

# Humboldt County Economic Development Division and Labor Market Information



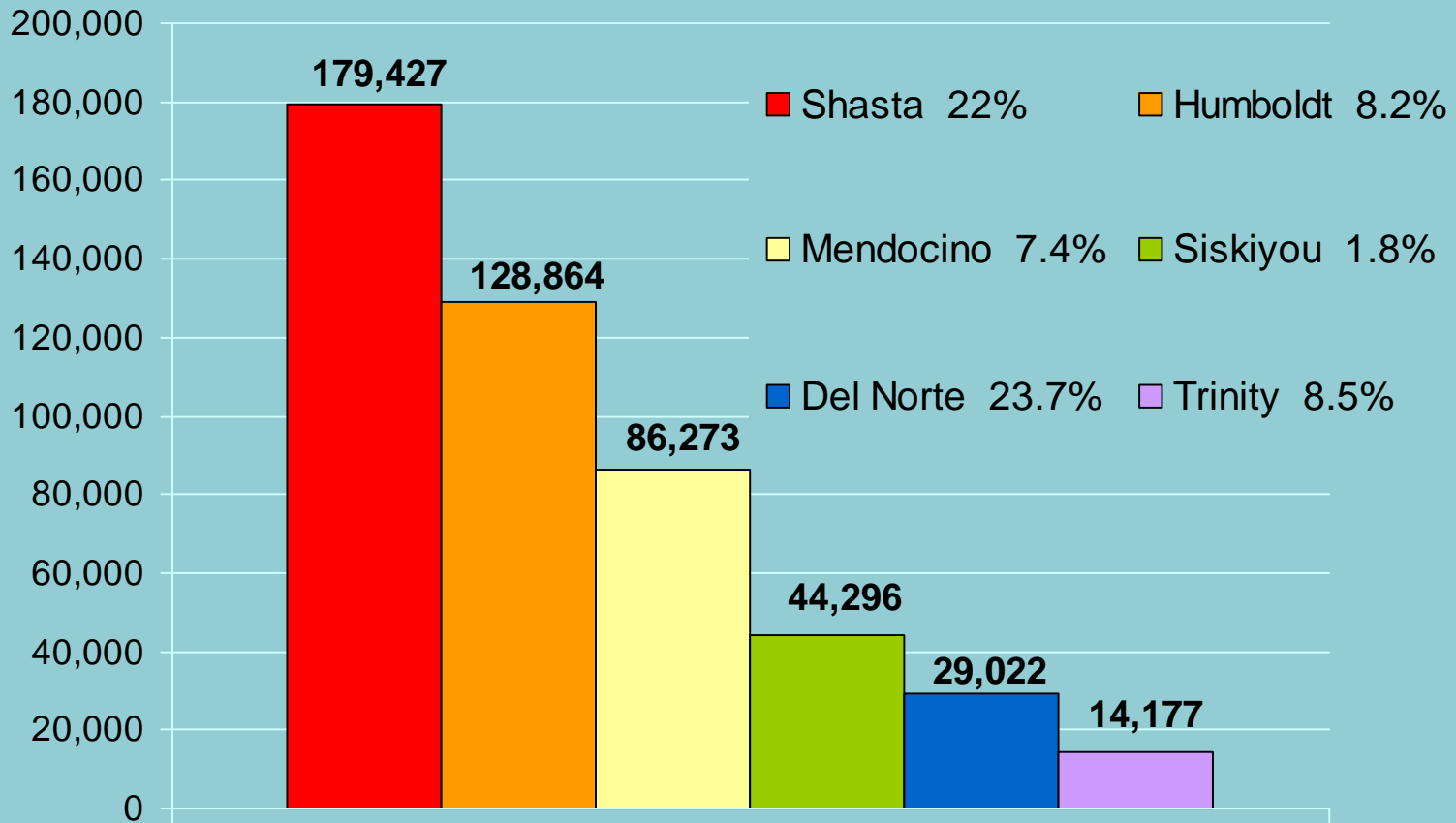
## Tribal Economic Development & Nation-Building Summit October 2008



# Presentation Overview

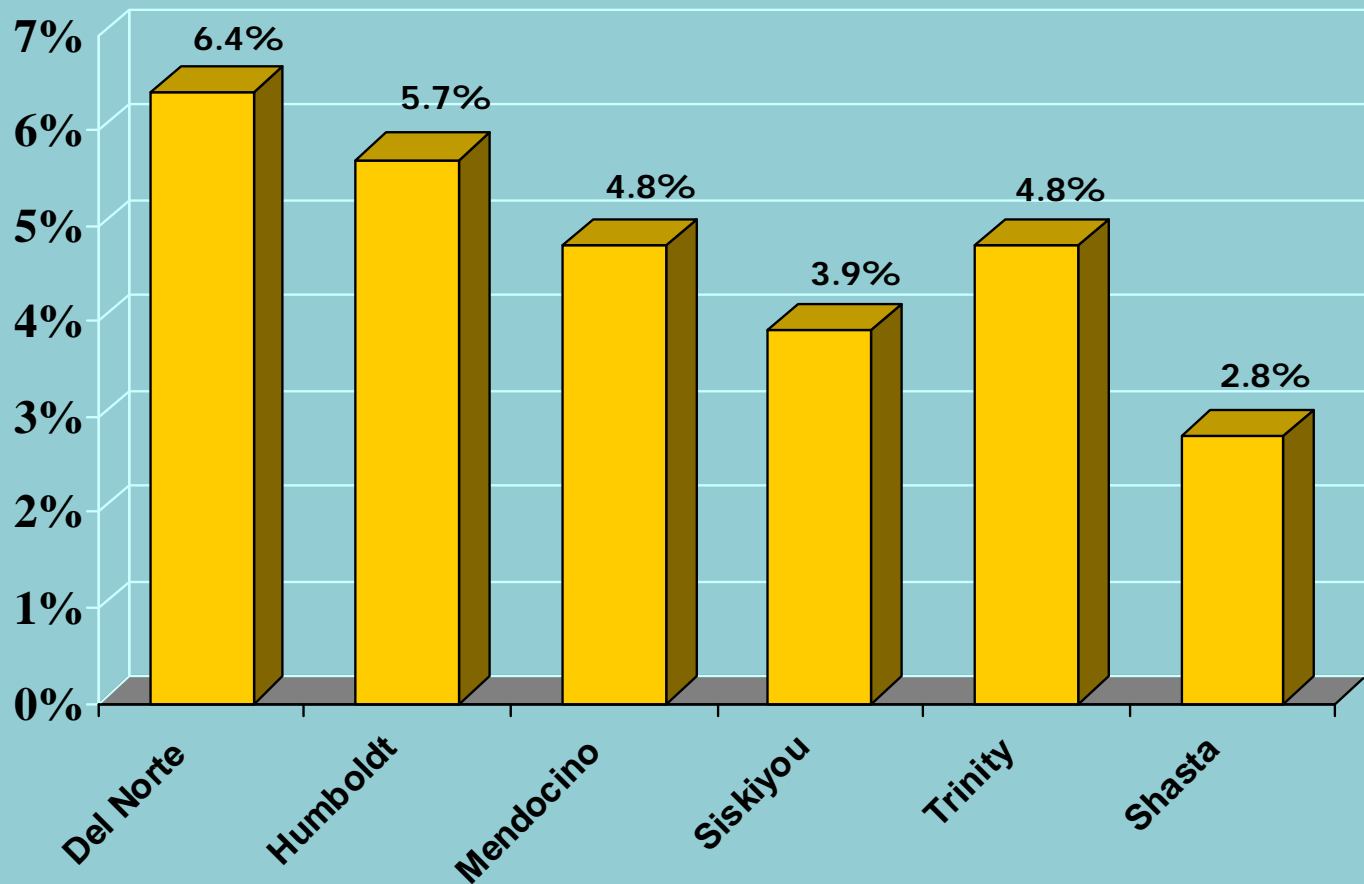
- Data Resources for Tribes
  - Demographics by County and Tribe
  - Trends in Industry
  - Government / Private employment
  - Educational Attainment
- Recent research from the Workforce Investment Board
  - Targets of Opportunity
  - Occupations of Opportunity
- Questions, Comments, Discussion

# Regional Population Comparison 1990 - 2007

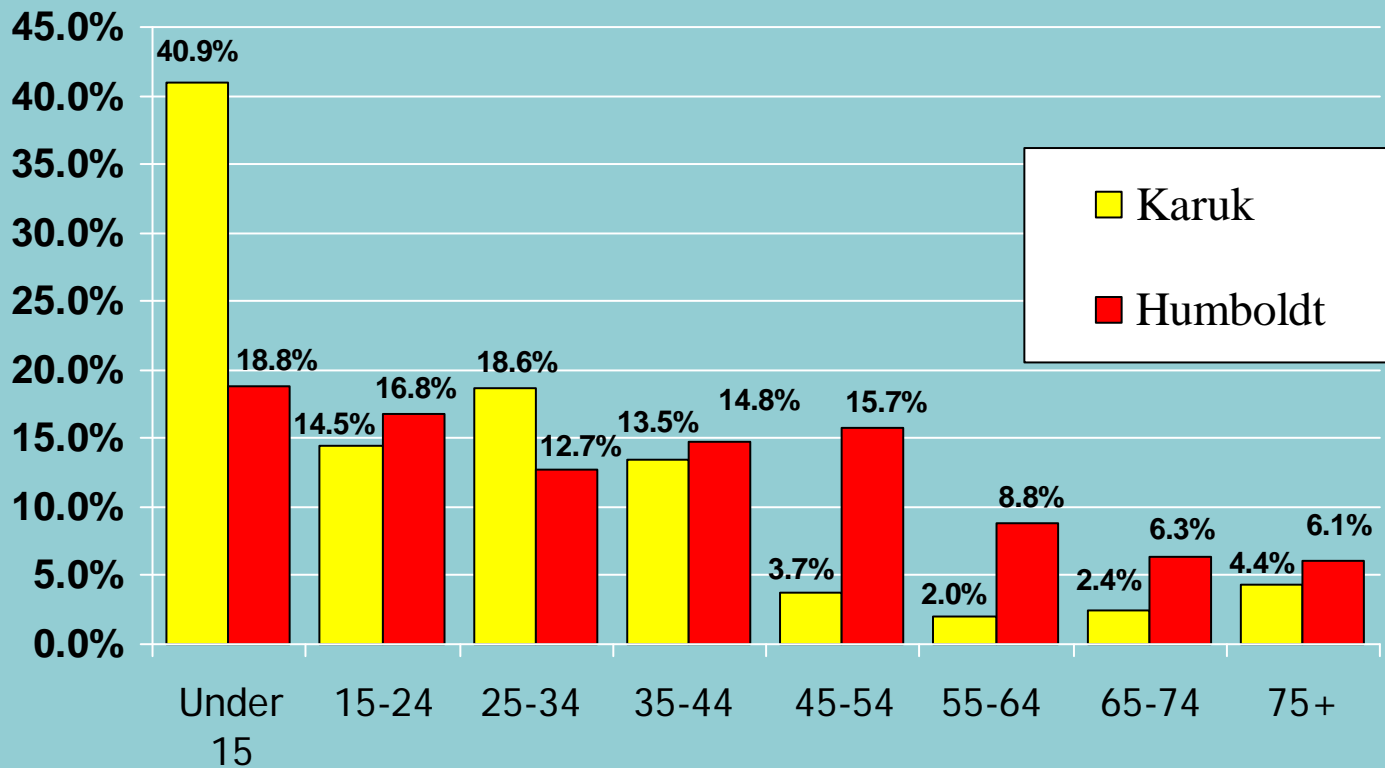


Source: U.S. Census Bureau, 2006 Estimates, 1990 Census

# Percent of Total Native American Population by County

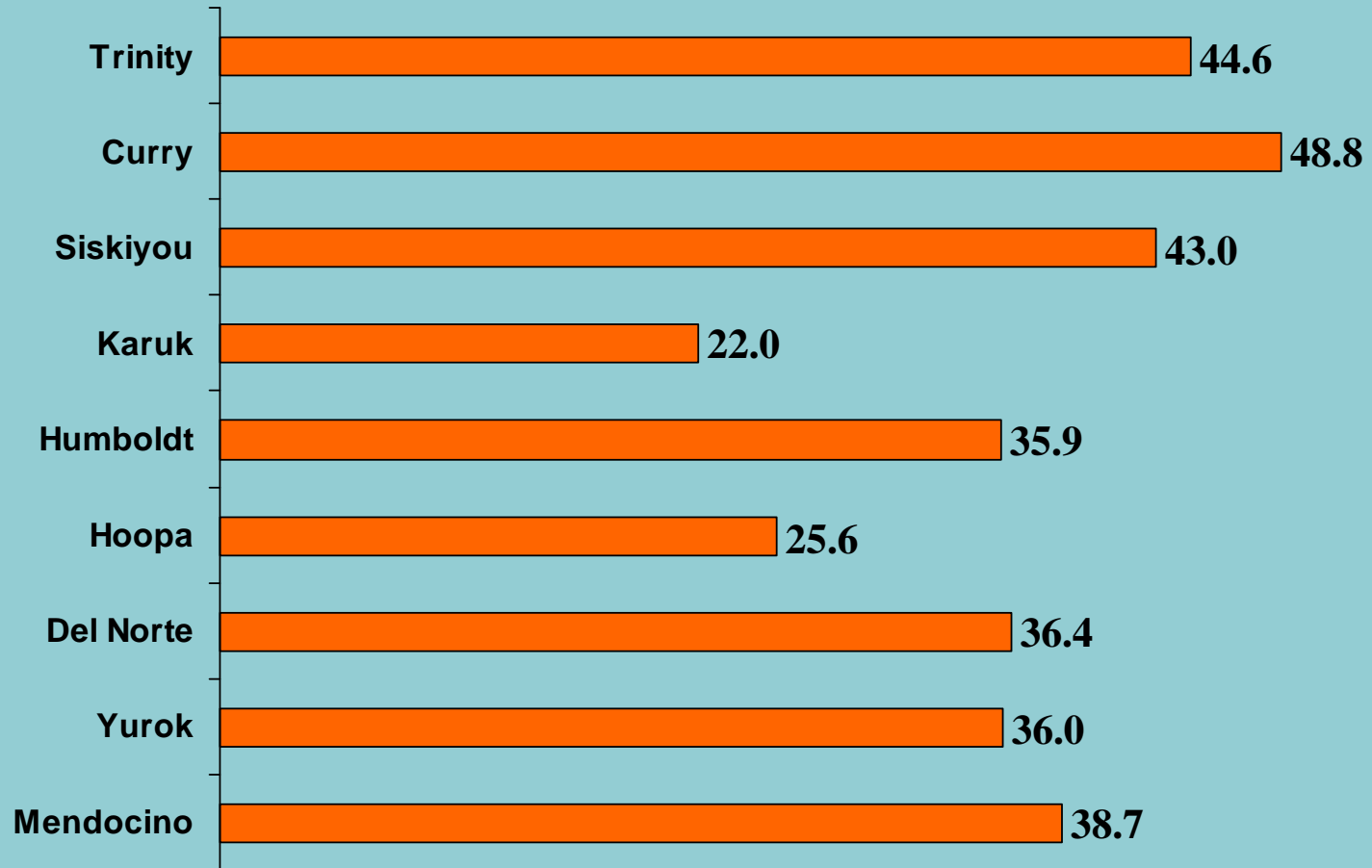


# Karuk Reservation & Trust Land Population Distribution Comparison – Humboldt County



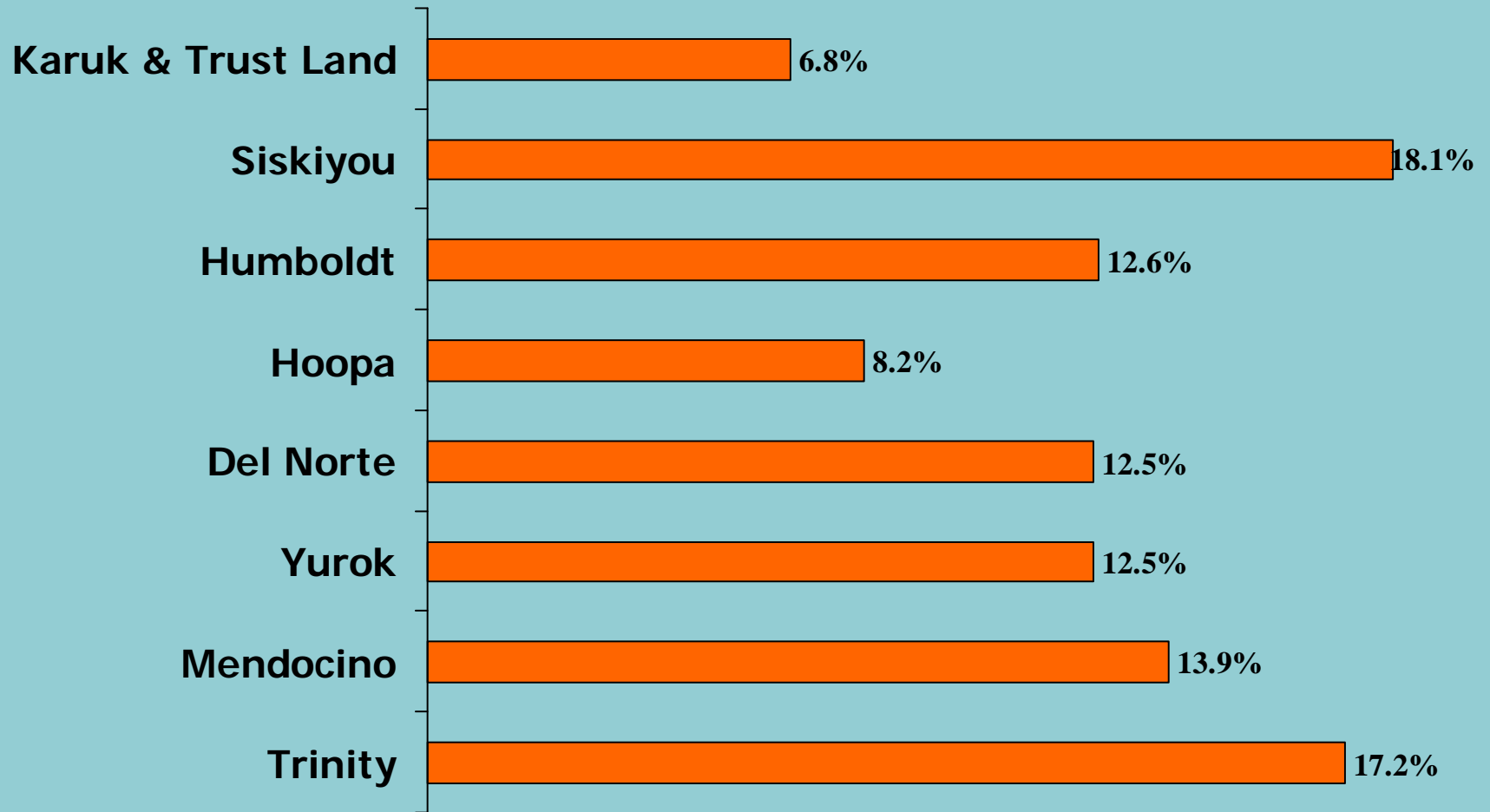
Source: US Census American Fact Finder 2000

# Regional Median Age Comparison



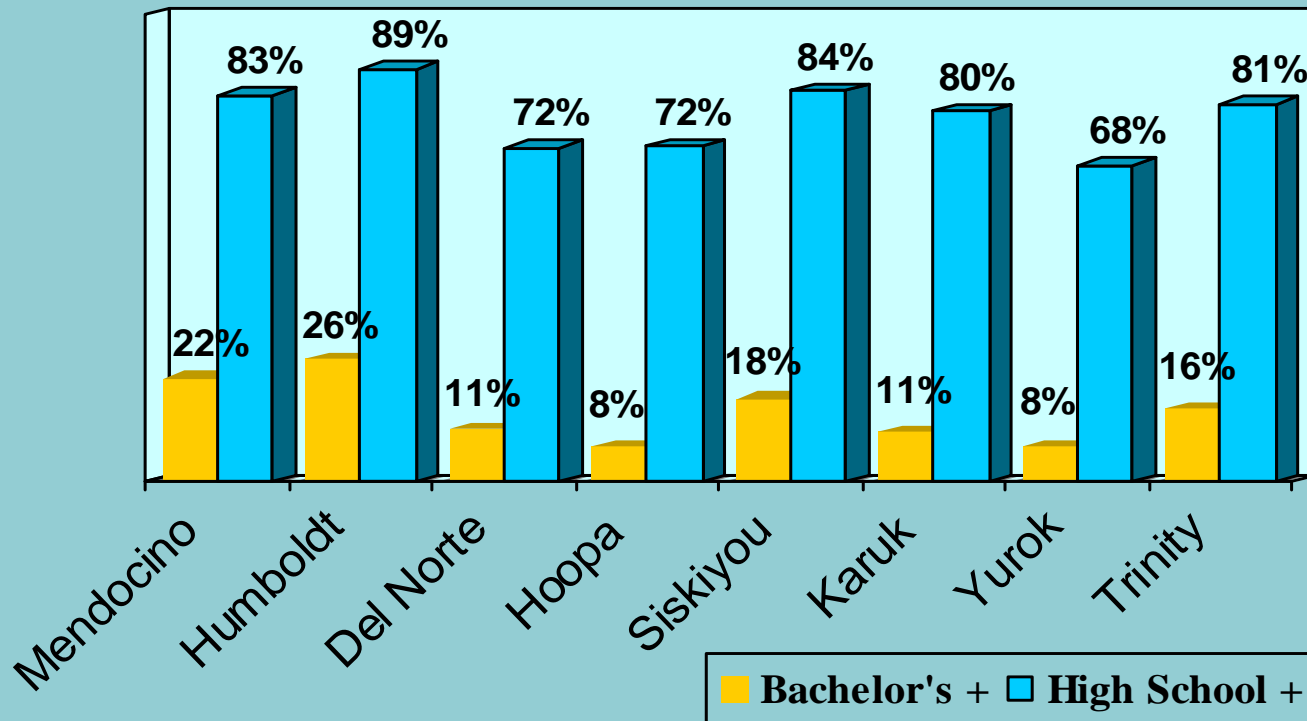
Source: US Census American FactFinder 2000

# Percent of Individuals Age 65 Years and Older



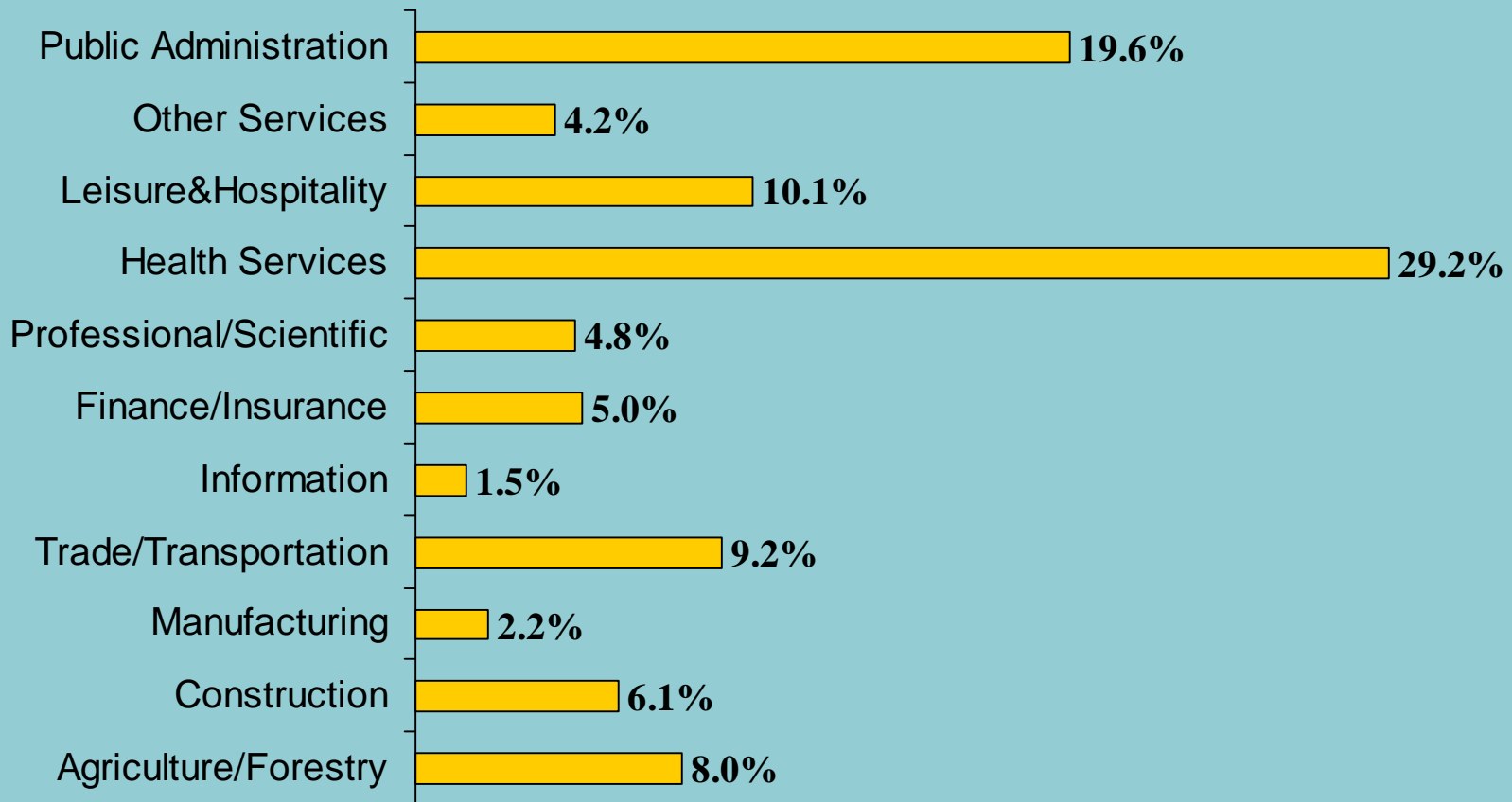
Source: US Census Fact finder 2000

# Regional Educational Attainment Comparison Age 25 and older



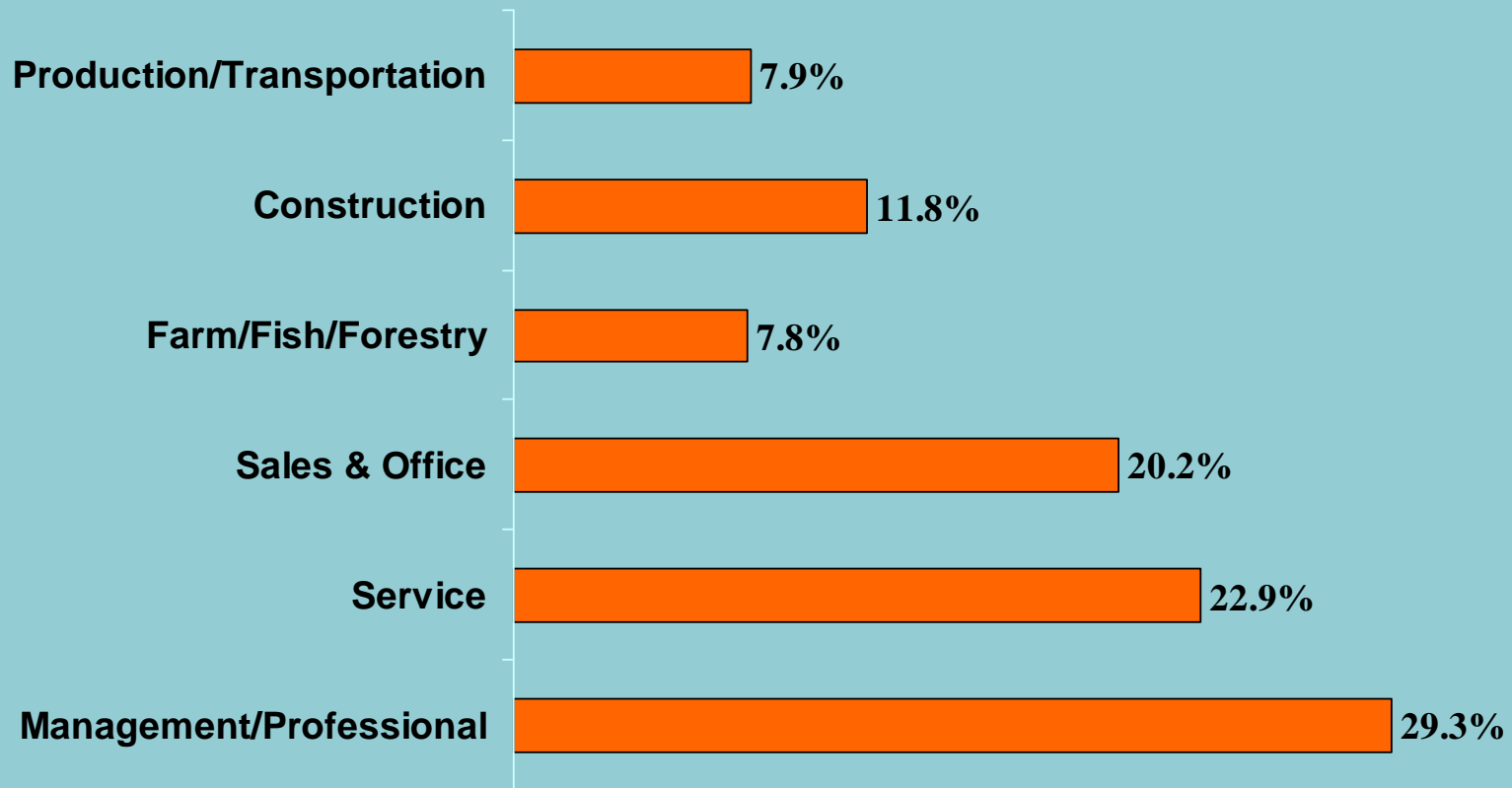
Source: US Census American Fact Finder 2000

# Industries by Percent Hoopa Valley – Karuk – Yurok Reservations & Trust Land



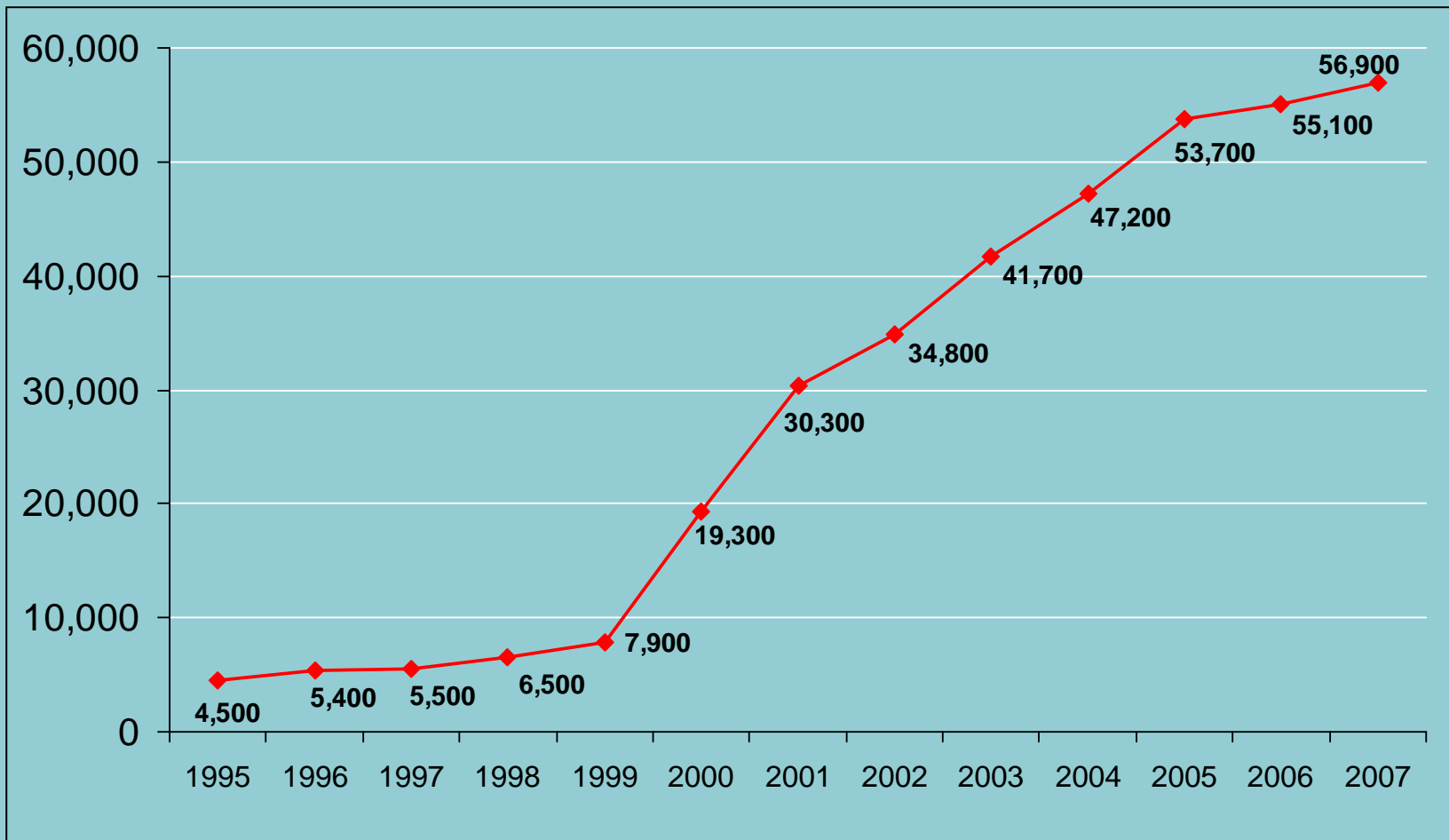
Source: US Census American FactFinder 2000

# Occupations by Percentage Hoopa Valley – Karuk – Yurok Reservations & Trust Land



Source: US Census Fact finder 2000

# Tribal Government Employment California Annual Average (1995 – 2007)



Source: LMID Industry Employment and Labor Force, April 2008

## Notable Trends

- Population is young
- Elders may be under represented
- Educational attainment could be a focus
- Tribal governmental employment has grown dramatically
- Casino employment is a primary economic driver and stabilizer throughout Northern California

# How does LMID and County Economic Development work together?

LMID collects, analyzes, and publishes statistics on employment; occupational duties, skills, wages, and staffing patterns; and labor force statistics and characteristics.

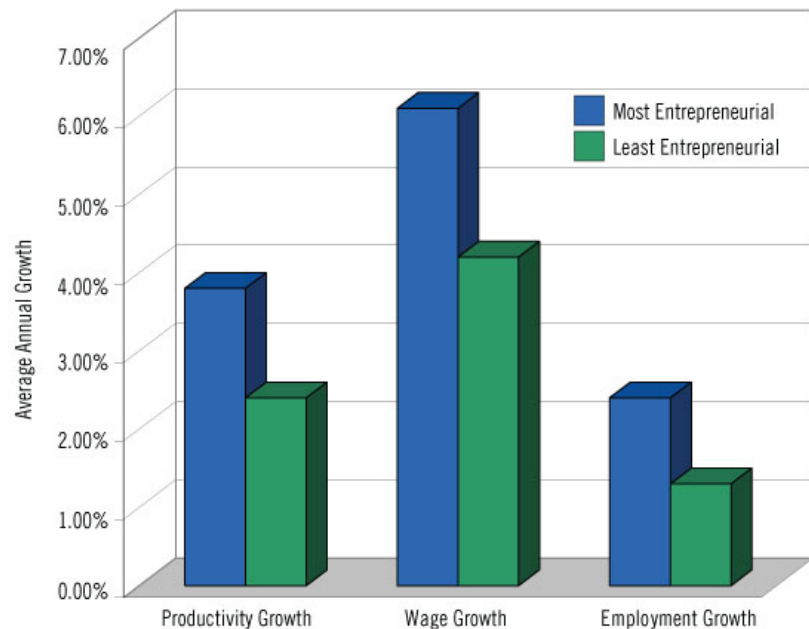
County Economic Development leverages funds for strategic projects that build economic, workforce and community development initiatives.

**LMID data informs the focus of local economic and workforce development activities.**

# 3 Key Drivers in the New Economy

- Industry clusters: many firms related by markets, knowledge...competition spawns innovation and new entrepreneurs
- Innovation: our capacity for generating new ideas, solutions
- Entrepreneurship: our capacity to turn those ideas into products & services, bring them to market, build customer base

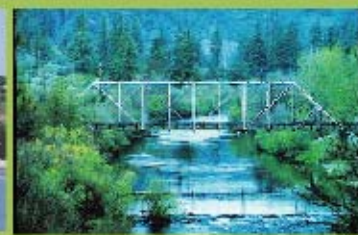
ECONOMIC IMPACTS OF HIGH INNOVATION-ENTREPRENEURSHIP



Source: Advanced Research Technologies, LLC for SBA and Edward Lowe Foundation, "The Innovation-Entrepreneurship NEXUS," A National Assessment of Entrepreneurship and Regional Economic Growth and Development

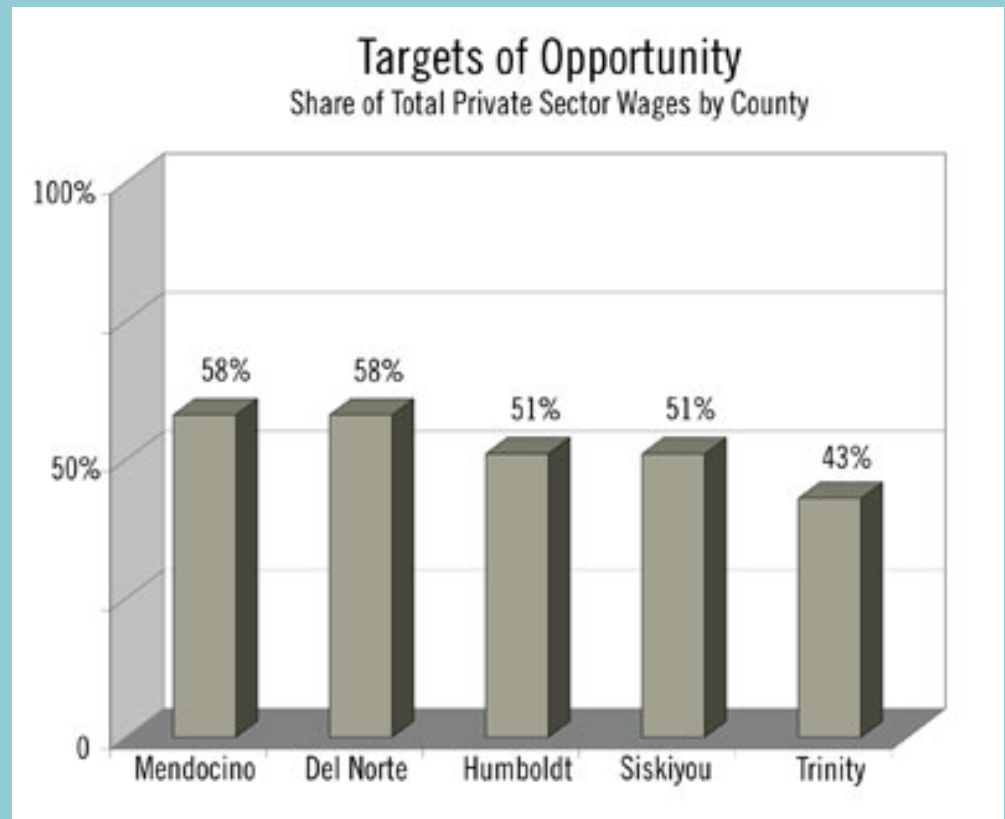
# the north coast

the counties of del norte, humboldt, mendocino, siskiyou and trinity



# Targets of Opportunity Report

- 6 fast growing industries
- 53% of private sector payroll and almost 40% of jobs
- Grew jobs 37%, new firms 23% and wages up to 26% (compared to 4%, 1.5% and 6% in the overall regional economy)
- All pay above the median, and fast rising
- All with robust career spans
- Some familiar, but grouped in a more powerful way



# Growth Rates in 15-year Period

<b>Targets</b>	<b>Jobs</b>	<b>Firms</b>	<b>Wages</b>
<b>Diversified Health Care</b>	45%	34%	26%
Building Systems	22%	-4%	14%
Specialty Food, Flowers and Beverages	33%	11%	25%
Investment Support Services	14%	22%	23%
Management & Innovation Services	125%	80%	10%
Niche Manufacturing	33%	19%	25%

# the redwood coast

the counties of del norte, humboldt, mendocino, siskiyou and trinity

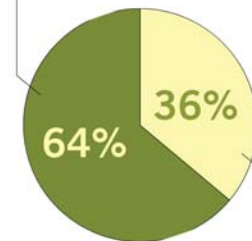


# Occupations of Opportunity Report

- Built on targets report
- Identifies high-demand occupations
- Identifies cross-industry occupational patterns
- Quantifies new and replacement jobs
- Suggests gateway skills and abilities
- Outlines occupations across wage levels
- Outlines occupations by education level

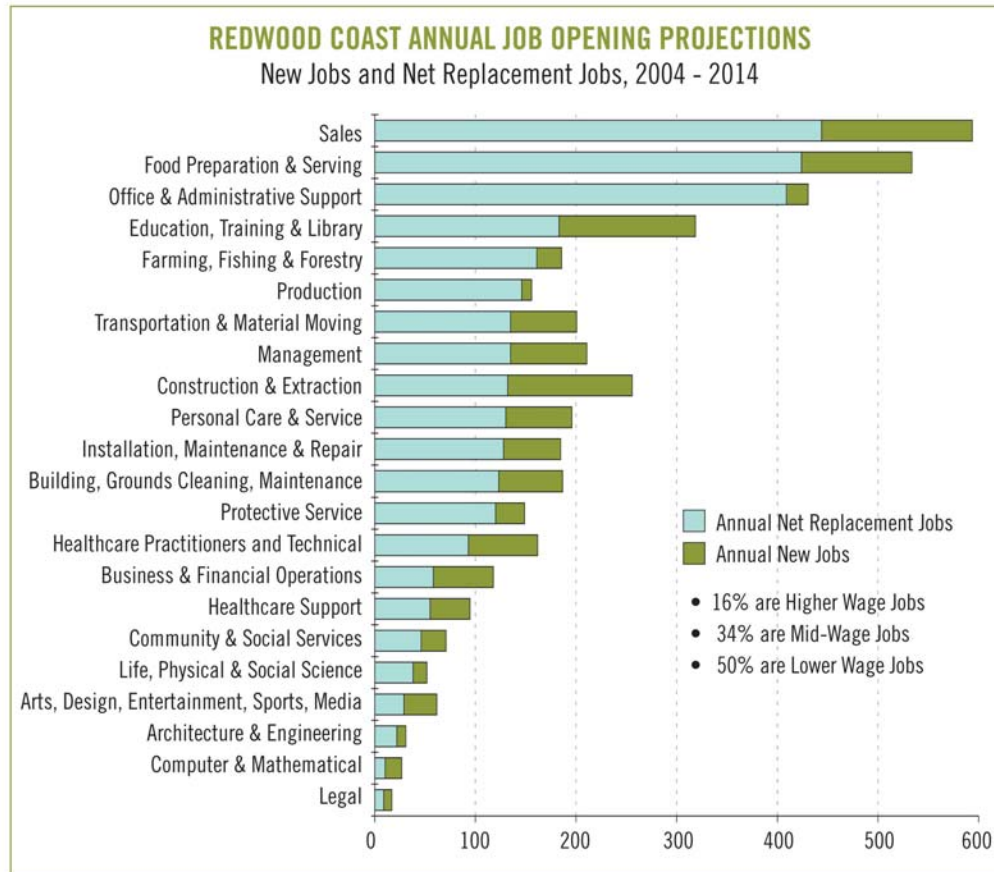
Distribution of Job Growth from Redwood Coast Top 50 Growing Occupations

Growth in Occupations of Opportunity



Growth in Other Occupations

# 3,646 Annual Job Openings, 2004 - 2014



# What does this mean?

- Target industries are regional and represent growth opportunities for tribes
- Occupations report shows workforce opportunities for which there are training programs in place
- LMID data can help to strategize and focus tribal economic and community development efforts

# Information & Support

## **Angeline Schwab**

County of Humboldt Economic Division

(707) 476-4813 / [aschwab@co.humboldt.ca.us](mailto:aschwab@co.humboldt.ca.us)

[www.northcoastprosperity.com](http://www.northcoastprosperity.com)

## **Dennis Mullins**

Labor Market Information Division

(707) 441-5892 / [dmullins@edd.ca.gov](mailto:dmullins@edd.ca.gov)

[www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)