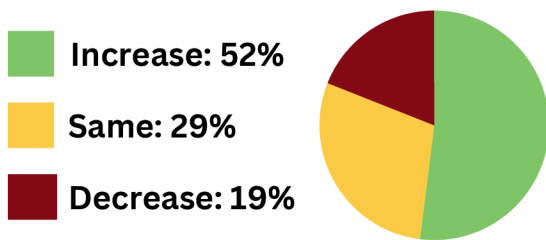


WHAT LOCAL BUSINESS OWNERS ARE SAYING:

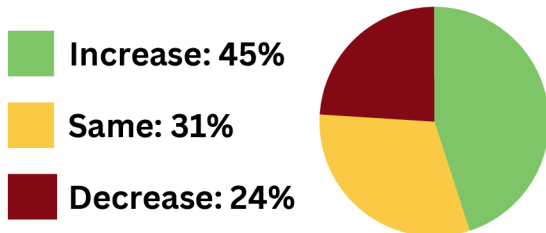
SALES

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



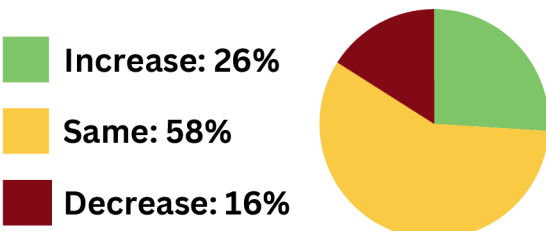
PROFITS

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

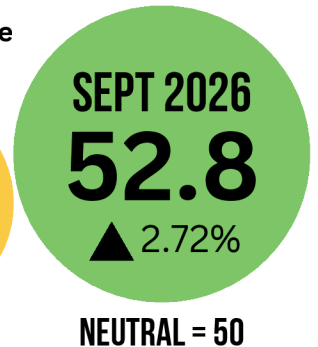


EMPLOYMENT

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

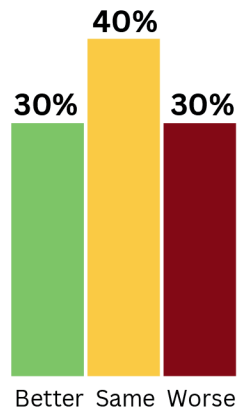


Business Confidence
Aggregate Score:



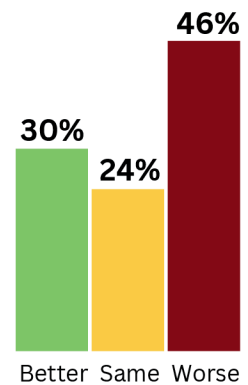
LOCAL BUSINESS CONDITIONS

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

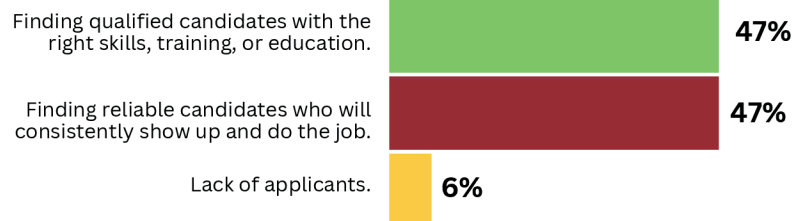


US BUSINESS CONDITIONS

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



HOT TOPIC When hiring new employees, what is your biggest challenge?



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

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

SHASTA COUNTY ECONOMIC DASHBOARD

Fall 2026

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

 QUALITY OF LIFE	HOME PRICE VS. CA AVG. Q1 2025 -53.4% +1.2 from Q1 2024 12th out of 58 Counties	SINGLE FAMILY HOMES MAY 2026 \$376.3k -\$3.1k from May 2025 12th out of 58 Counties	AVERAGE ANNUAL WAGE Q4 2025 \$63.8k +\$790 from Q4 2024 32nd out of 58 Counties
 LOCAL INDUSTRY	HEALTH CARE Q4 2025 12,987 No. of Employees +142 from Q3 2025	FORESTRY AND FOREST PRODUCTS Q4 2025 1,309 No. of Employees -204 from Q4 2024	MANUFACTURING Q1 2025 2,779 No. of Employees +19 from Q1 2024
 PRODUCTIVITY	UNEMPLOYMENT RATE JUL 2026 5.3% -0.2 from June 2025 24th out of 58 Counties	LABOR FORCE JUL 2026 80.3k -900 from June 2025 30th out of 58 Counties	LABOR FORCE PARTICIPATION JUL 2026 56.5% +0.9 from June 2025 34th out of 58 Counties



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

Like the renewed and revitalized Redding Rodeo, 2026 Shasta County economic results continue to buck the national trends (pun intended). Economic results show acceleration in local activity, not only in local business confidence which is up from the April results but also in new construction activity at Stillwater Business Park, downtown revitalization, new regional air travel from RDD, and increased local sales & profits.

What we continue to see both regionally and nationally is the challenge of finding and retaining qualified labor. This uncertainty has resulted in local business owners having mixed expectations on the longer term health of local and national business conditions. I strongly feel that elevated interest rates and commodity prices from geopolitics play into this narrative. Hopefully these are shorter term issue that balance themselves in upcoming year.

Shasta County continues to be an attractive alternative to higher priced metropolitan areas in California for business investment, quality of life, and affordability.