SAN DIEGO
LIFE. CHANGING.

SAN DIEGO'S INNOVATION ECONOMY

- Overarching Messaging Document –

- San Diego is a dynamic, thriving innovation ecosystem, comprised of the world's smartest companies, a talented and loyal workforce, top-tier universities, and easy access to international markets.

- San Diego has embraced the 'life changing' ethos. It differs from other entrepreneurial cities in its ability to provide hardworking entrepreneurs an environment in which they can thrive personally and professionally. Our lively regional culture fuels our entrepreneurs' creativity and foster holistic wellness, enabling innovators to achieve the balance they need in order to do extraordinary things.

- Together, San Diego has created "San Diego: Life. Changing.", an award-winning campaign rooted in telling authentic stories about the mission-driven people and companies that call the region home.

- San Diego galvanizes innovators who leverage their technologies to make the world a better, safer and healthier place to live. Smart people come here to solve hard problems.

- San Diego is the eighth largest city in the U.S., yet manages to maintain an approachable, friendly vibe. The region is small enough to get things done but large enough to make a difference.

- San Diego leads the world in biotechnology, clean technology, sports innovation, defense technology and telecommunications. Other areas also experiencing rapid growth include, cybersecurity, the Internet of Things (IoT), and social innovation. Specific areas of stand-out expertise include genomics, solar and biofuel technologies, wireless communications, unmanned aerial vehicles, and digital health.

- San Diego's world-class universities and research centers foster a talented workforce, attract the brightest academics, and produce research that serves as the foundation for numerous paradigm-shifting, life-saving technologies.

- San Diego is taking proactive measure to promote economic inclusion so its economy can remain competitive, focusing on the areas of talent development, small businesses, and affordability.

- A distinguishing competitive advantage for San Diego lies in its close proximity to Mexico. A strong Cali Baja economic partnership enables the fusion of the two country's strengths, combining the top-tier San Diego engineering talent with the hardware prototyping, emerging software development clusters, and manufacturing capabilities of Baja.

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- SECTOR FACTS –

Life Sciences

- San Diego is third in the U.S. for life sciences and biotech jobs (Biospace, 2021)
- San Diego life sciences firms captured nearly three-quarters of the estimated $3 billion in foreign investment injected into the regional economy in 2020 (Go Global: San Diego's Trade and Investment Initiative, 2021)
- San Diego is the third largest life sciences cluster in the U.S. (JLL, 2020)
- Life Sciences activity in San Diego County accounts for $27.7 billion in gross regional product and $47.8 billion in total business sales annually (Biocom, 2020)
- Life Sciences firms in San Diego produce nearly 178,000 jobs with total earnings of $16 billion annually (Biocom, 2020)
- LunaDNA named among the top 10 most innovative social good companies of 2020 for their work with DNA and genome sequencing (Fast Company, 2020)

Small Businesses & Startups

- San Diego is the third best city in the country for startups (Crowdfund Capital Advisors, 2022)
- San Diego secured record-breaking venture capital investment, outpacing 2020 by more than $2.6 billion (Connect, 2021)
- Local companies raised $8.94 billion privately in 2021, with 26 of the 273 companies being $100 million-plus fundings (Connect, 2021)
- 195 total startup acquisitions in 2021 (Connect, 2021)
- 22 San Diego companies went public in 2021 (Connect, 2021)
- San Diego County startups received $3.47 billion in venture funding in 2019, with Biotech and Pharmaceutical startups taking 43% of the funding. (Connect Report, 2020)
- Ranked fourth in U.S. for thriving small businesses and startups (GoBankingRates, 2019)

Diversity, Equity, & Inclusion

- San Diego ranked sixth best city in the country for women in STEM (CommercialCafe, 2021)
- San Diego, Oceanside, Chula Vista ranked three of the Best Cities for LGBTQ Inclusion (Human Rights Campaign Foundation's Municipal Equality Index, 2021)
- JLL named best employer for diversity in 2021 (Forbes)
- Booz Allen Hamilton named second best employer for diversity in 2021 (Forbes)
- Illumina named:
    - Best Places to Work for LGBTQ talent (Corporate Equality Index, 2021)
    - Bloomberg Gender-Equality Index (2021)
    - America's Most JUST Company for Workers in Pharma/Biotech list (Forbes 2021)
- San Diego's Chula Vista became the first city in California to be designated as a Certified Welcoming City by Welcoming America, ranked second best in the country for immigrants (2019)

Research Institutions

- Britain's annual Clarivate study says San Diego County is a research powerhouse, with UC San

Diego housing the ninth-largest collection of highly cited researchers in the world (Clarivate, 2021)
- Scripps Research's Ardem Patapoutian was awarded the Nobel Prize for helping discover how humans sense temperature and touch (2021)
- UC San Diego:
    - Ranks sixth nationally in research spending, ahead of Harvard, UCLA and Stanford (National Science Foundation, 2021)
    - Will generate $18.8 billion in annual economic impact for the state of California by 2023 (Tripp Umbach, 2021)
    - Conducts $1.2 billion in sponsored research (Tripp Umbach, 2021)
    - Ranks ninth among top biomedical research institutions in the world (Nature Index, 2019)

Talent & Universities
- San Diego is one of the best cities for wage growth in 2021
- Southwestern College:
    - #19 Nationwide, Top 20 Best Schools for Internships (Princeton Review, 2022)
    - Third best Nationwide for Best Career Services (Princeton Review, 2021)
- San Diego State University:
    - Ranks eight in the nation for its International Business Program (U.S. News & World Report, 2022)
    - Top Veteran Friendly School (U.S. Veterans Magazine, 2021)
- UC San Diego:
    - Ranked among the top 10 post-grad business schools in the nation according to 2021 U.S. News & World Report's Best Graduate School Rankings (U.S. News, 2020)
    - Ranked the best public university in U.S. (Washington Monthly, 2020)
    - Graduates the highest portion of female STEM students of any school in the country. One in three female students at UC San Diego graduate with a STEM degree—three times the national average (BestColleges.com, 2020)
    - Ranked among the top 10 "Best Public Universities in America" (Business Insider, 2020)
- Cal State San Marcos:
    - Ranks 32nd nationally out of more than 1,500 schools measured in the eighth annual Social Mobility Index (2021)
- Miramar College:
    - Ranks among the top 20% of community colleges in California for: least expensive tuition, diversity in U.S. community colleges, highest graduate earnings, least debt for graduates (Community College Review, 2021)
- MiraCosta College:
    - Automotive Technology Program has been accredited by the National Institute for Automotive Service Excellence (2021)
    - Only community college in California to offer a craft brewing certificate program that meets the standards set by Master Brewers Association of the Americas (2021)
- University of San Diego:
    - Ranked ninth best college campus in America (Niche, 2021)
    - Ranked ninth best Catholic college in America (Niche, 2021)

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Tech and Software

- 157 of 273 private funding rounds for San Diego companies were tech or consumer companies (Connect, 2021)
- San Diego ranks as the fifth best city to start a tech career (Learn to code with me, 2021)
- Employment in technology industries, educated workforce and millennial population along with venture capital investment in the region are among the attributes that have placed San Diego on the top ten U.S. tech markets list (Cushman & Wakefield, 2020)
- Software startups made up over 61 percent of San Diego County's new innovation startup companies established in 2019. More than 140 new software companies were created, ranking San Diego County fifth among California counties for software startups (San Diego Innovation Report, Connect, 2020)

Cross Border/Mega-Region

- San Diego/Tijuana named World Design capital 2024, becoming the first binational region to be awarded the distinction (World Design Organization, 2021)
- San Diego County offers a combined population of more than 7.1 million people, a 27,000 square mile footprint, two international airports, and the busiest land port of entry in the western hemisphere (Go Global: San Diego's Trade and Investment Initiative, 2021)
- The U.S. is the largest exporter of services in the world, and San Diego is a top 10 services exporter among U.S. metros (Go Global: San Diego's Trade and Investment Initiative, 2021)
- $3.5 billion in foreign investment into San Diego in 2020 (Go Global: San Diego's Trade and Investment Initiative, 2021)
- $22 billion in total exports from San Diego in 2020 (Go Global: San Diego's Trade and Investment Initiative, 2021)
- $46 billion in total imports to San Diego in 2020 (Go Global: San Diego's Trade and Investment Initiative, 2021)
- Seven international ports of entry (Go Global: San Diego's Trade and Investment Initiative, 2021)
- San Diego International Airport (SAN) is named the best airport in the U.S. (Forbes, 2019)
- Home to two international airports, including world's first cross border airport terminal

Defense

- The U.S. military is the largest single driver of the San Diego economy. Defense contributes $33.6 billion in direct spending and accounts for $52.4 billion, or one-fifth, of San Diego County's GRP each year. Moreover, 342,000 people, or 23 percent of the region's workers, are employed by the military (Securing the Future: AI and San Diego's Cyber Cluster, 2021)
- Largest concentration of military assets in the world; The military injected $35 billion in direct spending into San Diego's economy in fiscal year 2021, including $18.5 billion in contracts to more than 1,700 local companies (San Diego Military Advisory Council, 2021)
- Defense spending in the San Diego region produces 349,000 jobs (San Diego Military Advisory Council, 2021)
- Military-related spending in San Diego County grew by 5.4% in 2021 and continues to be a significant driver of the local economy (San Diego Military Advisory Council, 2021)
- In San Diego County, nearly 350,000 jobs can be attributed to the defense industry at large (San Diego Military Advisory Council, 2021)

Updated 5/22/20

- For every one dollar the government spends on defense in San Diego, $1.56 is added to the local economy (San Diego Military Advisory Council, 2021)
- San Diego-area defense contractors received $18.5 billion in contracts during the 2021 fiscal year (San Diego Military Advisory Council, 2021)

Cybersecurity

- The cybersecurity cluster accounts for more than 24,000 jobs, including 12,400 cyber-specific roles, and a total economic impact of $3.5 billion annually (San Diego Cyber Center of Excellence, 2021)
- Cybersecurity remote job postings made up 9.3 percent of all local cyber job openings in April, up from 3.3 percent in September 2019 (Securing the Future: AI and San Diego's Cyber Cluster, 2021)
- Productivity in the Cyber cluster has grown 7.5 percent since 2018, nearly triple the average for all San Diego industries, thanks to the development and adoption of AI (Securing the Future: AI and San Diego's Cyber Cluster, 2021)
- In 2020 alone, the U.S. Navy's Naval Information Warfare Systems Command set aside $7.1 billion for private-industry Cyber and AI contracts, $1.6 billion of which was specifically for the San Diego region. That $1.6 billion is equal to 46 percent of the total economic contributions of San Diego's Cyber cluster (Securing the Future: AI and San Diego's Cyber Cluster, 2021)

Aerospace

- The aerospace industry in the San Diego region has an annual economic impact of nearly $30 billion (EMSI, 2021)
- In North County alone, the aerospace cluster generates 13,800 total jobs and an average of $1.6 billion in wages annually (EMSI, 2021)
- The industry has an annual economic impact of $1.8 billion in North County San Diego, taking into account direct, indirect, and induced effects (EMSI, 2021)

Information & Communications Technologies (ICT)

- Roughly 60,000 IT professionals call San Diego home, representing just more than four percent of total regional employment (San Diego Cyber Center of Excellence, 2021)
- $118,900 average annual pay, one of the highest paying employment sectors in the region (Qualcomm's Contribution to San Diego's Economy, 2019)
- Qualcomm, the largest smartphone chipmaker in the world, has an economic impact of $4 billion annually and 10,030 local workers (Qualcomm's Contribution to San Diego's Economy, 2019)
- Qualcomm employs roughly 12 percent of the region's total tech talent (Qualcomm's Contribution to San Diego's Economy, 2019)

Cleantech

- The San Diego region is home to 3,200 cleantech companies; ranked second in the nation in solar installations per capita and total solar installations with 351 megawatts of installed solar capacity (Cleantech San Diego, 2021)
- San Diego named the fourth most sustainable city in the U.S. (Rocket Homes, 2021)
- San Diego's cleantech sector supports more than 45,000 jobs and has an economic impact of $8 billion (Cleantech San Diego, 2021)

- The San Diego region currently ranks fourth in the nation for cleantech leadership; ranked second in the nation for solar installations (Cleantech San Diego, 2021)
- The San Diego region has 53,000 electric vehicles on the road (Cleantech San Diego, 2021)
- San Diego is home to 11,306 jobs in the solar industry (Cleantech San Diego, 2021)
- Low carbon economy is a $3 billion industry, generated 10,000+ jobs in recent years
- San Diego region ranks ninth as a U.S. Cleantech Innovation Hub (Cleantech San Diego, 2021)
- San Diego region ranks #21 global startup ecosystem (Startup Genome Report: Cleantech Edition, 2021)
- San Diego's cleantech sector supports nearly 40,000 jobs, has an economic impact of $8.2 billion (Cleantech San Diego, 2021)
- San Diego became the largest American city to pursue a clean energy community choice program (Cleantech San Diego, 2021)
- The San Diego region is a Smart Cities Readiness Challenge award winner (Smart Cities Council, 2019)
- World's first LEED Platinum commercial terminal (San Diego International Airport)

Sports and Active Lifestyle

- Home to the San Diego Padres, who completed their 2021 MLB season as 14th in runs and 15th in hits
- San Diego Loyal led by Landon Donovan make playoffs in its first year (2021)
- San Diego Wave women's pro soccer land in town with World Champions Alex Morgan and Abby Dahlkemper joining from the U.S. women's national team (2021)
- World champion skaters flocked to San Diego as the X-Games returned to North County (2021)
- Snapdragon Stadium set to launch at SDSU West in 2022
- San Diego is within the top three best cities for recreation in the U.S. (Wallet Hub, 2021)
- San Diego ranked one of the top three healthiest cities in the U.S. (Advisory Board, 2020)