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SAN DIEGO BUSINESSES OUTLINE PRIORITIES FOR NEW MAYOR
Q2 outlook remains healthy at +30.0, though women less optimistic than men

SAN DIEGO (April 22, 2014) – Infrastructure maintenance and improving the business climate are the San Diego regional business community’s top two priorities , shows April’s San Diego County Business Forecast. Other suggested priorities for Mayor Faulconer include decreasing taxes and fees, improving the outlook on jobs and the economy, reducing government regulations and bringing integrity back to the government.

Meanwhile this month’s San Diego County Business Forecast - sponsored by [Silvergate Bank](#) - shows that the Business Outlook Index™ (BOI) remains steady at +30.0, slightly behind March’s +31.2 yet ahead of February’s +29.7.

“I think it is important for any new mayoral administration to understand the needs of the regional business community,” said Alan Lane, president and CEO of Silvergate Bank – the sponsor of the monthly Business Forecast report. “While business optimism remains steady, it is important to have a finger on the pulse of regional businesses and understand their issues and challenges.”

Respondents were also asked to weigh in on Mayor Faulconer’s recent trips to Mexico. Businesses overwhelmingly give them a “thumbs up”, with two-thirds agreeing that the trips are worthwhile.

“The Chamber’s recent trade initiative to Mexico City with Mayor Faulconer was extremely successful and helped to lay the groundwork the binational priorities of Mayor Faulconer’s administration,” said Jerry Sanders, president and CEO of the San Diego Regional Chamber of Commerce. “This month’s report is very helpful in identifying what is important to the San Diego regional business community for the next mayoral administration.”

In addition, this month’s report found that San Diego businesswomen are less optimistic than San Diego businessmen. Men tend to be far more confident than women when it comes to hiring more workers or having existing employees work more hours. When it comes to revenue predictions and industry conditions, however, the gender differences are insignificant.

The April 2014 report was fielded February 14-26, 2014 by [Competitive Edge Research](#) using responses from 213 randomly selected members of the San Diego Regional Chamber of Commerce and the East County Chamber of Commerce. [Click here](#) to see the full April report or previous reports of San Diego County Business Forecast.

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](#) in partnership with the County of San Diego 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 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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