified vision for job creation. The report will contain a clear and direct strategy for leveraging the region's resources and aligning initiatives.

Leading up to the final report, the coalition will release its findings in several milestones:

- Business & Tax Climate Dashboard - June 2016
- Affordability Dashboard - July 2016
- Standard-of-Living Dashboard - September 2016
- Final Regional Jobs Strategy Report – January 2017

The group of participating organizations in the Regional Jobs Strategy initiative is growing and currently includes:

Associated Builders & Contractors (ABC)
BIOCOM
Bonsall Chamber of Commerce
CA Apartment Association
CA Restaurant Association, SD Chapter
Central San Diego Black Chamber of Commerce
Chula Vista Chamber of Commerce
City of Chula Vista
City of Oceanside
City of Poway
City of San Diego
CONNECT
Coronado Chamber of Commerce

County of San Diego
Downtown San Diego Partnership
East Village Association
Environmental Entrepreneurs (E2) San Diego Chapter
Escondido Chamber of Commerce
Greater San Diego Business Association
Industrial Environmental Association
Jacobs Center for Neighborhood Innovation
Junior Achievement
La Jolla Village Merchants Association
La Mesa Chamber of Commerce
Lakeside Chamber of Commerce
National City Chamber of Commerce
Ocean Beach MainStreet Association
Poway Chamber of Commerce
Public Leadership Institute
San Diego Association of Governments (SANDAG)
San Diego County Apartment Association
San Diego East County Chamber of Commerce
San Diego Military Advisory Council (SDMAC)
San Diego North Economic Development Council
San Diego Port Tenants Association
San Diego Port Tenants Association
San Diego Regional Economic Development Corporation
San Diego Ship Repair Association
San Diego Workforce Partnership
San Ysidro Chamber of Commerce
Union of Pan Asian Communities
Urban League of San Diego County

About The San Diego Regional Chamber

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 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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