



Business Community Member

The College of Business Administration (CoBA) at CSU San Marcos is conducting an important program and we are requesting your input. CoBA conducts a study twice each year to measure business confidence in our region, North San Diego County, South Orange County, and South Riverside County. Members of the business community are surveyed and asked about the local and national economy, sales, profits and hiring expectations. The results are used to construct a Business Confidence Index for our region. The survey is very short and takes most people about three to five minutes to complete.

As a thank you for participating in the survey, CoBA will hold a random drawing for eight tickets to local theater/musical events: North Coast Repertory Theatre (Solana Beach), Moonlight Stage Productions (Vista), New Village Arts Theatre (Carlsbad), and Oceanside Theatre Company. Four winners will be randomly selected, and each winner will receive two tickets.

Follow this link (or use the QR code) to the survey:

<https://bit.ly/business-confidence-spring-2024>



Thank you for taking the time to participate in the Business Confidence Index survey! Please complete the survey before May 3, 2024, for a chance to win two tickets to a local theater or musical performance.

- Roger Herzler

Director of Business Community Projects

rherzler@csusm.edu

- Don Sciglimpaglia

Department of Marketing

dsciglim@csusm.edu