

PLACER COUNTY PROFILE

History and Population

HISTORY OF PLACER COUNTY

Placer County's 150-year history began with the discovery of gold in 1848. In fact, the County took its name from the Spanish word for sand or gravel deposits that contain gold. Gold was discovered on the American River in 1848 by James W. Marshall at Sutter's Mill in Coloma. One of the first parties to capitalize on Marshall's success was organized by Claude Chana who panned three large gold nuggets from a stream at the Auburn Ravine on May 16, 1848. This discovery warranted the establishment of a new mining settlement, which was named Auburn in 1849. By April 25, 1851, the County of Placer was formed, and Auburn was designated as the County seat.

The railroad has also been a major part of Placer County's history. Once a small agricultural center, Roseville became a major railroad center and grew to be Placer County's most populous city after Southern Pacific Railroad moved its railroad switching yards there in 1908. Between 1864 and 1865, Central Pacific Railroad laid track from Sacramento to reach various parts of Placer County, including Roseville, Rocklin, Newcastle, Auburn, and Colfax.

In 1956, construction on Interstate 80 was completed, linking Placer County towns and cities to points East and West. Today's Placer County represents a rapidly growing and prosperous community characterized by a healthy and mature economy, attractive business environment, and residents who benefit from a developed educational, safety, and healthcare infrastructure, in addition to abundant recreational

Placer County encompasses 1,424 square miles of land area, and 248 persons per square mile.

Data Source: U.S. Census Bureau, via quickfacts.census.gov

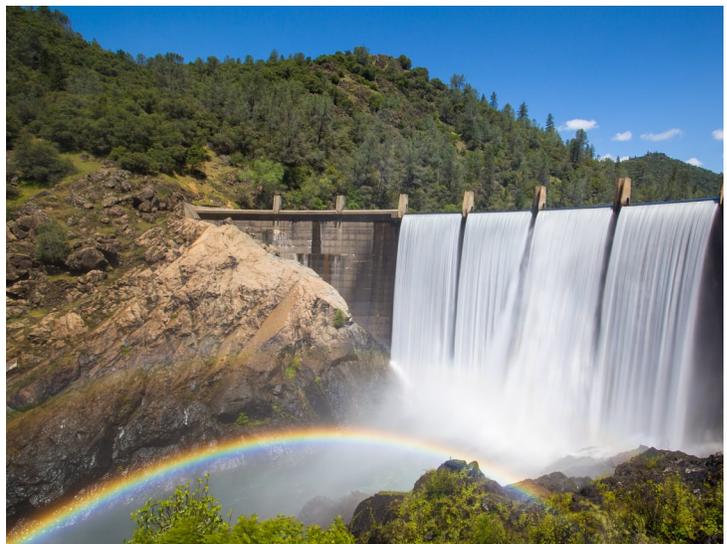
POPULATION

	2010 (Benchmark)	2014	2015
Placer County	348,432	366,678	369,454
Auburn	13,330	13,817	13,818
Colfax	1,963	2,000	1,994
Lincoln	42,819	45,259	45,837
Loomis	6,430	6,617	6,623
Rocklin	56,974	59,746	60,252
Roseville	118,788	127,153	128,382
Unincorporated	108,108	112,086	112,548

Data Source: California Department of Finance, E-4 Estimates
Notes: All figures based on January of the corresponding year.
DOF Disclaimer: "Parts may not add due to independent rounding."

Placer County is considered a rural/suburban county with the state's 22nd highest population among the 58 counties.

Data Source: California Department of Finance, E-5 Estimates



PLACER COUNTY'S TOP FIVE CROPS

2010 (Benchmark)		2014	
Rice	\$27,354,363	Rice	\$23,891,000
Cattle & Calves	\$8,015,225	Cattle & Calves	\$14,994,000
Nursery Stock	\$5,048,712	Timber	\$12,145,000
Timber	\$4,659,958	Nursery Stock	\$7,311,000
Walnuts	\$2,675,195	Walnuts	\$5,758,000

Data source: Placer County Agriculture Department, 2012 Annual Crop Report; Summary of County Agricultural Commissioners' Reports, State of CA 1989-1990.
**2015 Data to be released July 2016*

PLACER COUNTY PROFILE

Labor Force and Housing

EMPLOYMENT BY INDUSTRY (Sacramento Area)

Industry	2015 % of Total Employees
Government—Includes State and Federal	25.06%
Trade, Transportation, and Utilities	15.86%
Educational and Health Services	15.16%
Professional and Business Services	12.93%
Leisure and Hospitality	10.25%
Financial Activities	5.50%
Construction	5.39%
Manufacturing	3.92%
Other Services	3.33%
Information	1.53%
Agriculture	1.00%
Mining and Logging	0.06%
Total	100.00%

Data Source: California Employment Development Department, Annual Average Employment by Industry Data. Notes: The 'Other Services' encompasses establishments that provide repair and maintenance and personal services as well as religious, grant making, civil, and professional organizations and personal household activities. Differences due to rounding. 2014 numbers released for the Sacramento area—not specifically Placer County.

MEDIAN HOUSEHOLD INCOME

	2000 (Benchmark)	2014*
Placer County	\$57,535	\$73,747
California	\$47,493	\$61,487

Data Source: www.census.gov
* 2015 Data not yet available

MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY

Company	Number of Local Employees
Kaiser Permanente	3,839
Sutter Health	3,693
Squaw Valley Alpine Meadows	2,500*
Hewlett-Packard Co.	2,000
Thunder Valley Casino Resort	1,875
PRIDE Industries Inc.	1,221
Safeway, Inc.	1,218
Raley's Inc.	930
Adventist Health System/West	763

Data Sources: Sacramento Business Journal, Book of Lists 2015.

Note: Employment numbers are full-time equivalents except where otherwise noted. *peak season

ANNUAL LABOR FORCE, EMPLOYMENT, UNEMPLOYMENT, AND UNEMPLOYMENT RATE

	2010 (Benchmark)	2015	Mar. 2016
Labor Force	173,300	178,200	178,500
Employment	153,200	169,200	170,200
Unemployment	20,100	9,000	8,300
Unemployment Rate	11.6%	5.0%	4.6%

Data Source: Employment Development Department, Labor Market Information April 2016

NUMBER OF HOUSING UNITS

MEDIAN HOME VALUE

	2010 (Benchmark)	2015	2020 (Projected)	2015	2020 (Projected)
Placer County	152,648	161,479	172,241	\$372,536	\$422,306
Auburn	6,139	6,344	6,651	\$327,913	\$372,667
Colfax	929	965	1,044	\$304,511	\$361,062
Lincoln	17,457	18,594	19,918	\$364,567	\$385,450
Loomis	2,465	2,597	2,776	\$315,919	\$361,111
Rocklin	22,010	23,050	24,341	\$379,051	\$424,746
Roseville	47,757	51,663	55,684	\$361,006	\$392,394
Unincorporated	55,891	-	-	-	-

Data Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. - = Data not available.

PLACER COUNTY PROFILE

TOURISM ATTRACTIONS AND EVENTS IN PLACER COUNTY

All American Speedway
America's Clay Fest (formerly Feats of Clay)
Art Walks
Auburn Century Race
Auburn Community Festival
Auburn Festival of Lights Parade
Auburn Spring Home Show
Auburn Wine and Food Festival
Auburn's Party in the Park
Berryfest
Blue Goose Food Extravaganza
Chillin' N Grillin'
Colfax Parade of Lights
Colfax Railroad Days
Country Christmas in Old Town Auburn
Downtown Lincoln Classic Car Show
Fast Fridays Speedway Motorcycling Racing
Food Truck Mania
Foresthill's Heritage Festival
Gold Country Fair
Gold Country Pro Rodeo
Heritage Trail Tour
Hot Chili, Cool Cars
Lake Tahoe Concours d'Elegance
Lake Tahoe Shakespeare Festival
Lincoln Wine Fest
Loomis Cowpoke Poetry
Loomis Eggplant Festival
Mountain Mandarin Festival
Placer County Fair
Placer County Wine Trail Grape Days of Summer
Placer Grown Farm and Barn Tour
Placer Grown Harvest Festival
Rocklin Community Festival
Snowfest Winter Festival
SPLASH
Tevis Cup Trail Ride
The Great Auburn Obstacle Race
Thunder in the Sky Airshow
Thunder Valley Casino and Resort
Tough Mudder
Tour De Lincoln
Western States Endurance Run
Woofstock
Yomen: A Spring Celebration



PLACER COUNTY PROFILE

ACTIVITIES IN PLACER COUNTY

Art Walks
Beaches
Bicycling
Boating
Camping
Canoeing
Certified Farmer's Markets
Craft Beer Breweries
Cross-Country Skiing
Cruise Nights
Disc Golfing
Dogsledding
Fine Dining
Fishing
Gaming
Gold Panning
Golfing
Hiking
Horseback Riding
Hunting
Ice Skating
Jet Skiing
Kayaking
Kite Skiing
Museums
National Forests
Off Road / ATV Activities
Paddle Boarding
Parasailing
Rafting
Sailing
Shopping
Skateboarding
Skiing / Snowboarding
Sledding
Sno-Parks
Snowmobiling
State, County and Local Parks
Swimming
Water Skiing
Wine Tasting

Other Resources/Information:

<http://www.visitplacer.com/>
<http://www.gotahoenorth.com/>
<http://www.placertourism.com/>
<http://www.placerarts.org/>

