

2022 ANNUAL IMPACT REPORT

ECONOMIC CATALYST



6,123

TWITTER FOLLOWERS



5,964

FACEBOOK FOLLOWERS



3,253

INSTAGRAM FOLLOWERS



2,316

LINKEDIN FOLLOWERS



88,000

NEWSPAPERS PUBLISHED



40,000

MAPS PUBLISHED



2,500

BUSINESS DIRECTORIES PUBLISHED

WEB PAGES VISITED

3,956,096

WEBSITE VISITORS **685,697**

UNIQUE WEBSITE VISITORS **226,688**



41,300

VIDEOS WATCHED



12

CARLSBAD YOUNG PROFESSIONAL EVENTS



95

COMMITTEE MEETINGS



672

SOCIAL POSTS ABOUT MEMBER BUSINESSES



25

RIBBON CUTTINGS



178

NETWORKING EVENTS HOSTED



225

PRINTED ARTICLES ON MEMBERS' BUSINESSES



30

WEBINARS HOSTED



HELPED DEFEAT
18 OF 20
JOB KILLER BILLS
IN SACRAMENTO!



✓ **DEFEATED**
SAN DIEGO COUNTY
VEHICLES MILES
TRAVELED TAX



✓ **DEFEATED**
SINGLE-PAYER
HEALTH CARE



160
NEW MEMBERS



40
PODCAST EPISODES
PUBLISHED

LEADERSHIP CONVENER

State *of the*  *Community*

450

ATTENDEES

CBAD
Awards

345

ATTENDEES




8

COMMITTEES

COMMUNITY CHAMPION




CARLSBAD CHAMBER
RISING STAR
OF THE MONTH

\$13,500

RISING STAR SCHOLARSHIPS GIVEN

36

HIGH SCHOOL STUDENTS HONORED



RECOGNIZED

40

EMERGING LEADERS

GREEN BUSINESS EXPO 2021 

\$2,100

DONATED TO THE FLOWER FIELDS AS PART OF THE 2022 GREEN BUSINESS EXPO



2

BLOOD DRIVES

50+

UNITS

JOB FAIR



1

JOB POSTS

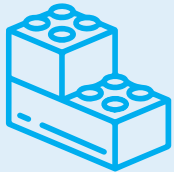
52



8,000+

N-95 MASKS DISTRIBUTED

HOLIDAY GIFT DRIVE



300

TOYS WRAPPED FOR BOYS & GIRLS CLUB OF CBAD BY CYP

CBAD
CARLSBAD CHAMBER OF COMMERCE
BUSINESS ACHIEVEMENT & DISTINCTION
Awards

HONORED

8

BUSINESSES

4

EDUCATORS

1

POLICE OFFICER



200,000

PEOPLE BROUGHT TO CARLSBAD VILLAGE VIA THE CARLSBAD VILLAGE STREET FAIRE.



COLLECTED OVER

580 LBS.

OF PEANUT BUTTER FOR NC FOOD BANK



3

CANDIDATE FORUMS HOSTED

600

ATTENDEES

2,600

YOU TUBE VIEWS