

BUSINESS & ECONOMIC

★ UPDATE ★

Plumas County's Jobs Forecast: A Look Ahead

Plumas County stands on the cusp of a significant economic transformation, shaped by evolving market demands, demographic shifts, Covid-19, and the aftermath of the Dixie Fire. According to the August 2023 update from Northern Rural Training and Employment Consortium (NoRTEC), also known as the Workforce Development Board (WDB), a diverse range of occupations is projected to see gains, signaling a robust job market for the region. Here we'll offer a comprehensive outlook on this changing landscape, highlighting sectors primed for growth and areas in need of strategic focus.

Growth Sectors and Emerging Opportunities

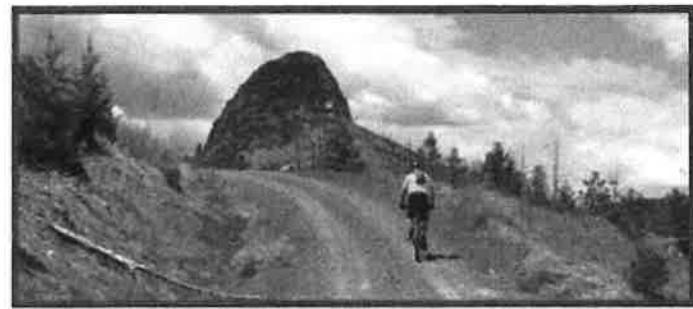
According to NoRTEC's data, gains are expected across the hospitality sector, with an additional 45.14 jobs. Waiters, Waitresses, and Cooks are in the highest demand for jobs in this sector.

It's no surprise that the construction sector emerges as a growth area, with professions such as Construction Laborers, Equipment Operators, and Managers all expecting gains. This points to a more vibrant construction scene, driven by increasing demands for housing and infrastructure development.

Similarly, the healthcare sector is on the rise. There are currently 626 jobs in healthcare and the forecasted change is an increase of 88.69 jobs. Plumas District Hospital's Human Resources Director, Denise Harding states that there are currently 30 job vacancies, and that this is typical. She also said they will be adding a nursing unit with an additional 25 nurses. Home Health and Pers-



There are currently 655 jobs in construction in Plumas County, this accounts for 8.7% of total jobs.



A cyclist takes on the trails of Plumas County, where a stronger recreation economy rides on the horizon.

onal Care Aides are the highest occupation in demand. The demographic shifts in Plumas County, especially the increase in population aged 65 years and over, are critical factors influencing the high demand.

As for the agricultural sector (Farming, Ranching, Forestry, Fishing, and Hunting) every occupation listed under the Ag sector anticipates growth. There are currently 158 jobs in Ag and this number is forecasted to increase by 17.7%.

Manufacturing has the highest projected increases. This sector currently has 318 jobs and is forecasted to increase by 107 jobs. See the NoRTEC's breakdown below.

#1 Job Loss or Gain	1st Occupation	Manufacturing
Gain	Aerospace Engineers	8.00
Gain	Aircraft Structure, Surface, Repair, and Systems Assemblers	2.00
Gain	Computer Engineers and Network Architects	2.00
Gain	Computer Numerically Controlled Tool-Operators and Programmers	1.00
Gain	First-Line Supervisors of Production and Operating Workers	5.00
Gain	Industrial Engineers Including Research and Safety	10.00
Gain	Industrial Production Managers	4.00
Gain	Inspectors, Testers, Sorters, Samplers, and Weighers	13.00
Gain	Laborers and Material Movers	3.00
Gain	Logistics and Project Management Specialists	7.00
Gain	Machinists	10.00
Gain	Manufactured Automobiles and Equipment	8.00
Gain	Miscellaneous Business Operations Specialists	5.00
Gain	Manufacturing Managers	4.00
Gain	Shelving, Palletizing, and Distribution Clerks	4.00
Gain	Software and Web Developers, Programmers, and Testers	11.00

The professional services realm shows increases across the board as well and is also set to expand, illustrating a broadening economic base as the county embraces technological advancements and diversified services.

This evolving landscape indicates a move beyond traditional industries, offering new opportunities. These trends could signal a diversification of Plumas' economic base, moving beyond traditional sectors to embrace manufacturing and tech-driven services. *continued on pg 2*

Plumas County's Employment Forecast: A Look Ahead

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Bumps in the Economic Road

Not all trends are upwards. Certain sectors show a projected decline, particularly within Public Services, including Education and Childcare Administrators and Law Enforcement. These projections could reflect budgetary constraints, shifting demographics, or forecasted changes in public policy. This underscores the need for policy intervention to sustain essential services.

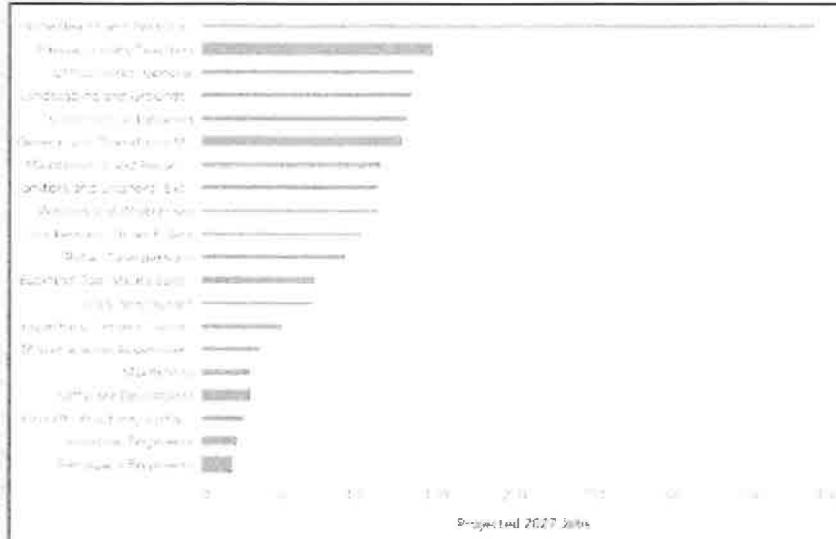
What This Means for Plumas County

The job forecast for Plumas County suggests a time of transformation, with significant opportunities for employment growth in construction, healthcare, hospitality, and agriculture. The region's economy appears to be diversifying, offering a broader range of job opportunities for residents. However, the challenges faced by the public services sector may require attention from policymakers and community leaders to ensure the sustainability of essential services.

Looking Ahead

As we look to the future, it's clear Plumas County is positioned for growth, albeit with an eye towards addressing areas facing declines. For job seekers, entrepreneurs, and investors, understanding these trends is crucial for making informed decisions in this dynamic economic environment. This analysis, offers a glimpse into the future of employment in Plumas County, providing valuable insights for all stakeholders invested in the region's economic development.

High Demand Future Occupations in Plumas County



Job projections based upon data provided by the Northern Rural Training and Employment Consortium (NoRTEC). (2017, 2023) North State Labor Market Information. Data retrieved from: <https://public.tableau.com/app/profile/nortec/viz/NorthStateLaborMarketInformation/NoRTECRegions>

The Analytical Approach

Through the collaborative efforts of AFWD and NoRTEC, vital labor market data is gathered, allowing NoRTEC to dissect and understand employment trends, skill deficiencies, and educational needs. IVIII elevates this process by employing artificial intelligence to distill complex data into understandable insights. AI's role in parsing vast datasets not only streamlines analysis but also enhances accuracy, offering a nuanced understanding of the labor market. These insights help to create an ecosystem of support, enabling entrepreneurs to identify new opportunities and job seekers to find promising career paths. This collaborative effort, along with strategic partnerships with Alliance for Workforce Development, educational institutions, and the business community, supports a well-prepared workforce and a fertile ground for business innovation.

The Path Forward

The economic outlook for Plumas County is one of opportunity tempered with challenges. The need for housing, coupled with an aging population, presents specific sectors with growth potential, while others may require policy support. As Plumas County moves forward, strategic data analysis and community-focused initiatives are crucial for navigating this dynamic environment, ensuring a resilient economic future for all residents.

Current Job Vacancies on 3/11/24

Sierra Pacific Industries	40
Feather River College	7
Seneca Hospital	15
Plumas County Government	57
Plumas County Unified School District	48
Collins Pines	7
Plumas District Hospital	30

New Businesses in February in Plumas County

DISTRICT 1

- Mercy's Cakes & Cupcakes
- Grizzly Creek Services
- MTN Consulting & Restoration

DISTRICT 2

- N. Arm Tree & Handyman Svc

DISTRICT 3

- Pine Shack Frosty
-New ownership
- Clifford's on the Green
- 7G Welding & Stuff

DISTRICT 4

- Affordable Repair Services
- AMZ Designz
- Kibler Consulting
- Mill Creek Timber Falling
- Sugarpine Friends Childcare

DISTRICT 5

- Red Town Productions
- Sweet Sally
- Gumba's II Go



Lost Sierra Relocation & Retention Package

Work on the Lost Sierra Relocation and Retention package is moving forward. The Lost Sierra Chamber of Commerce is leading this effort with support from Sierra Small Business Development Center, Alliance for Workforce Development, and Indian Valley Innovation Hub. The group is curating content that showcases the region's highlights including business and job opportunities, recreational activities, real estate opportunities, and the area's relatively low crime rate and high safety standards.

The aim is to enhance the visibility of Plumas and Sierra Counties, simplify the relocation process for newcomers, and spotlight the region's advantages. This content will be available for use across all regional business and economic development organization's websites that aim to promote "The Lost Sierra".

Insurance Coverage Crisis: Massive Drops

Adding to the state's challenges, on February 26, 2024, American National Home Insurance announced its plan to start the non-renewal process by August, leading to 36,000 homeowners facing the cancellation of their home insurance policies.

Plumas County Chamber Coalition members are meeting with Congressman Kevin Kiley in March to discuss the California Fair Plan, his Safe Home Act home hardening bill and share the current experience in CA from insurance agents, realtors, business owners, and others.

Community Call: Responding to AT&T's Landline Service Changes

AT&T has requested to be relieved of its Carrier of Last Resort (COLR) obligations in certain California areas, which would allow them to discontinue mandatory landline telephone services in those regions. Additionally, AT&T seeks to relinquish its Eligible Telecommunications Carrier (ETC) designation, impacting its ability to offer subsidized services like federal Lifeline. These changes could significantly affect Plumas County citizen's access to affordable and reliable telephone services, prompting public forums for input on these proposals. See below for a list of areas AT&T seeks to no longer offer wired service.

For more info visit the [California Public Utilities Commission](#) website.

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IVIH's Mission: Facilitating Plumas County exports and empowering businesses through innovation and education to drive economic development.
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Census Defined Places (CDP) Where AT&T California Is Seeking Relief

Beckwourth	Iron Horse
Belden	Johnsville
Blairsden	La Porte
C-Road	Lake Davis
Caribou	Little Grass Valley
Chilcoot-Vinton	Mabie
Clio	Meadow Valley
Cromberg	Mohawk Vista
Delleker	Plumas Eureka
East Quincy	Portola City
Gold Mountain	Quincy CDP
Graeagle	Twain
Greenhorn	Valley Ranch
Indian Falls	Whitehawk

Public Hearing Re: Plumas' Energy Consumption

Tuesday, March 19, 2024, 11:00am-1:00pm
520 Main St., Quincy, CA 95971, view.officeapps.live.com

Plumas County (County) Board of Supervisors shall hold a public hearing on March 19, 2024, at 11:00 a.m. for the purpose of taking public comments and adopting a resolution making certain findings, and approving an Energy Service Contract with ENGIE Services U.S. for the implementation of certain energy related improvements to County facilities in accordance with California Government Code Section 4217.10 to 4217.18. The meeting will be held at the Supervisors Board Room, Court House, Third Floor, Room 308, 520 Main Street, Quincy, CA 95971. The Board of Supervisors shall adopt findings that provide, and the Energy Service Contract shall require, that the cost to the County to implement the energy related improvements per this contract will be less than the anticipated marginal cost to the County of thermal, electrical, or other energy that would have been consumed by the County in absence of purchasing the energy improvements.

PG&E's Profits and Rates Surge

In 2023, PG&E saw its profits soar, driven by significant increases in electricity and natural gas revenues, a trend that the utility giant expects will continue, forecasting even higher earnings for its investors in the coming year.

Recording a profit of \$2.24 billion, the company marked a 24.6% rise over its earnings in 2022. However, despite these profits, PG&E implemented a rate hike of 17% to 21% on January 1st, impacting a wide range of stakeholders including businesses, homeowners, renters, educational institutions, and governmental entities throughout California.

Filing Business Property Statements: Deadline Reminder

Plumas County Assessor Cindie Froggatt explains that business personal property is all property owned or leased by a business except real property. Business inventory is personal property but is 100 percent exempt from taxation. Tangible personal property owned, claimed, possessed, or controlled in the conduct of a profession, trade, or business may be subject to property taxes. Business personal property and fixtures are valued annually as of the January 1st lien date. The above items are to be reported on the annual 571S or 571L.

Business Property Statement mailed out in January and due by April 10th. They can be filed on paper or on-line. For questions call the Plumas County Assessors office at 530-283-6380.

Equipped for the Future: Strengthening Fire Education

Alliance for Workforce Development (AFWD) seized an opportunity to support Feather River College's Higher Education Fire Training (HEFT) program through their work experience/on the job training program. Quincy AFWD Business Services Representative Irshad Stolden reports that while initially aiming to help one student with fire safety gear, a broader vision emerged: to offer AFWD's resources to all HEFT students. Collaborating with HEFT Director Jon Dvorak, and Roper's outdoor supply store, a partnership formed to equip students with gear and offer job placement services. The synergy not only promotes job skill development but also addresses our region's need for fire education. Thanks to this initiative, a stronger, safer, more fire-aware future is being built in Plumas County.

TECH TIP

In today's digital world, the traditional business card is being transformed by an innovative alternative: the digital business card. This modern tool allows business owners to share their contact information with a simple tap or click. Unlike its physical counterpart, a digital business card is never out of stock, cannot be lost, and is easily updated, ensuring networking opportunities are never missed due to outdated or missing information. Digital business cards can integrate seamlessly into contact management systems, enabling efficient follow-ups and fostering connections. In an era where first impressions are increasingly made online, small business owners adopting digital business cards position themselves at the forefront of convenience, and technological adaptation.



Resources coming from GoBiz...



ChicoSTART is the leading iHUB in the North State funded by the Governor's Office on Business (GoBiz). Through ChicoSTART Indian Valley Innovation Hub is connecting Plumas County business owners with the following resources:

- **MENTORING**
 - ChicoSTART attracts a wide range of talented professionals from Butte County and from the Bay Area. ChicoSTART mentors rally around our emerging startups and have connections and skills to help Plumas County business owners.
- **AMAZON WEB SERVICES ACTIVATE**
 - As an AWS Activate Provider, Chicostart offers member startups free tools, resources, content and expert support to accelerate startups at every stage. Benefits include: More than 40 solution templates to build and deploy products, AWS expert curated tips for business and technical needs, and best practices training from Learn on AWS.
- **ON DEMAND VIRTUAL ENTREPRENEUR TOOL-KIT SERIES FOR THE NORTH STATE**
 - A virtual series of workshops designed to teach participants about building the foundation of a new enterprise. This Virtual Toolkit Series guides participants through hands-on activities to build an understanding of proven startup tools and apply them to their own businesses. Whether you're a budding entrepreneur, or an established business owner wanting to brush up on your skills, the Virtual Toolkit Series is for you.
- **CHICOSTART'S OPENGRAnts.IO PORTAL**
 - OpenGrants is a grant search engine and marketplace of independent grant consultants. Business owners and nonprofit leaders can find grants on their own, or hire an expert to help them search, apply for, and manage grants.
- **GROW WITH GOOGLE PARTNER RESOURCES**
 - **Small Businesses & Startups:** Go Global with Google Market Finder, Sell Online with E-Commerce Tools, Reach Customers online with Google, Make Better Business Decisions with Google Analytics, Design Thinking for Entrepreneurs, Connect with Customers and Manage your Business Remotely, Grow Your Local Business on Google Search and Maps.
 - **Students & Job Seekers:** Power Your Job Search with Google Tools, Digital Skills for Everyday Tasks, Communicate with Calendar and Gmail, Collaborate, Meet, and Work Remotely, Learn the Basics of Google Calendar, Learn the Basics of Google Docs, Learn the Basics of Google Meet, Learn the Basics of Google Ads, Manage Your Online Presence, Build Your Professional Brand, Negotiate like a Pro.
 - **Justice-Impacted Communities:** Learn the Basics of Google Docs, Build Your Professional Brand, Improve Your Resume with Practical Strategies, Protect Yourself from Online Scams, Grow Your Local Business on Google Search and Maps.
 - **Veterans and Military Families:** COMING SOON!
- **BCAC TV MEDIA RESOURCES:**
 - Media membership that includes additional media resources that helps businesses and entrepreneurs start, grow, and thrive.

ChicoStart and Indian Valley Innovation Hub have established a strategic partnership to fund business and economic development projects and initiatives, aimed at enhancing the prospects of Plumas County's business owners. This collaboration aims to facilitate the expansion of ChicoStart services into the region while fostering sustainable growth for Indian Valley Innovation Hub.