

## **ATTENTION DIXIE FIRE SURVIVORS:**

**The 2023 – 2024 CA State Legislature has concluded its session, and bills that advanced are now awaiting the Governor's decision to either sign or veto.**

**Senate Bill 542** excludes settlement payments awarded to victims of the 2022 Mill Fire and the 2021 Dixie Fire from being subject to income taxes. Currently, when a person receives a settlement as compensation, from a utility or other private entity, federal and state laws consider that taxable income.

## **DID YOU KNOW?**

**Small businesses employ 61.7 million Americans, accounting for 46.4% of all private sector employees. In CA, small businesses make up 99.8% of all businesses, and they provide nearly half of private sector jobs. Source: CA Office of Small Business Advocate.**

**From CalOSBA: California Office of Small Business Advocate.**

### **Accelerate California – Inclusive Innovation HUBS:**

#### **What do they do?**

- **Offer free or low-cost Technical Assistance**
- **Assist with access to capital**
- **Provide a Resource Provider Network**
- **Provide physical space for collaboration between entrepreneurs**

#### **What are their objectives?**

- **Advance technology advancement**
- **Address industry and societal challenges**
- **Increase collaboration and partnership development across industries, sectors, and communities.**
- **Stimulate economic growth and job creation**
- **Serve as a conduit to regional innovation and talent**

**For more information contact: CalOSBA at: <https://caosba.ca.gov>**

**BY THE NUMBERS:**

**U.S. Employers added a lower-than-expected 142,000 jobs in August 2024, and the unemployment rate fell from 4.3% to 4.2. The Labor Department Report also sharply revised employment gains downward for June and July 2024.**

**Factors affecting the employment numbers included**

- Weather effects
- Normal summer plant closures to retool by Auto Manufacturers
- Back to school numbers by teachers and working students.
- Gains were in construction and health care

**Average hourly pay rose \$.14 to \$35.21, pushing up the yearly increase from 3.6% to 3.8%.**

**U.S. BUREAU OF LABOR STATISTICS**

**Labor productivity in the private nonfarm sector increased in 36 states according to the U.S. Bureau of Labor report on May 31, 2024. Labor productivity growth in six states was the result of increasing output and declining hours worked: Alaska, California, Indiana, Maryland, Mississippi, and Missouri.**

**Each state's annual contributions to national productivity growth is calculated by multiplying the state's productivity growth rate by its average share of total current dollar national output. The economic size of each state influences its contribution to national and regional estimates. Representing about 14 percent of national output, CA had the largest influence on national productivity growth. The state's 2.4% increase in labor productivity in 2023 contributed to over one-quarter of the 1.2% increase at the national level.**

**California, Texas, and New York, which have the largest economies in the United States, contributed the most to national productivity growth, nearly 40% of the 1.3 % increase.**

**STATE ROUTE 32 FULL CLOSURES:** Starting on Thursday, September 12, State Route 32 will be CLOSED multiple times a day for emergency restoration efforts following the Park Fire.

**Between the hours of 8 a.m. and 4 p.m. Monday through Saturday, State Route 32 will be limited to half-hour openings under one-way traffic control ONLY at: 10 a.m., noon, and 2 p.m. This full closure schedule is currently expected to last through early October.**

**Closure points are from the Butte/Tehama County line to approximately 2 miles east of the county line. Motorists are advised to be in line at these closure points at these times in order to travel through the area.**

**\*\*While no work or delays are planned outside of these closure times, motorists may experience traffic control with minimum delays of up to 30-minutes Monday through Saturday from 4 p.m. to 8 a.m. and all day on Sunday if needed for operations.\*\***

#### **The HUB:**

**Tomorrow, the Indian Valley Innovation HUB will launch its new website. It's easier to navigate despite having more information on it. We have updated our Made In Plumas County programs as well as our Plumas Business Directory. We will send you the link to our new website.**

## *Retail and Service Site Selection Assistance*

### **Plumas County**

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#### **WHAT IS SITE SELECTION ASSISTANCE?**

**Site Selection is a location strategy that determines your business needs and assesses the ability of various business locations in Plumas County to meet your needs to enable future growth.**

Normal considerations for Site Selection include:

- **Data from 1-3-5-mile radii to determine the qualities of a Trade Area.**
- **Analyzing the Trade Area as a geographic area where 75% or more of the community does its normal business. It is a Core Indicator of how your business will do in your Trade Area.**
- **Breaking down or analyzing Day Parts that divide each day into parts to target traffic patterns and select audiences to paint a clear picture of your Trade Area. This has to be an over-arching tool for Site Selectors and Placement Agencies, such as the Indian Valley Innovation Hub (HUB)**
- **Available local and County resources**

#### **Four Basic or Core Elements of a Site Selection:**

1. **Physical Site Characteristics – Site Quality. Includes:**
  - a. **Parking**
  - b. **Foot traffic**
  - c. **Vehicular traffic**
  - d. **Easy Access**
  - e. **Visibility**
  - f. **Signage**
  - g. **Branding Opportunities**
  - h. **Infrastructure:**
    - i. **Proximity/availability/costs of hookups to water, wastewater, electric, fiber and other high-speed internet, fire hydrants, and paved streets.**
2. **Demographics:**
  - a. **Total population**
  - b. **Median Age**
  - c. **Persons per HH (Household)**
  - d. **HH income**
  - e. **Total # of HH's – rooftops (Economics 101: rooftops drive Retail)**
3. **Trade Area:**
  - a. **Cotenancy (Space shared by multiple businesses – example: shopping mall.)**

- b. Restaurants
- c. Theaters
- d. Grocery Store
- e. University or College
- f. Hotels
- g. Conventions Center
- h. Office space.
- i. Medical facilities
- j. Consideration: Will the people that shop at those covenancy locations be a match for your business?

4. Competition:

- a. Direct competition:
  - i. Is there any direct competition?
  - ii. What are they doing right and what are they doing wrong?
- b. Indirect Competition:
  - i. Do they sell other products and yours?
  - c. You must know your competition!

5. Local and County Resources.

- a. Chamber contact: \_\_\_\_\_
- b. Indian Valley Innovation Hub contact: \_\_\_\_\_
- c. Planning Department contact: \_\_\_\_\_
- d. Additional Resources: \_\_\_\_\_

There are additional data points that you may want to assess, such as:

1. Can you share parking spaces with another business?
2. How far away is your competition?
3. Do your business hours match the ebb and flow of traffic if you are in a shopping center or mall?
4. Will your business fit in with the community?

The HUB does not intend or pretend to be an official Site Selector; however, it is interested in passing along the data it has and will collect to prospective businesses looking to relocate to Plumas County. The HUB has already collected considerable data, demographics, and population projections for Plumas County, and it is continually collecting more. There is considerably more information in the Lost Sierra Chamber of Commerce 'Relocation Package'. Link to it [here](#).

**YOUR COMPANY'S INFORMATION:****Name:** \_\_\_\_\_**Present location and address:** \_\_\_\_\_**Contact Name and information:** \_\_\_\_\_**Number of current employees (Part-time and Full-time).** \_\_\_\_\_**Type of business or industry (NAICS Code if possible).** \_\_\_\_\_**What are you looking for in a new community?** \_\_\_\_\_**What are your specific company needs?** \_\_\_\_\_**When are you contemplating moving to a new location?** \_\_\_\_\_**How many employees will you bring with you?** \_\_\_\_\_**How many employees would you need to hire locally?** \_\_\_\_\_**What do you pay your employees per hour on average?** \_\_\_\_\_**Please return to:****Indian Valley Innovation HUB, P.O. Box 236, Quincy, CA, 95971. Clint.koble@gmail.com**



