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San Diego Leaders Urge President Trump to End Escalating Tariffs Threatening Local Economy

Business and Civic Leaders Warn of Price Increases, Job Losses, and Housing Costs Rising Due to Trade War

SAN DIEGO — With just one week before President Trump plans to reinstate a blanket 25% tariff on imports from Mexico and Canada, San Diego business and civic leaders gathered today to warn of the severe consequences for the region's economy. The press conference, led by **San Diego City Councilmember Raul Campillo**, brought together a coalition of business leaders representing various San Diego industries who urged the administration to reverse course before these tariffs inflict lasting damage on local businesses, housing affordability, and consumers.

"The President calls April 2nd 'Liberation Day.' But let's be honest—there's nothing liberating about raising prices on hardworking San Diegans and putting local jobs at risk," said Councilmember Raul Campillo, Chair of the Economic Development and Intergovernmental Relations Committee. **"These tariffs threaten everything from groceries to housing to healthcare costs at a time when many families are already struggling. As an elected representative, I am standing with San Diego's business community to say loud and clear—this trade war is reckless, and it must stop."**

The tariffs will impact industries across the board, from manufacturing and healthcare to construction and trade. According to economic experts, the new tariffs are expected to cost the average American household up to **\$2,000 more per year**—with **San Diego families among the hardest hit** due to the region's already high cost of living.

"Tariffs create unnecessary economic barriers that disrupt cross-border trade, increase costs for businesses, and threaten jobs in our region," said San Diego Regional Chamber of Commerce Vice President of International and Public Affairs, Kenia Zamarripa. **"San Diego**

thrives on seamless trade with Mexico, our top trading partner, and these tariffs will harm businesses of all sizes. Thank you, Councilmember Campillo, for leading on this issue and fighting for trade policies that strengthen, not burden, our binational economy.”

One of the industries expected to be hit hardest is housing construction, where the cost of materials is set to rise dramatically—potentially worsening San Diego’s housing crisis.

“New tariffs on Canada, Mexico, and China—America’s largest trading partners—are projected to raise the cost of imported construction materials by more than \$3 billion, increasing the price of a new home by \$7,500 to \$10,000,” said San Diego County Building Industry Association CEO Lori Pfeiler. **“That’s exactly the wrong approach, especially in San Diego, where we’re already facing a severe housing affordability crisis. We urge President Trump to roll back these tariffs to help build more housing, not less.”**

San Diego’s unique geographic position and deep ties to Mexico make it particularly vulnerable to economic instability caused by tariffs. With **\$63 billion in imports and \$33 billion in exports flowing through San Diego as of 2023**, new trade restrictions are expected to create severe economic disruptions.

“The climate of uncertainty driven by ever changing trade policies and rising tariffs discourages investment, as companies struggle to plan ahead and San Diego consumers face higher prices on a range of products,” stated Alejandra Mier y Teran, Executive Director for the Otay Mesa Chamber of Commerce.

Councilmember Campillo and business leaders are urging the administration to pursue alternative solutions that would strengthen American industries without hurting consumers.

“San Diego thrives because of trade,” Campillo added in closing. **“From our small businesses and manufacturers to our healthcare providers and construction industry, we depend on strong economic partnerships with Mexico, Canada, and beyond. These tariffs threaten the economic stability of our region, putting jobs at risk, raising prices on everyday goods, and making it even harder for working families to afford to live here. This is not about partisan politics—it’s about protecting San Diego’s economy. President Trump still has time to change course, and we urge him to listen before it’s too late.”**

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About Councilmember Raul Campillo

Councilmember Raul Campillo proudly represents the Seventh Council District of the City of San Diego and serves as the Chair of the Economic Development & Intergovernmental Relations Committee.

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