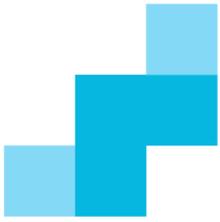


San Diego Small Business & Workforce Dynamics





SDWP's Strategic Focus

MISSION

To serve as a regional hub connecting job seekers to training, employers, and meaningful career pathways.

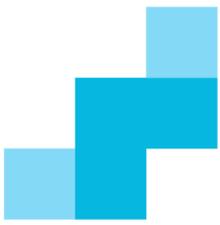
VISION

A thriving region that offers all San Diegans opportunities for economic advancement.

VALUES

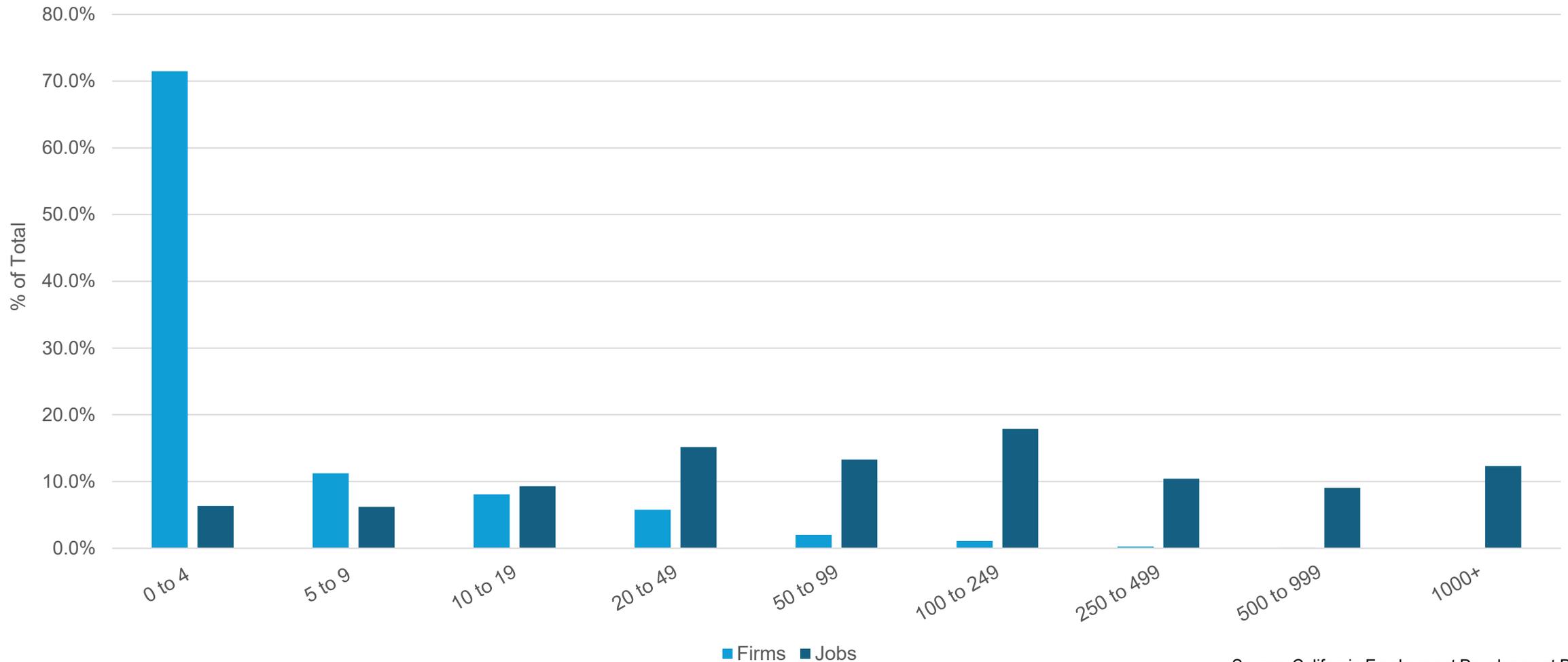
Compassion. Collaboration. Opportunity.

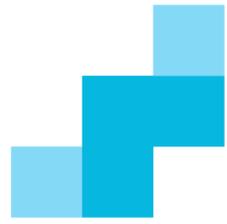




Small Businesses Drive the Economy

San Diego County Businesses and Jobs by Firm Size





City of San Diego Business Facts

71.7K

Total Businesses

823K

Total Employees

1.3M

Total Population

1.6M

Total Daytime Population

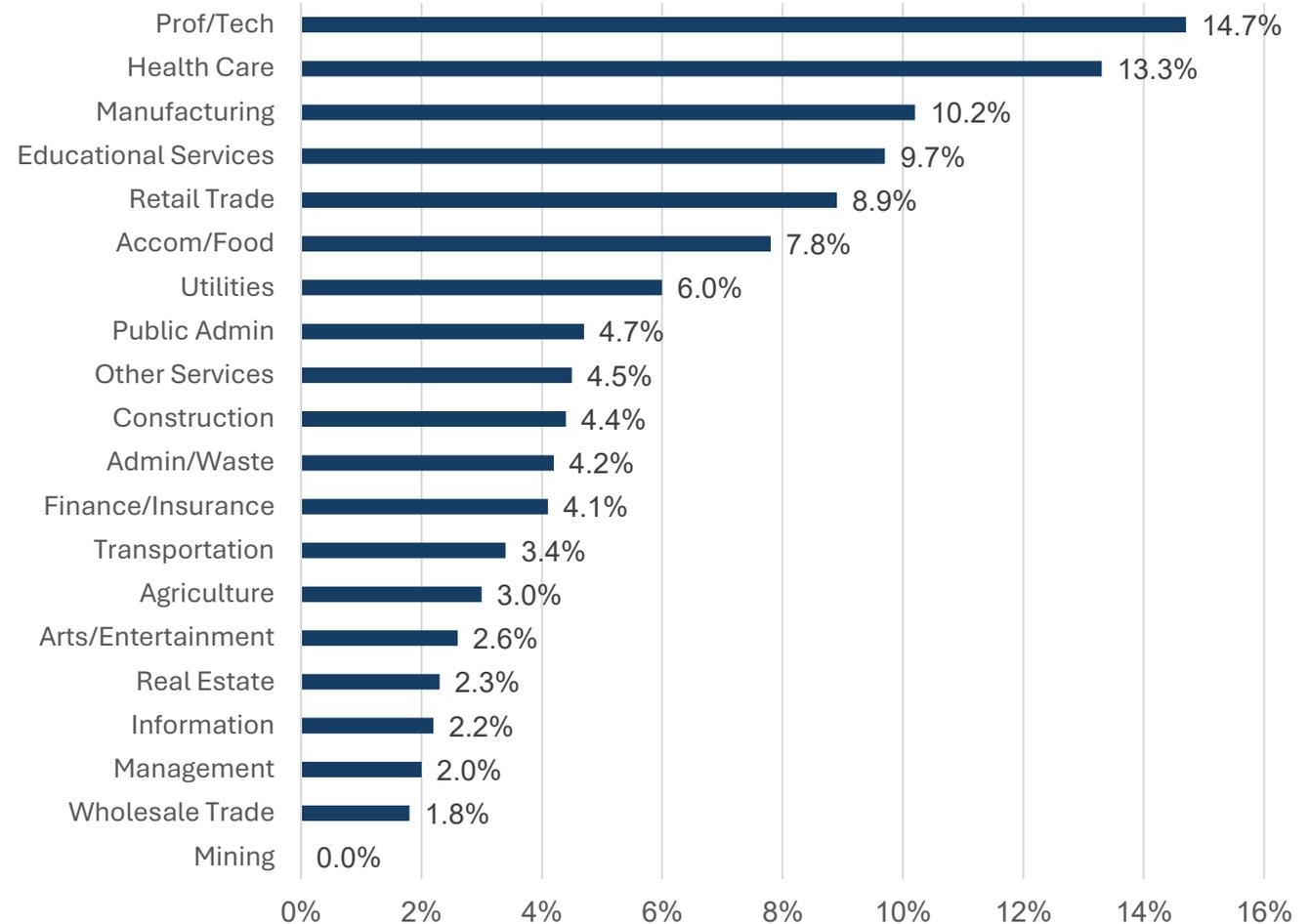
9.1

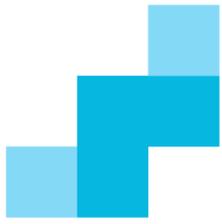
Avg. Number of Employees

217

Total Businesses per square mile

Workforce by Industry





Demand for AI Skills Grows

12K

Unique Job Postings
(2025)

1.7K

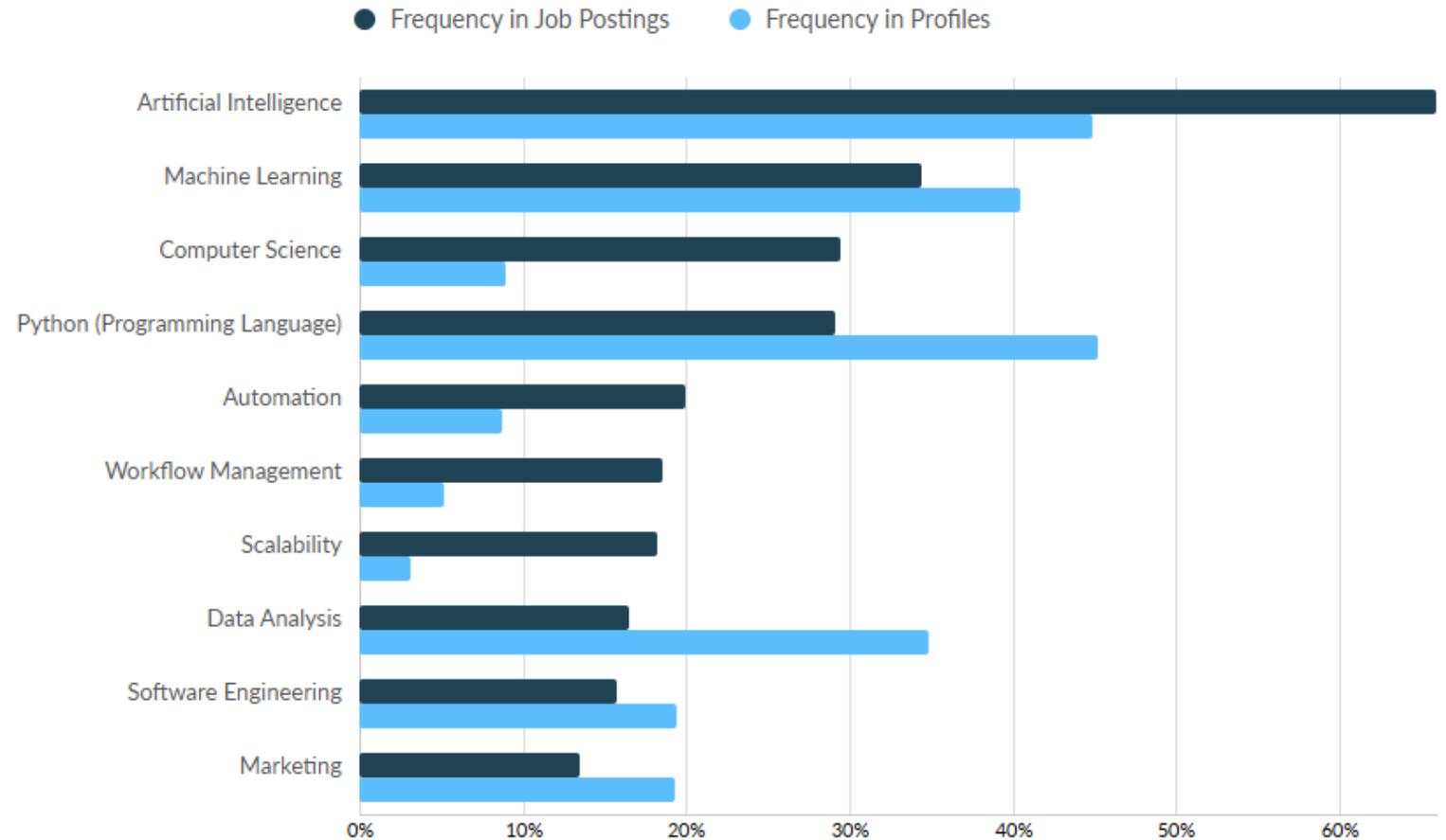
Companies Posting
(2025)

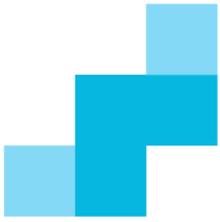
\$72.hr.

Median Advertised Salary

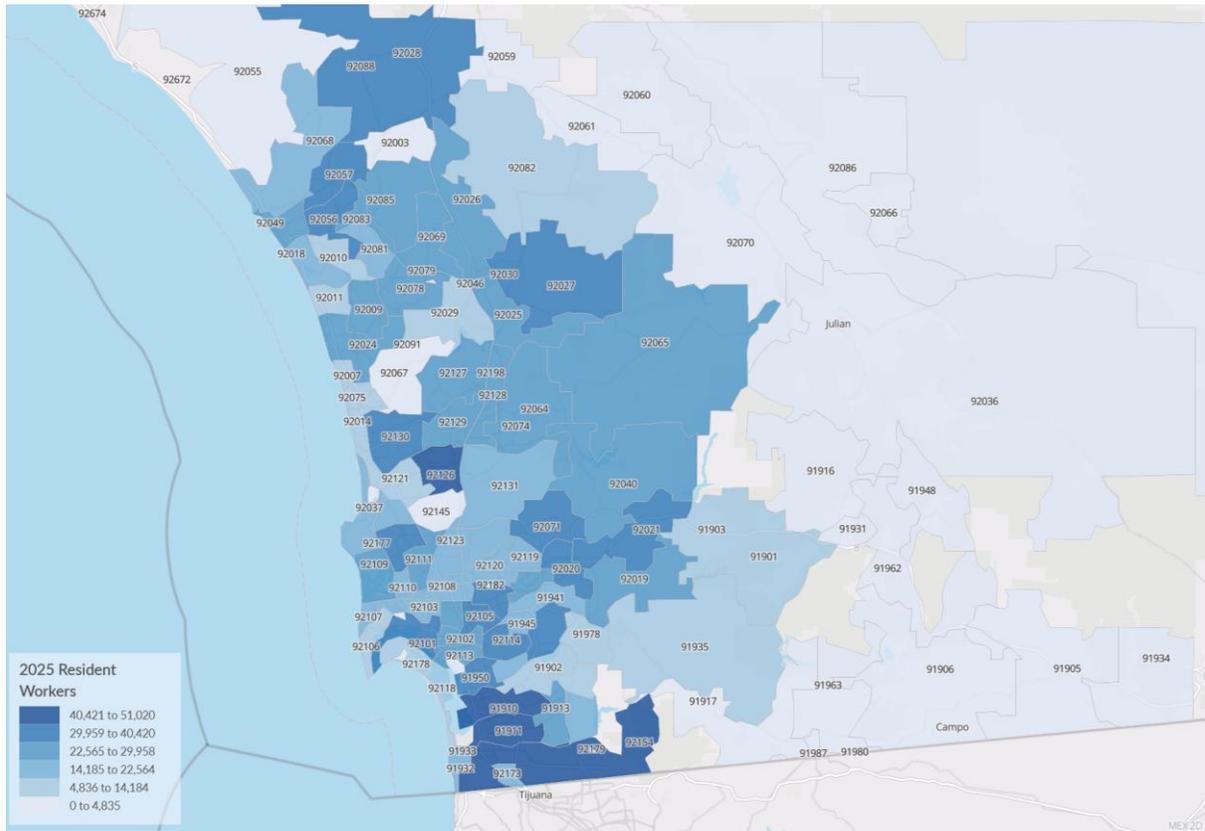
64%

Require BA or higher

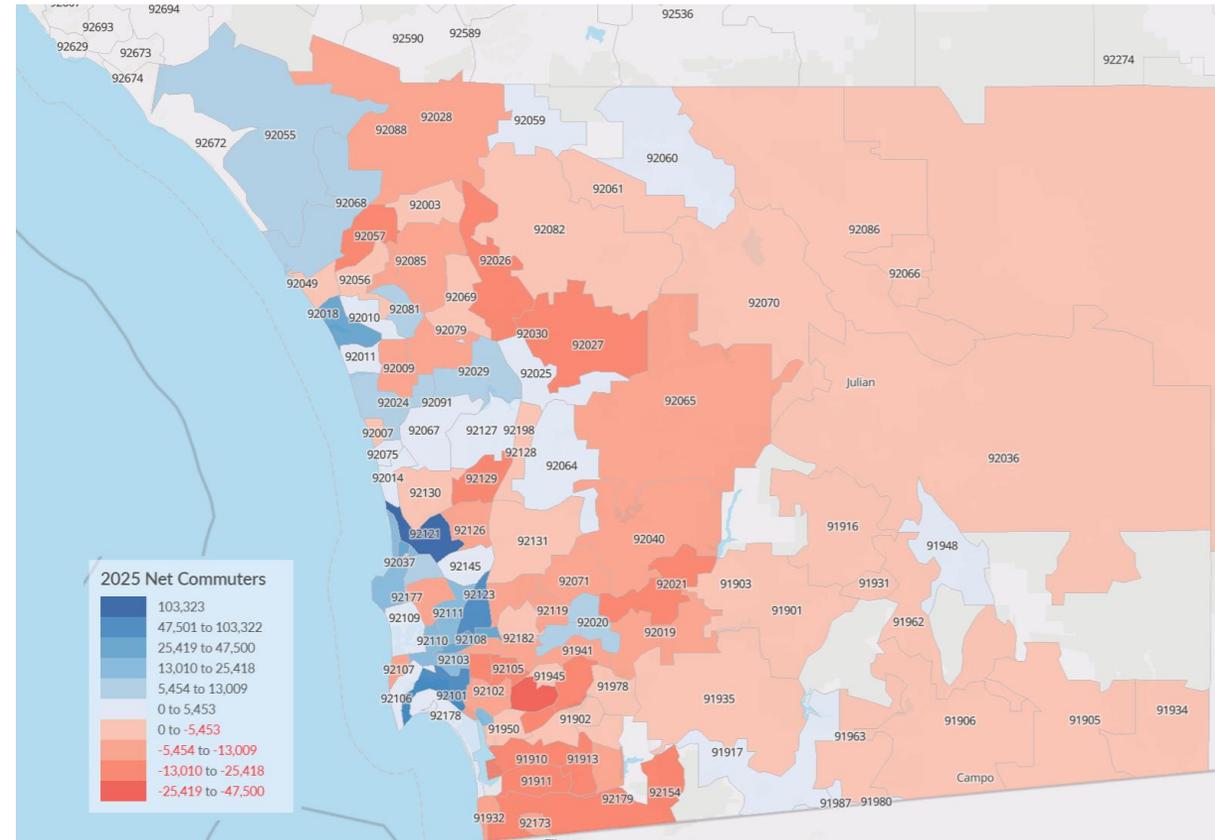




Geographic Barriers to Entry



The Workforce



The Jobs

Small Business Investment is Concentrated

Business Improvement Districts

- ~20 designated BIDs
- 14.5K Total Businesses

Largest Biz Hubs:

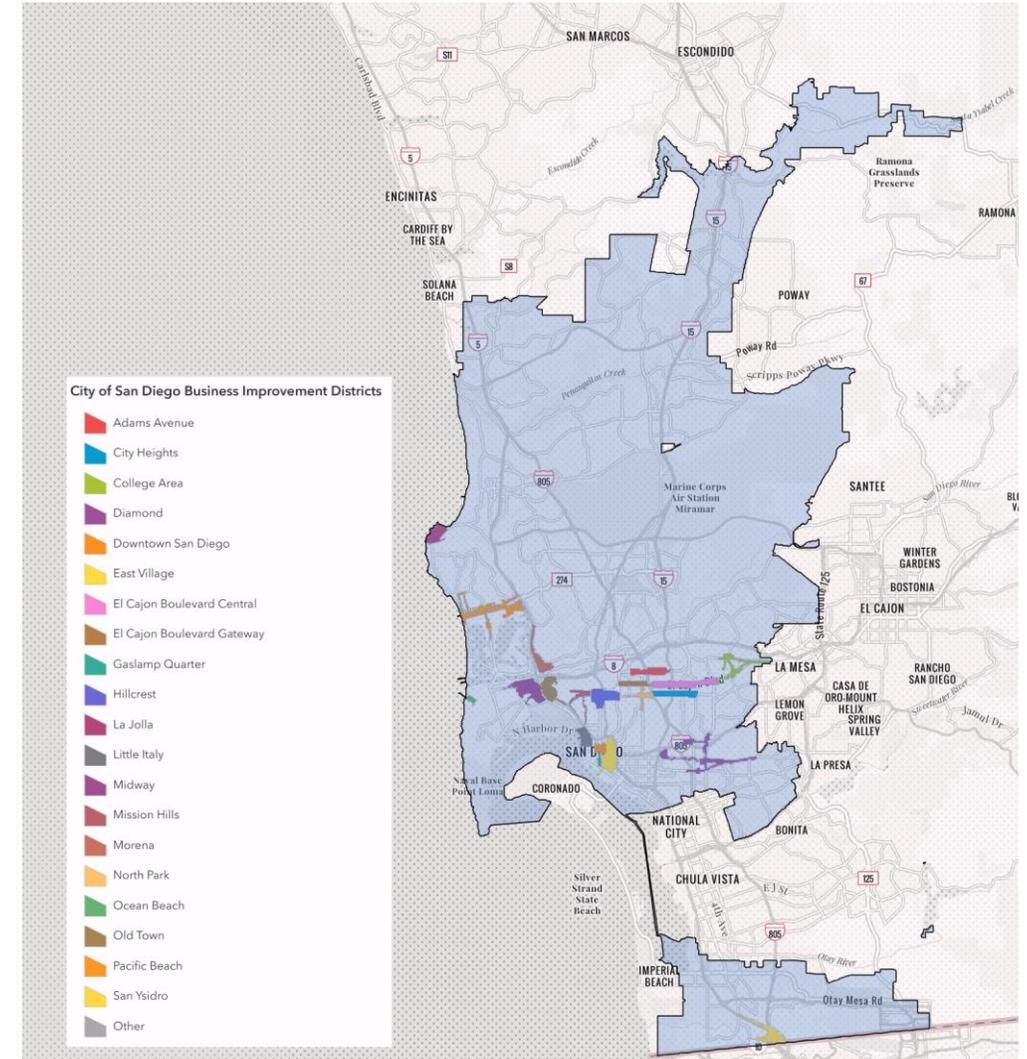
- La Jolla
- Downtown
- Hillcrest

Most Commuters (daytime population)

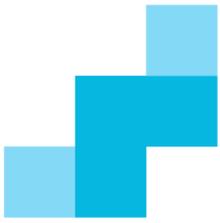
- East Village
- El Cajon Blvd Central
- City Heights

Highest Projected Growth:

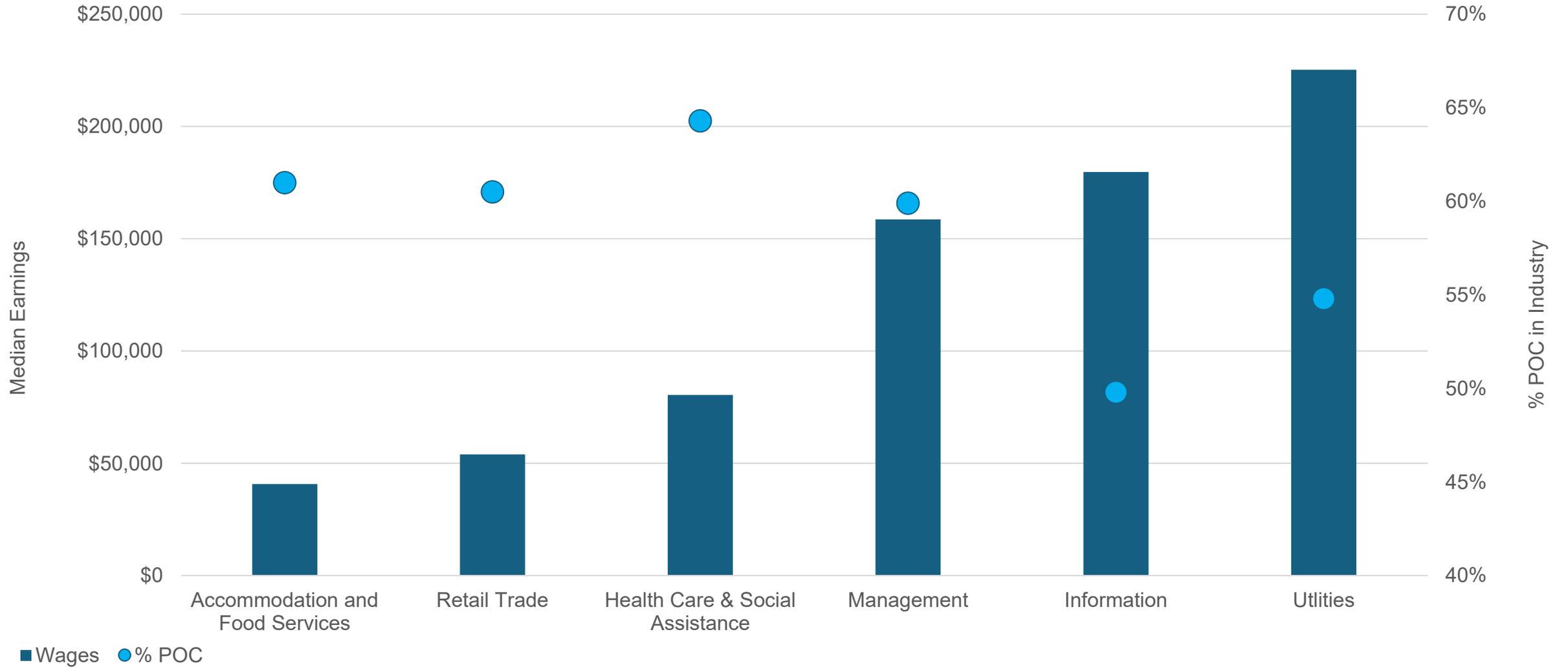
- Diamond
- City Heights
- San Ysidro

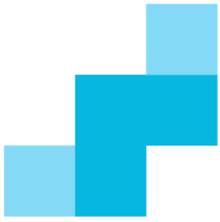


Source: City of San Diego, ESRI Business Analyst



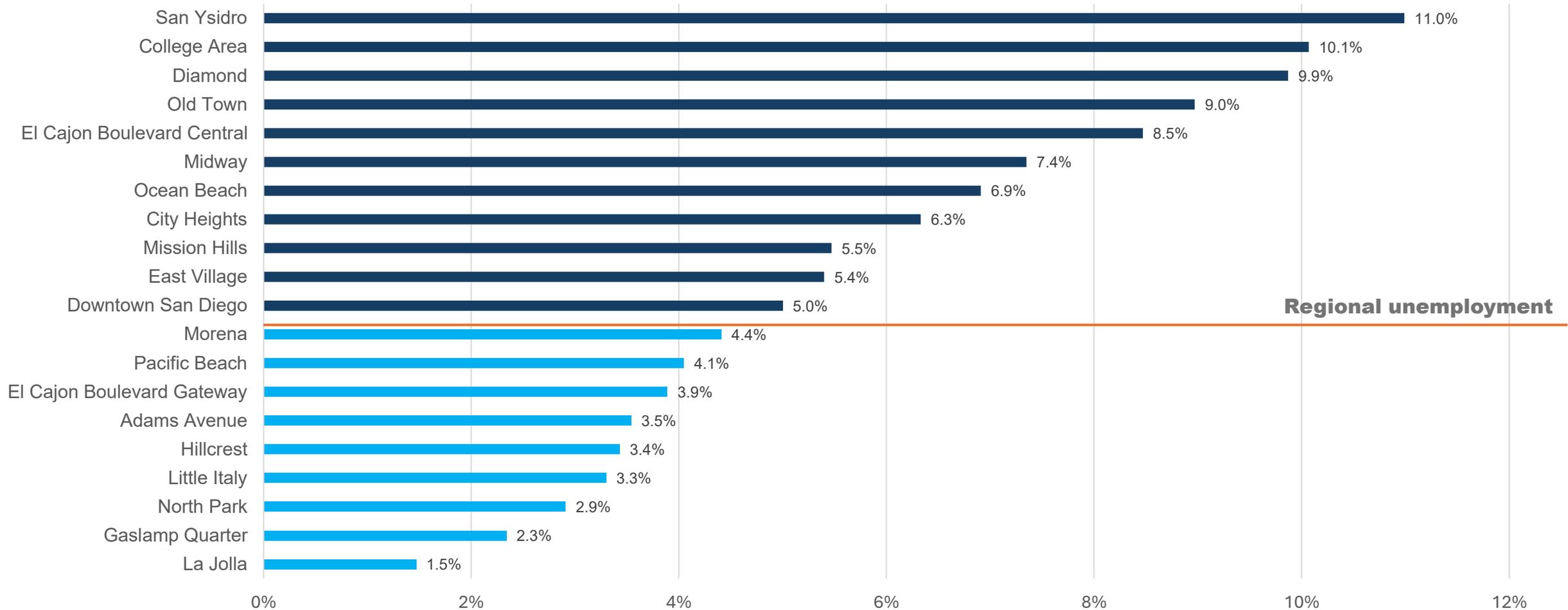
City Heights Occupations by Wage & Diversity





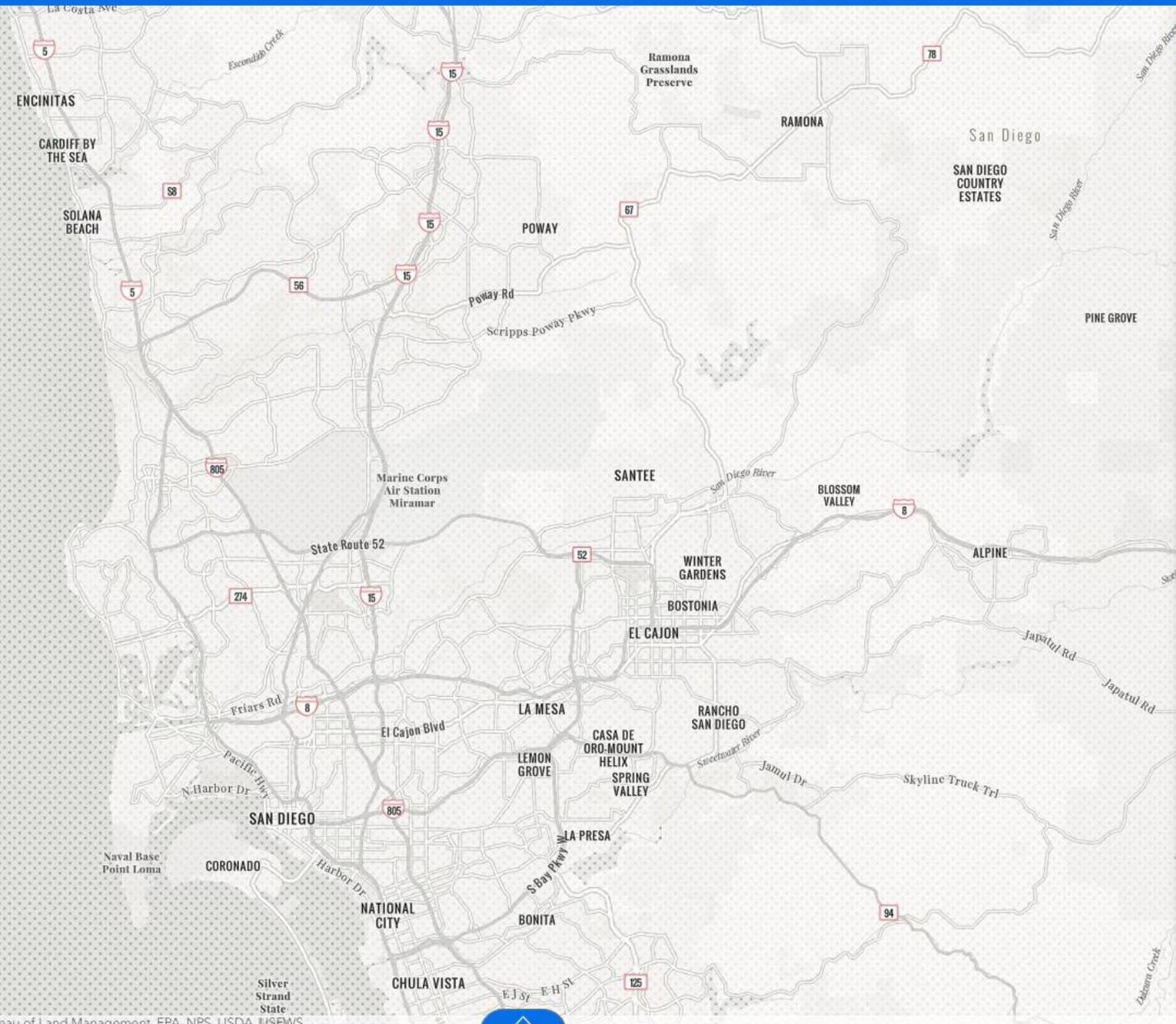
BIDs as Workforce Development Hubs

Unemployment Rate by Business Improvement District





Find address or place 🔍



Map Layers

- > Jurisdictions & Boundaries
- > Jobs & Workers
- > Assets
- > Needs

THANK YOU

Our work is made possible through the partnerships and support of businesses, community organizations, elected officials, board members, funders, investors and donors.



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hello@workforce.org



San Diego
Workforce
Partnership