In 2016, CCOE gained considerable momentum in workforce development, creating new business opportunities and fostering collaboration in the cyber community. In tandem, we evolved our website, communications strategy and social media channels to connect with the cyber community.

Too often San Diego worries about falling behind Silicon Valley or the East Coast, but the Economic Impact Study we released this year shows we have the talent and technology to punch above our weight. San Diego’s premier educational institutions, existing industry base and robust Department of Defense assets produce not only the cyber workforce but also the innovation needed to protect our nation.

We thank you for your continued support in advancing the region’s cyber workforce, infrastructure and global market share for a robust industry that already supplies 16,500 jobs and invests $1.9 billion into San Diego’s economy.

Here’s to our next milestones!
**San Diego’s Cyber Security Industry Economic Impact Study**

CCOE released the 2016 study to define the role of cybersecurity as the tech ecosystem, quantify the growing economic impact, understand employer sentiment, analyze growth and changes since 2014 and delve deeper into the region’s workforce needs.

And the news is good... there has been a 14 percent direct job growth and 26 percent economic impact increase since EDC’s 2014 analysis!

"This study demonstrates how the convergence of the innovation economy, education and research and the Department of Defense presence creates a fertile ecosystem for companies and talent."

San Diego Mayor Kevin Faulconer, U-T San Diego, June 23, 2016

**Marketing & Communications**

CCOE evolved its website, collateral, LinkedIn and Twitter channels for the cybersecurity community to connect on industry news and events, best practices as well as career and business opportunities. CCOE helped launch SDBJ’s Cybersecurity List in the Book of Lists and secured coverage in Forbes, U-T San Diego, San Diego Business Journal, San Diego Magazine, Xconomy, Cyberwire, Military.com, ITSP Magazine, KUSI, CW 6, NBC 7 and CBS 8 highlighting San Diego’s robust cyber industry.

"While it is reasonably safe to say that other cities are easier to hack than San Diego, the cybersecurity aspect is something that will be increasingly important to other Smart City pioneers. In San Diego, smart means safe and that will be the keystone of all of its possible futures."

Forbes, August 9, 2016

**Members Only**

In 2015, CCOE grew to 25 members, 21 directors and 8 advisors representing the commercial and defense industries, academic, local government and the military and intelligence community coming together to accelerate the region’s cyber economy.

"CCOE brings together the brightest minds in the industry, government and academia to address challenges and opportunities, but it is up to civic leaders and innovators to make it work."

Ryan Ewing, Ph.D., CSRO, Sharp Healthcare

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**Financials**

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>FY 2015</th>
<th>FY 2016</th>
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</thead>
<tbody>
<tr>
<td>Membership and Sponsorship Revenue</td>
<td>$25,000</td>
<td>$25,000</td>
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**EXPENSES**

<table>
<thead>
<tr>
<th>Program &amp; Initiatives</th>
<th>FY 2015</th>
<th>FY 2016</th>
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<tbody>
<tr>
<td>$6,410</td>
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<table>
<thead>
<tr>
<th>Management &amp; Operations</th>
<th>FY 2015</th>
<th>FY 2016</th>
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<td>$100,000</td>
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**RESERVES**

<table>
<thead>
<tr>
<th>Accounting as annual basis</th>
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</thead>
<tbody>
<tr>
<td>REVENUE</td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td>$301,977</td>
</tr>
</tbody>
</table>

**Accounting as annual basis**

CCOE’s San Diego cybersecurity job board hosted more than 5,300 applications for 547 jobs with 30 organizations in 2015 to connect veterans, students, recent grads and seasoned professionals with career opportunities in the region.

"San Diego’s two-year effort to build a culture of technology and cybersecurity in the region has been an almost 14 percent increase in cyber job activity!"

U-T San Diego, June 23, 2016

**Talent Pipeline**

In partnership with CUSM, SDSU, UC San Diego and USD, CCOE launched a talent pipeline for members with access to the graduate, intern, career fair and shared best practices. CCOE teamed with EDC to host 7 Link2Cyber symposiums with these university partners along with the Navy and University of Phoenix to introduce veterans, high school and college students to San Diego cyber career paths. CCOE also added a Cyber Career Accelerator to the website, mapping the stages and certifications for those looking to jumpstart a career in cybersecurity.

"CCOE’s efforts are the tool to take the next step and really upscale our cybersecurity workforce in the San Diego region."

Winnie Callahan, Director, Center for Cyber Security, Engineering and Technology, USD

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