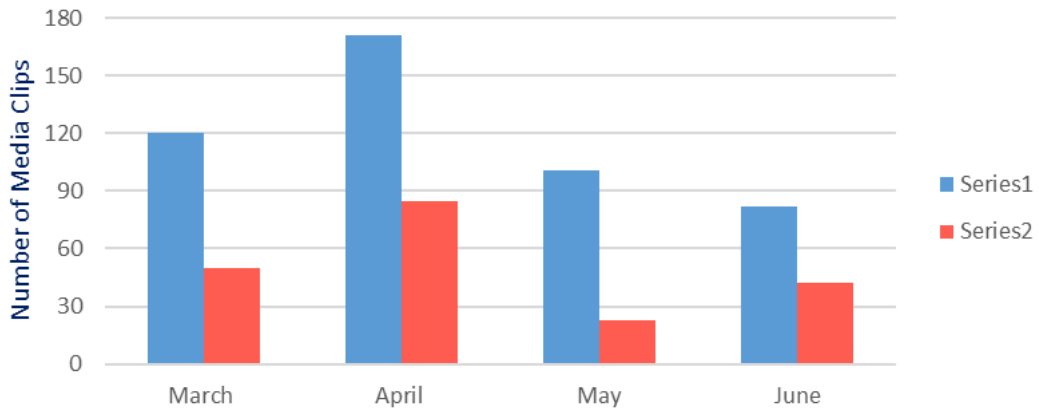
MEDIA TOTALS DASHBOARD

May 13– June 10, 2022

Media Coverage

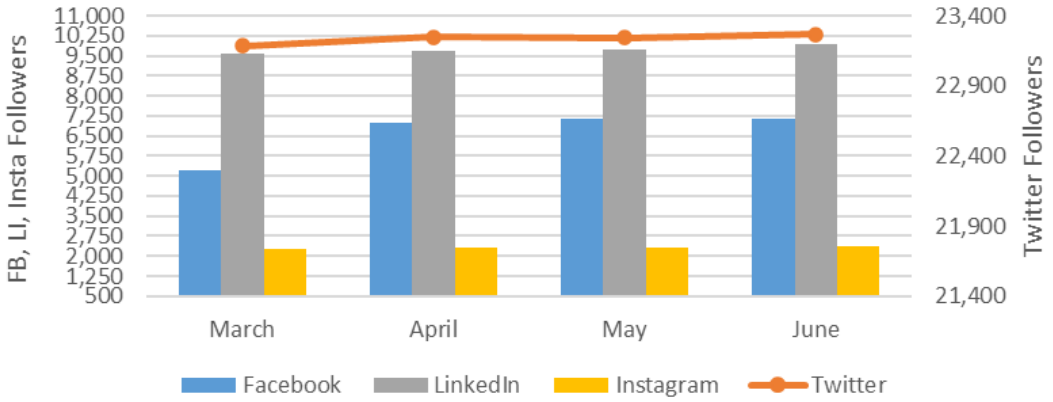


Estimated Ad Value:

$1,919,923

*"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	**3.19%**	**0.13%**
LinkedIn	**7.49%**	**.054%**
Instagram	**2.70%**	**2.4%**
Twitter	**1.7%**	**0.062%**

San Diego Regional Chamber **Press Clips**

Checking in with the San Diego Chamber of Commerce

California Primary Election Results: San Diego City Council Districts 2, 4, 6 and 8

Four San Diego City Council seats are up for grabs

By NBC 7 Staff • Published June 7, 2022 • Updated on June 7, 2022 at 11:30 pm

The city of San Diego seal

The San Diego Union-Tribune

Momentum growing to repeal San Diego's free trash pickup

City Council members who wanted to delay the ballot measure to 2024 have agreed to support presenting it to voters this year.

BY DAVID GARRICK

JUNE 9, 2022 12:45 PM PT

FOR SUBSCRIBERS

Momentum continues to grow behind a proposed November ballot measure that would eliminate San Diego's unusual 103-year-old policy guaranteeing free trash pickup to most single-family homes.

City Council members who wanted to delay the ballot measure to 2024 have agreed to support presenting it to voters this year as new polls show strong support among residents and steadily more civic groups are expressing support.

Eliminating free trash pickup is highly unpopular with many single-family homeowners who benefit. They contend they already pay for trash pickup with their property taxes.

The San Diego County Taxpayers Association says the proposed ballot measure is the wrong solution, contending the city should extend the free service to condos and apartments instead of taking it away from single-family residents.

But the taxpayers association is a relative outlier in its opposition. The San Diego Regional Chamber of Commerce, many environmental groups, several labor unions and the League of Women Voters all support the ballot measure.

Meanwhile, an April poll funded by a city labor union found that supporters outnumbered opponents by a significant margin

Council President Sean Elo-Rivera, who is spearheading efforts to amend the People's Ordinance, said he is pleased his efforts are building momentum.

"Environmental activists, the business community, labor unions, community-based organizations, and everyday residents are leading the charge on this important proposal," he said.

POLITICS

Lukacs, Hough shift key San Diego council races with surprisingly strong results in Tuesday's primary

Republican Lukacs facing Democrat Campbell in District 2; Hough will battle Lee in District 6.

BY DAVID GARRICK

JUNE 8, 2022 4:53 PM PT

SAN DIEGO — Two key San Diego City Council races shifted in unexpected ways during Tuesday's primary, with District 2 becoming an old-fashioned Democrat-versus-Republican battle and District 6 favorite Kent Lee looking more vulnerable than expected.

A controversial mailer and an unusually crowded field of Democratic candidates in District 2 helped Republican Linda Lukacs easily secure the second spot in a November runoff against incumbent Councilmember Dr. Jen Campbell.

Campbell, a Democrat, seems like a heavy favorite against Lukacs in a district where registered Democrats significantly outnumber Republicans. But Campbell got less than 31 percent of the vote Tuesday — unusually low for an incumbent.

In District 6, Lee said Wednesday that he is pleased with his narrow first-place finish despite outspending Hough so significantly.

"I was a first-time candidate so I understood there would be a need to build support," said Lee, describing the mailers as part of an overall effort to boost his name recognition. "Tommy has run before so I needed voters to understand who I am."

While Tuesday's results make Lee seem more vulnerable than expected, he continues to have crucial support.

He has been endorsed by the county Democratic Party, the San Diego Regional Chamber of Commerce, Mayor Todd Gloria and the region's largest labor organization — the San Diego and Imperial Counties Labor Council.

District 6 includes Mira Mesa, Kearny Mesa and University City.

COVID-19 pandemic leaves challenges and new opportunities for San Diego businesses

Local businesses work to rebuild after economic and financial changes caused by the COVID-19 pandemic

San Diego County relief efforts

San Diego has been granted over $6 million in relief efforts through the city's program with the San Diego Foundation for more than 1,000 local businesses.

Mayor Todd Gloria launched the program to help economically disadvantaged businesses build back up. However, businesses are uncertain whether or not they should take this time to spend money on renovations only for customers to stay away, according to the Back in Business report,

"Generally, businesses who didn't close are finding that they are being much more conservative with their plans coming out of COVID-19, meaning that they are holding onto their cash," Benvenuto said. "They are not making big investments or doing capital projects, they are instead looking very much at workforce and talent issues."

BIOTECH: FIRM'S DNA SEQUENCING DISPLAY DEBUTS AT JA'S BIZTOWN

Illumina Supports Early STEM Education

On May 31, Vivek, local officials – including San Diego City Councilman Raul Campillo and San Diego Chamber of Commerce CEO Jerry Sanders – and representatives from Illumina, including CFO Sam Samad, talked about the importance of BizTown and together cut a red ribbon at the Illumina storefront, in a corner of BizTown's upper floor.

"McGrath BizTown (allows us) to give back to our San Diego community by introducing elementary-age students to genomics and careers of the future," Samad said.