

Humboldt County Regional Activity, 2000-2010

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Introduction

County and local economic development and business professionals asked how economic activity has changed within Humboldt County over the last ten years. To answer that question, in Spring and Summer 2011 Jaime Musich collected relevant economic data and created the following graphs and tables for the largest cities/regions within the County: Eureka, Arcata, Fortuna, and McKinleyville. We present data for each of these regions 2000 through 2010 where possible, but limitations in the source data mean that we cannot get annual data for each region or data for each year.

This document is meant to serve as a starting point for those interested in changes in intra-county activity, but commentary and analysis is brief. We list our data sources and present the raw data in the data appendix.

We wish to thank Dennis Mullins of the Labor Market Information Division for providing data. Janet Luzzi of the City of Arcata Finance Office provided sales and use tax data. Gregg Foster, Executive Director of Redwood Region Economic Development Commission made early suggestions for the types of data to collect.

Erick Eschker

Arcata, California

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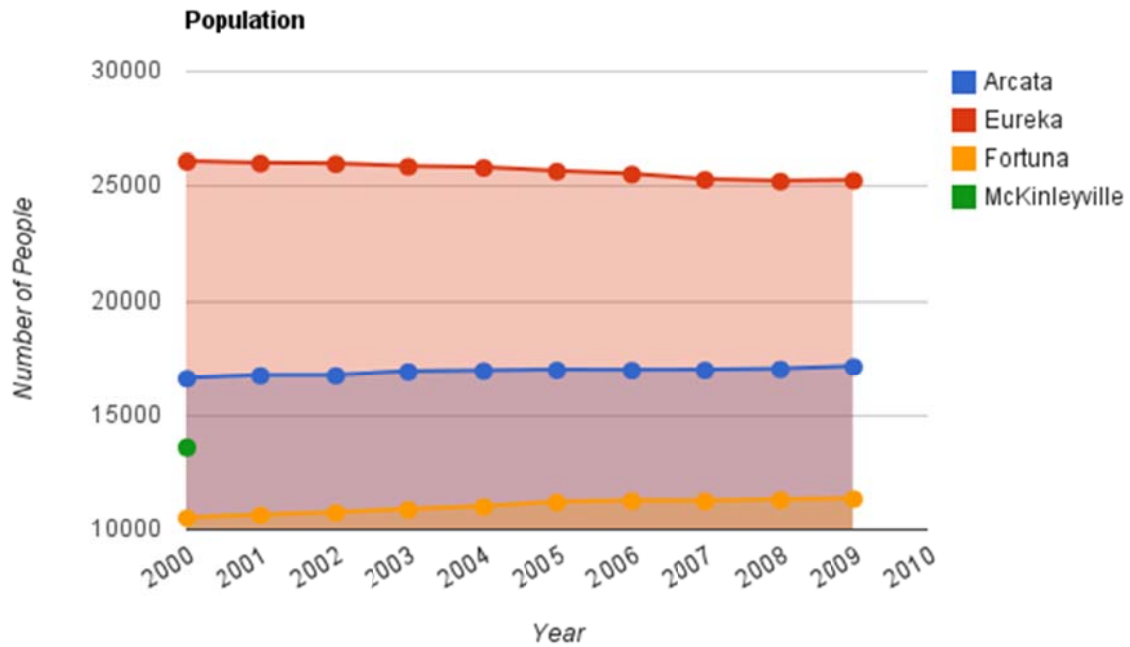
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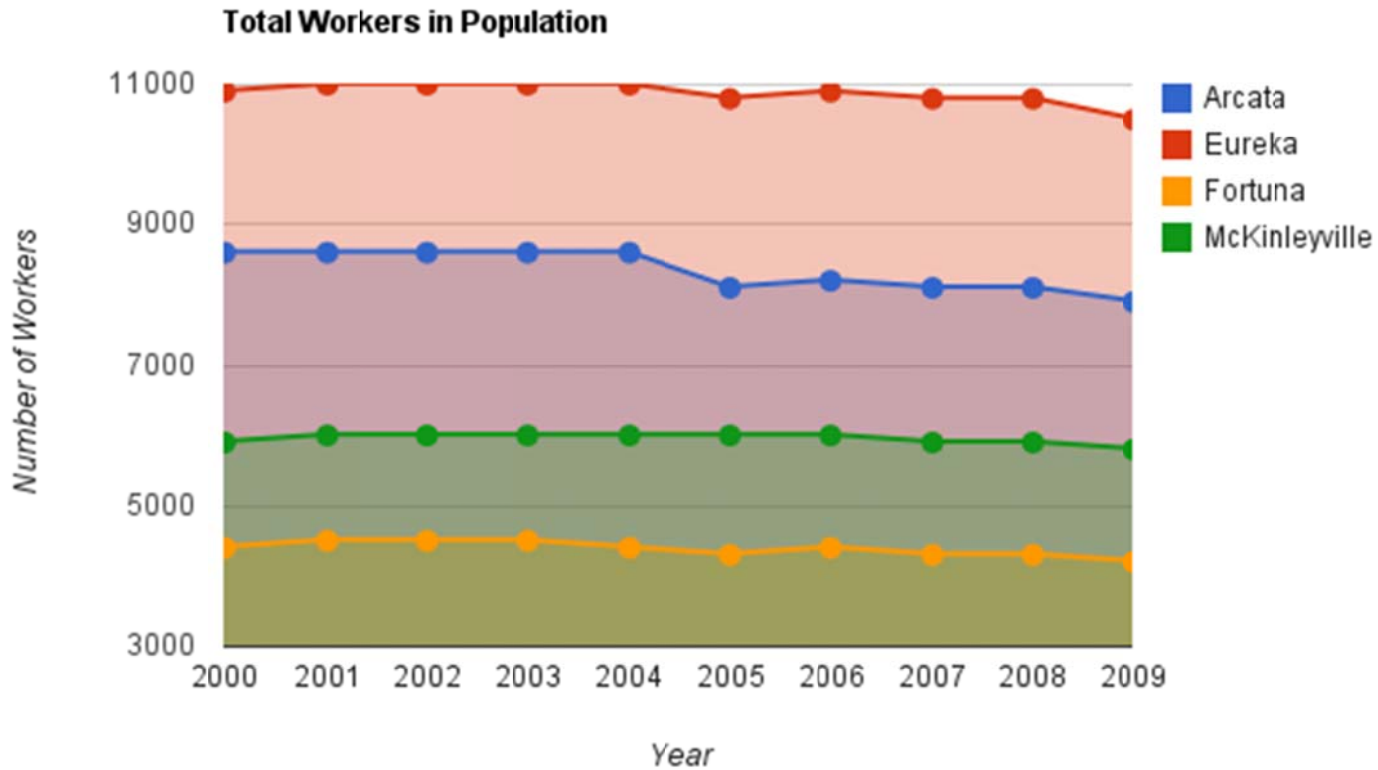
Population



*Data retrieved from Census Bureau. 2010 Census data not yet available.

Population is a good proximate measure of economic activity, since people tend to live where there are jobs and near businesses. The population is estimated to have risen in Arcata and Fortuna and fallen in Eureka. However, these data are population estimates from the Census Bureau based on the 2000 decennial census and it will be very helpful to review 2010 data once they become available.

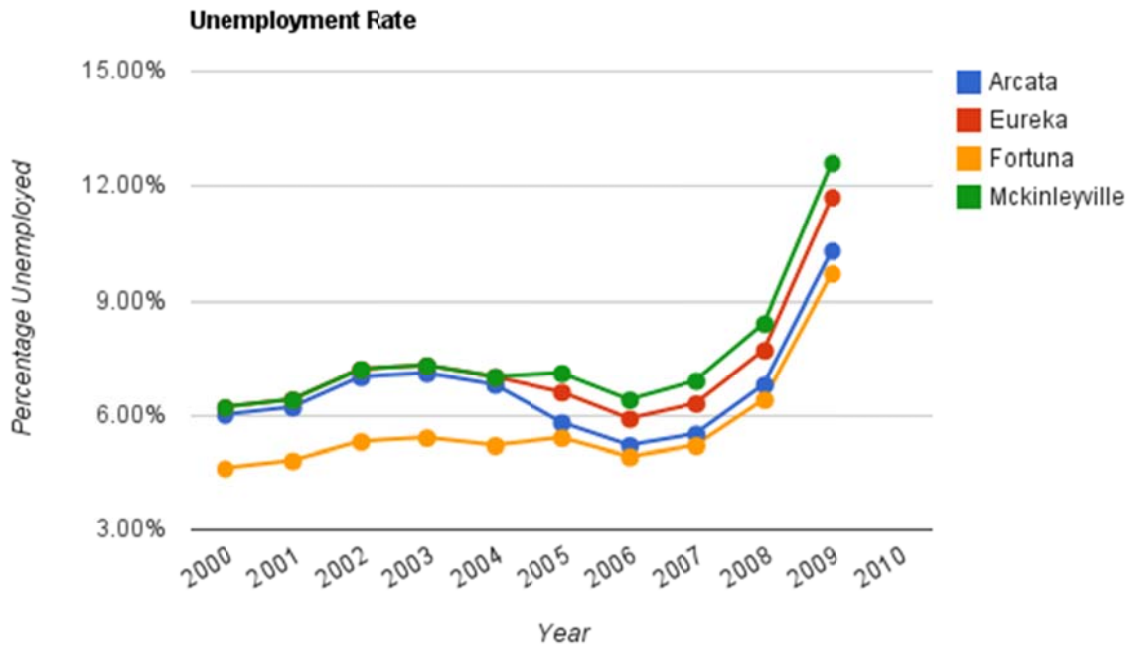
Workforce



*Data retrieved from Employment Development Department. 2010 annual averages not yet available.

Total workers is a basic measure of economic activity since for businesses labor accounts for a significant amount of all inputs into production. The Great Recession of 2007-09 led to fewer workers in all regions in 2009 as compared to 2000.

Unemployment Rate



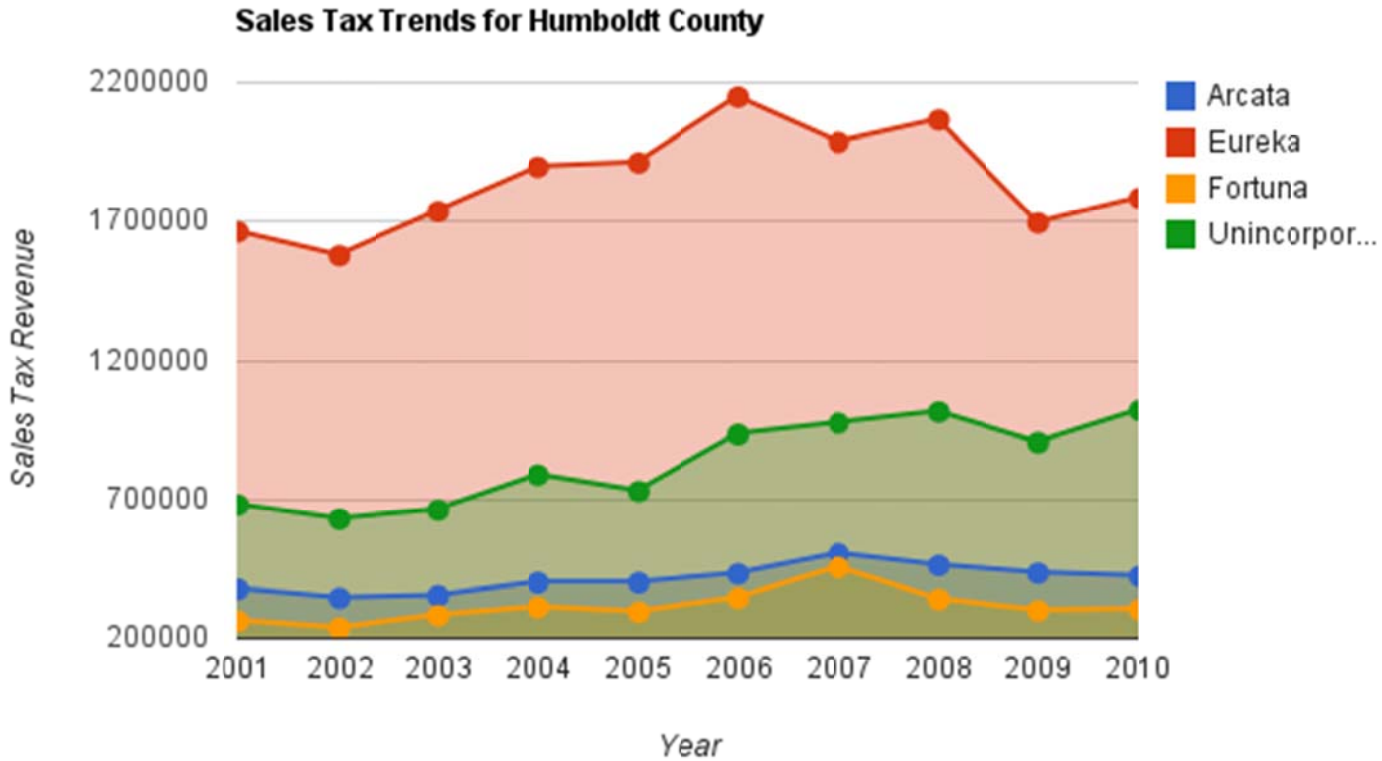
*Data retrieved from Employment Development Department and Bureau of Labor Statistics. All data are annual averages. Annual average data for 2010 not yet available.

Unemployment rates are a great measure of the health of the labor market.

Unemployment rates rose over the decade due to the Great Recession of 2007-09.

One curious movement in relative unemployment rates is that while Arcata had a similar unemployment rate to Eureka and McKinleyville in 2000, the unemployment rate in Arcata was noticeably lower by 2009 compared to those two regions.

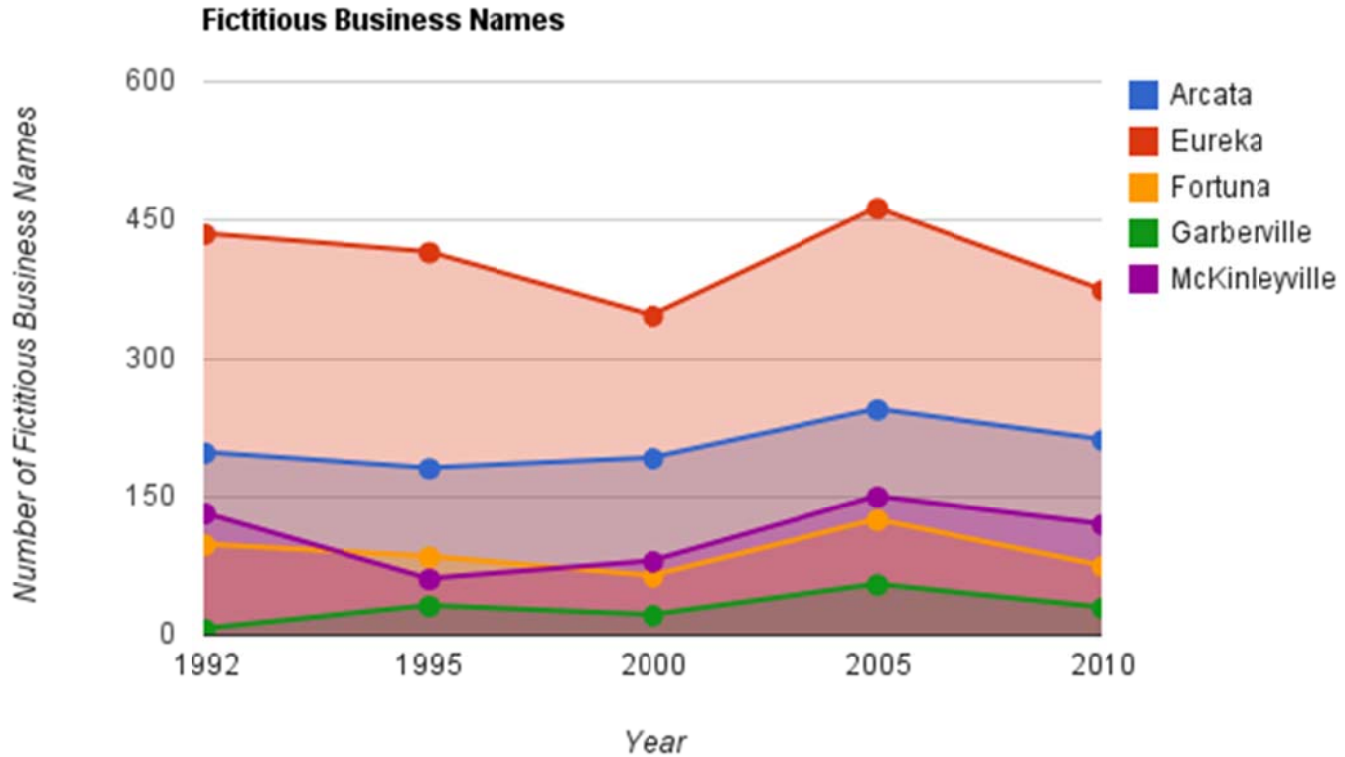
Sales and Use Tax Collections



*All Sales Tax Collections for Humboldt County received from Janet Luzzi of City of Arcata: Finance. Sales and Use Tax Collections from second quarter of each year. Data for other quarters is incomplete.

Sales and Use taxes reflect buying in the economy. While total dollar amounts of taxes rose to the mid-decade then fell thereafter, the unincorporated regions, which includes McKinleyville, actually didn't experience a large drop.

Fictitious Business Names



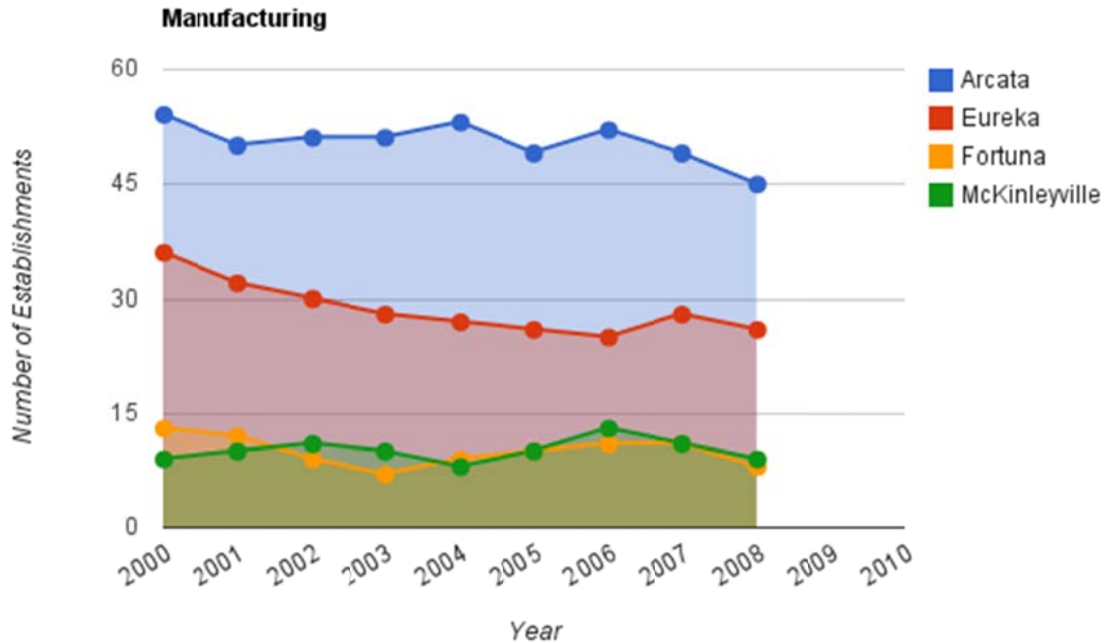
*Source: Humboldt County Recorder.

Fictitious business names are the annual number of filings at the County Recorder. A company is required to file a fictitious business name if the business name is something other than the name of the owner. Filings include renewals, but the bulk of filings are new businesses.

Fictitious business name filings are a measure of entrepreneurial activity and new business creation. We present all the historical data that are available, which is 1992 to

the present. For most regions, filings were lowest in 1995 and 2000 and highest in 2005. Comparing regions, it seems that Arcata and Garberville had the strongest growth in filings over this period, while Eureka had the largest declines. For a more detailed look at entrepreneurial activity and fictitious business name filings in Humboldt County, see “Humboldt County Entrepreneur Annual Survey 2011” at <http://www.humboldt.edu/economics/>.

Manufacturing Establishments



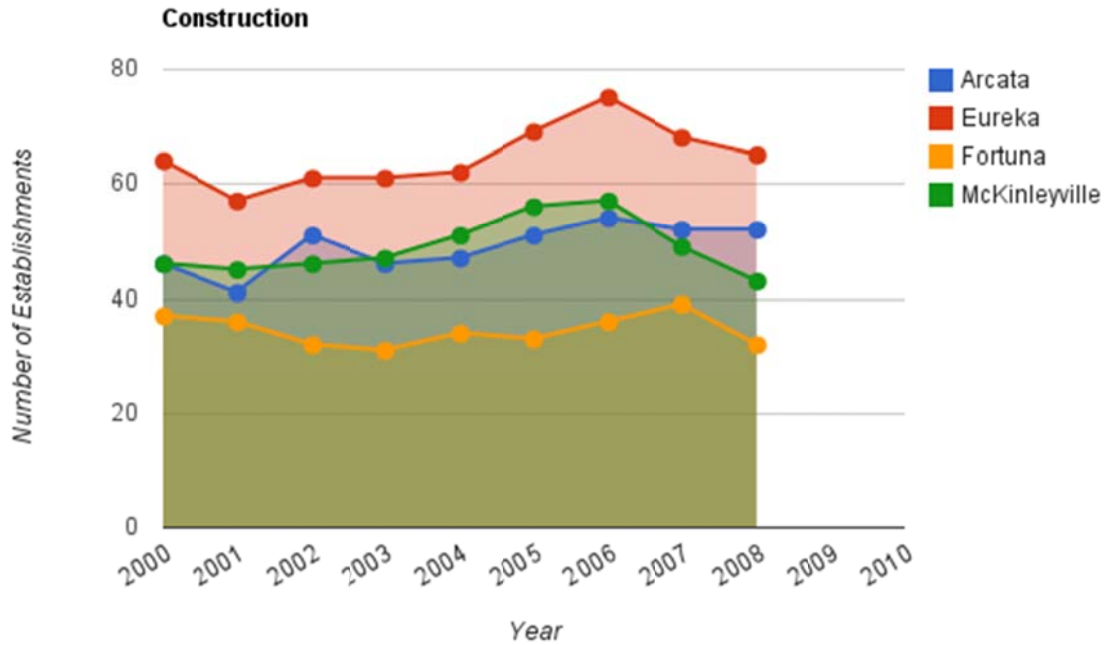
*Data received from US Census Bureau at <http://www.census.gov/econ/cbp/index/html>

Data only available through 2008. This is the number of manufacturing businesses.

The series excludes data on self-employed individuals, employees of private households, railroad employees, agricultural production employees, and most government employees.

Manufacturing businesses fell the most in Eureka and Arcata and appears to have been the most stable in McKinleyville.

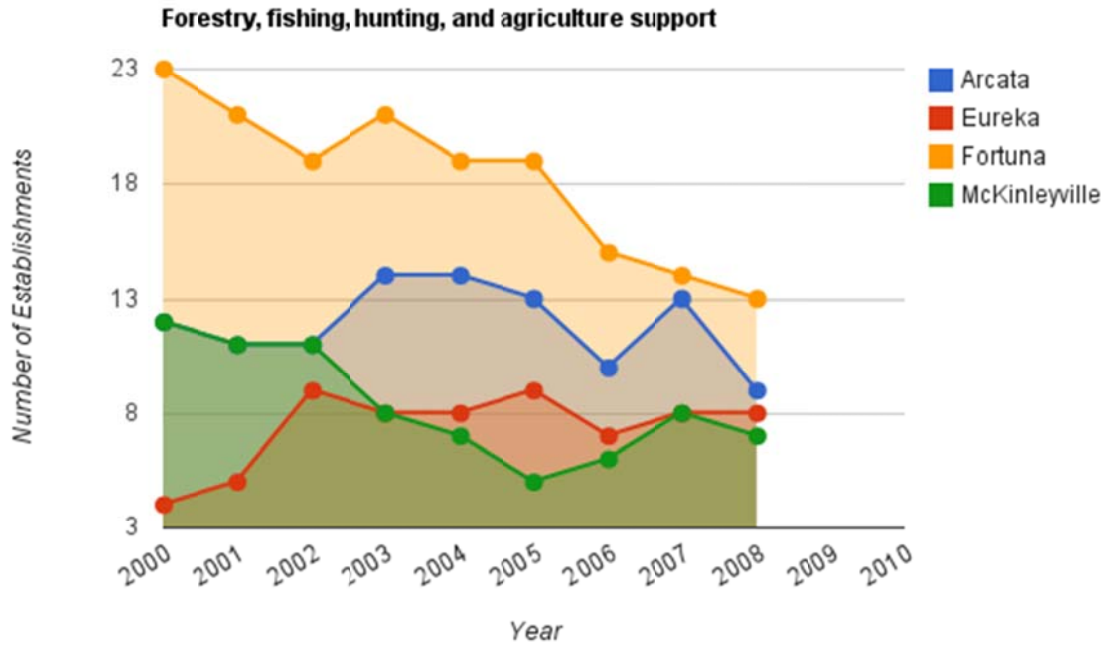
Construction Establishments



*Data received from US Census Bureau at <http://www.census.gov/econ/cbp/index.html>
Data only available through 2008. This is the number of construction businesses. The series excludes data on self-employed individuals, employees of private households, railroad employees, agricultural production employees, and most government employees.

Arcata and Eureka show the least drop in Construction businesses over the last decade.

Forestry, Fishing, Hunting, and Agriculture Establishments



*Data received from US Census Bureau at <http://www.census.gov/econ/cbp/index.html>
Data only available through 2008.

Forestry, Fishing, Hunting and Agriculture establishments fell the most in Fortuna over the decade while rising the most in Eureka.

Data Appendix

Population

Year	Total County	Arcata	Eureka	Fortuna	McKinleyville
2000	126403	16614	26067	10512	13599
2001	127002	16742	25993	10637	
2002	127779	16742	25968	10745	
2003	128219	16913	25853	10884	
2004	128694	16948	25803	11008	
2005	128943	16983	25644	11202	
2006	129033	16972	25518	11266	
2007	128564	16981	25282	11255	
2008	128852	17022	25212	11311	
2009	129623	17133	25245	11356	

Source: Census Bureau

Total Workers in Population

Year	Total County	Arcata	Eureka	Fortuna	McKinleyville
2000	56600	8600	10900	4400	5900
2001	56800	8600	11000	4500	6000
2002	57000	8600	11000	4500	6000
2003	56900	8600	11000	4500	6000
2004	56700	8600	11000	4400	6000
2005	56000	8100	10800	4300	6000
2006	56300	8200	10900	4400	6000
2007	55900	8100	10800	4300	5900
2008	55700	8100	10800	4300	5900
2009	54200	7900	10500	4200	5800
2010	53900				

Source: Employment Development Department

Unemployment Rate

Year	Total County	Arcata	Eureka	Fortuna	McKinleyville
2000	5.80%	6.00%	6.20%	4.60%	6.20%
2001	6.00%	6.20%	6.40%	4.80%	6.40%
2002	6.70%	7.00%	7.20%	5.30%	7.20%
2003	6.90%	7.10%	7.30%	5.40%	7.30%
2004	6.50%	6.80%	7.00%	5.20%	7.00%
2005	6.10%	5.80%	6.60%	5.40%	7.10%
2006	5.50%	5.20%	5.90%	4.90%	6.40%
2007	5.90%	5.50%	6.30%	5.20%	6.90%
2008	7.20%	6.80%	7.70%	6.40%	8.40%
2009	10.90%	10.30%	11.70%	9.70%	12.60%

Source: Employment Development Department, Bureau of Labor Statistics

Sales and Use Tax Collections

Year	Total County	Arcata	Eureka	Fortuna	Unincorporated Regions
2001	3054397	375869	1663021	262047	679584
2002	2854613	343566	1576826	236034	628069
2003	3105197	351916	1736276	281721	660956
2004	3477633	399946	1896847	311003	787489
2005	3398377	399369	1912106	294208	728617
2006	3943568	430774	2148231	344065	933265
2007	4002698	503084	1985573	454341	973618
2008	3971458	461099	2066286	339651	1013709
2009	3411469	433264	1695446	298833	903852
2010	3620288	421650	1784778	303372	1019448

Source: Janet Luzzi City of Arcata: Finance Director

Second quarter data only.

Sales Tax Rates

Year	Total County	Arcata	Eureka	Fortuna	McKinleyville	Garberville
2004	7.25%	7.25%	7.25%	7.25%	7.25%	7.25%
2005	7.25%	7.25%	7.25%	7.25%	7.25%	7.25%
2006	7.25%	7.25%	7.25%	7.25%	7.25%	7.25%
2007	7.25%	7.25%	7.25%	7.25%	7.25%	7.25%
2008	7.25%	7.25%	7.25%	7.25%	7.25%	7.25%
2009	8.45%	9%	8.5%	8.25%	8.25%	8.25%
2010	8.45%	9%	8.5%	8.25%	8.25%	8.25%
2011	8.55%	9%	9%	8.25%	8.25%	8.25%

*Total County for Sales Tax Percentages is a 5 Region Average

Fictitious Business Names

Year	Arcata	Eureka	Fortuna	Garberville	McKinleyville
1992	197	435	97	6	131
1995	180	415	84	31	60
2000	191	346	63	21	79
2005	244	463	124	54	149
2010	211	374	74	29	119

Source: Humboldt County Recorder

Manufacturing

Year	Total County	Arcata	Eureka	Fortuna	McKinleyville
2000	186	54	36	13	9
2001	175	50	32	12	10
2002	161	51	30	9	11
2003	150	51	28	7	10
2004	145	53	27	9	8
2005	149	49	26	10	10
2006	152	52	25	11	13
2007	152	49	28	11	11
2008	141	45	26	8	9

All data received from US Census Bureau at <http://www.census.gov/econ/cbp/index.html>

Construction

Year	Total County	Arcata	Eureka	Fortuna	McKinleyville
2000	415	46	64	37	46
2001	394	41	57	36	45
2002	385	51	61	32	46
2003	390	46	61	31	47
2004	414	47	62	34	51
2005	419	51	69	33	56
2006	429	54	75	36	57
2007	414	52	68	39	49
2008	394	52	65	32	43

All data received from US Census Bureau at <http://www.census.gov/econ/cbp/index.html>

Forestry, Fishing, Hunting, and Agriculture Support

Year	Total County	Arcata	Eureka	Fortuna	McKinleyville
2000	113	12	4	23	12
2001	102	11	5	21	11
2002	98	11	9	19	11
2003	98	14	8	21	8
2004	93	14	8	19	7
2005	86	13	9	19	5
2006	79	10	7	15	6
2007	82	13	8	14	8
2008	71	9	8	13	7

All data received from US Census Bureau at <http://www.census.gov/econ/cbp/index.html>