

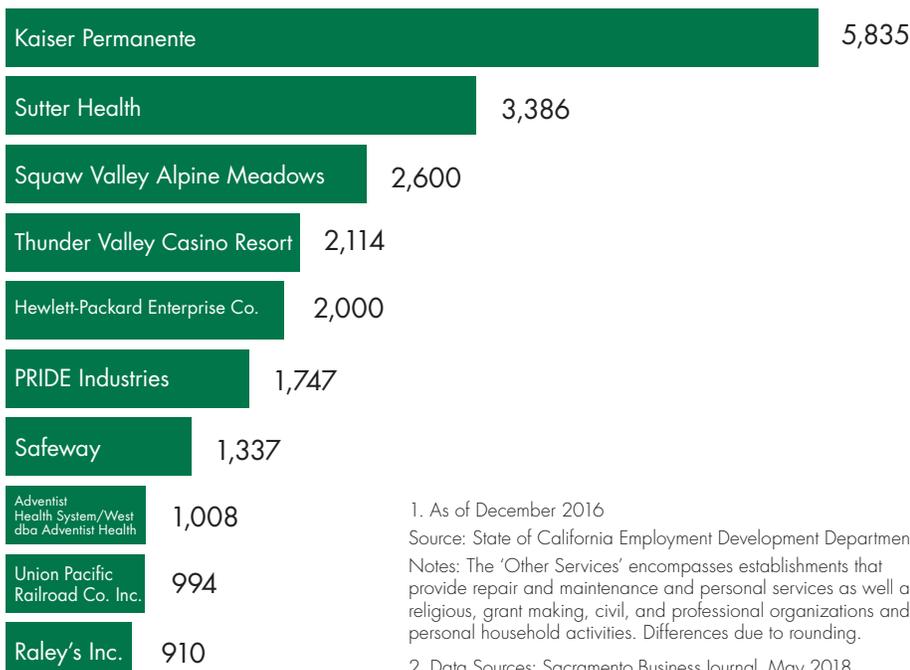
PLACER COUNTY PROFILE

EMPLOYMENT BY INDUSTRY¹

- 18.93% Trade, Transportation and Utilities
- 16.36% Educational and Health Services
- 13.80% Leisure and Hospitality
- 12.62% Government
- 12.37% Professional and Business Services
- 8.68% Construction
- 7.62% Financial Activities
- 4.12% Manufacturing
- 3.69% Other Services
- 1.56% Information
- 0.19% Agriculture
- 0.06% Mining and Logging



MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY²

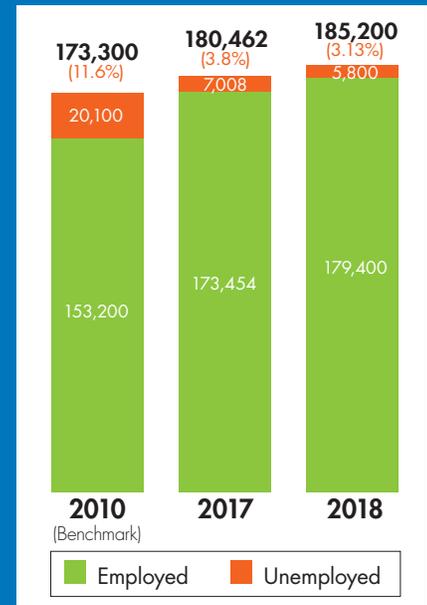


1. As of December 2016

Source: State of California Employment Development Department
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.

2. Data Sources: Sacramento Business Journal, May 2018.

LABOR FORCE



Data Source: Employment Development Department, Labor Market Information December 2018

MEDIAN HOUSEHOLD INCOME



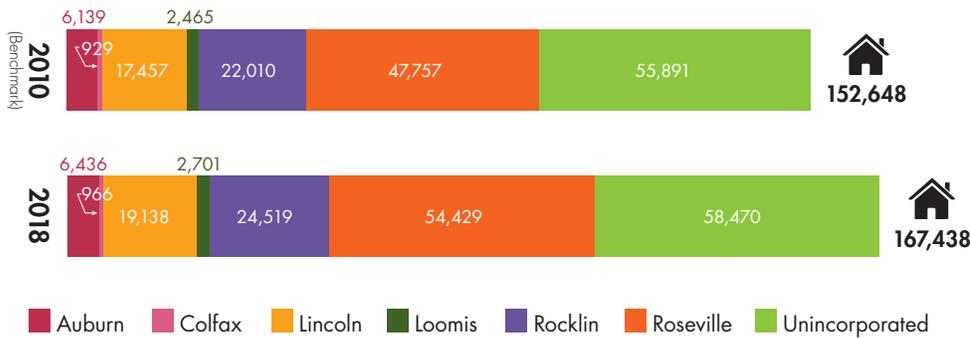
Data Source: www.census.gov (Data as of July 1, 2018)



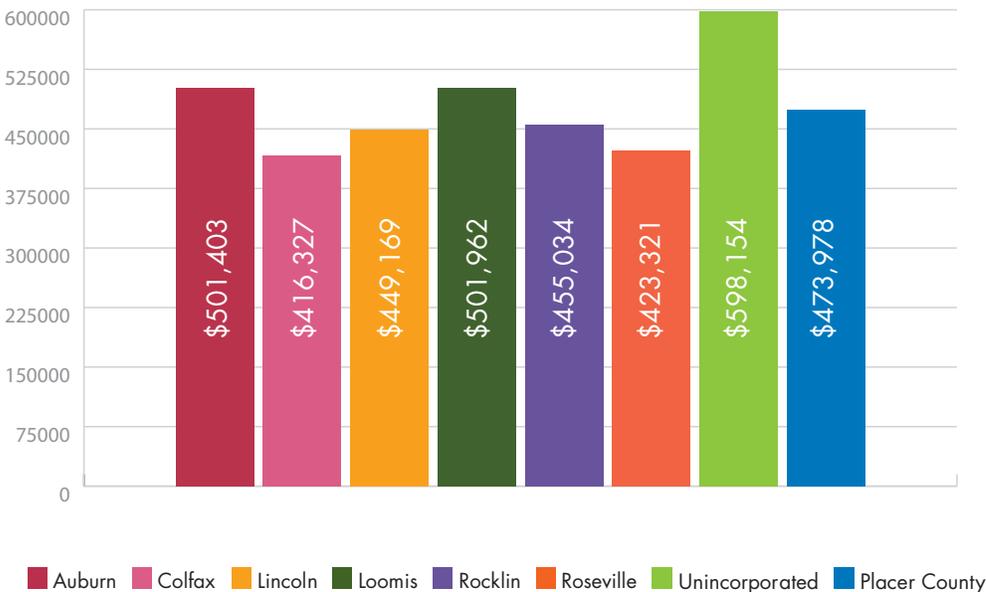
PLACER COUNTY POPULATION³

Placer County is considered a rural/suburban county with the state's 22nd highest population among California's 58 counties.⁴

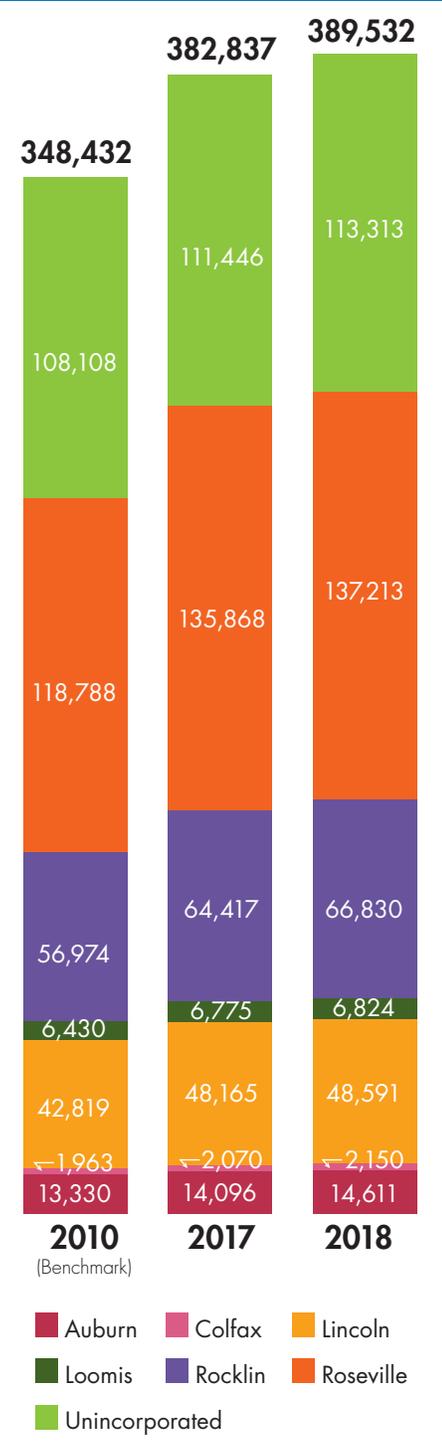
NUMBER OF HOUSING UNITS



MEDIAN HOME VALUE



2018 Median Home Value; Source: Esri Community Profile via Placer County Economic Development



3. Data Source: State of California, Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1, 2017 and 2018

Note: All figures based on January of the corresponding year. DOF Disclaimer: "Parts may not add due to independent rounding."

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

LOCAL ACTIVITIES & ATTRACTIONS

art walks
beaches
bicycling
boating
camping
canoeing
certified farmer's markets
craft beer breweries
cross-country skiing
cruise nights
disc golfing
dog sledding
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
para sailing
rafting
sailing
shopping
skateboarding
skiing & snowboarding
sledding
sno-parks
snowmobiling
state, county and local parks
swimming
water skiing
wine tasting

For more information, visit:



visitplacer.com
gotahoenorth.com
placertourism.com
placerarts.org



LIVING IN PLACER COUNTY

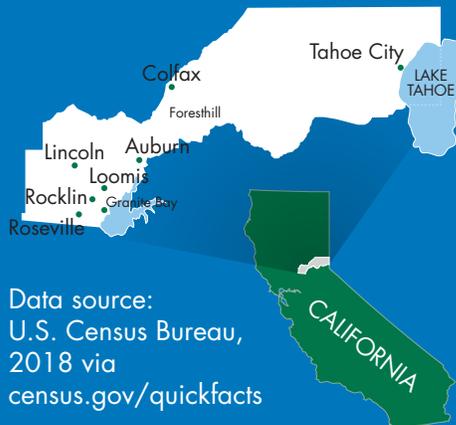
Breathtaking scenery, a rich history, year-round recreation – and Lake Tahoe – need we say more? Those are just a few of the reasons more than 380,000 people call Placer County home and hundreds of thousands more come to visit us each year. Our territory stretches from the Sacramento Valley all the way to North Lake Tahoe. We are consistently ranked among the highest counties in California for our quality of life and how healthy we are! We boast the best schools, the best outdoor recreation, and the most beautiful views you'll find anywhere, but we also are home to amazing art, award-winning wines and agriculture, and have a tremendously strong heritage as the home of California's Gold Country. It's a way of life we call the #PlacerLife.





GEOGRAPHY

Placer County encompasses 1,424 square miles of land area, and 274 people per square mile.



Data source: U.S. Census Bureau, 2018 via census.gov/quickfacts

TOP 5 CROPS



Rice

2010: \$27,354,363
2017: \$8,315,000

Timber

2010: \$4,341,257
2017: \$5,883,000



Cattle & Calves

2010: \$8,015,225
2017: \$9,912,000

Nursery Stock

2010: \$5,048,712
2017: \$8,442,000



Walnuts

2010: \$2,675,195
2017: \$4,847,000

Data source: Placer County Agriculture Department, 2017 & 2010 Annual Crop Reports



PLACER COUNTY EVENTS & TOURISM ATTRACTIONS

- All American Speedway
- Auburn Air Fair
- Auburn Festival of Lights Parade
- Auburn Wine and Food Festival
- Berryfest Strawberry Festival
- Chanoko 50k, 31k & 5-Mile Trail Runs
- Chillin' & Grillin' BBQ, Party, Auction
- Colfax Winterfest
- Cruise Night Auburn
- Downtown Lincoln Classic Car Show
- Fast Fridays Motorcycle Speedway
- Folsom Lake Ultra Trail 110k
- Food Truck Mania
- Gold Country Fair
- Grape Days of Summer
- Gypsy Home & Vintage Show
- Holiday in the Hills:
 - A Winter Wine Festival
- Hot Chili & Cool Cars
- Kings Beach Snowfest! Parade
- Lake Tahoe Concours d'Elegance
- Lincoln Clay Day
- Masterworks Concerts
- MTB Sprint Triathlon
- Nor Cal Jamboree in the Hills
- North Auburn Art Studios Tour
- North Lake Tahoe Snowfest
- Placer County Fair
- Plein Air Day at Taylor Ranch Preserve
- Roseville Gem, Jewelry, Fossil, and Mineral Show
- Ruck A Chuck 50k
- Run Rocklin
- Sip Into Spring
- Snow Golf Tournament
- Star Gazing Snowshoe Tours
- Tahoe Sierra Century
- The Tevis Cup
- Tour de Lincoln
- Tour de Rocklin
- Tour D'Ever
- Western States 100 Mile Endurance Run
- Winter Fireworks
- Winter Music Series in the Village
- Winterwondergrass Tahoe
- Woofstock
- Yomen: A Spring Celebration

For more information, contact:
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