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The screenshot shows the GlobeSt.com website interface. At the top, the logo 'GlobeSt.com' is displayed with the tagline 'Real Estate Is our domain'. Below the logo is a navigation menu with categories: Home, Market Coverage, Opinions & Columnists, Advisory Board, Career Center, Events & Networking, and Thought Leaders. The breadcrumb trail reads: 'You are here: Home > Daily News > Economic Growth Booming in South County'. A featured content section includes a photo of a man and the headline 'How Modern Offices are Adding Quiet Zones'. Below this, the article 'Economic Growth Booming in South County' is highlighted, with a sub-headline 'Last Updated: October 6, 2015 09:05am ET'. The article is by Carrie Rossenfeld | San Diego and includes social media sharing options (Facebook, Twitter, LinkedIn, Email, Print, News Tip, Follow this Story). A photo of Kelly Cunningham speaking at a podium is shown, with a caption: 'Economist Kelly Cunningham presented findings on the South County economy.' The main text of the article begins: 'SAN DIEGO—South County is outpacing the rest of San Diego County and the rest of the nation in terms of economic growth, said South County Economic Development Council's president and CEO Cindy Gompper-Graves during the council's 25th Annual Economic Summit here last week. The summit offered attendees a comprehensive look into the San Diego South Bay and Baja region's latest business-development and economic-outlook news. Gompper-Graves tells GlobeSt.com, "South County is located on the Pacific Rim and adjacent to Baja, Mexico, offering superior access to foreign markets. Businesses are

http://www.globest.com/news/12_1211/sandiego/economy/Economic-Growth-Booming-in-South-County-362311-1.html?ET=globest:e47789:845510a:&st=email&s=&cmp=gst:California_AM_20151006:editorial

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realizing that a location on an international border has great advantages. As companies look for alternatives to opening operations in China, they are seeking to set up their US presence in South San Diego County with a manufacturing component in Baja, Mexico.

Nearly 500 of San Diego's business leaders and public officials gathered Friday for the summit, where panelists and speakers agreed that collaboration is key to economic growth in the South County. According to Gompper-Graves, "The many panelists and speakers provided insightful information, including a report with amazing data about the growth of South County's economy. South County is outpacing the rest of San Diego County and the rest of the nation in terms of our growth.

Kelly Cunningham, economist and senior fellow at the **National University System Institute for Policy Research**, presented findings on the South County economy, which showed that South County grew three times faster from 2010 to 2013 than the overall county. "There's a boom in South County. People and jobs are growing there."

Cunningham added that the fields to pay attention to are in the **innovation, technology, healthcare** and **cybersecurity** sectors. The report NUSIPR put out states, "fueling this growth has been an increasing number of **high-tech** and **professional-service** companies that call South County home, continued growth along the border, and gains on the 'working waterfront' of the San Diego Bay."

Cunningham tells GlobeSt.com, "South County has more room to grow than other parts of San Diego that are seeing prohibitive costs and limited expansion available. Tech and other businesses especially are finding space, location, and costs conducive to opening and expanding in South County areas. Accessibility to Mexico and the Pacific Rim available through the border, shipping and air facilities are undoubtedly factors in the location decisions as well."

The numbers bear out. Gross domestic product for South County was \$20.1 billion, an inflation-adjusted increase of 30.7% over 2010, according to the report. San Diego County's total GDP for 2013 was \$197.9 billion, an inflation-adjusted increase of 7.2%. Increases in personal income, employment, population and households also outpaced San Diego County as a whole during that time period. Clearly, South County is doing something right.

Marney Cox, chief economist at **SANDAG**, said San Diego experience more out-migration in the past—now it's at an equal or neutral level, and the reason for that change is **job growth**. "South County seems to be the location that's taking advantage of change in the economy. 'Old' industries haven't seemed to come back." He added that structural **unemployment** problems in industries such as real estate have not been overcome.

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