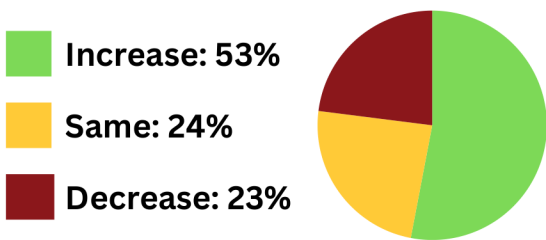


## WHAT LOCAL BUSINESS OWNERS ARE SAYING:

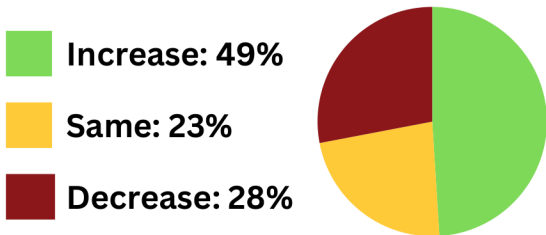
### SALES

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



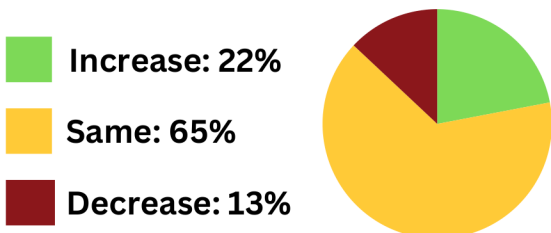
### PROFITS

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

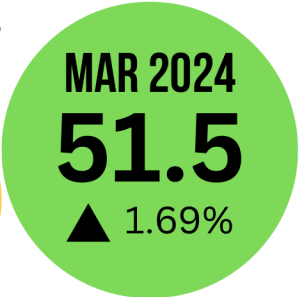


### EMPLOYMENT

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



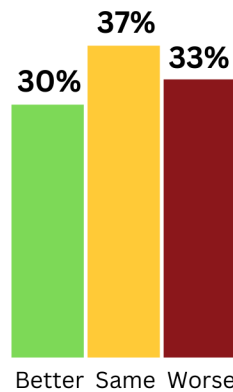
Business Confidence  
Aggregate Score:



NEUTRAL = 50

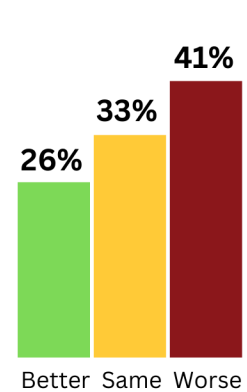
### LOCAL BUSINESS CONDITIONS

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

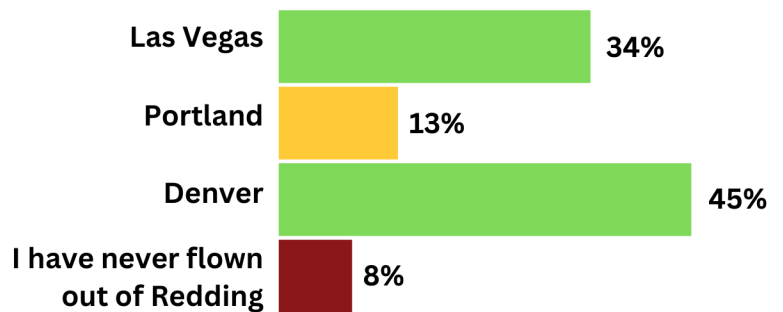


### US BUSINESS CONDITIONS

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



**HOT TOPIC** What new direct flight would you like to see from the Redding Airport?



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

Want to participate in our next survey?  
Email [marketing@goldenvally.bank](mailto:marketing@goldenvally.bank) for more information!

# SHASTA COUNTY ECONOMIC DASHBOARD

## March 2024

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](http://goldenvally.bank/Economic-Dashboard)



### QUALITY OF LIFE

**HOME PRICE VS. CA AVG.**  
Q4 2023  
-55.3%  
-0.3 from Q4 2022  
14th out of 58 Counties

**SINGLE FAMILY HOMES**  
FEB 2024  
\$363k  
+\$4.9k from Feb 2023  
15th out of 58 Counties

**AVERAGE ANNUAL WAGE**  
Q3 2023  
\$56.6k  
+\$205 from Q3 2022  
32nd out of 58 Counties



### LOCAL INDUSTRY

**HEALTH CARE**  
Q3 2023  
11,495  
No. of Employees  
-132 from Q2 2023

**FORESTRY AND FOREST PRODUCTS**  
Q3 2023  
1,361  
No. of Employees  
+19 from Q2 2022

**MANUFACTURING**  
Q3 2023  
2,773  
No. of Employees  
-64 from Q2 2022



### PRODUCTIVITY

**UNEMPLOYMENT RATE**  
FEB 2024  
6.9%  
+1 from Feb 2023  
34th out of 58 Counties

**LABOR FORCE**  
FEB 2024  
75.1k  
+900 from Feb 2023  
30th out of 58 Counties

**LABOR FORCE PARTICIPATION**  
FEB 2024  
51.4%  
-2.1 from Feb 2023  
48th out of 58 Counties



## Todd Jones

President & CEO  
Redding Chamber of  
Commerce

I am pleased to partner with Golden Valley Bank to release the Spring 2024 Business Confidence Survey Results. As you will see, our local businesses have increased their outlook for the coming 12 months and are anticipating increased sales, profits, and better business conditions.

Last fall the nation was still grappling with increased inflation and high interest rates. In recent weeks the Federal Reserve has indicated they will keep interest rates steady but are looking to reduce rates in the near future. These macroeconomic conditions are leading indicators for our local economy. As we have seen over the past 4 years, we can, and do, buck the trend and have proven to be resilient and thriving.

Unemployment is creeping up and in talking to some businesses this has helped ease the labor shortage we are still experiencing. Workforce will continue to be a major issue for our local economy as we work to recruit talent to our area and level up the talent that we already have.

I am excited to work with our local businesses to support them in my new role at the Greater Redding Chamber of Commerce. Together, we can make a difference.