



SAN DIEGO'S MANUFACTURING SECTOR

The San Diego region is home to a vibrant manufacturing sector that spans across many industries, including defense, aerospace, shipbuilding and repair, biotechnology, cleantech, medical devices, surf shapers, breweries, musical instrument makers, clothing and accessory crafters, and many more creative entrepreneurs who take personal pride in creating goods that embody San Diego's life changing brand. With a highly-skilled workforce, robust training programs and close proximity to Mexico, San Diego is has become hub for manufacturing companies, with more than 4,200 manufacturing companies currently supporting more than 107,000 jobs.¹

HIGHLIGHTS

- » **Recognized brewing quality:** San Diego breweries took home 18 medals at the Great American Beer Festival in 2016, including five medals for Karl Strauss who was named "Best Midsized Brewery."²
- » **Cross-border strength:** Leveraging San Diego's unique proximity to Mexico, Thermo Fisher Scientific, BD, Hunter Industries and many other San Diego companies have manufacturing operations on both sides of the border.
- » **Got juice:** Suja Juice is the largest independent producer of cold-pressed juice sold in the United States.³

KEY COMPANIES

- | | | |
|-------------------------|-----------------------|--------------------|
| » BAE Systems | » General Atomics | » Rusty Surfboards |
| » BD | » General Dynamics | » Samsung |
| » Chuao Chocolatier | » NASSCO | » Stone Brewing |
| » Coronado Brewing | » Illumina | » Suja Juice |
| » D&K Engineering | » Karl Strauss | » Taylor Guitars |
| » Deering Banjo Company | » Rough Draft Brewing | » WD-40 |



INNOVATION



MILITARY



TOURISM



LOCAL



INTELLECT

SPOTLIGHTS

Rough Draft

The local, family-owned craft brewery - known for its IPAs and Miramar-based tasting room - is taking its San Diego-made beer into the Canadian, Spanish and Chinese markets. With the network, funding and programmatic support provided by MetroConnect, Rough Draft has increased its sales, hired new talent and connected with the Port of San Diego and Dole to fill empty container ships on backhaul to Latin America. Rough Draft was selected as the 2016 MetroConnect grand prize winner.



Manufacturing Day

San Diego continues to be one of the only binational MFG Days in the country, with tours and events taking place on both sides of the border. The purpose of MFG Day is to address the common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show what modern manufacturing looks like. By working together during and after MFG Day, manufacturers are able to address the skilled labor shortage they face, connect with future generations and ensure the ongoing prosperity of the whole industry.
mfgday.com

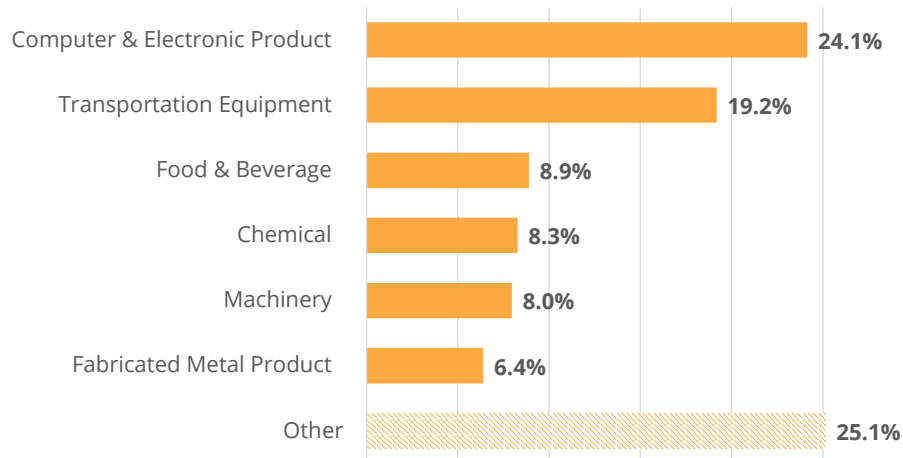


BY THE NUMBERS

From food and beverage manufacturing, to furniture, high-tech devices in biotechnology and aerospace, the San Diego region is home to a very broad manufacturing industry. The region's 107K manufacturing workers are spread across more than **300 unique industries**, with nearly a quarter concentrated in computer and electronic product manufacturing.



Manufacturing Employment Breakdown⁴



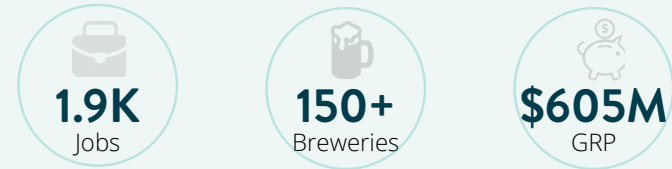
QUICK FACTS⁴

- » **Firm size:** 80 percent of the region's manufacturing firms employ **less than 10 people**.
- » **Far-reaching products:** More than **61 percent** of locally manufactured products are exported out of the region.
- » **Employment growth:** In the last five years, manufacturing jobs have increased by **14 percent** - or nearly 14,000 jobs.
- » **Average earnings:** The region's cost-of-living adjusted average earnings reached **\$69K** in 2016.

Sources: 1. BLS, QCEW annual report, 2016 2. Great American Beer Festival, "2016 Great American Beer Festival Winners", 2016 3. iamwire, "How These Entrepreneurs Built Empires Worth Millions", 2017 4. EMSI 2016 5. San Diego Brewers Guild 6. San Diego Regional EDC using BLS, QCEW

CRAFT BEER (FOOD & BEVERAGE MFG)

Consistently recognized as the Craft Beer Capital of America, San Diego's brewing scene has exploded over the past two decades. With staple names like Stone Brewing, as well as new-comers like Rough Draft Brewing, San Diego provides a diverse array of brewery styles, sizes and vibes across the county. San Diego is home to more than 150 breweries, making it one of the most concentrated regions for craft brewing in the country.⁵ In the last five years, the industry's employment has more than quadrupled.⁴



AEROSPACE (TRANSPORTATION EQUIPMENT + COMPUTER & ELECTRONIC PRODUCT)

Home to some of the world's largest aerospace, aircraft and research and development companies, San Diego is a North American aerospace hub. Aerospace has a long history in San Diego, dating back to 1927 when the first solo-nonstop transatlantic crossing was developed by Ryan Air. Accounting for nearly a fifth of the region's innovation jobs⁶, aerospace is evolving to include a new wave of innovators pushing the envelope in new space, commercial satellites, unmanned systems and rockets.



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