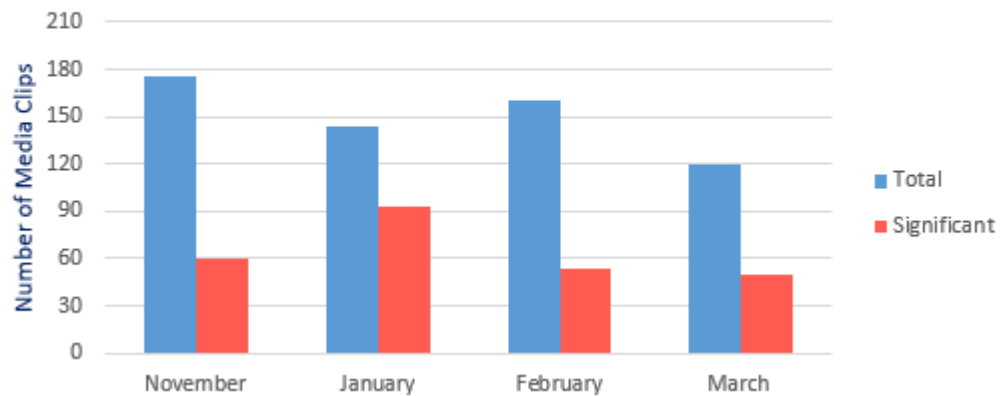


MEDIA TOTALS DASHBOARD

February 14– March 11, 2022

Media Coverage



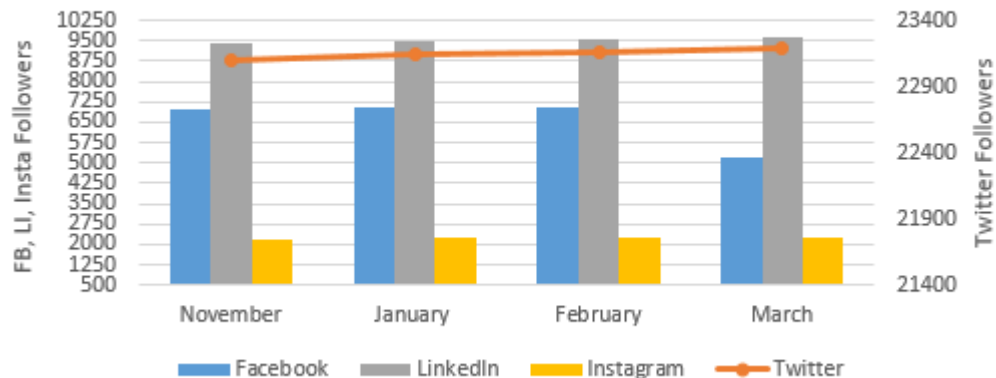
Estimated Ad Value:

\$511,690

*"Total" includes all mentions of the Chamber from print, radio, TV, and online sources.

"Significant" are those mentions which include a quote, are the result of proactive outreach, or address a core Chamber initiative.

Social Media Followers



Social Media Engagement

	Chamber	Industry Benchmarks
Facebook	.2%	0.13%
LinkedIn	.8%	.054%
Instagram	1.2%	2.4%
Twitter	.2 %	0.062%

Sd San Diego **Regional Chamber** **Press Clips**

San Diego Chamber of Commerce | Issues on tap - child care, marijuana



If you have a local business and could use a little support, the San Diego Regional Chamber of Commerce is here to help.

San Diego Chamber of Commerce previews new tourism initiatives and aid for micro businesses



The San Diego Chamber of Commerce shares details about "Sports San Diego" and how businesses can receive aid to help navigate the next stage of the pandemic.

San Diego Regional Chamber of Commerce discuss 'Build Better SD'



Stefanie Benvenuto from the San Diego Chamber of Commerce discusses Mayor Todd Gloria's "Build Better SD" proposal.



The San Diego Union-Tribune

Report finds local California-Baja regional economy is the largest along U.S.-Mexico border

“CaliBaja” has a regional GDP of nearly \$250 billion

BY WENDY FRY

FEB. 23, 2022 2:29 PM PT

A new report from the [Ahlers Center for International Business](#) at the University of San Diego found the combined economies of San Diego and Imperial counties and Baja California — a region informally known as CaliBaja — is the largest integrated economic zone along the U.S.-Mexico border.

“When you think about regional economies, you think about Silicon Valley or New York ... we don’t often think of San Diego. Even here locally, often, policymakers will write about the San Diego economy, completely ignoring the fact there is a whole other half of our economy on the other side of the border,” said David Shirk, the director of the Justice in Mexico research and policy initiative, and a University of San Diego professor.

“We’re trying to call attention to the fact that when you look at only the Baja economy or only the San Diego economy, we’re really only looking at halves of an economy,” said Shirk.

“CaliBaja” is a name locally used to describe the binational region comprising the two southernmost California counties of San Diego and Imperial, and the Mexican municipalities that make up the state of Baja California, including Ensenada, Mexicali, Rosarito, San Quintín, Tecate and Tijuana.

SDBJ INSIDER

Chamber Marks 151st Anniversary

By [George Lurie](#)

Tuesday, March 8, 2022

The San Diego Regional Chamber celebrated its 151st anniversary late last month at the Hilton San Diego Bayfront. The lively event drew more than 700 business leaders, who heard Chamber President and CEO Jerry Sanders detail the organization's priorities for 2022, which include expanding bi-national economic development as part of the San Diego-Tijuana coalition and leading efforts regionally through a new project with the County of San Diego to address COVID-19 business impacts.

FRONTERA Y BAJA CALIFORNIA

The San Diego Union-Tribune
EN ESPAÑOL

Informe revela que la economía de Cali-Baja es la mayor en la frontera entre Estados Unidos y México

“Los líderes gubernamentales, empresariales y cívicos necesitan tomar decisiones basadas en pruebas para desarrollar políticas e iniciativas sólidas”, afirmaba el informe. “Desgraciadamente, las respuestas a muchas de las preguntas más interesantes sobre la región de CaliBaja —como quién cruza la frontera y por qué, y cuáles son los vínculos específicos entre las empresas transfronterizas— son esquivas porque a menudo requieren datos que no existen, no se obtienen fácilmente o no son fáciles de interpretar”.

La USD colaboró con la Universidad Autónoma de Baja California y el Colegio de la Frontera Norte en el informe, y se asoció con la San Diego Regional Chamber of Commerce en la investigación.