

# Sonoma County Economic Outlook



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Sonoma County Economic Development Board

May 13<sup>th</sup>, 2015

# Today's Agenda

## ECONOMIC OUTLOOK

*Sonoma County & Healdsburg*

## LOCAL ECONOMIC DEVELOPMENT EFFORTS

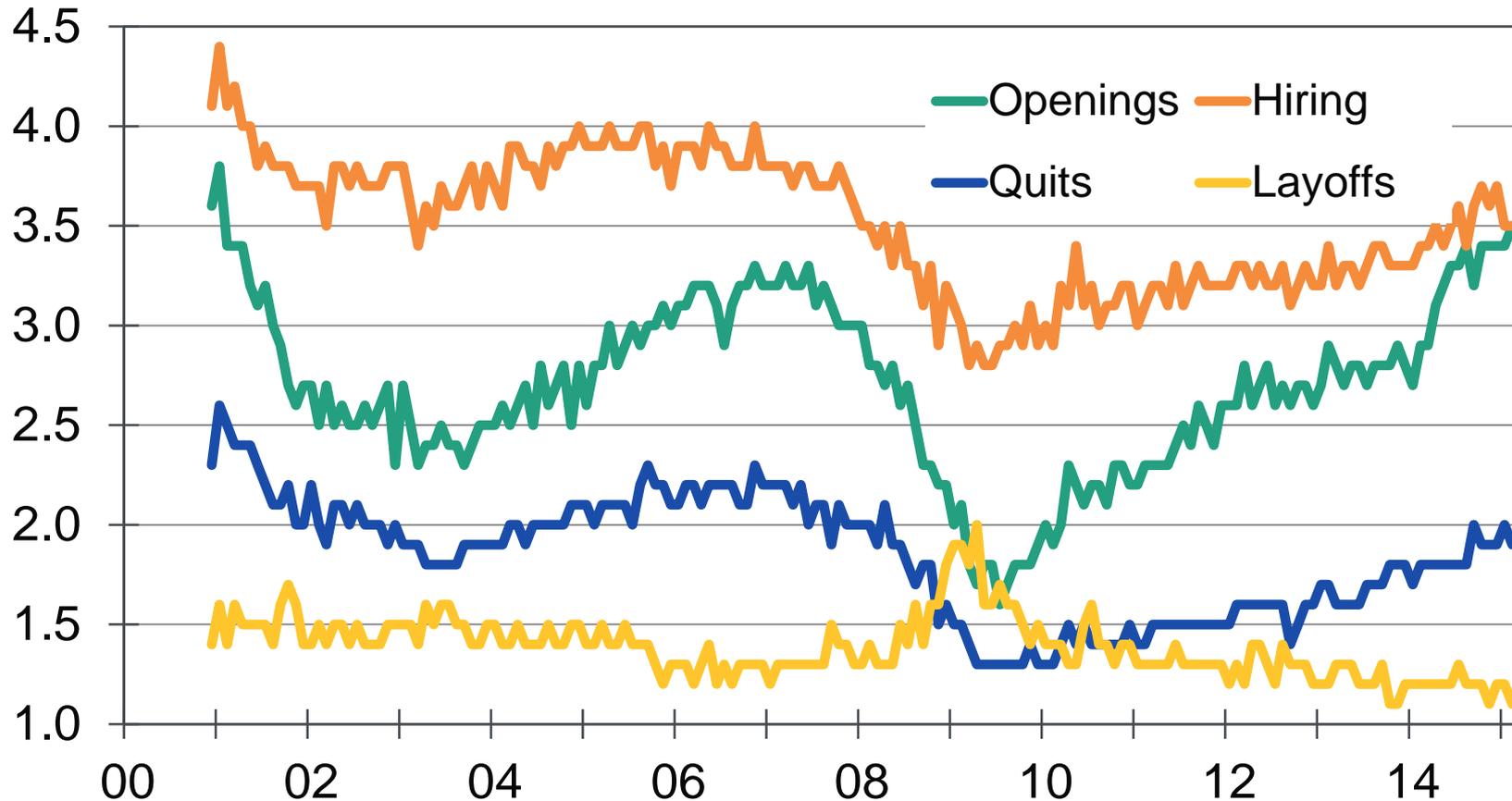
*EDB Services and Programs*

## DISCUSSION

*Q&A session*

# The Economy Is Performing Well

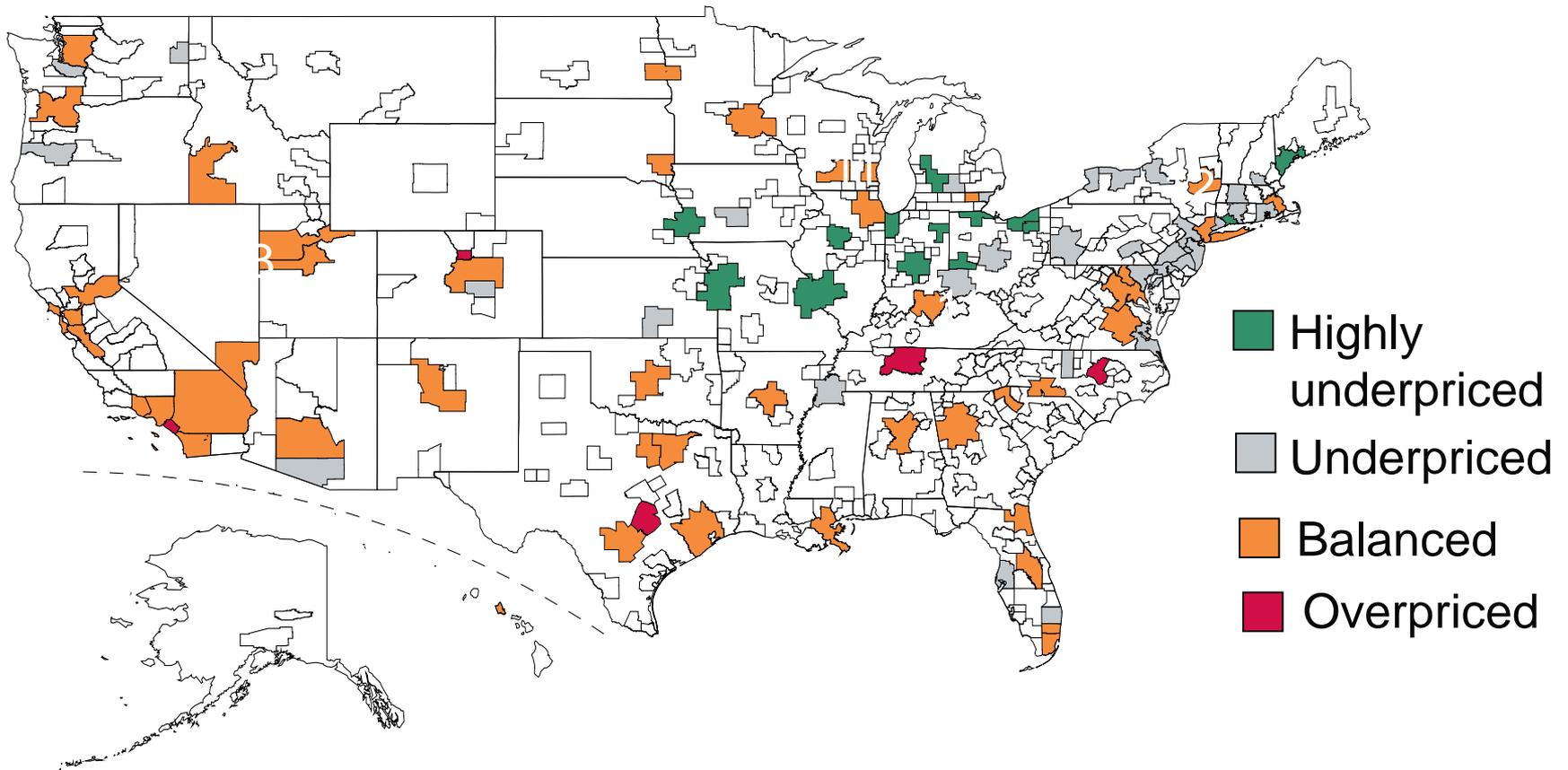
Rate, %



Sources: BLS, Moody's Analytics

# S.F. Housing Markets Are Mostly Balanced

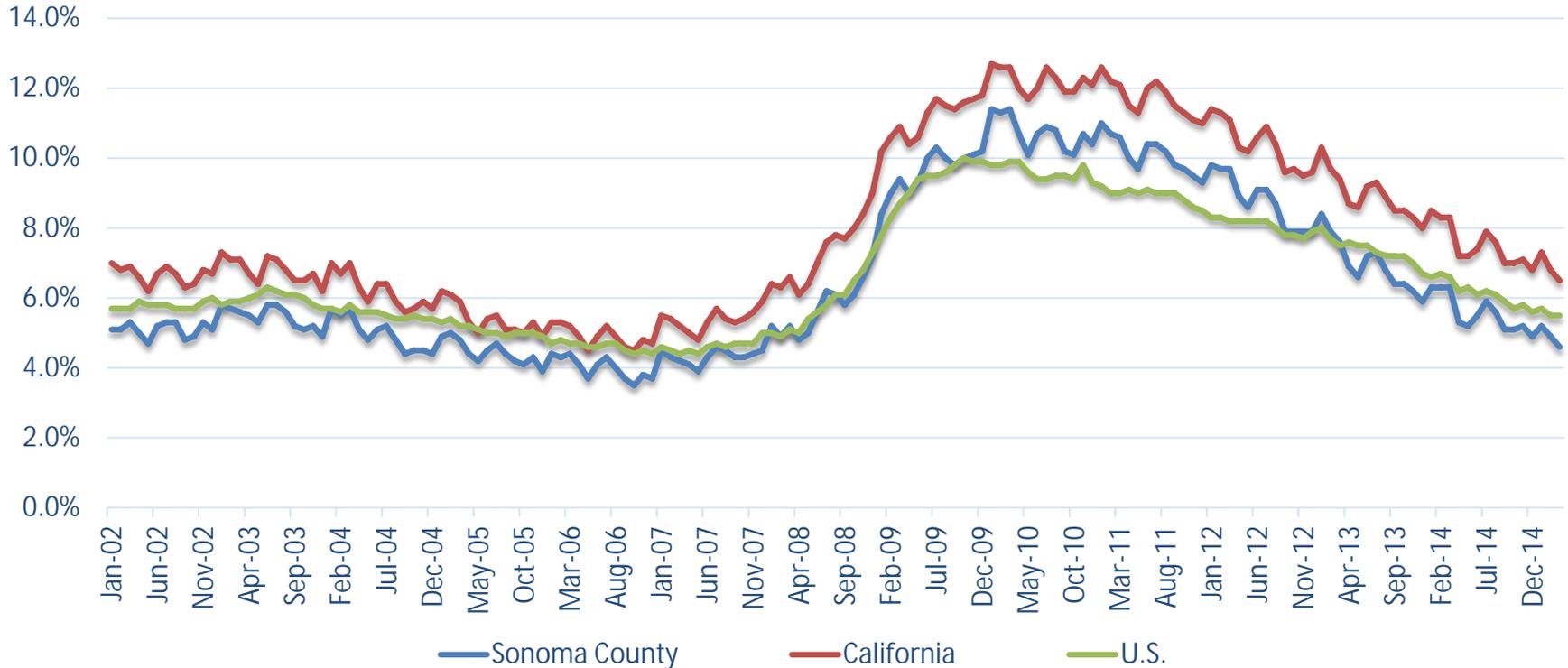
100 largest metro areas, 2014Q3



Sources: Corelogic, Moody's Analytics

# Sonoma County: Unemployment Rate

## Unemployment Rate, (%)



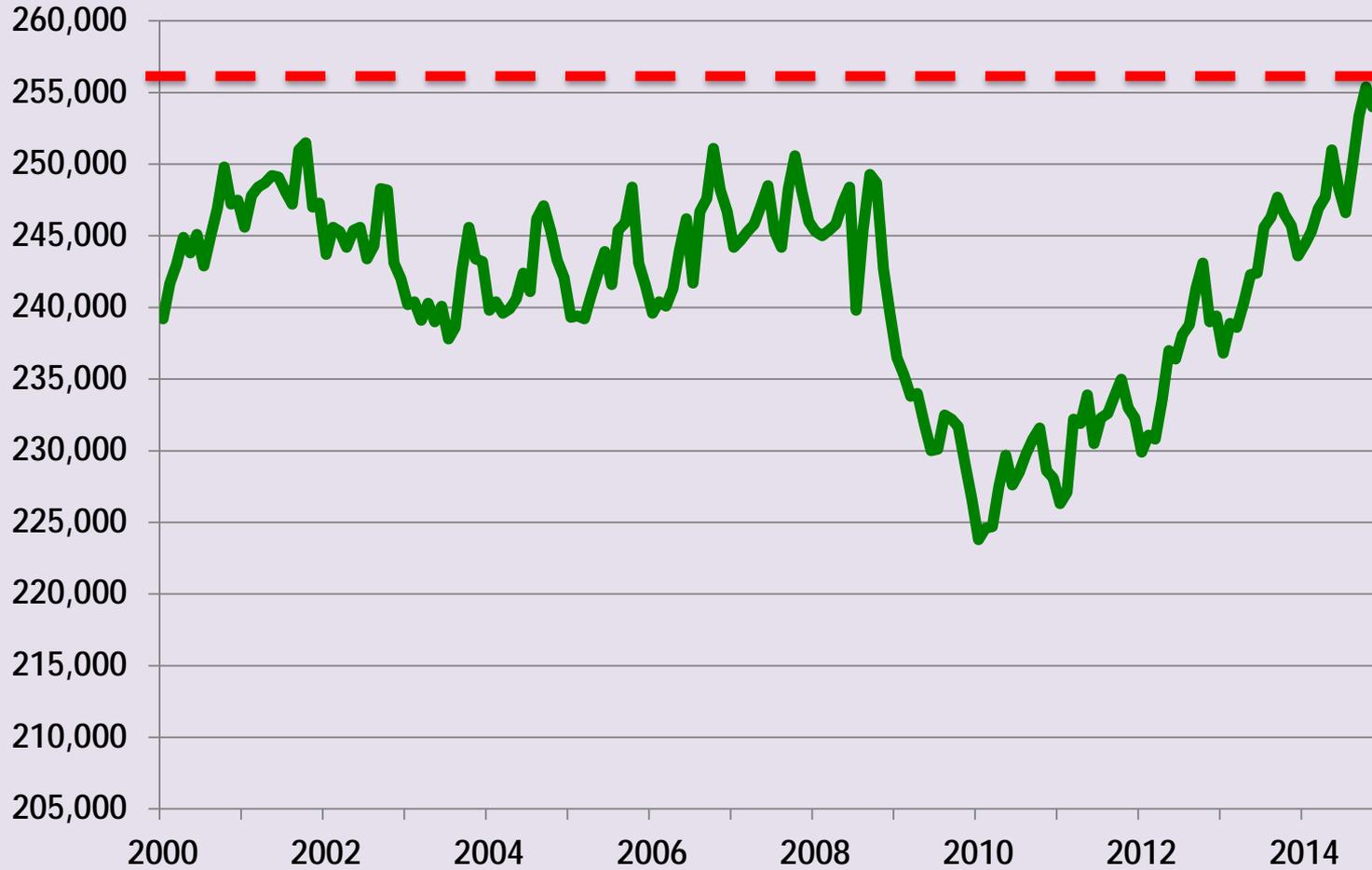
### Unemployment Rate, March 2015:

Sonoma County: 4.6%

California: 6.5%

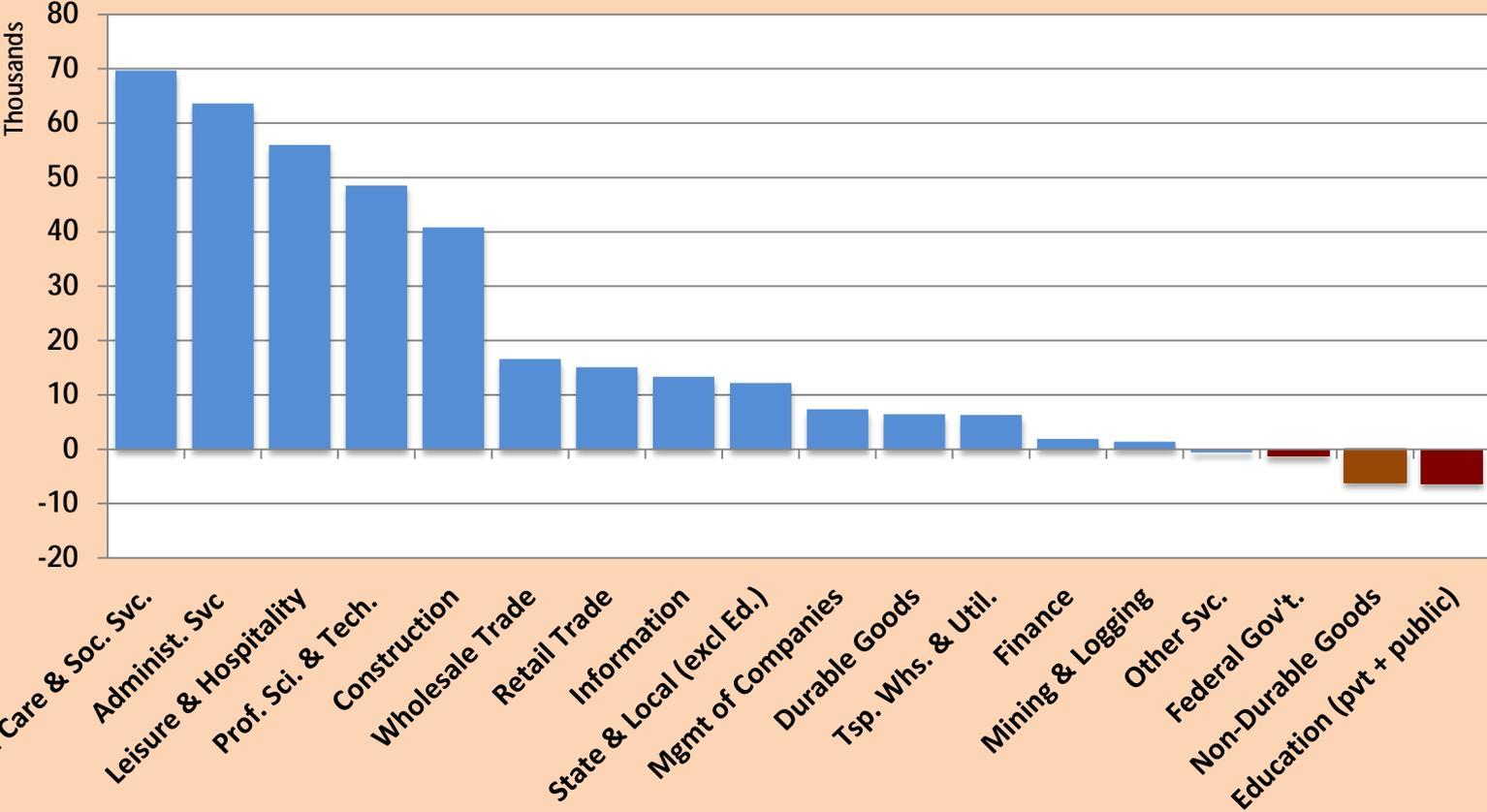
Nation: 5.5%

# Employment Sonoma County

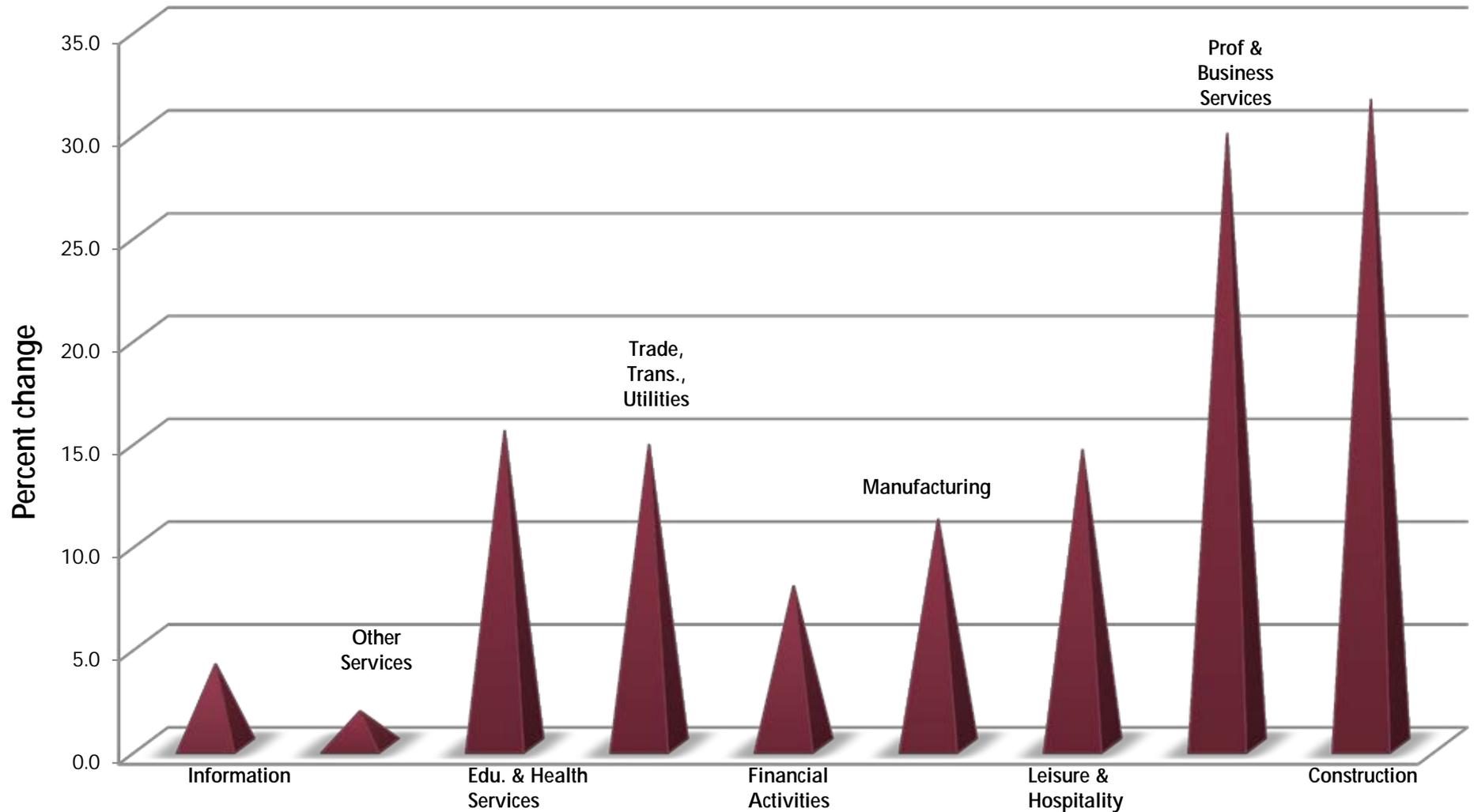


UCLA Forecast

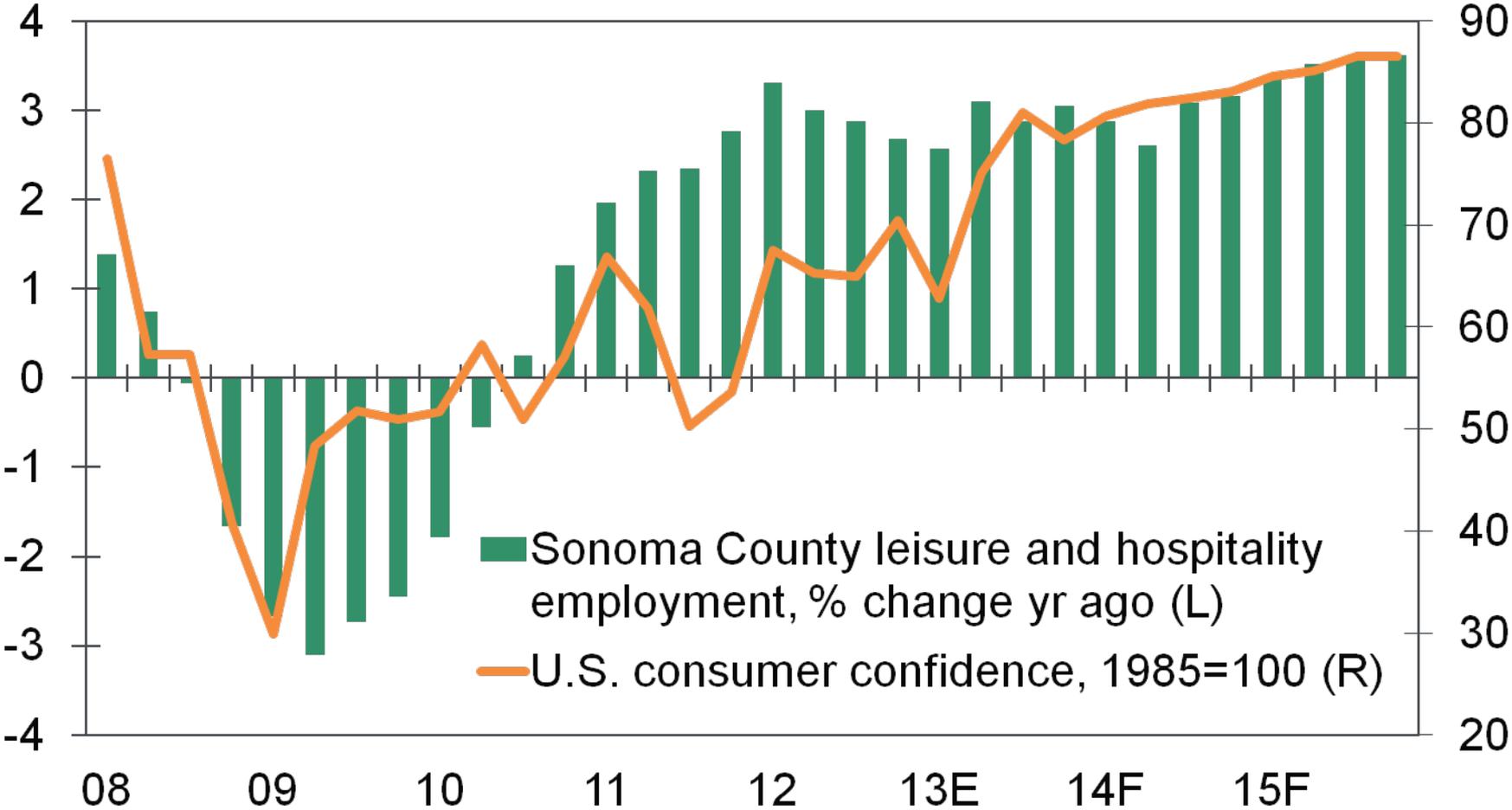
# Change In Jobs By Sector (Nov 2013 to Nov 2014)



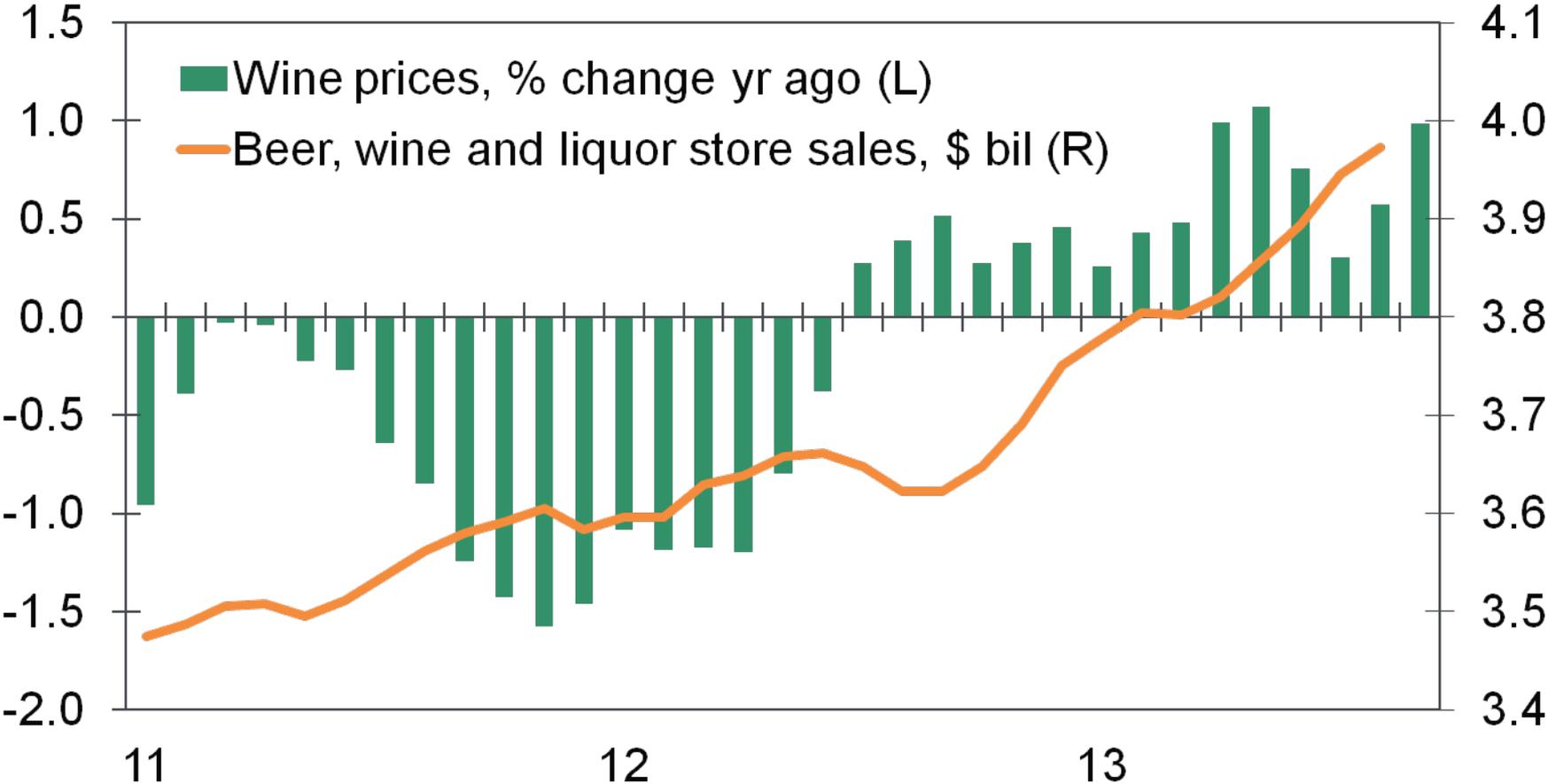
# Sonoma County Industry Employment Projections 2010 - 2020



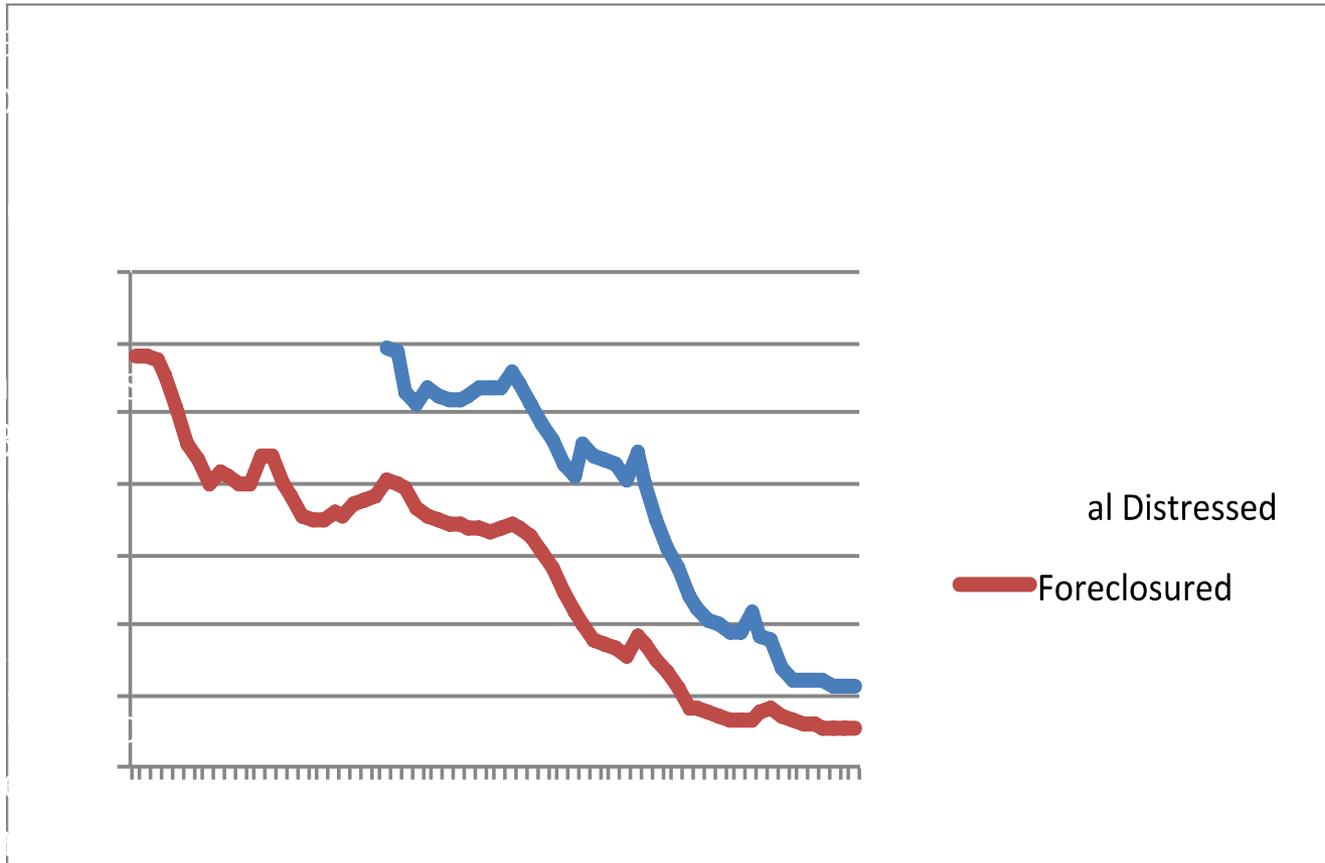
# Forecast: Favorable Outlook for Wine Country Tourism



# Improving Demand for Local Wines

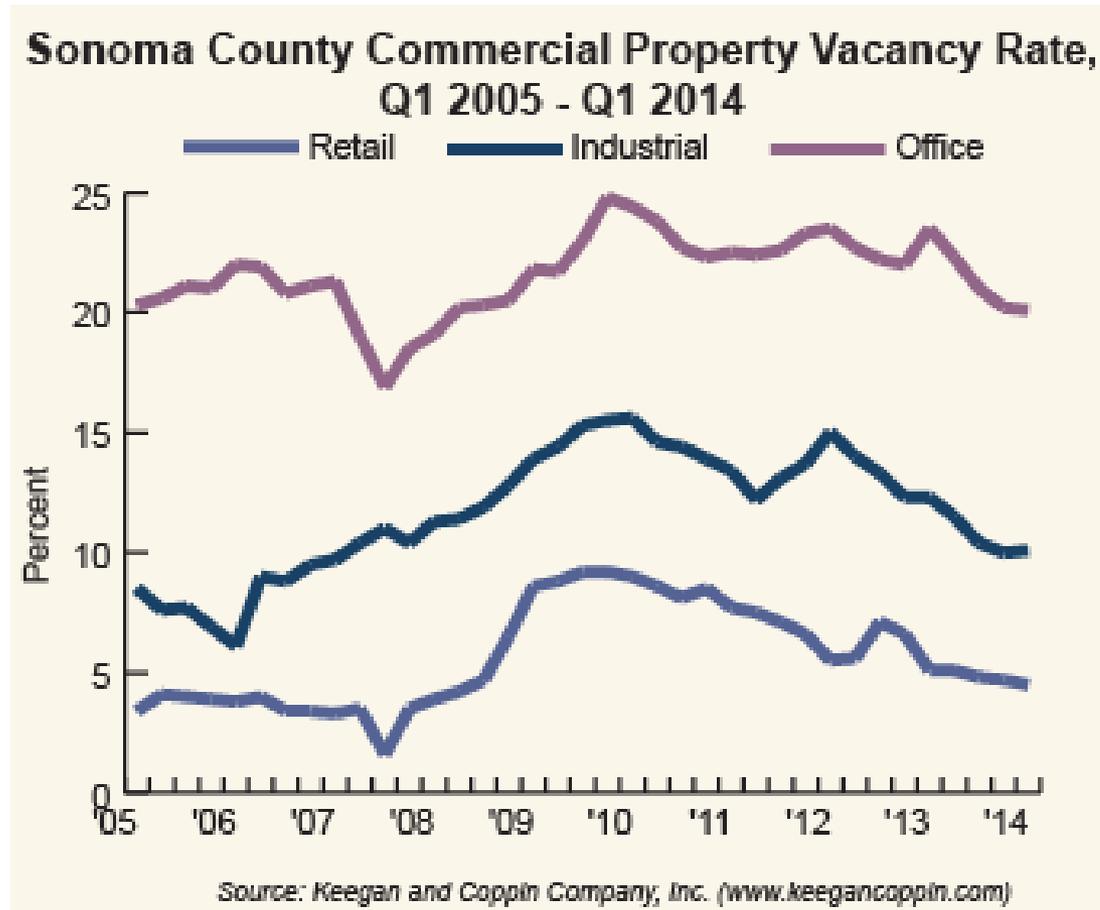


# Housing Markets Normalizing

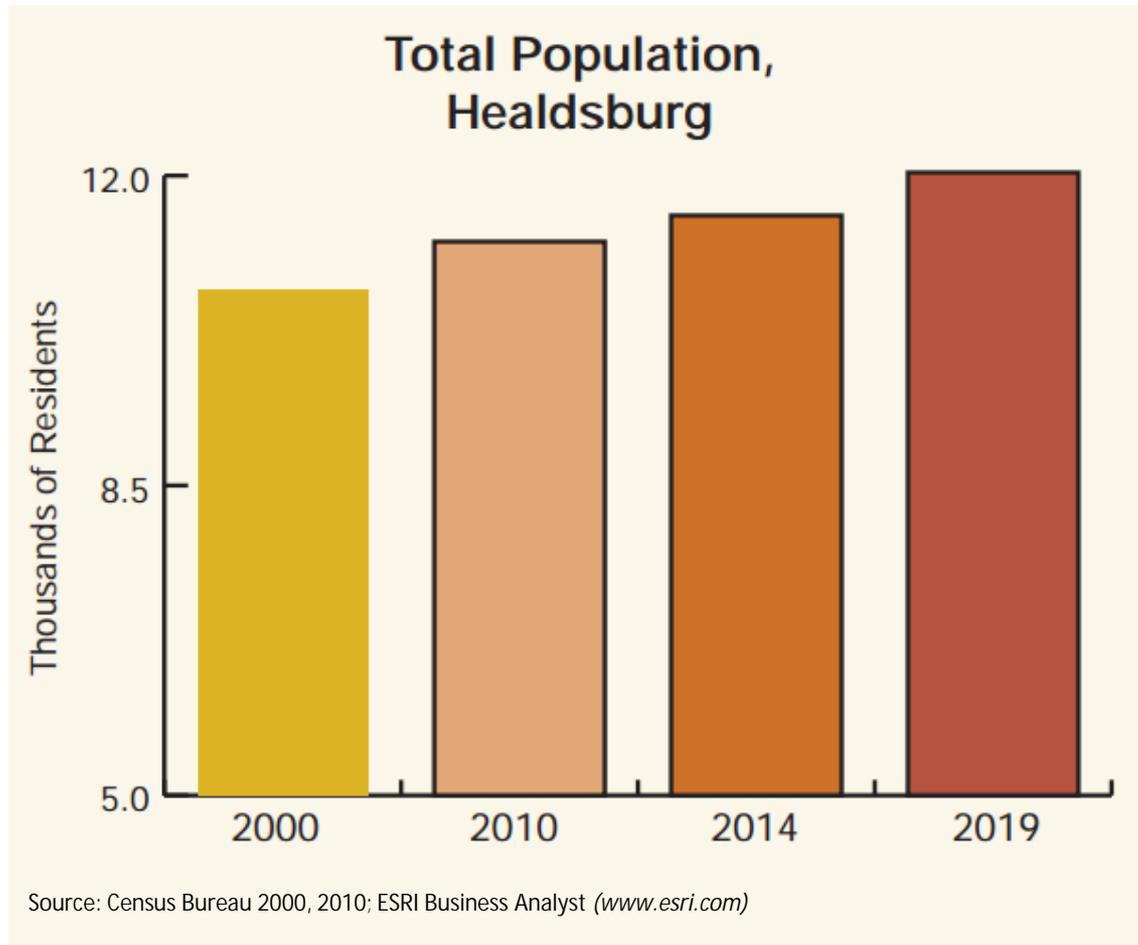


# Sonoma County: Real Estate Vacancy Rates Falling

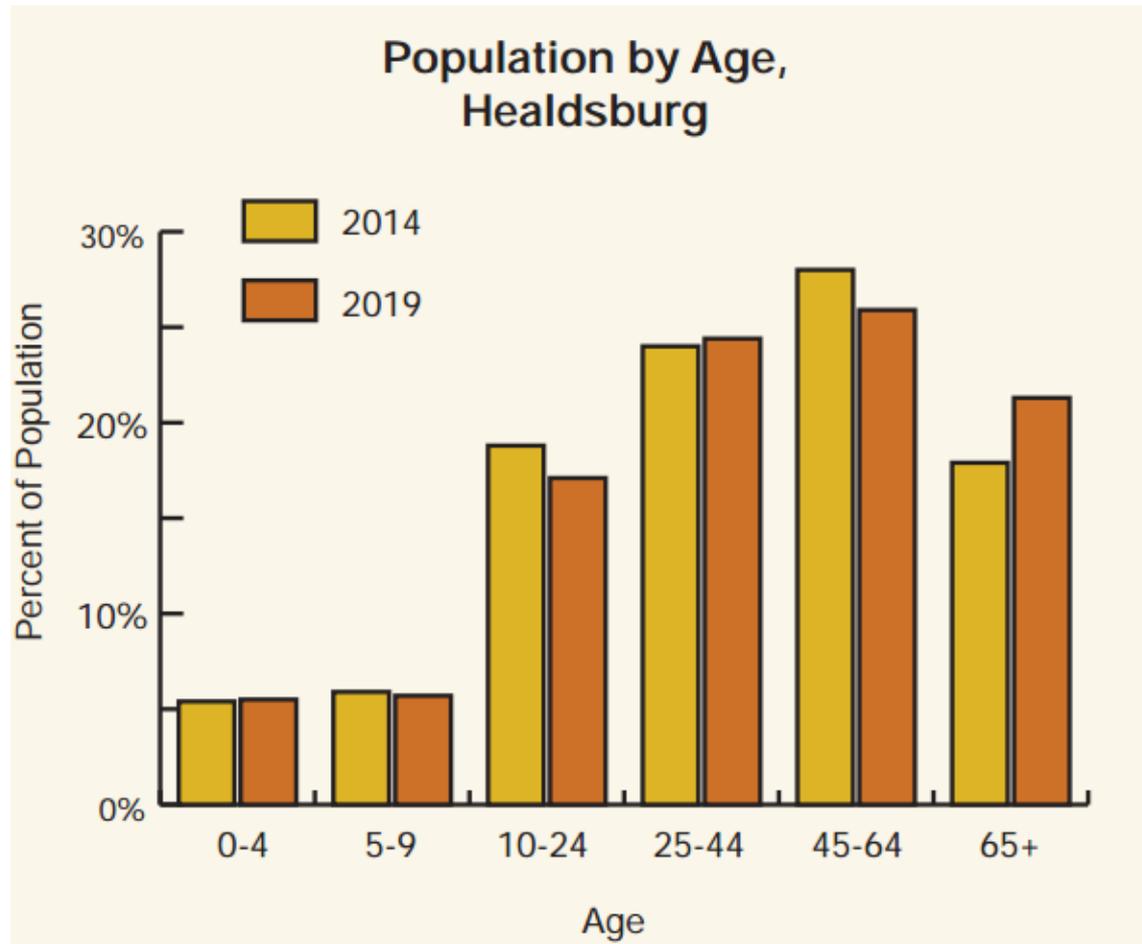
- In the 1<sup>st</sup> quarter of 2015, the retail vacancy rate for Sonoma County was 5.5%, the industrial was 7.1%, and office at 17.5%. Down YTD from 7.5%, 10.1%, and 20.1% respectively.



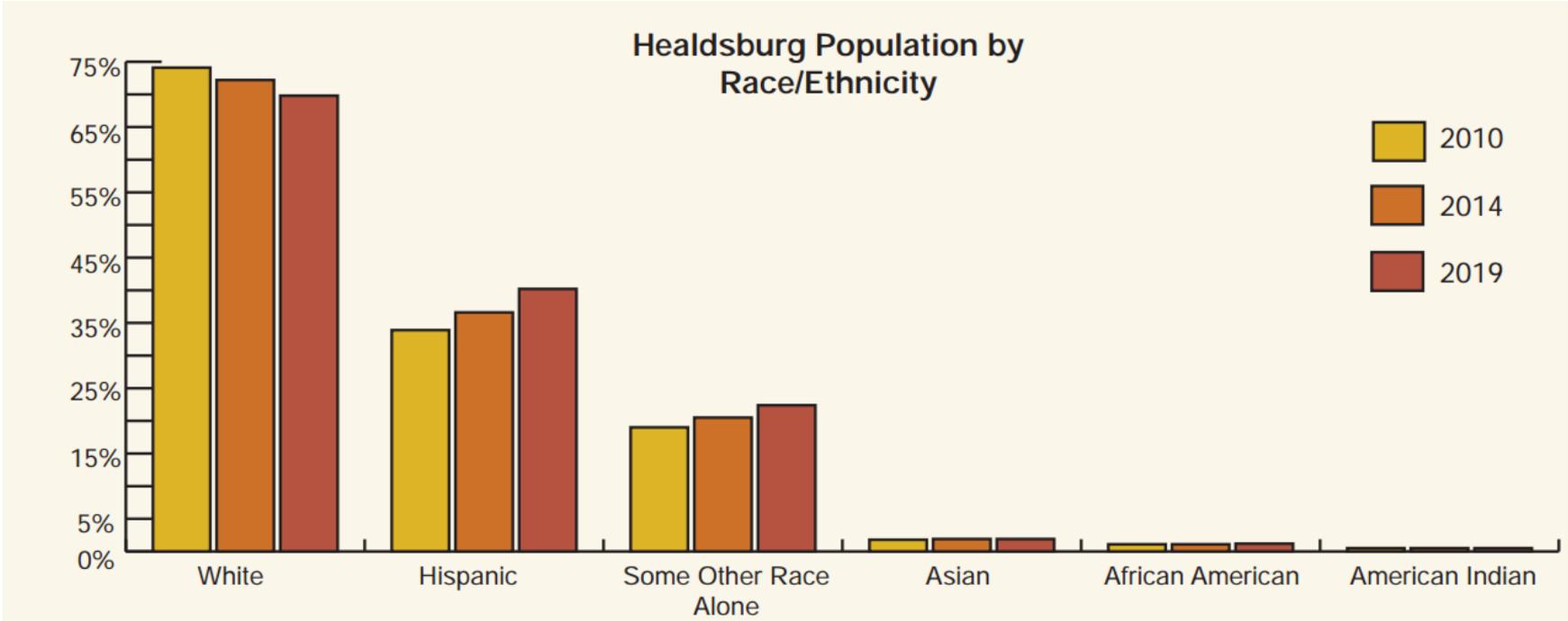
# Healdsburg: Total Population



# Healdsburg: Age, Race/Ethnicity



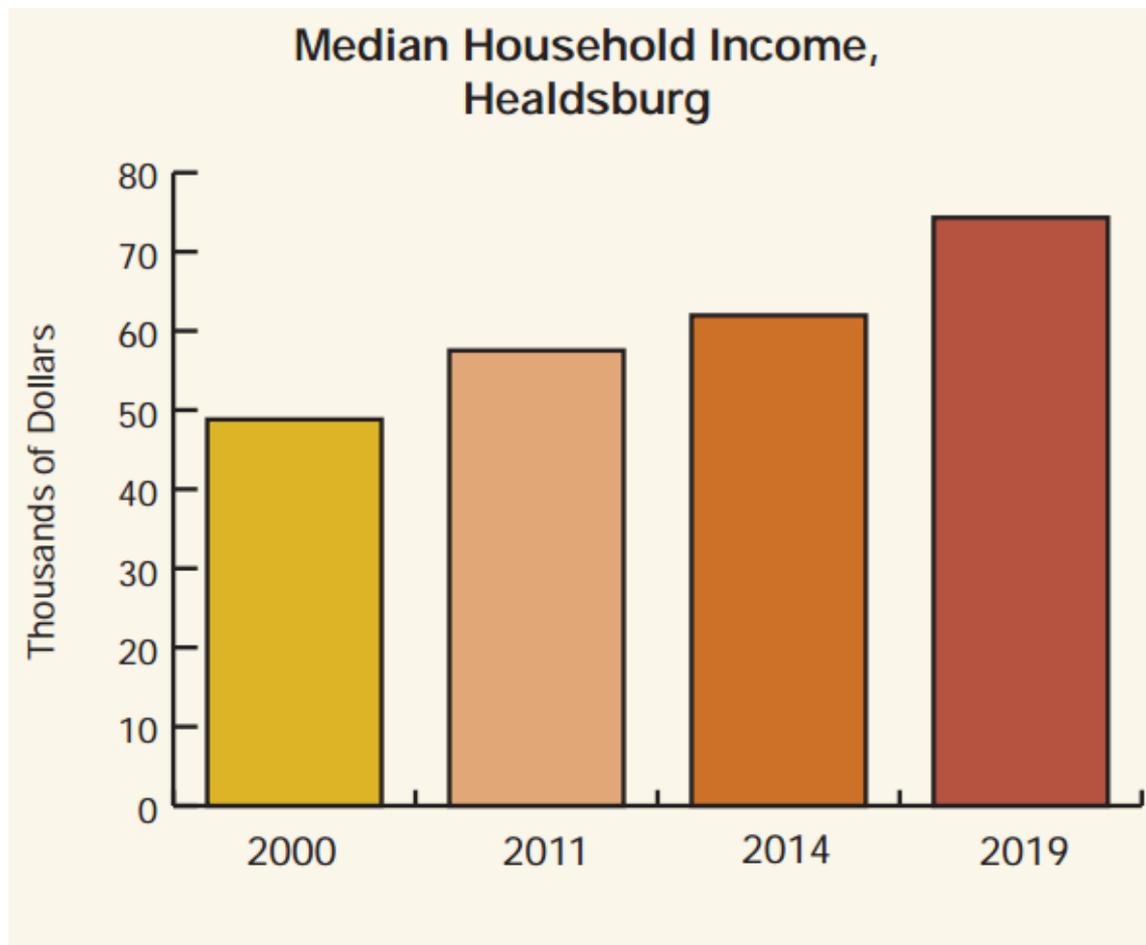
# Healdsburg: Age, Race/Ethnicity



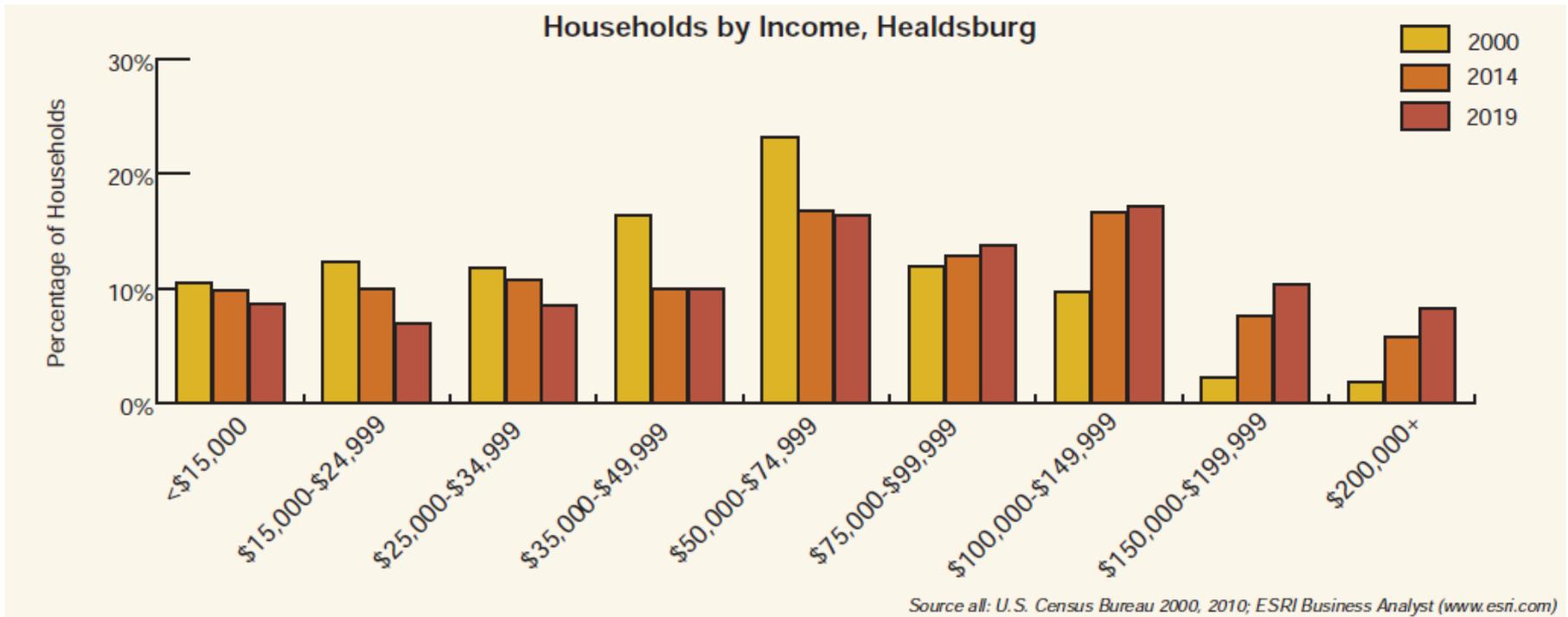
Source: Census Bureau 2000, 2010; ESRI Business Analyst ([www.esri.com](http://www.esri.com))

# Healdsburg: Income

- The median household income for Healdsburg in 2013 was \$56,969

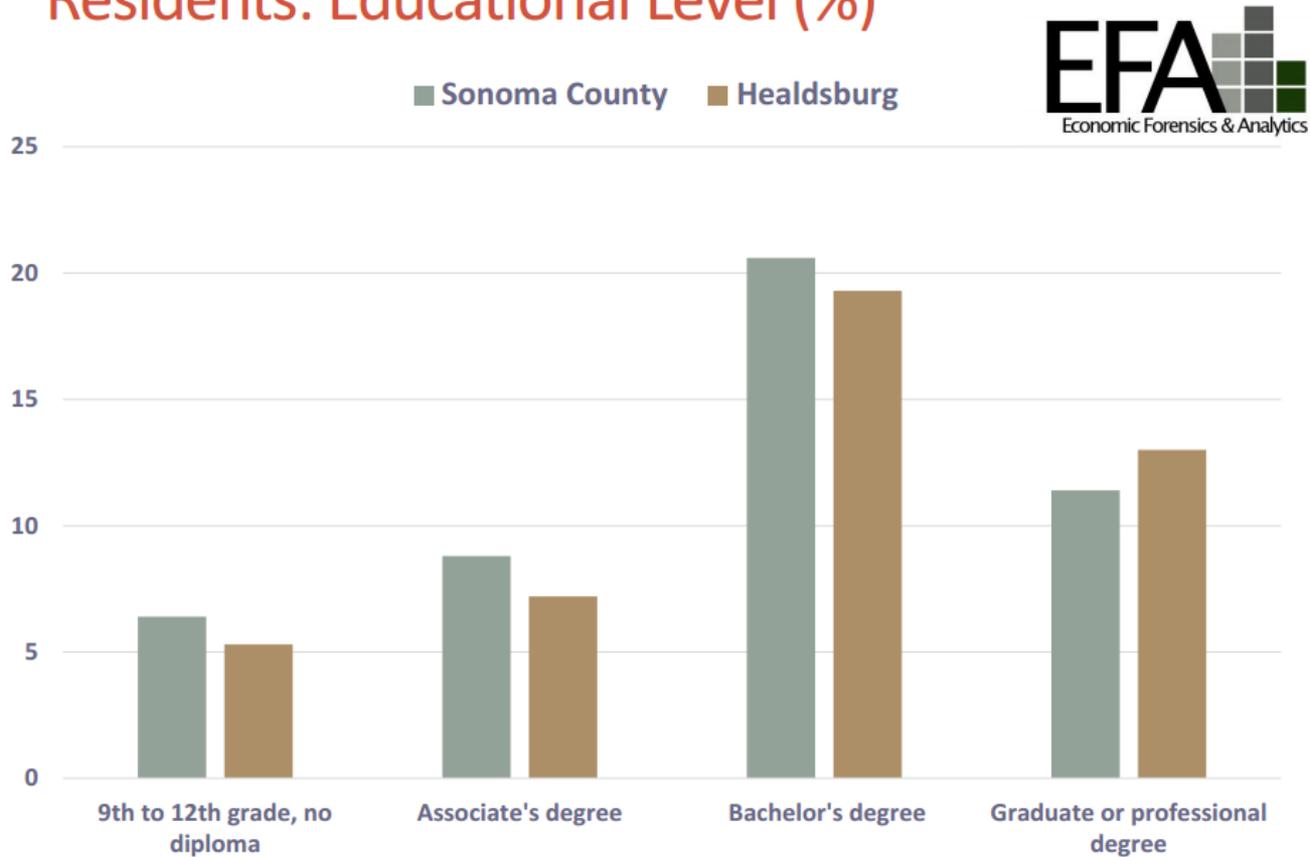


# Healdsburg: Income Distribution



# Healdsburg vs. Sonoma: Education

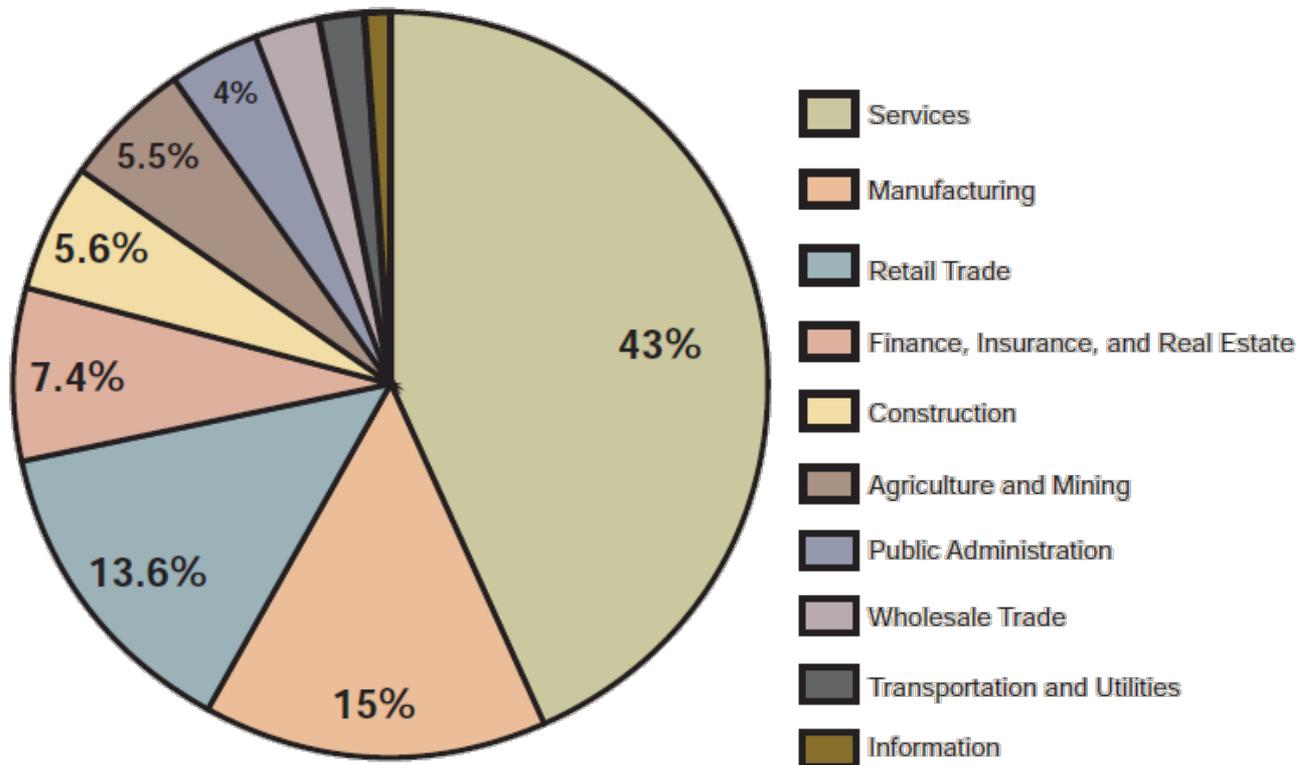
## Residents: Educational Level (%)



Source: [www.census.gov](http://www.census.gov)

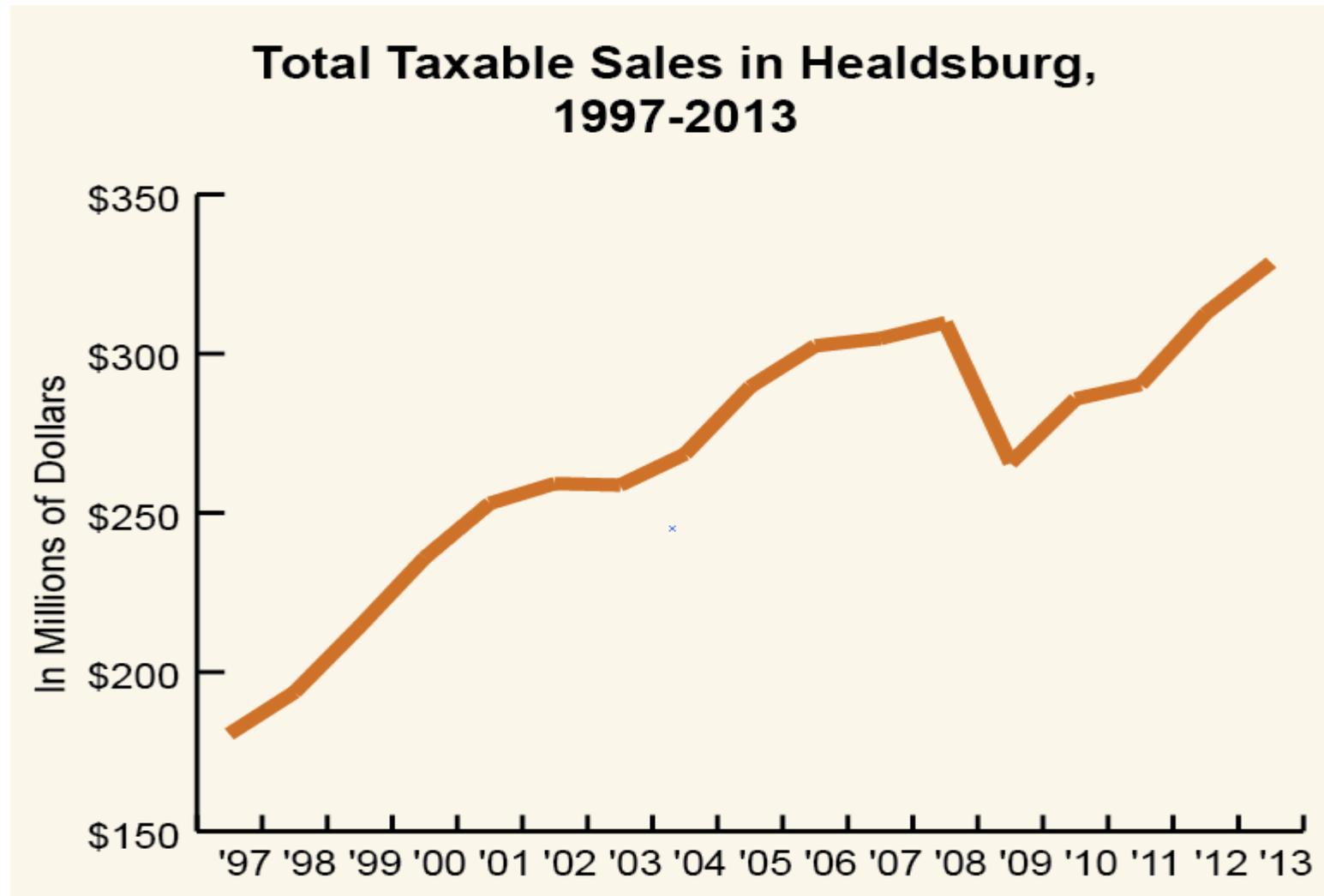
# Healdsburg : Industry 2014

Healdsburg Employed Population 16+ by Industry, 2014



Source: ESRI Business Analyst projections ([www.esri.com](http://www.esri.com))

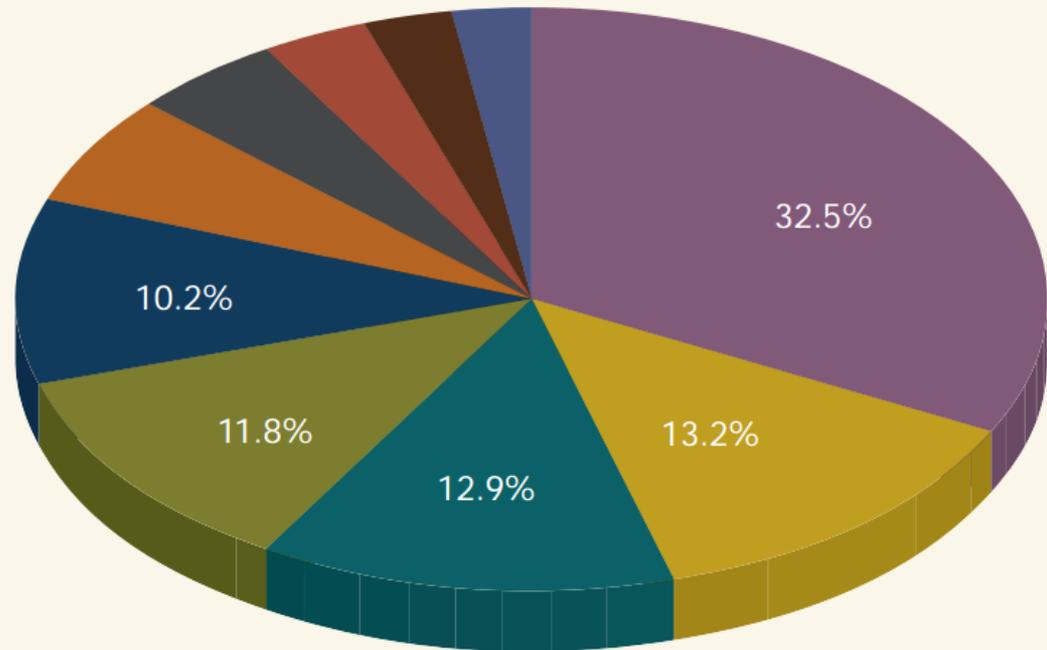
# Healdsburg : Sales Figures Rebound and Then Some



# Healdsburg : Consumer Spending

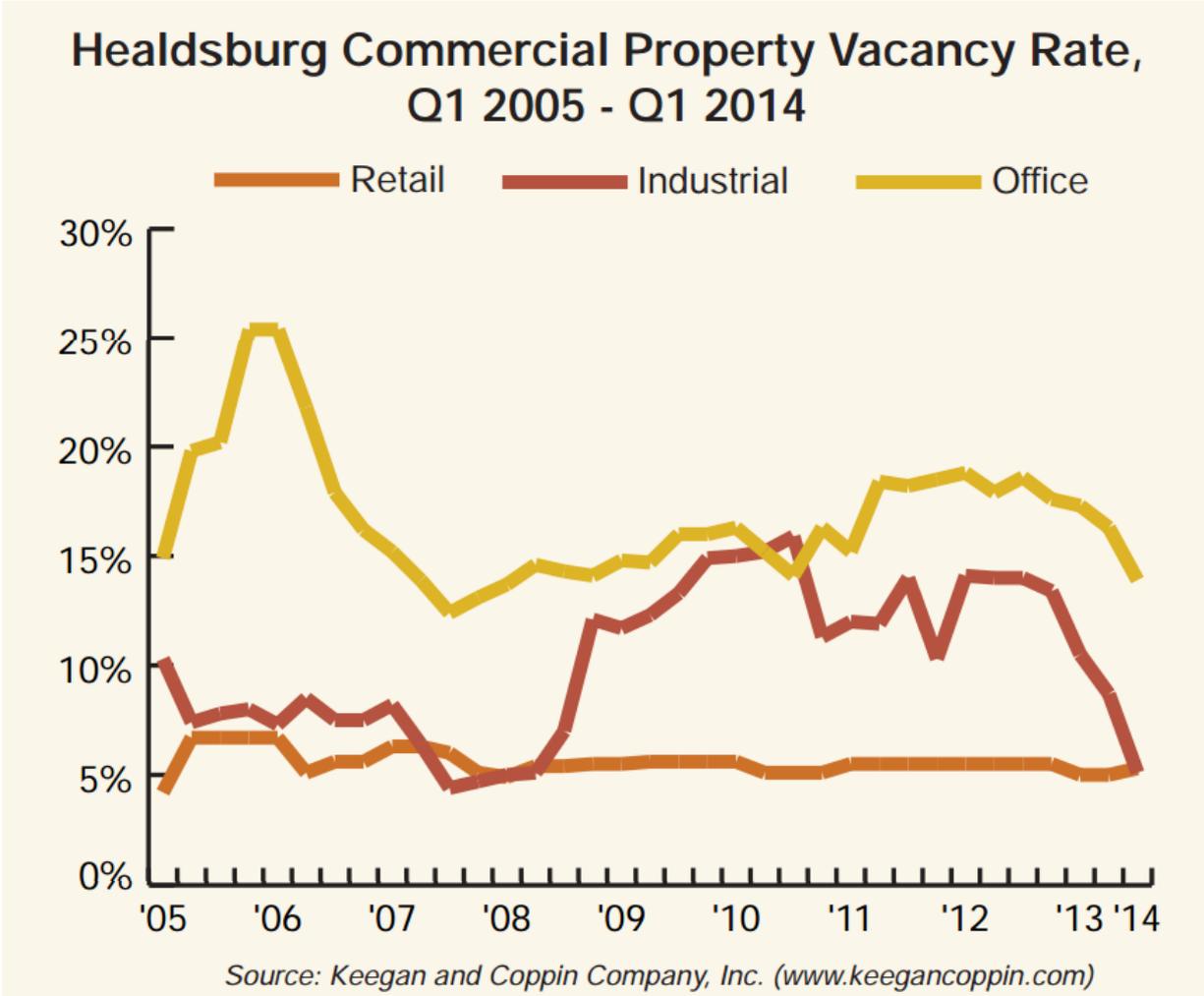
Consumer Spending by Commodity in Healdsburg, 2013

Housing	\$120,013,616
Transportation	\$48,874,220
Other*	\$47,217,577
Food	\$43,505,552
Pensions and Social Security	\$37,749,024
Healthcare	\$22,652,213
Entertainment and Recreation	\$17,704,536
Cash Contributions/Gifts	\$11,846,812
Travel	\$10,451,519
Education	\$8,951,842



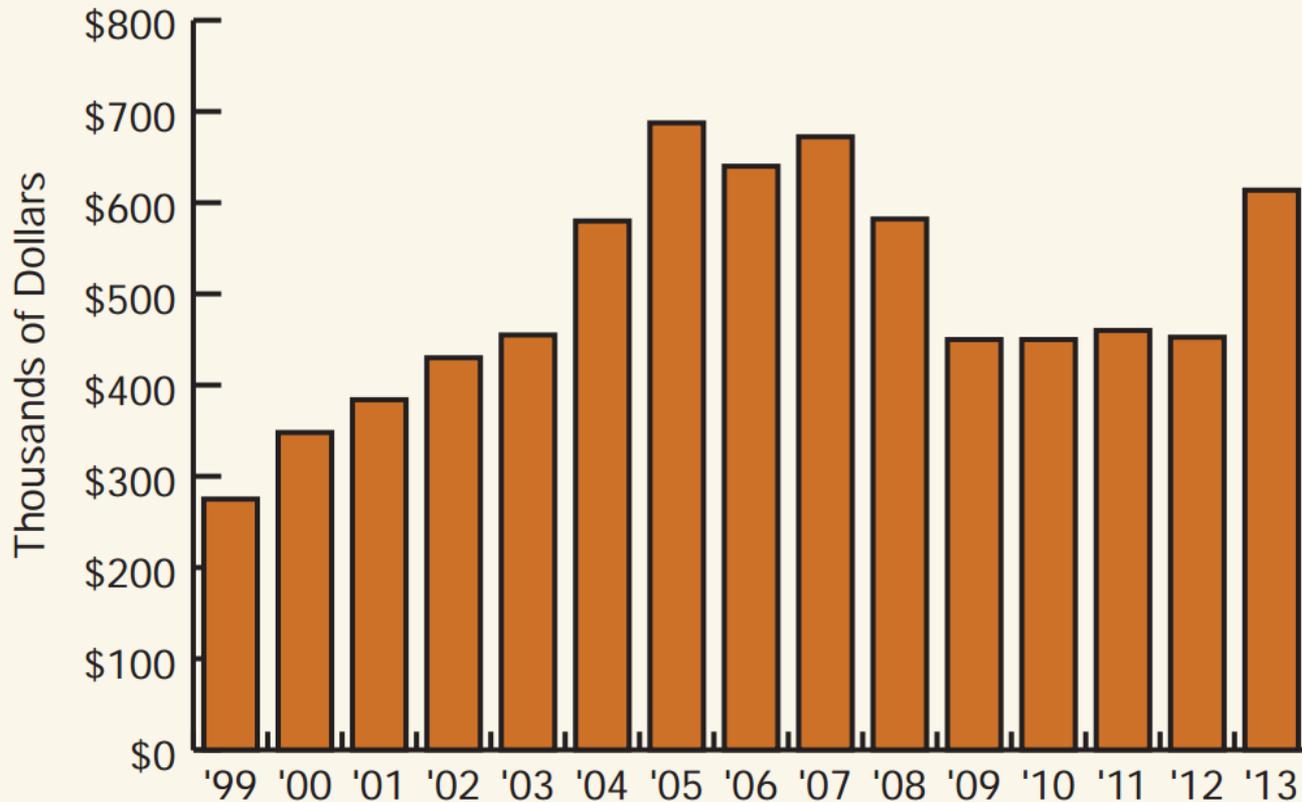
\*The Other category includes Apparel and Services, Alcoholic Beverages, Household Operations, Housekeeping Supplies, Household furnishings and equipment, Life/Other Insurance, Miscellaneous, Personal Care Product and Services, and Smoking Products.

# Healdsburg : Vacancy Rate



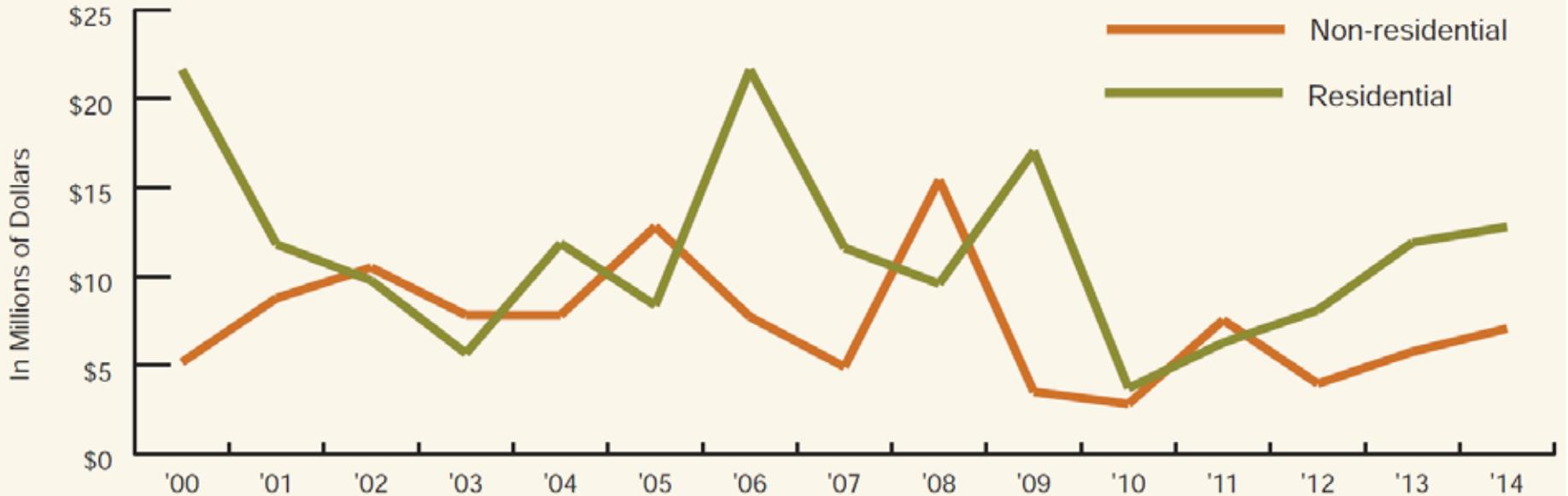
# Healdsburg : Home Prices Escalate

Median Price of an Existing Home in Healdsburg,  
1999-2013



# Healdsburg : Building Permit Value

Value of Residential & Non-Residential Building Permits in Healdsburg, 2000 - July 2014

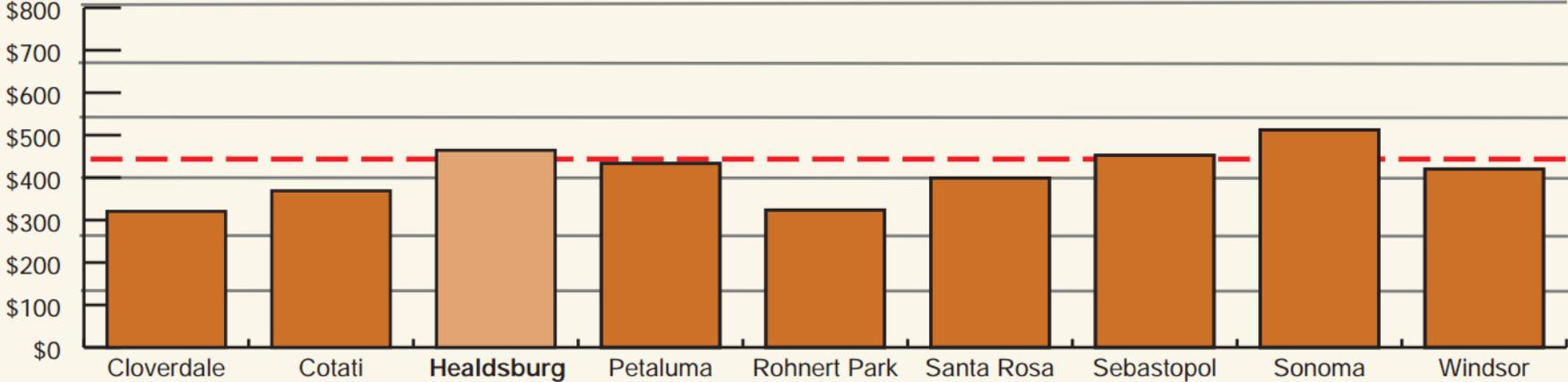


Source: Construction Homebuilding Foundation

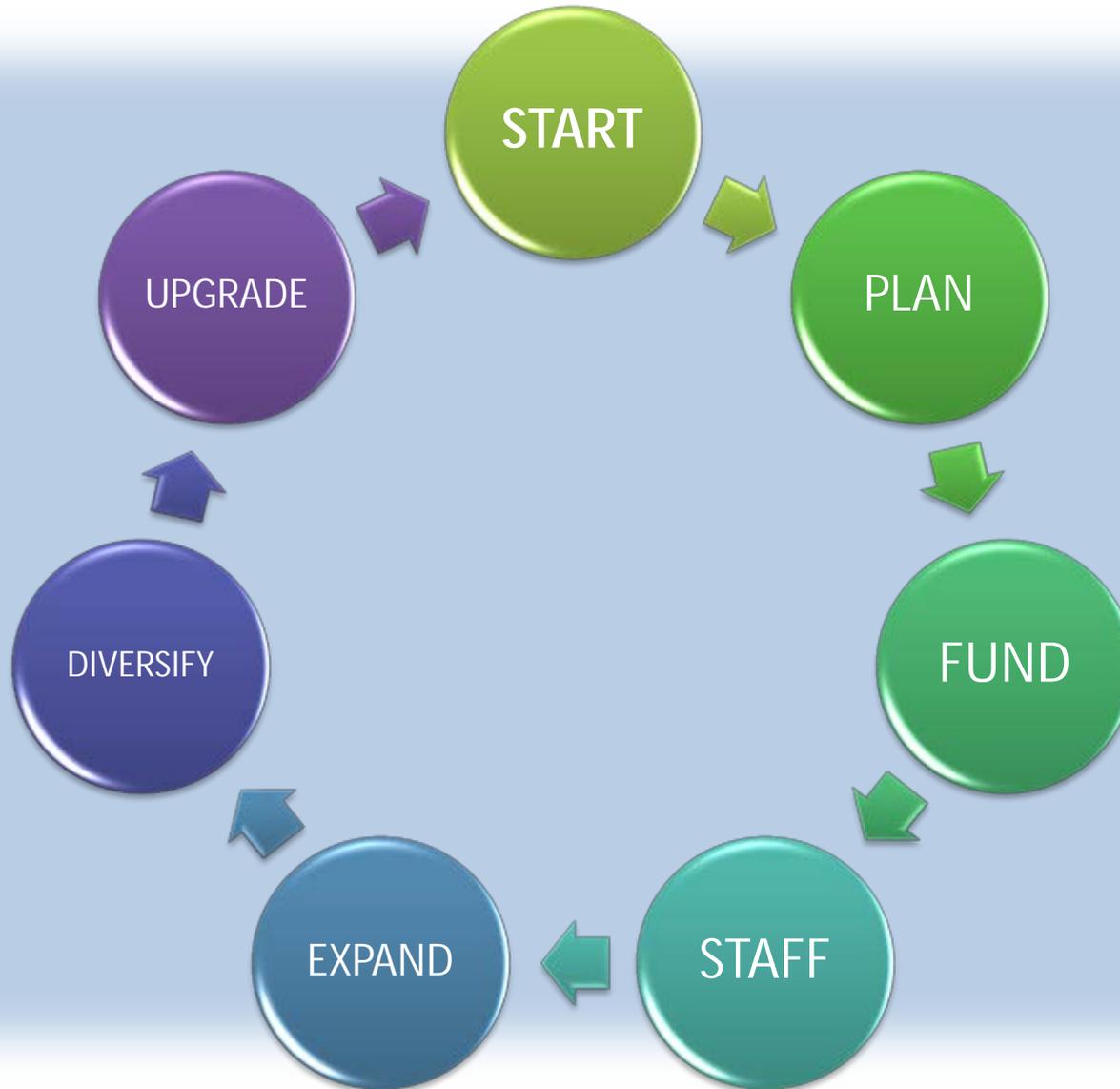
# Healdsburg : Home Sales Prices

Average Sales Price (\$ Thousands) and Total Sales by Sub-County Area, 2013

Average Sales Price (\$ Thousands)    County Average Price (\$ Thousands)

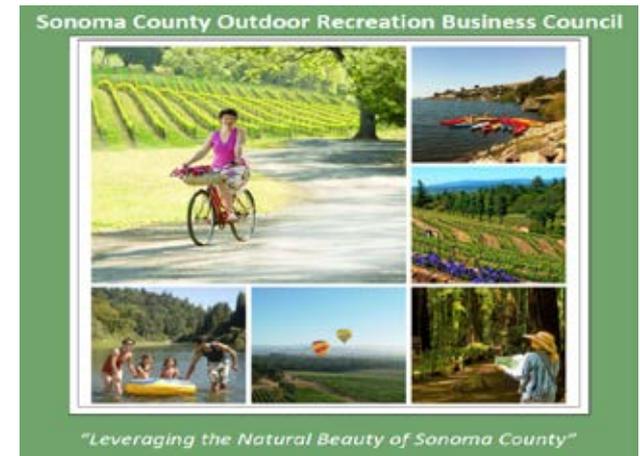
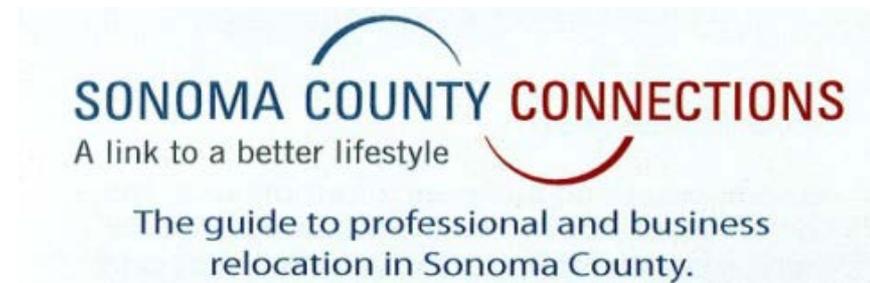
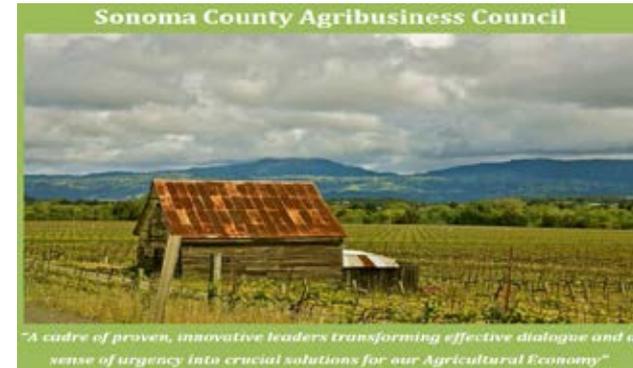


# Business Development Program



# Industry Specific Business Councils

- Agricultural Business
- Talent Attraction
- Outdoor Recreation
- Creative Sonoma
- Year of the Entrepreneur



2016



Year of the Entrepreneur

# Sonoma County: A Much Improved Outlook

Tourism Activity



Wine Production



Housing



Unemployment

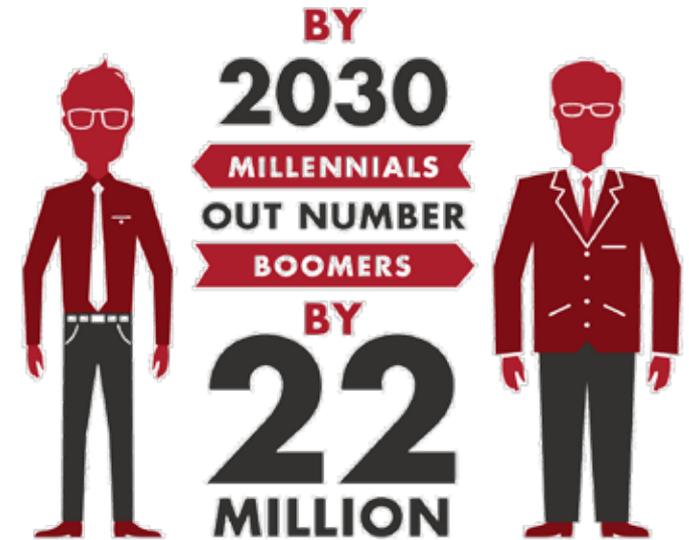


Cost of Business



# 'Sup?

- Millennials
- Co-working Spaces
  - Freelancing
- Maker Movement
- Technology
  - Micro manufacturing



# 'Sup?

- Sharing economy
- "Craft" Everything
- Automation
- Creative Economy



Thank you for your support!

Questions?

