

# PLUMAS COUNTY BUSINESS & ECONOMIC REPORT

## Cash Flow Statements

Cash Flow Statements (CFSs) are critically important to the financial health and future of any business. Unfortunately, many small businesses use their bank statement and accounts receivable to gauge their cash flow. A CFS summarizes the amount of cash and cash equivalents entering and leaving a company, and it tells you how well your company is generating cash. The amount of positive cash flow is what investors look at when evaluating a company's worth.

A positive cash flow happens when money is received by the company for a product or service; a negative cash flow is when money is paid out for an expense, such as rent or taxes. A positive cash flow gives you the ability to not only pay your bills on time, but to plan for future expenses and or investments.

The CFS formula: Operating Cash Flow = Operating Income + Depreciation – Taxes and change in Working Capital. The three main

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**IVIH Mission:** Facilitating Plumas County exports and empowering businesses through innovation and education to drive economic development.

components of a CFS are: 1. Cash flow from operation, 2. Cash flow from investing, and 3. Cash flow from financing.

If you want more assistance regarding Cash Flow in your business, contact Clint Koble, Advisor: Sierra SBDC: [clint.koble@gmail.com](mailto:clint.koble@gmail.com) or (530) 375-0126

## Vehicle Registrations Compared

The California Department of Motor Vehicles releases estimates of the number of cars, trucks, trailers and misc. vehicles (historical vehicles, specialized or farm vehicles). A 2019 report shows that

there are 33,937 registered vehicles in Plumas County with 15,059 cars and 9,641 trucks.

As expected, Los Angeles County exceeds the next county by an order of four with over 8 million registrations. Oddly, Plumas County exceeds the counties of Colusa and Mariposa. Neighboring Lassen has around 3000 more registrations and Sierra County has 5,700. The county with the least registrations is Alpine County with 3,264.

There are 9 counties with less registrations than Plumas and most have a DMV office in-county or adjacent.

*Source: DMV Forecasting Unit*

## May Fictitious Name Report

Fictitious names need to be registered with the Plumas County Clerk-Recorder, allowing the filer to conduct business under that name. After the initial filing, the name must be re-registered after 5 years and/or if there is a substantial change of facts relating to the name, ie.; ownership, address, etc.. These names reflect filings for any reason in the past calendar month.

### District 1

Krissy's Korner - New Filing  
Doug Cota Construction - Re-File  
Riverside Balanced Wellness - New Filing  
D&D Overhead Door - Re-File  
Yoga Soul Wellness Center - New Filing  
Yoga Soul On-line - New Filing

### District 2

Crystal Springs Trailer Park - Re-File  
Indian Valley Lumber Co. - Re-File  
Defensible Solutions - New Filing

### District 3

Almanor Anchor Service - New Filing  
Lake Almanor Cleaners - New Filing  
Sierra Cascade RV Park - New Filing  
Mt. Lassen Club - New Filing  
The Perfect Worm - New Filing

### District 4

Allstar Services - Re-File  
Midtown Coffee - Re File  
Celestial Hands Healing & Artistry - New Filing

### District 5

Beauty By Ruby - New Filing  
Mountain Munchkins - New Filing  
Little Bite Deli - New Filing



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## ....Population realities continued from page 1

- ▷ These numbers may underestimate our projected population losses because they were made before the Dixie Fire of 2021, when we lost hundreds of people to other counties, cities, and states around the country due to the Fire.
- ▷ Our largest demographic is the 65 to 69 age group, and it is not in the childbearing age.
- ▷ Our smallest demographic is the 85+ age, followed by the 80-84 age, and the 10-14 age.
- ▷ Approximately 63% of our population is 40+, above childbearing age for the most part.
- ▷ The childbearing demographic that composes 20% of our population, is supported by an even smaller demographic: the pre-childbearing age demographic of only 17%. This indicates that our childbearing demographic will not increase in the future.
- ▷ With the above statistics, it is most certain that we cannot dramatically affect the projected low births and high deaths in Plumas County's future.
- ▷ The only major factor left is low migration. Can this be turned around to higher migration?
- ▷ It appears that a target demographic for immigration would be young people and families, that are childbearing age (20 to 40 years).
- ▷ For future leaders and planners in Plumas County, hard decisions may have to be made regarding which County Departments can be retained or staffed sufficiently to provide basic services with our population losses, that may affect our quality of life.
- ▷ Questions to ask:
- ▷ Is housing availability the problem causing our population loss, when we were losing people before we lost housing from the Dixie Fire?
- ▷ Are there other factors causing a rise in housing affordability?
  - Costs to rent or buy?
  - Wages?
  - Insurance costs and policy cancellations prevalent throughout the State?
  - Are our aging demographics resulting in fewer people residing in the same units of housing?
  - If Plumas County population trends are being controlled by projected low births and high deaths, then it appears we have to focus our efforts and resources on higher migration than what we have been experiencing.
- ▷ Potential solutions:
  - Start with in-migration efforts.

- Focus on targeted young people and families of childbearing age (20 to 40 years)
- Determine what investments and incentives that would attract our target demographic to Plumas County. Investments and Incentives can create Opportunities. Those investments and incentives may include:
  - Down Payment Assistance Programs
  - First-time Homebuyers Programs
  - Low-interest Home Loans
  - Energy Efficient Programs for housing.
  - Owner-occupied Rehabilitation Programs for housing.
  - Land Bank Pledges to encourage people to donate properties to potential young families to locate to Plumas County and build a house with their new Deed of Trust. This could also include delinquent properties that have reverted back to Plumas County.
  - Cash Incentives to build a home or relocate a business to Plumas County.
  - Relocation Packages advocated by the Indian Valley Innovation HUB and the Lost Sierra Chamber of Commerce (Move In!)
  - Affordable Starter/Smart Homes that are smaller in size (approximately 1200 to 1300 sq. ft, energy efficient, and full of technology). May include an attached JADU (Junior Accessory Dwelling Unit) of 500 sq. ft. that will allow for extra income from long-term rentals that can easily be converted to a 3-bdrm home in the future.
  - 'Direct purchasing' from manufacturers by General Contractors to lower building costs.
  - Use engineering programs by General Contractors to lower engineering and design costs, while providing material costs for potential homebuyers.
  - Apply to CDBG (Community Development Block Grants) and to Cal Home for Down Payment Assistance grants and other housing programs that will help attract our target demographic.
  - Publish mitigation efforts that can effectively lower fire insurance rates, including the costly CA Fair Plan.
  - Encourage major employers to contribute towards cash incentives and home ownership programs. At a minimum, advertising and advocating housing programs may raise the

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the interest in potential job applicants to move to Plumas County.

■ Incentivize ESOPs (Employee Stock Option Programs) or "employee-owned businesses to relocate to Plumas County. This could add to the attraction of housing programs for our target market.

■ Tourism efforts could continue "Come and Play" efforts to attract tourists, but it could also include some "Come and Stay" messaging to a large market that is now dominated by Millennials – our target market.

■ Tourism efforts could also include messaging of Plumas County's friendly business environment, and include efforts by the Indian Valley Innovation HUB, our Chambers of Commerce, and the Sierra Small Business Development Center to provide business and lending assistance for new residents to our County.

■ Analyze how tourism and other industries can affect our economic development and possibly in-migration to Plumas County.

In summary, populations projections for Plumas County are both negative and threatening to our quality of life. Of the three factors that determine our growth or decline: low births, high deaths, and low migration are forecasted to affect our communities and County Government in the next 36 years.

Clint Koble was born in Harvey, North Dakota. He received a bachelor's degree in political science and one in history from the University of North Dakota, Grand Forks. For over 30 years he has been involved in business and general management.

In 2006, Clint became the Executive Director of the Nevada Rural Development Council (NRDC) and later became the Western Region representative for the Rural Nevada Development Corporation (RNDC). Since then, Clint has been involved in areas of leadership, entrepreneurship, business development, energy conservation, renewable energy, affordable housing and agriculture.

He is currently affiliated with the Small Business Development Council and the Indian Valley Innovation Hub. He counsels businesses in every aspect of building a successful operation. His services are provided at no charge through the SBDC and he can be reached at [Clint.koble@gmail.com](mailto:Clint.koble@gmail.com); (530) 375-0126.

## Business Plan Outline

Writing a business plan is hard work. It's time consuming, requires extensive research, and you have to collect a lot of information. Why write a business plan: To get financing. Prove your management skills. Consider all aspects of your prospective business – this will reduce the number of mistakes that owners can make.

Remember, companies with a written business plan are 6 times more likely to succeed than a company without a business plan.

## Business Plan Outline:

- I. **Executive Summary.** Write this section last – it is the sum of all the parts. This is your best chance to sell your project idea. Make it clear and powerful about your product and concept.
- II. **The Company's Present Situation.** For startups: How is your business different than others? What niche will it fill? What are your contributions to the business? What is your legal organization?
- III. **Objectives.** Short-term goals; marketing strategy; innovative ideas; long-term goals; where do you want to be and how will you get there?
- IV. **Management and Personnel.** What positions will key personnel hold? Where and how will you find these positions? Did you get resumes and references from these personnel?
- V. **Market Analysis.** What need or demand does your product/service fill. Where will you get your customers? Have you conducted market surveys? Can you obtain letters of intent from potential suppliers or buyers?
- VI. **Competition.** Who is your primary competitor? What sets you apart from your competitors? Why should people choose you?
- VII. **Marketing Strategy.** Are your pricing policies advantageous to your customers? How is marketing traditionally done in your industry? How will you promote your product or service?
- VIII. **Pricing and Profitability.** How do you set your prices? Can you charge a higher price for your product because of better-perceived value?
- IX. **Operations.** Describe your facility? How did you develop the knowledge for this business? How will you stay abreast of changes in your industry?
- X. **Financial Statements.** Sources and uses of funds. Projected Income Statement. Projected cash flows. Balance Sheet.

## PLUMAS

NEW BUSINESSES ★ WILDFIRE ECONOMIC RECOVERY ★ BUSINESS RESOURCES ★ EVENTS ★ OPPORTUNITIES ★ STATISTICS &amp; DATA

## BUSINESS &amp; ECONOMIC

JUNE 4, 2024

## ★ REPORT ★

5th EDITION

## Stark realities of population shifts

*Clint Koble-SBDC/IVIH Business Advisor*

The CA Department of Finance's 'Demographic Research Unit' publishes population projections for some cities and for all 58 counties in CA. In its projections for 2020 through 2060, it paints dire trends for Plumas County and neighboring Lassen and Modoc Counties: Plumas will lose 30% of its population, while Modoc will lose 31% and Lassen will lose a whopping 45%. According to its Demographic Research Unit, Plumas County will go from a population of 19,847 in 2020 down to 13,025 in 2060, a loss of 6,822 people. At an average of 3.13 people per family, that equates into a loss of 2180 families in 40 years, or approximately a loss of 55 families per year, a little more than one family per week. We will lose families, neighbors, accountants, teachers, friends, businesses, hospital administrators, doctors, and more if those projections bear out.

To bear this out, the Median Age in CA is 37.9, while in Plumas County the Median Age is 52.3, a difference of approximately 15.5 years. This has particular significance because it shows that the State has considerable numbers of childbearing years (20 to 40), while Plumas County does not. Instead, our advancing Median Age explains why our student enrollment has been dropping since 2000. FYI: Each student loss equates into a loss of \$10,500 per year to a Charter School or our Public School System.

To verify the projections by the Demographic Research Unit, the 2022 Census Bureau Profile which is posted below, shows 63% or about 12,000 of our County's population is over 40 years, most likely past childbearing age. The childbearing age demographic is only 20% or about 3733 people, and the remaining pre-childbearing age demographic is 17% or approximately 3620 people.

When questioned how the Demographic Research Unit justifies its negative projections through 2060, it responded with: "In all cases it's a combination of low births, high deaths and low migration. The first two are mostly driven by the change in the age structure, where older populations are less likely to have children and more likely to die. As for migration, we looked into historical data and chose migration targets what we believed were realistic for each county." This is a word-

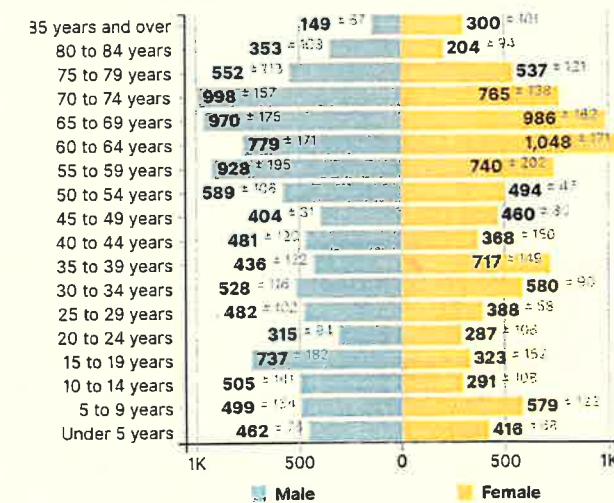
for-word and stark response from the Research Unit.

Please remember, these projections were made well before the Dixie Fire in August of 2021, when 800 people had to flee from the destruction of their homes in Greenville. As a result, Plumas County lost more people per capita in 2022 than any other county in CA. In 2023, it was still losing people as the third fastest drop in population per capita of any county in CA. You may recall our District Attorney David Hollister charging the Plumas County Chambers of Commerce when they received funding from PG&E two years ago in May 2022, when he said: "Take this money and stop the bleeding"!

If our population trends center around low births, high deaths, and low migration, then we know which of the three factors to focus on. For Plumas County, it will have to be in-migration, since people outside childbearing years cannot or will not have more children. Unfortunately, Plumas County has been suffering from out-migration because of the Dixie Fire and other factors such as the high cost of living and higher wages elsewhere. Below is the 2022 estimated Population Profile by the United States Census Bureau. The blue color denotes men while the yellow is for women.

Population Pyramid: Population by Age and Sex in Plumas County, California

## Plumas County, California



What inferences can we make from all of this data?

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