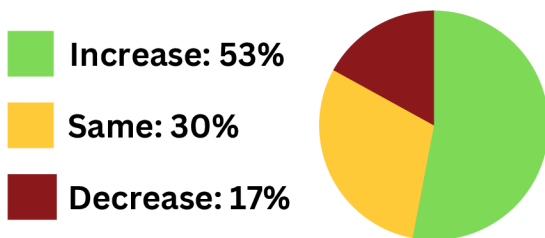


WHAT LOCAL BUSINESS OWNERS ARE SAYING:

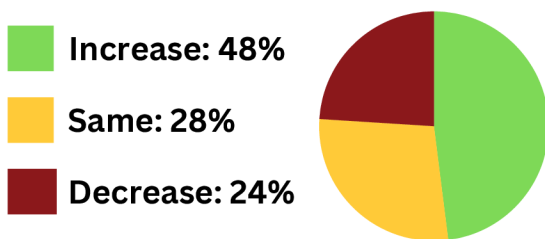
SALES

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



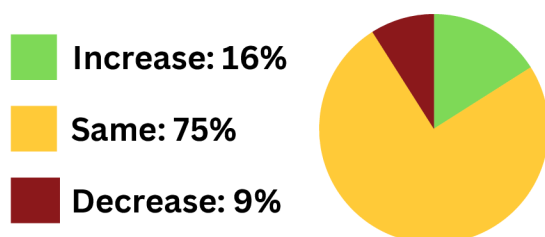
PROFITS

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

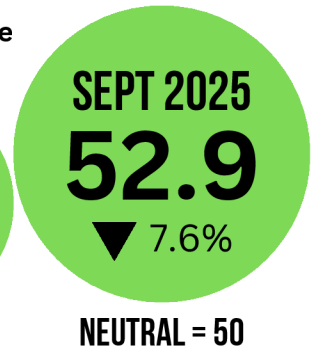


EMPLOYMENT

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

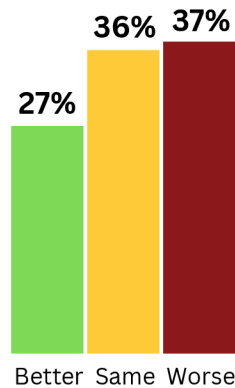


Business Confidence
Aggregate Score:



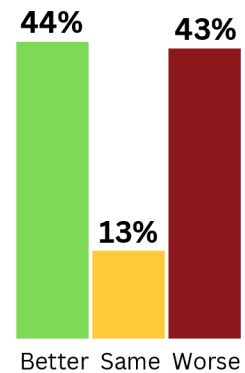
LOCAL BUSINESS CONDITIONS

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



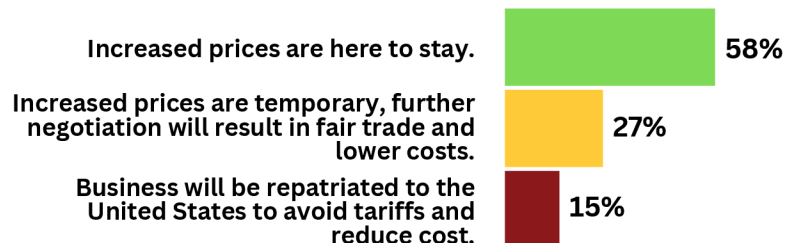
US BUSINESS CONDITIONS

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



HOT TOPIC

Tariff negotiations have resulted in increased costs for goods & services. What happens next?



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

Want to participate in our next survey?
Email: marketing@goldenvalley.bank for more information!

BUTTE COUNTY ECONOMIC DASHBOARD

Fall 2025

Butte 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



ECONOMIC HEALTH

UNEMPLOYMENT RATE
JUN 2025
6.5%
+.6 from Jun 2024
38th out of 58 Counties

TAXABLE SALES
Q1 2025
\$948 mil
-\$19.7mil from Q1 2024
29th out of 58 Counties



QUALITY OF LIFE

POPULATION
SEP 2025
205.4k
-2.9k from Sep 2024
28th out of 58 Counties

RESIDENTIAL PERMITS
Q1 2025
161
-157 from Q1 2024
20th out of 58 Counties



Quinn Velasquez
Executive Vice President,
Chief Credit Officer
Golden Valley Bank

So far 2025 has been a year of contrast. Generally speaking, revenues have increased across the board for Butte County business owners. The similarities stop there. While some industries are still reporting record profits, others have been impacted by shrinking discretionary consumer budgets. Political pressure surrounding interest rates provided no relief in the early portion of the year, with the Fed yielding <0.25%> only recently at the end of September. Borrowing costs remain relatively high when compared to rates over the last decade. Early year optimism on economic growth has turned into a “wait and see” approach for most business owners. Flat employment, softening business confidence, and a general consensus of weakening business conditions both locally and nationally have temporarily paused reinvestment for some business owners.

Butte County continues to maintain stable housing valuations (\$300/PSF) and new inventory continues to be built in Paradise and Chico, albeit slowly. 30yr mortgage rates peaked in late 2024 and have declined into 2025 year over year. Payment affordability in our county will continue to drive healthy movement of housing inventory. Large governmental and non-profit construction projects continue to inject indirect capital in our community through extensive roadway improvement, forest management/fire mitigation projects, and new healthcare facility construction.

Throughout the instability of tariff impacts, political posturing from both sides, and lack of interest rate relief we continue to see overall positive results on the business confidence survey for Butte County. Community engagement is strong, construction projects continue, agricultural commodity pricing is stable, and CSU college enrollment is increasing.

Read past reports at: goldenvally.bank/economic-dashboard