

Chico

BY THE NUMBERS



MARKET ACCESS



Distances and times: maps.randomcally.com, Oct 2021.



ALL ABOUT CHICO

California’s Best College Town

What makes Chico, Chico? If you ask around, Bidwell Park, Chico State, Sierra Nevada Brewing Co. and almonds will probably come out near the top. Then, there’s the “nice” factor. People you don’t even know will smile and wave.

Here’s something important to know about Chico: When you make good, the community embraces you like you’re a member of the family. We tote our Chico Bags to the grocery store, we sip from our Klean Kanteens, and we display Orient & Flume art glass in our homes because we’re proud of all things Chico.

Chico’s residents are educated, active, outdoorsy, enthusiastic, loyal, and entrepreneurial. Take a walk along our tree-lined streets, catch a concert at Chico State, or take it all in from an upstairs eatery. Chico welcomes you.

DEMOGRAPHIC OVERVIEW

Population, Chico City Limits (2023):	107,394
Population, Butte County (2023):	205,592
Average Household Size (2022):	2.4
Median Age (2022):	30.4
Owner–Occupied Homes (2022):	18,298
Total Housing Units (2022):	45,570

Source: Population: California Dept. of Finance E1 (April 2024); Age and Housing: 2022 American Community Survey 5-Year Estimates Subject Tables (April 2024).

ESSENTIAL CHICO

BIDWELL MANSION

Early settlers had a vision for the future and set Chico up for the success to grow and become a thriving city.



BIDWELL PARK

3,670 Acres! You can quibble over it being the third or fourth largest municipal park, or you can just marvel at its beauty. Our park doubled as “Sherwood Forest” in the 1939 film, *Robin Hood*.



CHICO STATE

The city gets a little busier in late August when over 13,000 students arrive. California State University, Chico contributes an element of art and culture to the community, as well as an educated workforce.



SIERRA NEVADA BREWING CO.

We loved our local beer right from the beginning. It turned out a lot of non-locals loved it too. Now Sierra Nevada is one of the largest craft brew producers in the country.



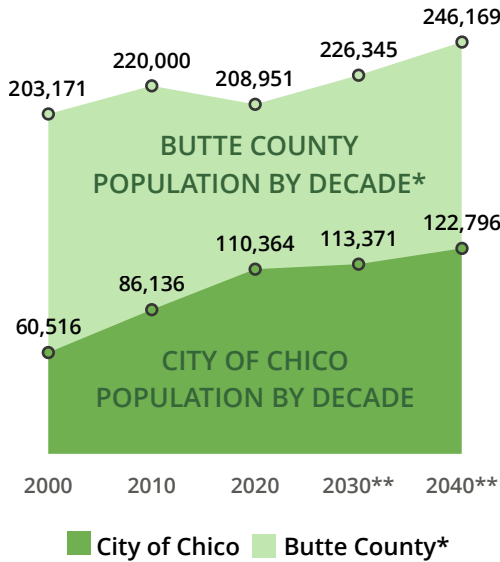
ALMONDS

We’re proud of the way we (mis)pronounce it — “ammind” — and being surrounded by so many orchards, that is our prerogative.



POPULATION CHANGE

Chico Annual Growth Rate
 2000-2010: **4.23%**
 2010-2020: **2.81%**



*(Chico MSA) **Projected

NOTE: Chico experienced a one-year gain of nearly 20,000 residents due to the 2018 Camp Fire in Paradise. City and county populations continue to adjust.

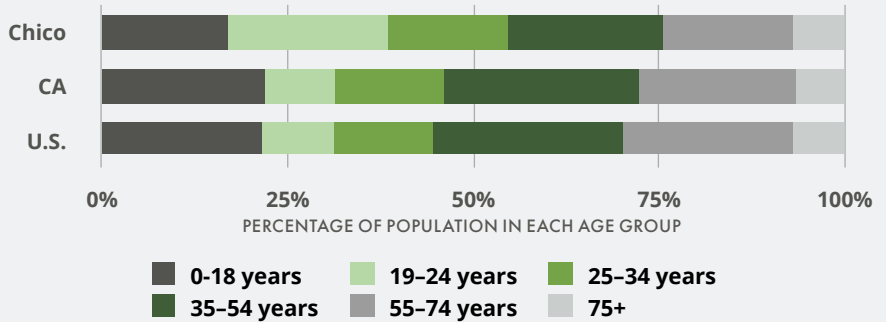
Source: 2000-2020: California Department of Finance, Demographic Research Unit, E-4 Historical Population Estimates for Cities, Counties, and the State; 2030 & 2040 Forecast: Butte County Association of Governments, Butte County Provisional Long-Term Regional Growth Forecast 2022-2045, Medium Scenario, prepared March 2023(April 2024).

KEY TAKEAWAY

As the largest population center within 80 miles, Chico is a magnet for business activity. That activity extends beyond the 205,592 people living in Butte County and draws from at least four surrounding counties. The Chico State influence is evident in our median age, which is 7 years younger than the state as a whole.

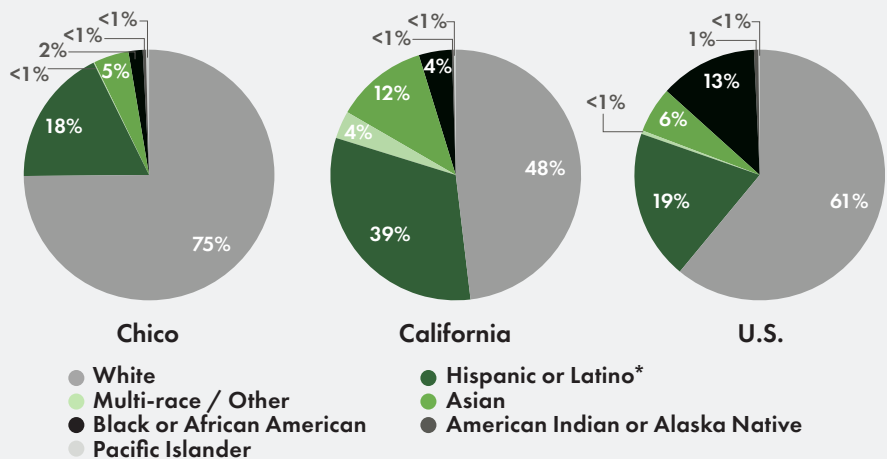
AGE DISTRIBUTION

Median age: **30.4**
 Population 19-54 years old: **59,651 (59%)**



Source: 2022 American Community Survey 5-Year Estimates Subject Tables (March 2024).

RACIAL AND ETHNIC COMPOSITION

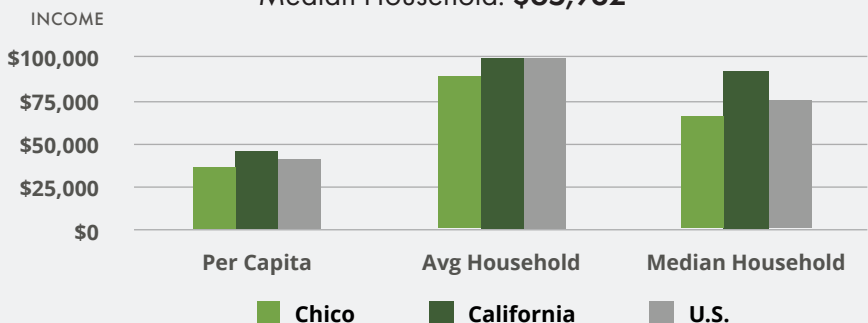


Source: 2022 American Community Survey 5-Year Estimates Subject Tables DP05 (March 2024).

*NOTE: Hispanic/Latino individuals (ethnicity) were counted separately from other categories (race); i.e., the "white" figure represents only non-Hispanic/Latino white individuals, etc. This allowed each person to be counted only once.

INCOME

Per Capita: **\$36,491** Avg. Household: **\$89,522**
 Median Household: **\$65,932**



Source: 2022 American Community Survey 5-Year Estimates Subject Tables (March 2024).

CHICO'S BUSINESS MIX

INDUSTRIES

- Food & Beverage
- Agriculture
- Technology
- Consumer Products
- Manufacturing



REGIONAL HUB

- Medical & Health Care
- Shopping
- Education
- Culture



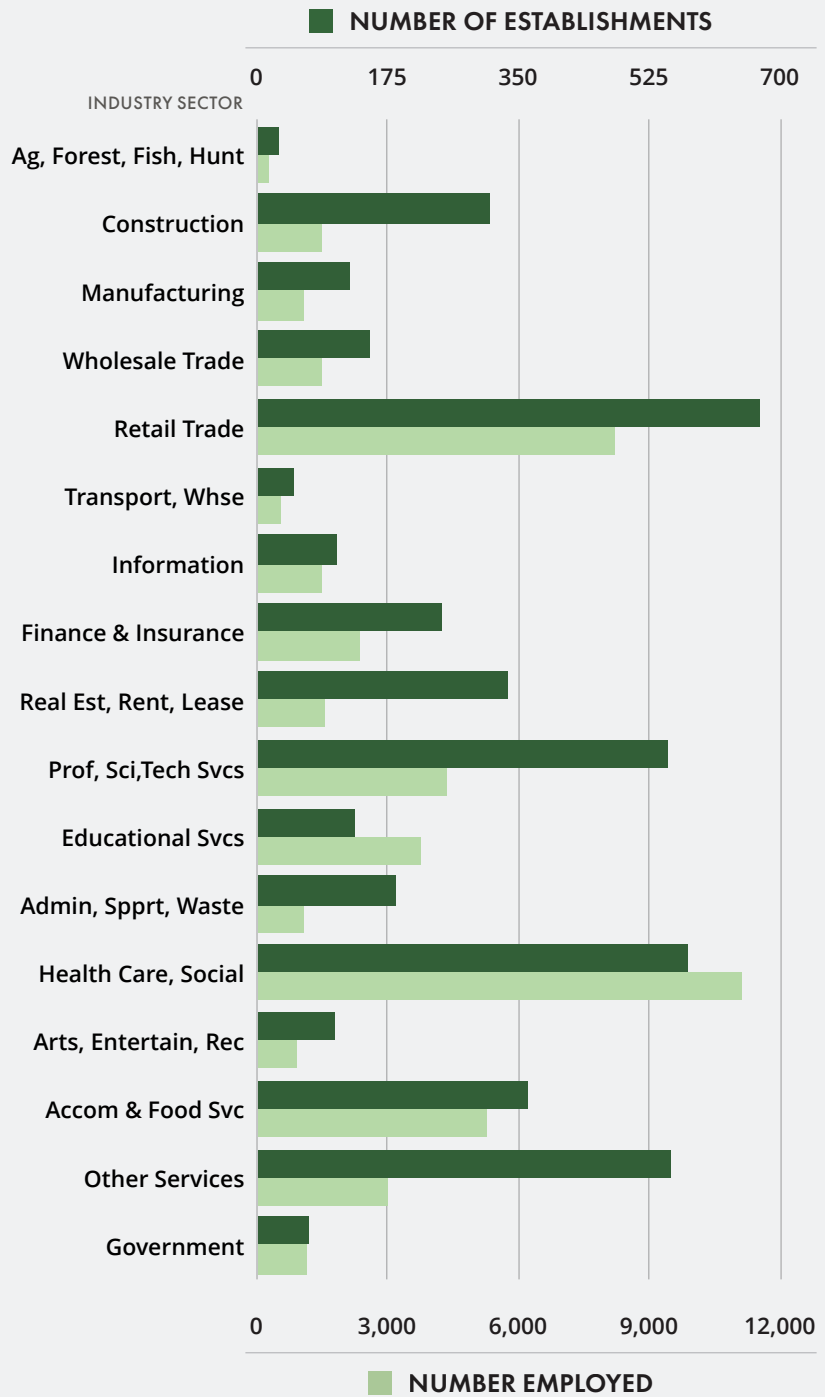
TOURISM

- Recreation
- Cycling
- Running
- Racing
- Arts



EMPLOYMENT BY SECTOR

Total Establishments, all Industries: **4,596**



Source: ESRI Business Summary, 2023 (April 2024).

Note: Sectors with very low counts are omitted from the chart but are included in the Total Establishments figure. They are: 1) Mining, Quarrying, and Oil and Gas Extraction, 2) Utilities, 3) Management of Companies.



DEVELOPMENT OPPORTUNITIES

Competitive Costs in an Advantageous Location

Lower operating costs are a major draw for businesses locating satellite operations, headquarters, or retail stores in Chico, and development costs are a significant factor in those cost savings. Chico’s population bump, precipitated by the Camp Fire (2018), caused a rush to supply housing, and with that, a noticeable uptick in commercial development. Construction at the residential, office and retail, new urbanist mixed use Meriam Park has been particularly active.

The City of Chico issued over 6,500 permits with a construction value over \$284 million in FY 2022-23, and 5,200 permits valued at \$180 million through Q3 2023-24. During that same period, Certificates of Occupancy were issued for 347 single family homes and 903 multi-family units.



KEY TAKEAWAY

Real estate costs are half to one-third of Bay Area prices for industrial and commercial interests.

CITY OF CHICO

City Manager’s Office
(530) 896-7200
www.chico.ca.us

For information and referrals related to your development project.

MEDIAN SALES PRICE (COST/SF)

	CHICO	SAN JOSE	SACRAMENTO
INDUSTRIAL BLDG	\$115	\$627	\$251
CLASS B OFFICE	\$140	\$534	\$252
RETAIL BLDG	\$183	\$521	\$365

Source: Loopnet, April 2024 (top 5 properties).

MEDIAN LEASING COSTS (COST/SF NNN)

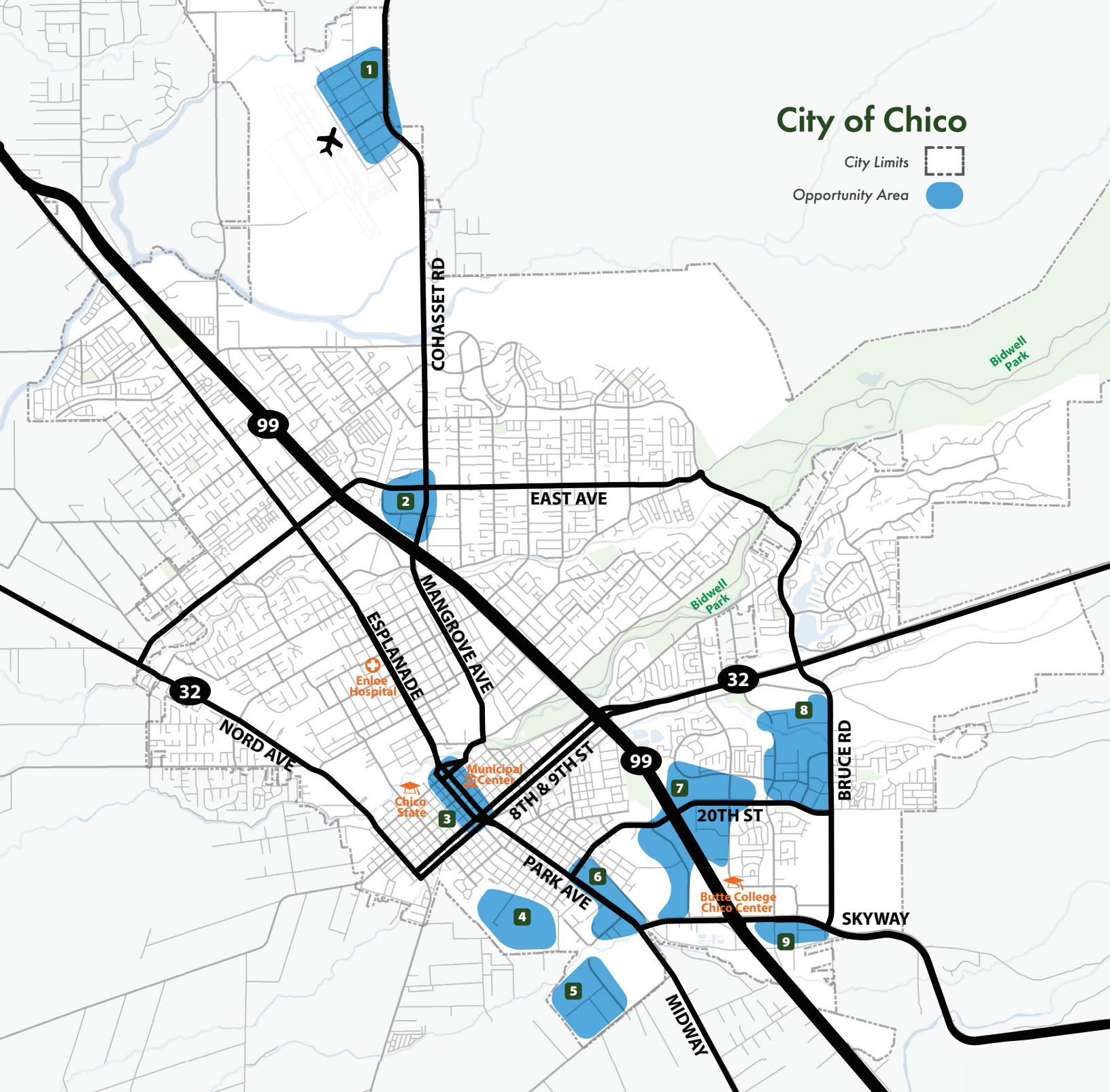
	CHICO	SAN JOSE	SACRAMENTO
INDUSTRIAL BLDG	\$9.92	\$24.72	\$12.00
CLASS B OFFICE	\$24.00	\$39.00	\$25.80
RETAIL BLDG	\$21.00	\$31.20	\$15.72

Source: Loopnet, April 2024 (top 5 properties).

City of Chico

City Limits 

Opportunity Area 



OPPORTUNITY AREAS

1. Airport Park

Manufacturing, contact centers, ecommerce, headquarters

2. East & Cohasset

Shopping centers, food, lodging

3. Downtown

Food & nightlife, niche stores, professional. Also: tech start-up space (via Chicostart, Stoble)

4. Barber Yard

Proposed development – mix of residential, commercial, recreational

5. Hegan Lane Business Park

Manufacturing, ecommerce, warehouse, fitness

6. South Park Corridor

Manufacturing, food processing, craft beverage

7. 20th St Corridor

Shopping centers, food, lodging, craft brewery

8. Meriam Park

Master planned, mixed use, new urban development – food, craft brewery, professional offices, multi-family residences

9. Morrow Lane

Manufacturing, building supplies

BEST FITS FOR YOUR BUSINESS

INDUSTRIAL

Advanced manufacturing and large-scale tech are locating in Chico's fully improved business parks. Companies welcoming industry-tourism are clustering in South Chico.

- Chico Airport Park
- Hegan Lane Business Park
- South Park Corridor
- Morrow Lane

PROFESSIONAL SERVICES

A growing number of start-ups and professional services are attracted to the Downtown's creative buzz, the Esplanade and the neighborhoods. Medical offices are found throughout Chico; particularly near Enloe Health along the Esplanade, on Skyway and in north Chico. Recent additions to Meriam Park include a county courthouse, VA clinic, medical and law offices.

- Downtown Chico
- Meriam Park

TECH START-UP

With Chico's entrepreneurial DNA, Chicostart supports start-ups with shared space and services in Downtown Chico. It's within walking distance of the university, located on the first floor of the Municipal building Downtown at 5th and Main. The urban-cool Meriam Park, now in development, caters to this type of company.

- Downtown, notably:
 - Chicostart (incubator)
 - Stoble Workplace (flexible space and amenities)
- Meriam Park

REGIONAL RETAIL HUB

Big box commercial enterprises and national franchises are typically drawn to established areas around 20th St. and the East & Cohasset area. Mangrove Ave. and East Ave. offer additional pockets of retail with large and small shopping centers. As one of the two largest cities between Sacramento and Oregon, Chico stores attract a wide swath of customers.

- 20th St. Corridor
- East & Cohasset

TOURISM-ORIENTED

Artists, foodies, and creative businesses are finding unique spaces in Downtown, on Mangrove Ave., in the neighborhoods, and along Park Ave. and Meyers St., where the industrial area is redefining itself. Several new hotels have emerged near Hwy 99. Events sponsored by Chico State, the DCBA and Explore Butte County draw outside visitors, as do sporting events and agri-tourism.

- Downtown Chico
- 20th St. Corridor
- East & Cohasset

CRAFT BEVERAGE

Sierra Nevada Brewing Co. is the granddaddy of them all, but Chico's craft beverage community continues to evolve. Added to the new and established breweries are cider makers, a distillery and an almond milk producer. Meyers St. (South Park Corridor, aka "The Fermentation District") has spawned several beverage producers.

- South Park Corridor
- Meriam Park
- 20th St. Corridor

Refer to the Opportunity Areas map to see these locations in context.



WORKFORCE

Educated, Productive Workforce

Chico’s workforce includes college graduates who decided to stay, locals with small town values who never want to leave, students seeking part-time income and experience, and newbies attracted to our active, family-friendly lifestyle. It’s a low-stress, low-cost environment where many employees can afford to live and purchase a home close to work.

Butte College and Chico State make employee training and professional development readily accessible.



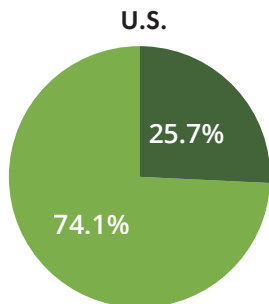
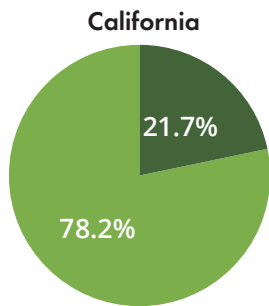
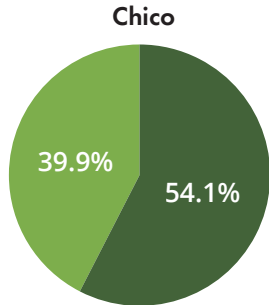
KEY TAKEAWAY

Regional labor force of 177,460 well-educated people. Lower wage rates reflect the lower cost of living.



COMMUTING

More time for family and friends.
54.1% of Chico residents commute less than 15 minutes.



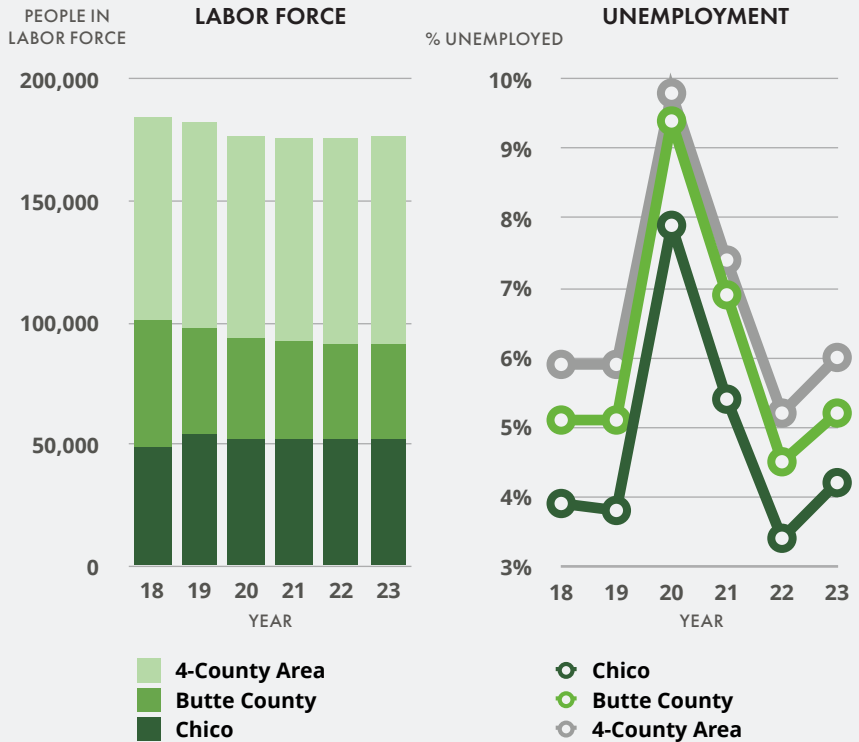
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Source: 2022 American Community Survey 5-Year Estimates Table S0801 (March 2024).

LABOR FORCE AVAILABILITY

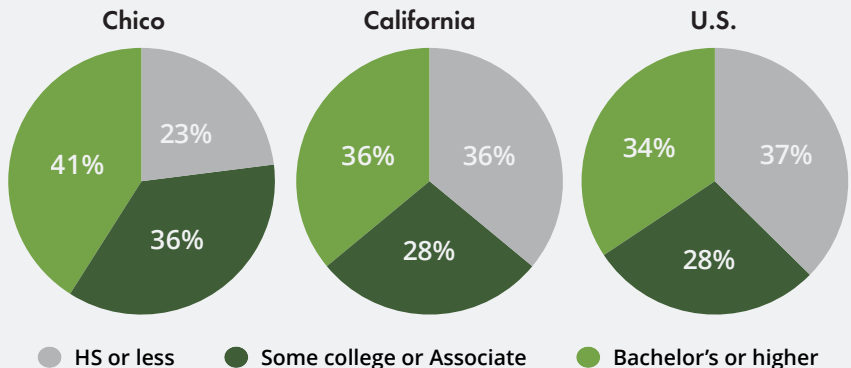
Chico draws its workers from a regional laborshed of **177,460***



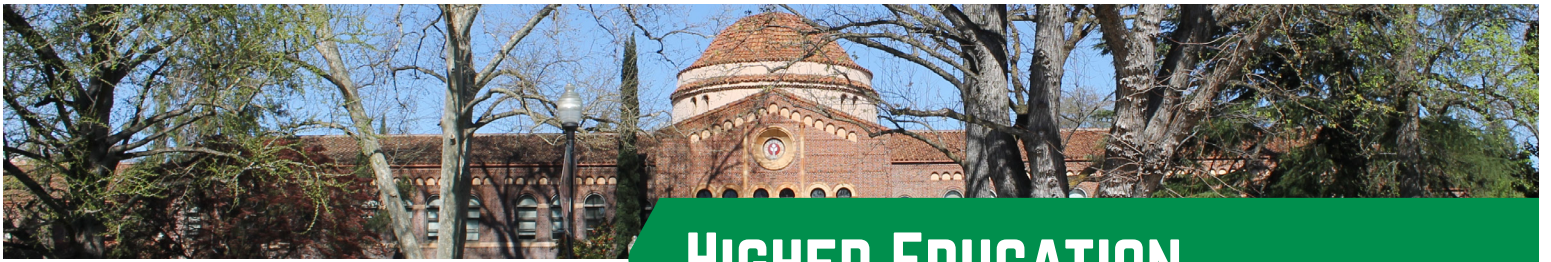
Source: EDD Historic Unemployment Rate and Labor Force Data for California Areas Detailed, 2018–2023 (April 2024).
 *4-County Workforce Area includes Butte, Glenn, Tehama and Sutter counties.

EDUCATIONAL ATTAINMENT

77% of Chico adults are educated beyond high school vs. **64%** in California and **62%** in the U.S.



Source: 2022 American Community Survey 5-Year Estimates Table S0801 (March 2024).



HIGHER EDUCATION

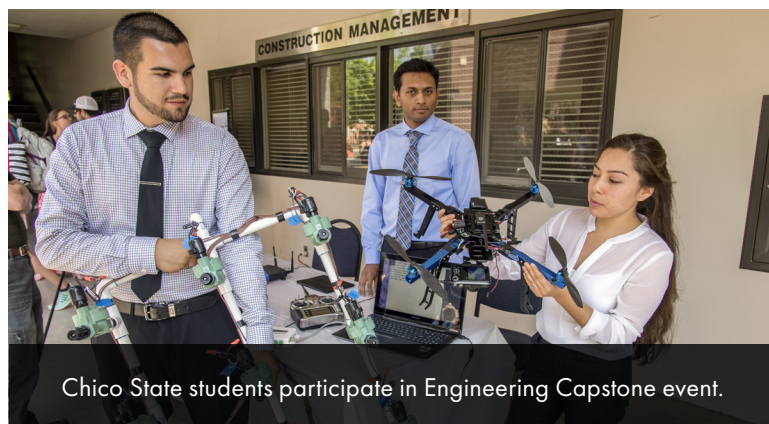
Education, Culture and Vitality

California’s three-tiered system of higher education makes college more affordable for residents than in many other states. Two of those tiers are represented right here in Chico: Butte College and California State University, Chico (known by nearly everyone as *Chico State*).

Unlike some cities where the college is tucked away, Chico State anchors the Downtown. You may want to grab a slice of pizza and stroll onto campus for a lunchtime picnic by the creek. Chico State’s location is also convenient for businesses seeking access to expertise and talent.

Butte College is an accredited community college serving over 8,000 students each semester. At the main campus and Chico centers, students receive high quality general and transfer education or advance their career and technical skills. First-time, full-time students can attend Butte College tuition free for up to two years through the Promise Scholarship.

Cal Northern School of Law rounds out the educational offerings in Chico. Several other colleges operate within a 90-mile radius; notably, UC Davis (83 miles), a highly respected research university.



Chico State students participate in Engineering Capstone event.

CHICO COLLEGES IN A NUTSHELL

CHICO STATE

California State University, Chico offers bachelor’s and master’s degree programs to over 13,000 students. Engineering and computer science students regularly bring home the big prizes from national competitions, and grads are heavily recruited.

CSUCHICO.EDU



BUTTE COLLEGE

Butte College offers over 200 career, certificate and degree options. The Training Place and the Small Business Development Center, are housed at Butte’s Skyway Center, and provide employee training, resources, SBA loans, and business counseling. The college has three centers in Chico: Skyway Center, Chico Center, and Cosmetology Center.

BUTTE.EDU



CAL NORTHERN SCHOOL OF LAW

Graduates of the only law school between Sacramento and the Oregon border have an impressive bar exam pass rate. The school offers a Juris Doctor degree and Master of Legal Studies.

CALNORTHERN.EDU



UNIVERSITIES & COLLEGES

INSTITUTION	LOCATION	DISTANCE	HIGHEST DEGREE	ENROLLMENT	ADMIN
California State University, Chico	Chico	0 miles	Master's	13,013	Public
Butte College	Chico (center) Oroville (main)	0 miles 20 miles	Associate	8,240	Public
Cal Northern School of Law	Chico	0 miles	Juris Doctor	45	Private
University of California, Davis	Davis	83 miles	Doctorate	40,850	Public

Source: Latest FTE available as of April 2024 at csuchico.edu (fall '23), datamart.cccco.edu (annual '22-23), aggiedata.ucdavis.edu (fall '23); Cal Northern by phone (April 2024).

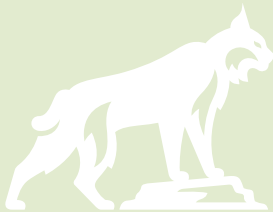
ADULT/VOCATIONAL EDUCATION

INSTITUTION	LOCATION	COURSE OFFERINGS (SAMPLING)	ADMIN
Butte County CTE/ROP	Chico	welding, culinary, dental, medical asst, veterinary, phlebotomy	BCOE
Oroville Adult Education	Chico (center) Oroville (main)	medical occupations, computers & technology	OUHSD

Source: Butte County Office of Education, cte.bcoe.org; Oroville Adult Education, www.oroilleadulted.com, Dec. 2021.

EDUCATIONAL EXCELLENCE

CHICO STATE



SCIENCE. Physical Science building opened in 2021 promotes multidisciplinary study and provides undergrads with research opportunities unavailable to grad students at many schools.

ENVIRONMENTAL RESEARCH. Butte Chico Creek Ecological Reserve (BCCER), largest in CSU system (7,835 acres); research in regenerative agriculture, habitat restoration, carbon sequestration, wildfire mitigation.

SUSTAINABLE CAMPUS. Named one of the greenest schools in the nation by Princeton Review.

TIER-ONE MBA. Chico State ranked as a Tier-One MBA Program in North America (CEO Magazine's 2021 Global MBA Rankings).

HEALTHCARE. 10th, Bachelor's in Healthcare Administration (Bachelor Degree Center, 2021).

TOP RANKING. Chico State was named a top 20 public university in the West for the last 23 years, as well as a best college for Veterans and Social Mobility (US News & World Report, 2021)

BUTTE COLLEGE



COMMUNITY COLLEGE EXCELLENCE. Butte College is one 150 colleges nationally eligible for the 2023 Aspen Prize for Community College Excellence.

WELDING AND MANUFACTURING. A nationally recognized welding program; state-of-the-art welding and manufacturing facility with 92 welding stations.

PUBLIC SAFETY CAREERS. Butte College's fire science, law enforcement, and EMT programs are ranked for best return on investment statewide.

NURSING. Best Value Practical Nursing & Nursing Assistant's Degree (6th in Nation) (TradeCollege.org, 2021).

200+ PROGRAMS. Top areas of study include business, arts, public services, social and behavioral students, communication, industrial technologies, agriculture, science, technology, engineering, and math "STEM".

GUARANTEED TRANSFER TO A CSU. Highest transfer rate to CSU, Chico, plus degrees with guaranteed transfer to a California State University.



BUSINESS RESOURCES

Team Chico Has Your Back

Chico businesses are well-supported with resources to start, manage, and grow their companies.

Team Chico, a collaboration between private and public organizations, funded through the City of Chico, focuses on economic and workforce development. This partnership provides wrap-around services to help businesses grow, thrive, and remain rooted in our community.

Businesses are fortunate to have the ability to access economic and workforce development assistance through Team Chico Partners.

For additional information on Team Chico and a full list of business resources see: www.chico.ca.us/TeamChico.

BUSINESS RESOURCES

CITY OF CHICO

Relocation, permits, license
WWW.CHICO.CA.US

CHAMBER OF COMMERCE

Networking, relocation, tourism
CHICOCHAMBER.COM

DOWNTOWN CHICO BUSINESS ASSOCIATION

Events, Ambassadors (BID)
DOWNTOWNCHICO.COM

3CORE

Financing and support
3COREEDC.ORG

ALLIANCE FOR WORKFORCE DEVELOPMENT

Employment resources
AFWD.ORG

BUTTE COLLEGE

Training, business assistance
BUTTE.EDU

CALIFORNIA STATE UNIVERSITY, CHICO

Training, interns, employees
CSUCHICO.EDU



Team Chico Partners collaborate to support local businesses.





GOVERNMENT

Your Advocate for Business Prosperity

For businesses, Chico falls in a sweet spot — it’s large enough to provide adequate support and small enough that you can be on a first name basis with city officials. All departments have made notable efforts at community outreach. The City, in partnership with other Team Chico organizations, actively engages with the business community to understand and address the needs of local business.

Chico is the largest of five cities in Butte County, representing roughly 50% of the county population — more if you include county residents living adjacent to the city. The county seat is Oroville, approximately 20 miles southeast. Chico operates as a charter city with a city council-city manager style administration. Council members are elected from seven individual districts, serving staggered four-year terms, and council members choose a mayor from amongst themselves. The City Council meets on the first and third Tuesday evenings each month.



WHO TO CONTACT

BUSINESS LICENSES

Finance Office
(530) 879-7320

BUILDING PERMITS

Building and Development Services
(530) 879-6700

PLANNING APPLICATIONS AND FORMS, ZONING AND LAND USE

Planning Services
(530) 879-6800

RECYCLING MARKET DEVELOPMENT ZONE (RMDZ)

RMDZ Administrator
(530) 896-7241

BUSINESS LOCATION / EXPANSION & QUESTIONS

Mark Sorensen
City Manager
(530) 896-7200
citymanager@chicoca.gov

Jennifer Macarthy
Deputy City Manager
(530) 896-7204
jennifer.macarthy@chicoca.gov



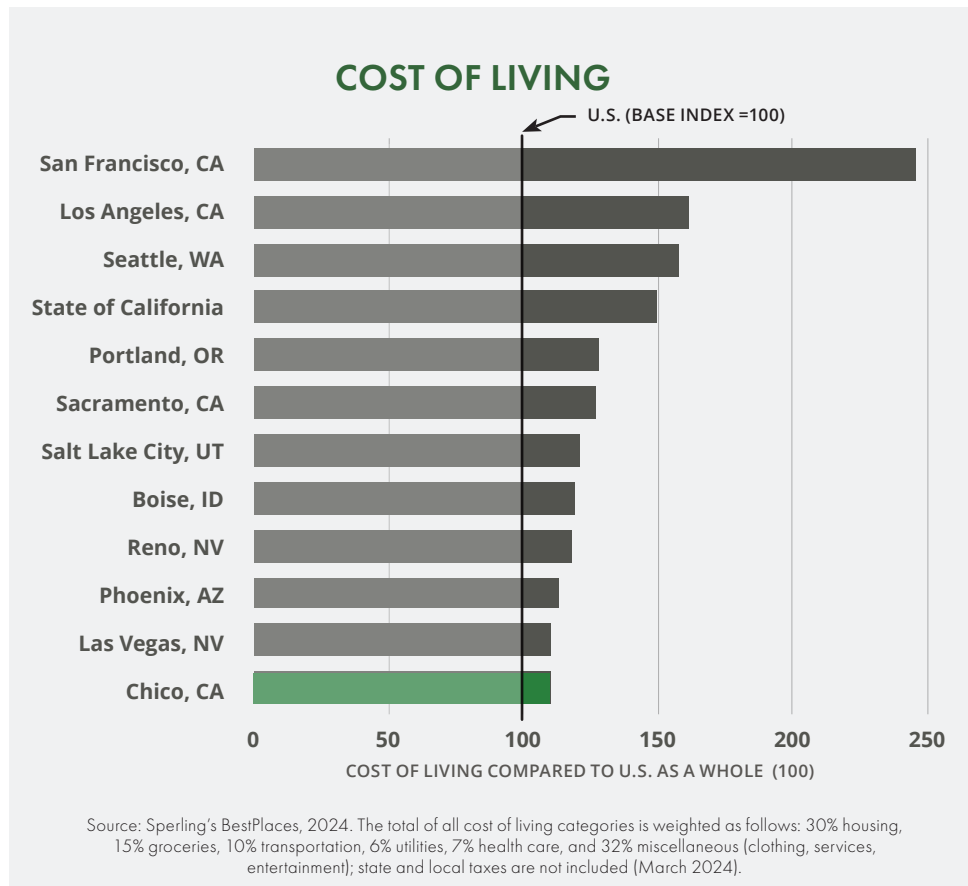
LIVING IN CHICO

A Place to Thrive

The social spirit of our vibrant community is evident at every farmers market (there are at least three), ball game, and Friday Night Concert. If you're the kind of person who gets your best ideas walking in the park or riding your bike to work, Chico is your place. If you like to mix with friendly, intelligent people, yet you don't want to be lost in the crowd, Chico is for you. If you dream of owning a home, it will be more affordable here than in many California locations. You can work close to where you live, leaving more time to enjoy the rest of your life. There are plenty of things to do in Chico. In fact, our biggest attraction — Bidwell Park — is free.

KEY TAKEAWAY

- Less than half the cost of San Francisco
- Houses from Mid-Century to New Urban
- School choice
- Healthcare hub of the North State
- Fun people
- ...and Bidwell Park!



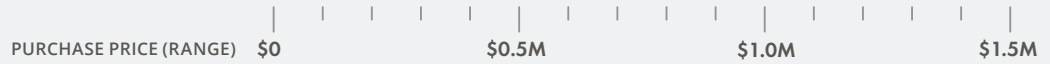
This index compares the relative cost of living in different locations. Using the United States as the base location (i.e. a value of 100), an index value of 120 means that the cost of living in that particular community is 20 percent higher than in the base location. Chico (110) is higher than the base but much lower than San Francisco (246) and most other West Coast urban centers.

HOUSING PRICE RANGE (RECENTLY SOLD)

EXECUTIVE: \$570,000 TO \$1.55 MILLION

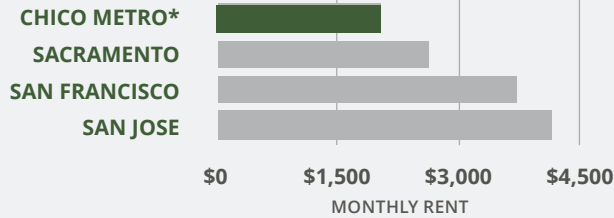
MID-LEVEL: \$390,000 TO \$684,000

STARTER: \$165,000 TO \$350,000

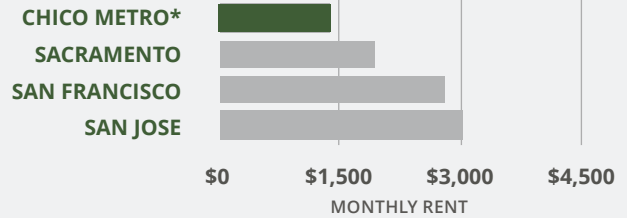


RENTAL COSTS

SINGLE FAMILY RENTAL



MULTI-FAMILY RENTAL



Source: Single Family Home Prices: Zillow.com (April 2024). EXECUTIVE: 4+ bedrooms, 2,000+ SF, 0-10 yrs old; MID-LEVEL: 3+ bedrooms, 1,250-1,750+ SF, 0-10 yrs old; STARTER: 1+ bedrooms, max 1,000 SF, 0-50 yrs old. Rental costs: Zillow Observed Rent Index (ZORI) Smoothed (April 2024). Rental data for Metro areas; Chico Metro = Butte County (Chico accounts for roughly 50% of county population, not including county residents living adjacent to the city.)



Find your style in a variety of new and well-established neighborhoods.

HEALTH CARE

Chico residents are lucky to have nationally recognized health care services and award winning physicians.

Enloe Health offers comprehensive medical services housed either in the main medical center or satellite facilities located throughout the community. The medical center has 298 beds and operates the FlightCare air ambulance service. Enloe is one of only two Level II trauma centers north of Sacramento and home to the region’s only Level II neonatal intensive care unit. Other services include:

- Bariatrics
- Behavioral Health
- Cancer Center
- In-patient Rehabilitation
- Interventional Cardiology and Structural Heart
- Maternity Care
- Neurosurgery
- Orthopedics
- Robotic and General Surgery
- Total Joint Replacement
- Women’s Services

Enloe is one of the few California hospitals still locally governed. This ensures many services are available from within our community providing convenient access, minimizing patient impact and improving the patient’s overall experience.

ADDITIONAL PROVIDERS

(a sampling)

AMPLA HEALTH CENTER. Comprehensive health for migrant farm workers and low-income.

ENLOE HEALTH PROMPT CARE. Walk-in urgent care clinic.

FLORENCE HEALTH. Primary care for Medicare patients.

NORTHERN VALLEY INDIAN HEALTH. Tribal health clinics open to all.

SHALOM FREE CLINIC. Free services for low-income patients.

VA CLINIC. Regional provider serves an estimated 9,000 veterans at its 42,000 sq ft health center opened in 2019 (primary care, cardiology, mental health, women’s health etc.).



ENLOE HEALTH

IN CHICO: Since 1913

SERVICE: Level II Trauma Center

FUN FACT: Dr. N.T. Enloe’s first hospital was a 6-bed cabin serving lumbermen in the foothills near Chico.

LEAPFROG HOSPITAL SAFETY SCORE: A (Spring 2023)

HEALTHGRADES RECOGNITION: Best 250 Hospitals, Best 100 Critical Care Hospitals (2024) Gastrointestinal care (2023)

PUBLIC SAFETY

CITY OF CHICO POLICE

WWW.CHICO.CA.US
 (530) 897-4900
 Billy Aldridge, Chief of Police

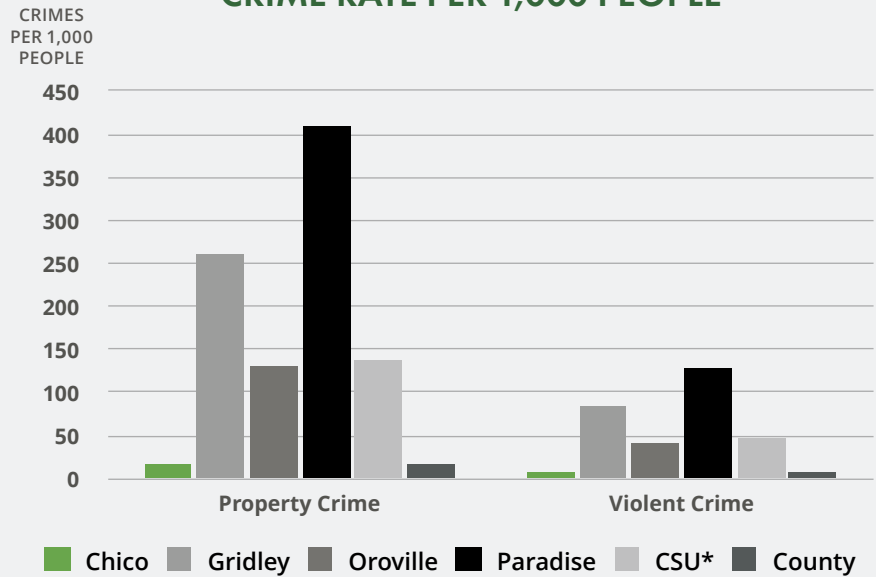
- # STATIONS: 1
- AUTHORIZED SWORN OFFICERS: 107
- SPECIAL UNITS INCLUDE:
 - Traffic & Accident Units
 - Patrol Unit
 - Crisis Negotiations Team
 - Special Weapons & Tactics Team
 - Crime Scene Investigators (CSIs)
 - Violent Suppression Team (VSU)
 - Unmanned Aerial Systems (UAS)
 - K-9 Program
 - School Resource Officers
 - Butte Interagency Bomb Squad
 - Butte Interagency Narcotics

CITY OF CHICO FIRE-RESCUE

WWW.CHICO.CA.US
 (530) 897-3400
 Steve Standridge, Fire Chief

- STATIONS: 4 + fire training center
- INSURANCE RATING: ISO 3
 (Scale of 1-10 with 1 being best; rated by Insurance Services Office, Dec. 2021)
- SPECIAL UNITS:
 - Technical rescues
 - Drowning accidents
 - Hazardous materials response

CRIME RATE PER 1,000 PEOPLE



Source: FBI Uniform Crime Reporting, 2022; rate calculations based on 2022 Census 5-yr est; chico state enrollment 2022-23 (March 2024).

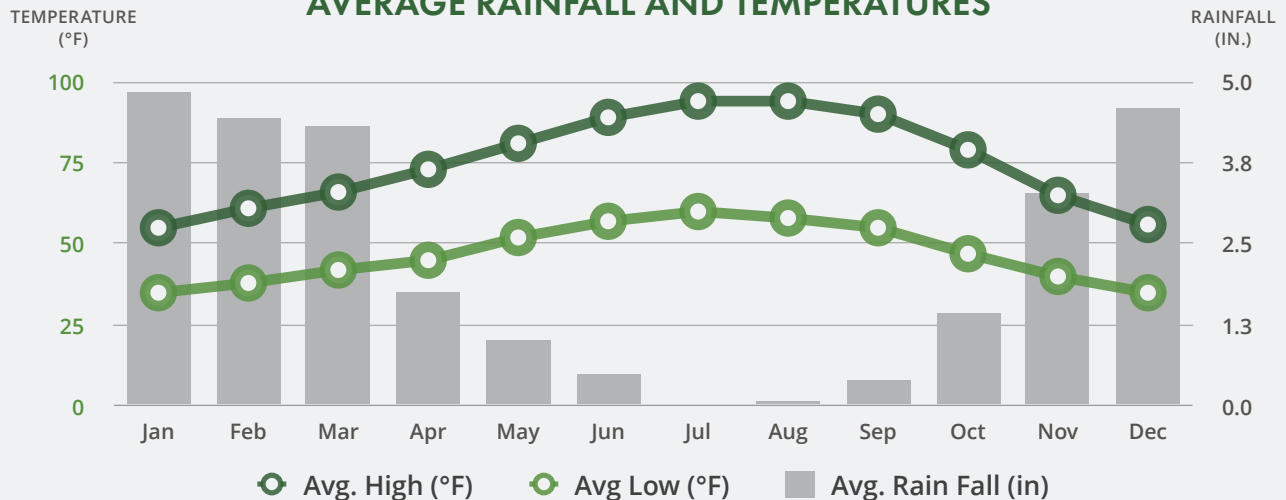
CLIMATE

Jan Range Low/High: ¹	23° / 77° F
July Range Low/High: ¹	50° / 111° F
Prevailing Windspeed: ¹	10 mph / SSE
Annual Precipitation: ²	28 in.
Elevation: ²	230 feet
Comfort Index: ²	8.1 Year Round

Note: Sperling's Comfort Index is based on humidity and summer afternoon temperatures; 10 is best.

Sources: (1) windfinder.com, avg for 2011-2022; (2) Sperling's Best Places, 2024 (March 2024).

AVERAGE RAINFALL AND TEMPERATURES



Source: US Climate Data, 2024.