

Humboldt County Economy and Manufacturing, 2014

Erick Eschker, Director

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Humboldt Economic Index

<http://www.humboldt.edu/econindex/>

What is the Index?

- Started in 1996
- Five sponsors
- Tracks employment, housing, retail, energy, hotels, lumber
- Will now track niche manufacturing!



What is the Index?

- Two student assistants at any time
- Over twenty have interned
- Gone on to graduate school, work, and started own business



“My time working on the Index has proven to be a valuable one in both experience and hope. The experience came with the hands on portion of the job, calling manufactures and talking with the managers and bookkeepers taught me how to act in a formal business setting. Although, it wasn’t all formal data speech, we got to know the people on the other side of the phone calls, visits and emails. We would have conversations that ranged from local and world economics, their business beyond just numbers, and mine and their experiences in college, which was pretty often at Humboldt State. These conversations and relationships instilled in me a feeling that what I was doing was for the betterment of Humboldt County, by building a stronger community through personal experience and a true desire to give back.”

Eloy Sosa

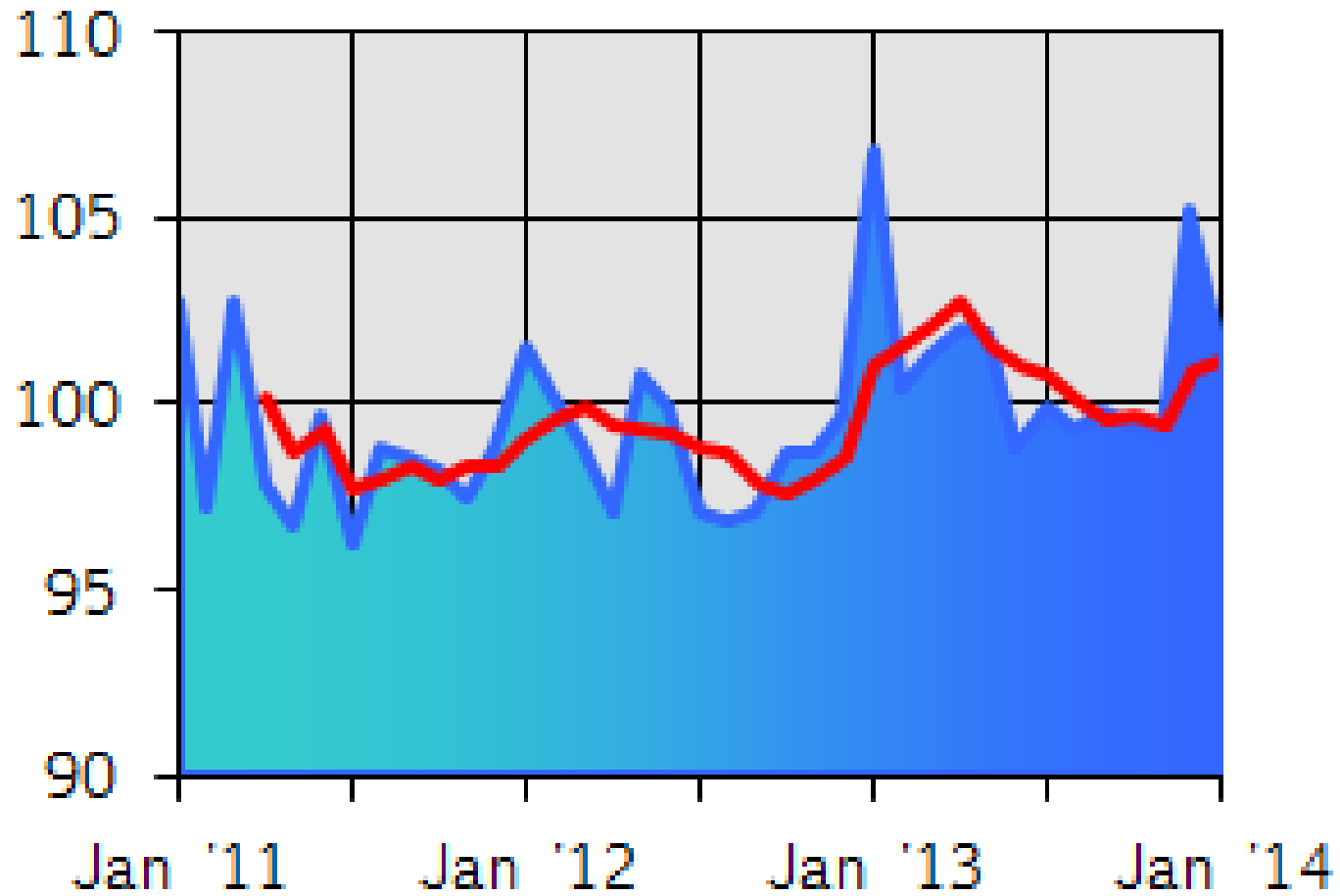
Composite & Sectors

		Percent change from			
Index	Value*	Last Month	One Year ago**	Five Years ago**	Ten Years ago**
Composite	100.9	-4.2	-5.7	-3.1	-6.5
Home Sales	85.4	-40.6	-34.7	-10.7	-36.5
Retail Sales	148.3	-3.5	-5.1	-2.9	9.8
Hospitality	90.3	-0.7	4.6	-6.2	1.8
Electricity	138.8	0.0	-5.1	3.7	18.4
Employment	98.0	0.0	-2.9	-3.6	-7.0
Manufacturing	34.4	15.2	-4.1	-4.3	-57.0

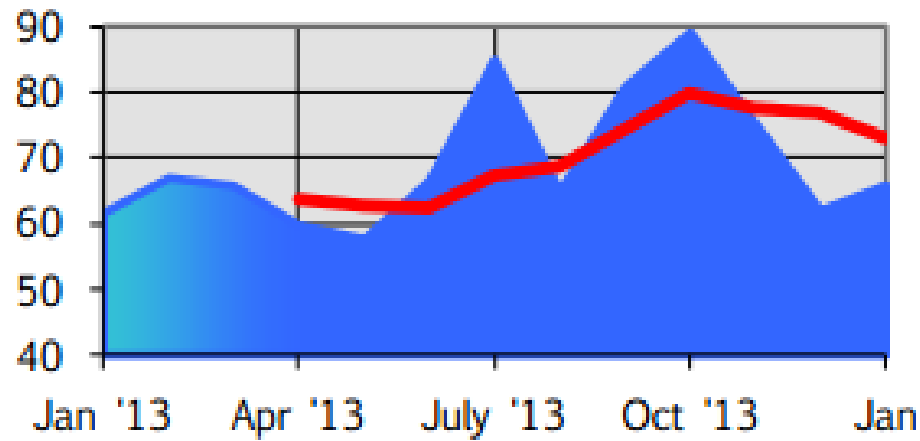
* These values are adjusted to remove seasonal fluctuation. The base month is Jan. of 1994, with an Index value of 100.

** The percent change from the same month one, five and ten years ago.

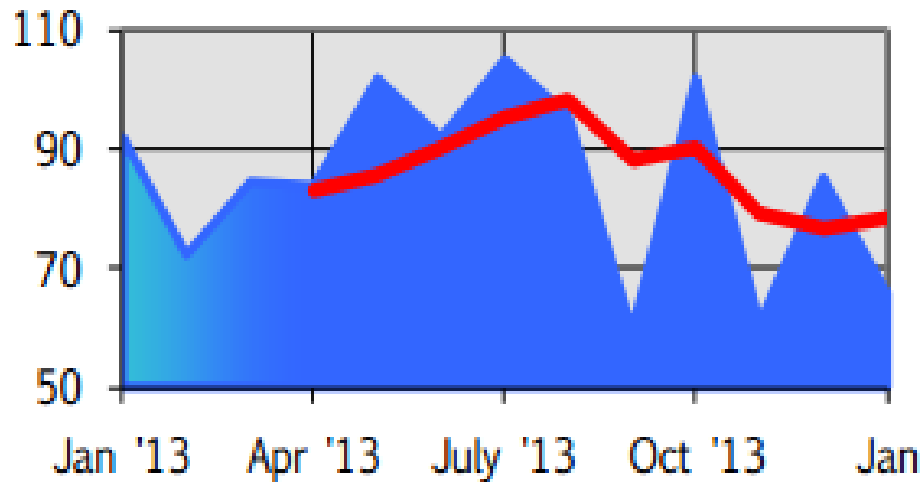
Composite Index



Index of Help Wanted Advertising

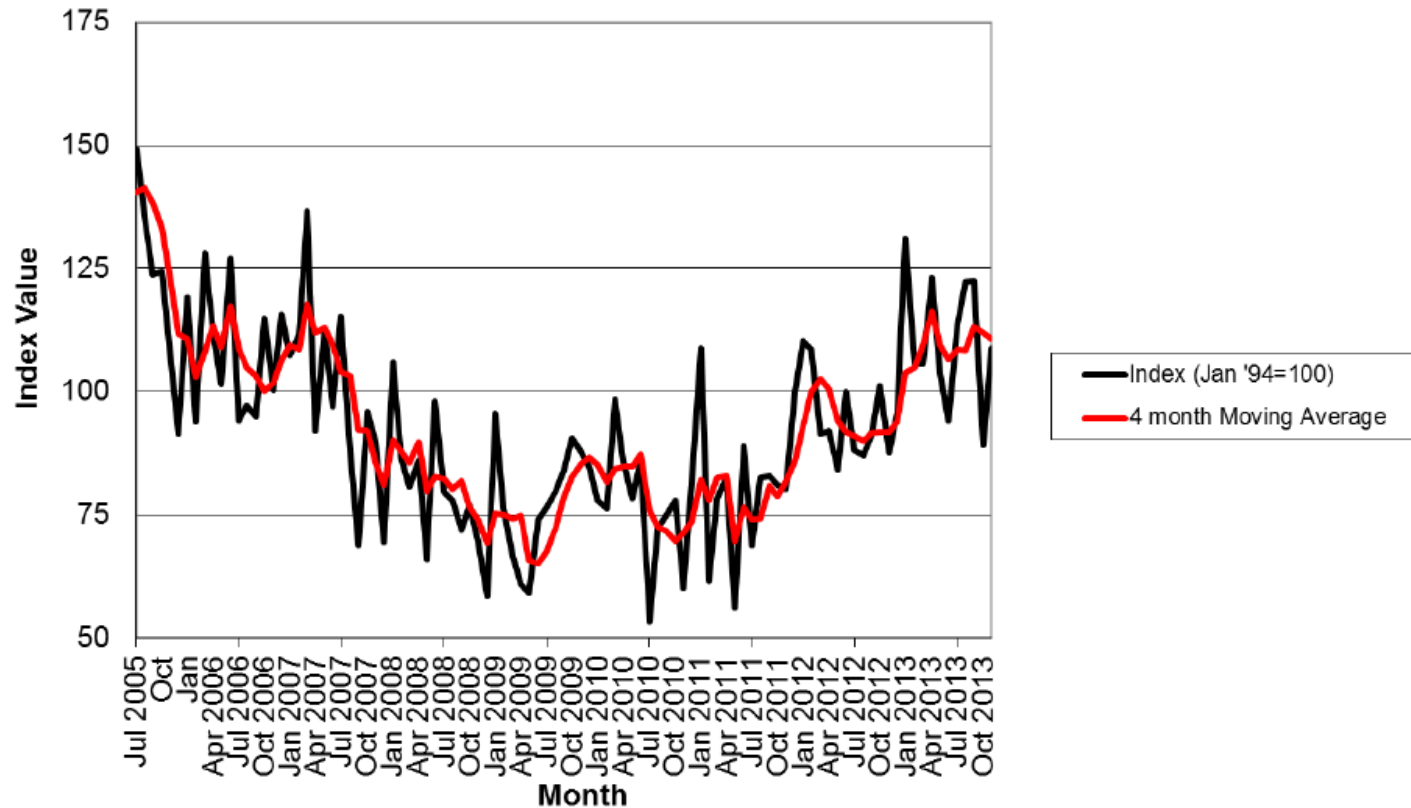


Index of Claims for Unemployment Insurance



Housing

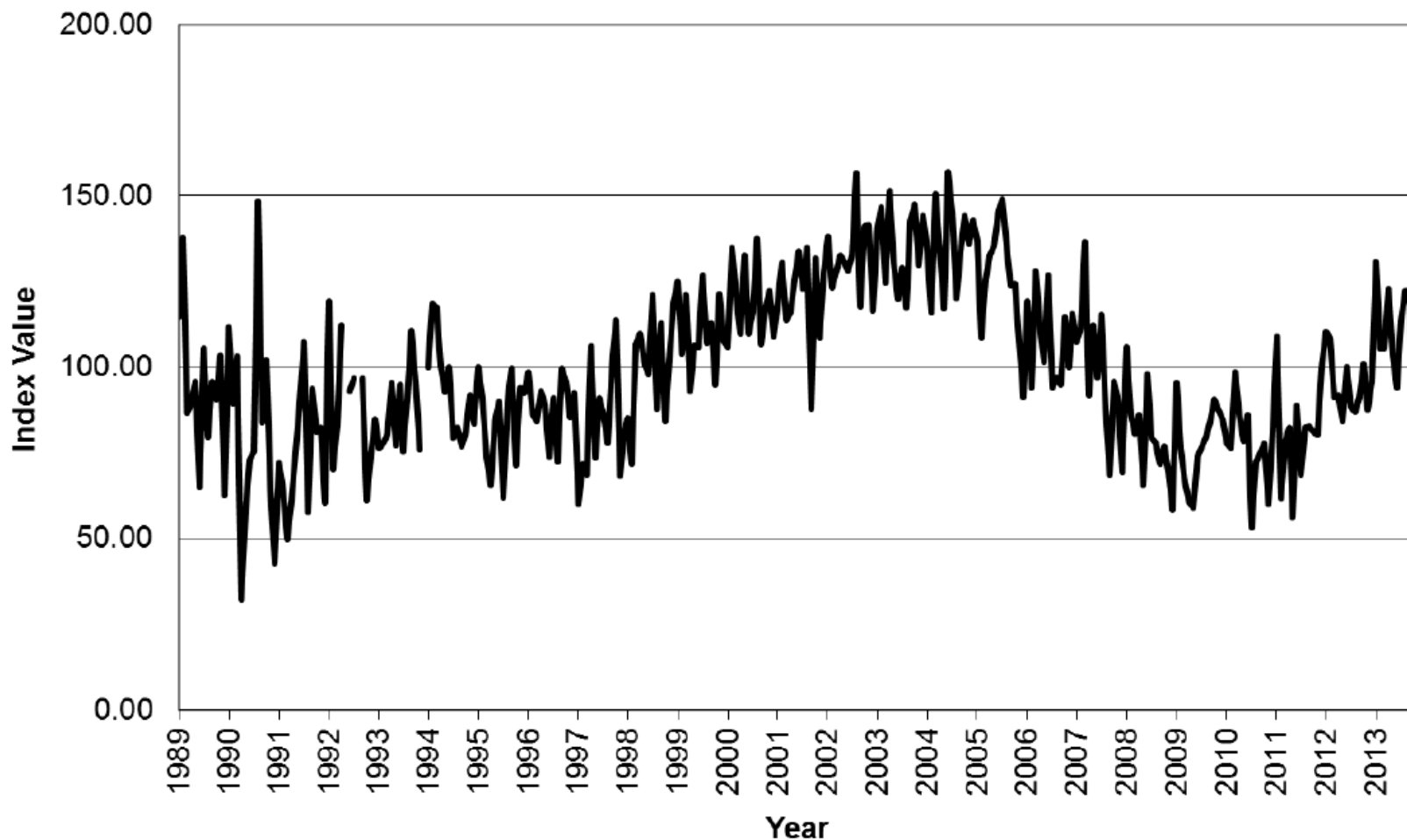
Seasonally Adjusted Home Sale Index, Humboldt County



Source: Humboldt Economic Index

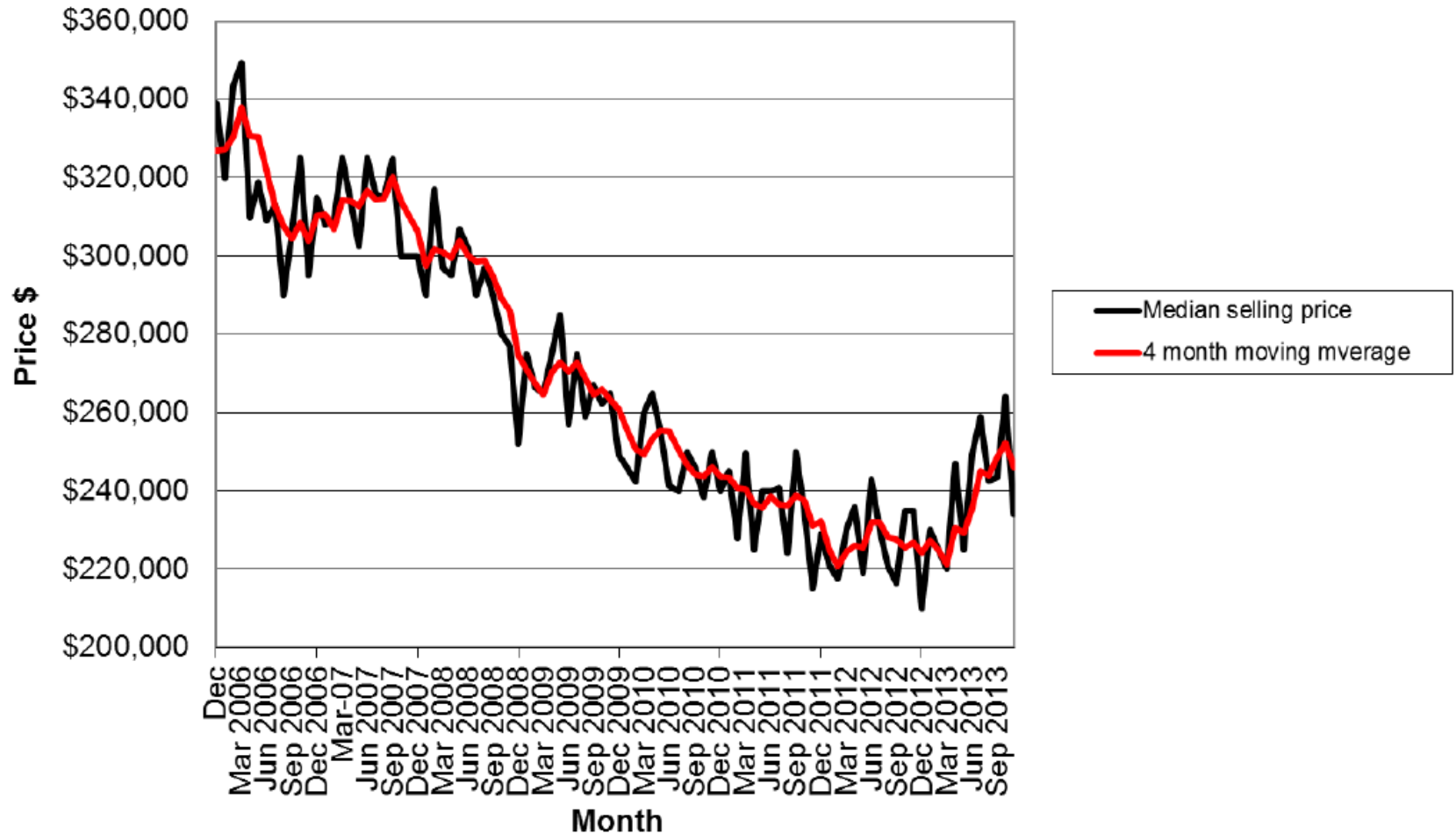
Housing sales have risen over last 2.5 years

Seasonally Adjusted Home Sale Index Value, Humboldt County



Housing sales close to long run average

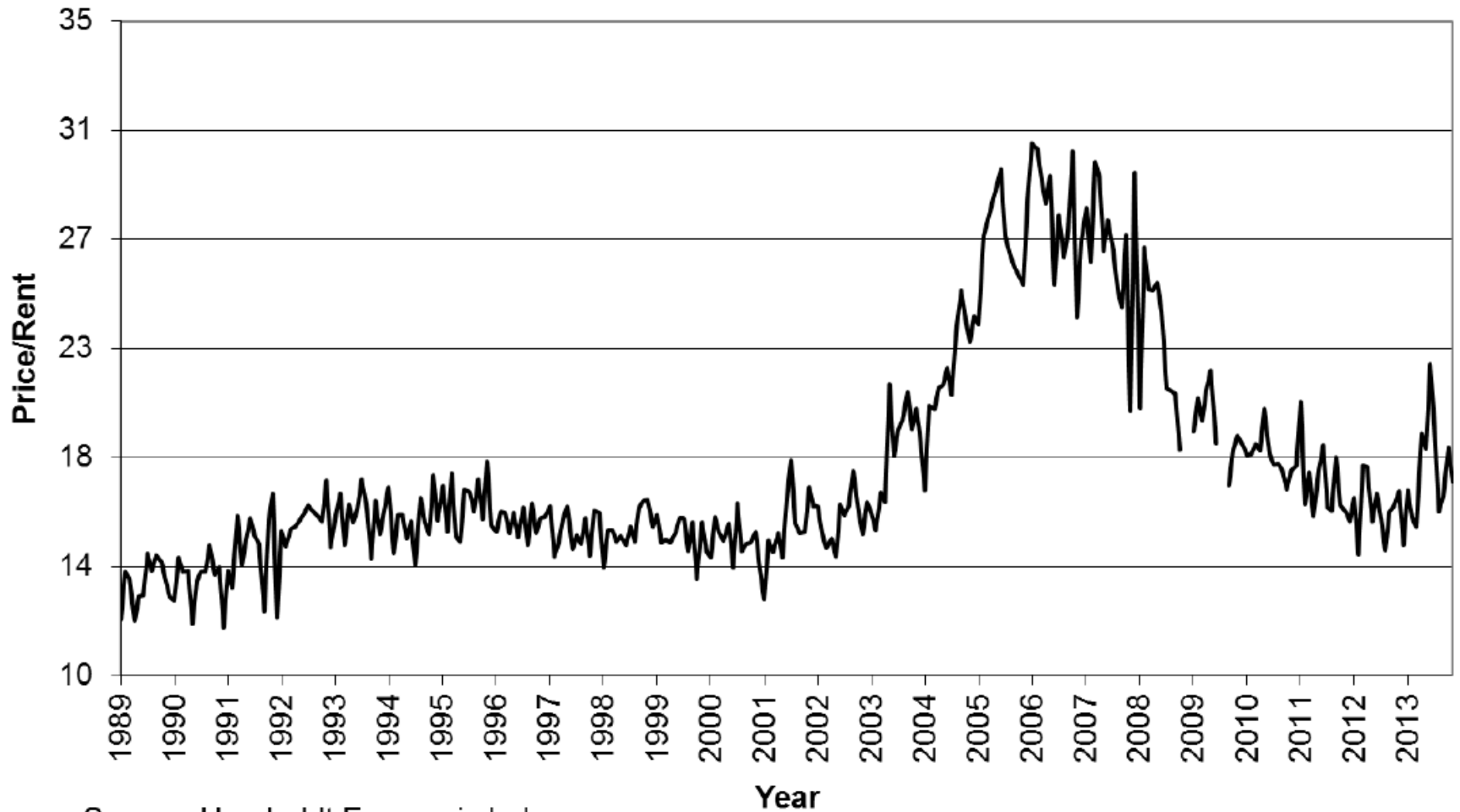
Median Price of Houses Sold, Humboldt County



Source: Humboldt Economic Index and Humboldt Association of Realtors

Housing prices have probably bottomed out

Humboldt County Housing Price to Rent Ratio, 1989-2013 (medium home price/mean rent, adjusted for expenses)



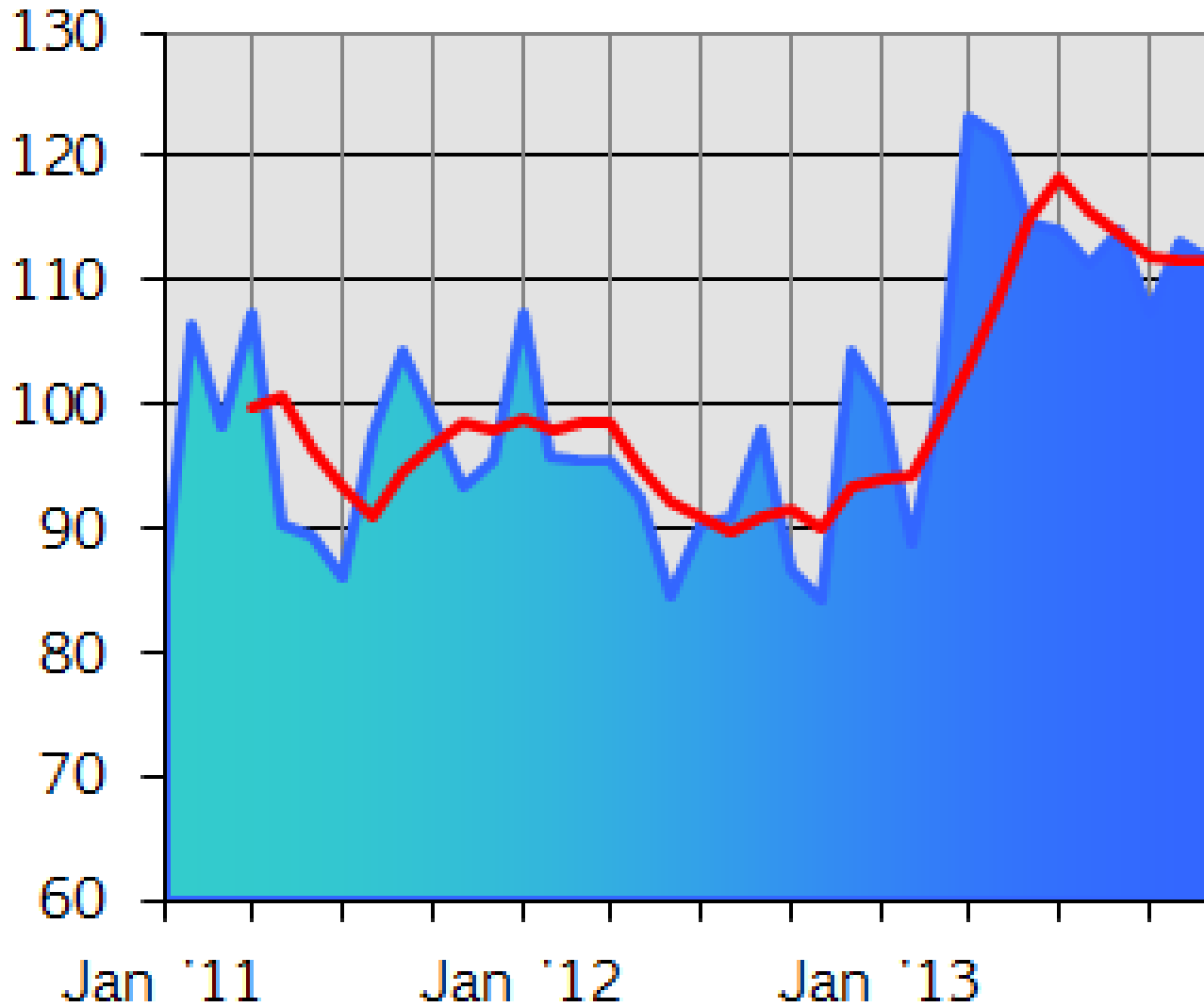
Source: Humboldt Economic Index

Price to Rent ratio rising somewhat

New Niche Manufacturing Sector

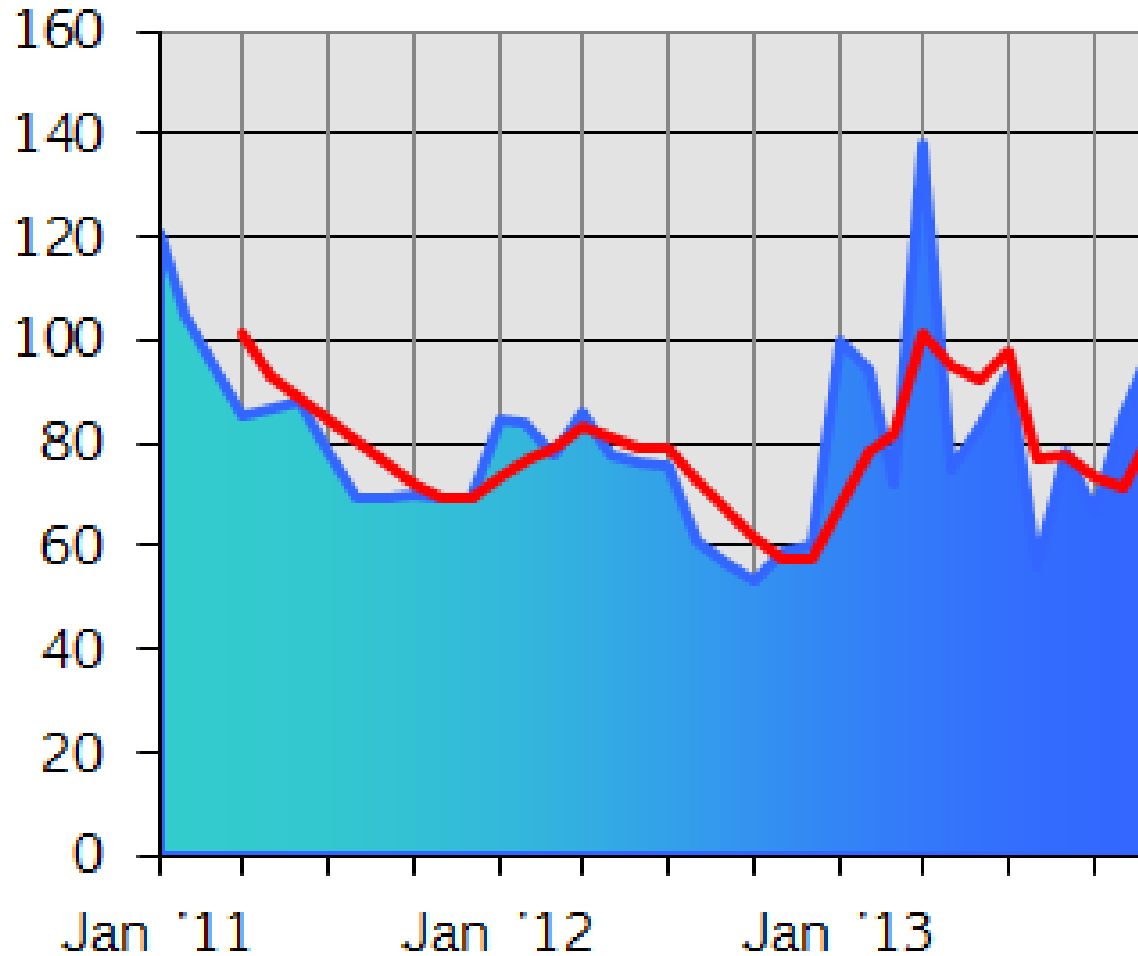
- First new sector to the Index since it was created
- Was created after suggestions from local economic development agencies
- Is our own monthly survey of area manufacturers
- We track production amounts, employees, and unfilled orders

Manufacturing Index



Boost in manufacturing in 2013

Manufacturing Orders Index



But unfilled orders has fallen throughout 2013

Where is the economy headed?

- If it happens, what will marijuana legalization do?
- When will interest rates rise?
- Will there be another recession?
- Will state/federal spending rebound?