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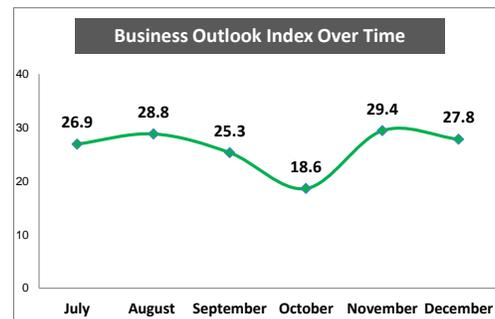
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BUSINESS OUTLOOK REMAINS HEALTHY AT END OF 2013, INTO NEW YEAR

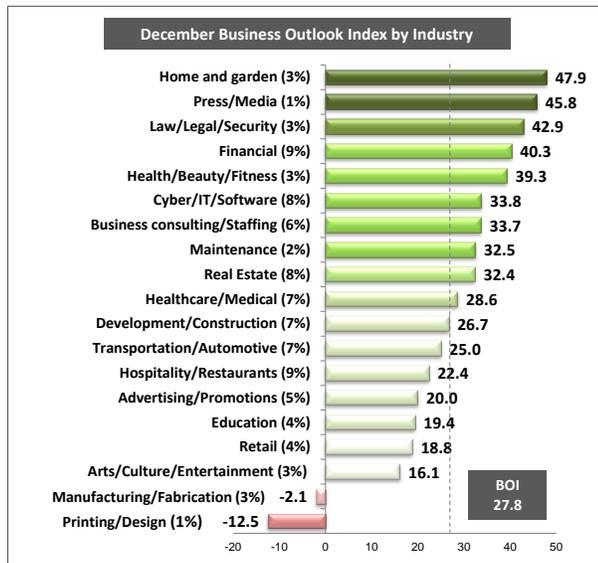
SAN DIEGO (January 24, 2013) – The business outlook for [January’s San Diego County Business Forecast](#) – sponsored by [Silvergate Bank](#) - remains strong as 2013 came to a close and 2014 begins.

In addition to strong revenue projections, business owners also felt conditions in their industry would improve over the next three months. Businesses also indicated that they would not pull back on workforce growth or employee hours.

“I think we saw a fair amount of optimism in December which has carried over into January,” said Alan Lane, president and CEO of Silvergate Bank – the sponsor of the monthly Business Forecast report. “The Business Outlook Index for the County remains healthy at +27.8”



Source: Competitive Edge Research



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Across all industries, financial firms are significantly more optimistic than the average firm indicating upward momentum for the financial sector. Consistent with the last several months, the outlook for the manufacturing sector continues to lag, recording a dismal -2 on the Business Outlook Index (BOI). Advertising and promotional firms also predict worsening business conditions for their industry over the next quarter.

Concerns related to the Affordable Care Act (ACA) have slowed slightly, though it still remains a top concern, along with general government-related challenges. The report also found that, in general, businesses in the financial sector or with more than 25 employees tend to be more affected by government-related challenges.

The January report also asked respondents about how much business they conduct with Mexico or Mexican citizens, as well as how the San Diego Chamber and its Mexico Business Center can help make doing business with Mexico easier. Nearly 43% of businesses conduct a “little” to a “great deal” of business with Mexico, marking a clear segment of the economy that could benefit from stronger ties with Mexico.

“This latest survey clearly identifies border wait times as a top priority for the Chamber’s Mexico Business Center,” said Jerry Sanders, president and CEO of the San Diego Regional Chamber of Commerce. “People utilize the border for both work and play, and it is important that it operates as efficiently as possible.”

As a whole, January’s Business Outlook Index (BOI) dropped slightly to +27.8 from last month’s +29.4.

The January 2014 report was fielded December 9-20, 2013 by [Competitive Edge Research](#) using responses from 208 randomly selected members of the San Diego Regional Chamber of Commerce and the East County Chamber of Commerce.

About The San Diego County Business Forecast

The San Diego County Business Forecast, sponsored by [Silvergate Bank](#) and conducted by [Competitive Edge Research](#), 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. 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 a nonprofit membership organization that helps provide a voice for San Diego businesses through advocacy, member-to-member connections and professional development. Representing nearly 3,000 businesses and more than 400,000 member business’ employees, the Chamber is committed to organizing the business community to help make San Diego the best place to do business. For more information, please visit www.sdchamber.org or call 619/544-1300.

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