



San Diego Business Forecast

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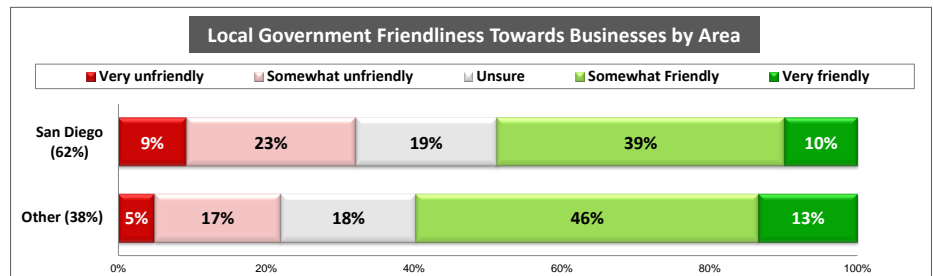
NEW SURVEY SHOWS 14 PERCENT OF BUSINESSES CONSIDERING A MOVE OUT OF SAN DIEGO COUNTY

SAN DIEGO (July 16, 2014) – As summer temperatures heat up, businesses geared toward summer activities see a rising economic outlook. Some, however, are considering a move out of San Diego.

Firms were asked whether they are considering leaving – or moving some of their operations out of – San Diego County. One out of every 19 San Diego business reports they are *seriously* considering such a move. Another 9 percent are giving that some consideration.

The friendliness of local government also plays a role here. While none of the business people who see City Hall or the County Board of Supervisors as being very friendly are thinking about leaving, 38 percent of those who see local government as very unfriendly are considering a move. Another key finding is how strongly tied a firm’s business outlook is to whether the company has thoughts about pulling up local roots. This is most dramatic among those firms whose BOI (see description below) has dropped below -12.5, with 46 percent of those business people considering a move.

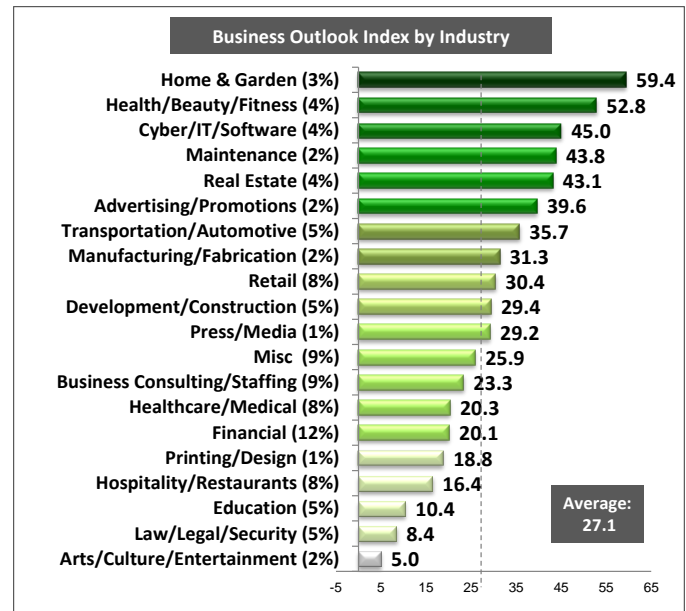
Survey participants were asked whether local government is friendly or unfriendly towards business. A slight majority believe their local government is at least somewhat friendly, but 28 percent see local government as the problem. While 60 percent of companies located outside the San Diego city limits rate their local government as friendly, those in the city of see their government as significantly less friendly.



Minimum wage, which has been on the rise as a significant issue over the last several months, is still tracking as a concern. Business-specific issues and government regulations are also top concerns.

“This month’s Forecast clearly indicates that businesses in San Diego are concerned about what the future will bring in terms of profits, hiring and government regulations,” said Chamber CEO & President, Jerry Sanders. “The Chamber is fighting for business friendly policies so that companies can feel confident about doing business in San Diego. We will continue to advocate and work hard to make San Diego the best place to do business and create jobs in California.”

There is better news for businesses in the home and garden, and health, beauty and fitness fields. They show the strongest economic outlooks as summer brings more activity to those business types. These types of firms report that they will likely add more hours for existing workers. This optimism is not shared across all industries, however. Overall, the outlook for revenues to increase in the next quarter has fallen slightly from 59 percent to 52 percent.



“Keeping San Diego a positive place to do business is a key factor in retaining companies in our region,” said Dino D’Auria, Silvergate Bank’s Executive Vice President and Chief Banking Officer. “San Diego has the best of both work and play and during the summer we see our City really come alive and businesses geared toward these sectors thrive.”

When it comes to summer hiring, micro, small and large firms show staggering differences in terms of adding new employees. One-person operations are very unlikely to add employees, while there is a lot of eagerness among large companies with more than 50 employees to hire more workers. Firms with more than one employee, but less than 50, are caught in between, as 35 percent of them expect to add at least one worker.

The July 2014 report was fielded June 17-30, 2014 by [Competitive Edge Research](#) using responses from 212 randomly selected members of the San Diego Regional Chamber of Commerce and the East County Chamber of Commerce. [Click here](#) to see the full July summary report or previous San Diego County Business Forecasts.

About The San Diego County Business Forecast

The San Diego County Business Forecast is a monthly report that compiles insights and analysis on survey responses from more than 200 local business executives from the San Diego Regional Chamber of Commerce and the East County Chamber of Commerce. It is sponsored by [Silvergate Bank](#) and conducted by [Competitive Edge Research](#). Non-profit organizations are excluded from the results and all members are invited to complete the survey either online or over the phone. Results are based a Business Outlook Index™ which runs from -100 to +100, with zero being a neutral outlook. [Click here](#) to see past Business Forecasts.

About Silvergate Bank, Business Banking Redefined

For over 25 years, as a San Diego based community bank, Silvergate provides a rewarding banking experience where the client’s needs always come first. Our business banking experts listen to needs and work to provide customized solutions to support your company’s growth and profit objectives. Our bankers are committed to superior responsiveness, local decision making, and the agility that allows our clients to choose the way they want to bank with us. To learn more, visit www.silvergatebank.com or contact Dino D’Auria at ddauria@silvergatebank.com.

About The San Diego Regional Chamber of Commerce

The San Diego Regional Chamber of Commerce is the leading, most effective voice for business policy and connections in the San Diego-Baja region. As the largest Chamber on the West Coast, representing more than 3,000 businesses and 400,000 employees, the SDRCC is committed to organizing the business community to make San Diego the best place to do business and create jobs. For more information, please visit www.sdchamber.org or call 619/544-1300.

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