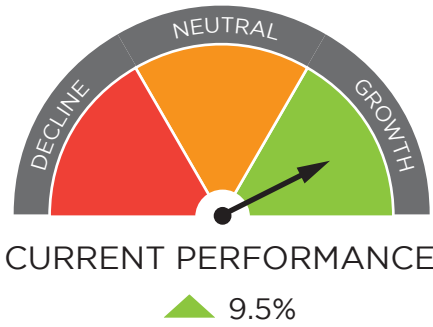


ECONOMIC SNAPSHOT™

An overview of our local economy.

PERFORMANCE THIS QUARTER

— Compared to previous quarter —

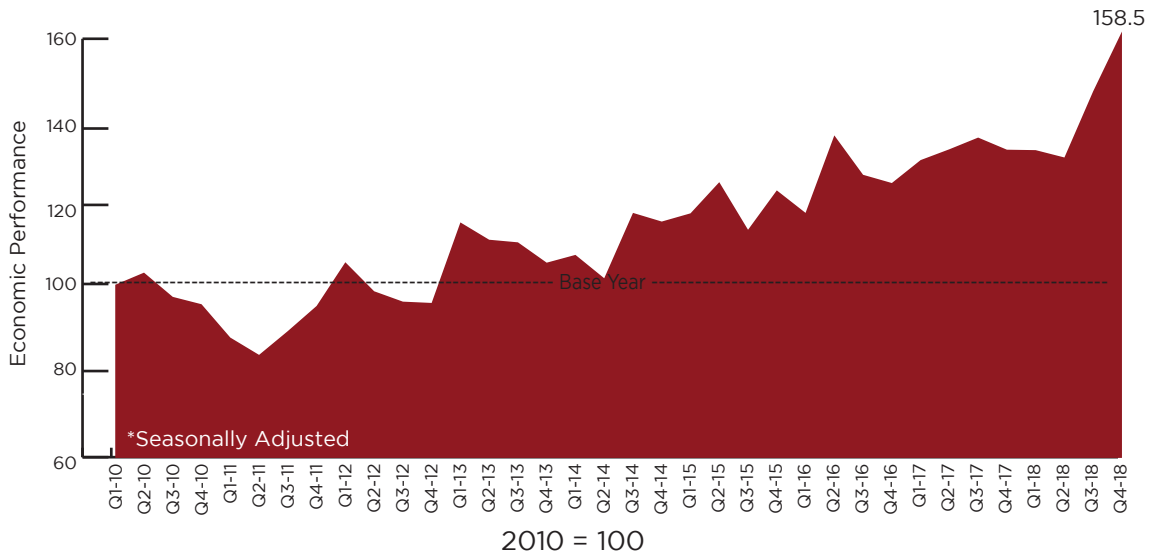


SALES TAX	BUILDING	HOUSING	TOT	EMPLOYMENT
▲ 8.3%	▲ 22.3%	▼ 1.1%	▲ 14.7%	▲ 1.5%
Performance Compared to One Year Ago				
▲ 8%	▲ 59.5%	▲ 5.2%	▲ 36%	▲ 2.6%

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



CHANGES OVER THE YEARS



CURRENT TRENDS



The Redding Economic Snapshot measures the performance of our local economy based on 5 main components, all of which are equally weighted and seasonally adjusted. We use 2010 as our base year, starting with a value of 100.

The local economy is currently up 9.5% from the previous quarter with strong increases in four out of five components. When compared to the base year of 2010, our economy is up 58.5%. In Q4 2018, sales tax revenue was over \$6.4 million, its highest level since 2010. Building continues to be strong with over \$28 million in permits issued. Average home sales price was over \$309k with 418 closed sales and properties spending an average of 49 days on the market. Transient Occupancy Tax was over \$1.7 million in Q4 2018, the highest grossing quarter since 2010. Employment continues to climb with over 72k Shasta County residents currently employed, an increase of 6,338 jobs when compared to 2010.

Make sure to view the inaugural Redding Business Confidence Survey to see how local business leaders feel about sales, profit, and employment over the next 12 months.

Jake Mangas, CEO
Redding Chamber of Commerce



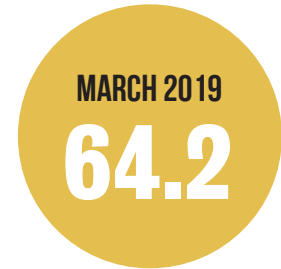
REDDING CHAMBER
OF COMMERCE
CONVENER | CATALYST | CHAMPION



BUSINESS CONFIDENCE SURVEY

The Redding Business Confidence Survey is a multiple choice survey of how local business leaders feel about the prospects of their own companies and local, state, and national economies over the next 12 months. All responses are aggregated and a score between 0 and 100 is computed. A score over 50 indicates an overall optimism about the local economy.

Our current survey produces a score of 64.2, showing a strong level of optimism for the future of our economy. We should see this upward trend continue!



Neutral = 50



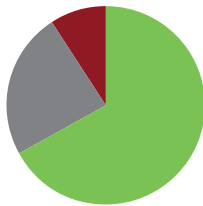
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

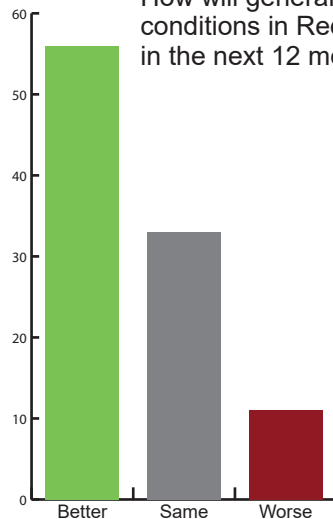
How are top line sales expected to change in the next 12 months?

- Increase: 69%
- Same: 27%
- Decrease: 4%



LOCAL BUSINESS CONDITIONS

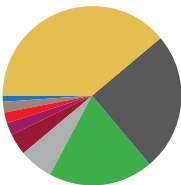
How will general business conditions in Redding change in the next 12 months?



HOT TOPIC!

Which is most important for retaining and growing your business in Redding?

- Quality of Workforce: 39%
- Public Safety: 25%
- Other: 19%
- Amenities (more restaurants, parks, clinics, etc.): 6%
- Services: 4%
- Incentives: 2%
- Workforce Housing: 2%
- Top Rated Schools: 2%
- Improvements in transportation: 1%



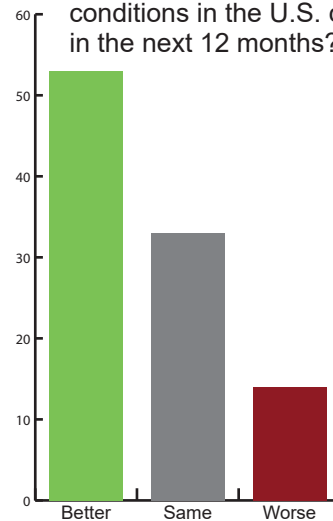
PROFITS

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



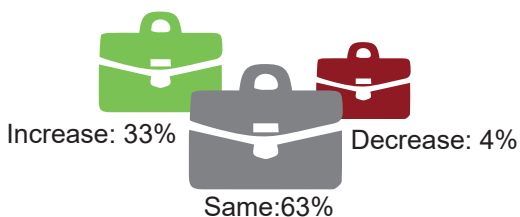
US BUSINESS CONDITIONS

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



EMPLOYMENT

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



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