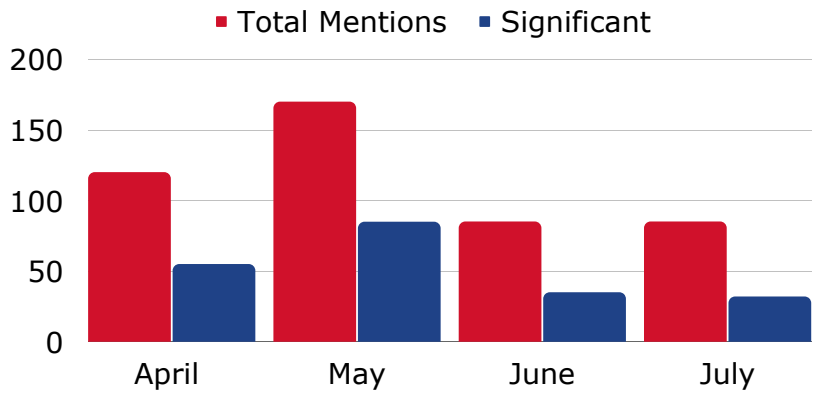
MEDIA DASHBOARD TOTALS

JUNE 17- JULY 18, 2022

Media Coverage



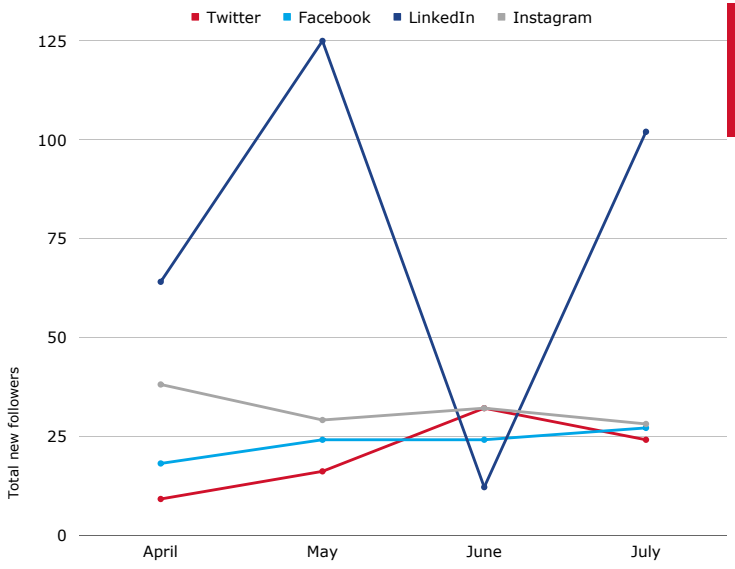
Estimated Ad Value:

$344,577

Total Mentions include 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 - New Followers

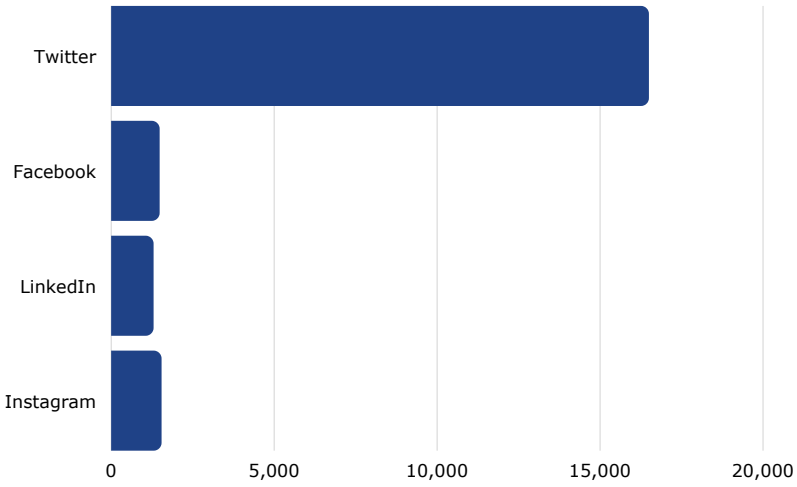


Percent Increase
(Last 30 Days)

Twitter	**+ 0.24%**
Facebook	**+ 0.84%**
LinkedIn	**+ 1.03%**
Instagram	**+ 2.63%**

Social Media - Reach

Total number of people who saw @sdchamber content on all Social Media Platforms.



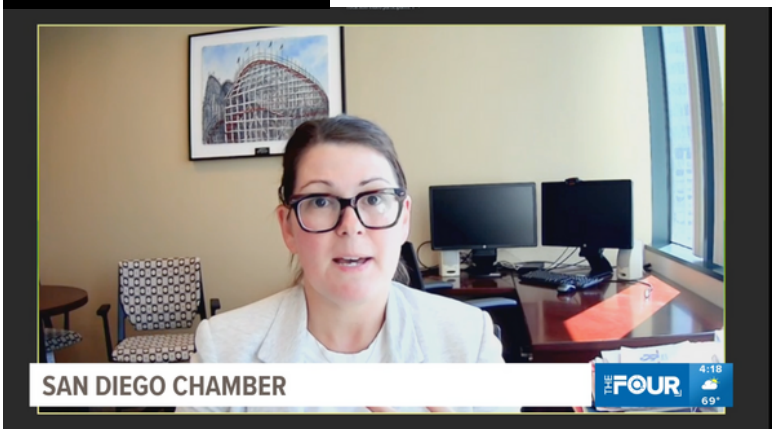
San Diego Regional Chamber **Press Clips**

BUSINESS

Chamber's Small Business Awards Honor Service, Performance and Empowerment

Representatives of the five small businesses and Chamber of Commerce leaders at the awards event. Photo courtesy of the chamber

The FOUR



The San Diego Union-Tribune

Mayor Gloria and other leaders urge water conservation, warn of 'collapse of Colorado River' system

"Simply put, nothing is more important than maintaining our water supplies; they're absolutely essential to all of our communities," said Jerry Sanders, president and CEO of the San Diego Regional Chamber of Commerce. "Our efforts have been recognized at the national level as a model for the arid West."

SDMETRO
your business your life

San Diego and Tijuana business groups sign MOU to enhance binational economic opportunities

The San Diego Regional Chamber of Commerce, Tijuana Economic Development Corporation, Smart Border Coalition, San Diego Economic Development Corporation, San Diego Tourism Authority, Tijuana Development Council AC, Tijuana Tourism and Conventions Bureau, and Business Coordinating Council of Tijuana signed a new memorandum of understanding in an effort to strengthen and advance the San Diego and Tijuana region.

"Having a strong and unified voice is critical when advocating for our binational region. Today, we join together to promote the binational business community, to boost economic development, and to attract foreign direct investment,"said Jerry Sanders, San Diego Regional Chamber of Commerce President and CEO. "It is moments like these, and our commitment to binational collaboration, that makes the Cali-Baja region thrive."

The MOU, signed in Tijuana, aims to promote the binational region as the main destination of foreign investment. In addition, all stakeholders involved pledged to support shared communication efforts and collective events, resolve investment restrictions, and advance public policies that boost the region's global competitiveness.

Acuerdan organismos empresariales de la región binacional trabajar en agenda conjunta

MEXICO INDUSTRY
EL MEDIO INFORMATIVO DE LA INDUSTRIA MANUFACTURERA

COMERCIO INTERNACIONAL

Acuerdan organismos binacionales promover a la Mega Región como destino de inversiones