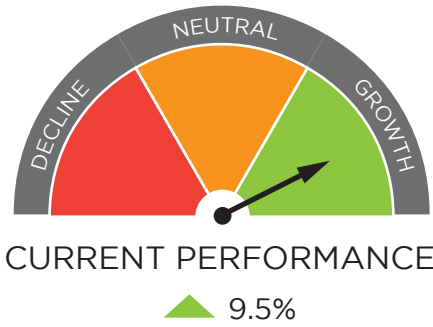


ECONOMIC SNAPSHOT™

An overview of our local economy.

PERFORMANCE THIS QUARTER

— Compared to previous quarter —

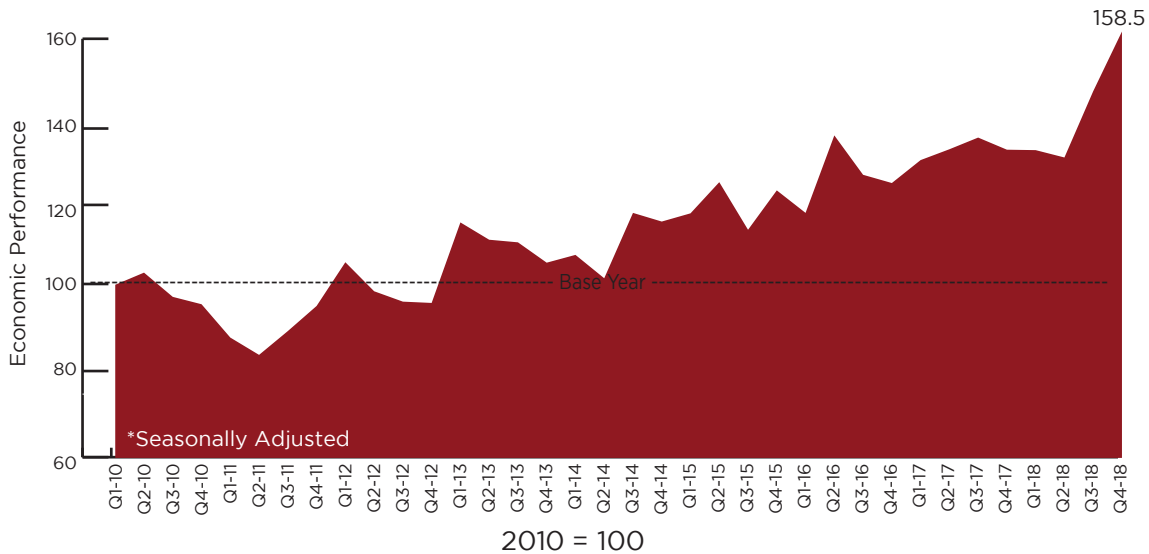


SALES TAX	BUILDING	HOUSING	TOT	EMPLOYMENT
▲ 8.3%	▲ 22.3%	▼ 1.1%	▲ 14.7%	▲ 1.5%
Performance Compared to One Year Ago				
▲ 8%	▲ 59.5%	▲ 5.2%	▲ 36%	▲ 2.6%

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



ECONOMIC SNAPSHOT™

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SALES TAX

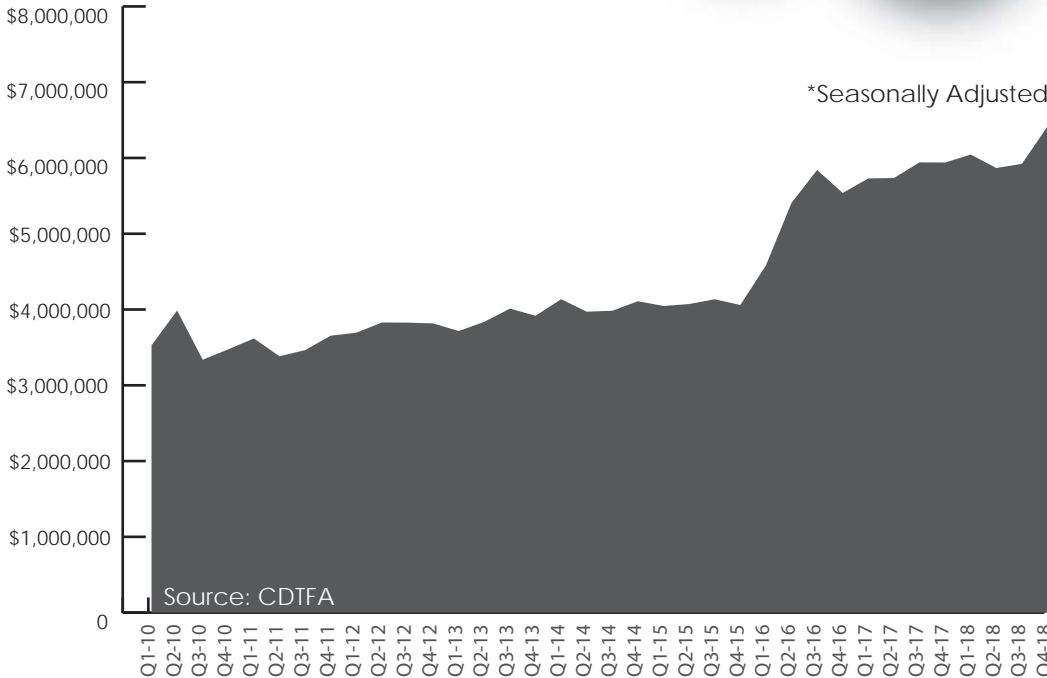
2010 = 100

8.3%

Q3 2018
167.9

Q4 2018
181.9

SALES TAX AT A GLANCE...



Q4 2018 Sales Tax revenue was \$6,416,813, up 8.3% from the previous quarter.

Revenue was up 8% from one year ago and up 15.9% from two years ago.

Total revenue in 2018 was over \$24.2 million, up from over \$14.3 million received in 2010.

Sales Tax revenue is the second most recovered component when compared to 2010.

4TH QUARTER TREND

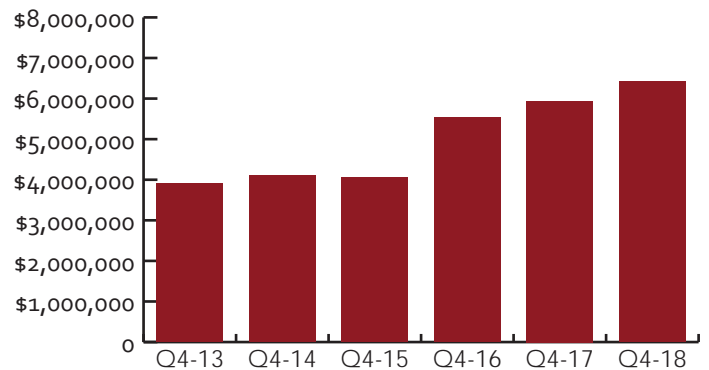
Sales Tax revenue was over \$6.4 million in Q4 2018, currently at its highest level since 2010. This was an increase of 8.3% from the previous quarter.

Revenue has continued a strong upward trend since the beginning of the tracking period in Q1 2010. Compared to just one year ago, total revenue is up \$477k or 8%. Compared to two years ago, revenue is up nearly \$879k or 15.9%. Minor adjustments between quarters have seemed to be standard over the past eight years and should not be of any major concern at this time.

The March 2019 Redding Business Confidence Survey shows 69% of business leaders expect their sales to increase over the next 12 months.

Jake Mangas, CEO
Redding Chamber of Commerce

4TH QUARTER SALES TAX PERFORMANCE



Total increase of 63.8% since Q4 2013.

More Economic Snapshot information available at www.goldenvalley.bank



ECONOMIC SNAPSHOT™

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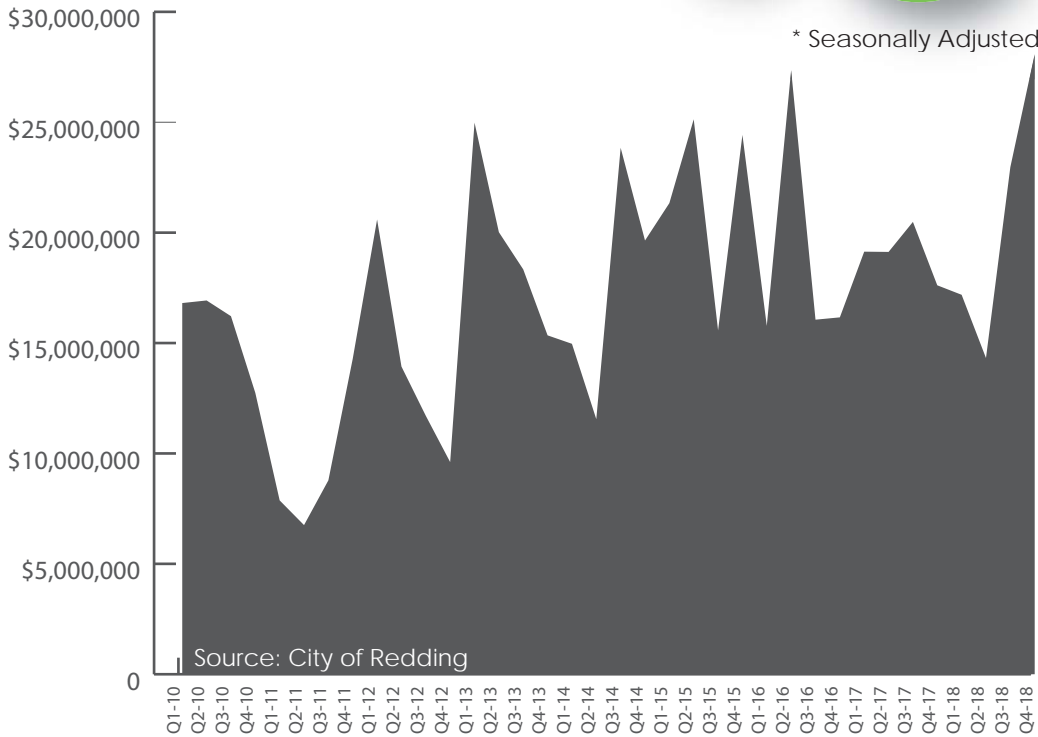


BUILDING PERMITS
2010 = 100

Q3 2018
136.6

Q4 2018
167.1

BUILDING PERMITS AT A GLANCE...



Total value of building permits issued in Q4 2018 was over \$28 million, up 22.3% from the previous quarter.

Valuation was up 59.5% from a year ago and up 73.9% from two years ago.

In 2018, over \$82.5 million in permits was issued, the second highest year since 2010.

There were 3,774 inspections in Q4 2018, an increase of 289 from the previous quarter.

Building permit valuation is up more than \$11.2 million when compared to the base year of Q1 2010.

4TH QUARTER TREND

Total valuation of permits issued was \$28,084,733 in Q4 2018, an increase of over \$11.2 million or 67.1% since the beginning of the tracking year in Q1 2010.

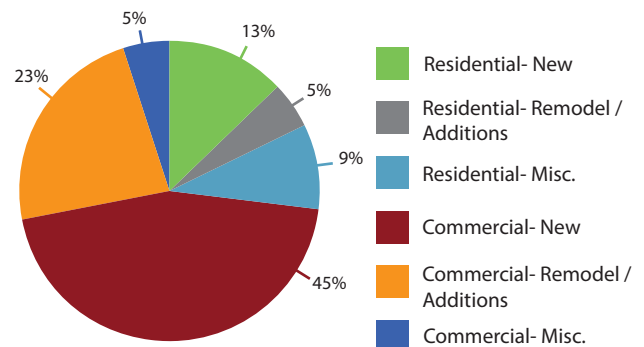
Commercial projects accounted for 73% of total valuation in Q4 2018, which was mainly due to one large permit for a mixed use commercial and multi-family project valued at over \$14.8 million on Market St. Residential projects still remained strong with 699 permits issued, down slightly from a total of 823 in the previous quarter.

Volatility between quarters can be normal for this component due to project size, number of projects, and standard seasonal trends. In 2018, over \$82.5 million in building permits was issued, up from over \$62.6 million in 2010.

Jake Mangas, CEO
Redding Chamber of Commerce

PERCENTAGE OF PERMITS

-Based on total valuation-



Residential Permits: 699
Commercial Permits: 225
Plans Reviewed: 285
Total Inspections: 3,774

ECONOMIC SNAPSHOT™

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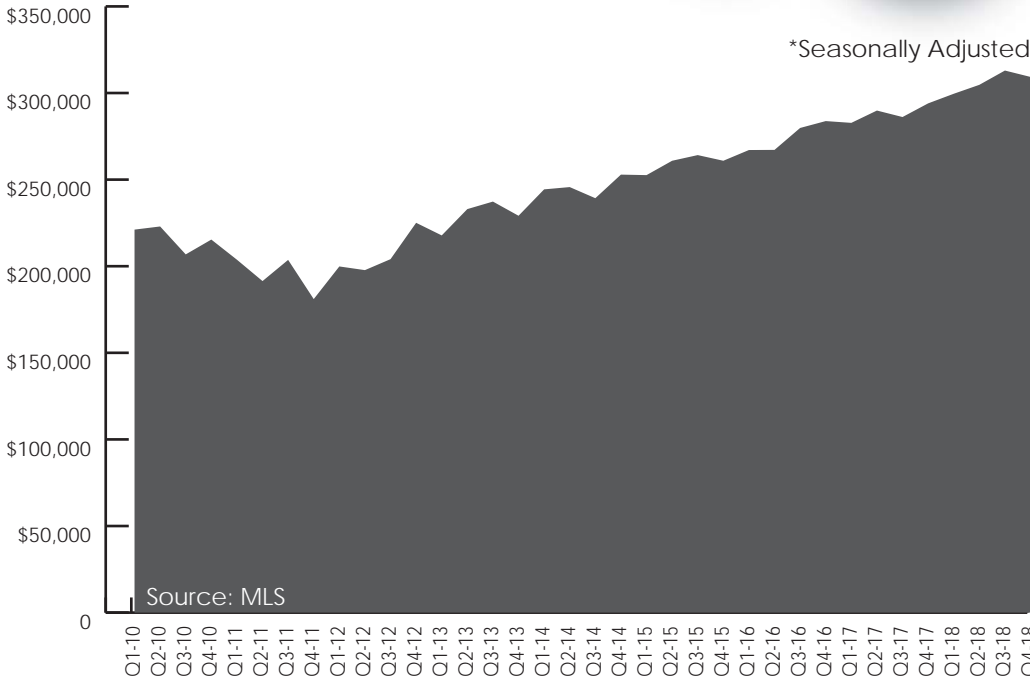
HOUSING
2010 = 100

1.1%

Q3 2018
141.5

Q4 2018
139.9

HOUSING MARKET AT A GLANCE...



Average home sales price in Q4 2018 was over \$309k, down 1.1% from the previous quarter.

Current prices are up 5.2% compared to a year ago and up 9% compared to two years ago.

Properties stayed on the market an average of 49 days, up from 42 days in the previous quarter and up from 48 days one year ago.

There were 418 closed sales in Q4 2018, down from 464 sales in the previous quarter, and down from 426 sales one year ago.

4TH QUARTER TREND

Average home sales price was \$309,281 in Q4 2018, down slightly from the previous quarter. Overall, current prices are up 39.9% since the beginning of the tracking period in Q1 2010.

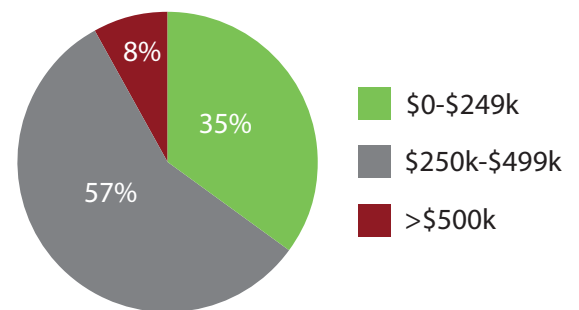
With average sale price currently at the second highest point since 2010, there was a slight decrease in the number of closed sales and properties spent a little more time on the market when compared to the previous quarter. In Q4 2018, there were 418 closed sales, down from 464 in Q3 2018. Properties spent an average of 49 days on the market, up from 42 days in the previous quarter.

Homes priced between \$250k - \$499k continue to be the "sweet spot" of the market, accounting for a majority of closed sales in Q4 2018.

Jake Mangas, CEO
Redding Chamber of Commerce

4TH QUARTER PERFORMANCE

-AVERAGE SALES PRICE-



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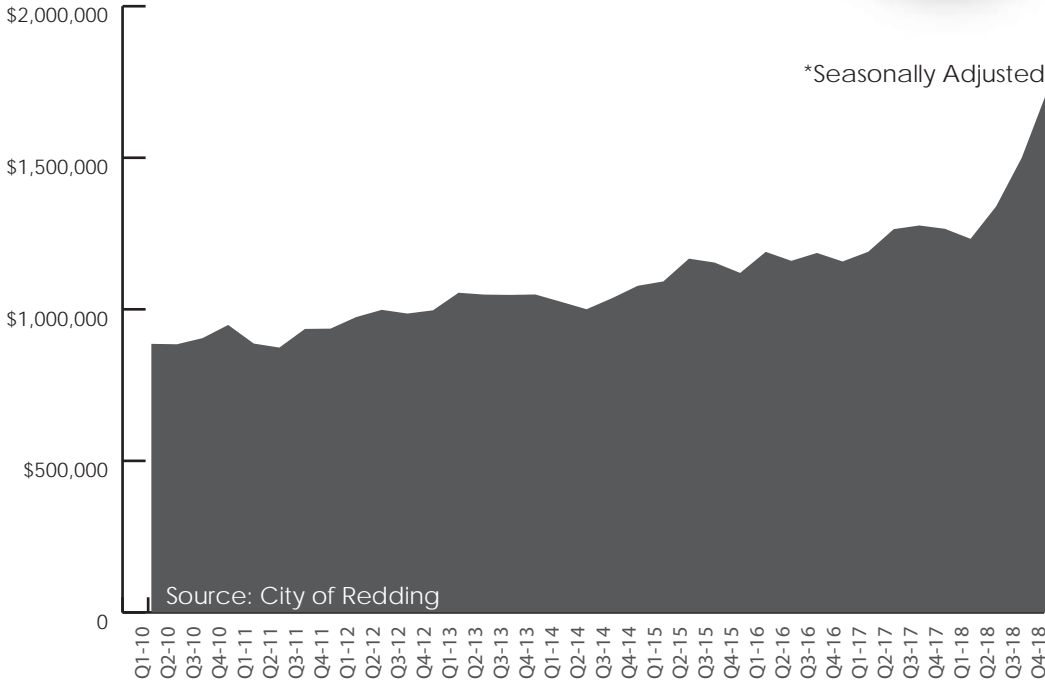
TOT
TRANSIENT OCCUPANCY TAX
2010 = 100

▲
14.7%

Q3 2018
169.3

Q4 2018
194.2

TOT AT A GLANCE...



Transient Occupancy Tax revenue was \$1,712,003 in Q4 2018, up 14.7% from the previous quarter.

Revenue was up 36% from a year ago and up 48.6% from two years ago.

Total revenue was over \$5.7 million in 2018, up from over \$3.6 million in 2010.

Transient Occupancy Tax revenue is currently the most recovered component of the Snapshot.

4TH QUARTER TREND

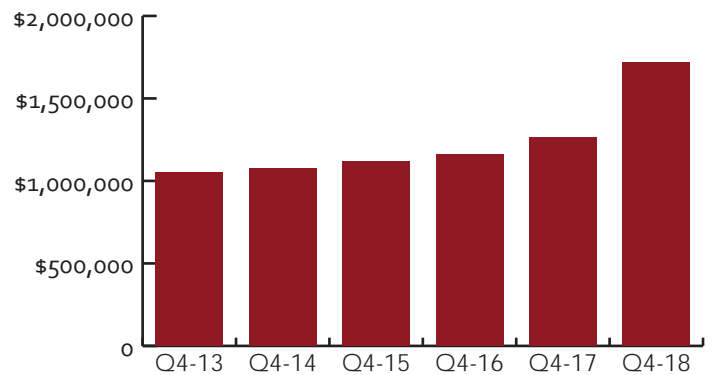
Transient Occupancy Tax (hotel bed tax) revenue was over \$1.7 million in Q4 2018, up 94.2% from the beginning of the tracking period in Q1 2010. This is the highest grossing quarter for TOT revenue since that time.

This was the third quarterly increase in a row for TOT revenue, continuing a strong upward trend. Looking back over the past two years, revenue has increased six of eight quarters and is now up 48.6% or \$563k since that time.

Revenue has remained at historical highs over the year, which may be partly due to the impact from the devastation in the north state. While TOT is expected to remain strong, we may see a slight correction in revenue over the coming quarters.

Jake Mangas, CEO
Redding Chamber of Commerce

4TH QUARTER PERFORMANCE



Total increase of 64.1% since Q4 2013.

More Economic Snapshot information available at www.goldenvalley.bank



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ECONOMIC SNAPSHOT™

An overview of our local economy.



EMPLOYMENT

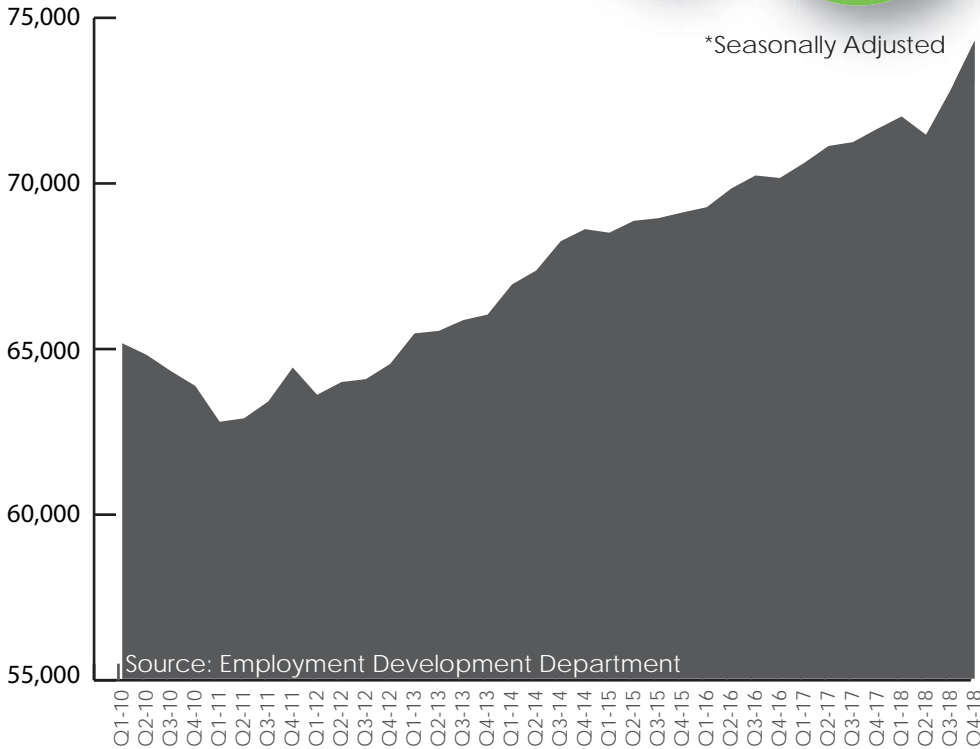
2010 = 100

1.5%

Q3 2018
108

Q4 2018
109.6

EMPLOYMENT AT A GLANCE...



There were 72,327 Shasta County residents employed in Q4 2018, up 1.5% from the previous quarter.

Employment is up 2.6% from a year ago and up 4.2% from two years ago.

Over the past two years, employment has increased seven of the past eight quarters.

Employment is currently at its highest level since Q1 2010.

4TH QUARTER TREND

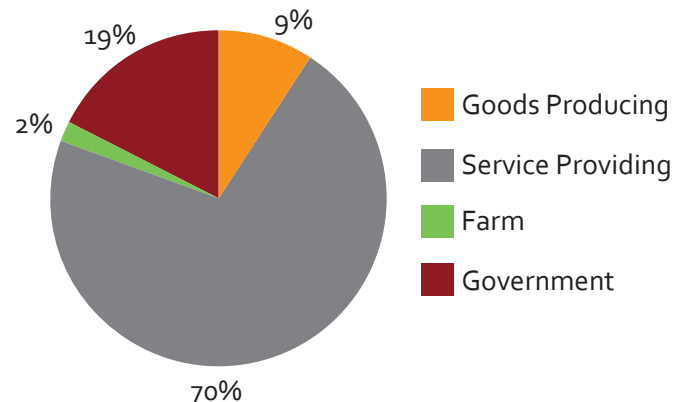
Over 72k Shasta County residents were employed in Q4 2018, an increase of 9.6% or 6,338 jobs compared to the beginning of the tracking period in Q1 2010. Employment is currently at its highest level since that time.

Looking back over just the past two years, it is clear how much of an impact employment has had on the local economy. Compared to one year ago, employment is up 1,849 jobs or 2.6%. When compared to two years ago, employment is up 2,878 jobs or 4.2%.

Looking forward, many leaders are expecting to add to their employment levels according to the Redding Business Confidence Survey from March 2019. The latest survey shows 33% are expecting to add more employees over the next 12 months. Just 4% expect to see a decrease in their employment levels.

Jake Mangas, CEO
Redding Chamber of Commerce

INDUSTRY BREAKDOWN



More Economic Snapshot information available at www.goldenvally.bank

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



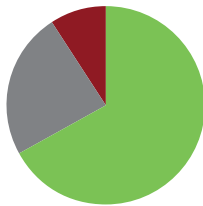
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

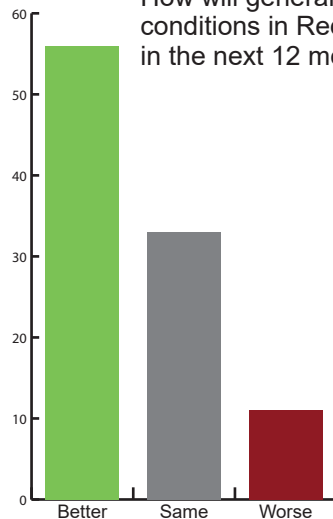
How are top line sales expected to change in the next 12 months?

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



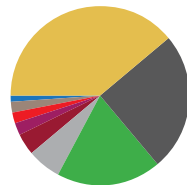
LOCAL BUSINESS CONDITIONS

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%

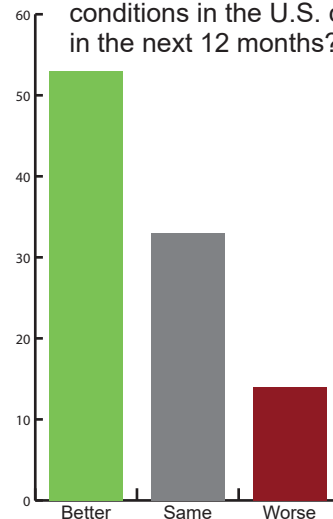
PROFITS

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



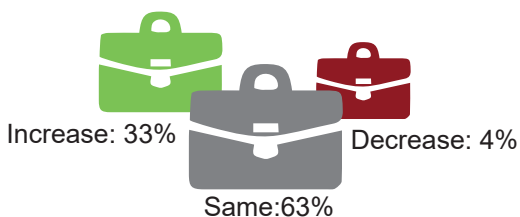
US BUSINESS CONDITIONS

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!