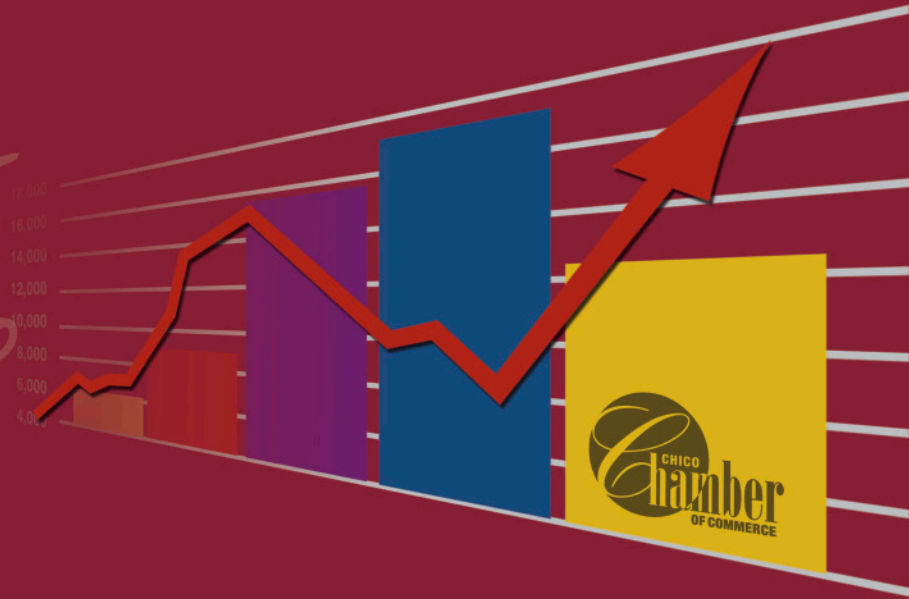


2005/2006 Community Profile & CD

Prepared by the Chico Chamber of Commerce

"The best way to predict the future is to create it."

—Peter F. Drucker



www.chicochamber.com

Supported in part by funding from the City of Chico
(800) 852-8570 (530) 891-5556





Blue Cross of California takes the worry out of health care.

Our goal is to make staying healthy easier with a variety of affordable plans to fit your needs. For over 65 years, Blue Cross has been a leader in California offering quality health care coverage with over 41,000 doctors and 400 hospitals in our network. We offer:

- Prescription Drug Coverage
- Individual and Family Plans
- Plans for Small Businesses
- Dental Coverage
- Medicare Supplement Plans
- Life Insurance
by BC Life & Health Insurance Company
- HSA-Compatible Plans
by BC Life & Health Insurance Company
- Integrated Workers' Compensation
by Employers Compensation Insurance Company

Call now and let me help take the worry out of your health care!

BRAD JACOBSON

Authorized Independent Agent
80 Declaration Drive, Suite 204, Chico, CA 95973

(530) 895-1070

email:bjacobson@farmersagent.com
www.jacobsoninsurance.com

CA Insurance License # 0D65170



The Power of Blue.™

Blue Cross of California (BCC) and BC Life & Health Insurance Company (BCL&H) are Independent Licensees of the Blue Cross Association (BCA). The Power of Blue and the Blue Cross name and symbol are registered service marks of the BCA. ©2005 BCC.

CAN119

*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)

General Statistics*

POPULATION

City of Chico: 73,558
 Urban Area..... 102,120
 Butte County: 214,119
 Growth Rate: 3.38%

HOUSING

Average Home Price:(3 bed, 2 ba) \$339,242

RENT

Average Monthly Rental Range

	1 BDRM	2 BDRM	3 BDRM
Low Range.....	\$400	\$570	\$650
Average Range ...	\$575	\$750	\$900
High Range.....	\$840	\$1,010	\$1,210

CITY GOVERNMENT

2005-6 Annual Budget Operating Funds

Total Financing: \$33,631,544
 Motor Vehicle: \$357,000
 Others: \$3,188,875
 Utility Users Tax: \$5,420,500
 Property Tax: \$6,833,400
 Sales Tax: \$16,209,769

RETAIL SALES

For the tax year 2004, Chico Retail Sales were: \$1,483,384,300
 For the tax year 2003, sales were \$1,400,864,800

*General Statistics and City Operating Fund information provided by the City of Chico, May, 2005 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. CD Data is updated Quarterly by the Center for Economic Development at CSU, Chico

COST OF LIVING COMPARISONS

(Source: salary.com "Cost of Living" Wizard, September 2005. Examples are based on a current base salary of \$50,000. To calculate different scenarios, visit salary.com).

Chico vs. Sacramento, CA - The cost of living in Chico 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. Santa Rosa, CA - The cost of living in Chico, CA is 15.4% lower than in Santa Rosa, CA. Therefore, you would have to earn a salary of \$42,298 to maintain your current standard of living.

Chico vs. Los Angeles, CA - The cost of living in Chico is 29.7% lower than in Los Angeles, CA. Therefore, if you are currently earning \$50,000 annually, you would have to earn a salary of \$35,149 to maintain your current standard of living.

Chico vs. New York, NY - The cost of living in Chico is 50.5% lower than in New York, NY. Therefore, if you are currently earning \$50,000 annually, you would have to earn a salary of \$24,741 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.



THE HIGNELL COMPANIES

Proudly serving the Chico community since 1948

RESIDENTIAL PROPERTY MANAGEMENT

Professionally managed apartment communities with a company that *cares*.

1750 HUMBOLDT ROAD
 CHICO, CALIFORNIA
 530.894.0404

VISIT OUR WEBSITE AT WWW.HIGNELL.COM

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, Village Park, Southgate, Foothill Industrial Park, Myers Street Industrial Park and the Chico Mall.

In addition to the availability of land and buildings, the City has an aggressive redevelopment program. Since its establishment in 1980, the Chico Redevelopment Agency has generated \$92 million in funding for water, and other necessary public improvements. Changes in state law have allowed the Redevelopment Agency to participate directly in manufacturing and industrial development projects, which will provide the City with additional flexibility to assist quality development and create jobs. The Redevelopment Agency has adopted a \$28.9 million capital Improvement Program for 2005-2006.

Labor Market and Industry Employment

Over the years 1998-2002, Butte County industry employment increased by 5,200 jobs, cumulative growth of more than 7 percent. In the year 2002, growth slowed (0.8 percentage point), but 600 new jobs were added; a majority of the growth was in trade, transportation and utilities.

Butte County's industry employers include government; trade, transportation and utilities; and educational and health services. Government, the largest employer in the county, accounts for 22.5 percent of all employment. Within the industry, almost 72 percent of the jobs are in local government (which includes local education, county government, and city government employment). Trade, transportation and utilities is the second largest industry in Butte; within this industry, growth has been concentrated in the retail trade component.

Employment in educational and health services has been growing consistently over the last five years; the industry makes up more than 15 percent of all employment. Financial activities, one of the

county's fastest growing industries, has gained 1,100 jobs or 35 percent since 1998. Natural resources, mining and construction gained 600 jobs during these years, growth of 24 percent. Butte's agriculture industry is a vital factor in the county's economic success.

Parts of the county are located in the Sacramento Valley, which has ideal conditions for agricultural production and supports a variety of crops, including rice, almonds, walnuts, dried prunes, and timber. Farm and farm related services in Butte County have an estimated value of more than 300 million dollars annually. Agribusiness and education are also important aspects in the county's economic forecast. California State University, Chico, and Butte Community College District are important assets to the county's workforce preparation efforts. Both institutions are responsive to training needs in the community, often working with employers to provide specific programs.

Source: California Employment Development Department, 2004 Butte County Snapshot. www.calmis.gov.

Top 10 Non-Manufacturing Employers

(by Employee Size)*

1. Enloe Medical Center (2268 employees)
2. County of Butte (2032)
3. California State University, Chico (1823 employees)
4. Chico Unified School District (1400 employees)
5. TriCounties Bank (700)
6. Butte-Glenn Community College District (602 employees)
7. Lifetouch National School Studios, Inc. (500)
8. Feather Falls Casino (400)
9. City of Chico (374)
10. Employment Development Department (350)

Top 10 Manufacturing Employers

(by Employee Size)*

1. Sierra Nevada Brewery (325)
2. Koret of California (250 employees)
3. Sungard BiTech Software (200)
4. Aero Union Corporation (185 employees)
5. Sunset Moulding Company (145 employees)
6. Smucker Quality Beverages, Inc. (130 employees)
7. Lundberg Family Farms (110)
8. Norfield Industries (110 employees)
9. JG Brattan (100)
10. Wrex Products, Inc. of Chico (93 employees)

*Sources for Top Employers: www.csuchico.edu; 2005 Chico Chamber of Commerce Membership Database; 2005 Manufacturer & Processors Guide, and www.calmis.ca.gov (Major Employers in Butte County, developed by the 2005 America's Labor Market Information System (ALMIS) Employer Database from infoUSA) For additional leading employers, median wages and historical Labor Market information, please insert the accompanying CD.



Utilities & 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. The monthly rate is \$12.39 for the first 1,000 cu. Ft. of water use. Charges for use above 1,000 cu. ft. vary depending on the type of use. Sewer service is available to most industrial areas. For information on sewer hook-up fees, contact the Public Works Department at the City of Chico.

AIR

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: United Express provides three daily flights to San Francisco. A full-service fixed-based operator, Chico Aviation provides fuel, maintenance, flight training and charter flights for business and personal travel.

United Aviation: 800-241-6522

Chico Aviation: (530) 893-6727

Control Tower: (530) 345-8828

VHF: 121.0, 212.9

AWOS: (530) 879-3850, VHF: 119.675

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 Chico Clipper serves the Chico urban area with nine modified vans providing transportation for the elderly and the mobility impaired seven days a week. Greyhound & Amtrack buses serve Chico seven days a week. 800-822-8145; (530) 342-0221

PUBLIC SAFETY

Police Department (530) 897-4900

144 people are employed by the Chico Police Department (91 sworn personnel); 55 volunteers, 25 patrol vehicles, five traffic vehicles and 40 support vehicles, three canine cars (two dogs), and two motorcycles.

Fire Department (530) 897-3400

The Chico Fire Department has 69 full-time personnel, and 36 volunteers. The staff is comprised of 18 full-time firefighters, 24 fire apparatus engineers, 18 fire captains, two fire prevention inspectors, one fire inspection officer and two division chiefs. There are six fire stations in Chico, with a minimum of 24 firefighting personnel and one chief officer on duty 24 hours a day.

Trusted Since 1956

Health Insurance Enrollment Center

Group, Individual and Family Medical Plans
100% Medicare Supplements
Life Insurance

personalized enrollment, all ages
lowest prices, often tax deductible
all companies rated A's or better



Call now for your free quote and enrollment kit!

John Warwick
Chico Native,
Certified Senior
Advisor (C.S.A.),
Leading Producers
Round Table (L.P.R.T.)



John Warwick Insurance Agency

800-834-5433 or 530-891-5433
1907 Mangrove, Suite B, Chico

California License #0294-026 Member Chico Chamber/Better Business Bureau



Gerilee Realty Broker/Owner



Experience?
I have it, 28 years!



Buying, Selling
Tax Deferred
Exchanges

(530) 895-3127
1102 MANGROVE AVE., CHICO

Search Listings from my Web Page
www.Gerilee.com

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 than 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.cc.ca.us

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 highest graduation rates in the California State University system, and is known for its small class sizes, outstanding faculty and student achievements in many national collegiate competitions.

(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

University of Phoenix

At University of Phoenix, you can earn your bachelor's, masters or doctoral degree any way you want to - on campus, online, or in certain areas using a combination of both. University of Phoenix has grown to be the nation's largest private university, specializing in the education of working adults by offering degree programs that are highly relevant, accessible, and efficient. With 163 campuses and learning centers in 33 states, Puerto Rico, Canada, Mexico and via the Internet, you can complete your degree no matter where you live, what hours you work, or how often you travel or relocate.

(800) 266-2107 www.universityofphoenix.com

HOSPITALS

Enloe Medical Center

Enloe Medical Center is a community governed, non-profit organization that provides advanced hospital and health care service to Chico and its surrounding North Valley communities.

The hospital's main campus is located on Esplanade Avenue. Enloe Medical Center/Esplanade is home to the Enloe Heart Program, a level II Trauma Center, Enloe FlightCare and an array of inpatient services that includes obstetrics, surgery and intensive care.

To continue to meet the needs of the growing North Valley community, Enloe has initiated an \$80 million dollar capital expansion plan for its Esplanade facility. If approved by the City and State, the Enloe Century Project will replace existing operating rooms with 14 new surgical suites and expand the emergency room from 23 to 35 treatment rooms. Additional patient rooms, a new Women's Center with an entire floor for obstetrical patients, expanded lobby areas and one parking garage will also help meet the needs of patients, families and staff. As planned, the expansion could be completed by 2008, just a few years before Enloe celebrates its 100-year anniversary in 2013.

Enloe also offers inpatient care at two additional locations: Enloe Behavioral Health on Cohasset Avenue and the Enloe Rehabilitation Center on East Avenue. In all, Enloe Medical Center includes 391 licensed beds.

In 2002, Enloe opened its new Enloe Cancer Center at Fountain Medical Plaza. Located on Cohasset Avenue, this new complex brings almost every aspect of cancer care to one convenient and serenely designed location. The Cancer Center includes powerful IMRT therapy, the most advanced weapon to date in the fight against cancer.

ChicoHomes.com
*Buy, Sell or Rent
Real Estate in Chico*

Serving Chico
Since 1987!

530-342-6100
600 Main Street, Chico

 **Prudential**
California Realty

Additionally, Enloe's comprehensive outpatient services include the Enloe Outpatient Center at California Park, with a same day surgery center, Prompt Care, Enloe Occupational Health Program and a number of preventative health programs such as Cardiac Rehabilitation and the Anti-Coagulation Clinic. The Enloe Children's Center offers comprehensive care to children, regardless of their ability to pay. Enloe Home Health and Hospice includes a full compliment of skilled and compassionate in-home support, further extending the care Enloe provides to the community.

A highly skilled team of more than 231 physicians support Enloe Medical Center, as well as more than 2,200 employees, making Enloe Medical Center one of the largest employers in the North Valley.

In 2004 and 2005 Enloe Medical Center was the recipient of the HealthGrades Distinguished Hospital Award for Patient Safety™. Enloe is one of only 46 hospitals in the nation and one of just three in California to receive this distinction two years in a row. The award ranks among the top 3% of hospitals in the nation for patient safety.

(530) 332-7300 Enloe Medical Center. Please insert the accompanying CD for direct access to Enloe Hospital online at www.enloe.org

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 and a variety of art galleries. 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 for the complete listing of performing and cultural arts organizations or visit chicoart.com

There are 61 churches, two libraries, two newspapers, four periodicals, five network television stations (ABC, CBS, NBC, PBS, FOX), one cable TV system with community access, and two movie theater complexes.

(530) 891-5556
(800) 852-8570
www.chicochamber.com

Special Thank you to our CD Sponsors:



City of Chico Contact Information

411 Main Street Chico, CA 95928

City of Chico Offices

- Main Number: (530) 896-7200
- Building Division: (530) 879-6700
- Chico City Council:..... (530) 896-7250
- Chico Municipal
 - Airport Information: (530) 896-7200
 - City Attorney: (530) 896-7600
 - City Clerk: (530) 896-7250
 - City Finance Office:..... (530) 879-7300
- Community Development
 - Department: (530) 879-6500
 - Department of Public Works: (530) 879-6900
 - Development Engineering: (530) 879-6910
- Economic Development/
 - Redevelopment: (530) 879-6302
- Park Department: (530) 896-7800
- Planning Division:..... (530) 879-6800



300 Salem Street Chico, CA 95928
TEL 530-891-5556 FAX 530-891-3613
www.chicochamber.com www.greatchicojobs.com
800-852-8570



FRAN SHELTON associates

Commercial and Residential Real Estate, Leasing, Industrial, Land Development

SERVING CHICO, OROVILLE AND ALL OTHER
AREAS OF BUTTE COUNTY

2531 Forest Avenue
Suite 100
Chico, CA 95928
North of the Raley's Center

530 / 899-5512
530 / 891-5108 fax

Sally Shelton-Reilley

Real Estate Advocate

sally@fransheltonsells.com
www.fransheltonsells.com

FAMILY OWNED AND MANAGED SINCE 1958