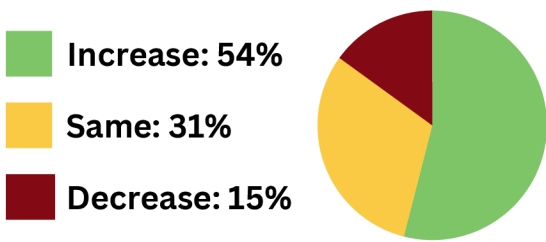


WHAT LOCAL BUSINESS OWNERS ARE SAYING:

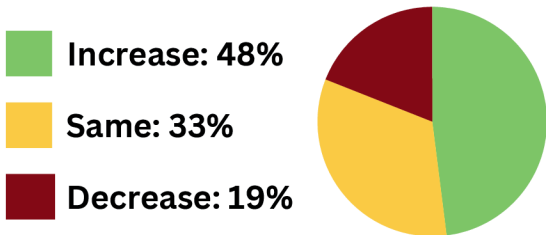
SALES

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



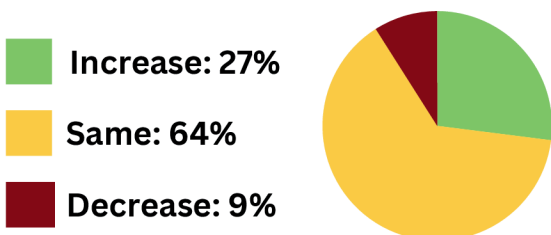
PROFITS

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

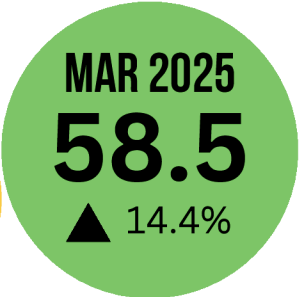


EMPLOYMENT

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



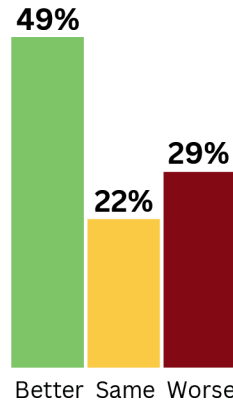
Business Confidence
Aggregate Score:



NEUTRAL = 50

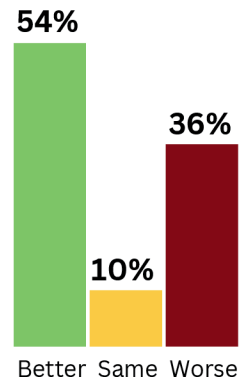
LOCAL BUSINESS CONDITIONS

How will general business conditions in Shasta 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

The City of Redding faces a budget shortfall of over \$5 million, preventing the backfill of critical public safety positions. Would you support a local sales tax initiative to fund public safety to full staffing, maintain and improve infrastructure, and fund park maintenance and future projects?



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

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

SHASTA COUNTY ECONOMIC DASHBOARD

Spring 2025

The Shasta 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



QUALITY OF LIFE

HOME PRICE VS. CA AVG.
Q2 2024
-57.1%
-3.1 from Q2 2023
14th out of 58 Counties

SINGLE FAMILY HOMES
DEC 2024
\$366.5k
+\$4.2k from Nov 2023
15th out of 58 Counties

AVERAGE ANNUAL WAGE
Q2 2024
\$58.1k
+\$2.5k from Q2 2023
32nd out of 58 Counties



LOCAL INDUSTRY

HEALTH CARE
Q2 2024
11,835
No. of Employees
-96 from Q1 2024

FORESTRY AND FOREST PRODUCTS
Q2 2024
1,501
No. of Employees
+57 from Q2 2023

MANUFACTURING
Q2 2024
2,860
No. of Employees
+9 from Q2 2023



PRODUCTIVITY

UNEMPLOYMENT RATE
NOV 2024
5.3%
+0.1 from Nov 2023
32nd out of 58 Counties

LABOR FORCE
NOV 2024
74.7k
+3k from Nov 2023
31st out of 58 Counties

LABOR FORCE PARTICIPATION
NOV 2024
51.3%
+2.2 from Nov 2023
46th out of 58 Counties



Todd Jones

President & CEO
Redding Chamber of
Commerce

As we step into 2025, we do so with optimism and confidence in our future. Remarkably, all key indicators of business confidence have improved since September 2024, including increased sales, profits, hiring, and both local and national business conditions. While these results are encouraging, they are not surprising. Here in the North State, we have always believed in ourselves. Resilience and self-reliance define our community.

Closer to home, Shasta County's business landscape continues to strengthen. Entrepreneurs are investing, new businesses are emerging, and established companies are expanding. From innovation in healthcare and manufacturing to the growth of small businesses that fuel our local economy, momentum is on our side. The spirit of enterprise and determination in our community is undeniable.

A major topic of discussion lately has been the City of Redding's budget challenges and the number of unfunded projects that remain on the table. Rising costs affect us all, including the city. Discussions continue around potential solutions, including a citizen-led tax initiative. I remain engaged with those involved to help ensure our community stays informed.

I firmly believe Redding's best days are still ahead. I know many of you share that belief, and together, we can turn that vision into reality.