



# Port of San Diego Economic Impact Study - 2022



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# Presentation Outline

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- What is Being Measured in this Economic Impact Analysis Update?
- Contribution of the District to the Economies of
  - San Diego County
  - The Southern California Region (San Diego, Imperial, Los Angeles, Orange, Riverside, and San Bernardino counties)
  - California
  - The U.S.
- Additional Benefits Generated by the District
- Open Discussion

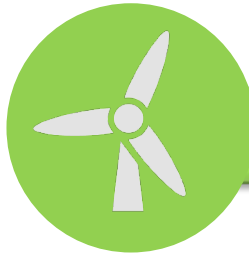
# What is Being Measured in this Economic Impact Analysis Update?



**Enterprise Spending**



**Cargo Activity**



**Industrial Activity**



**Commercial Activity**



**Visitors Spending**



**Property, Sales, and TOT Taxes**



**Jobs, Income, GRP, and Output**



# Direct Economic Impacts

## Direct Jobs Created by the District and the Industries Representing the Sectors of Interest

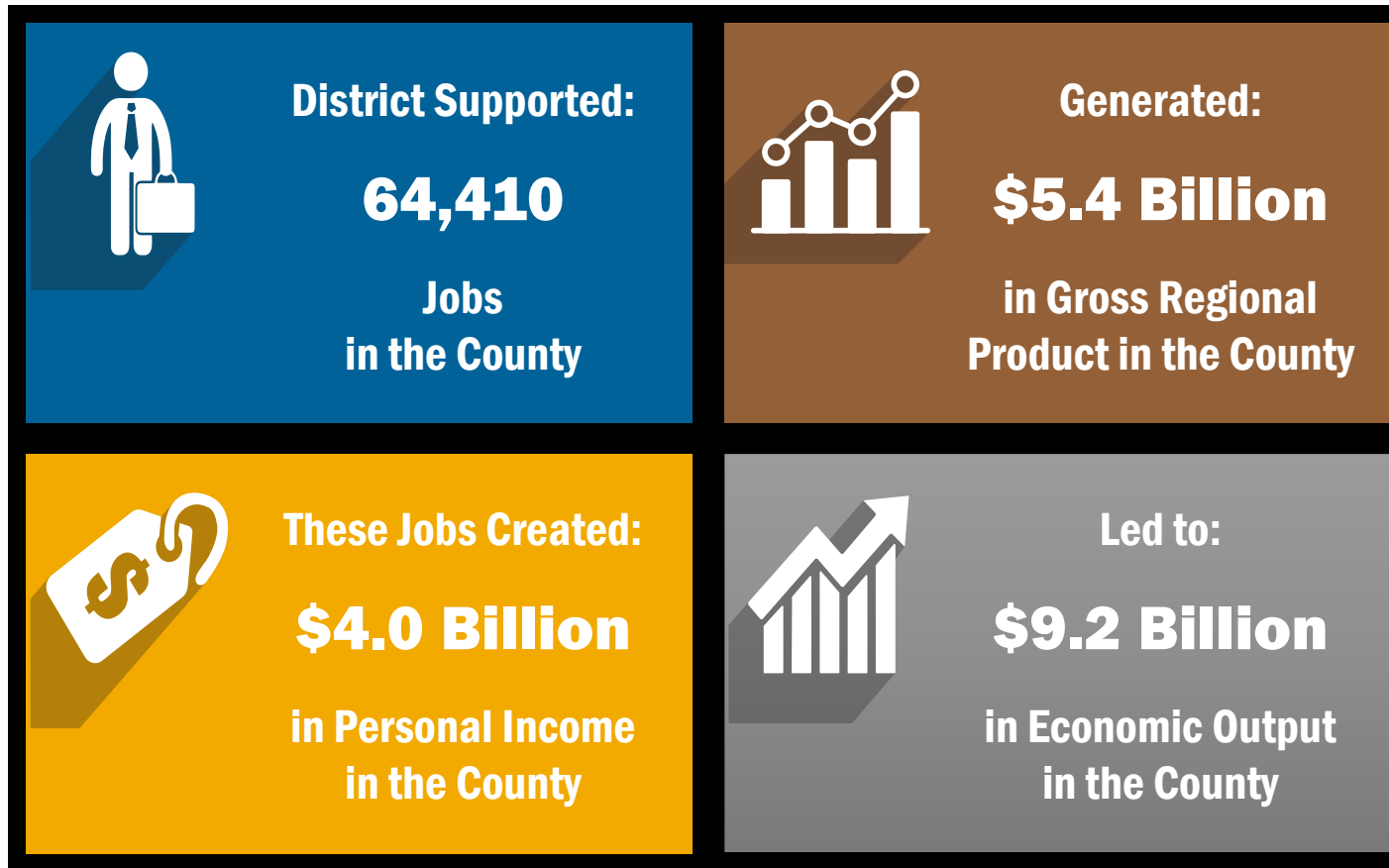
District Activity	FY2018*	FY2019*	FY2020*	FY2021*
San Diego Unified Port District	540	556	547	526
Maritime Trade and Cargo Handling	1,670	1,846	1,677	1,718
Industrial and Wholesale Industry	6,194	6,557	6,239	6,982
Cruise Industry	461	474	373	381
Tourism and Commercial Industry	29,719	30,110	27,208	27,717
<b>Total</b>	<b>38,584</b>	<b>39,543</b>	<b>36,044</b>	<b>37,324</b>

Source: San Diego Unified Port District and Cambridge Systematics Analysis.

Note: \*Fiscal Year starts on July 1 and ends on June 30 of the following year. For instance, FY2019 starts on July 1, 2018, and ends on June 30, 2019.

# Wider Economic Impacts

## District Contribution to the Economy of **San Diego County**, 2019

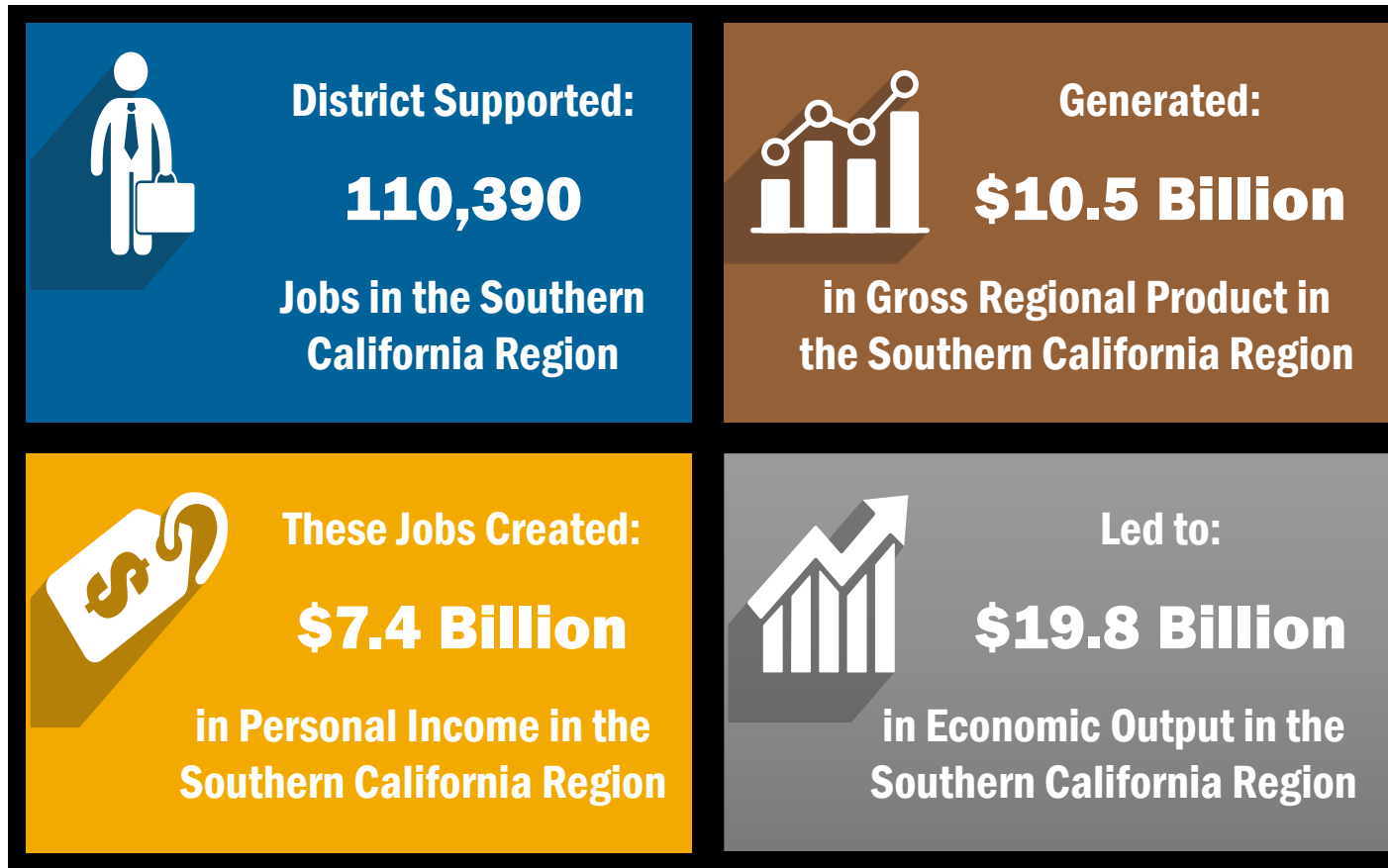



Every direct job created by the District, or the industries representing the sectors of interest, supports **1.4 additional jobs in San Diego County.**

Source: Outputs from the REMI Economic Model for SANDAG Regions and Cambridge Systematics Analysis.

# Wider Economic Impacts

District Contribution to the Economy of the **Southern California Region**, 2019



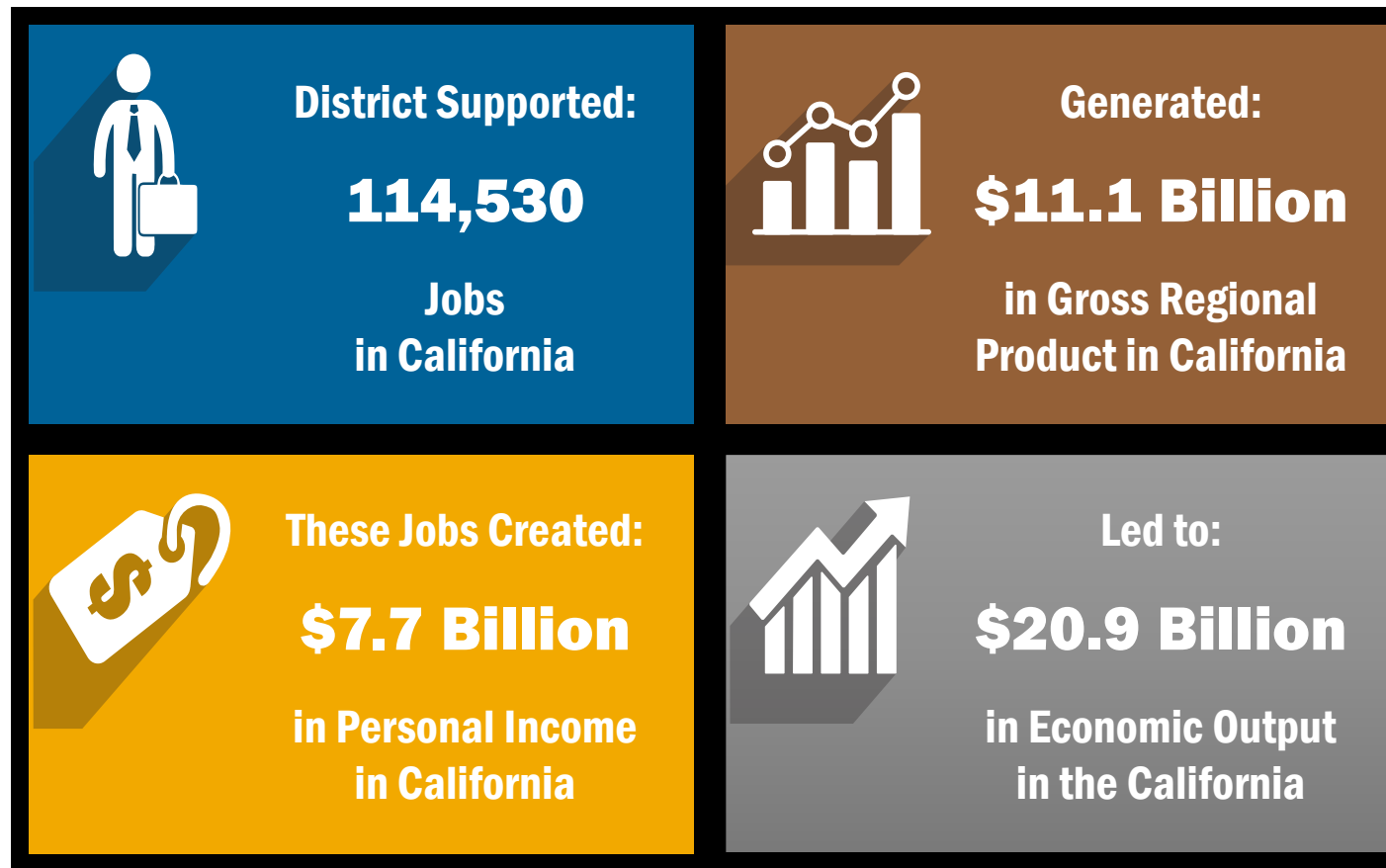

Every direct job created by the District, or the industries representing the sectors of interest, supports **1.8 additional jobs** in the Southern California Region.

Source: Outputs from the REMI Economic Model for SANDAG and Cambridge Systematics Analysis.

Note: The Southern California Region includes San Diego, Imperial, Los Angeles, Orange, Riverside, and San Bernardino counties.

# Wider Economic Impacts

## District Contribution to the Economy of **California**, 2019

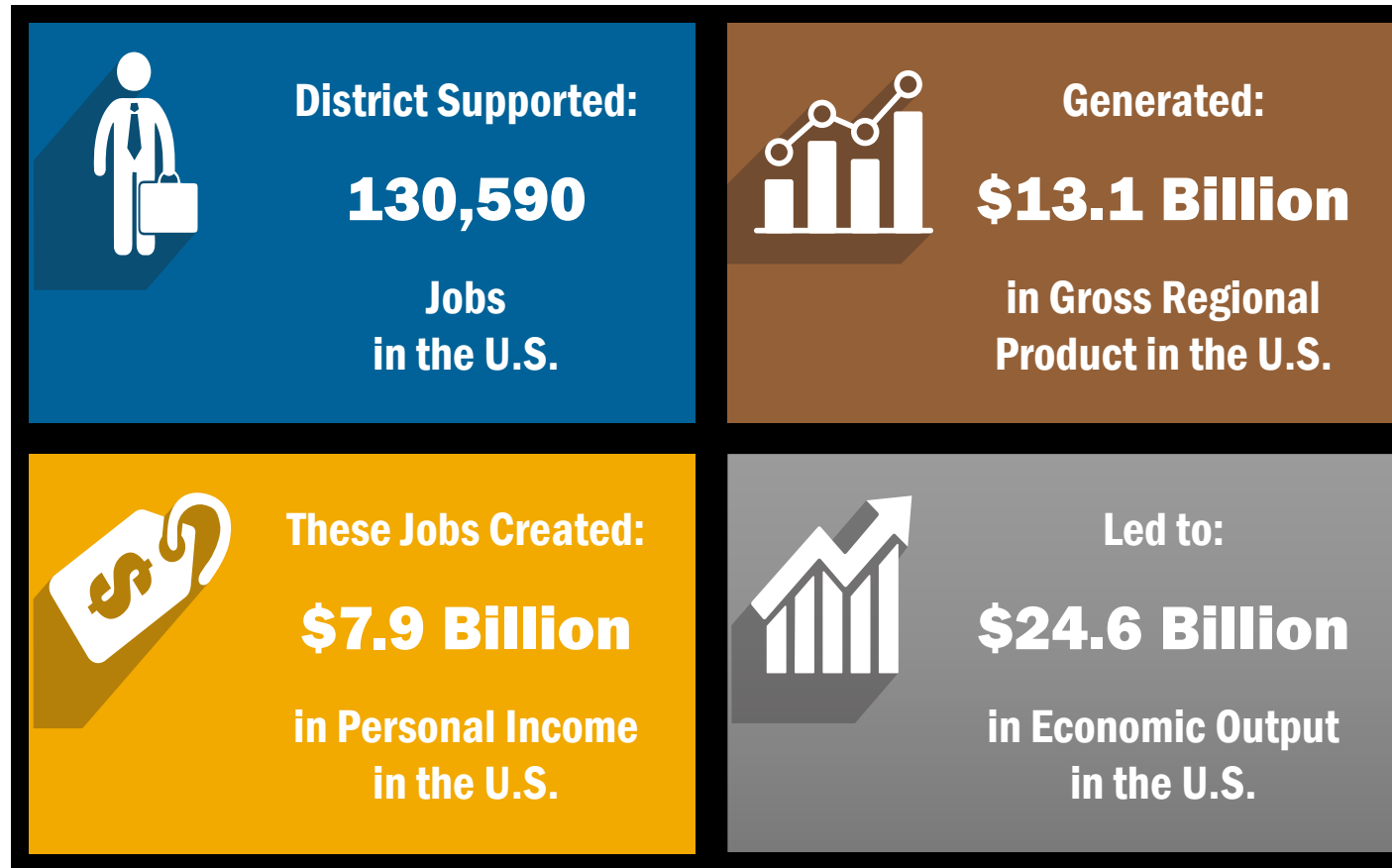


Every direct job created by the District, or the industries representing the sectors of interest, supports **1.9 additional jobs in California.**

Source: Outputs from the REMI Economic Model for SANDAG and Cambridge Systematics Analysis.

# Wider Economic Impacts

## District Contribution to the Economy of **the U.S.**, 2019



Every direct job created by the District, or the industries representing the sectors of interest, supports **2.3 additional jobs in the U.S.**

Source: Outputs from the REMI Economic Model for SANDAG and Cambridge Systematics Analysis.




# Wider Economic Impacts

## Jobs Multipliers, 2019

District Activity	Direct Jobs Attributable to the District (a)	Total (Direct, Indirect, and Induced) Job Impacts Attributable to the District (b)	Jobs Multiplier (b) / (a)
Tourism and Commercial Industry	30,110	66,560	2.2
Industrial and Wholesale Industry	6,557	27,460	4.2
Maritime Trade and Cargo Handling	1,846	24,710	13.4
Cruise Industry	474	7,950	16.8
District Enterprise	556	3,910	7.0
<b>All Activities</b>	<b>39,543</b>	<b>130,590</b>	<b>3.3</b>

Every direct job at the District supports 6 additional jobs. These 6 jobs are located across San Diego County, the rest of California, and the rest of the U.S.



Sources: San Diego Unified Port District, Outputs from the REMI Economic Model for SANDAG Regions, and Cambridge Systematics Analysis.

# Additional Benefits Generated by the District

District revenue is reinvested in initiatives that **lead to cleaner air, combat climate change, improve public health, and enhance public safety.**

Examples:

- Over \$25M allocated for electric cranes and electrical improvements and substation at TAMT, shore power system at NCMT, and funding support for EV, trucks, and equipment at the marine terminals
- Funding support to install over 500 air purifiers with indoor monitoring systems in the homes of eligible residents

The District provides recreational opportunities and advances equity by providing public access along the waterfront for visitors and residents.

Examples of events sponsored by the District:

- San Diego's Big Bay Boom Fireworks Show (July 4<sup>th</sup>)
- Wonderfront Music & Arts Festival (weekend prior to Thanksgiving)
- San Diego Holiday Bowl Parade and 5K Run/Walk (December)
- Makers Arcade Holiday Market (December)

# Contact Information

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