

# Shasta County

North of Expected

## The Best of California

Located on the I-5 corridor, the Shasta region offers freeway, rail and air to 50 million people within 24 hour delivery. The location creates the perfect opportunity for growing industries in Redding and Shasta County. Incentives include fee waivers for jobs and electrical discounts (among the cheapest in California), and labor training assistance. Add in Stillwater Business Park, a 700 acre California State Certified shovel-ready site offering 5-92 acre parcels, and it all adds up to a prime West Coast location ready for your expansion or relocation.

Our cost of living and doing business is far below that of the rest of "Northern California" and the LA Basin. Lower wages, energy costs, water costs, land prices, and home prices. Our costs are as much as 40-60% below many other places in California.

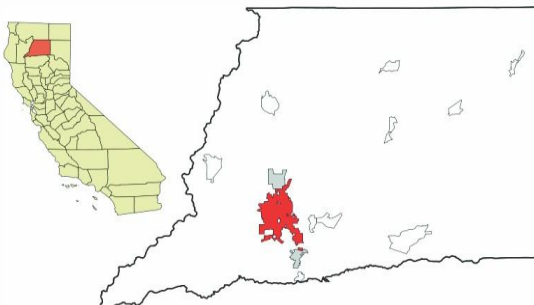
Nestled between the Cascades and the Trinity Alps, the Shasta Region is a community of natural beauty, abundant recreational opportunities and unsurpassed quality of life. Residents and visitors enjoy the peaceful days surrounded by rugged mountain peaks and breathtaking vistas in this Jewel of Northern California.

- **Growing Startup Community Driving Growth and Innovation**
- **5<sup>th</sup> fastest growing tech region in California**
- **20-minute average commute time**
- **Fastest California Time-to-Market for New Construction**
- **Readily Available and Low-Cost Power and Water**
- **99.9997% Electricity Reliability**
- **Industrial Electric rates 30-40% lower than other places in California**

### Community Vitality

- Downtown Specific Plan
- High-speed internet – fiber to core
- New 4-star hotel
- Redding designated - Arts & historical destination
- Over \$58M in state and federal grants - last 5 years
  - *Transportation-related infrastructure*
  - *Centered around bicycle & pedestrians. Complements the huge trail network and mountain biking, recreation and tourism*

### Community Location



## UpStateCA

Shasta EDC  
777 Auditorium Dr.  
Redding, CA 96001  
530.224.4920  
edc@shastaedc.org

[www.shastausa.com](http://www.shastausa.com)

**Serve 50 Million  
Customers within 24 hours**

**Strategic location on  
Interstate 5 midway  
between San Diego and  
Seattle**

**Connection to Global  
Markets via Port of  
Oakland, 3.5 hours away**

**United Express 4 Daily Flights  
3 Non-Stop to San Francisco  
1 Non-Stop to Los Angeles**

#### NORTH

- Portland, OR 420 miles, 6 hours 40 minutes
- Seattle, WA 593 miles, 9 hours 30 minutes
- Boise, ID 524 miles, 10 hours 30 minutes

#### SOUTH

- Sacramento, CA 162 miles, 2 hours 25 minutes
- San Francisco, CA 217 miles, 3 hours 20 minutes
- Silicon Valley (Fremont, CA) 234 miles, 3 hours 30 minutes
- Los Angeles, CA 545 miles, 8 hours
- Phoenix, AZ 915 miles, 13 hours 30 minutes

#### EAST

- Reno, NV 199 miles, 3 hours 50 minutes
- Las Vegas, NV 734 miles, 11 hours
- Salt Lake City, UT 10 hours 45 minutes



Many people, with great talent and experience, in electronics, solar, semiconductors, engineering and manufacturing disciplines have come here to take advantage of our lower cost of living and extremely high quality of life. We are family oriented offering wonderful amenities to support an outdoor lifestyle. Our workers experience a better work/life balance and are therefore more productive than in many other communities, in California and in other states. This has been confirmed by our manufacturers with plants in multiple states.

Our local governments and existing business will support your success. Statistics show that Shasta County businesses are on average 12% more profitable than other businesses in California. We believe that comes from our closeness and collaboration. We know that our community is stronger when we work together.

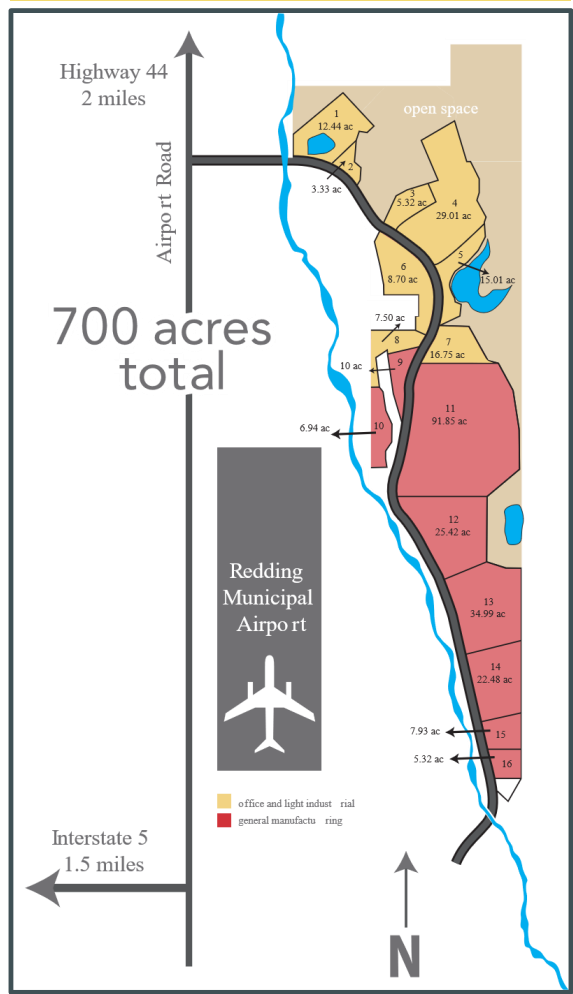
**Major Private Employers**

- Sierra Pacific Industries (forest products)
- Knauf Insulation (fiberglass insulation)
- Captive Aire (commercial kitchen ventilation)
- JF Shea (road construction, aggregate)
- Southern Aluminum Finishing (aluminum fab.)
- Seco Manufacturing (surveying equip.)
- Ted Pella Inc. (microscopy-lab equip.)
- Mercy Medical Center
- Shasta Regional Medical Center
- Blue Shield of California
- Walmart
- Win-River Casino
- Bethel Church

**Demographics (2018 estimate)**

- Population: 180,040
- Median Age: 41.9
- Median home value: County \$233,500 California \$443,400
- High school grad or higher: 90.7%
- Bachelor's degree or higher: 21.4%
- Mean hourly Wage:** \$24.15-all \$20.88-Mfg. \$18.82-Office/Admin \$47.54-Management

**Stillwater Business Park**  
300 acre, Buildable, Shovel-Ready



**Workforce (2019)**

- Annual Avg. Workforce: 73,900
- Annual Avg. Unemployment Rate: 4.7%

**RECREATION ABOUND**

- 85%+ Sunny Days, 2nd in US
- Hundreds of miles of walking, hiking, biking, equestrian and off-road trails within 15 miles of downtown Redding
- Turtle Bay Exploration Park, 300-acre campus filled with educational and entertainment activities
- California's largest reservoir, Shasta Lake
- Northern Sacramento River runs through Redding, an "Ultimate Fly Fishing Haven"
- Expedia calls area #2 place in US for a Staycation – because of our local attractions
- 3 million visitors a year
- Lassen Volcanic National Park; Whiskeytown Lake National Recreation Area

