






SAN DIEGO'S SPORTS & ACTIVE LIFESTYLE CLUSTER

-  INNOVATION
-  MILITARY
-  TOURISM
-  LOCAL
-  INTELLECT

With miles of coastline, near-perfect weather and R&D expertise, San Diego provides an optimal environment for companies who create products or services that cater to active people everywhere. Widely considered the birthplace of U.S. surfing, San Diego's sports and active lifestyle cluster has evolved to include a range of enterprises that provide specialized business services to companies as well as businesses that focus on training and coaching, facilities and event planning. In North County San Diego, world-renowned golf companies, including Callaway, Cobra Puma and TaylorMade, are just a 'drive' away from one another.

In 2019, San Diego's sports innovation will be on display as the region plays hosts to the inaugural World Beach Games, a 10-day Olympic-style event that will feature more than 20 beach-style sports.

HIGHLIGHTS

- » **Hole in one:** The world's largest golf companies, including TaylorMade, Callaway and Titleist are headquartered in San Diego.
- » **Talent:** San Diego is home to some of the best action sports athletes in the world, including Tony Hawk, Shaun White and Rob Machado.
- » **Economic impact:** San Diego SAL companies account for nearly \$2.1 billion in economic activity.¹

KEY COMPANIES

- » Callaway Golf
- » GoPro
- » Nixon
- » Reef
- » Rusty Surfboards
- » Sector 9
- » SKLZ
- » Sticky Bumps Surf Wax
- » TaylorMade
- » VAVi Sport & Social Club

SPOTLIGHT

Bob Rief

A 40-year industry veteran, Bob came out of retirement in 2015 to run San Diego Sports Innovators (SDSI), a one-of-a-kind accelerator program for sports and active lifestyle startups. Bob's organization has helped launch more than 60 companies, raising more than \$47.5 million in capital. Eighty-nine percent of companies out of SDSI's Springboard Program remain in business.¹



RESOURCES

San Diego Sport Innovators

SDSI is a nonprofit business accelerator and trade organization that connects and drives the growth of Southern California's vibrant sports economy by offering elite level networking, innovative programs and services for startups, mature companies and service providers. sdspportinnovators.org

San Diego Sports Commission

The San Diego Sports Commission works with the San Diego Tourism Authority to find and secure the best hospitality for all events in-market. The group also helps navigate the city's permitting process, connect events, and market and promote all events locally to ensure their success. sdsportscommission.com

San Diego Hall of Champions

The San Diego Hall of Champions is the nation's largest multi-sport museum. It was established to recognize San Diego's outstanding athletic accomplishments and traditions and provide a backdrop for all types of events in an atmosphere of San Diego's rich and diverse sports history. sdhoc.com

BY THE NUMBERS

Employment Numbers

In 2016, the region's sports and active lifestyle cluster directly supported an estimated **29,348** jobs across **1,483** companies. Since 2011, the cluster has grown by more than 14 percent.

EMPLOYMENT BY KEY INDUSTRIES IN THE SPORTS AND ACTIVE LIFESTYLE CLUSTER

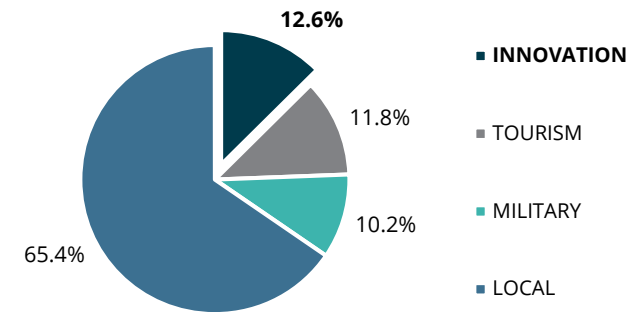
Industry	Employment	LQ*
Footwear Manufacturing	16	0.11
Motorcycle, Bicycle and Parts Manufacturing	62	0.48
Sporting and Athletic Goods Manufacturing	2,530	4.82
Sporting and Recreational Goods and Supplies Merchant Wholesalers	1,705	2.98
Sporting Goods Stores	3,675	1.10
Recreational Goods Rental	265	1.70
Sports and Recreation Instruction	2,217	1.18
Golf Courses and Country Clubs	3,669	0.93
Skiing Facilities	5	0.01
Marinas	502	1.17
Fitness and Recreational Sports Centers	7,948	1.20
Bowling Centers	455	0.64
Other shared industries within cluster	4,904	-
Total Sports and Active Lifestyle Cluster	27,954	-

Our Economies

The vitality of San Diego's economy is reliant upon the strength of the region's four economic drivers – innovation, military, tourism and local.

Sports and active lifestyle is an essential part of the innovation economy. As of 2014, the innovation economy was responsible for more than 13 percent of the region's total jobs.

Employment Comparisons
Across the San Diego Region's Economies



Sources: Highlights: 1. San Diego Sport Innovators, "Did you know that?" | Spotlight: 1. San Diego Sport Innovators, "Did you know that?" | By the numbers: 2. BW Research Partnership and National University System Institute for Policy Research, "San Diego County's Sports and Active Lifestyle Industry Cluster", 2013

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