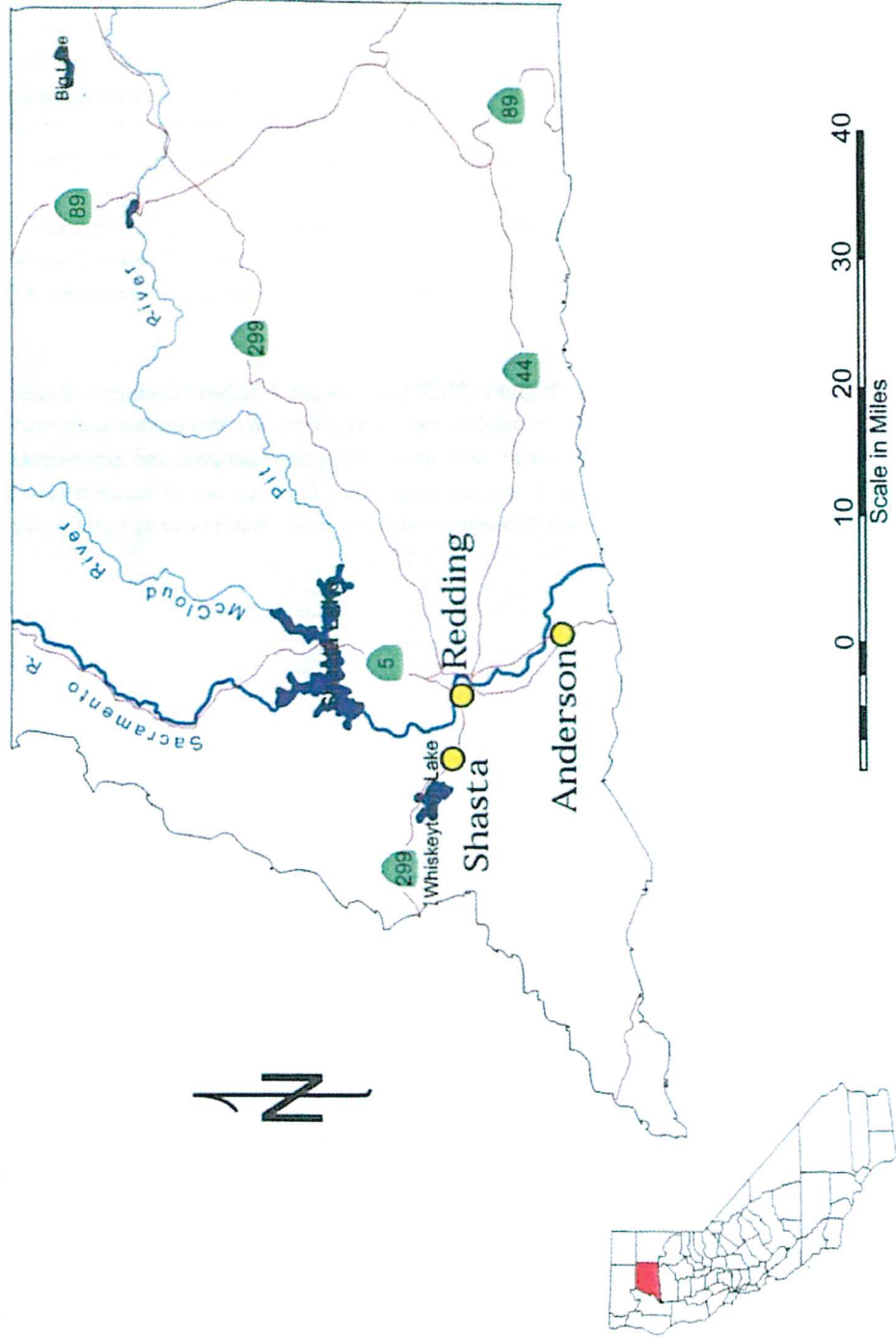


Shasta County



Shasta County

Shasta County with a population of 178,520 in 2014*, and located at the northern end of the Sacramento Valley, is 160 miles north of Sacramento and 230 miles north of San Francisco. Comprised of 3,847 square miles and incorporated in February, 1850, Shasta County was named after Mt. Shasta. Pristine snow-capped mountain views, numerous streams and rivers, and colorful wildflowers enhance the beauty of this region.

Shasta Lake (California's largest lake which holds the nickname "Houseboat Capital of the West"), Whiskeytown Lake (considered the jewel of the Whiskeytown Shasta-Trinity National Recreation Area), Castle Crags State Park (known for ancient granite formations), The Pacific Crest Trail, and Mc-Arthur-Burney Falls Memorial State Park (containing 129-foot and underground falls) all encompass a major region of this county. There are three incorporated cities within Shasta County: Redding, Anderson and the City of Shasta Lake.

The historic mining town of Old Shasta was the original county seat for Shasta County. At one time, this town was a thriving mining town during Northern California's Gold Rush period. Destroyed by fire in 1853, Old Shasta is now a state park which offers a renovated court house museum, an authentic general store and the remains of several businesses.

Following the destruction of Old Shasta, Redding became the hub of the North state due to its location near the new railroad system and the Sacramento River. Redding, bisected by the Sacramento River, is the seat for Shasta County and is the center for government, retail trade, wholesale trade, commerce and recreation, as well as health and legal services and employment for much of Northern California. Located at the intersection of Interstate 5 and the 299 and 44 highways, Redding is the largest city north of Sacramento covering 70 square miles with a population of 90,725 people the year 2014.

Nearby Shasta Dam, which is the second largest and highest concrete structure in the United States, and Shasta Lake, with 30,000 surface acres and a shoreline of 370 miles, provide the area's abundant water supply as well as low cost electrical power. Redding's overall job growth over the past five years has more than doubled the national average (19.9 percent compared to 8.7 percent) and the number of businesses in the city has almost tripled the national average (38.8 percent versus 13 percent).

The city of Redding funds the Turtle Bay Exploration Park, a 300-acre cultural and scientific center with interactive exhibits and special exhibition galleries. This park, located in the heart of the city, focuses on the Sacramento River's ecosystem and its surrounding forests.

* Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Currently featured at the park are three museums, a summer butterfly house, the Arboretum on the River, Paul Bunyan's Forest Camp and a visitor's center. Also open to the public are a wildlife exhibit, an aviary, 10 different gardens and 5 fine art exhibits. Crossing the Sacramento River is The Sundial Bridge of Turtle Bay, which is a harp-shaped pedestrian bridge with a clear glass bottom, completed in July 2004 to link the Turtle Bay Exploration Park's north and south campuses.

Located south of Redding are the cities of Anderson (population of 10,066) and Cottonwood, both located on the Sacramento River. The Anderson River Park and the region's only Outlet Shopping Center are located in Anderson. Located in the eastern region of Shasta County is the rich agricultural area of Fall River Valley which provides 25 percent of the world's wild rice. The town of Burney is also located in the eastern region of Shasta County. The intermountain area offers tranquil lakes, rivers, and the nearby beauty of the McArthur-Burney Falls Memorial State Park.

DEMOGRAPHICS

- As of 2014, total population was 178,520, of which 31,162 were aged 60+ and 13,986 were aged 75+
- The population density is roughly 46.4 people per square mile

TARGETED POPULATIONS

- Seniors aged 75+ 7.83%
- Low Income Seniors (60+) 2.17%

AGRICULTURE – Top Crops

- Cattle – Stockers and Feeders
- Nursery Plants – Strawberries
- Hay, Other
- Rice, Wild

LABOR FORCE

- Total population unemployment rate in 2014 was 9.6%, compared to 7.5% statewide
- Total labor force in 2014 was 77,370 members, representing a decrease of 2.7% from 2010 in Shasta County compared to a decrease of only 0.9% statewide for the same period.

INCOME

- In 2014, the county's median household income was \$55,028
- The per capita income in 2014 was \$23,763, a 0.04% increase from 2013
- The poverty rate in 2014 was 17.5% in the county, compared to 16.4% statewide

HOUSING

- With total housing units in the year 2014 at 77,647, there was an average of 2.3 individuals per housing unit.

CLIMATE

- Average Maximum Temperature – 100 degrees
- Average Low Temperature – 40 degrees
- Average annual precipitation – ranges from 25" to 60"
- Average annual snowfall – up to 10"