

BUSINESS FORECAST

Companies Want State Legislature to Tackle Water Reliability

Outlook among San Diego county businesses continues optimistic trend for seventh month

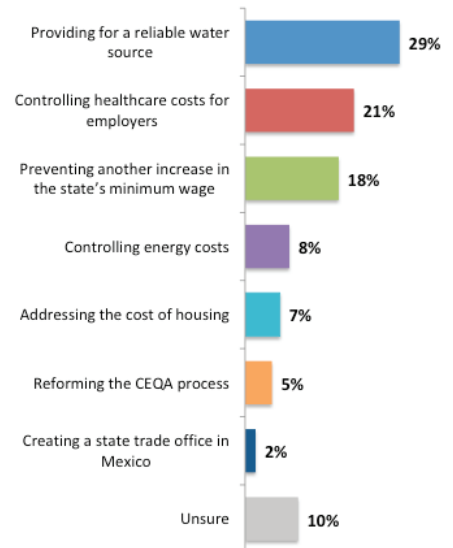
SAN DIEGO (March 17, 2015) –Access to a reliable water source tops the list of important issues the state legislature should be tackling, according to San Diego County businesses. This month’s Business Forecast, sponsored by Silvergate Bank, shows nearly 30 percent of businesses want Sacramento law makers focused on water reliability.

“Our business community has spoken and as we travel to Sacramento this week on our delegation trip we will deliver this message directly to the legislators and key policy makers we meet with,” said Jerry Sanders, President and CEO of the San Diego Regional Chamber of Commerce. “As an advocate for San Diego’s business community, the Chamber will make sure the voice of our region is heard on these issues at the state level.”

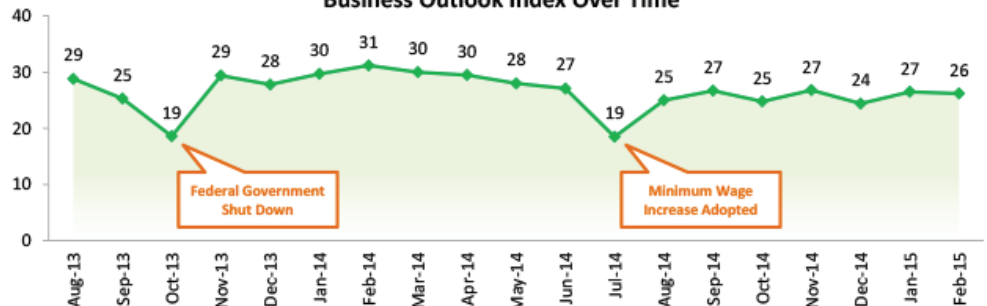
Controlling healthcare costs and preventing another minimum wage increase are the second and third most pressing issues that the legislature should work on. These issues more directly affect the bottom line of certain types of firms. In the healthcare and medical sector, 44 percent see controlling employer healthcare costs as the priority for legislature. In the hospitality and restaurant sector, a group that employs a large number of hourly service workers, 41 percent put avoiding another minimum wage boost at the top of the list.

Concerns over issues for state legislators have not dampened the business outlook for San Diego County. The Forecast’s Business Outlook Index (BOI) shows that companies are maintaining an upbeat outlook, with the BOI at 26.2, the seventh straight month of solid optimism.

Most Important State Legislative Issue



Business Outlook Index Over Time



While the overall BOI reveals almost no fluctuation in optimism, various industries are seeing their own ebb and flow from month to month. The outlook by industry in San Diego has health, beauty, and fitness companies at an all-time high of 54 after a low of 13 in January, while the manufacturing and fabrication companies are at an unprecedented low of -4. Also experiencing a downturn this month is the transportation and automotive sector which dropped from a healthy 31 to a low of 7 mainly due to an expected decrease in revenue.

“When any industry has a large swing either positively or negatively we are reminded of the importance of maintaining a strong fiscal plan that will see companies through those less than ideal periods,” said Dino D’Auria, Executive Vice President and Chief Banking Officer at Silvergate Bank. “We work with companies daily to offer the resources to make a substantial positive impact on client operations.”

Silvergate Bank’s San Diego County Business Forecast is a scientific look at where our region’s economy is headed. The survey for this month’s installment was fielded February 18-26, 2015 by Competitive Edge Research using responses from 201 randomly-selected members of the San Diego, East County, Alpine, Escondido, Lakeside, Vista, and Santee Chambers of Commerce. To see the full March summary report or previous San Diego County Business Forecasts, visit www.sdchamber.org/forecast.

About The San Diego County Business Forecast

*The San Diego County Business Forecast is a monthly report that compiles insights and analysis on survey responses from local business executives from the San Diego Regional, East County, Alpine, Escondido, Lakeside, Santee and Vista Chambers of Commerce. It is sponsored by **Silvergate Bank** and conducted by **Competitive Edge Research**. Non-profit organizations are excluded from the results and all members are invited to complete the survey either online or over the phone. The Business Outlook Index™ (BOI) is comprised of four self-reported assessments regarding the next three months: Will a respondent’s business increase or decrease its number of employees, experience an increase or a decrease in revenue, increase or decrease the number of hours its employees work, and experience an improvement or a worsening of business conditions. For each assessment, definite and positive responses are scored 100, probable and positive responses are scored 50, neutral responses are scored 0, probable and negative responses are scored -50 and definite and negative responses are scored -100. The scores are summed and divided by 4 to get a range for the BOI of -100 to +100, with zero being a neutral outlook. **Click here** to see past Business Forecasts.*

About Silvergate Bank, Business Banking Redefined

For over 25 years, as a San Diego based community bank, Silvergate provides a rewarding banking experience where the client’s needs always come first. Our business banking experts listen to needs and work to provide customized solutions to support your company’s growth and profit objectives. Our bankers are committed to superior responsiveness, local decision making, and the agility that allows our clients to choose the way they want to bank with us. To learn more, visit www.silvergatebank.com or contact Dino D’Auria at dauria@silvergatebank.com.

About The San Diego Regional Chamber

The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest Chamber on the West Coast, representing more than 3,000 businesses and 400,000 employees, the San Diego Regional Chamber is fighting to make San Diego the most business-friendly region in California. For more information, please visit SDChamber.org or call 619-544-1300.

Contact: Alison Phillips

San Diego Regional Chamber of Commerce

P: 619.544.1381 • C: 805.886.8594

aphillips@sdchamber.org