

WHERE ARE WE NOW? WHERE DO WE WANT TO BE?

HOW DO WE GET THERE?

1 WHERE ARE WE NOW? CURRENT ECONOMIC SITUATION



ECONOMIC SNAPSHOT

- GRP, jobs, and wage trends
- Key industry performance
- Business and population growth



BUSINESS CLIMATE RANKING

How Chico compares on key factors that matter to businesses.



CHALLENGES

- Workforce gaps
- Housing and affordability
- Infrastructure & permitting
- Public safety & perception
- Limited business growth & investment



OPPORTUNITIES

- Growing industry sectors
- Strategic location & assets
- Entrepreneurial spirit
- Community partnerships



2 WHERE DO WE WANT TO BE? A HEALTHY ECONOMY



JOB GROWTH

More quality jobs across key industries.



WAGE GROWTH

Rising incomes that outpace inflation.



BUSINESS ENVIRONMENT

Competitive, predictable, and responsive.



LOCAL REVENUE GROWTH

Stronger sales and property tax to fund essential City services.



A STRONG COMMUNITY IDENTITY

A vibrant, welcoming place where people want to live, work, and invest.



3 HOW DO WE GET THERE? COMMUNITY ACTION



FOCUS ON PRIORITIES

Align resources around the industries, workforce, and places with the greatest potential.



FOCUS ON PEOPLE

Strengthen education, training, and career pathways to grow our workforce.



FOCUS ON PLACE DEVELOPMENT

Support economic centers of activity with infrastructure, access and placemaking.



FOCUS ON BUSINESS CLIMATE

Reduce barriers and regulatory timelines. Create a concierge environment.



SUPPORT BUSINESS GROWTH

Access resources of business service organizations, start-up, mentoring, capital, coaching, space.



A SHARED VISION. SMART STRATEGIES. BOLD ACTIONS. A STRONGER CHICO.