

Birth & Death Stats from CA Dept of Public Health – Plumas County

Year	County	Births	Deaths	Population	Birth Total 6 years	Deaths Total 6 years
2018	Plumas	164	240			
2019	Plumas	160	203			
2020	Plumas	164	268			
2021	Plumas	166	280			
2022	Plumas	140	222			
2023	Plumas	110	186	19,131	904 births	1,399 deaths (55%+)

2016 was one of the worst years for CA businesses leaving the State, with over 1800 leaving for other destinations, most going to Texas. Since 2016, over 13,000 businesses have left the Golden State. Recent polling of exiting businesses states the following reasons for leaving:

- **High housing costs High energy costs**
- **Excessive regulations**
- **High gas prices High payroll costs and taxes**
- **Unaffordable insurance costs**

FYI: Five restaurants have closed recently in Plumas County. It's been a tough tourist season and closing in the heart of the season is not a good sign.

We haven't been able to find how many businesses move in an average year, but statistics tell us that 44% of businesses that move are small businesses. They move because they want to adapt and grow with available opportunities. Despite all the negative stats about business in CA, it still has a far lead over other state on the number of new businesses every year – 558,011 in 2023.

In the near future, the Innovation HUB wants to take advantage of these businesses that are looking to relocate. The HUB and the Lost Sierra have collaborated on a Relocation Package which we will report on in two weeks. One strategy to make this happen is for the HUB to serve as a Site Selector that interests and helps businesses relocate to new places better suited for them. We feel Plumas County can be that new destination in the years ahead, especially when insurance and interest rates start to go down and more businesses and people can afford to move to more attractive places.

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