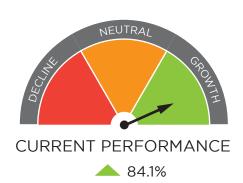
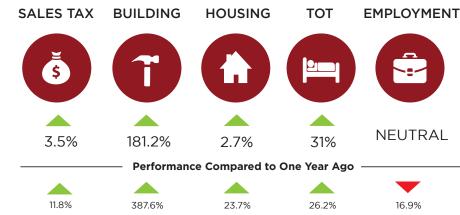
An overview of our local economy.

#### PERFORMANCE THIS QUARTER

Compared to previous quarter -

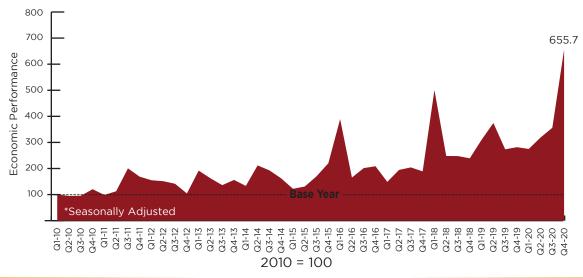




Detailed reports and Oroville Business Confidence Survey™ at **www.goldenvalley.bank** 



### **CHANGES OVER THE YEARS**



#### **CURRENT TRENDS**



Local performance was strong in Q4 2020, pushing the Snapshot up 84.1% from the previous quarter with increases from four of the five components.

Sales tax revenue was over \$2.7 million in Q4 2020, up 3.5% following a sharp decrease in the previous quarter. Total valuation of permits issued increased for the third consecutive quarter in Q4 2020, up 181.2% from Q3 2020. The average home sales price was \$332,929 in Q4 2020, up for the third consecutive quarter and currently at record highs since 2010. Transient Occupancy Tax revenue was nearly \$269k in Q4 2020, up 31% from the previous quarter. There were 7,656 Oroville residents employed in Q4 2020, equal to the previous quarter.

Looking forward, local business leaders are showing a strong level of optimism for the future of our economy. The February 2021 Oroville Business Confidence Survey shows 65% expect local conditions to get better over the next year, up from 41% in September 2020. Make sure to view the full report at www.GoldenValley.Bank.

Eric J. Smith, CEO
Oroville Chamber of Commerce





## **BUSINESS CONFIDENCE SURVEY**

Optimism among local business leaders noticed a strong increase in February 2021. When compared to the previous survey in September 2020, confidence was up 23.7%.

Increased confidence was shown across all questions, with more local leaders expecting growth in sales, profit, and employment over the next year. There was also a strong increase in projected business conditions in Oroville with 65% of leaders expecting better local conditions, up from 41% in September 2020. As for national business conditions, 54% expect to see better conditions, up from 41% in the previous

Our current survey score of 60 shows a strong level of optimism for the future of our

FEB 2021 **SEPT 2020** 

Neutral = 50



## WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING What are your expectations for the next 12 months?

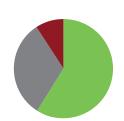
#### SALES

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

Increase: 59%

Decrease: 9%

Same: 32%



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



Increase: 53%

### **EMPLOYMENT**

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



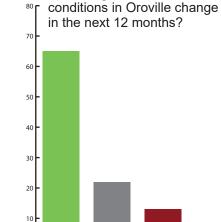




Same: 71%

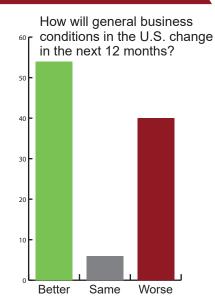
#### **LOCAL BUSINESS CONDITIONS**

How will general business





**US BUSINESS CONDITIONS** 



HOT TOPIC!

What is your biggest challenge in 2021?

> Hiring qualified employees: 36% Need for capital: 19%

Adjusting to new technology: 10%

Other: 35%

Want to participate in our next survey? Email esmith @orovillechamber.com for more information!





An overview of our local economy

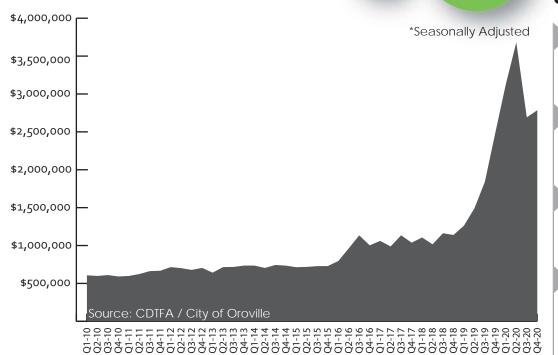


### **SALES TAX** 2010 = 100









### SALES TAX AT A GLANCE...

- Sales tax revenue was \$2,785,667 in Q4 2020, up 3.5% from the previous quarter.
- Revenue was up 11.8% from one year ago and up 144.5% from two years ago.
- In 2020, total revenue was over \$12.2 million, the highest grossing year since 2010.
- Compared to Q1 2020, total revenue is up more than \$2.1 million or 358.9%.

## **4TH QUARTER TREND**

Sales tax revenue was over \$2.7 million in Q4 2020, up 3.5% following a sharp decrease in the previous quarter. It is important to note that the City states revenue received through taxes in July and August 2020 were credited back to the prior fiscal year in accordance with City Budget Policies, which impacts data for Q3 2020.

Along with budget policies, normal decreases can be expected following the significant growth period from the start of 2019 to the high point in Q2 2020. In that time period, revenue increased six consecutive quarters for a total of 191.7% or more than \$1.5 million. Most of the strong increase can be attributed to Measure U, an additional 1% sales tax, which was implemented in Q2 2019.

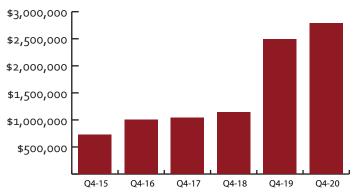
Looking forward, local business leaders are showing strong levels of the optimism. In February 2021, 59% expected an increase in sales over the next 12 months, with 32% expecting sales to remain the same. The full results of the latest Oroville Business Confidence Survey are available at www.goldenvalley.bank.

#### Eric J. Smith, CEO **Oroville Chamber of Commerce**



#### More Economic Snapshot information available at www.goldenvalley.bank

#### 4TH QUARTER SALES TAX PERFORMANCE



Total increase of 282.1% since Q4 2015.





# **ECONOMIC SNAPSHOT**<sup>™</sup>

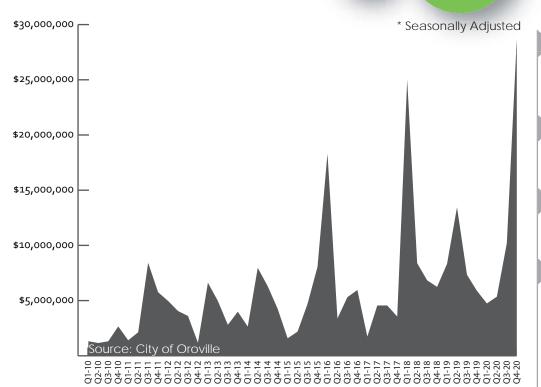
An overview of our local economy.







## BUILDING PERMITS AT A GLANCE...



- Total value of building permits issued was over \$28.6 million in Q4 2020, up 181.2% from the previous quarter.
- Valuation was up 387.6% from a year ago and up 359.4% from two years ago.
- There were 336 permits issued in Q4 2020, up from 268 permits in the previous quarter.
- In 2020, total valuation of permits issued was over \$38.9 million, the highest grossing year since 2010.

## **4TH QUARTER TREND**

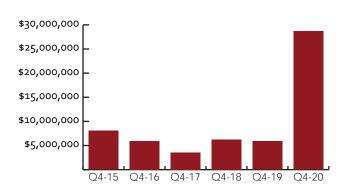
Total valuation of permits issued increased for the third consecutive quarter in Q4 2020, up 181.2% from Q3 2020. There were 336 permits issued for a total valuation of more than \$28.6 million, the highest grossing quarter since 2010.

Larger valuation swings between quarters continues to be normal for this component due to size of projects being issued, total number of projects, and standard seasonal trends within the construction industry.

As an example, one reason for the large increase in Q4 2020 was a single permit issued in December 2020 with a valuation of more than \$4.5 million, half of the total valuation for December. This permit was for construction of a new gas station and convenience store on Oroville Dam Boulevard.

Eric J. Smith, CEO
Oroville Chamber of Commerce

#### **04 BUILDING PERFORMANCE**



Total increase of 255.6% from Q4 2015.

More Economic Snapshot information available at www.goldenvalley.bank







# **ECONOMIC SNAPSHOT**<sup>TM</sup>

An overview of our local economy.



### HOUSING 2010=100



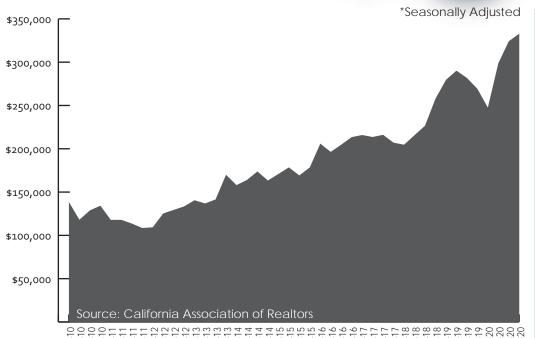




## HOUSING MARKET AT A GLANCE...



- Current prices are up 23.7% compared to a year ago and up 29.2% compared to two years ago.
- Properties stayed on the market an average of 38 days, equal to the previous quarter and down from 46 days a year ago.
- There were 77 closed sales, down from 103 closed sales in the previous quarter, and down from 93 one year ago.



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## **4TH QUARTER TREND**

The average home sales price was \$332,929 in Q4 2020, up for the third consecutive quarter to record high levels since the base year in 2010.

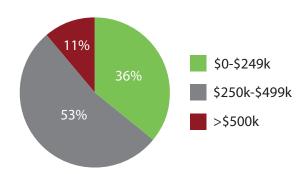
With increased prices, properties continued to sell quickly, although there were 25% fewer closed sales compared to the previous quarter and 17% fewer sales compared to the previous year.

As a comparison, in the 4th quarter of 2010, the average sales price was \$134,292 with 55 closed sales and properties spent an average of 97 days on the market.

Eric J. Smith, CEO Oroville Chamber of Commerce

## **4TH QUARTER PERFORMANCE**

-AVERAGE SALES PRICE-











An overview of our local economy.

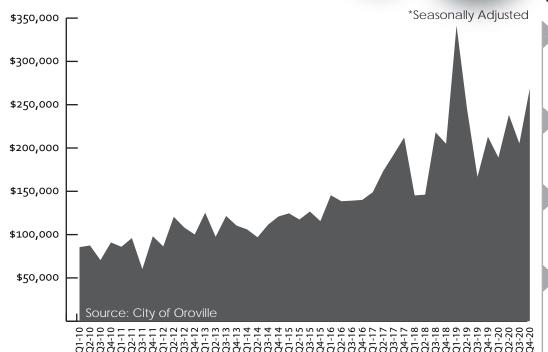


2010 = 100

31%



04 2020 314.5



### TOT AT A GLANCE...

- Transient occupancy tax revenue was \$268,940 in Q4 2020, up 31% from the previous quarter.
- Revenue was up 26.2% from a year ago and up 31.3% from two years ago.
- In 2020, total TOT revenue was over \$901k, the second highest grossing year since 2010.
- Total revenue is currently up 214.5% or more than \$183k when compared to the base year of Q1 2010.

## **4TH QUARTER TREND**

Transient Occupancy Tax revenue was nearly \$269k in Q4 2020, up 31% from the previous quarter. It is important to note that the City states revenue received in July was credited back to the prior fiscal year in accordance with city budget policies, which impacts data for Q3 2020.

As a reminder, some minor volatility between quarters is common for this component and should not be a major concern at this time. Overall, TOT has continued to maintain a strong performance over the past two years, increasing four of the past eight quarters and is up a total of 31.3% since that time.

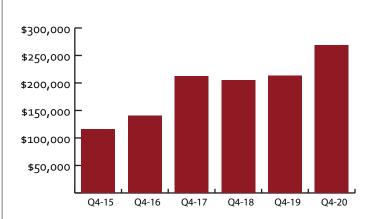
Total revenue received in 2020 was over \$901k, the second highest grossing year behind 2019 with over \$966k.

Eric J. Smith. CEO **Oroville Chamber of Commerce** 

More Economic Snapshot information available at www.goldenvalley.bank



#### 4TH QUARTER PERFORMANCE



Total increase of 132.8% since Q4 2015.





An overview of our local economy.

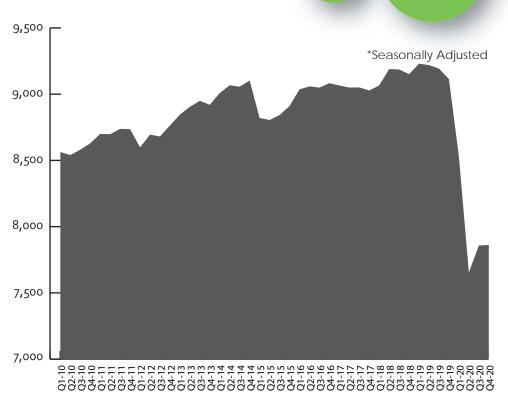


Q3 2020 89.7

04 2020

## **EMPLOYMENT AT** A GLANCE...

- There were 7,656 Oroville residents employed in Q4 2020, equal to the previous quarter.
  - Employment was down 16.9% from a year ago and down 17.4% from two years ago.
  - Compared to the base year in Q1 2010, employment is down 10.3% with 875 fewer residents employed.



## **4TH QUARTER TREND**

There were 7,656 residents employed in Q4 2020, equal to the previous quarter. Employment levels continued to hold following the strong impacts from COVID-19 in the previous quarters.

Local employment started to show significant decreases in Q1 and Q2 2020, following record high employment in the prior two years. In Q1 2020, employment decreased 9.7% from the previous quarter and in Q2 2020, decreased another 12.9%.

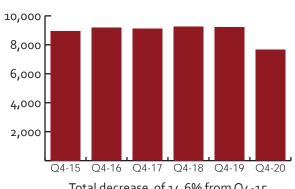
The February 2021 Oroville Business Confidence Survey show 22% of local business leaders expect to increase employment over the next 12 months, while 71% expect current levels to remain the same. Make sure to view the full results at www.GoldenValley.Bank.

Eric J. Smith, CEO **Oroville Chamber of Commerce** 

More Economic Snapshot information available at www.goldenvalley.bank



### **04 PERFORMANCE**



Total decrease of 14.6% from Q4-15.

