

SMALL BUSINESS REPORT

ECONOMIC IMPACT: SAN DIEGO

OVERVIEW

Small businesses, those with less than 100 employees, fuel the economy and represent over half of the workforce nationwide. They also create two out of every three net new jobs in the private sector. Locally, small businesses play an even larger and more significant role in the ecosystem. Representing the vast majority of businesses in the County, and nearly two-thirds of current employment, they are significant drivers of economic growth.

HIGHLIGHTS

Small businesses employ 697,000 people locally, with the majority of their customers based in San Diego. The County is experiencing tremendous growth and forecasts an additional 50,000 new small business jobs will be created by 2030, making it a competitive economic market for years to come.

98%

OF ALL
LOCAL
BUSINESSES

59%

OF THE
REGION'S
WORKFORCE



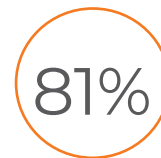
EXPERIENCING
TREMENDOUS
GROWTH

BOOMING ECONOMY

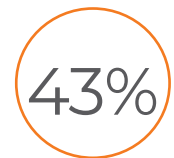
The outlook for the region's small business economy is optimistic with the vast majority of companies predicting ongoing growth and profitability. This is further evident by the fact that 43% of small businesses have plans to hire additional staff. The County continues to demonstrate its commitment to improving economic opportunity.



REPORTED
FINANCIAL GROWTH
OVER 2 YEARS



ANTICIPATE
FINANCIAL
GROWTH



EXPECT
TO HIRE

Sources: San Diego Regional EDC, SBA, Times of San Diego.



We've been invested in Southern California since the day we were founded.

We live here, we work here, and our market-specific expertise has helped countless businesses thrive here. We understand the small business climate of Southern California, and can help your business thrive.

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