

## Inclusive Growth Endorsement

*If your company/organization would like to be recognized as an endorser of the 2030 Inclusive Growth Goals, kindly review, sign and submit this document to Bree Burris at [BB@sandiegobusiness.org](mailto:BB@sandiegobusiness.org).*

The growth of the innovation economy has made San Diego more prosperous than many of its peers. However, research conducted in partnership with the Brookings Institution identified three macro-challenges that, if left unaddressed, pose a threat to our region's economic competitiveness. To maintain and strengthen San Diego's growth trajectory, these challenges must be met by a regional coalition of diverse stakeholders through clear goal-setting and implementation of discrete programs that are demand-driven, employer-led, and outcomes-based.

### Goals of Inclusive Growth

1. Build a Strong Local Talent Pipeline: Hispanics are the fastest growing population and will become the largest group by 2030, but are statistically the least prepared for high-skilled, high-wage jobs. Only 23.5% of local Hispanics hold a bachelor's degree or better and only 47% in the high school class of 2022 are college ready. To meet the demands of San Diego's future economy, the region must double the local production of skilled workers to 20,000 annual degree or credential completions by 2030.
2. Equip Small Businesses to Compete: Small businesses, those with fewer than 100 employees, drive local job growth, representing 98% of firms and employing 61% of the workforce. However, small businesses are unable to pay their employees competitive wages as compared to their larger counterparts. Only one in four small business jobs are quality jobs that pay middle-income wages. To ensure opportunity exists for a skilled workforce, the region must create 50,000 quality jobs within small business by 2030.
3. Address the Affordability Crisis: Ensuring San Diego is an attractive and affordable place for talent and business is critical to maintaining its regional competitiveness. However, only one in 10 San Diego residents can afford the median home price. The majority of households in the region are not thriving—meaning their incomes do not meet the expected costs of living. For the region to continue to prosper, 75,000 new thriving households must be created by 2030.

I, \_\_\_\_\_, as a representative of

\_\_\_\_\_, endorse the outlined goals for the San Diego

region. This endorsement is to be included on EDC's InclusiveSD.org, and more importantly,

will help inform my firm's inclusive growth efforts in the region.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_