

SISKIYOU COUNTY ECONOMIC DEVELOPMENT

This Regional Resiliency Plan serves as a working document to guide businesses, industries, elected officials, and economic leaders to be more successful at foreseeing, adapting to and leveraging strategies to ensure Siskiyou County continues to thrive, despite unforeseen or adverse economic impacts.





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The development of the following Siskiyou County Regional Resiliency Plan represents a collaborative process informed by industry leaders, elected officials, and economic stakeholders to mitigate disaster-related losses and adverse economic impacts on Siskiyou County's rural communities. In response to 2017 wildfires, the U.S. Economic Development Administration (EDA) took action to help Siskiyou County become more resilient in response to rapidly changing economic conditions. Recognizing a need for an economic planning document, the Siskiyou Economic Development Council partnered with local stakeholders and EDA to develop a regional resiliency strategy. This partnership took an all-hazards approach to the planning document, which was further informed by the devastating effects of simultaneous wildfire disasters, chronic stressors, and the economic shock activated by COVID-19.

We offer immense gratitude to the U.S. Economic Development Administration (EDA), our local businesses, economic organizations, and stakeholders whose input enriched the planning process and helped create a path for the future of Siskiyou County.

PROJECT HISTORY

Industry leaders, elected officials and economic stakeholders spent eighteen months conducting a series of needs assessments, industry workshops, and research to develop a comprehensive economic resiliency plan to strengthen the economic base of Siskiyou County. The project convened regional leaders during the pandemic, mitigated losses from catastrophic environmental and economic events, and assisted in the development of long-term resiliency planning to benefit small businesses, industry clusters, and local infrastructure. This collaborative effort has resulted in several innovative approaches to minimizing adverse economic impacts on Siskiyou County communities.

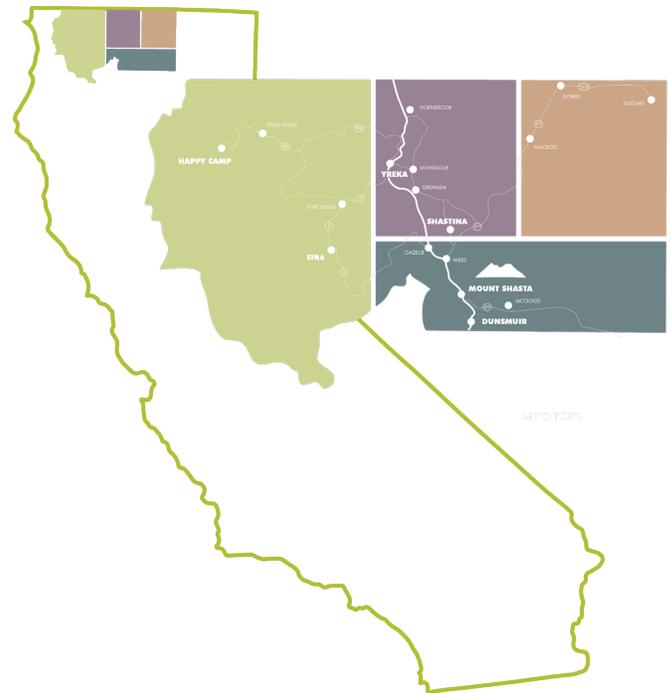
The following Siskiyou County Regional Resiliency Plan presents central issues identified by Siskiyou County industries, businesses, leaders, and residents who have had to navigate mandated business closures and other novel challenges resulting from the global pandemic. The plan also functions as a working document to help residents and local leaders effectively foresee, adapt to, and leverage strategies to ensure that Siskiyou County remains a vibrant and sustainable community.

While our region is prone to wildfires and catastrophic drought, we now further understand the value of preparing for the various natural disasters that our communities are at risk of experiencing.

Components of the plan include: a Historical Context of the Region, Recommended Strategies, a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, and an Assessment of the Industrial Base. These sections contribute to a roadmap for business expansion, job creation, and higher investment in the rural communities of Siskiyou County over the next five years and beyond.



Siskiyou County is one of California's largest counties geographically; at 6,300 square miles it ranks fifth in the state by size. Siskiyou County is located inland on the northernmost border of California. It anchors the southern end of the Cascade Mountain range, where Mt. Shasta reaches over 14,000 feet in elevation. It is also one of the nation's most ecologically diverse counties, boasting lofty snowcapped mountains, fertile valleys, lush forests, and volcanic deserts. Within its boundaries are five notable rivers—the Sacramento, Shasta, Scott, McCloud, and Klamath—and five national forests. These unique natural features are what define Siskiyou County's geography.



Yreka, California is the county seat and Mt. Shasta is the region's most recognizable landmark. The small cities making up Siskiyou County include Yreka (population 7,700), Mt. Shasta (3,300), Weed (2,900), Dunsmuir (1,650), Montague (1,400), Tulelake (1,000), Dorris (940), Fort Jones (840), and Etna (730). The county has a total population of just under 45,000 residents and a median household income of \$45,241 (nearly 60% less than the state average).^{1 2} Located at California's northernmost border, Siskiyou County epitomizes the "other California"—a stark contrast from the high-rise buildings, sandy beaches, roller coasters, and tech industries that define Central and Southern California.

Complex climate issues have altered the county's landscape. Droughts, fires, and floods, are intensifying, increasing in frequency, and have serious immediate and long-term impacts on the regional economy and community. As a result, natural resource-based industries are in a great state of flux.

THE ECONOMIC BASE: HISTORICAL AND PRESENT-DAY CONTEXT

Founded at the height of the California Gold Rush, Siskiyou County has cycled through boom-and-bust economies. Timber, agriculture, and mining have historically been the county's primary source of revenue. Changes in federal forest policy during the 1980s drastically reduced timber harvests and resulted in the closure of 90 percent of local lumber mills. State employment data estimates that 4,000 jobs were lost due to direct impacts of lumber mill closures, and 1,700 jobs were lost due to indirect impacts. Unemployment soared to 25 percent.

County land is primarily publicly owned, and the government sector is its largest employer. Most, if not all, Siskiyou businesses are experiencing the effects of the global pandemic, including disruptions to global supply chains, a strained local workforce, and other economic stressors typical of a rural community. It is important to note that as Siskiyou emerges from the pandemic, its economic condition will continue to evolve.

1 United States Census Bureau. (2019). Quickfacts: Siskiyou County, California. Retrieved from <https://www.census.gov/quickfacts/fact/dashboard/siskiyoucountycalifornia/PST045219>

2 United States Census Bureau. (2020). 2019 Median Household Income in the United States. Retrieved from <https://www.census.gov/library/visualizations/interactive/2019-median-household-income.html>

REGIONAL ASSETS

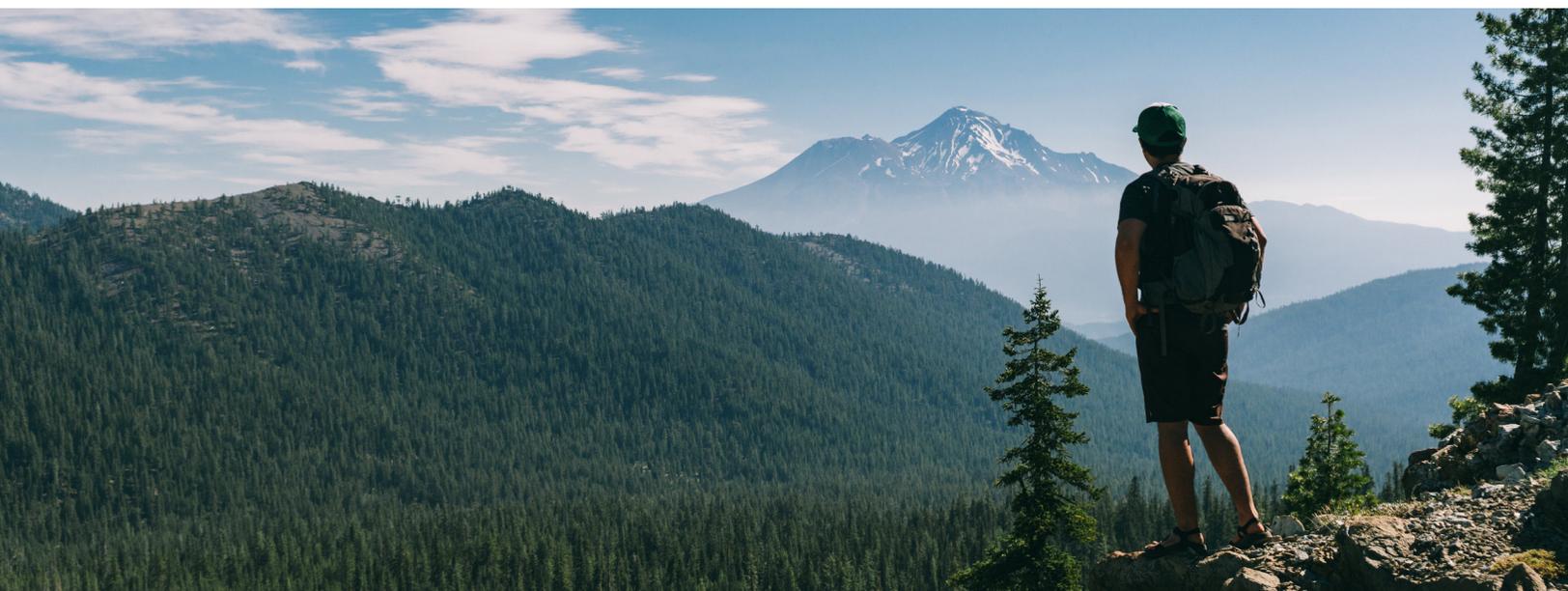
Siskiyou County is a place of opportunity. It offers tremendous natural assets and a strong commitment to economic development. Recent investments in agriculture, value-added forest products, alternative fuels, and increased consumer interest in outdoor recreation and state-wide travel have sparked community enthusiasm. As remote work allows for more flexible work schedules, the region is in a prime position to attract a new talent base, workforce, and industry investments. These strategic investments will make Siskiyou County well-positioned for business attraction and economic recovery in the short- and long-term.

Siskiyou County is undoubtedly rural, but it is not isolated. Its location, midway between San Francisco and Portland, and between Los Angeles and Seattle, offers an outstanding competitive advantage.

Siskiyou County offers a location central to major west coast markets, ease of accessibility (via interstate, rail, and air), and affordability. It contains large tracts of developable land, has quality health care and education facilities, abundant natural resources, and a track record of working in unison with its jurisdictions. The county benefits from the College of the Siskiyous—a small, but aspiring, college that offers specialized tracks in law enforcement, nursing, and fire management. Siskiyou County’s economic setting also includes two federally designated Opportunity Zones.

RECOMMENDATIONS FOR REGIONAL RESILIENCY

The following recommendations complement the regional Comprehensive Economic Development Strategies (CEDS) plan, and aims to identify strategic priorities that foster business retention and recruitment, help develop shovel-ready sites, create targeted talent recruitment strategies (that will address community needs), and diversify the economy. This plan intends to improve Siskiyou County’s economic resiliency by promoting innovation, entrepreneurship and becoming an economically diverse and vibrant county for new residents, tourists, visitors, businesses, and industries.



The global pandemic and recent major climate events have not just exposed economic challenges in Siskiyou County but have helped leaders craft effective solutions. Community leaders have an incredible opportunity to make Siskiyou County more resilient and equitable than before, which will fortify our regional preparedness in the face of another inevitable crisis. Nine priority areas identified by regional leaders are:

1. Address the declining population trend.

- Create social and economic conditions to attract younger generations to Siskiyou;
- Implement a sustainable attraction-marketing and communication strategy promoting the abundance of the area's opportunities;
- Showcase business innovation as a mechanism to attract talent, and future residents;
- Increase the accessibility of start-up business resources; create an entrepreneurial culture.

2. Develop the 15-minute city experience.

- Connect downtowns to nearby walking and biking routes, trails, and experiences;
- Develop destination-based attractions for tourism, outdoor recreation, culinary, and retail experiences;
- Establish downtown districts as built assets and recognize that investment in pedestrian-friendly road infrastructure and dining spaces can attract future residents and businesses and an increase in overnight stays.

3. Activate balanced development.

- Review inventory of vacant, underdeveloped space;
- Identify additional tools and incentives that can be leveraged to increase the feasibility of medium- to larger-scale economic development initiatives;
- Utilize stakeholder partnerships and leverage a collaborative advantage;
- Develop mixed-use and industrial business parks.

4. Improve funding opportunities.

- Leverage funding for projects and activities to propel Siskiyou County into a more resilient economic hub;
- Incentivize outdoor dining and retail infrastructure to revive and strengthen downtown business climates (a win-win for jurisdiction governments, businesses, and retail business districts).

5. Support a climate of innovation.

- Construct a modern, multipurpose job innovation center in a strategic location to provide equal access to expertise, technology, and innovation programs to startups in Siskiyou County.
- Create a method to share successful business and program strategies to promote those practices and maintain an open dialogue for others to learn from;
- Shepherd trainings that are attractive to local tradespeople's expertise.
- Convene and empower regional stakeholders to support a collective, results-oriented approach to workforce development.

6. Empower regenerative practices.

- In the next five years, adopt sustainable practices to withstand shortened tourism seasons, catastrophic drought, and recurring wildfires;
- Strike the balance between economic impact and environmental stewardship programs and incentives.

7. Prioritize emerging industry sectors.

- Existing industries (tourism, agriculture, retail, renewable energy/biofuels, and manufacturing) in Siskiyou County should be supported and nurtured;
- Dedicated sector strategies must help industries collaborate, innovate, and thrive.

8. Connect local industry to larger economies.

- Help businesses expand their online operations;
- Attract tech-based industries and firms.

9. Support regional broadband planning.

- Support the completion of Broadband Master Planning for Siskiyou County to leverage broadband opportunities as they arise.
- Increase broadband speeds to at least 100 megabytes per second (mbps) and expand access to the 31.5% of the county that does not have it

The following section outlines the economic strengths and weaknesses within the county and recommends supporting major industry sectors during resiliency planning and resource allocation. This section compiles stakeholder input for sustainable business practices, the creation of an entrepreneurial ecosystem, and strategies to retain and attract talent, tourists, and new residents.

Business Services

Well-established programs are readily available in every region of the county yet are underutilized by the small business sector. These one-on-one business advising programs are provided by several organizations, yet high-quality, no-cost advising services are underutilized by Siskiyou County business communities.

Business Innovation and Incubation

Siskiyou County lacks adequate business innovation programs and incubation spaces. Together, these resources can support the development of strong economic ecosystems. Innovation programs support forward-thinking businesses, spotlight economic opportunities, foster higher wage employment opportunities, and steward impactful investments. Incubation spaces stimulate collaborative processes, showcase innovation and technology, offer access to broadband, virtual labs, technical assistance, and inspire entrepreneurs. The development of innovation and incubation programs is vital.

Capital to Power/Propel/Catalyze Recovery

Communities require support to strengthen brick-and-mortar businesses and mitigate closures in retail districts. Several jurisdictions require code enforcement and new regulations to ensure retail spaces are occupied and used properly. Improving exterior facades and outdoor spaces is one strategy that could have significant positive

effects on a downtown economy. These investments could fund outdoor seating and eateries, thus creating a more enjoyable atmosphere for visitors. Making targeted investments in small businesses benefits both retail business districts and city governments city governments.

Business and Talent Attraction

Rural markets face disadvantages when attracting new firms due to lower population densities and a lack of similar firms in the region. A smaller population also makes it difficult to transfer business ownership, which is a result of a smaller pool of expertise per industry.

The Siskiyou County’s innovative businesses success stories can be marketed to attract younger, educated populations to Siskiyou, drive interest, and attract new businesses to downtown centers.

Elected officials and economic organizations can support existing small businesses by prioritizing a professional marketing strategy—one that highlights local innovators, success stories, and business opportunities in a compelling way. By leveraging strategic marketing initiatives like Discover Siskiyou to attract capital and talent, Siskiyou’s small businesses are better positioned for recovery.



Sector Strategies

The long-term resiliency of Siskiyou County's emerging business sector is imperative to the region. Siskiyou County's emerging industries include tourism, agriculture, retail, renewable energy (biofuels), and manufacturing. Dedicated sector strategies can help these small businesses collaborate, innovate, and grow as a cluster. Discover Siskiyou is the result of a successful sector strategy, and can be used as a model of success for other sectors.

Balanced and Profitable Development

The county's existing inventory of vacant land demonstrates the region's economic potential. Jurisdiction governments, economic leaders, and development experts can leverage their resources to support the development of mixed-use, industrial business parks, and downtown development. Many, if not all, of the development resources available in Siskiyou County are directly linked to state or federal incentives. This includes the California Competes Tax Credit, federally designated Opportunity Zones, of which Siskiyou County has two, tax increment financing mechanisms, such as Enhanced Infrastructure Financing Districts, and our Brownfields program. While each of these initiatives has their respective strengths and weaknesses, those weaknesses tend to be exacerbated in Siskiyou County. Thus, additional tactics are needed to stimulate development projects in the county.

Downtown Development

Downtown business closures and vacancies, indications of a fragile economy, pose a challenge when trying to secure investments and create job opportunities. In response, local economic organizations and city

governments should encourage vacant building owners to identify new uses, rental strategies, or a profitable sale for their properties. Investment in pedestrian-friendly streets, sidewalks, lighting, and outdoor dining spaces can retain retail businesses and attract new residents, businesses, and longer overnight stays. Local leaders have tools to restore these vibrant downtown retail districts.

Destination Development Planning

One of Siskiyou County's strongest assets is Discover Siskiyou, a well-established Tourism Improvement District (TID). Discover Siskiyou oversees a robust marketing campaign to attract overnight stays in Siskiyou County. The direct marketing organization provides an exceptional return on the \$600,000 invested annually, into tourism marketing. Tourism spending increased by 20% between 2010 and 2018, from \$161 million to \$202 million; locally reported gains in transient occupancy tax indicate even more growth between 2018 and 2020, despite the global pandemic. To further leverage this success, Siskiyou County will benefit from Destination Development planning activities to foster desirable destinations, compelling experiences, quality infrastructure, and remarkable services for travelers.

With the right investments, Siskiyou County can be an even more exceptional and unique tourism destination that exceeds expectations in outdoor recreation, culinary, retail and lodging experiences.



Broadband

Within Siskiyou County homes, 80.2% of residents have broadband internet access. Access to sufficient broadband speeds to conduct business is concentrated in the commercial centers of cities and towns. The standard broadband speed, 25 megabits per second (mbps) download with 3 mbps upload, is available from two providers in 13.53% of the county. This broadband speed is enough for small businesses with 3-5 users engaging in basic internet activities. However, as businesses have moved online during COVID-19, this baseline of 25 mbps is insufficient. To use internet capabilities such as video conferencing or point-of-sale transactions, businesses need speeds of 100 mbps or higher, which 31.57% of the county does not have access to. California received \$695 million from the federal government to construct rural broadband networks over the next ten years and Governor Newsom signed an executive order on August 14, 2020, to prioritize the expansion of high-speed broadband, with a statewide strategy published on December 31, 2020. Stakeholders have identified broadband infrastructure as a built asset and encourage the completion of Broadband Master Planning for Siskiyou County, to best leverage opportunities as they arise.

Prioritizing Emerging Industry Sectors

Emerging industry sectors, namely direct-to-consumer agriculture producers, outdoor recreation/tourism, and renewable energy, lend economic diversity to the region and are projected to grow. The adoption of new technologies and the growth of these businesses will produce not only sustained economic impact, but also social impact. As companies increasingly acknowledge the effects of climate change and adopt sustainable practices, their business investments will be more impactful and longer lasting. Further analysis of these three sectors is provided here.

-Agriculture/Direct to Consumer Producers 9

Within Siskiyou's traditional agriculture industry, vertically integrated operations and small to mid-sized farms are emerging in the marketplace. Farm operations are finding that direct sales help diversify income streams and add resiliency to their business. Outstanding local examples of emerging direct-to-consumer agriculture include nationally recognized Belcampo Farms and Five Marys. Both are vertically integrated operations that sell direct-to-consumer proteins at a high consumer price-point, and both operate restaurants that add value to low-value products. This model allows more quality control, more market differentiation, and more profitability, which will have positive impacts across Siskiyou County communities. According to the 2019 Siskiyou Crop and Livestock report, the existing Siskiyou County agriculture sector supports over 1,056 jobs each year. The sector supports ancillary businesses in transportation, processing, supplier inputs, and professional services.

-Outdoor Recreation/Tourism

A Discover Siskiyou assessment finds that visitors prefer rural markets, open spaces, and outdoor experiences. As an added benefit, tourist spending is highly concentrated on local retail and service businesses and sustains economic development. While the industry sector shows promise, it must innovate and adapt beyond its traditional highly seasonal model. Concerns around the continued longevity of this industry have multiplied as Siskiyou County grapples with the effects of climate change related to reduced snow pack and increased wildfire; which can impact 350-400 seasonal jobs during the winter season alone, and 15-20 million dollars in sales tax revenue for the county. These serious repercussions must be addressed before even more catastrophic ones occur.



-Renewable Energy/Biofuel Businesses

Although forestry and its associated industries are a backbone of the Siskiyou County local economy, benefiting from over 2,000,000 acres of timberland, the labor market share of related jobs has decreased because of environmental regulations. The forestry sector was especially hard-hit after the northern spotted owl became a threatened species in 1990. At the time, timber jobs accounted for 7% of total employment in Siskiyou County and dropped to 5% in 2011; these jobs have been declining ever since, and wood production has decreased by half. Despite jobs declining in the industry, new demand for renewable energy may alter the trajectory. The potential for substantive private investments in renewable energy has gained

traction in domestic and foreign markets alike. Forest 10 management—whether for harvest, restoration, or fire hazard reduction—produces large quantities of material that can be used for biomass energy production. Conversion of woody biomass into biofuels offers a unique set of benefits: it converts forest waste into a coveted resource, addresses environmental concerns and public health, and creates jobs and other economic benefits in rural communities.

This emerging industry lies at the intersection of two priorities that have often stood in opposition to each another. Environmental and economic development initiatives in concert can transform the health of the forests and communities within our county-region.

Connecting rural businesses to regenerative practices, green processing strategies, advanced technology, and business innovation is key to long-term survival and the transition to higher wage jobs.



- **A regional, collaborative approach is the best path towards creating shovel-ready projects and developing built-assets in Siskiyou County.**

Development stakeholders should include jurisdiction governments, economic organizations, leading industries, philanthropic organizations, and developers.

- **Local leaders can work together to identify key vacant buildings, sources of capital, and the next catalyst for investment downtown.**

Elected officials, businesses and economic organizations must be encouraged to consider downtown districts to be built assets and recognize that investments in pedestrian-friendly streets, sidewalks, lighting, and outdoor dining infrastructure can retain current businesses, attract future residents and result in longer overnight stays.

- **There are several emerging industries in Siskiyou County whose expansion should be supported.**

It is important to identify and understand these industries, and to recognize that in small communities, emerging industries may consist of a small number of businesses. Business success stories should be shared and there should be an open dialogue that creates space for other businesses to engage in and learn from those experiences and lessons learned.

- **Local innovation, incubation, and workforce activities are needed to unite regional programs dispersed across Siskiyou County's expansive geography.**

Leaders should augment regional and state employee training programs and workforce engagement initiatives. While College of the Siskiyous is discovering new modes of connection between education and industry, a coalition of development organizations and other stakeholders is recommended. The effort should promote opportunities suitable for local tradespeople's talent and in-demand skills. Valuable certifications offered to the Siskiyou County workforce include forest technician, meat processing, heavy machinery, ranch management, welding, fire science, culinary, agriculture, and health-oriented ones.

- **Broaden interest and opportunities for young professionals to thrive within the region.**

Stakeholders recognize the need for sustainable and professional attraction-marketing to attract new talent and businesses to the region. Professional digital marketing—beyond the work of Discover Siskiyou—is an essential investment. With strategic investments in attraction-marketing, Siskiyou County small businesses will be better positioned for short and long-term recovery.

Rural communities provide important capacity to meet immediate customer needs, formerly fulfilled by global markets. Rural markets are being tapped to feed larger populations, support renewable energy for broader uses, and meet increased demands for stateside tourism.



As part of the planning process, industry leaders and elected officials participated in several workshops and input sessions to inform a comprehensive Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. This analysis was facilitated by the Siskiyou Economic Development Council, Superior Economic Development of California, and the Siskiyou Revitalization Network. The assessment addressed the topics of emerging and leading industries (tourism, recreation, retail, manufacturing, agriculture), land use (development), talent attraction, Siskiyou County's working landscape (natural resources) and small business resiliency.

STRENGTHS

A Region United for Economic Development

Siskiyou County and its jurisdictions have a dedicated history of working together as a defined region to prioritize economic development, leveraging their shared capacity to access expertise and resources to restore resilient, prosperous, rural communities in Siskiyou County. Together, jurisdiction leaders strive to expand the local tax base, provide small business services, and advance the prosperity of the county's emerging economic sectors. The partnership offers a history of success, which is visible today in several programs including the Siskiyou Small Business Development Center (2016–Present), Siskiyou County's first Tourism Improvement District (2015–Present), Brownfields cleanup projects, development projects, and several USDA programs serving the Siskiyou County region.

State, Federal Programs and Philanthropies

Many, if not all, of the economic development tools and resources available in Siskiyou County are directly linked to state or federal incentives. Siskiyou County non-profits and governments have been successful at securing USDA, EPA, EDA and CDBG funding to boost

economic growth. Opportunities are competitive and require considerable matching funds and administrative capacity. Two major philanthropic organizations, the Ford Family Foundation and McConnell Foundation, have direct priorities to enhance Siskiyou County communities and pursue solutions to local issues.

New Focus on Rural

The economic shock opened new opportunities for Siskiyou County. Businesses updated their practices to become more resilient, direct agriculture producers are being tapped to feed larger populations, and the region is meeting increased demands for stateside tourism.

Rural Migration Trends, COVID-19

The recent rise in remote work options has made relocating to a rural community possible for some people. Desirable characteristics of rural communities include a lower population density, reduced traffic, better air quality, and locally sourced food, among others. While housing prices are increasing, homes are still a fraction of the cost of similar ones in metropolitan areas. It is also more feasible to purchase land and construct a custom-built home.



Historic Downtowns

Virtually every community in Siskiyou County has assets that contribute to a resilient economy. Several historic downtowns reinforce community identity through their historic architecture, shops and restaurants, and community gathering places. Comprehensive plans, area master plans, economic development plans, and other local and regional plans will be essential in the effort to foster regional economic prosperity.

Emerging Industry Sectors Offer Future Promise

Agriculture, Outdoor Recreation, Tourism, Manufacturing, and Renewable Energy are industry sectors offering future promise for the region. These sectors include a large portion of the local economy and offer potential indicators of economic growth. For example, traditional agriculture producers are diversifying farm and ranching practices to enter the direct, branded market. Lodging properties and outdoor recreation professionals are successfully positioned in the tourism marketplace with year-over-year increases in overnight room stays and discretionary spending.

New craft manufacturing businesses market their food and beverages using a compelling “Made in Siskiyou” branding story. Finally, renewable energy may pave the way for new commercial activities, such as producing biofuels from forest byproducts.

Discover Siskiyou Tourism Improvement District¹³

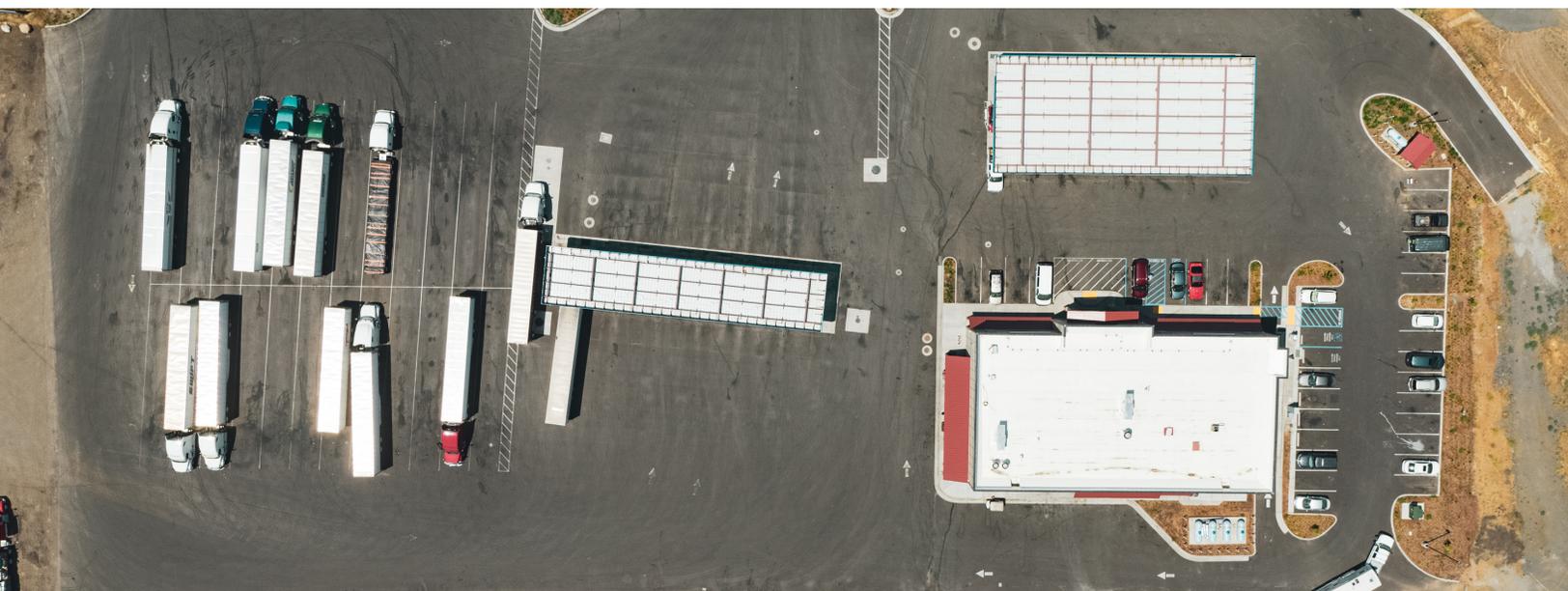
Discover Siskiyou is an example of a successful sector strategy. It is led by industry stakeholders, government jurisdictions, and the Siskiyou Economic Development Council. The program brought together eight jurisdictions with the shared goal of marketing the region as a destination for travel and recreation. This strategy continues to pay dividends in the regional economy and should be used as a compelling case study for emerging sectors.

Healthcare and Education

The county benefits from a small, but aspiring community college that provides access to two-year, continuing education, and transfer programs. The College of the Siskiyous offers specialized tracks in law enforcement, nursing, and fire management and plans to expand residential dorm housing in the City of Weed.

Available Land for Development

Siskiyou County represents a compelling setting for business attraction, particularly in emerging industries where available land along the I-5 corridor holds several competitive advantages. Industry leaders such as the Yreka Truck Stop, LOGE, Castle Rock Water, Ozotech Inc., Nortech, and Denny Bar Co. are just a few examples of companies who chose to locate to available sites in Siskiyou, for strategic reasons.



Drought, Wildfire, Climate Change

Complex drought, wildfire and climate issues have altered the county's landscape. Natural disasters are intensifying, increasing in frequency, and have serious immediate and long-term impacts on the regional economy and community. The fire season in Siskiyou County began much earlier than normal in 2021; Ski, rafting and fly-fishing business seasons were limited due to decreased snowpack and water flow, agriculture businesses are experiencing catastrophic revenue loss as water is not adequate to meet irrigation needs.

Aging Buildings

Every retail district includes several vacant, aging buildings. Some challenges pertaining to aging historic buildings include the compounding costs that result from a lack of upkeep and the lack of ADA-compliant infrastructure. While committed merchants have established a pocket of commercial activity in every downtown, these central areas have several underutilized and neglected retail buildings. Vacant buildings can outnumber those with active uses. Some of the vacant structures are in fair condition but are used for storage; the wide display windows reveals piles of boxes, dusty floors, ect. Some display windows are papered over to conceal the interior.

New Construction

The rate of new home construction in Siskiyou County is well below the national average, partially due to prohibitive costs. Furthermore, when a home enters the housing market, it sells quickly. This gap in supply and demand poses a threat to stability within the rural housing market.

Labor Population and Workforce Development

In 2020 the average civilian labor force population was 16,920, with 15,290 employed and 1,640 unemployed. In 2021, businesses who persevered through the pandemic are struggling to find the workers they need. The labor population currently and chronically falls considerably short from meeting the needs of Siskiyou County industries and businesses.

Poverty, Median Household Income

Concentrated poverty, indicated by Siskiyou County's 17.4% poverty rate, can contribute to generational poverty.¹ Lack of available or affordable childcare can limit the ability of families to enter the workforce and move themselves from poverty to opportunity. Pairing higher education and workforce programs with child care/early education programs, can help parents prepare to enter the workforce. Stakeholders engaged in connecting child-care and economic prosperity often come from a cross section of health, human services, education, criminal justice and workforce sectors.

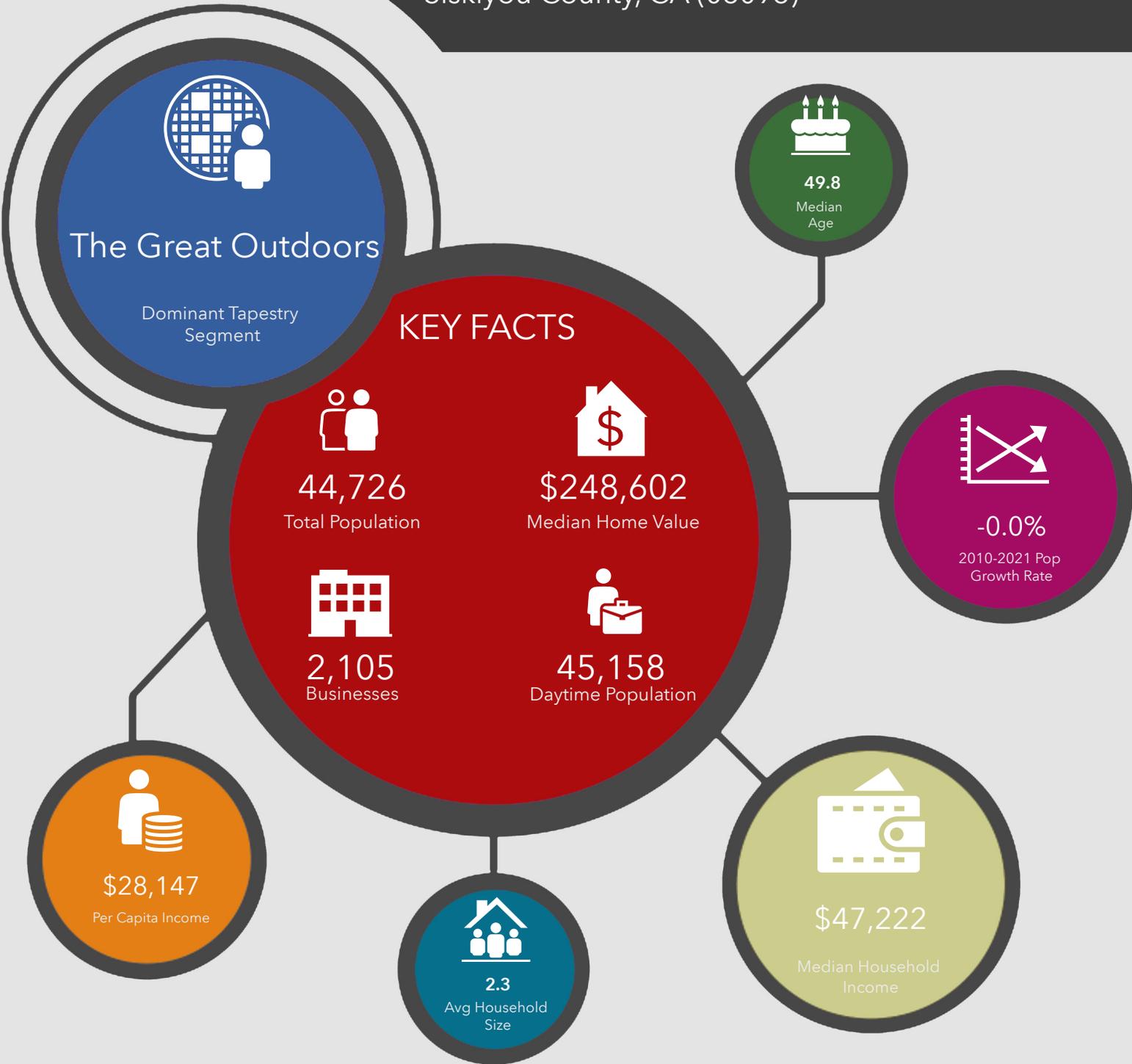
¹ Generational poverty is a term applied to families who have experienced poverty for at least two generations.



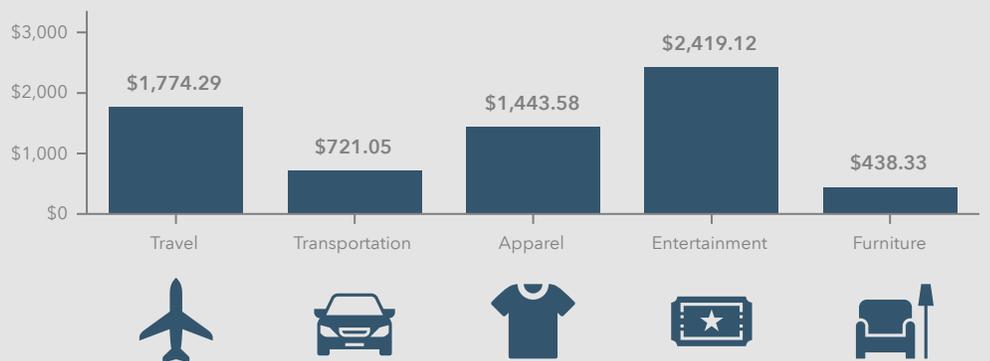
SWOT ANALYSIS

Table 1

BUSINESS CLIMATE FACTOR	STRENGTH/ WEAKNESS
Population and Demographics	
Age Distribution, (18-24yrs and 25-44yrs)	Weakness
Median Household Income	Weakness
Workforce	
Educational Attainment (Some College or Higher)	Strength
Unemployment Rates	Weakness
Labor Force Participation	Weakness
Commuting Distances/Times	Strength
Business Infrastructure and Impacts	
Small Business Services	Strength
Industry Diversification	Strength
Innovation/Incubation Spaces	Weakness
Economic Development Expertise	Strength
Available Developed Sites, Large	Weakness
Available Sites and Buildings, Small	Strength
Projected Employment Growth	Strength
Transportation (Rail, Airport, Interstate)	Strength
Natural Disasters; Drought, Wildfire	Weakness
Broadband	Weakness
Tourism	
Location	Strength
Destination Marketing	Strength
Specialty Restaurants	Strength
Economy Lodging	Strength
High End Lodging	Weakness
Destination Development	Weakness
Recreational Assets	Strength
Residential Infrastructure	
Housing Affordability	Strength
Housing Availability	Weakness
Crime Rates	Strength
Entertainment and Cultural Amenities	Weakness
Secondary Education Quality	Strength
Real Estate	Weakness
Construction Costs	Weakness



KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and Data Axle. The vintage of the data is 2021, 2026.

Heartland Communities

Dominant Tapestry Segment

KEY FACTS



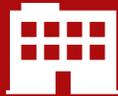
894

Total Population



\$146,970

Median Home Value



23

Businesses



843

Daytime Population



42.4

Median Age



-0.4%

2010-2021 Pop Growth Rate



\$20,603

Per Capita Income



2.6

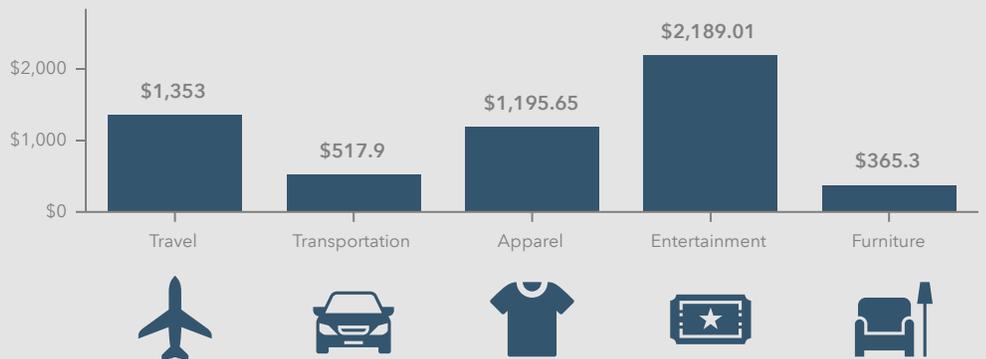
Avg Household Size



\$37,466

Median Household Income

KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and Data Axle. The vintage of the data is 2021, 2026.

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Spending facts are average annual dollars per household

Small Town Simplicity

Dominant Tapestry Segment

KEY FACTS



1,609
Total Population



\$197,194
Median Home Value



71
Businesses



1,426
Daytime Population



50.2
Median Age



0.1%
2010-2021 Pop Growth Rate



\$21,577
Per Capita Income



2.2
Avg Household Size



\$36,953
Median Household Income

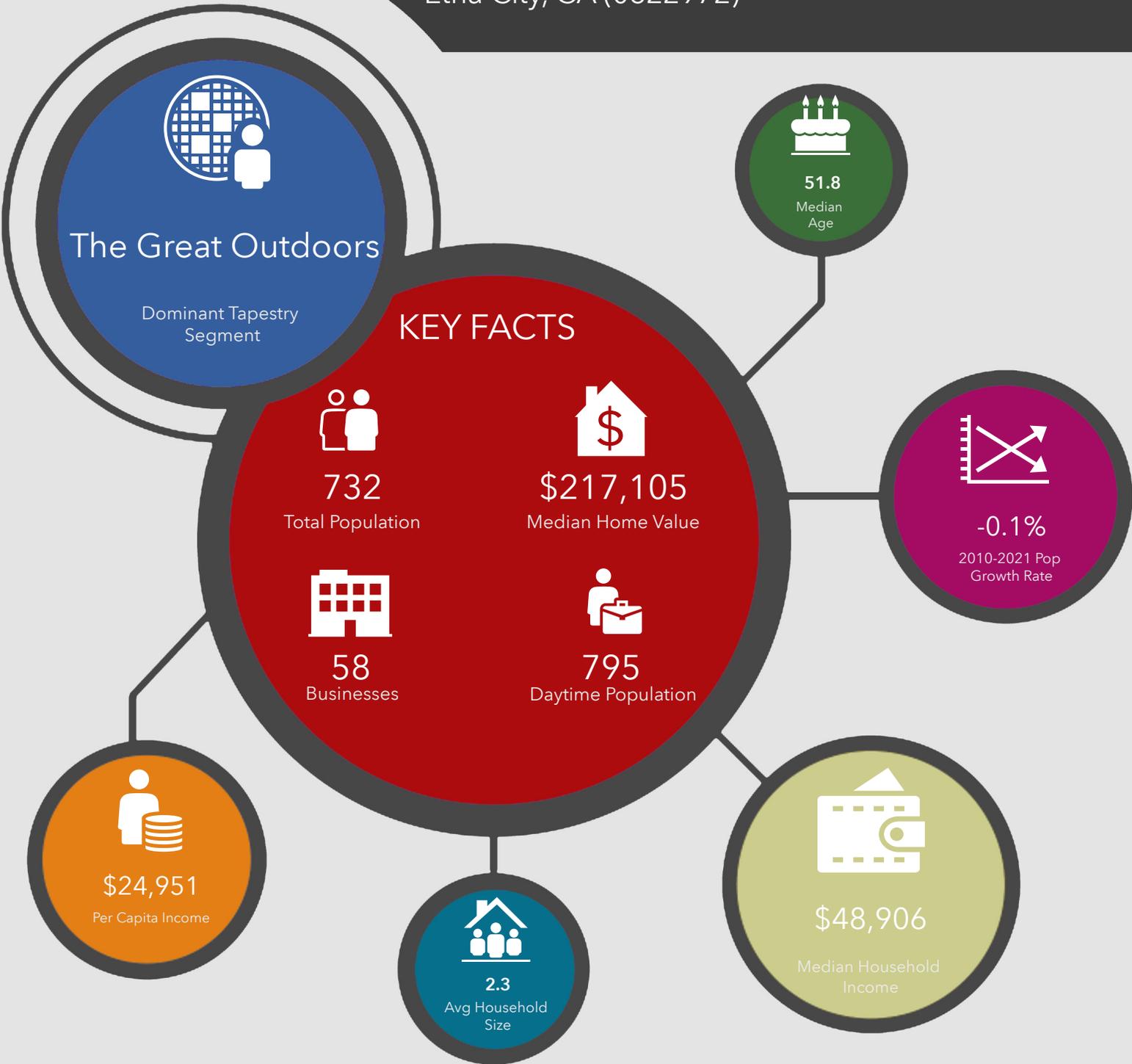
KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and Data Axle. The vintage of the data is 2021, 2026.

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Spending facts are average annual dollars per household



KEY SPENDING FACTS



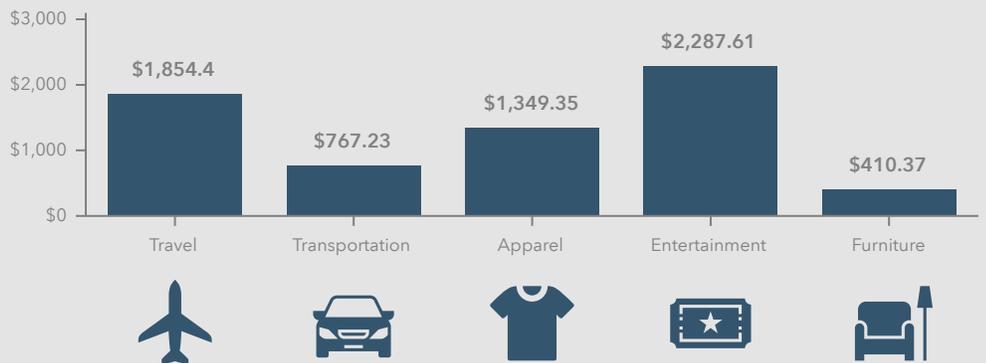
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KEY SPENDING FACTS



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Senior Escapes

Dominant Tapestry Segment

KEY FACTS



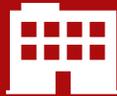
1,453

Total Population



\$222,177

Median Home Value



41

Businesses



1,213

Daytime Population



50.8

Median Age



0.1%

2010-2021 Pop Growth Rate



\$26,473

Per Capita Income



2.5

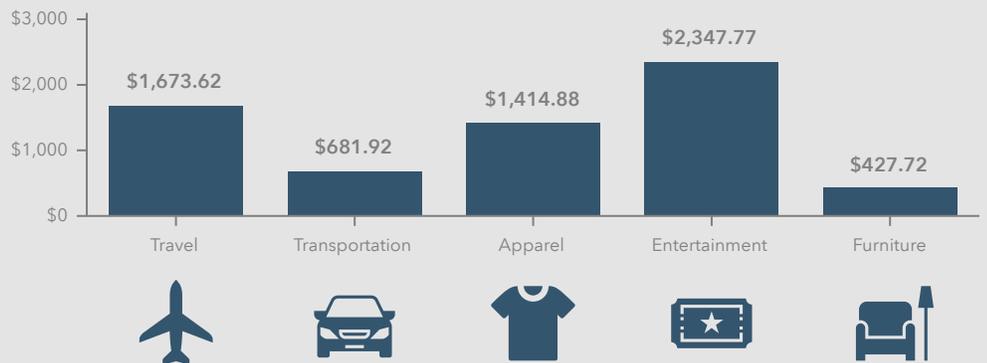
Avg Household Size



\$46,842

Median Household Income

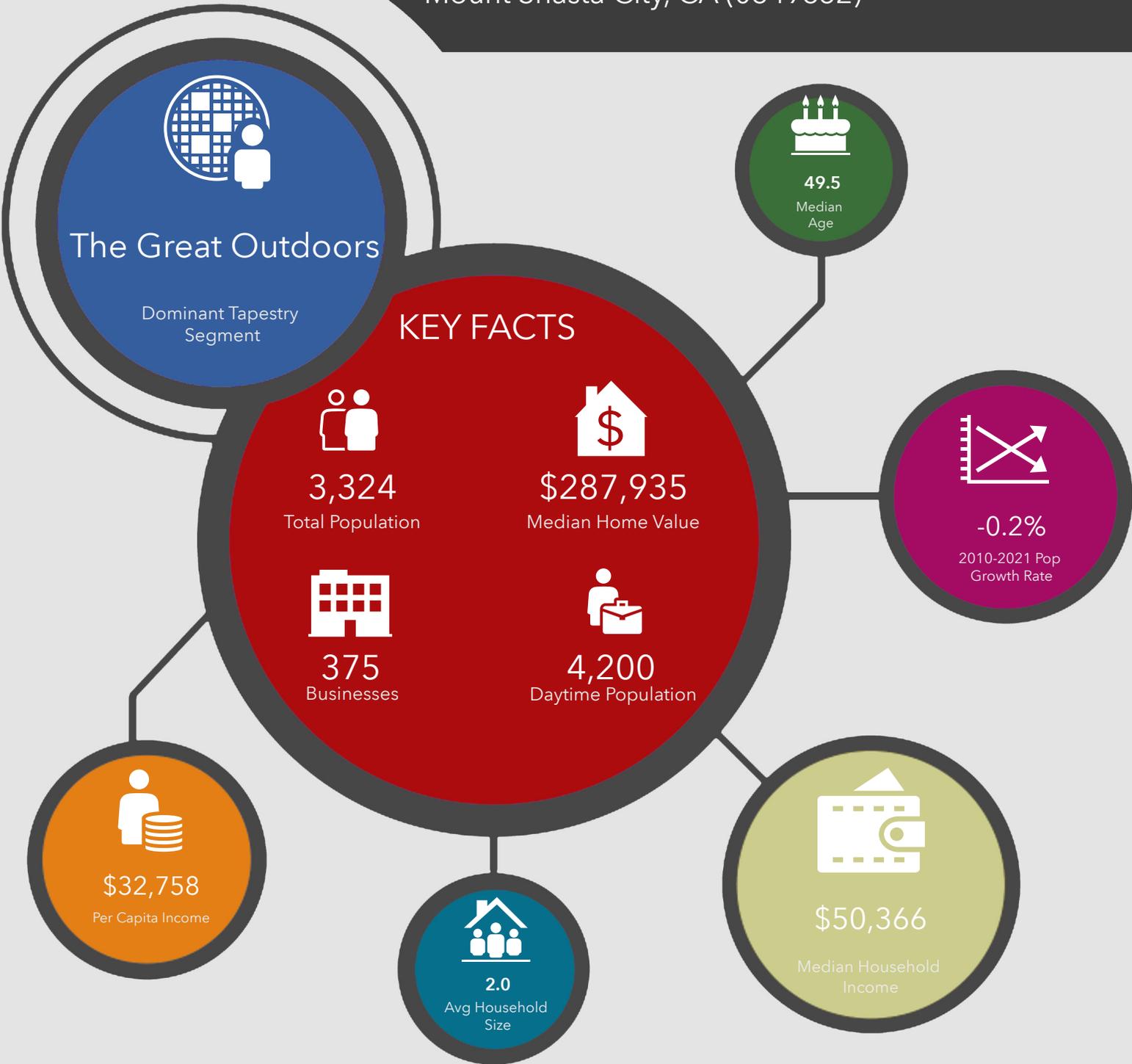
KEY SPENDING FACTS



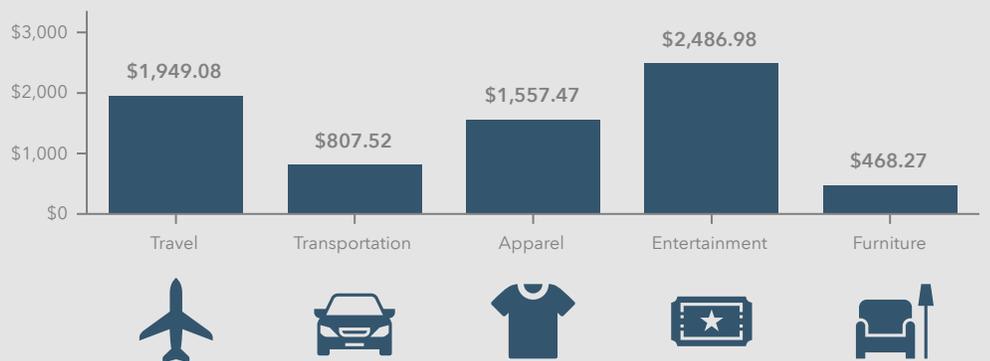
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KEY SPENDING FACTS



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Small Town Simplicity

Dominant Tapestry Segment

KEY FACTS



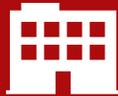
962

Total Population



\$91,471

Median Home Value



31

Businesses



882

Daytime Population



33.4

Median Age



-0.4%

2010-2021 Pop Growth Rate



\$18,150

Per Capita Income



2.9

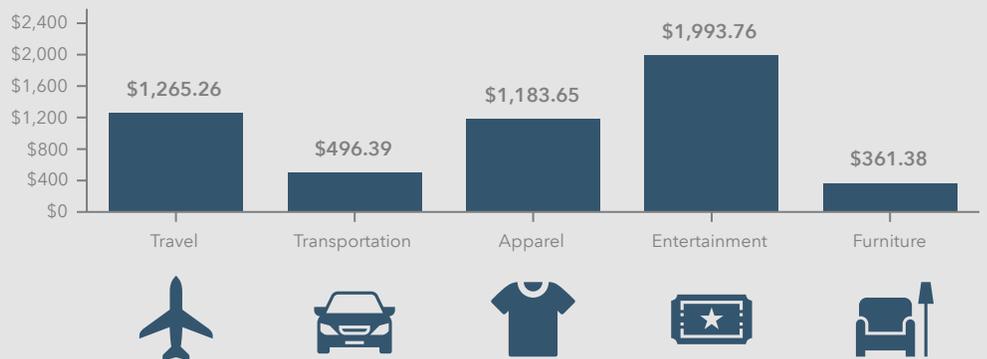
Avg Household Size



\$34,297

Median Household Income

KEY SPENDING FACTS



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Spending facts are average annual dollars per household

Metro Fusion

Dominant Tapestry Segment

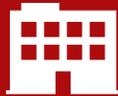
KEY FACTS



2,765
Total Population



\$189,524
Median Home Value



150
Businesses



3,015
Daytime Population



34.2
Median Age



-0.6%
2010-2021 Pop Growth Rate



\$19,339
Per Capita Income

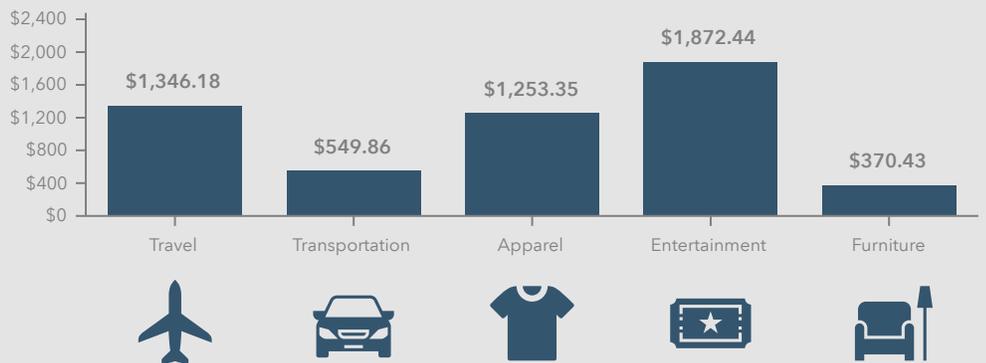


2.5
Avg Household Size



\$35,517
Median Household Income

KEY SPENDING FACTS



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Small Town Simplicity

Dominant Tapestry Segment

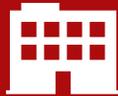
KEY FACTS



7,580
Total Population



\$178,893
Median Home Value



576
Businesses



10,076
Daytime Population



44.8
Median Age



-0.2%
2010-2021 Pop Growth Rate



\$25,416
Per Capita Income

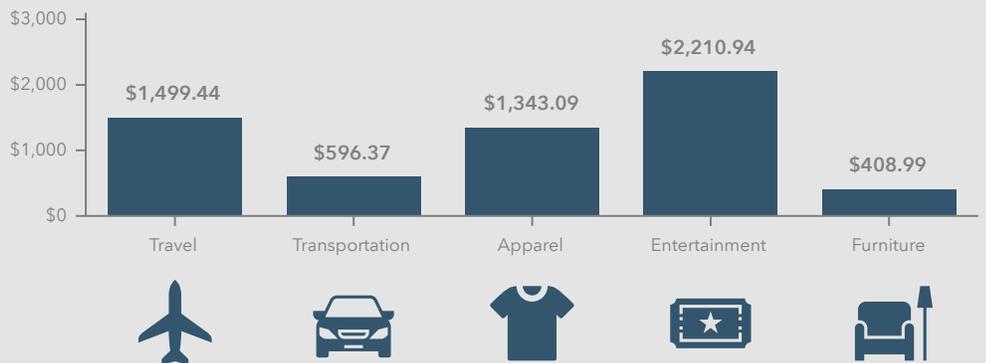


2.3
Avg Household Size



\$43,515
Median Household Income

KEY SPENDING FACTS



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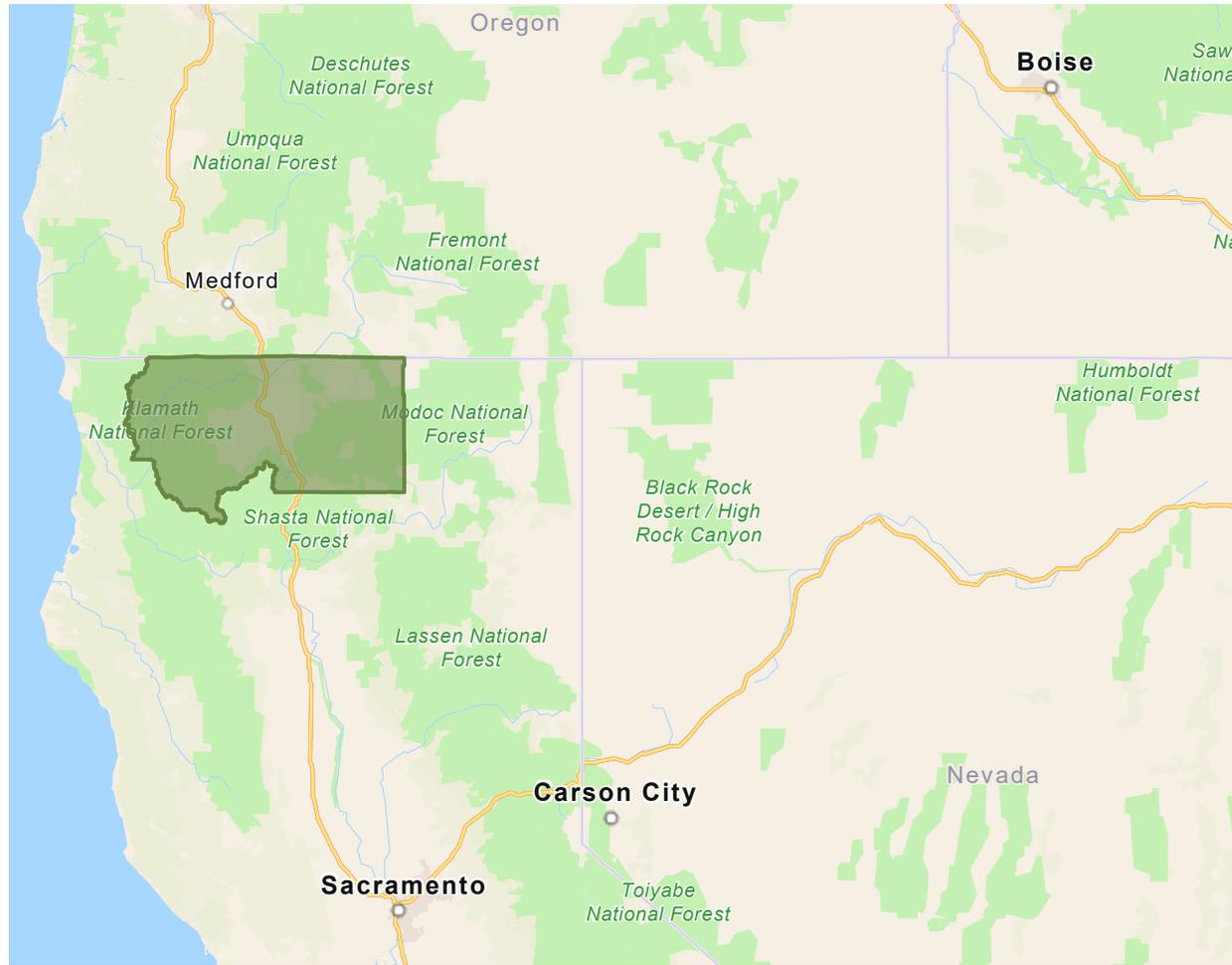
© 2021 Esri

Spending facts are average annual dollars per household

Siskiyou Snap Shot

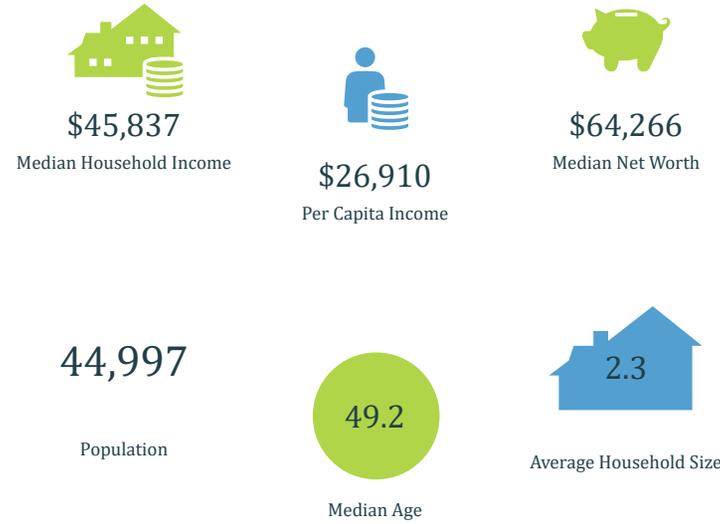
Siskiyou County, CA
 Siskiyou County, CA (06093)
 Geography: County

Prepared by SCEDC



SEDC1_AM_community Siskiyou County, CA

Celebrate Siskiyou's heritage and breathtaking landscape with our year-round events.

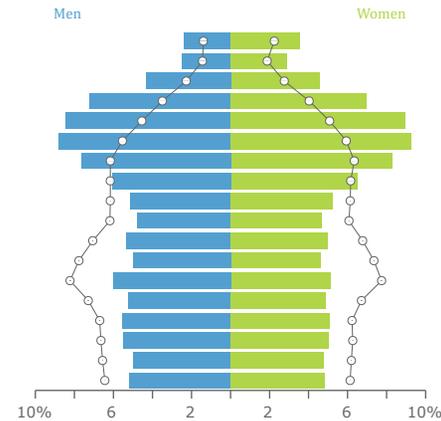


CRIME INDEX

HOUSING STATS



Age Pyramid



The largest group:
 2020 Females Age 60-64

The smallest group:
 2020 Males Age 85+

Dots show comparison to
 California

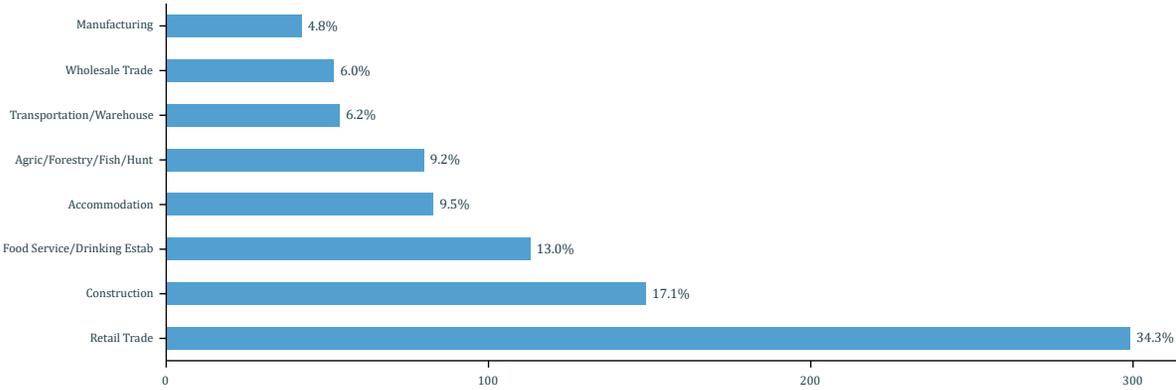
Siskiyou Snap Shot

Siskiyou County, CA
 Siskiyou County, CA (06093)
 Geography: County

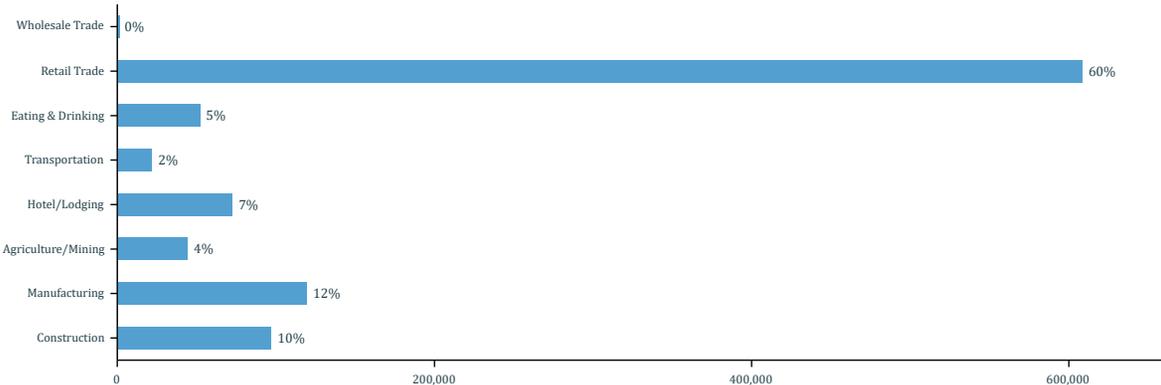
Prepared by SCEDC



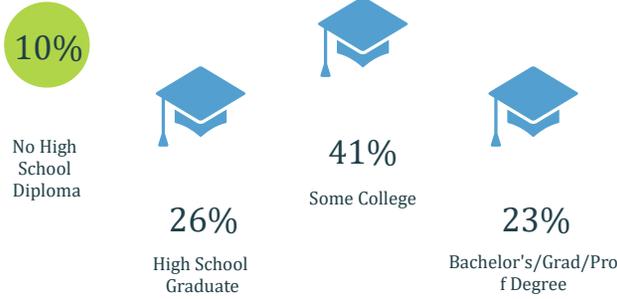
Business Count per Sector



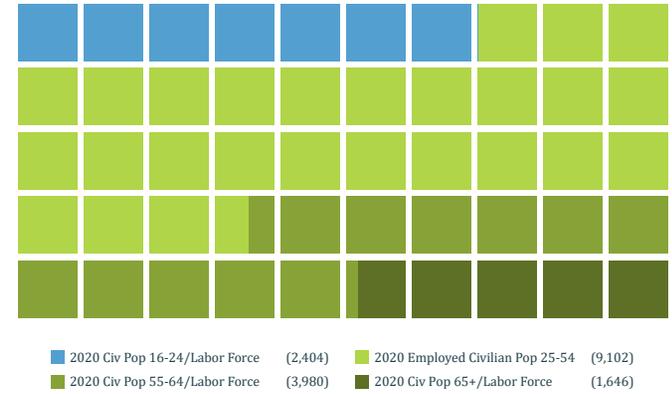
2020 Total Sales (\$000) (NAICS)



EDUCATION



Labor Force by Age Bracket



ANNUAL LIFESTYLE SPENDING



ANNUAL HOUSEHOLD SPENDING



Source: This infographic contains data provided by Esri, AGS, American Community Survey (ACS), Esri and Bureau of Labor Statistics, Esri and Infogroup, Esri and GfK MRI. The vintage of the data is 2020, 2025, 2014-2018.