

**AGENDA**  
**Full Workforce Development Board (WDB) Meeting**  
**Virtual via Zoom**  
**February 18, 2022, 8:30 am**

*In accordance with Executive Order N-29-20 the Full Workforce Development Board meetings will be held virtually until further notice.*

*Email Public Comment: To submit public comment to the Full Workforce Development Board, please email [sadair@co.humboldt.ca.us](mailto:sadair@co.humboldt.ca.us). Provide your name and the agenda item which you wish to comment. All public comment submitted after the agenda has been published will be included with the administrative record after the fact.*

***Zoom Public Comment:** When it is time for public comment on the item you wish to speak on, the Workforce Development Board Chair will ask for public comment. You may virtually raise your hand using the raise hand function on Zoom and staff will unmute your phone. Staff will then ask you to state your name and begin your comment. You will have 3 minutes to comment.*

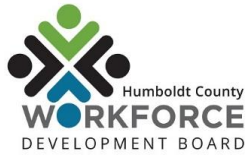
***Phone Public Comment:** You may call into the meeting by dialing **1 346 248 7799** and entering using meeting Webinar ID **850 6685 7954** and Passcode **852481** When it is time for public comment on the item you wish to speak on, the Workforce Development Board Chair will ask for public comment. Staff will unmute phone lines and you may introduce yourself and express your desire to speak. Staff will then ask you to state your name and begin your comment. You will have 3 minutes to comment.*

**You may access the live stream of the meeting by using the following link:**

<https://us02web.zoom.us/j/85066857954?pwd=QVVrdnBIRmhyNVRDYTBBUjZadWlrQT09>

*The County of Humboldt is committed to providing equal access to all county programs, services and activities through the provision of accommodations for individuals with disabilities as required under the Americans with Disabilities Act (ADA). With 72 hours prior notice, a request for reasonable accommodation or modification can be made. Please contact the CAO's Office of Economic Development at 707-445-7745, by email [gohumco@co.humboldt.ca.us](mailto:gohumco@co.humboldt.ca.us) or the ADA Coordinator at 844-365-0352 or by email at [ada@co.humboldt.ca.us](mailto:ada@co.humboldt.ca.us).*

*The Humboldt County Workforce Development Board is an equal opportunity employer / WIOA program. Auxiliary aids and services are available upon request to individuals with disabilities. Please call 707-445-7745 at least 72 hours prior to the meeting.*



	Agenda Item	Who	Action
1.	<b>Opening</b> <ul style="list-style-type: none"> <li>Meeting Called to Order</li> <li>Roll Call/Introductions</li> <li>Director &amp; Staff Updates</li> <li>Board Announcements</li> <li>Adjustments to Agenda</li> <li>Public Comment</li> </ul>	Chair Staff	Discussion
2.	<b>Consent Agenda (Attachment A)</b> <ul style="list-style-type: none"> <li>Approval of minutes from November 19, 2021</li> </ul>	Chair	Discussion Public Comment Action Item Vote
3.	<b>Broadband update</b>	Connie Stewart	Presentation
4.	<b>Discuss how the community can help those with disabilities be involved in the workforce.</b>	Chair	Discussion Public Comment Action Item Vote
5.	<b>Presentation on Targets of Opportunity Study/Labor Market Info (Attachment B)</b>	Randy Weaver	Presentation Discussion
6.	<b>Nordic Aquafarms update</b>	Staff	Presentation
7.	<b>Future Meeting Topics</b> <ul style="list-style-type: none"> <li>Labor Shortage/Child Care Shortage</li> </ul>	Chair	Discussion
8.	<b>Meeting Adjourned</b>	Chair	

**Next Meeting: May 20, 2022, 8:30 am**



# **2009-2019 Targets of Opportunity Industry Cluster Study**

Prepared by the Employment Development Department,  
Labor Market Information Division  
for the County of Humboldt  
Economic Development Division

November 2021

**Table of Contents**

**Introduction ..... 3**

**2009-2019 Targets of Opportunity Industry Clusters Overview ..... 4**

**The Diversified Health Care Cluster ..... 10**

**The Tourism Cluster ..... 15**

**The Building and Systems Construction Cluster ..... 19**

**The Specialty Food, Flowers, and Beverage Cluster ..... 23**

**The Investment Support Services Cluster ..... 27**

**The Management and Innovation Services Cluster ..... 31**

**The Forest Products Cluster ..... 35**

**The Niche Manufacturing Cluster ..... 38**

**Data Sources ..... 42**

## Introduction

This report provides firm, employment, and wage data for a five-county region consisting of Del Norte, Humboldt, Mendocino, Siskiyou, and Trinity Counties. This region is one of the most rural areas of California, covering 18,700 square miles. With a combined population of just 315,995 residents, the population density of the region is just 16 residents per square mile. The largest incorporated city is Eureka, population 26,194, which ranks 266<sup>th</sup> in population size among all incorporated California cities. While small in size, the area's natural beauty, vibrant cultural amenities, and rural lifestyle consistently attracts innovative business development and employment growth in the region. This report seeks to identify those areas of economic strength and highlight the trends between 2009 and 2019. The report's findings derive from the most detailed industry data available from the Quarterly Census of Employment and Wages program. This program provided the number of businesses, number of jobs, and total payroll for workers covered by the California Unemployment Insurance Code from reports filed by California employers. The analysis in this study used data only from private sector, non-governmental industries.

Understanding the value of industry cluster methodology is critical to interpreting the report's data. Industry cluster analysis describes specific groupings of companies that are economically interdependent through common supply chains, labor needs, technologies, and markets. Identifying regional industry clusters provides detailed information about local economic strengths, such as industries with growing employment and wages or the competitive advantages linked to a high concentration of an industry cluster. An industry cluster had to meet at least three of the following criteria for inclusion in this study:

- Expanding opportunity through firm and/or employment growth.
- Wage growth.
- An average annual wage above the region average annual wage.
- Strong or growing concentrations of employment.
- Available job opportunities at entry-level, mid-level, and high-wage levels.

## **2009-2019 Targets of Opportunity Industry Clusters Overview**

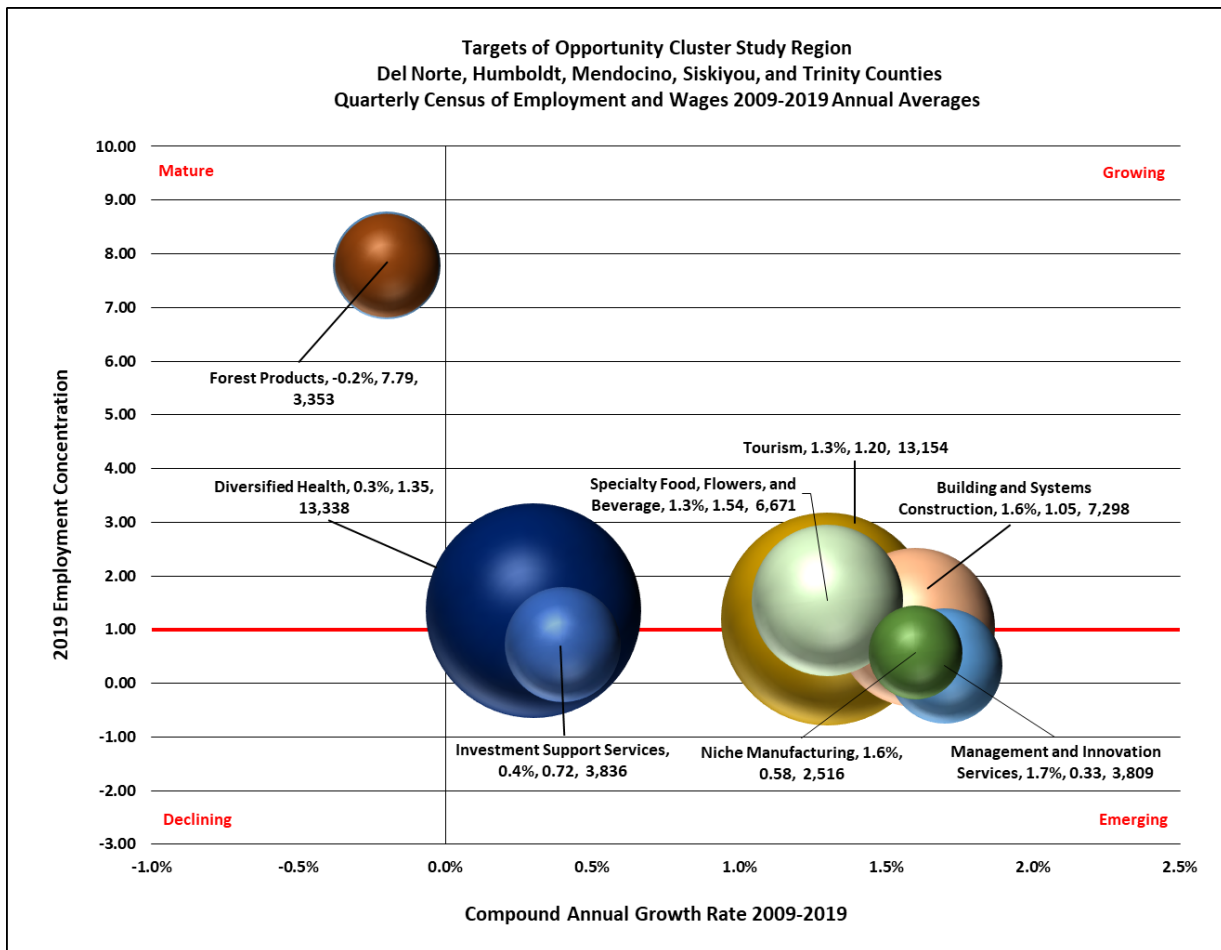
The Targets of Opportunity include the following eight industry clusters, ranked by each cluster's 2019 employment size in parentheses:

1. Diversified Health Care (13,338 jobs).
2. Tourism (13,154 jobs).
3. Building and Systems Construction (7,298 jobs).
4. Specialty Food, Flowers, and Beverage (6,671 jobs).
5. Investment Support Services (3,836 jobs).
6. Management and Innovation Services (3,809 jobs).
7. Forest Products (3,353 jobs).
8. Niche Manufacturing (2,516 jobs).

This section provides a broad view of the trends in the eight industry clusters during the nation's most recent economic growth cycle by using 2009 as the base year of the study and 2019 as the comparative year. The subsequent sections of this report provide individual analysis on each of the industry clusters and tables outlining industry changes within the clusters.

In 2019, the combined employment for all eight clusters was 53,975 jobs, which accounted for 66.3 percent of the region's total all industries employment of 81,386 jobs. Collectively, the Targets of Opportunity industry clusters added 5,788 jobs between 2009 and 2019, while the overall regional economy gained 9,322 jobs in the same period. This means that 62.1 percent of the region's total employment growth occurred in the Targets of Opportunity industry clusters. The chart below is a visual representation of three data points for each industry cluster. First, each bubble's position on the horizontal axis represents the level of employment growth experienced by that industry cluster from 2009 to 2019 as measured by the compound annual growth rate. Bubbles positioned to the right of zero on the horizontal axis indicate job growth, while bubbles positioned to the left of zero show job loss. Next, each bubble's position on the vertical axis represents the employment concentration in the region for that industry cluster in 2019 relative to the concentration of the industry on the state level.

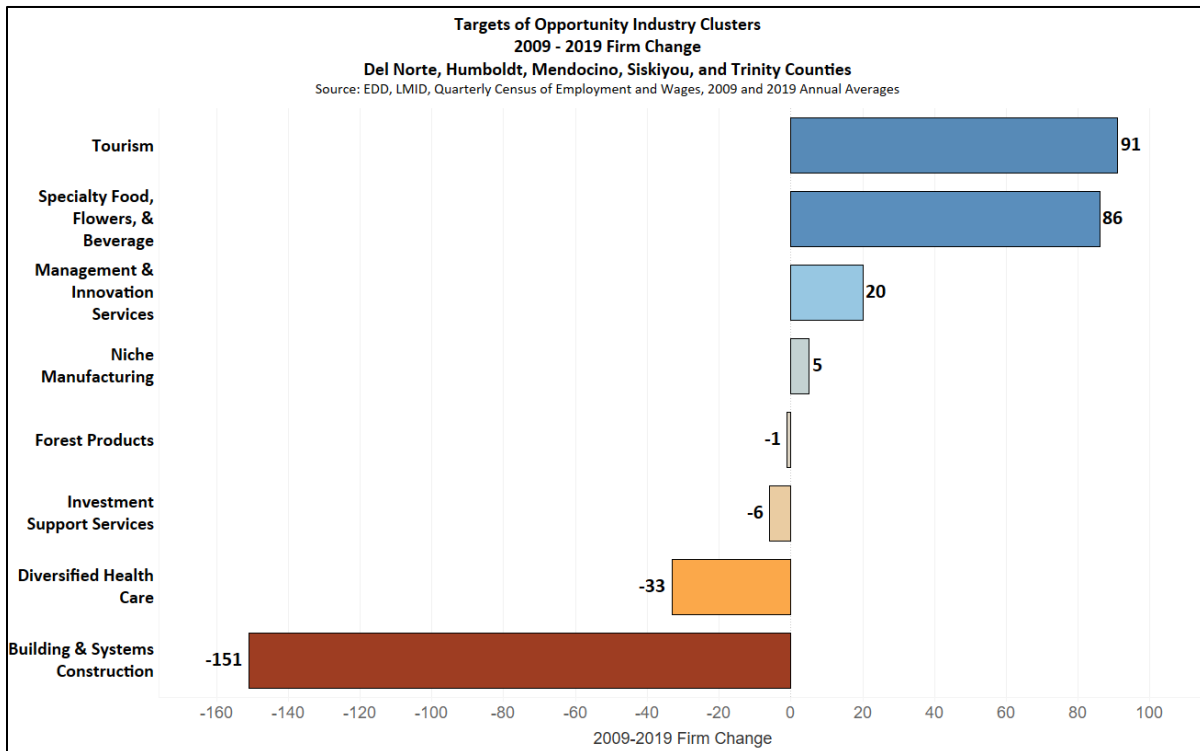
Finally, the size of the bubble indicates the number of jobs in that industry cluster in 2019.



## Firms

Between 2009 and 2019, the eight industry clusters collectively added 202 firms, but simultaneously lost 191 firms, resulting in a net gain of only 11 firms. While a positive increase, this number represents a compound annual growth rate of just 0.2 percent for firms. The decline in firms was most acute in Building and Systems Construction, which saw a drop of 151 firms, accounting for 79 percent of the total firm loss in all clusters combined. Diversified Health Care also contracted, shedding 33 firms. There was an additional loss of six firms in Investment Support Services and Forest Products shed one firm. However, all but one of these clusters had employment gains indicating that, despite the declines in the total number of firms, the remaining firms in the clusters are expanding employment and likely remain healthy. More positive trends were observed

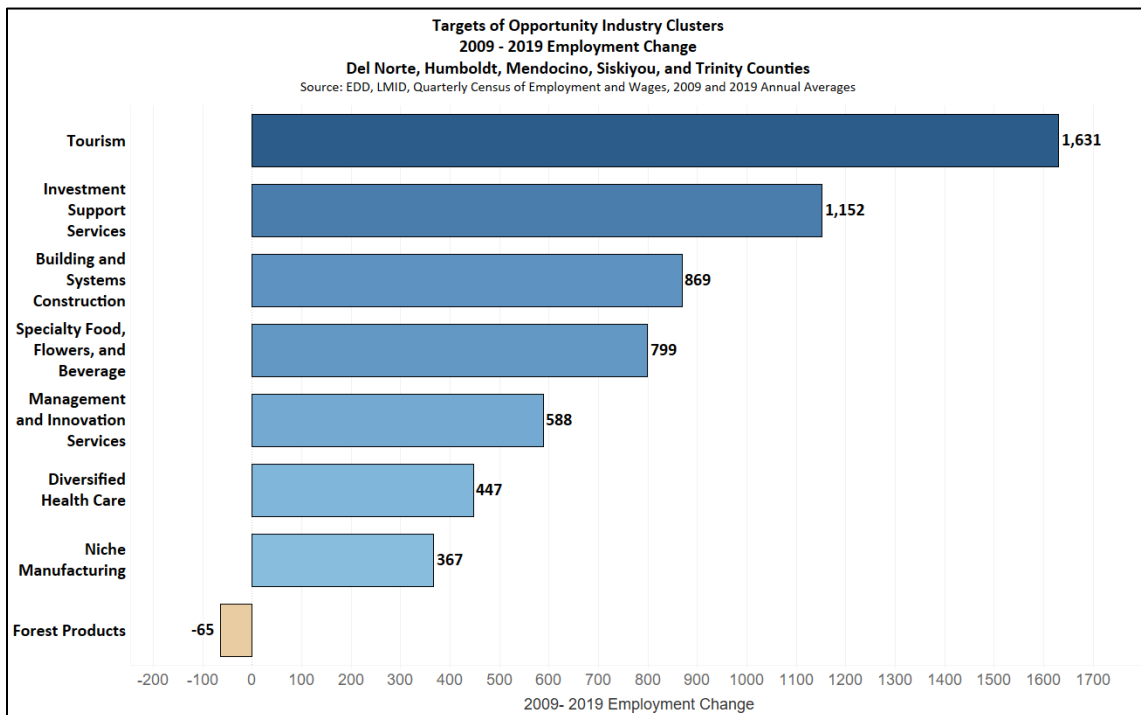
in firm growth in the remaining four clusters. Tourism added the most firms at 91 firms, while Specialty Food, Flowers, and Beverage gained 86 firms. Management and Innovation Services recorded 20 additional firms and Niche Manufacturing increased by five firms. The chart below is a visual representation of the 2009-2019 firm change in the region.



## Employment

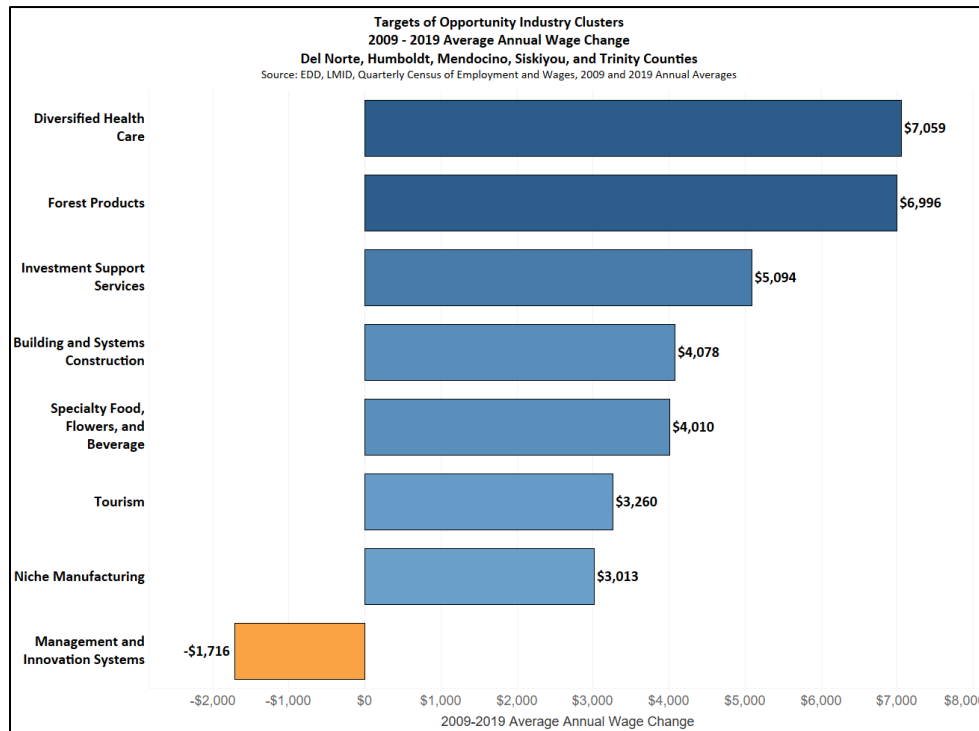
Seven industry clusters experienced employment growth, while only one cluster recorded a minimal decline in employment. Tourism experienced the largest employment growth, adding 1,631 jobs. Additionally, at 13,154 total jobs, Tourism held the second largest employment level out of all eight industry clusters, surpassed only by Diversified Health Care. Investment Support Services saw the second largest growth in employment, recording 1,152 more jobs in 2019 than in 2009. Next, Building and Systems Construction added 869 jobs, Specialty Food, Flowers, and Beverage saw an addition of 799 jobs, and Management and Innovation Services added 588 jobs. Diversified Health Care grew by 447 jobs, but also ranked as the cluster with the highest employment level at 13,338 jobs. Niche Manufacturing also saw employment growth,

gaining 367 jobs. Forest Products was the only one of the eight clusters that saw an employment loss at a small decline of 65 jobs. Five of the eight clusters matched or outperformed the region’s 1.2 percent compound annual growth rate (CAGR) for total employment in all industries. Management and Innovation Services saw the highest gain in the CAGR at 1.7 percent, followed by Niche Manufacturing at 1.6 percent. Specialty Food, Flowers, and Beverage, Building and Systems Construction, and the Tourism clusters also all slightly outpaced the region’s growth with a shared CAGR of 1.3 percent. Investment Support Services saw a smaller growth rate than the region at 0.4 percent, as did Diversified Health Care at 0.3 percent, which was the lowest employment growth rate. In line with the small employment decline, the Forest Products cluster was the only industry cluster to see a fall in the CAGR, but at -0.2 percent the decline was negligible. The chart below is a visual representation of the 2009-2019 numeric employment change in the region.



## Total and Average Annual Wage

In 2019, the Targets of Opportunity industry clusters accounted for 75.2 percent of the region’s total wages. When adjusted for inflation using the Employment Cost Index, the clusters combined total wages increased by 17.4 percent between 2009 and 2019. In comparison, the total regional private sector wages grew at a slower rate of 15.9 percent. Seven out of the eight clusters experienced growth in real wages. The 2019 combined average annual wage for the eight clusters was \$47,795, up \$3,971 from the 2009 wage. Also, the 2019 combined average annual wage was \$8,920 above the 2019 regional combined average annual wage of \$38,875. As for the performance of the individual clusters, in 2019 seven out of the eight Target clusters paid an average annual wage higher than the regional average. The exception was the Tourism cluster, which at an average annual wage of \$20,322, was \$18,553 below the regional average annual wage. Most of the clusters also reported a rise in their individual average annual wages. The only cluster to see a drop in the average annual wage was the Management and Innovation Services cluster, which saw a drop of \$1,716. The chart below is a visual representation of the 2009-2019 average annual wage change for the eight clusters in the region.

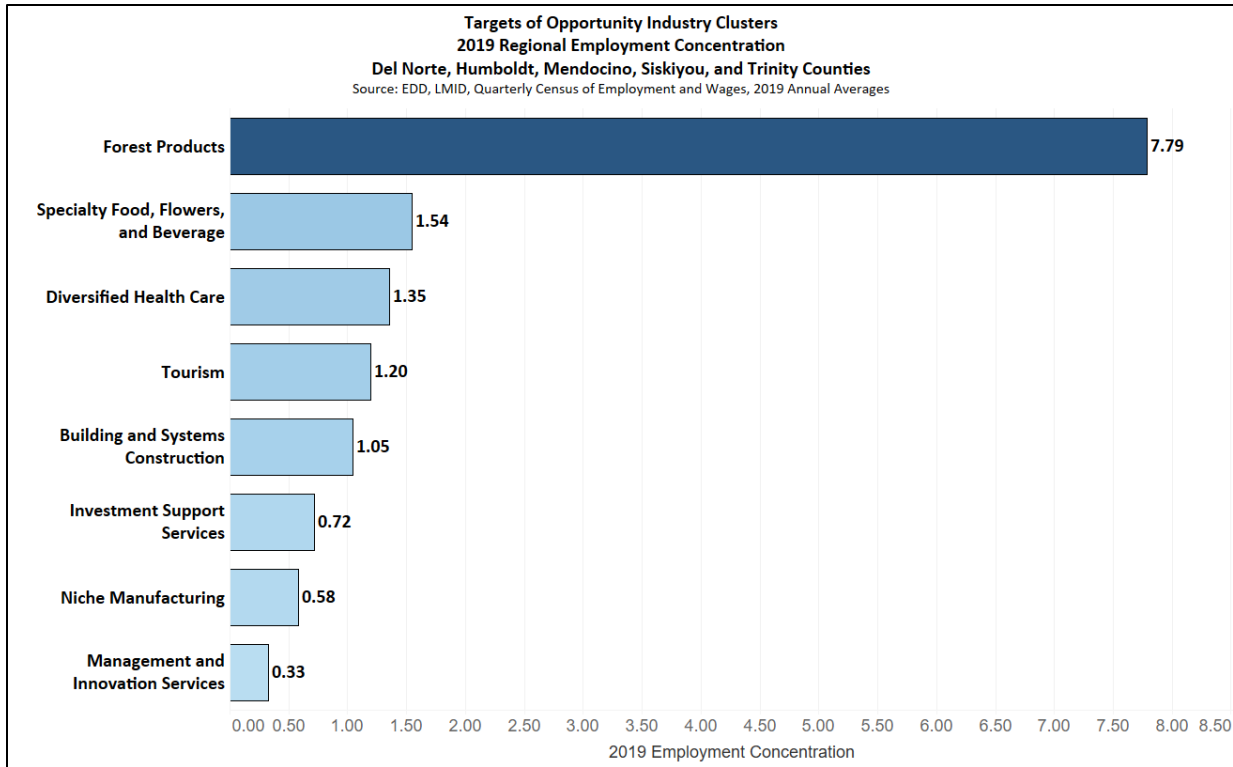


## **2019 Employment Concentration**

Employment concentration is used to measure an industry cluster's strength and activity level by comparing its employment size to that of a larger area, usually the state or the nation. This study compares regional employment concentration to the California average. A concentration greater than 1.0 indicates a higher concentration of jobs in the industry cluster than found statewide, and industry clusters with an employment concentration of 1.25 or higher are considered heavily concentrated. A high concentration indicates a competitive advantage and an area of regional specialization compared to the state. Industry clusters with higher employment concentrations generally consist of export industries and are the region's strong economic industries. Employment concentration in the region saw a mix of changes.

The industry cluster with the highest employment concentration in 2019 remained Forest Products at 7.79, reflecting the region's deep historical connection to this industry cluster. Four other industry clusters showed a 2019 concentration above the state level; Specialty Food, Flowers, and Beverage at 1.54, Diversified Health Care at 1.35, Tourism at 1.20, and Building and Systems Construction at 1.05. Positive concentration gains during the study period were modest, with the largest concentration gains seen in Specialty Food, Flowers, and Beverage and Niche Manufacturing, which tied for first rank at an increase of 0.09. Investment Support Services also saw a small increase of 0.03. The remaining five industry clusters saw declines in their concentration in the region, with the largest decrease in concentration observed in Forest Products, which fell by 0.31, but remained seven times more concentrated in the region than at the state level.

The chart below is a visual representation of the 2019 employment concentration of the eight industry clusters in the region. Five out of the eight industry clusters had a higher concentration than at the state level, while Forest Products, Specialty Food Flowers, and Beverage and Diversified Health Care were all heavily concentrated.



## The Diversified Health Care Cluster

DIVERSIFIED HEALTH CARE	Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Total Regional Firms	
	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
<b>Cluster Total</b>	12,891	13,338	0.3%	\$47,160	\$54,219	1.48	1.35	889	856
<b>Regional Total</b>	72,064	81,386	1.2%	\$36,913	\$38,875				

Diversified Health Care includes a wide range of direct health care providers as well as support industries such as medical supply wholesalers and death care. While traditional hospital-centered health care sectors have grown, they were supplemented by an expanding diversity of options such as Outpatient Care Centers, Home Health Care Services, and alternative care centers and providers.

## **Firms**

The clusters' total number of firms decreased by 3.7 percent, accounting for the second largest decline in firms out of the eight clusters. In 2009, the cluster included 889 firms, but by 2019 the number of firms in the cluster had dropped to 856, marking a total decrease of 33 firms. Outpatient Care Centers saw the greatest firm growth, adding 24 firms. Offices of Mental Health and Miscellaneous Health Practitioners grew by 23 firms, while Child, Youth, and Other Individual and Family Services saw a gain of 13 firms. Offices of Physicians (except Mental Health) lost the most firms, shedding 56 firms in ten years, followed by Offices of Dentists at a loss of 32 firms and Offices of Chiropractors at an 11 firm decline.

## **Employment**

This cluster held the largest employment level out of all of the clusters, increasing by 447 jobs to provide a total cluster employment of 13,338 jobs in 2019. The total cluster saw a 0.3 percent CAGR, which was a slower growth rate than the total region's 1.2 percent CAGR during the study period. Also, Diversified Health Care was one of the three clusters to see losses in its share of total regional employment, falling from 17.9 percent in 2009 to 16.4 percent in 2019. Within the cluster, the individual industries saw a mix of employment growth and decline. For example, Outpatient Care Centers grew by 875 jobs, Hospitals by 399 jobs, and Offices of Mental Health and Miscellaneous Health Practitioners by 109 jobs. Meanwhile, Offices of Physicians (except Mental Health) cut back 623 jobs, Pharmacies and Drug Stores lost 245 jobs, and Other Residential Care Facilities employment decreased by 162 jobs. Other growing health care industries included Child Day Care Services, which was up by 100 jobs, and Nursing Care Facilities, Skilled Nursing which grew by 89 jobs. Other industries with job growth included Residential Developmental Disability Homes, Residential Mental and Substance Abuse Care Facilities, Temporary Shelters, and Vocational Rehabilitation Services.

## **Wages**

The Diversified Health Care cluster paid a cluster wide average annual wage of \$54,219, which grew by \$7,059 over the ten year period. The cluster's average annual

wage was also 39 percent higher than the regional average of \$38,875. The highest average annual wage among the cluster's industries was found in the Offices of Physicians (except Mental Health) at \$87,366 in 2019, also among the highest averages of all industries in any cluster. This wage represents a \$24,733 increase from the 2009 average annual wage of \$62,633. In second rank, Hospitals had an average annual wage of \$75,547.

## Employment Concentration

At an employment concentration of 1.35, Diversified Health Care remained more concentrated in the region than California as a whole, despite a decrease in concentration from 1.48 to 1.35 during the 2009 - 2019 period. Diversified Health Care's industries were overall more concentrated in the region than at the state level, with only nine out of the cluster's 31 industries less concentrated in the region than at the state level. Home Health Equipment Rental had the highest concentration at 5.57 in 2019, up from 4.62 in 2009. This was followed by Community Food Services at 3.48 and Other Residential Care Facilities at a concentration of 2.80.

## Diversified Health Care Industry Summary Table

DIVERSIFIED HEALTH CARE		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
446110	Pharmacies and Drug Stores	837	592	-3.4%	\$40,238	\$47,936	1.85	1.61	1.2%	0.7%
446130	Optical Goods Stores	20	19	-0.5%	\$40,868	\$28,952	0.71	0.49	0.0%	0.0%
446191	Food, Health, Supplement Stores	47	50	0.6%	\$15,482	\$18,091	1.30	1.24	0.1%	0.1%
446199	All Other Health and Personal Care Stores	18	16	-1.2%	\$42,906	\$33,827	0.56	0.53	0.0%	0.0%
532283	Home Health Equipment Rental	55	42	-2.7%	\$44,767	\$36,756	4.62	5.57	0.1%	0.1%
621111	Offices of Physicians (except Mental Health)	1,785	1,162	-4.2%	\$62,633	\$87,366	1.33	0.94	2.5%	1.4%

DIVERSIFIED HEALTH CARE		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
621112	Offices of Mental Health Physicians	27	8	-11.5%	\$56,673	\$55,484	0.96	0.17	0.0%	0.0%
621210	Offices of Dentists	715	608	-1.6%	\$48,087	\$47,830	1.09	0.85	1.0%	0.7%
621310	Offices of Chiropractors	84	65	-2.5%	\$24,393	\$27,242	1.30	1.02	0.1%	0.1%
621320	Offices of Optometrists	96	119	2.2%	\$30,596	\$35,372	1.32	1.40	0.1%	0.1%
621340	Offices of Specialty Therapists	252	201	-2.2%	\$27,548	\$30,226	1.78	0.91	0.3%	0.2%
621391	Offices of Podiatrists	27	24	-1.2%	\$31,934	\$55,367	2.05	1.76	0.0%	0.0%
621330 621399	Offices of Mental Health and Miscellaneous Health Practitioners	74	183	9.5%	\$37,298	\$33,520	0.93	1.06	0.1%	0.2%
6214	Outpatient Care Centers	505	1,380	10.6%	\$53,229	\$56,798	1.48	1.17	0.7%	1.7%
6215	Medical and Diagnostic Laboratories	34	34	0.0%	\$54,182	\$50,360	0.21	0.17	0.0%	0.0%
621610	Home Health Care Services	479	365	-2.7%	\$29,743	\$33,421	1.35	0.73	0.7%	0.4%
6219	Other Ambulatory Health Care Services	337	374	1.0%	\$39,269	\$57,317	2.37	2.35	0.5%	0.5%
622	Hospitals	3,639	4,038	1.0%	\$66,538	\$75,547	1.57	1.97	5.0%	5.0%
623110	Nursing Care Facilities, Skilled Nursing	752	841	1.1%	\$34,038	\$35,073	1.09	1.14	1.0%	1.0%
623210	Residential Developmental Disability Homes	218	256	1.6%	\$24,265	\$26,362	1.62	1.79	0.3%	0.3%
623220	Residential Mental and Substance Abuse Care	136	165	2.0%	\$28,630	\$33,906	1.09	1.10	0.2%	0.2%
6233	Continued Care, Assisted Living Facilities	443	536	1.9%	\$26,539	\$28,676	1.15	1.03	0.6%	0.7%
623990	Other Residential Care Facilities	341	179	-6.2%	\$29,279	\$31,314	3.56	2.80	0.5%	0.2%

DIVERSIFIED HEALTH CARE		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
624110 62419	Child, Youth, and Other Individual and Family Services	762	680	-1.1%	\$26,007	\$35,352	2.34	1.78	1.1%	0.8%
624210	Community Food Services	89	79	-1.2%	\$24,437	\$21,414	4.75	3.48	0.1%	0.1%
624221	Temporary Shelters	44	104	9.0%	\$37,115	\$27,186	1.13	2.15	0.1%	0.1%
624229	Other Community Housing Services	76	58	-2.7%	\$28,048	\$34,062	4.02	1.84	0.1%	0.1%
624310	Vocational Rehabilitation Services	346	396	1.4%	\$25,173	\$20,428	1.73	2.14	0.5%	0.5%
624410	Child Day Care Services	584	684	1.6%	\$24,268	\$25,845	1.63	1.73	0.8%	0.8%
812210	Funeral Homes and Funeral Services	58	59	0.2%	\$41,907	\$37,425	1.44	1.60	0.1%	0.1%
812220	Cemeteries and Crematories	11	21	6.7%	\$26,399	\$27,933	0.63	0.94	0.0%	0.0%

# The Tourism Cluster

TOURISM	Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Total Regional Firms	
	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
Cluster Total	11,523	13,154	1.3%	\$ 17,062	\$ 20,322	1.28	1.20	1,029	1,120
Regional Total	72,064	81,386	1.2%	\$ 36,913	\$ 38,875				

The Tourism industry cluster is an important part of the region’s basic economic foundation, importing significant revenue into the local economy from outside the area. The annual visitation of local, state, national, and international visitors to enjoy the region’s abundant natural and cultural amenities drove significant growth in the Tourism cluster’s firms, employment, and wages. Typical industries in the cluster include Theater Companies and Dinner Theaters, Bed-and-Breakfast Inns, Full-Service Restaurants, and Museums, Historical Sites, and Similar Institutions.

## Firms

The Tourism cluster defied the trend of firm loss seen in some other clusters by adding a net gain of 91 firms in the ten year period. The industry with both the largest number of firms and the highest growth in firms was Full Service Restaurants, which in 2019 held 310 firms and was up by 25 firms from 2009. In second rank, Hotels (except Casino Hotels) and Motels included 175, up 16 firms. Next, Snack and Nonalcoholic Beverage Bars contained 85 and added 17 firms in the study period. Only five out of 20 industries lost firms and all losses were single digit declines. The greatest decline in firms was a small drop of five firms in the Bed-and-Breakfast industry, followed by an equal firm loss in Travel Arrangement and Reservation Services.

## **Employment**

The Tourism cluster's share of total regional employment grew from 16.0 percent in 2009 to 16.2 percent in 2019. Tourism also held the second largest total employment at 13,154, once again closely following Diversified Health Care, which at 13,338 jobs only provided 184 more jobs than Tourism. The Tourism cluster also saw the largest job gain out of all of the clusters over ten years, adding a total of 1,631 jobs. Full-Service Restaurants was the largest industry with 4,249 jobs, followed by Limited-Service Restaurants at 3,026 jobs. Hotels (except Casino Hotels) and Motels recorded 2,256 jobs. Combined, these three industries accounted for 73 percent of the cluster's total employment.

## **Wages**

In 2019, the average annual wage of \$20,322 for the Tourism cluster remained well under the regional average of \$38,875, although was \$3,260 higher than the 2009 wage of \$17,062. Despite the increase, the only industry that paid higher than the regional wage was Independent Artists, Writers, and Performers at \$51,349. Additionally, this wage was up \$24,824 from the 2009 average annual wage of \$26,525, making it the highest wage gain in this cluster. Recreational and Vacation Camps (except Campgrounds) average annual wage went from \$19,020 in 2009 to \$36,069 in 2019, while Travel Arrangement and Reservation Services saw a small increase from \$27,206 in 2009 to \$29,438 in 2019. The industries that saw the lowest wages were also industries very likely to have a high proportion of seasonal and part-time positions, which can substantially lower the industries' average annual wages. These industries included Other Amusement and Recreation Industries at \$15,019, Theater Companies and Dinner Theaters at \$13,677, and Musical Groups and Artists at \$10,091.

## **Employment Concentration**

The Tourism cluster's concentration fell slightly from 1.28 in 2009 to 1.20 in 2019, possibly indicating that the cluster is expanding more rapidly at the state level than in the region. In spite of that small drop in overall employment concentration, 12 out of the cluster's 20 industries had a higher concentration in the region than in the state. Bed-and-Breakfast Inns increased in employment concentration from 16.83 in 2009 to 20.93

in 2019, while RV (Recreational Vehicle) Parks and Campgrounds also saw a small gain, rising from 11.36 to 12.63. Recreational and Vacation Camps (except Campgrounds) continued to concentrate employment in the region, up from 5.41 to 8.38.

## The Tourism Cluster Industry Summary Table

TOURISM		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
481 487	Air, Scenic, and Sightseeing Transportation	119	105	-1.2%	\$18,526	\$19,521	0.44	0.31	0.2%	0.1%
4881	Support Activities for Air Transportation	16	11	-3.7%	\$24,590	\$22,209	0.16	0.06	0.0%	0.0%
5321	Automotive Equipment Rental and Leasing	50	86	5.6%	\$26,428	\$25,940	0.45	0.64	0.1%	0.1%
5615	Travel Arrangement and Reservation Services	24	34	3.5%	\$27,206	\$29,438	0.19	0.26	0.0%	0.0%
7112 7113	Spectator Sports and Promoters of Performing Arts, Sports, and Similar Events	25	42	5.3%	\$17,881	\$20,109	0.18	0.22	0.0%	0.1%
7121	Museums, Historical Sites, and Similar Institutions	90	176	6.9%	\$19,729	\$24,274	1.03	1.65	0.1%	0.2%
7139	Other Amusement and Recreation Industries	912	1,001	0.9%	\$14,466	\$15,019	1.30	1.19	1.3%	1.2%
711110	Theater Companies and Dinner Theaters	19	47	9.5%	\$13,283	\$13,677	0.48	1.13	0.0%	0.1%
711130	Musical Groups and Artists	8	26	12.5%	\$22,611	\$10,091	0.23	0.80	0.0%	0.0%
711510	Independent Artists, Writers, and Performers	29	17	-5.2%	\$26,525	\$51,349	0.31	0.20	0.0%	0.0%
721110	Hotels (except Casino Hotels) and Motels	2,107	2,256	0.7%	\$19,797	\$21,895	1.91	1.94	2.9%	2.8%
721191	Bed-and-Breakfast Inns	169	237	3.4%	\$14,838	\$21,750	16.83	20.93	0.2%	0.3%

TOURISM		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
721199	All Other Traveler Accommodation	57	34	-5.0%	\$19,459	\$19,480	8.79	1.56	0.1%	0.0%
721211	RV (Recreational Vehicle) Parks and Campgrounds	174	216	2.2%	\$19,124	\$22,754	11.36	12.63	0.2%	0.3%
721214	Recreational and Vacation Camps (except Campgrounds)	67	136	7.3%	\$19,020	\$36,069	5.41	8.38	0.1%	0.2%
7223	Special Food Services	41	106	10.0%	\$12,112	\$18,754	0.15	0.73	0.1%	0.1%
722410	Drinking Places (Alcoholic Beverages)	311	402	2.6%	\$13,880	\$17,269	2.10	2.18	0.4%	0.5%
722511	Full-Service Restaurants	3,899	4,249	0.9%	\$17,408	\$22,411	1.31	1.14	5.4%	5.2%
722513	Limited-Service Restaurants	2,771	3,026	0.9%	\$15,375	\$17,720	1.22	1.05	3.8%	3.7%
722515	Snack and Nonalcoholic Beverage Bars	635	947	4.1%	\$16,059	\$18,006	1.36	1.29	0.9%	1.2%

# The Building and Systems Construction Cluster

BUILDING AND SYSTEMS CONSTRUCTION	Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Total Regional Firms	
	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
Cluster Total	6,429	7,298	1.3%	\$51,724	\$55,802	1.09	1.05	1,199	1,048
Regional Total	72,064	81,386	1.2%	\$36,913	\$38,875				

Building and Systems Construction includes a variety of industries that focus on the physical infrastructure of communities. The cluster serves the region’s needs for housing, commercial structures, and community systems, such as roadways and utilities. This industry cluster is one of the clearest examples of an industry cluster, as it extends from the producers of raw materials, such as Nonmetallic Mineral Mining, Quarrying, and Support Activities, to construction industries like Building Finishing Contractors, as well as including a variety of post-construction support services like Exterminating and Pest Control Services.

## Firms

Building and Systems Construction saw deeper firm loss in the study period than any other industry cluster, shedding 151 firms over the 2009-2019 study period. However, it is important to frame the cluster’s firm decline with the 2009 economic recession, which began in the base year of the study. Unemployment in the five counties in the region did not peak until 2011 and subsequently recovered employment at a slower pace than the state or nation. As the recession was largely prompted by a financial crisis in the mortgage and housing markets, the decline in firms may be representative of the effects of this event rather than a structural change. The largest decline was in Residential Building Construction businesses, which lost 104 firms, or 69 percent of the total firm decrease. Despite those losses, some industries in the cluster continued to grow and add firms, such as Building Equipment Contractors, which grew by 19 companies. Additionally, Nonresidential Site Preparation Contractors increased 16 firms,

Landscaping Services grew by eight firms, and Commercial Building Construction saw a three firm gain.

## **Employment**

Notwithstanding the firm declines, Building and Systems Construction still held the third largest employment number in the study, providing 7,298 jobs across the five-county region in 2019. Despite the strong firm loss, the cluster increased its share of the regional total employment from 8.9 percent to 9.0 percent. The cluster also saw strong job growth, adding 869 jobs over ten years. A closer look at the industries comprising Building and Systems Construction reveals that Building Equipment Contractors held the largest employment at 908 jobs, adding 196 jobs at an annual average rate of 2.5 percent. Next, Commercial Building Construction grew by 192 jobs, Highway, Street, and Bridge Construction increased by 158 jobs, and Nonresidential Site Preparation Contractors saw a rise of 154 jobs. Job cutbacks were much smaller, with Utilities shedding the largest number of jobs during the study period, reducing its workforce from 566 jobs in 2009 to 467 in 2019.

## **Wages**

Average annual wages for the cluster also grew significantly, from \$51,724 in 2009 to \$55,802 in 2019, and were over one-third higher than the regional average wage of \$38,875. Only four out of the cluster's 27 industries had an average annual wage lower than the region's average annual wage. The annual average wage for Utilities was the highest in Building and Systems Construction at \$149,650 in 2019, increased by \$28,626 from 2009. Other top paying industries included Highway, Street, and Bridge Construction at \$82,863, Utility System Construction at \$74,781, and Nonresidential Site Preparation Contractors at \$74,503. These three industries also saw significant increases in their average annual wages, ranging from a gain of \$5,980 to as high as \$14,828.

## **Employment Concentration**

The Building and Systems Construction cluster's regional concentration declined marginally from 1.09 in 2009 to 1.05 in 2019. Nevertheless, 10 out of the cluster's 27 industries had an employment concentration over 1.25, meaning that they were heavily

concentrated in the region. The three industries with the highest concentrations were Hardware Stores at 6.66, Highway, Street, and Bridge Construction at 3.56, and Nonresidential Site Preparation Contractors at 3.22. Other heavily concentrated industries were Home Centers at 1.86 Ready-Mix Concrete Manufacturing at 1.75, and Other Building Materials Dealers at 1.59.

## The Building and Systems Construction Cluster Summary Table

BUILDING AND SYSTEMS CONSTRUCTION		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
2123 2131	Nonmetallic Mineral Mining, Quarrying, and Support Activities	95	60	-4.5%	\$39,499	\$56,210	1.09	0.75	0.1%	0.1%
221	Utilities	566	467	-1.9%	\$121,024	\$149,650	1.60	1.57	0.8%	0.6%
23611	Residential Building Construction	856	890	0.4%	\$41,300	\$45,166	1.66	1.40	1.2%	1.1%
236210	Industrial Building Construction	26	25	-0.4%	\$38,269	\$45,313	0.70	0.92	0.0%	0.0%
236220	Commercial Building Construction	229	421	6.3%	\$51,247	\$60,107	0.75	1.01	0.3%	0.5%
2371	Utility System Construction	108	125	1.5%	\$67,728	\$74,781	0.58	0.48	0.1%	0.2%
237210	Land Subdivision	17	18	0.6%	\$50,980	\$58,723	0.32	0.48	0.0%	0.0%
237310	Highway, Street, and Bridge Construction	333	491	4.0%	\$76,883	\$82,863	2.69	3.56	0.5%	0.6%
237990	Other Heavy Construction	22	44	7.2%	\$62,184	\$56,749	0.48	0.77	0.0%	0.1%
2381	Building Foundation and Exterior Contractors	357	450	2.3%	\$37,780	\$39,502	0.73	0.67	0.5%	0.6%
2382	Building Equipment Contractors	712	908	2.5%	\$54,809	\$55,882	0.75	0.70	1.0%	1.1%

BUILDING AND SYSTEMS CONSTRUCTION		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
2383	Building Finishing Contractors	499	417	-1.8%	\$37,920	\$42,575	0.77	0.54	0.7%	0.5%
238911	Residential Site Preparation Contractors	110	87	-2.3%	\$70,252	\$49,728	2.02	1.49	0.2%	0.1%
238912	Nonresidential Site Preparation Contractors	143	297	7.6%	\$59,675	\$74,503	2.17	3.22	0.2%	0.4%
238991	All Other Residential Trade Contractors	49	33	-3.9%	\$40,815	\$46,154	0.54	0.29	0.1%	0.0%
238992	All Other Nonresidential Trade Contractors	24	48	7.2%	\$46,137	\$55,624	0.25	0.50	0.0%	0.1%
327320	Ready-Mix Concrete Manufacturing	68	73	0.7%	\$46,289	\$54,227	1.49	1.75	0.1%	0.1%
444110	Home Centers	611	633	0.4%	\$37,416	\$34,653	1.67	1.86	0.8%	0.8%
444120	Paint and Wallpaper Stores	39	33	-1.7%	\$42,702	\$46,641	1.78	1.35	0.1%	0.0%
444130	Hardware Stores	457	532	1.5%	\$32,039	\$32,800	5.75	6.66	0.6%	0.7%
444190	Other Building Material Dealers	208	213	0.2%	\$43,276	\$47,184	1.62	1.59	0.3%	0.3%
561621	Security Systems Services (except Locksmiths)	51	64	2.3%	\$46,758	\$47,236	0.81	0.80	0.1%	0.1%
561622	Locksmiths	7	1	-17.7%	\$30,308	\$71,724	0.66	0.08	0.0%	0.0%
561710	Exterminating and Pest Control Services	16	50	12.1%	\$28,055	\$46,399	0.21	0.57	0.0%	0.1%
561720	Janitorial Services	202	304	4.2%	\$16,781	\$23,512	0.38	0.49	0.3%	0.4%
561730	Landscaping Services	624	614	-0.2%	\$45,663	\$47,800	1.34	1.20	0.9%	0.8%

BUILDING AND SYSTEMS CONSTRUCTION		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
561790	Other Services to Buildings and Dwellings	17	39	8.7%	\$25,481	\$29,772	0.36	0.68	0.0%	0.0%

## The Specialty Food, Flowers, and Beverage Cluster

SPECIALTY FOOD, FLOWERS, AND BEVERAGE	Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Total Regional Firms	
	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
<b>Cluster Total</b>	5,872	6,671	1.3%	\$ 36,741	\$ 40,751	1.45	1.54	697	783
<b>Regional Total</b>	72,064	81,386	1.2%	\$ 36,913	\$ 38,875				

The Specialty Food, Flowers, and Beverage cluster is comprised of diverse industries whose common link is that they produce specialty products that are unique to the region, rather than bulk commodities. For example, Del Norte County is home to the majority of the agricultural firms that produce the entire stock of Easter lilies sold in North America, a small but lucrative niche market. Similarly, Humboldt County is internationally recognized for the production of high quality cannabis. The Specialty Food, Flowers, and Beverage cluster embraces firms directly engaged in production, manufacturing, warehousing, and merchant wholesale industries such as Bakeries and Tortilla Manufacturing, Distilleries, Aquaculture, and Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers.

### Firms

The number of firms in the cluster increased by 86 for a total of 783 firms in the cluster, the second highest increase of firms out of all the clusters in the ten year study period. This firm growth represents a growth rate of 12.3 percent. All Other Miscellaneous

Crop Farming saw the greatest gain, increasing by 38 firms. Greenhouse, Nursery, Floriculture Production grew by 20 firms, while Support Activities for Crop and Animal Production added 16 firms. Cannabis cultivation firms are often classified in these three codes and the substantial firm growth of these industries may in part reflect the normalization of that industry during the study period. These three industries totaled 135 firms in 2019, up from 61 firms in 2009. The industry that experienced the greatest decline was Grape Vineyards, which saw a loss of 36 firms. All other firm losses in the cluster were single digit declines and within the normal range of firm fluctuation.

## **Employment**

Specialty Food, Flowers, and Beverage employed 6,671 workers across the five-county region in 2019, rising by a total of 799 jobs from 2009 to 2019. The cluster also increased its share of the total regional employment from 8.1 percent to 8.2 percent. The industry with the highest employment level in the cluster was Wineries, which employed 867 workers in 2019, up from 816 in 2009. Conversely, the related Grape Vineyards industry saw the largest employment decline out of any of the industries in this cluster, shedding 301 jobs. Other beverage manufacturing in the region also saw growth, such as Breweries, which added 113 jobs. Industries with the highest job gains between 2009 and 2019 included Animal Slaughtering and Processing and Seafood Product Preparation and Packaging, which added 264 jobs, as well as Support Activities for Crop and Animal Production which saw a growth of 235 new jobs. Farm Supplies Merchant Wholesalers added 154 additional jobs, Farm Product Raw Material Merchant Wholesalers grew by 116 jobs. Among agricultural producers in the cluster Dairy Cattle and Milk Production saw gains across the board. The industry employment rose from 350 jobs in 2009 to 382 jobs in 2019. Beef Cattle Ranching and Farming declined by 11 jobs, but still provided 103 jobs

## **Wages**

The average annual wage for the cluster climbed from \$36,741 in 2009 to \$40,751 in 2019. This is the first time in a Targets of Opportunity study that the cluster's wages have surpassed the regional average wage of \$38,875. In 2019, the highest average annual wage in the cluster was \$69,986 for Shellfish Fishing, followed by Finfish

Fishing at \$66,442. Examples of other high-wage industries included Cheese Manufacturing at \$55,987, Beer and Ale Merchant Wholesalers at \$54,295, Soft Drink and Ice Manufacturing at \$53,459, Wineries at \$49,922, and All Other Miscellaneous Crop Farming at an average annual wage of \$49,770.

## Employment Concentration

The cluster's overall concentration in the region increased from 1.45 to 1.54, indicating that the industries continue to be heavily concentrated. Out of the 31 industries in this cluster, only nine had a concentration lower than the state level and many had extremely high concentrations. For example, in 2019 Shellfish Fishing registered an employment concentration of 102.63, significantly up from the 2009 concentration of 64.94. Similarly, Finfish Fishing rose from 57.08 in 2009 to 89.24 in 2019. Distilleries debuted in the region during the study period and in 2019 already were over eight times more concentrated in the region than the state. Out of the remaining industries, nine industries had a concentration over 4.00, and nine had a concentration between 1.37 and 3.70.

## The Specialty Food, Flowers, and Beverage Industry Summary Table

SPECIALTY FOOD, FLOWERS, AND BEVERAGE		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
1111 1112	Oilseed, Grain, Vegetable, and Melon Farming	100	99	-0.1%	\$27,123	\$29,185	0.49	0.56	0.1%	0.1%
11133	Noncitrus Fruit and Tree Nut Farming (except Grape Vineyards and Other Noncitrus Fruit Farming)	107	147	3.2%	\$26,428	\$36,487	0.38	0.48	0.1%	0.2%
111332	Grape Vineyards	795	494	-4.6%	\$23,777	\$31,439	4.77	4.58	1.1%	0.6%
111339	Other Noncitrus Fruit Farming	161	113	-3.5%	\$22,554	\$33,280	2.21	1.87	0.2%	0.1%
1114	Greenhouse, Nursery, and Floriculture Production	708	614	-1.4%	\$33,876	\$36,257	4.41	4.32	1.0%	0.8%
111940	Hay Farming	117	113	-0.3%	\$32,541	\$42,342	7.01	7.69	0.2%	0.1%

SPECIALTY FOOD, FLOWERS, AND BEVERAGE		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
111998	All Other Miscellaneous Crop Farming	124	136	0.9%	\$41,889	\$49,770	2.43	5.65	0.2%	0.2%
112111	Beef Cattle Ranching and Farming	114	103	-1.0%	\$27,060	\$29,653	4.16	4.83	0.2%	0.1%
112120	Dairy Cattle and Milk Production	350	382	0.9%	\$32,474	\$38,188	3.34	4.10	0.5%	0.5%
1123 1124	Poultry and Egg Production and Sheep and Goat Farming	8	15	6.5%	\$31,779	\$33,169	0.42	0.97	0.0%	0.0%
1125 1129	Aquaculture and Other Animal Production	38	46	1.9%	\$24,761	\$31,429	2.44	3.14	0.1%	0.1%
114111	Finfish Fishing	117	141	1.9%	\$76,525	\$66,442	57.08	89.24	0.2%	0.2%
114112	Shellfish Fishing	61	60	-0.2%	\$69,138	\$69,986	64.94	102.63	0.1%	0.1%
1151 1152	Support Activities for Crop and Animal Production	440	675	4.4%	\$29,829	\$38,039	0.44	0.56	0.6%	0.8%
3113	Sugar and Confectionery Product Manufacturing	30	53	5.9%	\$22,514	\$19,491	0.80	1.37	0.0%	0.1%
3114	Fruit and Vegetable Preserving and Specialty Food Manufacturing	8	21	10.1%	\$15,455	\$26,155	0.04	0.15	0.0%	0.0%
311513	Cheese Manufacturing	113	129	1.3%	\$50,220	\$55,987	3.57	3.56	0.2%	0.2%
3116 3117	Animal Slaughtering and Processing and Seafood Product Preparation and Packaging	18	282	31.7%	\$48,044	\$40,632	0.14	2.30	0.0%	0.3%
3118	Bakeries and Tortilla Manufacturing	181	228	2.3%	\$23,829	\$28,936	0.80	1.00	0.3%	0.3%
3119	Other Food Manufacturing	111	60	-6.0%	\$24,610	\$26,584	0.84	0.32	0.2%	0.1%
31211	Soft Drink and Ice Manufacturing	161	157	-0.3%	\$54,146	\$53,459	2.19	2.45	0.2%	0.2%
312120	Breweries	125	238	6.7%	\$41,392	\$29,669	7.13	3.70	0.2%	0.3%
312130	Wineries	816	867	0.6%	\$45,844	\$49,922	5.13	4.16	1.1%	1.1%

SPECIALTY FOOD, FLOWERS, AND BEVERAGE		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
312140	Distilleries	0	32	0.0%	\$0	\$35,017	0	8.92	0.0%	0.0%
4244	Grocery and Related Product Merchant Wholesalers	359	411	1.4%	\$45,432	\$43,083	0.65	0.70	0.5%	0.5%
4245	Farm Product Raw Material Merchant Wholesalers	26	142	18.5%	\$51,524	\$38,617	2.74	8.31	0.0%	0.2%
424810	Beer and Ale Merchant Wholesalers	110	188	5.5%	\$51,510	\$54,295	2.17	3.50	0.2%	0.2%
424820	Wine and Distilled Alcoholic Beverage Merchant Wholesalers	67	26	-9.0%	\$105,841	\$43,546	1.28	0.42	0.1%	0.0%
424910	Farm Supplies Merchant Wholesalers	110	264	9.1%	\$39,870	\$47,529	2.46	4.86	0.2%	0.3%
424930	Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers	23	35	4.3%	\$18,861	\$21,293	0.57	0.78	0.0%	0.0%
541940	Veterinary Services	374	400	0.7%	\$31,632	\$38,809	2.17	1.78	0.5%	0.5%

## The Investment Support Services Cluster

INVESTMENT SUPPORT SERVICES	Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Total Regional Firms	
	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
Cluster Total	3,684	3,836	0.4%	\$ 45,311	\$ 50,405	0.69	0.72	856	850
Regional Total	72,064	81,386	1.2%	\$ 36,913	\$ 38,875				

The Investment Support Services cluster contains a range of professional service industries providing real estate, insurance, legal and financial services for community members and businesses in the five county region. Examples of industries in this

cluster include Lessors of Residential Buildings, Insurance Agencies and Brokerages, Offices of Lawyers, and Commercial Banking.

## **Firms**

Investment Support Services included a total of 850 firms. Although the cluster as a whole lost six firms during the 10 year period, it nonetheless saw firm growth in 12 out of the cluster's 25 industries. The three industries with the largest firm growth were Residential Property Managers, which added 19 businesses, Miniwarehouse and Self-Storage Unit Operators, which grew by 12 firms, and Securities Brokerage and Lessors of Residential Buildings tied with an 11 firm increase. The largest firm loss was observed in Offices of Lawyers, which lost 33 firms. Next, Commercial Banking declined by 12 firms and Offices of Certified Public Accountants shed 10 firms.

## **Employment**

Investment Support Services was one of the smaller employment clusters in the Targets of Opportunity, with 3,836 jobs across the five-county region in 2019. The cluster added a total of 152 jobs in the ten year period for a CAGR of 0.4 percent. The cluster also saw its share of total regional employment shrink, falling from 5.1 percent in 2009 to 4.7 percent in 2019. While employment growth was small, there are signs that the cluster has recovered from the effects of the 2009 Great Recession and started to add employment again. A closer look at the industries comprising Investment Support Services reveals that Commercial Banking continues to be the cluster's largest employment industry with 678 jobs. However, Commercial Banking's employment shrank, shedding 108 jobs from 2009 to 2019. Despite that loss, other industries experienced growing employment. Lessors of Residential Buildings added 98 jobs, Credit Unions' employment increased by 58 positions, and Miniwarehouse and Self-Storage Unit Operators gained 50 jobs.

## **Wages**

The Investment Support Services' 2019 average annual wage of \$50,405 was up by \$5,094 from \$45,311 in 2009. This was 29.6 percent higher than the regional average wage of \$38,875. Additionally, 15 out of the cluster's 25 industries paid an average annual wage higher than the regional average. The top paying industry in 2019 was

Securities Brokerages, with an average annual wage of \$120,299. In second rank, Lessors of Nonresidential Buildings saw an average annual wage of \$102,865, while the third highest paying industry was Nondepository Credit Intermediation at \$102,187.

## Employment Concentration

The Investment Support Services cluster grew more competitive and increased in regional employment concentration from 0.69 to 0.72 over the study period. While less concentrated than at the state level, this rise is an indication that the cluster became more concentrated between 2009 and 2019. Some industries enjoyed a heavy concentration in the region such as Trusts, Estates, and Agency Accounts, which debuted in the region during the study period and was already the most heavily concentrated industry at 3.96 in 2019. That same year, Lessors of Other Real Estate Property had a strong employment concentration of 3.18, up from 2.45 in 2009. Credit Unions ranked close behind at 2.78 in 2019, up from 2.17 in 2009.

## The Investment Support Services Summary Table

INVESTMENT SUPPORT SERVICES		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
522110	Commercial Banking	786	678	-1.5%	\$41,980	\$52,518	1.18	1.12	1.1%	0.8%
522130	Credit Unions	266	324	2.0%	\$42,859	\$47,516	2.17	2.78	0.4%	0.4%
5222	Nondepository Credit Intermediation	132	105	-2.3%	\$74,423	\$102,187	0.45	0.35	0.2%	0.1%
5223	Activities Related to Credit Intermediation	173	211	2.0%	\$65,347	\$51,797	0.90	0.99	0.2%	0.3%
523120	Securities Brokerage	99	110	1.1%	\$87,814	\$120,299	0.79	1.23	0.1%	0.1%
5239	Other Financial Investment Activities	61	63	0.3%	\$41,255	\$50,239	0.23	0.20	0.1%	0.1%
5241	Insurance Carriers	122	117	-0.4%	\$72,436	\$69,491	0.19	0.28	0.2%	0.1%

INVESTMENT SUPPORT SERVICES		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
5242	Insurance Agencies and Brokerages	367	386	0.5%	\$55,401	\$57,382	0.67	0.58	0.5%	0.5%
525920	Trusts, Estates, and Agency Accounts	0	7	0.0%	\$0	\$22,927	0.00	3.96	0.0%	0.0%
531110	Lessors of Residential Buildings	149	247	5.2%	\$26,999	\$27,041	0.79	1.41	0.2%	0.3%
531120	Lessors of Nonresidential Buildings	38	29	-2.7%	\$77,540	\$102,865	0.50	0.33	0.1%	0.0%
531130	Miniwarehouse and Self-Storage Unit Operators	52	102	7.0%	\$24,805	\$27,361	1.23	1.99	0.1%	0.1%
531190	Lessors of Other Real Estate Property	119	137	1.4%	\$21,118	\$28,291	2.45	3.18	0.2%	0.2%
531210	Offices of Real Estate Agents and Brokers	244	195	-2.2%	\$34,132	\$44,181	0.97	0.69	0.3%	0.2%
531311	Residential Property Managers	213	248	1.5%	\$28,375	\$37,488	0.62	0.64	0.3%	0.3%
531312	Nonresidential Property Managers	38	75	7.0%	\$74,608	\$43,824	0.39	0.66	0.1%	0.1%
531320	Offices of Real Estate Appraisers	10	6	-5.0%	\$28,891	\$12,349	0.38	0.33	0.0%	0.0%
531390	Other Activities Related to Real Estate	26	29	1.1%	\$30,360	\$36,191	0.61	0.39	0.0%	0.0%
5324	Machinery and Equipment Rental and Leasing	32	59	6.3%	\$46,464	\$53,689	0.36	0.50	0.0%	0.1%
541110	Offices of Lawyers	357	284	-2.3%	\$43,353	\$48,021	0.48	0.40	0.5%	0.3%
541191	Title Abstract and Settlement Offices	24	25	0.4%	\$44,926	\$52,956	1.95	1.79	0.0%	0.0%
541199	All Other Legal Services	0	6	0.0%	\$0	\$15,584	0	0.20	0.0%	0.0%

INVESTMENT SUPPORT SERVICES		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
541211	Offices of Certified Public Accountants	233	226	-0.3%	\$40,143	\$52,002	0.85	0.76	0.3%	0.3%
541213	Tax Preparation Services	37	47	2.4%	\$25,760	\$27,833	0.47	0.65	0.1%	0.1%
541219	Other Accounting Services	106	120	1.2%	\$34,097	\$32,653	0.68	0.77	0.1%	0.1%

## The Management and Innovation Services Cluster

MANAGEMENT AND INNOVATION SERVICES	Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Total Regional Firms	
	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
<b>Cluster Total</b>	<b>3,221</b>	<b>3,809</b>	<b>1.7%</b>	<b>\$ 51,840</b>	<b>\$ 50,124</b>	<b>0.35</b>	<b>0.33</b>	<b>587</b>	<b>607</b>
<b>Regional Total</b>	<b>72,064</b>	<b>81,386</b>	<b>1.2%</b>	<b>\$ 36,913</b>	<b>\$ 38,875</b>				

Management and Innovation Services is a growing cluster of professional services focused on helping businesses manage resources, communicate, develop and implement new products, improve processes, and employ new technological innovations. The focus of this cluster is knowledge-based products and services, many of which require a highly trained and specialized workforce. The major industries in the cluster include telecommunications, engineering and design services, scientific and technical consulting services, and research and development firms. Business-to-business service providers offer technical expertise, such as Internet and communications technology, online marketing strategies, and process design and facilitation. Many of these businesses in this region consist of small firms and medium-size firms

## **Firms**

Between 2009 and 2019, Management and Innovation Services gained 20 firms for a total of 607 firms. This equaled a growth rate of 3.4 percent and the cluster's gains in firms were outpaced only by the Tourism and Specialty Food, Flowers, and Beverage clusters. Both of these clusters are much larger in both total firms and total employment, showing that Management and Innovation Services is a strong performer in spite of its modest size. The industry with the greatest firm growth was Management, Scientific, and Technical Consulting Services, which added 22 firms. This industry also had the largest number of firms in the cluster at 135 businesses. Next, Facilities Support and Employment Services added 14 firms and Office Administrative Services grew by nine companies. The greatest firm decline was in Telecommunications, which shed 23 firms, followed by Business Support Services, which lost nine firms.

## **Employment**

Management and Innovation Services added a total of 588 jobs in the study period, and saw a 1.7 percent growth in the CAGR, which was the highest out of all eight clusters. The cluster's share of total regional employment increased slightly, rising from 4.5 percent in 2009 to 4.7 percent in 2019. In addition to holding the largest employment at 880 jobs, Facilities Support and Employment Services employment also saw the largest employment increase, adding 584 jobs. Office Administrative Services added 220 jobs for a total employment of 345 jobs. While there were a number of industries that saw employment declines, those declines were typically smaller than the large gains seen above. The largest employment declines were in Management, Scientific, and Technical Consulting Services, which lost 69 jobs, while Scientific Research and Development Services shed 62 jobs, and Computer Systems Design and Related Services employment dropped by 57 jobs. However, even with these declines it is important to remember that all of the industries that saw declining employment still provided a combined 1,840 jobs in 2019, many of them with middle and high wages.

## **Wages**

The cluster recorded an average annual wage of \$50,124. Thirteen out of 18 industries within the cluster had an average annual wage that was higher than the regional

average of \$38,875. Telecommunications recorded the highest wage at \$81,452, followed by Computer Systems Design and Related Services at \$72,703 and then Corporate, Subsidiary, and Regional Managing Offices at \$65,197.

## Employment Concentration

The cluster's overall concentration in the region fell slightly from 0.35 to 0.33. However, within the cluster several industries still saw high or growing concentrations of employment. The industries with the highest concentrations were Waste Management and Remediation Services at 2.01, All Other Support Services at 1.46, and Packaging and Labeling Services at 1.19. In addition, several other industries in the cluster registered significant gains in concentration. For instance, in 2009 the concentration for Office Administrative Services was 0.32, rising to 0.88 in 2019 and fast approaching the state level of employment concentration. Also rising was Electronic Stores, growing by .12, and Other Specialized Design Services, which grew by .27. Facilities Support and Employment Services rose from a concentration of 0.16 in 2009 to a concentration of 0.34 in 2019. Architectural, Engineering, and Related Services increased from 0.58 to 0.68. Telecommunications also gained 0.08 in concentration, rising from 0.74 to 0.82.

## The Management and Innovation Services Industry Summary Table

MANAGEMENT AND INNOVATION SERVICES		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
443142	Electronics Stores	194	190	-0.2%	\$29,282	\$39,237	0.52	0.64	0.3%	0.2%
5111 5112	Newspaper, Periodical, Book, Directory, and Software Publishers	48	48	0.0%	\$45,620	\$48,288	0.12	0.08	0.1%	0.1%
517	Telecommunications	314	273	-1.4%	\$65,827	\$81,452	0.74	0.82	0.4%	0.3%
518 519	Data Processing, Hosting, Related Services and Other Information Services	31	32	0.3%	\$43,809	\$41,772	0.10	0.04	0.0%	0.0%
5413	Architectural, Engineering, and Related Services	561	659	1.6%	\$57,393	\$60,405	0.58	0.68	0.8%	0.8%

MANAGEMENT AND INNOVATION SERVICES		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
541430	Graphic Design Services	14	7	-6.7%	\$26,465	\$27,669	0.22	0.13	0.0%	0.0%
541490	Other Specialized Design Services	0	5	0.0%	\$0	\$34,741	0	0.27	0.0%	0.0%
5415	Computer Systems Design and Related Services	194	137	-3.4%	\$53,824	\$72,703	0.17	0.08	0.3%	0.2%
5416	Management, Scientific, and Technical Consulting Services	606	537	-1.2%	\$57,894	\$40,189	0.65	0.48	0.8%	0.7%
5417	Scientific Research and Development Services	87	25	-11.7%	\$37,317	\$49,580	0.13	0.03	0.1%	0.0%
5419	Other Professional, Scientific, and Technical Services (except Veterinary Services)	39	27	-3.6%	\$59,151	\$48,531	0.22	0.15	0.1%	0.0%
551114	Corporate, Subsidiary, and Regional Managing Offices	595	559	-0.6%	\$64,791	\$65,197	0.53	0.42	0.8%	0.7%
561110	Office Administrative Services	125	345	10.7%	\$44,631	\$44,919	0.32	0.88	0.2%	0.4%
5612 5613	Facilities Support and Employment Services	296	880	11.5%	\$19,338	\$32,961	0.16	0.34	0.4%	1.1%
5614	Business Support Services	117	85	-3.1%	\$30,573	\$27,794	0.39	0.27	0.2%	0.1%
561910	Packaging and Labeling Services	0	49	0.0%	\$0	\$19,140	0.00	1.19	0.0%	0.1%
561990	All Other Support Services	16	136	23.9%	\$31,255	\$46,737	0.21	1.46	0.0%	0.2%
562	Waste Management and Remediation Services	415	561	3.1%	\$45,859	\$50,906	1.74	2.01	0.6%	0.7%

# The Forest Products Cluster

FOREST PRODUCTS	Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Total Regional Firms	
	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
<b>Cluster Total</b>	3,418	3,353	-0.2%	\$ 48,597	\$ 55,593	8.10	7.79	252	251
<b>Regional Total</b>	72,064	81,386	1.2%	\$ 36,913	\$ 38,875				

The region’s Forest Products industry cluster is a mature, heavily concentrated mix of related industries that engage in diverse activities centered on the production, manufacturing, transportation, and distribution of wood fiber and its associated products. In addition to forestry activities like logging, timber tract operations, forest nurseries and forest products gathering, the cluster also included industries such as Wood Product Manufacturing, Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers, and Specialized Freight Trucking, all of which make important contributions to the cluster’s employment in the region.

## Firms

As a whole, the Forest Products cluster lost only one firm in the study period, retaining a total of 251 firms across the region in 2019. This was a decline of just 0.4 percent and represents the smallest decline in the number of firms out of the four industry clusters in the study that shed firms. Since the total firms for all clusters combined only saw a 0.2 percent increase, the performance of firms in the Forest Products cluster was within the normal range of firm activity for the region. However, only two industries within the cluster saw an increase in firms. The industry with the largest firm gain was Specialized Freight Trucking, which added 15 firms, followed by Support Activities for Forestry, which saw a 4 firm gain. Forestry and Logging shed the most firms, losing a total of 12 businesses. Wood products related companies also continued to see decline, with Sawmills and Wood Preservation, Veneer, Plywood, and Engineered Wood Product Manufacturing, and Other Wood Product Manufacturing seeing single digit firm declines.

## **Employment**

The Forest Products cluster employment declined by 65 jobs between 2009 and 2019. The cluster employed 3,353 workers in 2019, comprising 4.1 percent of the region's total employment. This represented a decline from 4.7 percent, which was the cluster's 2009 share of total regional employment. The largest industry within the Forest Products cluster was Sawmills and Wood Preservation firms, which employed 1,012 workers and comprised 30 percent of the cluster's total employment in 2019. This was followed by Forestry and Logging firms, which employed 865 workers, or nearly 26 percent of the cluster's total employment. Three industries within the cluster saw positive employment growth during the study period. Forestry and Logging added 265 jobs, while Other Wood Product Manufacturing saw a gain of 57 jobs, and Veneer, Plywood, and Engineered Wood Product Manufacturing employment increased by 37 jobs. The remaining four industries in the cluster all experienced employment loss.

## **Wages**

Forest Products continues to provide some of the region's highest average annual wages. The cluster had an average annual wage of \$55,593, the second highest average annual wage out of any of the industry clusters included in this study and over 43 percent higher than the regional average wage. The 2019 average annual wage for Sawmills and Wood Preservation was \$58,753, up from \$53,604 in 2009. The lowest average annual wage in 2019 for the whole cluster was \$45,379 for Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers. Nevertheless, that wage was up from \$42,638 in 2009 and, in addition, it was 16.7 percent higher than the regional average annual wage of \$38,875.

## **Employment Concentration**

Due to the regions abundant natural resources and historic connection to forest industries, the cluster as a whole is very heavily concentrated in the region at almost eight times the California average concentration. Moreover, some industries in the cluster enjoyed extremely strong concentrations. For example, in 2019 the Forestry and Logging industry in the five counties had an employment concentration of 73.65, up from 42.41 in 2009. Sawmills and Wood Preservation also saw a heavy employment

concentration of 48.14 in 2019, although this represented a small decline from the 51.21 concentration recorded in 2009. The size of the concentrations indicates that the region retains a strong and competitive edge in the industry, despite small declines in other metrics. The two smallest concentrations in the cluster were found in Specialized Freight Trucking, which was 1.37 in 2019, and Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers, which was 1.34. While both industries remained heavily concentrated in the region, both showed significant reduction in concentrations during the study period. Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers saw a larger decline with concentration falling by 2.05. Meanwhile, Specialized Freight Trucking's concentration fell by a much smaller 0.73.

### The Forest Products Industry Summary Table

FOREST PRODUCTS		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
113	Forestry and Logging	600	865	3.7%	\$51,921	\$56,410	42.21	73.65	0.8%	1.1%
115310	Support Activities for Forestry	446	379	-1.6%	\$37,575	\$54,299	46.87	35.45	0.6%	0.5%
3211	Sawmills and Wood Preservation	1,128	1,012	-1.1%	\$53,604	\$58,753	51.21	48.14	1.6%	1.2%
3212	Veneer, Plywood, and Engineered Wood Product Manufacturing	345	382	1.0%	\$51,764	\$58,292	21.79	22.48	0.5%	0.5%
3219	Other Wood Product Manufacturing	286	343	1.8%	\$39,763	\$46,852	2.91	3.52	0.4%	0.4%
423310	Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers	165	78	-7.2%	\$42,638	\$45,379	3.39	1.34	0.2%	0.1%
4842	Specialized Freight Trucking	448	294	-4.1%	\$47,905	\$53,384	2.10	1.37	0.6%	0.4%

# The Niche Manufacturing Cluster

NICHE MANUFACTURING	Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Total Regional Firms	
	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
Cluster Total	2,149	2,516	1.6%	\$ 52,129	\$ 55,142	0.49	0.58	253	258
Regional Total	72,064	81,386	1.2%	\$ 36,913	\$ 38,875				

Niche Manufacturing includes small, specialized producers spread across 23 industries. Much like the Specialty Food, Flowers, and Beverage cluster, Niche Manufacturing addresses small but lucrative segments of the market, each with its own specific demands and preferences. Niche Manufacturing companies cater high quality products to specific consumers, rather than competing with national companies for a broad audience. Meeting the unique demands of consumers that mainstream providers overlook allows Niche Manufacturing companies to build brand loyalty and revenue in largely overlooked market segments. Examples of some of the specialized industries found in the cluster are Ship, Boat Building and Other Transportation Equipment Manufacturing, Chemical Manufacturing, and Forging and Stamping and Architectural and Structural Metals Manufacturing.

## Firms

The cluster saw a small overall gain of 5 firms in the study period, remaining relatively stable in size between 2009 and 2019. Two industries tied for the biggest gain in firms. Chemical Manufacturing and Hardware, Plumbing, Heating Equipment, Machinery, and Supplies Merchant Wholesalers both added 11 businesses. General Freight Trucking also grew by 10 firms and four other industries saw small, single digit increases. Furniture and Related Product Manufacturing saw the largest firm loss, decreasing by 10 firms. Medical Equipment and Supplies Manufacturing also lost firms, contracting by 7 businesses, and Motor Vehicle Parts Manufacturing and Aerospace Product and Parts Manufacturing lost 5 companies.

## **Employment**

Niche Manufacturing held the smallest share of total regional employment out of the eight clusters, rising from 3.0 percent in 2009 to 3.1 percent in 2019. It was also the smallest employment cluster out of the eight clusters, with 2,516 jobs across the five-county region in 2019. Despite its small size, the cluster was the second fastest growing in the study, adding 367 jobs, or growing by 17.1 percent, between 2009 and 2019. Ship, Boat Building and Other Transportation Equipment Manufacturing added the most employment at 109 new jobs, growing from a mere 12 jobs in 2009 to 121 jobs in 2019. In second rank, Chemical, Plastics, and Petroleum Merchant Wholesalers grew by 69 jobs for a total of 300 jobs in 2019. Forging and Stamping and Architectural and Structural Metals Manufacturing was in third rank, adding 66 jobs.

## **Wages**

The cluster's annual average wage of \$55,142 in 2019 was the third highest wage out of all eight clusters. Additionally, 17 out of the cluster's 23 industries paid higher than the regional average annual wage of \$38,875. Moreover, many industries saw substantial increases in wages. For instance, Commercial and Service Industry Machinery Manufacturing paid an average annual wage of \$55,677 in 2009, but that wage had increased to \$90,049 in 2019. Likewise, Forging and Stamping and Architectural and Structural Metals Manufacturing wages rose from \$48,920 in 2009 to \$83,757 in 2019. Other General Purpose Machinery Manufacturing had the third highest wage in 2019 at \$69,456, but this wage was down from \$72,189 in 2009.

## **Employment Concentration**

Niche Manufacturing also gained concentration, increasing from 0.49 in 2009 to 0.58 in 2019, growing but still low in concentration in comparison to California. However, a number of the industries in the cluster very still heavily concentrated in the region. Chemical, Plastics, and Petroleum Merchant Wholesalers was already heavily concentrated at 2.07 in 2009, but that rose to 2.49 in 2019. Hardware, Spring, and Wire Product Manufacturing was slightly less than twice as concentrated as the state at 1.91, but Ship, Boat Building and Other Transportation Equipment Manufacturing saw a large increase in concentration, rising from just 0.15 in 2009 to 1.86 in 2019. Although many

other industries were less concentrated than in California as a whole, the growth in firms and employment, along with high wages and an increasing employment concentration, makes the Niche Manufacturing industry cluster a significant source of economic activity in the region.

## The Niche Manufacturing Industry Summary Table

NICHE MANUFACTURING		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
325	Chemical Manufacturing	106	168	4.7%	\$74,589	\$56,190	0.67	1.21	0.1%	0.2%
3272	Glass and Glass Product Manufacturing	19	10	-6.2%	\$31,792	\$22,642	0.45	0.29	0.0%	0.0%
3321 3323	Forging and Stamping and Architectural and Structural Metals Manufacturing	180	246	3.2%	\$48,920	\$83,757	0.85	1.08	0.2%	0.3%
3325 3326	Hardware, Spring, and Wire Product Manufacturing	59	50	-1.6%	\$45,808	\$38,910	2.37	1.91	0.1%	0.1%
332710	Machine Shops	40	30	-2.8%	\$63,063	\$59,300	0.25	0.18	0.1%	0.0%
3328 3329	Coating, Engraving, Heat Treating, and Allied Activities and Other Fabricated Metal Product Manufacturing	198	248	2.3%	\$59,145	\$56,345	1.15	1.44	0.3%	0.3%
3331 3332	Agriculture, Construction, Mining, and Industrial Machinery Manufacturing	30	62	7.5%	\$46,196	\$49,354	0.28	0.43	0.0%	0.1%
3333	Commercial and Service Industry Machinery Manufacturing	64	41	-4.4%	\$55,677	\$90,049	1.48	1.12	0.1%	0.1%
3339	Other General Purpose Machinery Manufacturing	127	73	-5.4%	\$72,189	\$69,456	1.29	0.81	0.2%	0.1%
335	Electrical Equipment, Appliance, and Component Manufacturing	54	44	-2.0%	\$44,359	\$37,100	0.32	0.26	0.1%	0.1%
3363 3364	Motor Vehicle Parts Manufacturing and Aerospace Product and Parts Manufacturing	69	63	-0.9%	\$56,533	\$55,931	0.14	0.13	0.1%	0.1%

NICHE MANUFACTURING		Average Employment		Compound Annual Growth Rate	Average Annual Wages		Employment Concentration		Percent Regional Employment	
NAICS Code	Industry Description	2009	2019	2009-2019	2009	2019	2009	2019	2009	2019
3366 3369	Ship, Boat Building and Other Transportation Equipment Manufacturing	12	121	26.0%	\$39,423	\$47,154	0.15	1.86	0.0%	0.1%
337	Furniture and Related Product Manufacturing	81	86	0.6%	\$29,441	\$42,605	0.41	1.32	0.1%	0.1%
3391	Medical Equipment and Supplies Manufacturing	45	30	-4.0%	\$43,111	\$37,094	0.16	0.10	0.1%	0.0%
3399	Other Miscellaneous Manufacturing	65	111	5.5%	\$44,717	\$33,480	0.95	1.60	0.1%	0.1%
4231	Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers	18	42	8.8%	\$28,513	\$34,741	0.09	0.20	0.0%	0.1%
4234	Professional and Commercial Equipment and Supplies Merchant Wholesalers	54	31	-5.4%	\$40,752	\$45,617	0.12	0.07	0.1%	0.0%
4235 4236	Metal and Mineral and Household Appliances and Electrical and Electronic Goods Merchant Wholesalers	123	69	-5.6%	\$50,899	\$41,785	0.38	0.22	0.2%	0.1%
4237 4238	Hardware, Plumbing, Heating Equipment, Machinery, and Supplies Merchant Wholesalers	170	190	1.1%	\$53,456	\$58,244	0.41	0.42	0.2%	0.2%
423990	Other Miscellaneous Durable Goods Merchant Wholesalers	20	65	12.5%	\$25,855	\$33,675	0.37	1.04	0.0%	0.1%
4241	Paper and Paper Product Merchant Wholesalers	22	39	5.9%	\$73,261	\$51,435	0.27	0.51	0.0%	0.0%
4246 4247	Chemical, Plastics, and Petroleum Merchant Wholesalers	231	300	2.6%	\$58,621	\$62,141	2.07	2.49	0.3%	0.4%
4841	General Freight Trucking	362	397	0.9%	\$43,987	\$50,209	0.91	0.80	0.5%	0.5%

## Data Sources

1. California Employment Development Department (EDD), Labor Market Information Division (LMID).  
Quarterly Census of Employment and Wages (QCEW) Program, 2009 and 2019.  
(<http://www.labormarketinfo.edd.ca.gov/qcew/cew-select.asp>)

The QCEW Program is a Federal-State cooperative program operated by the EDD LMID. The QCEW Program produces a comprehensive tabulation of employment and wage information for workers covered by California Unemployment Insurance laws and Federal workers covered by the Unemployment Compensation for Federal Employees program.

2. U.S. Department of Labor (DOL), Bureau of Labor Statistics (BLS).  
Employment Concentration 2009 and 2019.  
(<https://www.bls.gov/cew/about-data/location-quotients-explained.htm>)

Employment Concentration, also known as Location Quotient (LQ), is calculated using data from the QCEW program. The LQ compares regional employment concentration to the national or statewide employment concentration. The resultant measure is a ratio that indicates the level of specialization of the industry within the selected geographic area. The LQ is used to indicate the extent to which the local economy is importing, self-sufficient, or exporting goods and services.

3. U.S. Department of Labor (DOL), Bureau of Labor Statistics (BLS).  
Employment Cost Index 2009 and 2019.  
(<https://data.bls.gov/cgi-bin/surveymost?ec>)

The Employment Cost Index (ECI), a data series in the National Compensation Survey, produces quarterly indexes measuring change over time in labor costs, and quarterly data measuring level of average costs per hour worked, Employer Costs for Employee Compensation (ECEC).

**State of California**

**Labor and Workforce Development Agency**

**Employment Development Department**

The EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate forms need to be made by calling 916-262-2166 (voice). TTY users, please call the California Relay Service at 711.