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DEPARTMENT OF
PLANNING AND DEVELOPMENT

CITY OF SACRAMENTO
CALIFORNIA

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SACRAMENTO, CA

ADMINISTRATION
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April 3, 1987

ECONOMIC DEVELOPMENT
ROOM 300
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916-449-1223

Budget and Finance Committee
Sacramento, California

NUISANCE ABATEMENT
ROOM 301
95814-3982
916-449-5948

Honorable Members in Session:

SUBJECT: UPDATE ON BUSINESS DEVELOPMENT PROGRAM FOR ECONOMIC DEVELOPMENT

SUMMARY:

The enclosed report provides an outline of the Economic Development programs and their status: Industrial Inventory, Business Inquiry Format, Target Industry Study, Commercial Development Inventory, and Promotion.

RECOMMENDATION:

This report is for information and approval of staff direction.

Respectfully submitted,

Leslie B. Palmer

Leslie B. Palmer
Economic Development Coordinator

For Budget and Finance Committee Information:

Jack R. Crist

Jack R. Crist
Deputy City Manager

TO THE READER

This presentation is devoted to the update of the Industrial Inventory Program for the City of Sacramento. The report is presented in five sections:

1. The Industrial Inventory
2. Business Inquiry Sheets
3. Request For Proposal for a Target Industry Study
4. Commercial/Retail Development Inventory
5. Promotional Campaign for Economic Development in Sacramento

Each section stands on its own, yet all are interrelated due to the computerization of the Economic Development Office.

INDUSTRIAL INVENTORY

Purpose

The purpose of this report is to outline the development of a computer program for a data base on industrial property within the City of Sacramento.

Result

The Economic Development Office has undertaken the development of a data base to analyze the industrial land (vacant and occupied) by a parcel-by-parcel inventory. This information will be used as a tool for recruiting and retaining industrial, manufacturing, distributing and warehousing operations. This data base will allow the Economic Development staff to respond quickly to inquiries related to industrial properties, given parameters of size or location. The Office will be able to give the inquirer (be they existing or new business) a listing of properties, buildings or both which are currently available for sale/lease or those which might be packaged to equate to the inquirer's needs. For example, if a business inquiry comes in from a manufacturer wanting information on a 100,000 square foot building or property large enough to build this size building, the data base system could draw a relationship between properties large enough to build a 100,000 square foot building for manufacturing, or existing vacant building stock over 100,000 square feet for manufacturing. So, the purpose is to give the inquirer the best information possible and as quickly as possible. Secondly, the data base will serve City staff. The data base will aid in the analysis of industrial growth within the City, i.e. location, type of growth, manufacturing, distribution, etc. Thirdly, the data base will be available to peripheral organizations also concerned with locating business in the City of Sacramento, such as the Sacramento Metropolitan Chamber of Commerce and the Sacramento Area Commerce and Trade Organization (SACTO). Our office, however, will control all output. (See Procedural Constraints.)

The inquirer will receive all the information in a tabulated form. (See Attributes of Industrial Inventory, both Primary and Secondary Data Bases.)

Information Sources

Through several phases, the Economic Development Office has refined the attributes of the data base design. In doing this refinement, staff was able to draw relationships between attributes to help them determine which ones are of importance and those that are not. Through discussions, staff determined that the attributes that comprise the data base come from several sources and that the data base must encompass many items from these sources in order to be useful. Since the data base is designed on a parcel-by-parcel basis, certain items

must be known about each property. One source, the County Assessor's Office, can provide public information such as Book Number, Block/Lot Number, Property Address, Owner(s), Owner's(s') address(es), Zoning, Size, Assessed Valuation. Supplementing this information, staff will key on working with realtors/leasing agents regarding particulars on individual parcels. The Public Works Department will play a role in supplying information on streets, sewer, water and drainage for each parcel.

The data base has been set up to investigate the key industrial areas for development.

1. Northgate/Norwood
2. Florin Perkins/Power Inn
3. Huntington Park
4. Richards Boulevard
5. Woodlake/Arden
6. El Camino/Marconi
7. West-of-McClellan
8. Franklin Boulevard
9. Highway 50/Folsom
10. Executive Airport
11. Municipal Airport
12. Other Areas

Attributes of Industrial Inventory

Primary Data base

		<u>Field</u>
1.	Industrial Area Code (Character Field)	1
	Northgate/Norwood	NN
	Florin-Perkins	FP
	Huntington Park	HP
	Richards Boulevard	RB
	Woodlake/Arden	WA
	El Camino/Marconi	ECM
	West of McClellan	WMC
	Franklin Boulevard	FB
	Highway 50/Sunrise	HSU
	Executive Airport	EA
	Metropolitan Airport	MA
	Other Areas	OTA
2.	Parcel Number (Character)	1
3.	Street Address (Name, Number, Zip) (Character, Numeric)	3
4.	Owner(s) Name (Character)	
5.	Owner(s) Address (Name, Number, City, State, Zip) (Character, Numeric)	5
6.	Land Size (Numeric)	1
7.	Building Size (Numeric)	1
8.	Zoning (Character)	1
	M1	
	M1R	
	M2	
	M2R	
	MRD	
	C-4	
9.	Land Use (Existing) (Character)	1
10.	Community Plan Area (Character)	1
	Central City	CENT
	Land Park	LAND
	Pocket	POCK
	South Sacramento	SSAC
	East Broadway	EBRD
	East Sacramento	ESAC
	Arden-Arcade	ARDN
	North Sacramento	NSAC
	South Natomas	SNAT
	North Natomas	NNAT
	Airport-Meadowview	AIRM

11. Redevelopment/Assessment/Enterprise (Character)		1
Oak Park	OP	
Del Paso Heights	DH	
Alkali Flats	AF	
Gardenland Target	GTA	
East Del Paso Heights	EDHT	
Woodbine Target Area	WTA	
Old Sacramento	OSAC	
Del Paso Heights Enterprise Zone	DPEZ	
Oak Park Enterprise Zone	OPEZ	
A. Redevelopment		
B. Assessment		
C. Enterprise		
D. Redevelopment and Assessment		
E. Redevelopment and Enterprise		
F. Enterprise Assessment		
12. Census Tract (Character)		1
	Total Fields	12

Attributes of the Industrial Inventory

Secondary Data Base

	<u>Fields</u>
1. Parcel Number (Character Field)	1
2. Land Classification (Character)	1
A. Vacant Developable	
B. Not Currently Vacant	
C. Vacant Inhibited	
3. Rail (Logical)	1
4. Loading Docks (Logical)	1
5. Ceiling Heights (Numeric)	1
6. Ceiling Spans (Numeric)	1
7. Number of Floors (Numeric)	1
8. Elevator (Character)	1
A. Freight	
B. Passenger	
C. Both	
D. None	
9. Requires Demolition (Logical)	1
10. Electrical (Logical)	1
11. Gas (Logical)	1
12. Oil (Logical)	1
13. Sewer (Logical)	1
14. Water (Logical)	1
15. H.V.A.C. (Logical)	1
16. Realtor/Leasing Agent (Character)	1
17. Realtor/Leasing Agent, Phone Number (Character)	1
18. Vitals (Memo)	1
Rail	
Loading Docks	
Ceiling Heights	
Ceiling Span	
Number of Floors	
Utilities	
Parking	
Amperage Availability	
Total Fields	<u>18</u>

Work Program

In 1986, the Department of Planning and Development undertook a needs assessment to determine 1987-88 budget priorities. Staff noted the updating and computerization of planning and building maps as a priority. So, management undertook an analysis of meeting these needs. As a result of these tasks, the Advance Planning section has assisted the newly formed Economic Development Office to organize their sources for the industrial inventory. Also, they have provided assistance regarding the use of a computer-assisted design (CAD) system for mapping as they relate to the economic development inventories. Through this process, staff from both offices reviewed and interviewed software vendors to determine usefulness, practicality and costs. Nearly three months were spent analyzing available software packages to be used for the development of the industrial inventory.

As of this date, staff is at the stage of system review and design. Staff is looking at the program outline and reviewing what improvements, if any, should be made. Yet, to be completed is the formulation of a computer program. This means the outline for specific logic operators and creating specific steps translated or coded into a language form acceptable to the computer system. (In this case, the language will be dBase III.)

Also to come, once this process is completed, will be program testing and debugging. The data base and the coded program must be checked for errors and tested prior to being used on a routine basis to ensure correct results are being produced. We hope to have the inventory ready for use by the beginning of July. At this point, we will begin to work on updating and maintenance of the program and data base on a monthly basis.

INDUSTRIAL INVENTORY

Work Program Time Frame

JAN FEB MARCH APRIL MAY JUNE JULY

Perform system
development steps

Create system
solutions

Implement and
maintain solution

PROBLEM DEFINITION

PROBLEM ANALYSIS

SYSTEM REVIEW
AND DESIGN

PROGRAMMING ANALYSIS

PROGRAM PREPARATION

PROGRAM DEBUGGING
AND TESTING

DOCUMENTATION
AND MAINTENANCE

Resources

Public Sector

In creating this program, the Economic Development Office is utilizing assistance from the Advance Planning section and the Public Works Department to collect the sources of information. Although Public Works' input is small, the technical assistance related to infrastructure is very important when trying to locate a new company. The Advance Planning section is aiding the Economic Development Office as a primary partner.

Private Sector

Also assisting us were industrial realtors representing developers and landowners in Sacramento. They provided positive insight in developing specific nomenclature for the data base.

It has been determined that it is a rarity for an economic development organization to possess such a tool. The time to construct such an inventory is very consuming. Many such organizations do not have the resources to develop such a vehicle. Secondly, it takes a strong networking campaign between the public and private sector to create this type of program. Therefore, it may appear that it is taking a long time to place this project on line, but it is imperative that it be done in slow, calculated steps.

Procedural Considerations

Although the data base does not contain confidential information, we feel some control must be exerted.

1. Copies of the data base must be made and kept in a secure location.
2. Updates must be done by designated staff only.
3. Availability to data base by other departments or organizations must be cleared by the Economic Development Coordinator.
4. Annual maintenance of system must occur.
5. Use of the program can only be done by designated staff.

Proposed Policy for the Economic Development Office

The staff of the Economic Development Office must never represent any property owner(s), real estate firm, company or individual agent, or any development, construction appraisal, investment firm, company; nor shall any staff member or department as a whole be partial in any manner to a property owner(s) real estate firm, company, or individual agent, development, construction, appraisal, investment firm or company.

Economic Considerations

The costs of putting this project (alone) on line would be relatively high. But given the circumstances that the Economic Development Office budgeted for the hardware for many different functions, the costs are shared, thus reducing economic risk for this one project. Nevertheless, software was needed. The staff reviewed software and found suppliers who have products below budget appropriations. So by studying and reviewing the software and hardware needs of the department, the system is below budget and on time. You might say "an ounce of planning is worth a dollar or two saved."

Looking to the future, to maintain the program we see few costs. Primarily, those costs to be incurred will be in purchasing data base sources such as the County Assessor's information. We therefore see costs of \$200-\$500 per year related to the inventory.

BUSINESS INQUIRIES

One of the keys to having a good economic development organization is how well the organization can pinpoint and respond to the needs of the inquirer. We have put together a business inquiry format which covers all necessary vitals which assess the inquiry. So, whether the inquirer is looking for an industrial, commercial, retail or office site; needs information on demographics; or is inquiring about financing for development, we have a format which acts as a template to document their request and, thus, pinpoints their needs.

Security and Confidentiality

Due to the confidential information passed on to us by the inquirers, all such business inquiries are kept secured, meaning under lock and key. We tell all inquirers that their queries are confidential and that only specific staff members will be working on their case. Any leakage of this confidential information by our office is a loss of credibility and respectability, and even more importantly, could mean the loss of business and jobs for our city.

Screening Financial Inquiries

One element of the business inquiry process is the screening of unsolicited applicants requesting financial assistance. For example, a business is interested in locating to Sacramento, but they need financial assistance to do so. They make an unsolicited inquiry with our office. Before there is a major commitment of staff time and money, we must have the capability and capacity to determine the business background before we commit further time and/or city financing. Presently, we do this screening process when the applications have been completed. Granted, the City may not approve financing, but we might have spent a large amount of staff time (which is money). So, it is important for us in the beginning of our business development process to know as much as we can about the companies we are dealing with. To do this, we are reviewing credit reporting services to determine which one will best meet our needs to help us in this process. The screening process is just another part needed in the public sector business development assisted process.

Finally, like the industrial inventory, we feel that the speed in which we respond, be it for location, trade statistics, financing, etc. will to some degree serve our community well. This fast response to their first inquiry will show the inquirer the positive intent we have for their business venture.

NOTE: A copy of the Business Inquiry format is on the following three pages.

City of Sacramento

BUSINESS INQUIRY FORMAT

Date of Inquiry _____

Name of Inquirer _____

Name of Business/Representing _____

Address _____

City _____ State _____ Zip _____

Phone _____

Source: Call In Walk In

Referred By: _____

TYPE

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Industrial | <input type="checkbox"/> Office | <input type="checkbox"/> Hotel/Motel |
| <input type="checkbox"/> Industrial Park | <input type="checkbox"/> Retail | <input type="checkbox"/> Land Only |
| <input type="checkbox"/> Warehouse | <input type="checkbox"/> Shopping Center | <input type="checkbox"/> Financing |
| <input type="checkbox"/> Commercial | <input type="checkbox"/> Housing | <input type="checkbox"/> Info. Only |
| | | <input type="checkbox"/> Misc. |

Lease Purchase Lease/Option Build to Suit

Land Area _____

Building Area _____

Parking Requirement _____

Outside/Inside Storage _____

Rail _____

Loading Docks/Zones _____

Ceiling Heights _____

Ceiling Spans _____

of Floors _____

Elevator/Freight _____

Passenger _____

Utilities:

Electric _____

Gas _____

Oil _____

Sewer _____

Water _____

Refuse _____

H.V.A.C. _____

Amperage Requirements _____

Environmental Constraints _____

Job Creation/Now _____ Ultimate _____
Investment/Now _____ Ultimate _____

Other Needs/Comments

Status

Date

Action

Date	Action
_____	_____
_____	_____
_____	_____
_____	_____

Staff Comments

City of Sacramento

TARGET INDUSTRY STUDY

Purpose

Our city is highly committed to community growth and economic development. In fact, it has demonstrated this commitment by creating the Economic Development Office. By definition, any effort to promote economic development includes recruitment of those industries which are growing. Given a limited number of new industries' location decisions every year, and a nearly unlimited supply of communities seeking new industrial growth, high growth industries are typically the object of intense local recruitment competition. So the City plans to initiate a study identifying industries with the best development potential for the industrial areas.

Results

The Office of Economic Development is developing a strategy to determine what is the best way to identify and target industries for Sacramento. Through research, we have found that most target industry studies focus entirely on industries expected to show strong national growth in the near term. Often, the studies place little emphasis on the unique characteristics of the economic area in question. We will develop a methodology that tailors target industry selection to the unique characteristics of the Sacramento area. In developing the methodology for the study, we will outline the elements in a Request for Proposal that states:

1. The industry must be identified as being suitable for the area.
2. Growth forecasts must be assigned to those industries as they relate to the Sacramento market.
3. Also, use other factors in prioritizing industries to be targeted.

Request for Proposal

The Economic Development Office has been appropriated \$30,000 for this study. We hope to let this out for bid in June.

NOTE: On the following pages, Data Resources, Inc., a renowned economic research company, has presented their list of the fastest growth industries 1984-1994, which we will use as a base for this study.

FORECASTED FASTEST GROWING INDUSTRIES
ANNUAL AVERAGE GROWTH IN SALES
1984 TO 1994

<u>Rank</u>	<u>Industry</u>	<u>Growth</u>
1	Electronic Computing Equipment	9.6%
2	Semiconductors	8.4
3	Electronic Components, NEC	7.7
4	Machine Tools, Metal Cutting	7.4
5	Electric Measuring Instruments	7.4
6	Telephones and Telegraph Equipment	7.0
7	Communications, Exc. Radio and TV	6.8
8	Photographic Equipment and Supplies	6.0
9	Nonferrous Rolling and Drawing, NEC	5.9
10	Machine Tools, Metal Forming	5.9
11	Surgical and Medical Instruments	5.8
12	Radio and TV Communications Equipment	5.7
13	Tanks and Tank Components	5.7
14	Paper Industries Machinery	5.7
15	Measuring and Control Instruments	5.6
16	General Industrial Machinery, NEC	5.5
17	Plating and Polishing	5.5
18	Nonmetallic Mineral Products NEC	5.5
19	Plastic Materials and Resins	5.5
20	Optical Instruments and Lenses	5.4
21	Special Dies, Tools, Accessories	5.3
22	X-Ray Apparatus and Tubes	5.3
23	Credit Agencies and Security Brokers	5.2
24	Industrial Controls	5.2
25	Aircraft	5.2
26	Special Industry Machinery, NEC	5.1
27	Complete Guided Missiles	5.1
28	Dental Equipment and Supplies	5.1
29	Miscellaneous Plastic Products	5.1
30	Hospitals	5.0
31	Small Arms	5.0
32	Oil Field Machinery	5.0
33	Printing Trades Machinery	5.0
34	Doctors and Dentists	5.0
35	Engineering and Scientific Products	4.9
36	Miscellaneous Business Services	4.9
37	Industrial Furnaces and Ovens	4.9
38	Power Driven Hand Tools	4.8
39	Industrial Trucks and Tractors	4.8
40	Musical Instruments and Parts	4.8
41	Metalworking Machinery, NEC	4.8
42	Other Medical and Health Services	4.8
43	Transportation Equipment, NEC	4.7
44	Surgical Appliances and Supplies	4.7
45	Aircraft Parts and Equipment, NEC	4.7
46	Hoists, Cranes and Monorails	4.7
47	Food Products Machinery	4.7
48	Farm Machinery	4.7
49	Aluminum Castings	4.7
50	Drugs	4.7

FORECASTED WORST PERFORMING INDUSTRIES
ANNUAL AVERAGE GROWTH IN SALES
1984 TO 1994

<u>Rank</u>	<u>Industry</u>	<u>Growth</u>
1	Primary Zinc	-5.3%
2	Cigars	-3.1
3	Crude Petroleum and Natural Gas	-1.0
4	Metal Ores Mining, NEC	-0.7
5	Electrical Equipment, NEC	-0.3
6	Prefabricated Wood Structures	-0.3
7	Veneer and Plywood	-0.2
8	Special Product Sawmills, NEC	-0.1
9	Primary Lead	-0.1
10	Gas Utilities	0.0
11	Wood Kitchen Cabinets	0.0
12	Calculating and Accounting Machinery	0.0
13	Millwork	0.0
14	Primary Nonferrous Metals, NEC	0.1
15	Condensed and Evaporated Milk	0.2
16	Rubber and Plastics Footwear	0.2
17	Chewing and Smoking Tobacco	0.2
18	Cigarettes	0.3
19	Electron Tubes	0.4
20	Leather Tanning and Finishing	0.5
21	Creamery Butter	0.6
22	Gypsum Products	0.6
23	Footwear, NEC	0.6
24	Footwear, Cut Stock	0.6
25	Reclaimed Rubber	0.6
26	Leather Goods, NEC	0.7
27	Manufactured Ice	0.7
28	Pipelines, Except Natural Gas	0.7
29	Transformers	0.8
30	Water Transportation and Related Services	0.8
31	Typewriters	0.9
32	Radio and Television Receiving Sets	0.9
33	Leather Gloves and Mittens	0.9
34	Petroleum Refining and Related	1.0
35	Saw Mills and Planing Mills, General	1.0
36	Copper Ore Mining	1.1
37	Metal Doors, Sash and Trims	1.2
38	Metal Sanitary Ware	1.2
39	Chewing Gum	1.2
40	Meat Packing Plants	1.3
41	Metal Cans	1.3
42	Sugar	1.3
43	Primary Batteries, Dry and Wet	1.3
44	Structural Clay Products	1.4
45	Mobile Homes	1.4
46	Pet Food	1.4
47	Luggage	1.4
48	Fluid Milk	1.4
49	Building Paper and Board Mills	1.5
50	Canned Fruits and Vegetables	1.5

COMMERCIAL AND PROFESSIONAL DEVELOPMENT ASSISTANCE PROGRAM

Purpose

Many economic development programs around the country are one-dimensional in their service orientation. Simply put, they look solely at one type of development, i.e. industry/manufacturing, downtown development, etc. The Economic Development Office handles all business inquiries from industrial, commercial and professional arenas. Thus, by definition, the City has a full service program, able to respond to all business inquiries within the City proper. Yet, to date, we have not selected a strategy(ies) to determine to what degree we can assist in inquiries. Therefore we are analyzing strategies with which to implement and manage for commercial and professional development.

Result

Although we have not selected a strategy, we will be able to assist inquiries through a computer software program on local demographics (included). For example, if an inquirer needs information about the marketplace, we can supply demographics for the primary trade area, the City, the County and the Metropolitan Statistical Area (which are all based on census tract information and forecasted for today, 1987). We feel that a quick response with sound information will give the City an advantage in recruitment and retention of businesses.

Other

From our investigation, the different vendors all use packaged census tract demographics. This is the best we can find available for our computer system. It is in a tabulated form for easy access. We will also work to encompass Sacramento Area Council of Governments' demographic materials and work to formulate an information network with California State University/Sacramento to provide inquiries with even more and precise demographics.

DEMOGRAPHIC TABULATION FOR

STATE:
 COUNTY:
 COUNTY TOTAL: EXAMPLE

UPDATE TREND INFORMATION

1. Population trend data:

	<u>POPULATION</u>		<u># CHANGE</u>	<u>% CHANGE</u>
1970	24450			
1980	32259	70-80	7799	31.58
(Est.) 1986	34450	80-86	2201	6.82
(Proj.) 1991	36238	86-91	1778	5.16

2. Household trend data:

	<u>HOUSEHOLD</u>		<u># CHANGE</u>	<u>% CHANGE</u>
1970	5796			
1980	10197	70-80	3401	50.04
(Est.) 1986	11234	80-86	1037	10.17
(Proj.) 1991	12146	86-91	912	8.12

3. Income trend data:

	<u>PER CAPITA INCOME</u>	<u>AVERAGE HOUSEHOLD INCOME</u>		<u>AVG HH % CHANGE</u>
1969	\$ 2115	\$ 7595		
1979	\$ 5774	\$ 18118	69-79	138.55
(Est.) 1986	\$ 8928	\$ 27272	79-86	50.52
(Proj.) 1991	\$ 11121	\$ 33058	86-91	21.22

4. Income distribution trend data:

HOUSEHOLD INCOME	---1969---	---1979---	---1986---	---1991---
	NUMBER %	NUMBER %	NUMBER %	NUMBER %
Under \$7.5K	3743 65.2	2395 33.5	1755 15.6	1563 12.9
\$7.5K-14.9K	2460 35.3	2177 21.3	1700 15.2	1565 12.9
\$15K-\$24.9K	480 7.1	2250 28.9	2130 19.4	1969 16.2
\$25K-\$34.9K	50 0.8	1805 17.7	2113 18.8	1917 15.8
\$35K-\$49.9K	37 0.5	661 6.0	2225 20.4	2532 21.3
\$50K & over	10 0.1	209 2.0	1183 10.6	2553 21.0
\$50K-74.9K		143 1.4	352 3.6	1856 15.3
\$75K & over		66 0.6	225 2.0	694 5.7
Median Income	\$ 6798	\$ 16785	\$ 24690	\$ 30091

5. Age distribution trend data:

AGE	---1980---			--1986 ESTIMATE--			-1991 PROJECTION-		
	TOTAL	%	% F.	TOTAL	%	% F.	TOTAL	%	% F.
< 5	2527	7.8	3.7	2724	7.9	3.7	2811	7.3	3.6
5-9	2953	9.2	4.4	2563	7.4	3.5	2733	7.5	3.5
10-14	3182	9.9	4.7	2931	8.5	4.0	2607	7.2	3.4
15-17	2158	6.7	3.2	1930	5.6	2.6	1746	4.8	2.3
18-24	3998	12.4	6.4	4724	13.7	6.7	4574	12.6	6.0
25-34	4463	13.8	7.2	5473	15.9	8.3	6334	17.5	8.8
35-44	4293	13.3	6.9	4402	12.8	6.6	4667	12.9	6.7
45-54	3374	10.5	5.2	3653	10.6	5.3	3897	10.8	5.6
55-64	2488	7.7	4.0	2905	8.4	4.3	3189	8.8	4.6
65-74	1849	5.7	3.2	1923	5.6	3.1	2190	6.0	3.3
75 +	974	3.0	2.0	1232	3.6	2.3	1490	4.1	2.7
Median	27.9			29.3			30.8		

1980 CENSUS DATA

Number and percent of persons by race and ethnic origin:

	<u>NUMBER</u>	<u>PERCENT</u>
Total	32259	100.00
White	24814	76.92
Black	7225	22.40
American Indian, Eskimo and Aleut	58	0.18
Asian and Pacific Islander	82	0.25
Other	80	0.25
Spanish Origin	363	1.13

7. Number and percent of persons by age and sex:

<u>YEARS</u>	<u>TOTAL</u>	<u>PERCENT</u>	<u>MALE</u>	<u>PERCENT</u>	<u>FEMALE</u>	<u>PERCENT</u>
Total	32259	100.00	15848	49.13	16411	50.87
0-4	2525	7.83	1345	4.17	1180	3.66
5-9	2952	9.15	1548	4.80	1404	4.35
10-14	3184	9.87	1677	5.20	1507	4.67
15-17	2160	6.70	1127	3.49	1033	3.20
18-24	3996	12.39	1936	6.00	2062	6.39
25-34	4463	13.83	2132	6.61	2331	7.23
35-44	4293	13.31	2061	6.39	2232	6.92
45-54	5375	16.66	2690	8.24	2683	8.22
55-64	2487	7.71	1189	3.69	1298	4.02
65+	2824	8.75	1143	3.54	1681	5.21
Median Age:	27.7		26.3		29.4	

Number and percent of persons by household status:

	<u>NUMBER</u>	<u>PERCENT</u>
Persons in households:	32106	99.53
Persons in group quarters:	153	0.47

9. Number and percent of persons 15 years old and over by sex and marital status:

<u>MARITAL STATUS</u>	<u>TOTAL</u>	<u>PERCENT</u>	<u>MALE</u>	<u>PERCENT</u>	<u>FEMALE</u>	<u>PERCENT</u>
Total	23598	100.00	11278	47.79	12320	52.21
Single	5360	22.71	2909	12.33	2451	10.39
Married	14843	62.90	7416	31.93	7427	31.47
Separated	404	1.71	175	0.75	228	0.97
Widowed	1718	7.28	251	1.06	1467	6.22
Divorced	1273	5.39	526	2.23	747	3.17

10. Number and percent of households by household type:

<u>HOUSEHOLDS BY TYPE</u>	<u>NUMBER</u>	<u>PERCENT</u>
Total households	10197	100.00
One-person households	1535	15.05
Male	563	5.52
Female	972	9.53
Two+ person households	8662	84.95
Total Families	8534	83.69
Married couple families	7177	70.38
Other type families	1357	13.31
Non-family households	128	1.26

11. Average number of persons per household:

3.15

12. Average number of persons per family:

3.55

COUNTY TOTAL: EXAMPLE

13. Families by family income in 1979:

<u>INCOME RANGE</u>	<u>FAMILIES</u>	<u>PCI.</u>	<u>INCOME RANGE</u>	<u>FAMILIES</u>	<u>PCI.</u>
Under \$15,000	3218	37.5	\$35,000-\$39,999	368	4
\$15,000-\$24,999	2753	32.5	\$40,000-\$49,999	287	3
\$25,000-\$29,999	1160	12.3	\$50,000-\$74,999	142	1.7
\$30,000-\$34,999	661	7.7	\$75,000 & over	55	0.6

14. Average and median family income in 1979 by race/Spanish origin of householder:

<u>INCOME TYPE</u>	<u>TOTAL</u>	<u>WHITE</u>	<u>BLACK</u>	<u>SPANISH ORIGIN</u>
Average Family	\$ 19955	\$ 22018	\$ 10947	\$ 38057
Median Family	\$ 13435	\$ 20537	\$ 8952	\$ 19113

15. Persons 3 years old and over by school enrollment:

<u>TOTAL</u>	<u>PUBLIC SCHOOL</u>	<u>PERCENT</u>	<u>PRIVATE SCHOOL</u>	<u>PERCENT</u>
3669	3614	89.1	1855	10.9

16. Persons 25 years and over by years of school completed by race/Spanish origin:

<u>YEARS SCHOOL COMPLETED</u>	<u>TOTAL</u>	<u>PCI.</u>	<u>WHITE</u>	<u>BLACK</u>	<u>OTHER</u>	<u>SPANISH ORIGIN</u>
Elementary: 0-8 yrs.	4079	23.4	2541	1537	1	54
High School: 1-3 yrs.	2995	17.2	2190	799	6	25
4 yrs.	5145	35.2	5438	663	44	47
College: 1-3 yrs.	2134	12.1	1893	199	12	41
4+ yrs.	2117	12.1	1979	98	40	36
Median School Years	12.3		12.4	9.4	13.1	12.5

17. Persons 15 years old and over by labor force status:

	<u>NUMBER</u>	<u>PCI.</u>		<u>NUMBER</u>	<u>PCI.</u>
Civilian Employed	12591	55.0	Armed Forces	359	
Civilian Unemployed	907	4.0	Not in Labor Force	9042	39.0

18. Employed persons 15 years old and over in civilian labor force by sex by race/Spanish origin:

	<u>TOTAL</u>	<u>PCI.</u>	<u>WHITE</u>	<u>PCI.</u>	<u>BLACK</u>	<u>PCI.</u>	<u>SPANISH ORIGIN</u>	<u>PCI.</u>
Total:	12591	100.0	10518	83.6	2009	16.0	152	1.2
Male:	7575	60.2	5402	50.0	1119	8.9	104	0.8
Female:	5016	39.8	4116	32.7	890	7.1	48	0.4

19. Employed persons 15 years old and over by industry:

<u>INDUSTRY</u>	<u>TOTAL</u>	<u>PCI.</u>	<u>INDUSTRY</u>	<u>TOTAL</u>	<u>PCI.</u>
Agric./Mining/etc.	691	5.5	Fin./Insur./Real Est.	619	4.9
Construction	1329	10.6	Business & Repair Svc.	279	2.2
Manufacturing	3127	24.8	Recreation Svc., etc.	376	3.0
Transportation	335	2.7	Health Services	549	4.4
Comm./Pub. Util.	358	2.8	Educational Services	802	6.4
Wholesale Trade	572	4.5	Other Profession. Svc.	492	3.9
Retail Trade	1751	14.1	Public Administration	1281	10.2

20. Employed persons 15 years old and over by occupation:

<u>OCCUPATION</u>	<u>TOTAL</u>	<u>PCI.</u>	<u>OCCUPATION</u>	<u>TOTAL</u>	<u>PCI.</u>
Exec./Admin./Manag.	1105	8.8	Other Service Occupat.	950	7.5
Professional Spec.	1291	9.5	Farming/Forest./Fish.	470	3.7
Tech./Relat. Suppor	342	2.7	Precision Prod./Craft	2011	16.0
Sales	1062	8.0	Machine Oper. & Assem.	1562	12.4
Administrative Supp	2157	17.1	Trans. & Mater. Moving	594	4.7
Private Household	153	1.2	Handlers/Laborers/etc.	731	5.8
Protective Service	252	1.9			

COUNTY TOTAL: EXAMPLE

21. Females 16 years and over with one or more children by labor force status by age of own children:

<u>LABOR FORCE STATUS</u>	<u>WITH CHILDREN 0-5 YEARS</u>	<u>WITH CHILDREN 6-17 YRS. ONLY</u>
In labor force	973	1316
Not in labor force	1135	1140

22. Number of families and average family income by workers in family in 1979:

<u>WORKERS IN FAMILY</u>	<u>NO. OF FAMILIES</u>	<u>PERCENT</u>	<u>AVERAGE FAMILY INCOME</u>
No workers	896	10.4	7044
1 worker	3123	36.4	17313
2 or more workers	4565	53.2	24316

23. Workers 16 years old and over by means of transportation and by travel time to work:

<u>TRANSPORTATION</u>	<u>WORKERS</u>	<u>PERCENT</u>	<u>TRAVEL TIME</u>	<u>WORKERS</u>	<u>PERCENT</u>
Car or truck/van:			Under 5 min.	431	3.4
Drive alone	8970	70.4	5-9 min.	1885	15.0
Carpool	3738	24.2	10-19 min.	3463	27.6
Public transport.	103	0.8	20-29 min.	2868	22.8
Walked only	254	2.1	30-44 min.	2835	22.6
Other	71	0.6	45+ min.	1083	8.6
Worked at home	245	1.9	Average travel time:		21.8 min.

24. Housing units by occupancy status and race/Hispanic origin of householder:

<u>HOUSING UNITS</u>	<u>TOTAL</u>	<u>PERCENT</u>	<u>BLACK</u>	<u>PERCENT</u>	<u>SPAN. OR.</u>	<u>PERCENT</u>
Total year-round	12943	100.00				
Total occupied	11197	93.14	1973	18.02	92	0.84
Owner occupied	8136	74.31	1392	12.71	69	0.63
Renter occupied	3061	18.83	581	5.31	23	0.21
Vacant units	1746	6.86				

25. Number and percent of specified owner-occupied non-condominium housing units by value:

<u>HOUSING VALUE</u>	<u>NUMBER</u>	<u>PERCENT</u>	<u>HOUSING VALUE</u>	<u>NUMBER</u>	<u>PERCENT</u>
Under \$20,000	1060	18.4	\$80,000- \$99,999	255	4.7
\$20,000- \$39,999	2107	38.7	\$100,000-\$149,999	102	1.9
\$40,000- \$49,999	368	15.9	\$150,000-\$199,999	19	0.3
\$50,000- \$79,999	1089	20.6	\$200,000 +	8	0.1
Median value	\$ 37180				

26. Specified renter-occupied housing units by contract rent:

<u>CONTRACT RENT</u>	<u>NUMBER</u>	<u>PERCENT</u>	<u>CONTRACT RENT</u>	<u>NUMBER</u>	<u>PERCENT</u>
Under \$100	656	42.8	\$250-\$299	123	8.0
\$100-\$149	224	14.6	\$300-\$399	91	5.9
\$150-\$199	242	15.8	\$400-\$499	27	1.8
\$200-\$249	171	11.1	\$500 +	3	0.3
Median rent	\$ 122				

27. Average gross rent for specified renter-occupied housing units: \$ 216

28. Condominium housing units by occupancy status (with average value provided for specified owner-occupied units):

<u>CONDOMINIUM UNITS</u>	<u>NUMBER</u>	<u>PERCENT</u>	<u>AVERAGE VALUE</u>
Total	11	100.00	
Owner occupied	11	100.00	\$ 20227
Renter occupied	0	0.00	
Vacant	0	0.00	

COUNTY TOTAL: EXAMPLE

29. Specified owner-occupied noncondominium housing units by mortgage status by monthly owner costs as percentage of household income:

<u>HHLD INCOME</u>	<u>MONTHLY OWNER COSTS</u>	<u>NUMBER OF UNITS</u>	<u>PERCENT</u>
Under \$20,000	Less than 25% of income	1833	30.0
	25% and over of income	1160	21.3
\$20,000 and over	Less than 25% of income	2387	43.8
	25% and over of income	269	4.9

30. Year-round housing units by tenure/occupancy status by units in structure:

<u>UNITS IN STRUCTURE</u>	<u>TOTAL</u>	<u>PCT.</u>	<u>OWNER OCC.</u>	<u>RENTER OCC.</u>	<u>VACANT</u>
1, detached	8303	80.4	6775	1451	582
1, attached	65	0.6	30	22	13
2	125	1.1	39	57	9
3 and 4	47	0.4	23	21	5
5 or more	446	4.1	125	294	27
Mobile home, etc.	1464	13.4	1124	216	124

31. Year round housing units by year structure built:

<u>YEAR STRUCTURE BUILT</u>	<u>TOTAL</u>	<u>PCT.</u>	<u>YEAR STRUCTURE BUILT</u>	<u>TOTAL</u>	<u>PCT.</u>
1979 to March 1980	639	5.8	1950 to 1959	1373	12.5
1975 to 1978	1527	13.9	1940 to 1949	748	6.8
1970 to 1974	2518	23.0	1939 or earlier	1194	10.9
1960 to 1969	2950	27.0	Median Age of Structure	13.02 yrs.	

32. Occupied housing units by year householder moved into unit:

<u>YEAR MOVED INTO UNIT</u>	<u>TOTAL</u>	<u>PCT.</u>	<u>YEAR MOVED INTO UNIT</u>	<u>TOTAL</u>	<u>PCT.</u>
1979 to March 1980	2192	21.5	1960 to 1969	1590	16.6
1975 to 1978	2963	29.1	1950 to 1959	675	6.0
1970 to 1974	2803	20.3	1949 or earlier	609	6.0

33. Persons 6 years old and over by residence in 1975:

<u>RESIDENCE</u>	<u>PERSONS</u>	<u>PCT.</u>	<u>RESIDENCE</u>	<u>PERSONS</u>	<u>PCT.</u>
Same House	15671	53.4	Different State:		
Different House:			Northeast	343	1.2
Same County	6323	21.5	North Central	537	1.8
Diff. County:			South	2443	8.3
Same State	3722	12.7	West	332	1.1

34. Occupied housing units by other selected characteristics:

<u>HOUSE HEATING FUEL</u>	<u>TOTAL</u>	<u>PCT.</u>	<u>WATER HEATING FUEL</u>	<u>TOTAL</u>	<u>PCT.</u>
Utility gas	5697	55.9	Utility gas	4383	43.0
Bottled, LP gas	2211	21.7	bottled, LP gas	1085	10.6
Electricity	1411	13.8	Electricity	4329	42.5
Fuel oil, Kerosene	39	0.4	Fuel oil, Kerosene	0	0.0
Coal or coke	37	0.4	Other	62	0.6
wood	761	7.5	No fuel used	338	3.3
Other	9	0.1	<u>VEHICLES AVAILABLE</u>		
No fuel used	32	0.3	None	799	7.8
<u>COOKING FUEL</u>			1	2697	26.4
Utility gas	2887	28.3	2	3752	36.8
bottled, LP gas	1393	13.7	3 or more	2949	28.9
Electricity	5809	57.0			
Other	102	1.0			
No fuel used	5	0.1			

COUNTY TOTAL: EXAMPLE

35. Households by household income and age of householder:

HOUSEHOLD INCOME (000)	AGE OF HOUSEHOLDER IN 1980							
	TOTAL	15-24	25-34	35-44	45-54	55-64	65-74	75 +
Total	10197	577	2175	2149	1803	1582	1216	595
Under \$7.5	2395	124	286	209	209	434	663	470
\$7.5-\$14.9	2177	297	547	270	303	366	329	65
\$15-\$24.9	2950	189	791	801	516	462	145	46
\$25-\$34.9	1805	50	409	600	425	187	61	13
\$35-\$49.9	661	0	52	213	275	99	12	0
\$50-\$74.9	143	0	21	37	64	16	4	1
\$75 +	66	7	9	19	11	18	2	0
Median	\$ 16785	\$ 12917	\$ 16217	\$ 22434	\$ 22548	\$ 14816	\$ 6378	\$ 4747
<u>1979 %</u>								
Total	100.00	6.54	21.33	21.07	17.63	15.51	11.93	5.84
Under \$7.5	23.49	1.22	2.80	2.05	2.05	4.26	6.50	4.61
\$7.5-\$14.9	21.35	2.91	5.35	2.65	2.97	3.59	3.23	0.64
\$15-\$24.9	28.93	1.65	7.76	7.86	5.06	4.53	1.42	0.45
\$25-\$34.9	17.70	0.59	4.50	5.86	4.17	1.83	0.60	0.13
\$35-\$49.9	6.48	0.00	0.61	2.09	2.70	0.97	0.12	0.00
\$50-\$74.9	1.40	0.00	0.21	0.36	0.63	0.16	0.04	0.01
\$75 +	0.65	0.17	0.09	0.17	0.11	0.18	0.02	0.00
<u>1986 INCOME</u>								
----- AGE OF HOUSEHOLDER IN 1986 -----								
Total	11234	715	2628	2146	1939	1801	1252	753
Under \$7.5	1755	91	228	141	150	306	447	392
\$7.5-\$14.9	1706	150	326	138	173	302	369	248
\$15-\$24.9	2180	247	624	359	302	369	233	46
\$25-\$34.9	2110	125	507	534	356	350	102	36
\$35-\$49.9	2295	32	667	640	513	273	72	30
\$50-\$74.9	962	3	147	200	374	149	23	0
\$75 +	226	7	29	66	71	52	6	1
Median	\$ 24890	\$ 19717	\$ 27241	\$ 33146	\$ 34577	\$ 22927	\$ 11138	\$ 7203
<u>1986 %</u>								
Total	100.00	6.36	23.39	19.19	17.26	16.03	11.14	6.70
Under \$7.5	15.62	0.81	2.03	1.26	1.34	2.72	3.98	3.49
\$7.5-\$14.9	15.19	1.34	2.90	1.23	1.54	2.69	3.28	2.21
\$15-\$24.9	19.41	2.20	5.55	3.21	2.69	3.28	2.07	0.41
\$25-\$34.9	18.78	1.11	5.40	4.76	3.17	3.12	0.91	0.32
\$35-\$49.9	20.43	0.32	5.94	5.77	4.57	2.43	0.64	0.27
\$50-\$74.9	8.56	0.03	1.31	2.37	3.33	1.33	0.20	0.00
\$75 +	2.01	0.06	0.26	0.53	0.63	0.46	0.05	0.01
<u>1991 INCOME</u>								
----- AGE OF HOUSEHOLDER IN 1991 -----								
Total	12146	674	2991	2236	2030	1928	1397	391
Under \$7.5	1563	75	210	124	127	281	391	375
\$7.5-\$14.9	1565	97	279	114	146	262	373	294
\$15-\$24.9	1969	187	533	255	238	337	293	121
\$25-\$34.9	1917	146	579	397	282	332	152	29
\$35-\$49.9	2582	114	786	668	486	367	110	51
\$50-\$74.9	1856	49	502	491	504	233	58	19
\$75 +	694	6	97	186	247	136	20	2
Median	\$ 30091	\$ 23624	\$ 33092	\$ 40109	\$ 41852	\$ 28133	\$ 13683	\$ 9298
<u>1991 %</u>								
Total	100.00	5.55	24.53	18.40	16.71	15.87	11.50	7.34
Under \$7.5	12.87	0.62	1.73	1.02	1.05	2.15	3.22	3.09
\$7.5-\$14.9	12.88	0.80	2.30	0.94	1.20	2.16	3.07	2.42
\$15-\$24.9	16.21	1.54	4.43	2.19	1.95	2.77	2.41	1.00
\$25-\$34.9	15.78	1.20	4.77	3.27	2.32	2.73	1.25	0.24
\$35-\$49.9	21.26	0.94	6.47	5.50	4.00	3.02	0.91	0.42
\$50-\$74.9	15.28	0.40	4.13	4.04	4.15	1.92	0.48	0.16
\$75 +	5.71	0.05	0.80	1.55	2.03	1.12	0.16	0.02

COUNTY TOTAL: EXAMPLE

56. Specified owner-occupied housing units including condominiums by housing value and age of householder:

Housing Value	AGE OF HOUSEHOLDER IN 1980							
	TOTAL	15-24	25-34	35-44	45-54	55-64	65-74	75 +
Total	5530	156	1126	1388	1095	940	583	242
Under \$25K	1367	13	146	211	201	352	300	144
\$25K -49K	2640	115	656	643	545	367	243	71
\$50K -74K	977	23	228	349	196	139	20	22
\$75K -99K	420	5	65	141	122	62	20	5
\$100K-124K	63	0	31	20	6	0	0	0
\$125K-149K	40	0	0	12	13	15	0	0
\$150K-199K	23	0	0	6	12	5	0	0
\$200K +	0	0	0	0	0	0	0	0
Total	100.00	2.82	20.36	25.10	19.80	17.00	10.54	4.38
Under \$25K	24.72	0.24	2.64	3.82	3.03	6.37	5.42	2.60
\$25K -49K	47.74	2.18	11.86	11.63	9.86	6.64	4.39	1.28
\$50K -74K	17.67	0.42	4.12	6.31	3.54	2.51	0.36	0.40
\$75K -99K	7.59	0.09	1.18	2.55	2.21	1.12	0.36	0.09
\$100K-124K	1.14	0.00	0.56	0.47	0.11	0.00	0.00	0.00
\$125K-149K	0.72	0.00	0.00	0.22	0.24	0.27	0.00	0.00
\$150K-199K	0.42	0.00	0.00	0.11	0.22	0.09	0.00	0.00
\$200K +	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Median	\$ 38239	\$ 39150	\$ 40892	\$ 43779	\$ 40894	\$ 33038	\$ 24292	\$ 21007

57. Number of persons by race or Spanish origin:

RACE	-----1980-----		-----1980-----		-----1991-----		% CHANGE 1980-1991
	NUMBER	%	NUMBER	%	NUMBER	%	
Total	32259	100.0	34460	100.0	36238	100.0	6.7
White Non-Hisp	24603	76.3	26304	76.3	27609	76.2	6.4
Black Non-Hisp	7118	22.1	7570	22.0	8002	22.1	6.4
Other Non-Hisp	175	0.5	191	0.6	205	0.6	9.1
Hispanic	363	1.1	395	1.1	422	1.2	8.8

1986 CONSUMER SPENDING PATTERNS

	ANNUAL	---- WEEKLY EXPENDITURES ----			MARKET INDEX
	AVERAGE HOUSEHOLD	AGGREGATE	PER CAPITA	AVERAGE HOUSEHOLD	
<u>33. Grocery & Other Misc. Exp.:</u>					
Total Food Exp.	3329.25	719245	20.96	64.02	0.98
<u>Food at home:</u>					
Cereals	98.67	21316	0.62	1.90	0.99
Bakery Products	207.10	44742	1.30	3.93	0.98
Meats	510.45	110277	3.21	9.82	0.99
Poultry	91.22	19707	0.57	1.75	0.99
Fish and Seafood	61.76	13348	0.39	1.19	0.98
Eggs	39.72	8580	0.25	0.76	0.99
Dairy Products	273.47	59080	1.72	5.26	0.98
Fresh Fruits	102.32	22106	0.64	1.97	0.98
Processed Fruits	30.43	17377	0.51	1.55	0.99
Fresh Vegetables	102.21	22082	0.64	1.97	0.98
Processed Vegetables	64.03	13833	0.40	1.23	0.99
Sugar and Sweets	85.25	18416	0.54	1.64	0.99
Fats and Oils	61.26	13234	0.39	1.18	0.98
Non-alcoholic Beverages	197.61	42691	1.24	3.80	0.99
Misc. Prepared Foods	219.63	47449	1.38	4.22	0.99
Food Away From Home	1134.09	245007	7.14	21.81	0.97
<u>Other Misc. Exp.:</u>					
Alcoholic Beverages	369.07	79733	2.32	7.10	0.97
Tobacco/Smoking Products	279.28	60330	1.76	5.37	1.03
Personal Care Prod. & Svcs	300.27	64870	1.89	5.77	0.98
Non-prescription Drugs	135.93	29366	0.86	2.61	1.01
Housekeep/Garden Supplies	292.50	63191	1.84	5.62	0.98
Gas, Motor oil, etc.	901.69	194801	5.68	17.34	0.98
Other Energy/Fuel costs	1059.87	228972	6.67	20.38	0.98

COUNTY TOTAL: EXAMPLE

	----- ANNUAL EXPENDITURES -----			WEEKLY	MARKET
	AGGREGATE	PER	AVERAGE	AVERAGE	INDEX
	(\$000s)	CAPITA	HOUSEHOLD	HOUSEHOLD	
Income Less Avg. Taxes	267553	7799	23816	458.01	0.91
Total expenditures	246803	7188	21951	422.14	0.98
39. <u>Food and Drink:</u>					
Food at Home	32222	939	2868	55.16	0.98
Food Away From Home	11464	334	1021	19.63	0.96
Alcoholic Beverages	4062	118	362	6.95	0.97
<u>Misc. Personal Items:</u>					
Tobacco/Smoking Supplies	3396	99	302	5.81	0.99
Personal Care Services	2218	65	197	3.80	0.97
40. <u>Household Equip. and Svces.:</u>					
Household Textiles	834	24	74	1.43	0.95
Furniture	3094	90	275	5.30	0.95
Floor Coverings	431	13	38	0.74	0.95
Major Appliances	1684	49	150	2.88	0.98
Small Appliances	725	21	65	1.24	0.96
Misc. Household Equip.	2093	61	186	3.58	0.96
Domestic Services	3087	90	275	5.28	0.95
Other Household Expenses	802	23	71	1.37	0.97
41. <u>Apparel:</u>					
Women's Apparel, 16+	3455	101	308	5.91	0.96
Men's Apparel, 16+	2403	70	214	4.11	0.96
Girl's Apparel, 2-15	624	18	56	1.07	0.96
Boy's Apparel, 2-15	586	17	52	1.00	0.96
Children's Apparel, <2	413	12	37	0.71	1.00
Footwear	1307	38	116	2.24	0.97
Other Apparel	2061	60	183	3.53	0.96
42. <u>Entertainment:</u>					
Entertainment fees	3577	104	318	6.12	0.95
TV, Sound Equip., etc.	2708	79	241	4.64	0.98
Misc. Entertainment	4414	129	393	7.56	0.97
Reading	1603	47	143	2.74	0.97
Education	4096	119	365	7.01	0.95
43. <u>Shelter and Related Exp.:</u>					
Owner Dwell exc. Rep/Maint	23183	676	2064	39.69	1.24
Owner Dwell Repairs/Maint.	7285	212	648	12.47	1.24
Rented Dwelling Expenses	9297	271	828	15.92	0.63
Other Lodging Expenses	3647	106	325	6.24	0.94
Fuels, Util., Pub. Svces.	18970	553	1689	32.47	0.99
44. <u>Transportation Expenses:</u>					
Cars/Trucks - New	8854	258	788	15.16	0.96
Cars/Trucks - Used	10366	302	923	17.74	0.97
Other Vehicles	520	15	46	0.89	0.99
Vehicle Finance Charge	2248	66	200	3.85	0.97
Gas, Motor Oil, etc.	13388	390	1192	22.92	0.98
Vehicle Repairs/Maint.	5423	158	483	9.28	0.97
Vehicle Insurance	4039	118	360	6.91	0.97
Public Transportation	3992	116	355	6.83	0.95
Vehicle Rental, etc.	1633	48	145	2.80	0.96

COUNTY TOTAL: EXAMPLE

	---- ANNUAL EXPENDITURES ----			WEEKLY	MARKET
	AGGREGATE	PER	AVERAGE	AVERAGE	INDEX
	(<u>\$000s</u>)	<u>CAPITA</u>	<u>HOUSEHOLD</u>	<u>HOUSEHOLD</u>	
Income Less Avg. Taxes	267553	7799	23816	458.01	0.91
Total expenditures	246603	7188	21951	422.14	0.98
45. <u>Health Care:</u>					
Health Insurance	3904	114	348	6.68	1.00
Medical Services	7179	209	639	12.29	1.02
Prescription Drugs	2013	59	179	3.45	1.00
<u>Miscellaneous Items:</u>					
Cash Contributions	7403	216	659	12.67	0.95
Life and Other Insurance	3813	111	339	6.53	0.96
Retirement/Pensions	16088	469	1432	27.54	0.95
45. <u>Gift Expenditures:</u>					
Gift Clothing	917	27	82	1.57	0.96
Gift Jewelry and Watches	190	6	17	0.33	0.93
Gift Small Appliances	171	5	15	0.29	0.94
All Other Gifts	4967	145	442	8.50	0.92

PROMOTION OF ECONOMIC DEVELOPMENT PROGRAMS AND SERVICES

Working with City Council, our office was charged with the analysis on how to best promote, advertise and market the Sacramento area, and the programs and services offered by our City.

After looking at options and costs associated with different medias (electric and print), we formulated our direction into short and long-term goals.

Short-Term

It was determined to develop a direct marketing method using direct mail to contact businesses. Why direct mail? Primarily, direct mail is an efficient, effective and economical medium for promotion. Next to a personal meeting, it is the most effective medium a promoter can use to convey services, programs and products. Plus, direct mail currently serves our purposes. These are selectivity to certain types of businesses, intensive coverage to the selected type(s) of business, flexibility in time and cost, control over circulation and personal impact.

We will focus our attention to the following:

1. Existing Manufacturers
2. Existing Warehouse/Distributors
3. All New Business that register tax certificates with the City.
4. All Unsolicited Business Inquiries

It was felt by staff that a letter from the Mayor's Office would be paramount in securing and retaining businesses. So, a direct marketing campaign is being coordinated to contact these businesses through specialized letters for each business category.

Also, we will be developing a small four-color brochure outlining the services and programs of our office for a mailer to targeted businesses and to out-of-state unsolicited inquiries.

Long-Term

Continuing with our direct-marketing campaign, we will look to other options. One in particular might be the use of cable television. The use of a public access station to promote a city is not uncommon. Since the City will have availability to a public access station, cable offers us a good way to disseminate our information.

Lastly, we will continue to investigate all mediums, the costs associated with using them and the businesses/markets we are trying to reach.