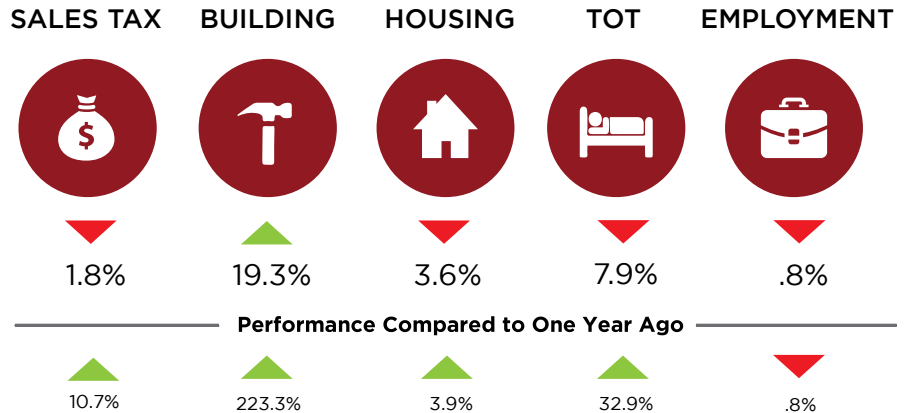
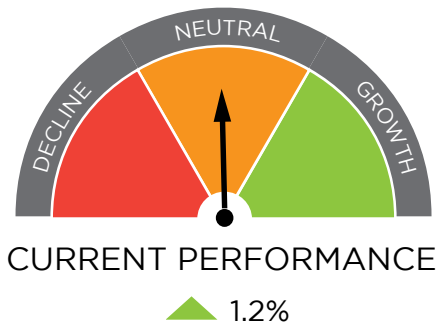


# ECONOMIC SNAPSHOT™

An overview of our local economy.

## PERFORMANCE THIS QUARTER

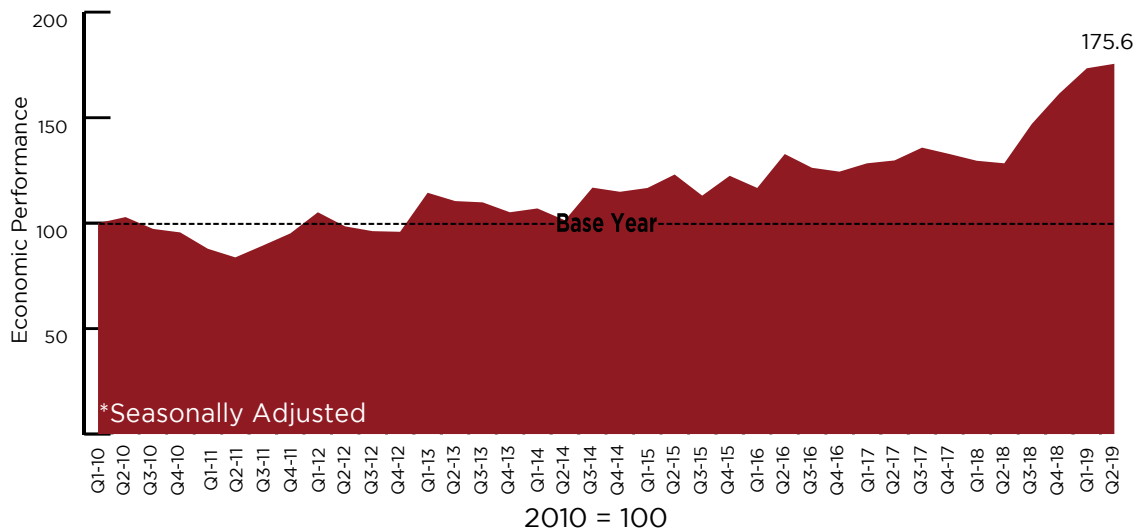
— Compared to previous quarter —



Detailed reports and Redding Business Confidence Survey™ at [www.goldenvalley.bank](http://www.goldenvalley.bank)



## CHANGES OVER THE YEARS



## CURRENT TRENDS



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

Performance of the local economy was up 1.3% in Q2 2019, as a robust construction sector outweighed decreases in the other four components.

Although sales tax was over \$6.3 million, it was the first quarterly decrease in the past year. Building valuations continue to climb with over \$41.4 million in new permits issued in Q2 2019, the highest quarterly valuation since Q1 2010. Average home sales price was just over \$317,000, a decrease of 3.6% or \$11,692 from the previous quarter. There were 111 more closed sales compared to Q1 2019. TOT revenue was more than \$1.7 million in Q2 2019, the second highest grossing quarter since Q1 2010. There were over 70,000 Redding residents employed in Q2 2019, a slight decrease from the previous quarter.

Keep an eye out for the newest 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**  
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# ECONOMIC SNAPSHOT™

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## SALES TAX

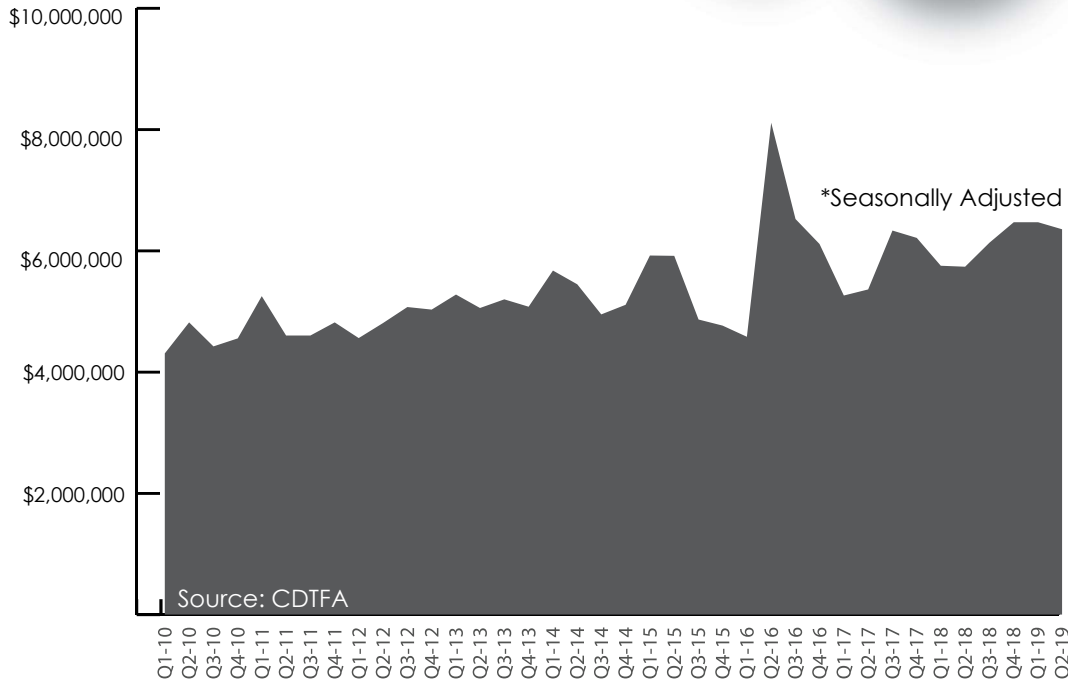
2010 = 100

1.8%

Q1 2019  
150.2

Q2 2019  
147.5

## SALES TAX AT A GLANCE...



Sales Tax revenue was \$6,358,187 in Q2 2019, down 1.8% from the previous quarter.

Revenue was up 10.7% from one year ago and up 18.6% from two years ago.

Sales Tax revenue is the third most recovered component when compared back to Q1 2010.

Revenue has increased four out of the past eight quarters.

## 2ND QUARTER TREND

Sales Tax revenue was over \$6.3 million in Q2 2019, down 1.8% from the previous quarter. This was the first quarterly decrease, following a growth period over the past year.

Sales tax remains a strong component of the Snapshot, continuing to show steady growth since the base year of Q1 2010. Since that time, revenue has increased over \$2 million or 47.5%. Over the past two years, revenue has increased nearly \$1 million, or 18.6%.

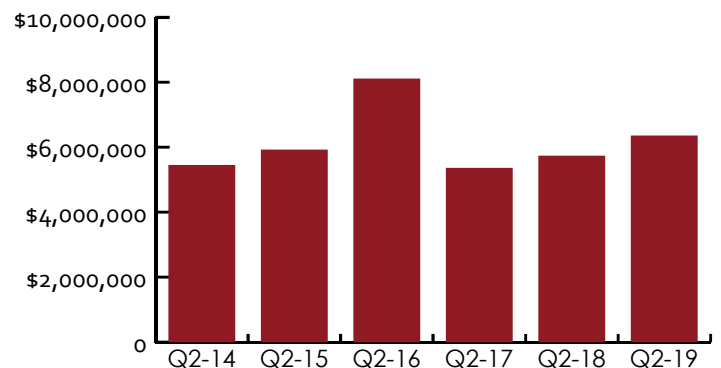
Minor adjustments between quarters can be due to standard seasonal trends, such as holiday shopping, along with "clean up" payments to the City. The final clean up payment, also known as the "Triple Flip" was done around June 2016, which can be attributed to the abnormal spike in revenue.

Looking forward, the August 2019 Redding Business Confidence Survey shows 65% of local business leaders expect sales to increase over the next 12 months.

**Jake Mangas, CEO**  
Redding Chamber of Commerce

More Economic Snapshot information available at [www.goldenvalley.bank](http://www.goldenvalley.bank)

## 2ND QUARTER SALES TAX PERFORMANCE



Total increase of 16.7% since Q2 2014.



# ECONOMIC SNAPSHOT™

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## BUILDING PERMITS

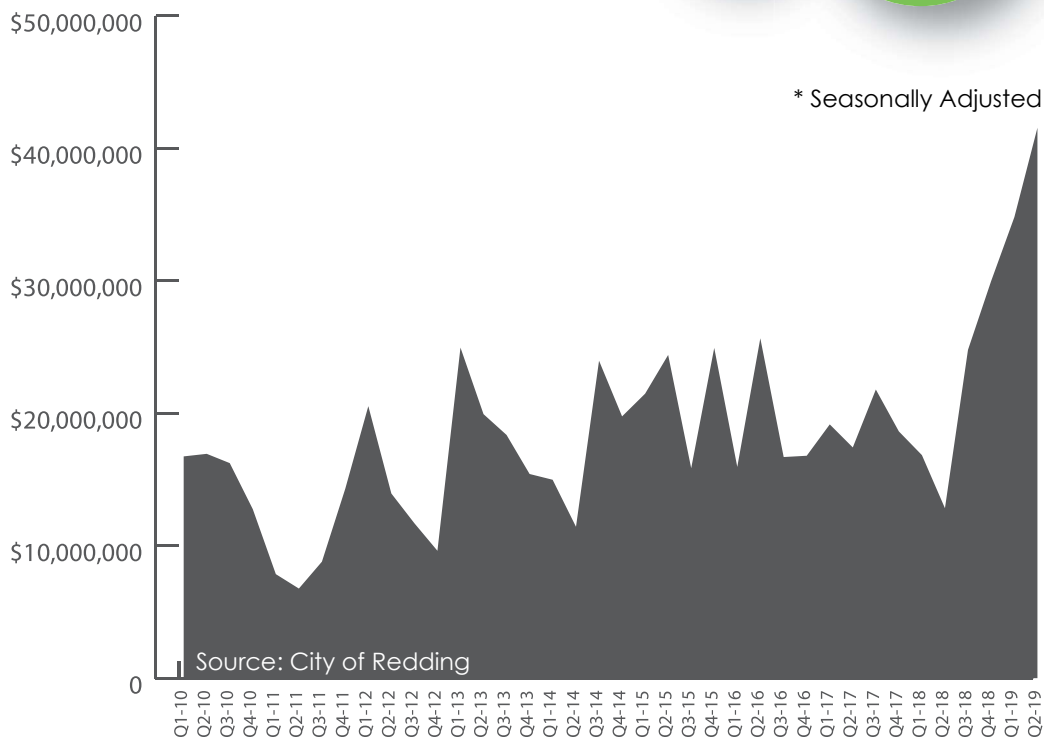
2010=100

19.3%

Q1 2019  
207.9

Q2 2019  
248

## BUILDING PERMITS AT A GLANCE...



Total value of building permits issued in Q2 2019 was \$41,552,554, an increase of 19.3% from the previous quarter.

Q2 2019 was the highest quarterly valuation of permits issued since Q1 2010.

Valuation of Q2 19 was up 223.3% from a year ago and up 138.5% from two years ago.

There were 1,028 total permits issued in Q2 2019, up from 775 permits issued in Q1 2019.

## 2ND QUARTER TREND

In Q2 2019, total valuation of permits issued was over \$41.4 million, the largest quarterly valuation since Q1 2010. This was the fourth quarterly increase in a row for building permit valuations.

There were 1,028 permits issued in Q2 2019 with an additional 168 residential permits and 85 more commercial permits issued, compared to the previous quarter. May and June were the busiest months of the second quarter, accounting for 76% of the total valuation.

The significant increase this past quarter is due to the large valuations and increased number of permits being issued. In the month of June there were 53 commercial remodel projects issued, valued at more than \$4.7 million. There were also 30 new residential permits issued, accounting for over \$8 million in valuation. Both of these are larger valuations than other months.

There were seven new commercial permits issued, accounting for 22% of the total valuation in Q2 2019, up from 10% in the previous quarter with 10 projects issued.

**Jake Mangas, CEO**

**Redding Chamber of Commerce**

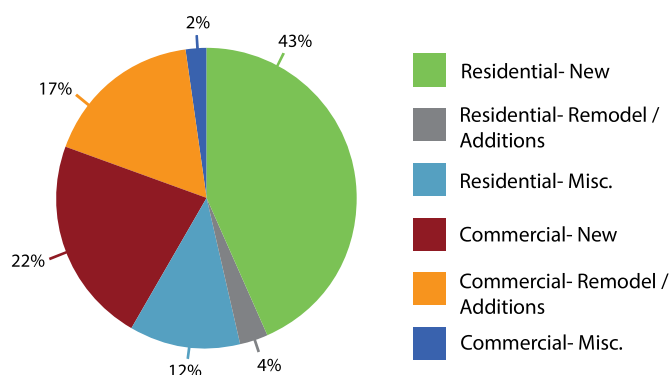
More Economic Snapshot information available at [www.goldenvalley.bank](http://www.goldenvalley.bank)



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## PERCENTAGE OF PERMITS

-Based on total valuation-



**Residential Permits: 729**

**Commercial Permits: 299**

**Plans Reviewed: 410**

**Total Inspections: 3,874**



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## HOUSING

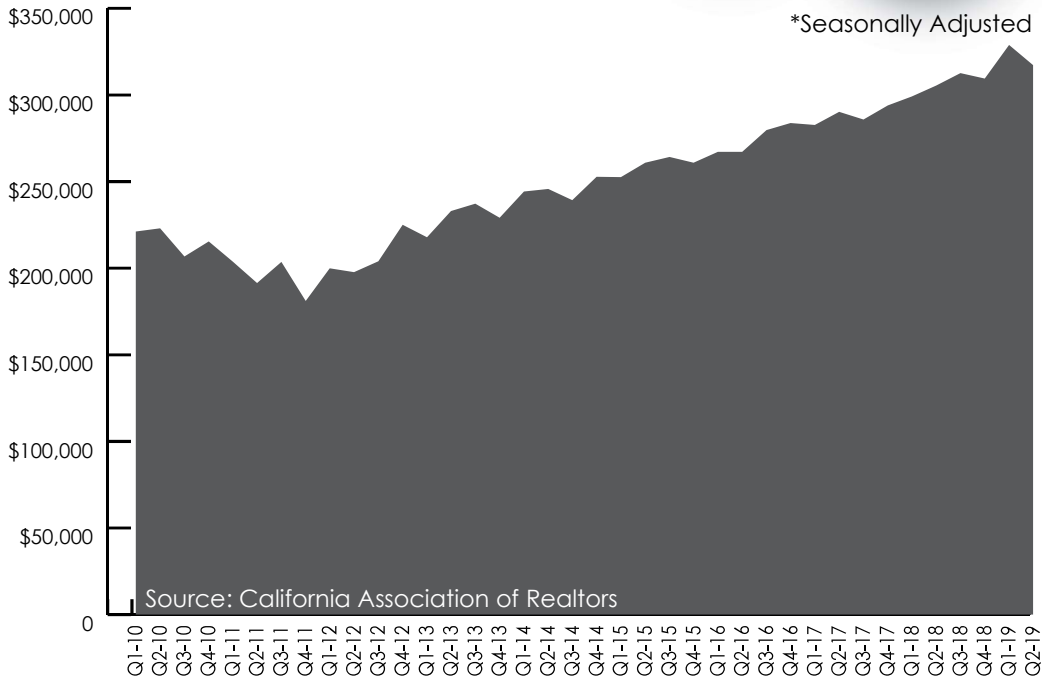
2010=100

3.6%

Q1 2019  
148.8

Q2 2019  
143.5

## HOUSING MARKET AT A GLANCE...



Average home sales price was \$317,273 in Q2 2019, down 3.6% from the previous quarter.

Current prices are up 3.9% compared to a year ago and up 9.3% compared to two years ago.

Properties stayed on the market an average of 41 days, down from 55 days in the previous quarter and down from 42 days one year ago.

There were 469 closed sales in Q2 2019, up from 358 closed sales in the previous quarter, and up from 467 closed sales one year ago.

## 2ND QUARTER TREND

Average home sales prices are currently at their second highest level since Q1 2010, up 43.5% since that time.

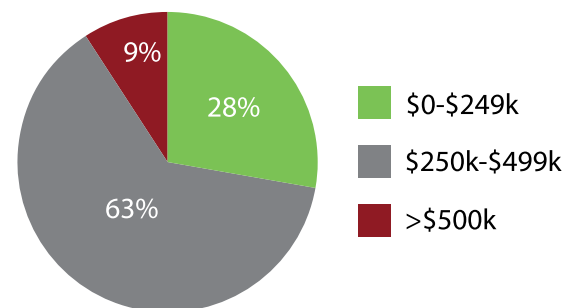
In Q2 2019, the average home sales price was just over \$317k, a decrease of 3.6% or \$11,692 from the previous quarter. Even with a slight decrease, housing prices remain strong, up 3.9% from a year ago and up 9.3% from two years ago.

Compared to the previous quarter, there were 111 more closed sales and properties spent 14 fewer days on the market. Properties selling for \$250k - \$499k and above \$500k each increased an additional 2% from the previous quarter. Homes under \$249k decreased 4% from the previous quarter.

**Jake Mangas, CEO**  
Redding Chamber of Commerce

## 2ND QUARTER PERFORMANCE

-AVERAGE SALES PRICE-



# ECONOMIC SNAPSHOT™

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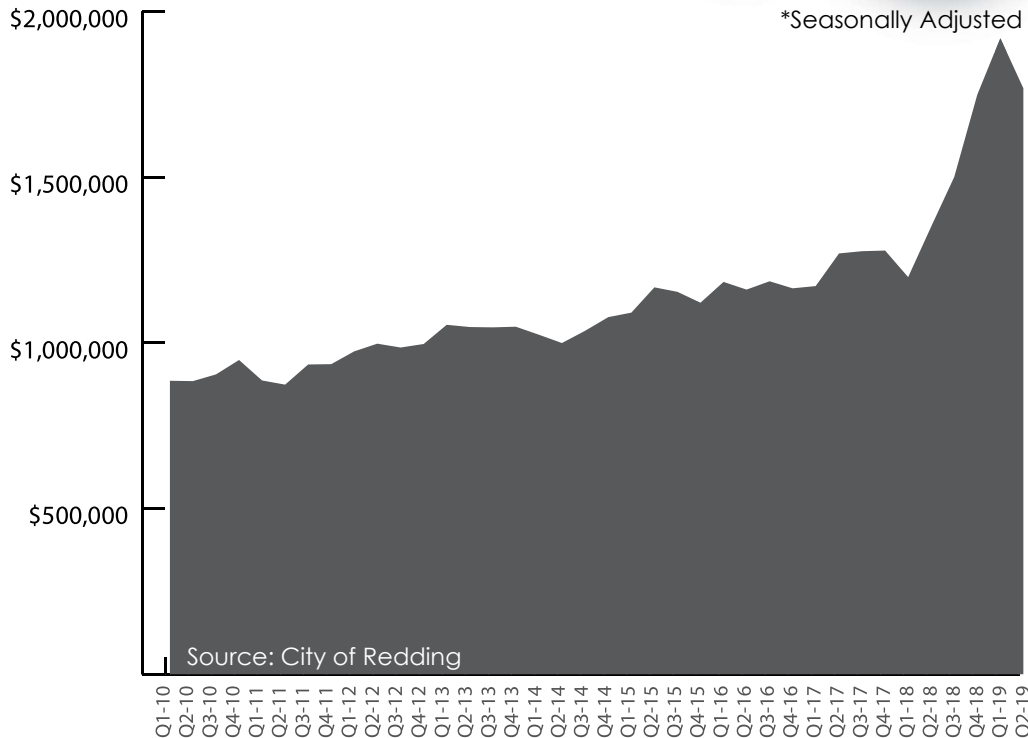
**TOT**  
TRANSIENT OCCUPANCY TAX  
2010 = 100

7.9%

Q1 2019  
216.7

Q2 2019  
**199.6**

## TOT AT A GLANCE...



Q2 2019 TOT revenue was \$1,768,445, down 7.9% from the previous quarter.

TOT revenue was up 32.9% from a year ago and up 39.2% from two years ago.

Q2 19 is the second highest grossing quarter since 2010.

TOT revenue has nearly doubled since Q1 2010, up 99.6% since that time.

## 2ND QUARTER TREND

TOT revenue was over \$1.7 million in Q2 2019, the second highest grossing quarter since Q1 2010.

In Q2 2019 revenue was down 7.9% from the previous quarter, a decrease that was likely to happen following a period of significant growth. This was the first quarterly decrease in the past five quarters.

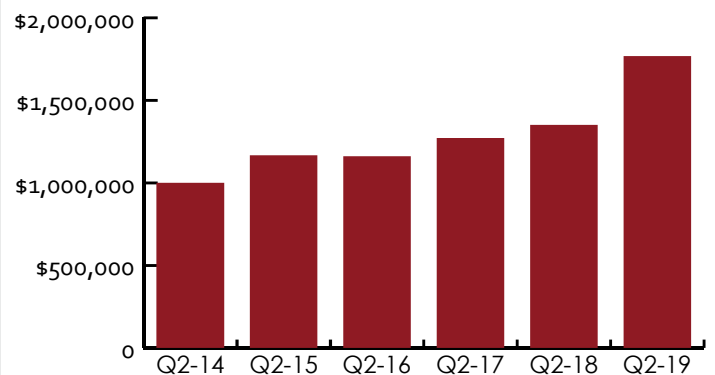
Looking over the past two years, the local hotel industry has continued to show a strong performance, with TOT revenue having increased six out of the past eight quarters. Revenue has increased nearly \$500k or 39.2% since that time.

Transient Occupancy Tax revenue is currently the second most recovered component of the Snapshot, when compared to Q1 2010.

**Jake Mangas, CEO**  
Redding Chamber of Commerce

More Economic Snapshot information available at [www.goldenvalley.bank](http://www.goldenvalley.bank)

## 2ND QUARTER PERFORMANCE



Total increase of 76.8% since Q2 2014.



# ECONOMIC SNAPSHOT™

An overview of our local economy.



## EMPLOYMENT

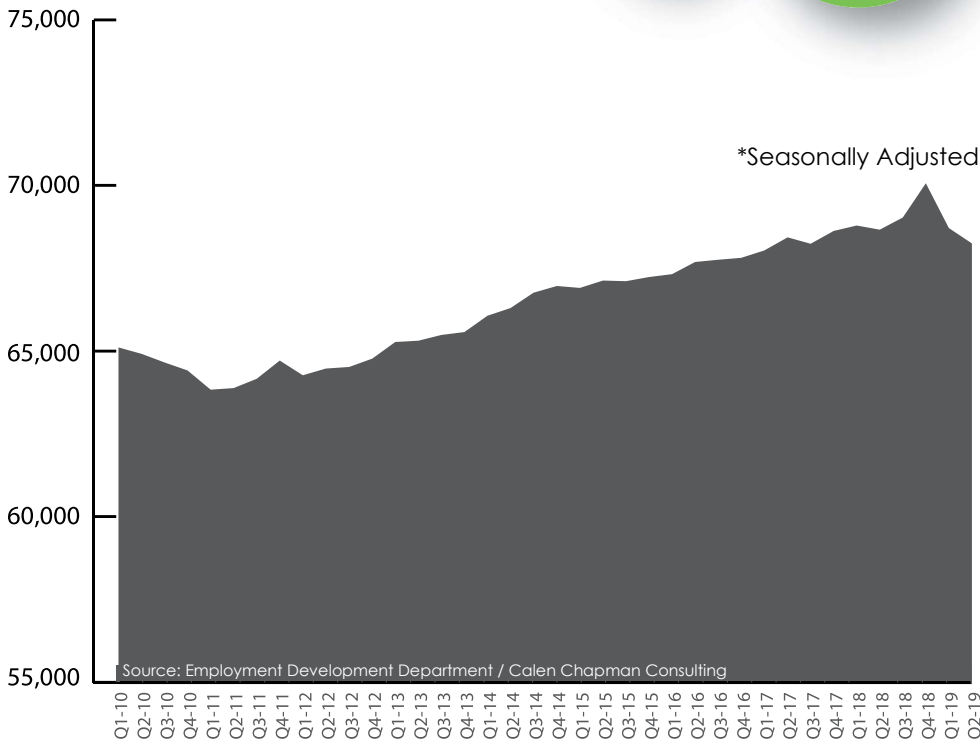
2010 = 100

0.8%

Q1 2019  
107

Q2 2019  
106.1

## EMPLOYMENT AT A GLANCE...



There were 70,034 Redding residents employed in Q2 19, down .8% from the previous quarter.

Employment was down .8% from a year ago and down .4% from two years ago.

Compared to the base year in Q1 2010, employment has increased 6.1% with over 4,000 more residents currently employed.

Service Providing employment was down 1% while Government employment increased 1% from the previous quarter.

## 2ND QUARTER TREND

There were just over 70k Redding residents employed in Q2 2019, a slight decrease of .8% from the previous quarter.

A small decrease following an extended period of strong growth should not be a major concern at this time, although should be watched closely in the coming quarters. When looking back over the past seven years, average quarterly employment has decreased less than 20% of the time.

Looking forward, 32% of local business leaders expect to increase their employment levels over the next 12 months, while 63% expect their current employment levels to remain the same. Just 5% expect to see a decrease over the next year.

Make sure to view the full results of the August 2019 Redding Business Confidence Survey at [www.ReddingChamber.com](http://www.ReddingChamber.com) or [www.GoldenValley.Bank](http://www.GoldenValley.Bank)

**Jake Mangas, CEO**  
Redding Chamber of Commerce

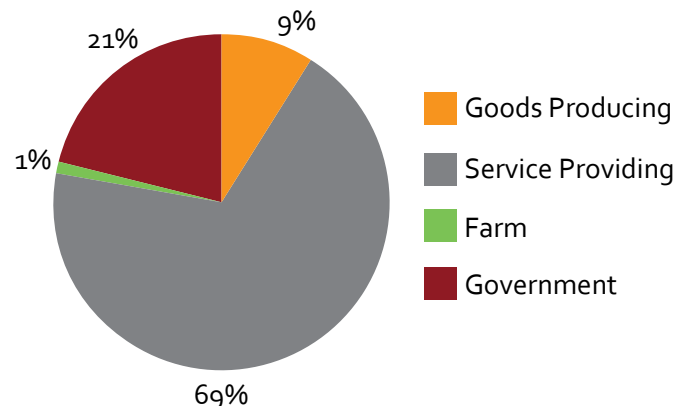
More Economic Snapshot information available at [www.goldenvalley.bank](http://www.goldenvalley.bank)



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## INDUSTRY BREAKDOWN

-Jobs in the Redding MSA (Shasta County)-



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# BUSINESS CONFIDENCE SURVEY

The Business Confidence Survey is a multiple choice questionnaire of how area business leaders feel about the prospects of their own companies and the local, state, and national economies over the next 12 months. A score over 50 indicates an overall optimism about the local economy.

At 60.2, our survey continues show a strong level of optimism even though it decreased from 64.2 in March. A solid majority of respondents expect both sales and profits to increase over the next year and 32% expect to hire more people with only 5% planning to reduce staff. That is a good indication of strong economy in the future.

MARCH 2019

64.2

AUGUST 2019

60.2

▼ 6.2%

Neutral = 50



## WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

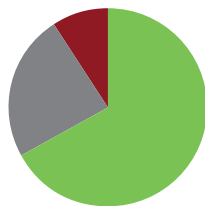
### SALES

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

Increase: 65%

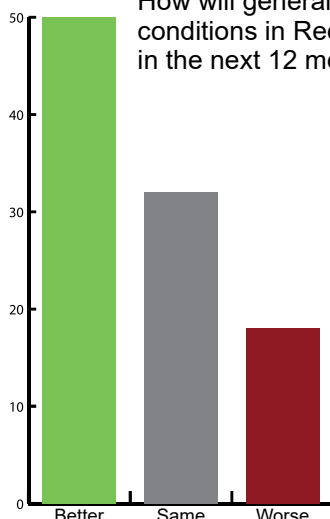
Same: 27%

Decrease: 8%



### LOCAL BUSINESS CONDITIONS

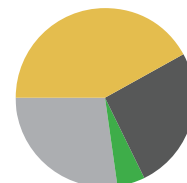
How will general business conditions in Redding change in the next 12 months?



### HOT TOPIC!

What type of employee represents your greatest hiring challenge?

Entry level positions : 42%  
Mid level/management : 26%  
Executive : 5%  
Other (please specify below) : 27%



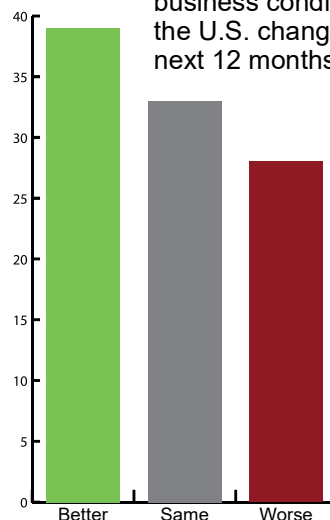
### PROFITS

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



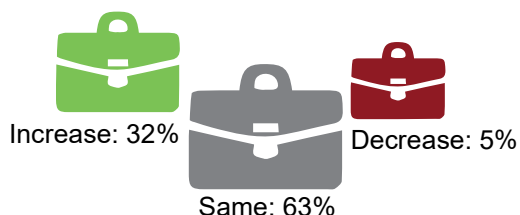
### US BUSINESS CONDITIONS

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](mailto:jake@reddingchamber.com)  
for more information!

