

TECHNICAL PAPER:

Economic Analysis

2020 – 2025 with 2030 Forecast

What is changing in Chico's economy — and what will shape future growth?

WHAT THE ANALYSIS TELLS US

GROWTH

Future Growth Is Slowing

Employment and real economic output are forecast to grow below the healthy-growth benchmarks used in the analysis.

WORKFORCE

Workforce Capacity Is Emerging as a Constraint

Employer demand remains strong while population and workforce growth are slowing and the workforce is aging.

BUSINESS BASE

A Small Share of Firms Drives a Large Share of Economic Activity

Mid-market and larger employers represent about 7% of businesses but generate nearly 64% of jobs and more than 70% of payroll.

PRODUCTIVITY & TALENT

Future Growth Will Depend on Productivity, Higher-Value Activity and Talent

With slower workforce growth, increasing output per worker, growing higher-value industries and retaining more locally produced talent become increasingly important.

ABOUT THIS PAPER

Examines Chico's economic performance, industry and business structure, workforce capacity and regional role following the Camp Fire and pandemic disruptions, with a forward look to 2030.