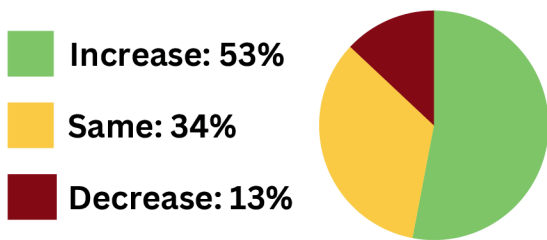


WHAT LOCAL BUSINESS OWNERS ARE SAYING:

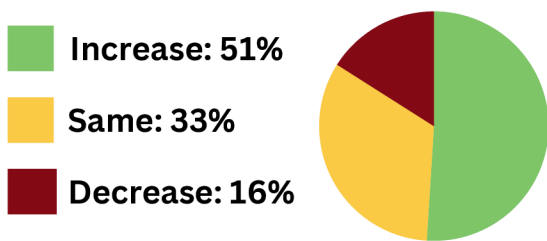
SALES

How are top line sales expected to change in the next 12 months?



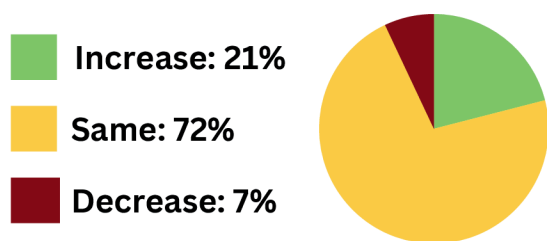
PROFITS

How is profit expected to change in the next 12 months?

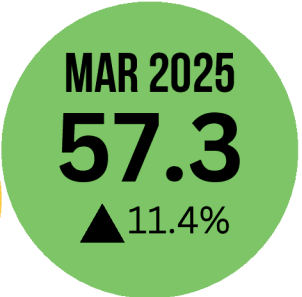


EMPLOYMENT

How is the level of employment expected to change in the next 12 months?



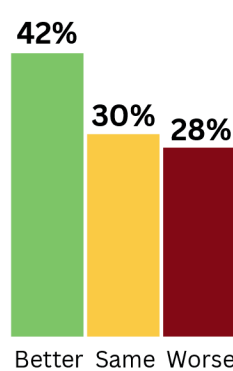
Business Confidence
Aggregate Score:



NEUTRAL = 50

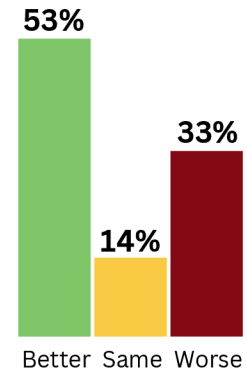
LOCAL BUSINESS CONDITIONS

How will general business conditions in Butte County change in the next 12 months?



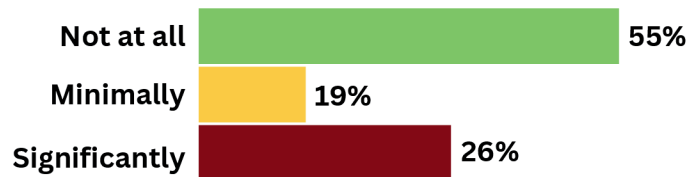
US BUSINESS CONDITIONS

How will general business conditions in the U.S. change in the next 12 months?



HOT TOPIC

Have the continual increases in California minimum wage (\$16.50/hr as of January 2025) impacted the number FTE's you hire and/or retain?



Results are based upon an email survey of business owners in Butte County.

Want to participate in our next survey?
Email: marketing@goldenvalley.bank for more information!

BUTTE COUNTY ECONOMIC DASHBOARD

Spring 2025

Butte County Key Economic Indicators contain a broad group of measures that can be used to assess the economic performance and competitiveness of the county. Economic Indicators are grouped under broad categories measuring economic change in the county along with key factors gauging the area's future competitiveness.

View the full dashboard at goldenvally.bank/Economic-Dashboard



ECONOMIC HEALTH

UNEMPLOYMENT RATE

NOV 2024

5.6%

+5 from Nov 2023

35th out of 58 Counties

TAXABLE SALES

Q3 2024

\$1.1bil

-\$57.4mil from Q3 2023

29th out of 58 Counties



QUALITY OF LIFE

POPULATION

JUL 2024

208.6k

+569 from March 2024

28th out of 58 Counties

RESIDENTIAL PERMITS

Q3 2024

126

-105 from Q3 2023

23rd out of 58 Counties



Quinn Velasquez

Senior Vice President,
Chief Credit Officer
Golden Valley Bank

It is a new year, and economic changes have started to manifest. Polling of our local Butte County business owners shows increased confidence in 2025. A majority of business owners believe that sales and profits are expected to increase (an improvement from the prior year), with employment levels remaining flat. At least initially, the majority of national and local sentiment for economic outlook seems to be positive – and with a low unemployment rate in Butte County (5.6%), the labor market will continue to remain competitive.

With government stimulus programs firmly in the rear-view mirror and a rebound of interest rates off decade lows, 2025 will be a sink or swim year for some businesses to survive on their economic merits alone. Interpreting policy from the new federal administration may be an ongoing challenge in the near-term, with uncertainty around the longer-term impacts of tariffs, especially when determining which industries may be impacted. Fed Chair Jerome Powell continues to take a cautious approach to adjusting interest rates, with the current expectations of short-term borrowing costs being reduced another 0.25%-0.50% before year end. Recent narrative from the Fed suggests that rate adjustments will be reactive to impacts in the economy and cuts may not be guaranteed.

Cost of living will continue to remain elevated in California during 2025 and Butte County is not isolated from this challenge. The high cost of materials, access to buildable land, elevated interest rates (compared to 2020-2022), and insurance eligibility have limited entrepreneurial profit opportunities for contractors. In 2024 the average price for a purchased home in Chico was \$300/PSF. Chico was consistently 25% more expensive than Shasta County (Redding CA) for similar housing alternatives. In light of all these challenges, Butte County continues to be resilient. A diverse economy split between agriculture, education, government, and healthcare continues to sustain a stable population base.