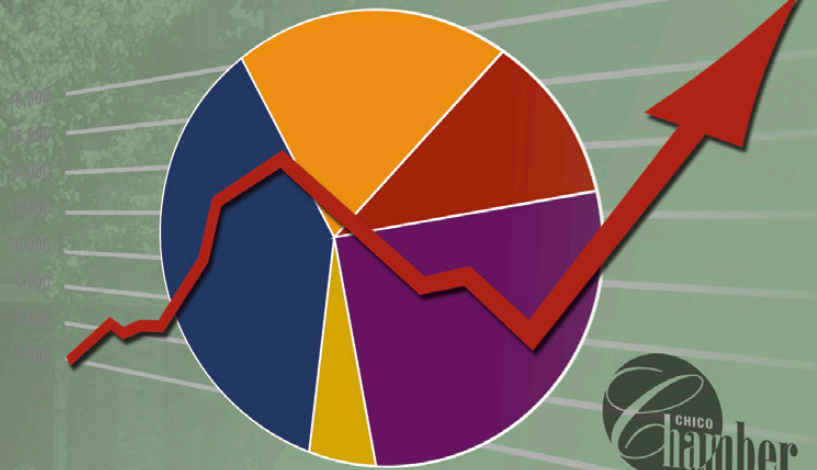


2007/2008 Community Profile & CD

Prepared by the Chico Chamber of Commerce



www.chicochamber.com

Supported in part by funding from the City of Chico

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Thank You for your interest in Chico, California!

Whether you're looking to relocate to the area, or simply want a relaxing getaway, we trust you'll find this Community Profile and accompanying CD full of useful information.

Chico, California is nestled in the heart of Northern California in Butte County, just 1-1/2 hours North of Sacramento and three hours Northeast of San Francisco. Surrounded by unparalleled natural beauty, Chico is a unique town that effectively mixes small-town charm with urban

appeal. Chico offers a unique mix of arts,

culture and history, along with extensive recreational, educational and business opportunities.

Chico has topped a number of lists over the last decade, including:

#10 Best Small Art Town in America (John Villani, 2004)

#1 in Forbes Magazine's "Best Places in America" (2000)

Ranked 13th in Money.com's "Best Places to Live" Survey (1999)

Rated in Kiplingers' Personal Finance Magazine's "Great Places to Retire"

Voted #1 Cycling Community in America by Bicycling Magazine (1997)

Population:

City of Chico: 79,091
Urban Area: 103,625
Butte County: 217,209
Growth Rate: 7%

Housing

Median Sale Price for Chico Urban Area in 2005: (3 bed, 2 ba) **\$280,000****

** (Source: Butte County Assessor's Office for all reported sales in Chico Urban Area for 2005)

Rent

Residential Monthly Rental Range

	1 Bdrm	2 Bdrm	3 Bdrm
Low Range	400	570	650
Average Range	575	750	900
High Range	840	1010	1210

Weather

Chico's four distinct seasons make it a wonderful place to live, work and visit year-round.

Winter (January)

Normal High (F) 53.5F

Normal Low (F) 34.4F

Precipitation: 5.2 inches

Spring (April)

Normal High (F) 71.5 F

Normal Low (F) 44.2 F

Precipitation: 1.7 inches

Summer (July)

Normal High (F) 94.2 F

Normal Low (F) 60.6 F

Precipitation: 0.1 inch

Fall (October)

Normal High (F) 78.5 F

Normal Low (F) 47.5 F

Precipitation: 1.7 inches

Source: December, 2006 Intellicast.com 30-Year Averages and Records

Cultural

In 2004, Chico was ranked as the #10 art town in America by author John Villani. Chico's diverse cultural landscape is enhanced by several performing arts organizations, a variety of art galleries, and many public art treatments. From community theatre to nationally acclaimed touring artists performing in Chico State's historic Laxson Auditorium, Chico offers year round entertainment unparalleled in the Northern Sacramento Valley. Contact the Chico Chamber of Commerce at (530) 891-5556 or (800) 852-8570 for the complete listing of performing and cultural arts organizations.

There are 61 churches, two libraries, two newspapers, eight network television stations (ABC, CBS, NBC, PBS, FOX/UPN/Univision & Telemundo), one cable TV system with community access and a large theater complex.

Parks and Recreation

Chico is home to Bidwell Park, one of the largest Municipal Parks in the United States. Spanning more than 3,700 acres, the park offers something for everyone to enjoy. Hiking and biking trails, equestrian trails, swimming, picnic areas and more.

For more information, call the City of Chico Parks Department at 530-896-7800. Or, pick up a brochure at the Chico Chamber of Commerce.

Chico's four distinct seasons make it a outdoor recreation haven. Tee off at Bidwell Park Municipal Golf Course, kayak down the Sacramento River, take in an Outlaws Baseball game, or take a horseback ride through beautiful Bidwell Park. There's never a reason to be bored in Chico! Looking for something new to do? Visit the Community Calendar at www.chicochamber.com or try the Chico Area Recreation and Park District (C.A.R.D.) which offers endless opportunities for team sports, classes, trips and tours. C.A.R.D. offices can be reached by calling (530) 895-4711, or visit www.chicorec.com.

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City Government

2006-7 Selected General Fund Revenue

Total Financing.....	\$39,986,798
Property Tax.....	\$9,455,008
Sales Tax.....	\$18,474,425
Utility Users Tax.....	\$5,917,000
Others.....	\$6,139,865

Retail Sales

For the tax year 2005, Chico

Retail Sales were:..... \$1,742,514,500

For the tax year 2004,

sales were..... \$1,483,384,300

**General Statistics and City Operating Fund information provided by the City of Chico, September, 2006*

For more detailed information on Total Housing Units Population Projections,, Fair Market Rent, Residential and Nonresidential Construction and Median Home Price, please insert the accompanying CD.

Cost of Living Comparisons

Source: Salary.com "Cost of Living" Wizard December 2006. Examples are based on a current base salary of \$50,000. To calculate different scenarios, visit www.salary.com

Chico vs. Los Angeles, CA

The cost of living in Chico, CA is 29.7% lower than in Los Angeles, CA. Therefore, you would have to earn a salary of \$35,149 to maintain your current standard of living

Chico vs. Sacramento, CA

The cost of living in Chico, CA is 12.5% lower than in Sacramento, CA. Therefore, if you are currently earning \$50,000 annually you would have to earn a salary of \$43,751 to maintain your current standard of living.

Chico vs. San Jose, CA

The cost of living in Chico, CA is 36.8% lower than in San Jose, CA. Therefore, if you are currently earning \$50,000 annually you would have to earn a salary of \$31,590 to maintain your current standard of living.

Chico vs. Santa Rosa, CA

The cost of living in Chico, CA is 15.4% lower than in Santa Rosa, CA. Therefore, if you are currently earning \$50,000 annually you would have to earn a salary of \$42,298 to maintain your current standard of living

Chico vs. San Francisco, CA

The cost of living in Chico, CA is 47.6% lower than in San Francisco, CA. Therefore, if you are currently earning \$50,000 annually, you would have to earn a salary of \$26,219 to maintain your current standard of living.

Chico vs. Seattle, WA

The cost of living in Chico, CA is 25.4% lower than in Seattle, WA. Therefore, if you are currently earning 50,000 annually, you would have to earn a salary of \$37,323 to maintain your current standard of living.

Economic Development/Redevelopment

An important part of Chico's economic growth has been the availability of reasonably priced industrial and commercial property. Some of the area's major industrial parks and commercial ventures include: Chico Municipal Airport Industrial, Hegan Lane Business Park, Skypark Plaza, Pheasant Run/Target Center, Downtown/Crossroads Center, Sierra Nevada Brewery, Chico Mall, Southgate and Meyers Street Industrial Park.

In addition to the availability of land and buildings, the City has an aggressive redevelopment program which has been active since 1980. For over a quarter of a century, the Agency has been providing public improvements, economic development activities, manufacturing and industrial development, and affordable housing. The Chico Redevelopment Agency has financed over \$69 million in capital improvement projects and over \$30 million in housing projects to assist more than 1,600 households.

The Redevelopment Agency has adopted a \$51,270,129 million Capital Improvement Program for 2006-2007.

Labor Market and Industry Employment

This is an exciting time for business in Chico, with good opportunities for business relocation or expansion. Chico's strong manufacturing base includes Sierra Nevada Brewery, Aero Union Corporation, Smucker Quality Beverages and Sungard BiTech Software, among others. Over the last several years, Chico has seen a growth in mid-size businesses, and also offers an exceptional place for the growing entrepreneurial business segment to flourish.

During the 2001-2005 period, Butte County industry employment experienced a cumulative growth of 2.4 percent or 1,800 new jobs. Three industries posted the largest gains over these years: natural resources, mining, and construction; educational and health services; and trade, transportation, and utilities. The industry group of natural resources, mining, and construction experienced the fastest employment growth, 44.8 percent, a gain of 1,300 jobs. In educational and health services, growth concentrated in the health care and social assistance component. Retail trade employment, specifically miscellaneous store retailers, accounted for the bulk of employment growth in trade, transportation, and utilities.

Source: California Employment Development Department, 2006 Butte County Snapshot. <http://www.calmis.ca.gov/file/cosnaps/butteSnap.pdf>

Chico: A Center for Sustainability

Chico is known as a center for sustainability due to the significant efforts occurring in business, education and government. There are numerous businesses in Chico and the surrounding area that produce sustainability-related products and services, and/or follow sustainable business practices. FAFCO, which recently relocated to Chico, is the oldest and largest solar panel manufacturer in the US. Sierra Nevada Brewery, a leader and pioneer in the craft brewing industry, has accomplished its market lead while conserving resources and reusing raw materials with its systems in fuel cells, recycling, heat recovery, CO2 recovery, energy efficiency, water conservation, and waste water and byproduct recycling. Smuckers Quality Beverages, and the nation's leading producer of natural and organic fruit beverages, demonstrates its commitment to organic ingredients and achievements in renewable energy, recycling and waste reduction.

California State University, Chico and Butte College are taking a leadership role in sustainability efforts in higher education. They have incorporated it into their strategic initiatives and are integrating into their curriculum, which will result in educating a skilled workforce knowledgeable in sustainability .

In local government, the City of Chico is also a leader in sustainability efforts. It has demonstrated its commitment to renewable energy by installing solar facilities at key municipal sites. With its most recent installation of the world's largest solar tracking facility at a wastewater treatment plant, the City became a partner in the EPA Green Power Leadership Club, a voluntary organization designed to reduce the environmental impact of electricity generation by encouraging organizations to convert a percentage of their electricity to green power. The City also demonstrated its commitment to sustainability by recently signing the US Conference of Mayors Climate Protection Agreement to work toward measures to reduce global warming. Chico is interested in business opportunities that build on its commitment to stewardship through sustainability.

Top 10 Non-Manufacturing Employers

1. Enloe Medical Center
(2268 employees)

2. California State University, Chico
(1823)

3. Chico Unified School District
(1400 employees)

4. TriCounties Bank
(700)

5. Butte-Glenn Community College District
(602 employees)

6. Lifetouch National School Studios, Inc.
(600)

7. City of Chico
(454)

8. Baldwin Contracting Company
(415)

9. Wal Mart
(412)

10. Work Training Center
(340)

Top 10 Manufacturers

1. Sierra Nevada Brewery
(325)

2. Koret of California
(250 employees)

3. Sun Gard Bi-Tech
(208)

4. Aero Union Corporation
(185 employees)

11. Chico Enterprise Record
(170)

5. Smucker Quality Beverages, Inc.
(150 employees)

4. Sunset Moulding Company
(145 employees)

6. Lundberg Family Farms
(140)

7. Norfield Industries
(120 employees)

8. Wrex Products, Inc. of Chico
(118)

9. JG Brattan
(100)

10. Digital Path
(100)

Sources:
December 2007 Chico Chamber of Commerce Member Database;

www.calmis.ca.gov (Major Employers in Butte County, developed by the 2006 America's Labor Market Information System (ALMIS) Employer Database from infoUSA)

For additional leading employers, and historical Labor Market information, please insert the accompanying CD.

Utilities and Infrastructure

Natural Gas & Electric:

Pacific Gas & Electric provides electricity to essentially all of Butte County, and natural gas service to the greater Chico Area and the more urban areas of the county.

800-743-5000

Sewer

Sewer service is supplied by the City of Chico. The capacity of the sewer plant is 9 million gallons per day. Monthly user rates are based on water usage for non-residential customers. The monthly rate is \$15.67 for the first 100 cu. ft. of water use, then vary depending on the type of use. Sewer service is available to most industrial areas. For information on sewer hook-up fees, contact Sewer and Storm Drain at 879-6952.

Air:

Chico has a full-service airport, geared to commercial and general aviation uses. Chico Municipal Airport (Primary runway: 6,724 ft by 150 ft. with high intensity lighting, instrument landing system and precision approach path indicators: secondary runway: 3,005 ft. by 60 ft. unlighted). Commercial: Skywest/United Express provides four daily flights to San Francisco. A full-service fixed-based operator, Northgate Aviation, provides fuel, maintenance, flight training and charter flights for business and personal travel.

- Skywest/United Express:**.....800-241-6522
- Northgate Aviation:**.....(530) 893-6727
- Control Tower:**.....(530) 345-8828
- VHF:**121.0, 212.9
- AWOS:**.....(530) 879-3850, VHF: 119.675

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Search for homes listed in Chico at:
www.regencyrealtyofchico.com

Public Transit:

The B-Line (Butte Regional Transit) serves the Chico Urban area with eight routes operating Monday through Saturday and two shuttle routes for CSU, Chico students during the academic year. The B-Line Paratransit serves the Chico urban area providing transportation for the elderly and the mobility impaired seven days a week. For transit information call 530-342-0221 or go to www.Blinetransit.com. To contact Greyhound or Amtrak call 800-231-2222 or 800-822-8145.

Public Safety:

Public Safety is a vital component to the quality of life in Chico. The City of Chico maintains a safe environment for its residents and visitors. This valued sense of safety is made possible by the quality work of the Police and Fire Departments.

Police Department (530) 897-4900

Recognized as one of the finest law enforcement agencies in Northern California, the Chico Police Department's 102 sworn officers and 55 non-sworn employees provide quality law enforcement and community-based problem solving services to the City and its' guests 24 hours a day. Services include patrol, investigations, traffic enforcement, crime prevention and community outreach. These services are supplemented and enhanced with Volunteers in Police Service, Chaplains, Police Explorers, a Citizen's Police Academy, a Mounted Enforcement Team, three police canine teams, and a variety of other specialized resources.

Fire Department (530) 897-3400

The Chico Fire Department is independently rated as the best in the Sacramento Valley holding the only Insurance Services Office (ISO) Class 2 fire rating, which can save money for both businesses and homeowner's in their property insurance. The 111 firefighters operating from six fire stations provide an average response time of four minutes to the City. In addition to firefighting, the department provides emergency medical services, technical rescue, hazardous materials response, and fire prevention services.

Education:

Butte College:

This two-year community college lies midway between Chico and Oroville, and 10 miles from the foothill town of Paradise. The college offers more that 50 career education programs and maintains a full range of lower-division courses for students preparing to transfer to a four-year college or university. The school awards two-year associate degrees as well as Certificates of Completion. More than 14,000 students attend the college.

(530) 895-2511 www.butte.edu

Cal Northern School of Law

This night school allows Northern California residents to maintain their employment, be near their families and still study law. Courses are taught by practicing lawyers and judges. Since 1992 the State Bar of California has accredited the school and graduates are eligible to become members of the State Bar of California as well as the bar of some other jurisdictions upon passage of their respective bar examinations.

(530) 891-6900 www.calnorthern.edu

California State University, Chico

CSU, Chico was founded in 1887 and is the second oldest institution of higher learning in the California State University System. The campus has grown from 90 students in 1997 to more than 16,000 today, offering more than 120 majors and concentrations, 60 undergraduate and graduate degree programs and 55 certificate and professional education programs. The university maintains one of the



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highest graduation rates in California State University system, and is known for its small class sizes, outstanding faculty and student achievements in many national collegiate competitions. U.S. News and World Report ranks Chico fourth among Top Western Public Universities that offer master's degrees.

(530) 898-INFO www.csuchico.edu

Chico Unified School District

The Chico Unified School District is comprised of 16 elementary schools, three middle schools, two senior high schools, one independent study school and a continuation school. Current enrollment in the district stands at 13,633 for grades K-12. In addition to the public schools, Chico has nine private schools and one charter school (charter school enrollment is 272).

(530) 898-3000 www.cusd.chico.k12.ca.us

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(800)266-2107 www.phoenix.edu

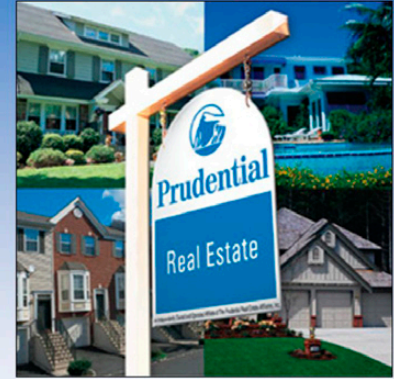
Health Care:

There are approximately 300 physicians/surgeons and 6 dentists in practice in Chico. The City also has 10 obstetricians, 20 optometrists, 17 chiropractors and seven life-support/paramedic vehicles.

Enloe Medical Center

Enloe Medical Center, a non-profit organization governed by a volunteer community board of directors, provides advanced hospital and health care service to Chico and the surrounding North Valley communities. The medical center's main campus is located on Esplanade Avenue. Enloe Medical Center at Esplanade is home to the Enloe Heart Program, a level II Trauma Center, Enloe FlightCare, the Enloe Mother & Baby Care Center, Enloe Stroke Program and an array of other inpatient services that includes surgery and intensive care.

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The More You Learn The More You Like Prudential!



To continue to meet the needs of the growing North Valley community, Enloe has initiated a \$110 million expansion plan for its Esplanade facility. The groundbreaking on the Century Project expansion is expected in the summer of 2007. The expansion will comprise a new five-story patient tower that will double the capacity of the current facility; a four-level, three-story garage; and eventually, a community park. The tower will house a new surgery department with 14 surgery suites, a new emergency department, two new intensive care units, a new cardiovascular department, an orthopedic department, and an entire floor dedicated to the care of mothers and babies. In all, it will add 191,000 additional square feet and 130 new beds to the medical center.

Enloe also provides inpatient care at Enloe Behavioral Health on Cohasset Road and Enloe Rehabilitation Center on East Avenue. In all, Enloe Medical Center has 391 licensed beds.

The Enloe Cancer Center on Cohasset Road offers medical specialists on site, an Infusion Therapy Clinic, and advanced radiation therapies. The Cancer Center also offers programs, services and resources designed to help patients and their families deal with the emotional, social, psychological and spiritual challenges of cancer and its treatment.

Enloe's other comprehensive outpatient services include the Enloe Outpatient Center at California Park, with a same-day surgery center, Prompt Care, Enloe Occupational Health Program, Cardiac Rehabilitation and an Anti-Coagulation Clinic. The Enloe Children's Health Center offers comprehensive care to children, regardless of ability to pay, and Enloe Home Health and Hospice provides skilled and compassionate in-home support.

A highly skilled team of about 300 physicians support Enloe Medical Center, along with approximately 2,000 skilled employees. Enloe Medical Center is the largest private employers in the North Valley.

(530) 332-7300 www.enloe.org



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City of Chico Contact Information

411 Main Street Chico, CA 95928

City of Chico Offices

- Main Number:(530) 896-7200
- Chico City Council:.....(530) 896-7250
- City Manager:.....(530) 896-7200
- Chico Municipal Airport Information:.....(530) 896-7699
- City Attorney:(530) 896-7600
- City Clerk:.....(530) 896-7250
- Community Services Department:.....(530) 879-6500
- Building:.....(530) 879-6700
- Engineering:(530) 879-6900
- Development Engineering:(530) 879-6910
- Housing:(530) 879-6300
- Planning:(530) 879-6800
- Economic Development/Redevelopment(530) 896-7203
- Finance Office:.....(530) 879-7300
- Fire Department:.....(530) 897-3400
- General Services Department:.....(530) 896-7800
- Park:(530) 896-7800
- Operations & Maintenance:.....(530) 894-4200
- Human Resources:.....(530) 879-7900
- Information Systems:.....(530) 896-8400
- Police Department:.....(530) 897-4900



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