2019

City of Paso Robles

ECONOMIC PROFILE

paso robles
CHAMBER of COMMERCE & VISITOR CENTER

Source for Photo: Paso Robles High School Welding Technology

PREPARED BY THE PASO ROBLES CHAMBER OF COMMERCE

paso robles
CHAMBER of COMMERCE & VISITOR CENTER

WITH SUPPORT FROM THE CITY OF PASO ROBLES

CITY OF EL PASO DE ROBLES
INCORPORATED 1889

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Halter Ranch Hospitality Center.

POPULATION

+ Population Size
+ Median Age
+ Population by Age

POPULATION SIZE

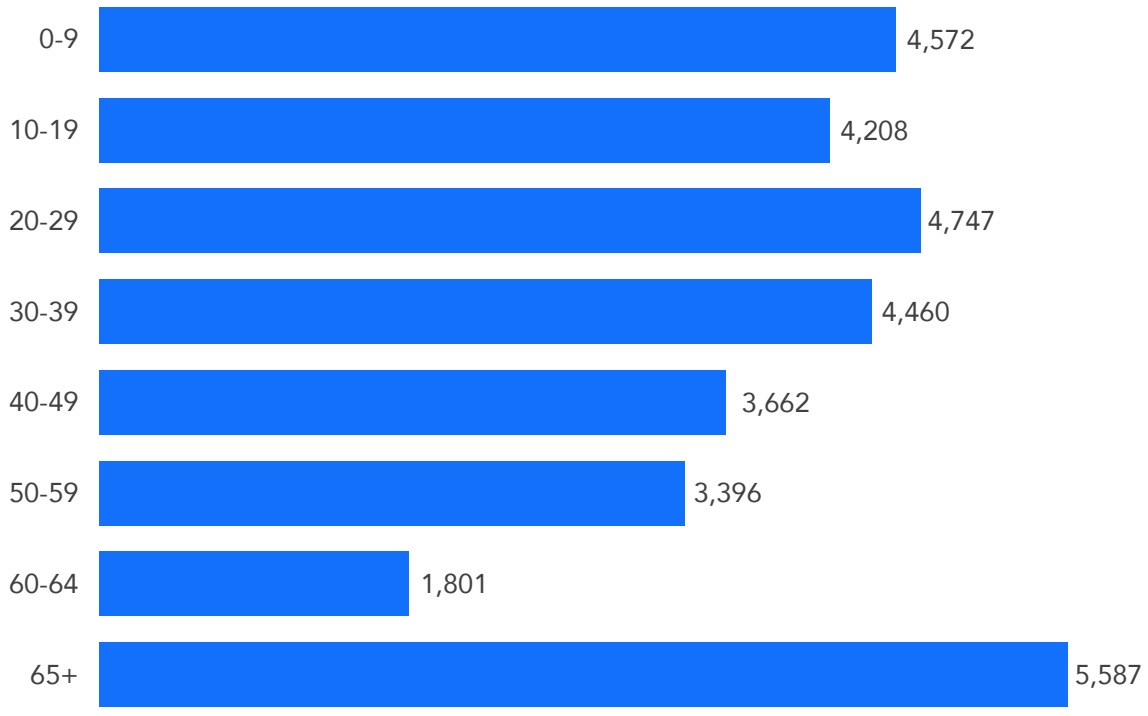
32,431

48.59%
MALE

51.41%
FEMALE

MEDIAN AGE: 37

POPULATION BY AGE



Source: Zoomprospector.com

BUSINESS CLIMATE

+ Taxes, Permits, and Fees
+ Taxable Sales
+ Development Impact Fees
+ Community Impressions
+ Level and Quality of Community Services

TAXES PERMITS AND FEES

Taxes include Sales Tax, Use Tax, Transient Occupancy Tax and Paso Robles Tourism Improvement District Tax.

Source: City of Paso Robles

The combined sales tax rate for Paso Robles, CA is...

7.75%

Sales and Use Tax revenue in fiscal year 2017-2018 was...

$15,393,096

Transient Occupancy Tax (TOT)

10%

During the 2017-2018 fiscal year, the City received $5.6 million in transient occupancy tax revenue.

Paso Robles Tourism Improvement District (PRTID)

2%

TAXABLE SALES

Taxable sales typically grow year over year.

2010	$685,640
2011	$747,060
2012	$780,559
2013	$809,847
2014	$864,567
2015	$929,358
2016	$972,564
2017	$1,023,553
2018	$1,076,271

Source: State Board of Equalization, California Department of Taxes and Fees Administration, State Controller's Office, The HdL Companies

DEVELOPMENT IMPACT FEES (2019)

Table includes fees for Sub Area C. Fees for Sub Area A and B are typically lower.

Construction Type	Transportation	Police	Fire	General Governmental	Parks and Recreation	Library	Total
Single Family-Residential	$9,983	$85	$1,152	$3,338	$3,264	$1,077	$18,899
Multiple Family-Residential	$6,880	$99	$1,152	$3,338	$3,264	$1,077	$15,810
Commercial Lodging Motel/Hotel	$2,502	$101	$476	$99	No Fee	No Fee	$3,178
RV Parks & Campgrounds	$2,502	$101	$476	$99	No Fee	No Fee	$3,178
Commercial per sf	$11.63	$0.13	$0.42	$1.21	No Fee	No Fee	$13.39
Light Industrial per sf	$2.33	$0.03	$0.23	$0.66	No Fee	No Fee	$3.25
Heavy Industrial per sf	$0.92	$0.03	$0.23	$0.66	No Fee	No Fee	$1.84

UTILITY CONNECTION FEES

All Type of Development	Water Connection Fees
Meter Size	
3/4"	$19,066
1"	$31,840
1.5"	$63,490
2"	$101,622
3"	$190,660
4"	$317,830
6"	$635,470
8"	$1,016,790
10"	$1,461,788

Water Meter	3/4"	1"	1.5"	2"
Install meter only	$179	$219	$1,290	$1,336
Tie into water main	Based on labor, equipment and parts			

Type of Development	Wastewater Facility Fees
Residential Charges - Per Unit	
Single Family Residence	$8,093 *(including Condominiums, Mobile Home, Pre-fabricated Homes)*
Multi-Family Residence	Now considered "Non-Residential" (see below)
Non-Residential - All Types	Based on Water Meter Size
3/4"	$8,093
1"	$13,515
1.5"	$26,948
2"	$43,134
3"	$80,926

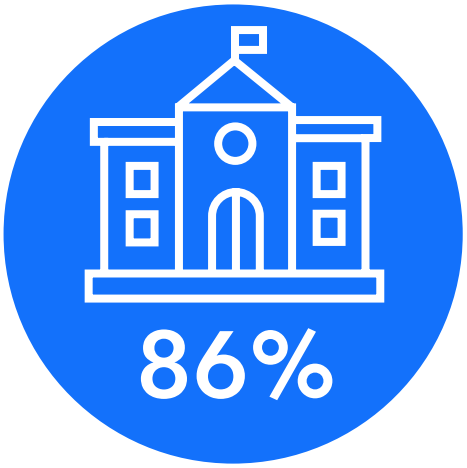
Non-Residential accounts requiring water meters larger than 3-inches will be based on plumbing fixture requirements of the most current edition of the California Plumbing Code and the wastewater generation factors in the most current edition of Metcalf & Eddy's *Wastewater Engineering* per Resolution 11-133.

Source: City of Paso Robles

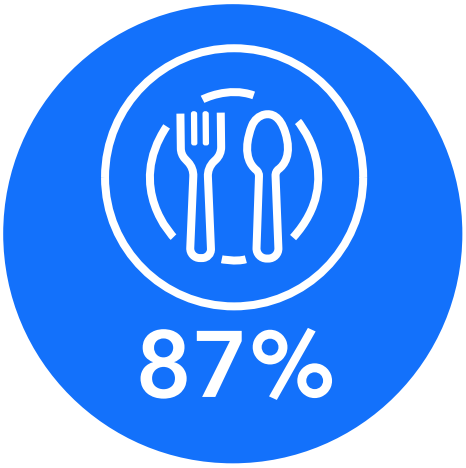
COMMUNITY IMPRESSIONS

The Chamber of Commerce conducted a business and resident survey in late 2018 and here is what was found:

...of surveyed residents said they would recommend Paso Robles as a place to live.



...of surveyed residents said the local government was business friendly.

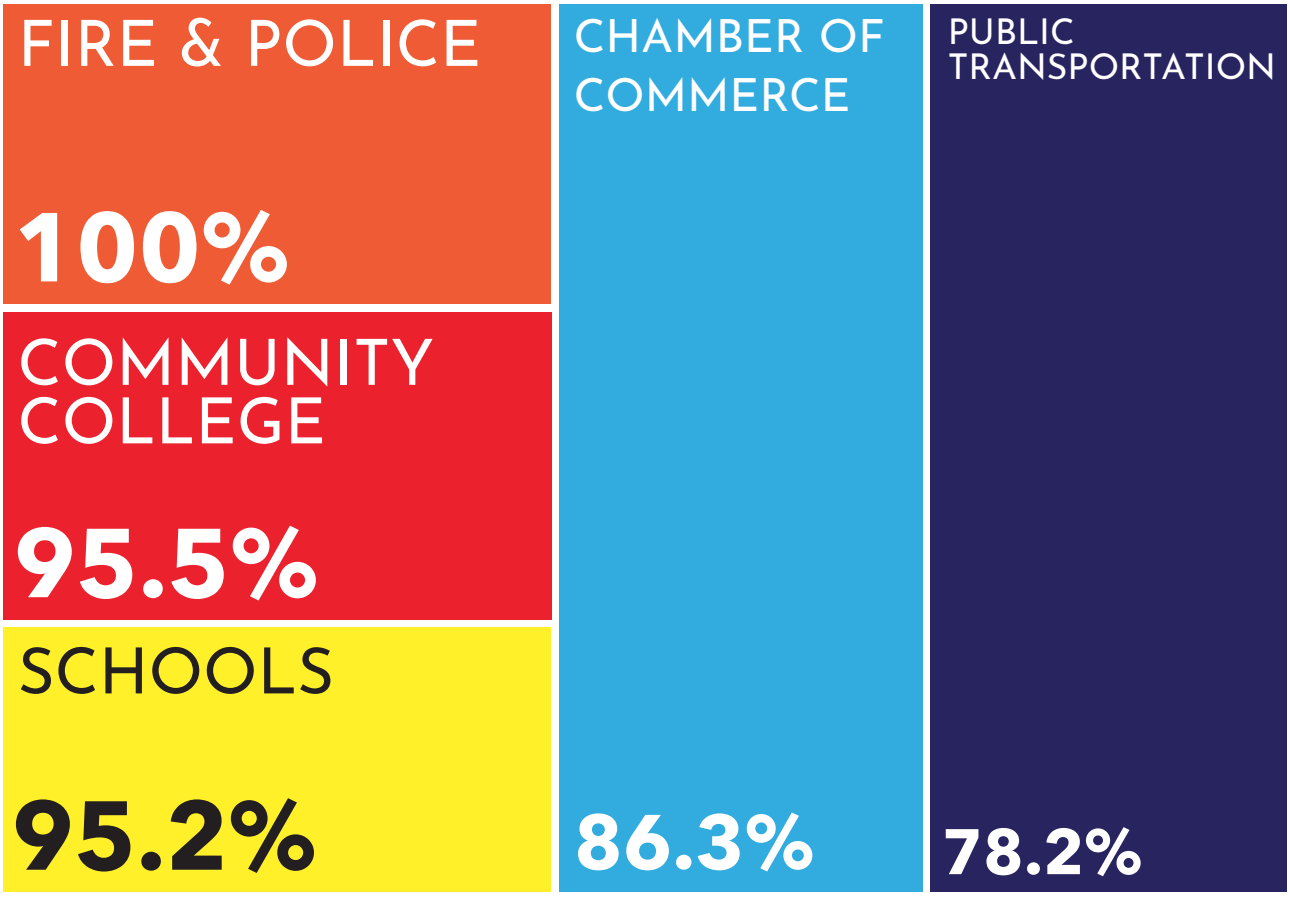


...of surveyed residents said they prefer to eat at restaurants in Paso Robles rather than travel out of town.

...of surveyed residents said quality of life is a strength for businesses in Paso Robles.

LEVEL AND QUALITY OF COMMUNITY SERVICES

The following services were rated by residents as a part of the 2018 Resident Survey. The following percentages represent the residents who rated the services as adequate or better (3,4, or 5).



ECONOMIC CONDITIONS

+ New Businesses
+ Rentable Space
+ Vacancy Rates
+ Rents Per Square Foot
+ Building Permits

NEW BUSINESSES

NEW BUSINESSES BY YEAR

Year	*Business Started*	*Business Closed*
2018	176	82
2017	188	129
2016	192	118
2015	204	117
2014	188	138
2013	182	145
2012	212	150
2011	217	155
2010	154	135
AVERAGE	190	130

Source: City of Paso Robles

Touch of Paso Restaurant has been in business since 1987.

NEW BUSINESSES BY SECTOR

RETAIL

Year	*Business Started*	*Business Closed*
2018	16	7
2017	18	11
2016	21	13
2015	22	11
2014	16	18
2013	30	17
2012	25	22
2011	24	14
2010	19	15
AVERAGE	21	14

The number of retail businesses started per year is typically greater than the number that close.

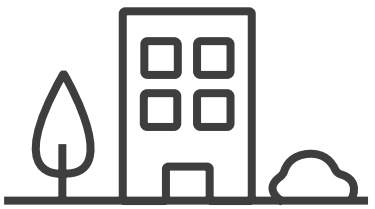
MANUFACTURING/INDUSTRIAL

Year	*Business Started*	*Business Closed*
2018	4	1
2017	3	2
2016	1	3
2015	3	1
2014	1	2
2013	4	4
2012	3	2
2011	4	2
2010	2	1
AVERAGE	3	2

SHORT TERM RENTALS

Year	*Business Started*	*Business Closed*
2018	93	25
2017	86	21
2016	65	19
2015	50	7
2014	18	5
2013	22	5
2012	12	3
2011	9	0
2010	8	3
AVERAGE	40	10

Source: City of Paso Robles



OFFICE

INDUSTRIAL

RETAIL

TOTAL RENTABLE SPACE BY TYPE

AS OF MAY 2019...

OFFICE	INDUSTRIAL	RETAIL
1,340,224 sf	2,971,174 sf	4,390,689 sf

VACANCY RATES BY TYPE

OFFICE

4.2%

INDUSTRIAL

4.7%

SPECIALIZED INDUSTRIAL
5.7%

LOGISTICS
3.0%

FLEX
4.9%

RETAIL

2.6%

POWER CENTER
2.9%

NEIGHBORHOOD CENTER
3.3%

STRIP CENTER
5.1%

GENERAL RETAIL
1.5%

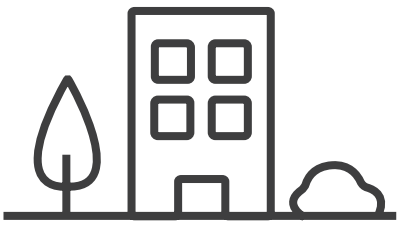
OTHER
14.6%

Source: CoStar (Provided by Pacifica Commercial Realty (May 1, 2019) – report includes the North 101 Corridor which includes Santa Margarita to San Miguel)

RENTS PER SQUARE FOOT

AS OF MAY 2019

OFFICE



★ – ★★

$1.63/sf/mo

★★★

$2.02/sf/mo

★★★★ – ★★★★★

$2.36/sf/mo

INDUSTRIAL

AVERAGE

$0.91/sf/mo

SPECIALIZED INDUSTRIAL

$0.92/sf/mo

LOGISTICS

$0.89/sf/mo

FLEX

$0.94/sf/mo

RETAIL

AVERAGE

$1.68/sf/mo

POWER CENTER

$2.35/sf/mo

NEIGHBORHOOD CENTER

$1.79/sf/mo

STRIP CENTER

$1.47/sf/mo

GENERAL RETAIL

$1.53/sf/mo

RESTAURANT

$2.00/sf/mo

Source: CoStar (Provided by Pacifica Commercial Realty (May 1, 2019) – report includes the North 101 Corridor which includes Santa Margarita to San Miguel)

PERMITS ISSUED BY TYPE

RESIDENTIAL/COMMERCIAL/INDUSTRIAL (2018)

Month	SFR Units	2nd Units	MF UNITS	Total Units Res	Residential Valuation	New Commercial/ Ind sf	Commercial/ Ind Valuation
January	2	0	0	2	$861,267.41	2,405	$485,000.00
February	2	1	1	4	$574,094	17,793	$5,990,000.00
March	1	0	0	1	$484,120.32	8,929	$1,570,100.00
April	0	1	0	1	$210,000.00	4,993	$7,485,291.00
May	1	2	0	3	$425,493.34	25,700	$2,982,000.00
June	2	1	0	3	$710,000.00	1,920	$454,097.00
July	4	0	2	6	$1,534,800.00	58,860	$5,308,180.00
August	0	0	7	7	$40,000.00	20,622	$5,091,210.00
September	0	1	3	4	$270,000.00	113,114	$8,087,287.00
October	1	1	0	2	$475,000.00	1,395	$1,203,308.00
November	0	1	75	76	$11,424,894.10	24,584	$2,682,909.00
December	0	0	2	2	$29,390.00	4,958	$534,000.00
TOTAL	13	8	90	111	$17,039,059.81	285,273	$41,873,382.00

ALL

Month	Total Number of Permits	Total Valuation	Inspections
January	50	$1,834,825.41	285
February	46	$9,406,413.24	250
March	66	$3,583,033.32	206
April	40	$7,971,789.78	268
May	88	$4,156,981.34	277
June	52	$1,854,107.68	226
July	79	$7,512,048.28	239
August	97	$6,582,485.28	298
September	95	$9,121,851.24	276
October	98	$2,446,370.00	277
November	104	$15,705,187.98	340
December	74	$1,532,492.00	310
TOTAL		$71,707,584.55	3,352

90 multifamily residential units were issued permits in 2018.
285k square feet of new commercial/industrial space was improved in 2018.

Source: City of Paso Robles

LABOR FORCE

+ Employment by Occupation and Workforce
+ Industry Profile
+ Wages and Commuter Characteristics
+ Household Wages
+ Unemployment

LABOR FORCE

15,957

(employed population 16 years and older)

Source: U.S. Census Bureau ACS

Paso Robles Fire Station #1.

EMPLOYMENT BY OCCUPATION

The most common job groups are Office and Administrative Support Occupations (1, 852 people), Sales and Related Occupations (1,753 people), and Management Occupations (1,586 people).

Source: DATA USA

INDUSTRY PROFILE

THE TOP 5

LARGEST INDUSTRIES

EDUCATIONAL SERVICES & HEALTHCARE
2,980 JOBS

RETAIL TRADE
2,091 JOBS

MANUFACTURING
2,008 JOBS

ACCOMMODATION & FOOD SERVICE
1,969 JOBS

PUBLIC ADMINISTRATION
1,215 JOBS

Source: U.S. Census Bureau ACS

Fish Gaucho, California Mexican and Tequila Bar.

NORTH COUNTY
TOP 5 GROWTH INDUSTRIES (2013-2018)

MANAGEMENT OF COMPANIES & ENTERPRISES
12.1%

PUBLIC ADMINISTRATION
9.7%

OIL & GAS EXTRACTION
5.6%

HEALTH CARE & SOCIAL ASSISTANCE
5.5%

INFORMATION
5.3%

Paso Robles Library City Hall.

Source: Industries and Occupations of the North San Luis Obispo County Area, San Luis Obispo County, and California (Workforce Development Board), August 2018

NORTH COUNTY
TOP 5 GROWTH JOBS (2013-2018)

HEALTH CARE & SOCIAL ASSISTANCE
+1,673 JOBS

CONSTRUCTION
+906 JOBS

ACCOMMODATION & FOOD SERVICE
+807 JOBS

MANUFACTURING
+391 JOBS

PUBLIC ADMINISTRATION
+310 JOBS

Retail/Commercial construction on Dallons Drive.

NORTH COUNTY
TOP 5 HIGHEST SALARIES BY INDUSTRY

UTILITIES
$136,000

FINANCE & INSURANCE
$78,451

OIL & GAS EXTRACTION
$70,046

MANAGEMENT OF COMPANIES & ENTERPRISES
$67,767

INFORMATION
$67,203

Arciero Office Building.

Source: Industries and Occupations of the North San Luis Obispo County Area, San Luis Obispo County, and California (Workforce Development Board), August 2018

NORTH COUNTY
TOP 5 HIGHEST WAGE OCCUPATIONS

MANAGEMENT
$98,800

LEGAL
$91,400

HEALTHCARE PRACTITIONERS & TECHNICAL
$90,000

COMPUTER & MATHEMATICAL
$84,500

BUSINESS & FINANCIAL OPERATIONS
$75,300

Dr. Brent Wells, Optometric Care Associates.

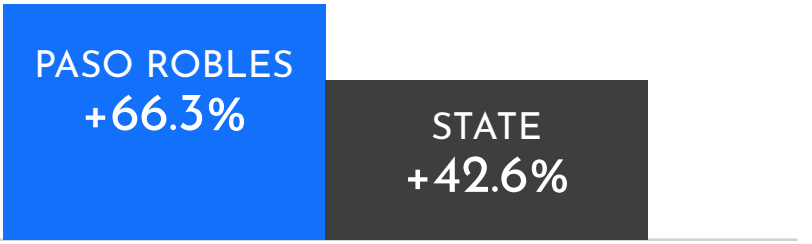
Source: Industries and Occupations of the North San Luis Obispo County Area, San Luis Obispo County, and California (Workforce Development Board), August 2018

WAGES AND COMMUTER CHARACTERISTICS

MEDIAN HOUSEHOLD INCOME IN PASO ROBLES (2018)

Source: City-data.com

CHANGE IN MEDIAN HOUSEHOLD INCOME BETWEEN 2000 AND 2016



Source: City-data.com

Paso Robles median household income grew at a higher rate as compared to the State from 2000 to 2016.

Hotel Cheval Pony Club Patio.

AGGREGATE HOUSEHOLD INCOME IN PASO ROBLES (2016)

$3,491,870,393

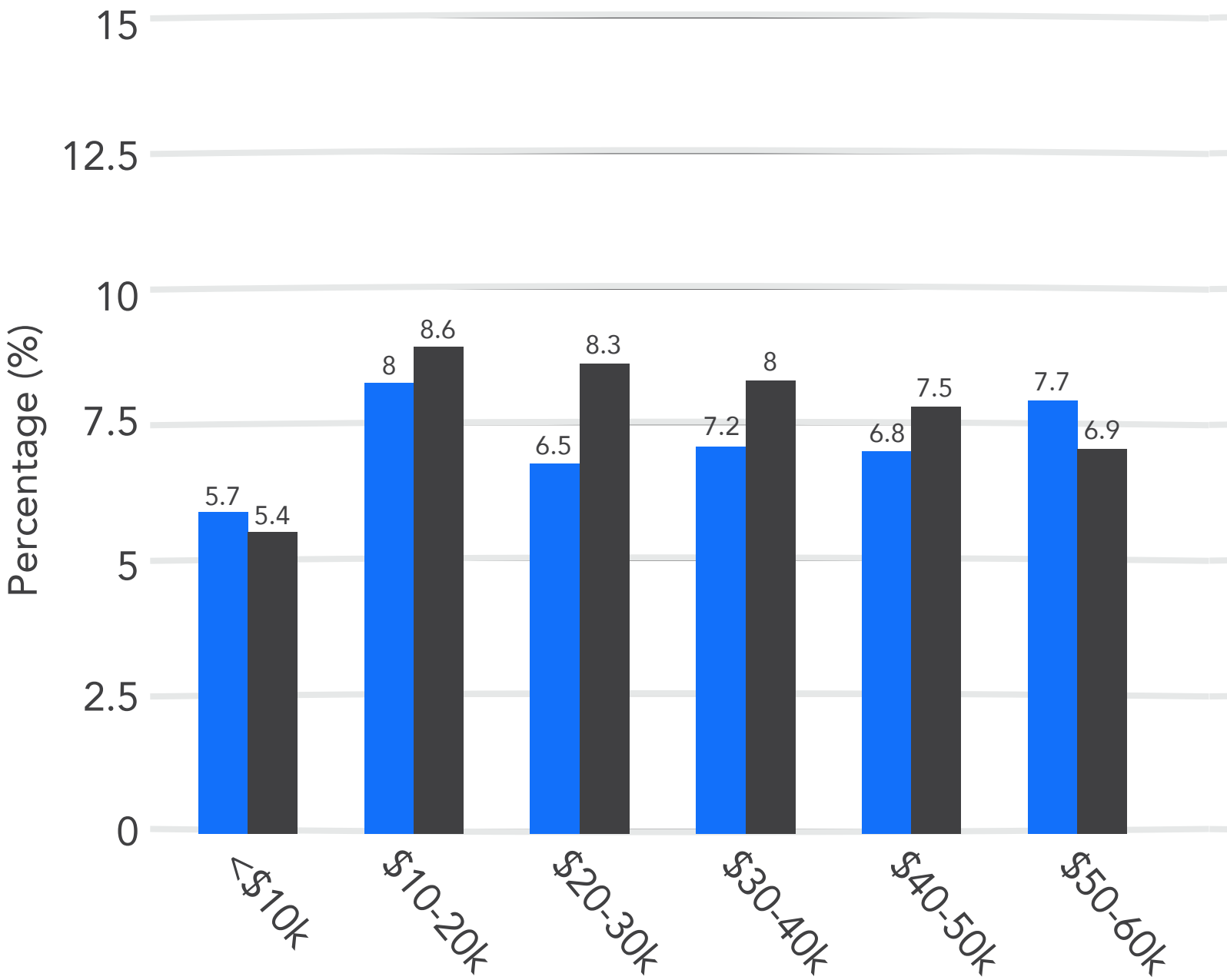
COMMUTER CHARACTERISTICS

Mean travel time to work (commute)

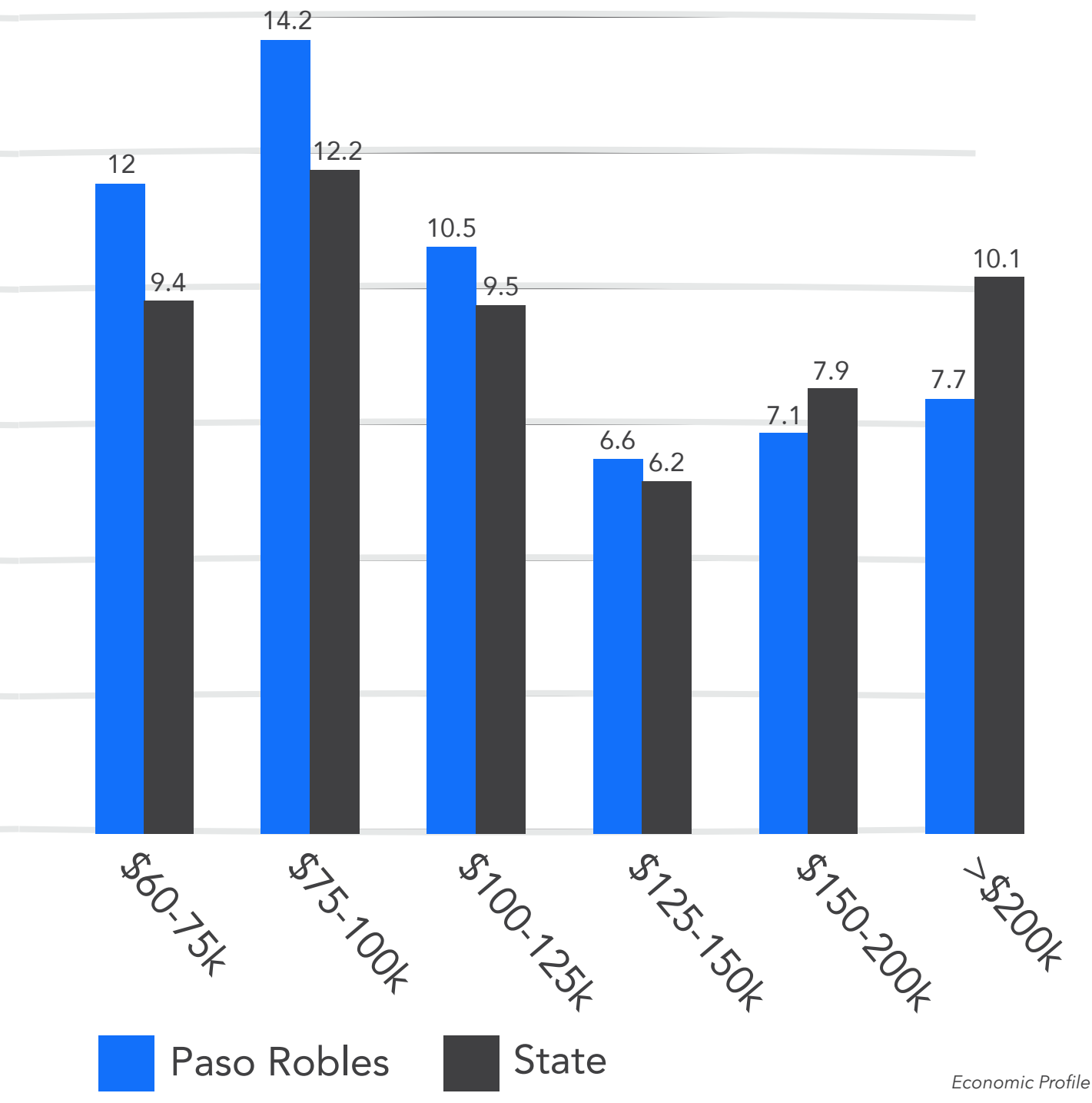
23.6 MINUTES

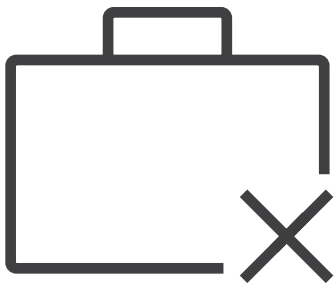
Source: City-data.com

HOUSEHOLD WAGES (2016)



Source: City-data.com


14.2
12.2
12
9.4
10.5
9.5
6.6
6.2
7.1
7.9
7.7
10.1
$60-75k
$75-100k
$100-125k
$125-150k
$150-200k
>$200k
Paso Robles
State



UNEMPLOYMENT

IN JUNE 2019...

4.1%

Unemployment for California was 4.1%.

3.7%

Unemployment for the nation was 3.7%.

3.0%

Unemployment rate in San Luis Obispo County was 3.0% in April 2019.

3.0%

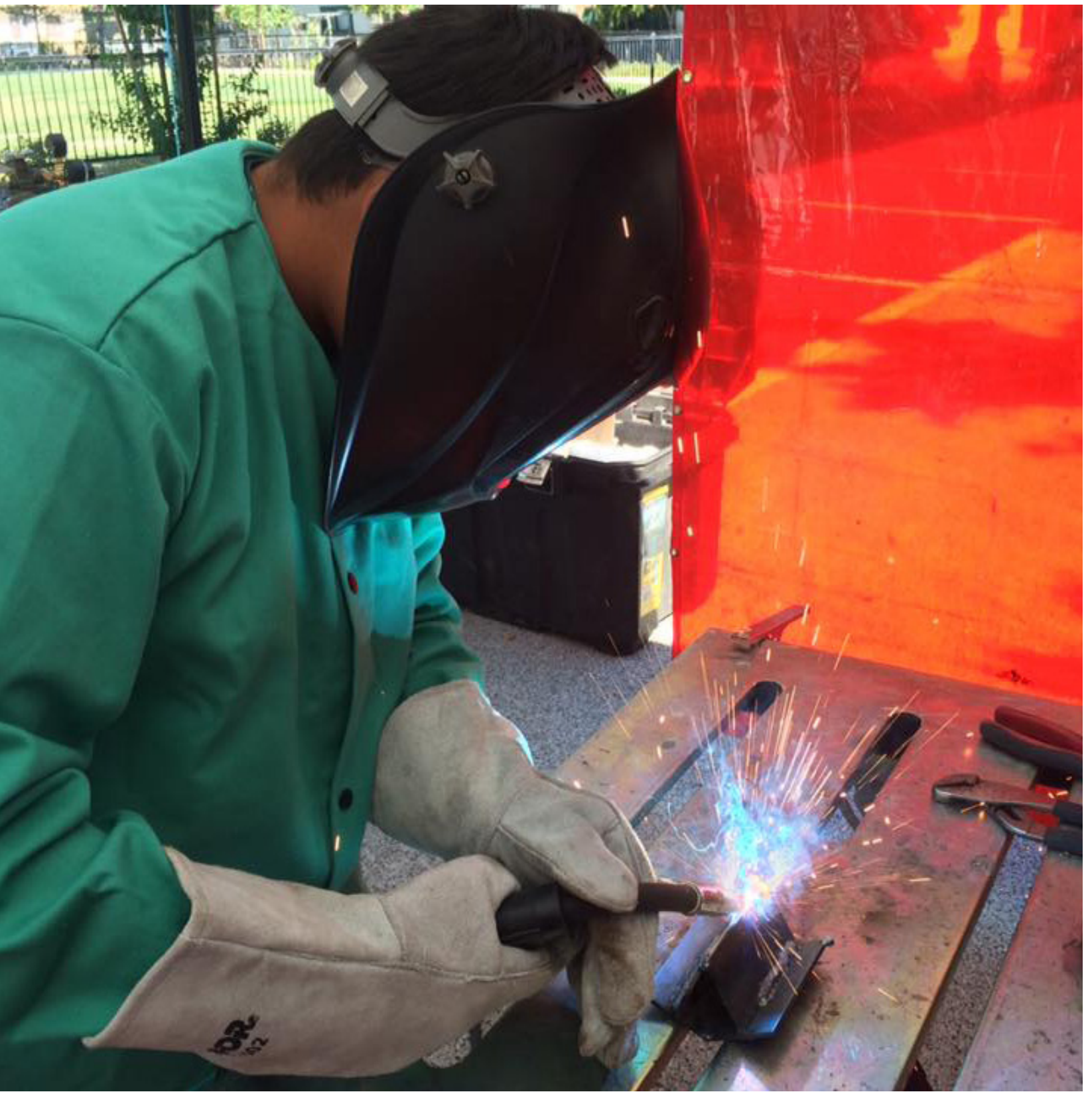
Unemployment rate for Paso Robles was 3.0%.

Paso Robles unemployment rate is lower than the California and national percentage.

Source: LaborMarketInfo.edd.ca.gov

EDUCATION

+ Educational Attainment
+ Students by Institution
+ College and Career

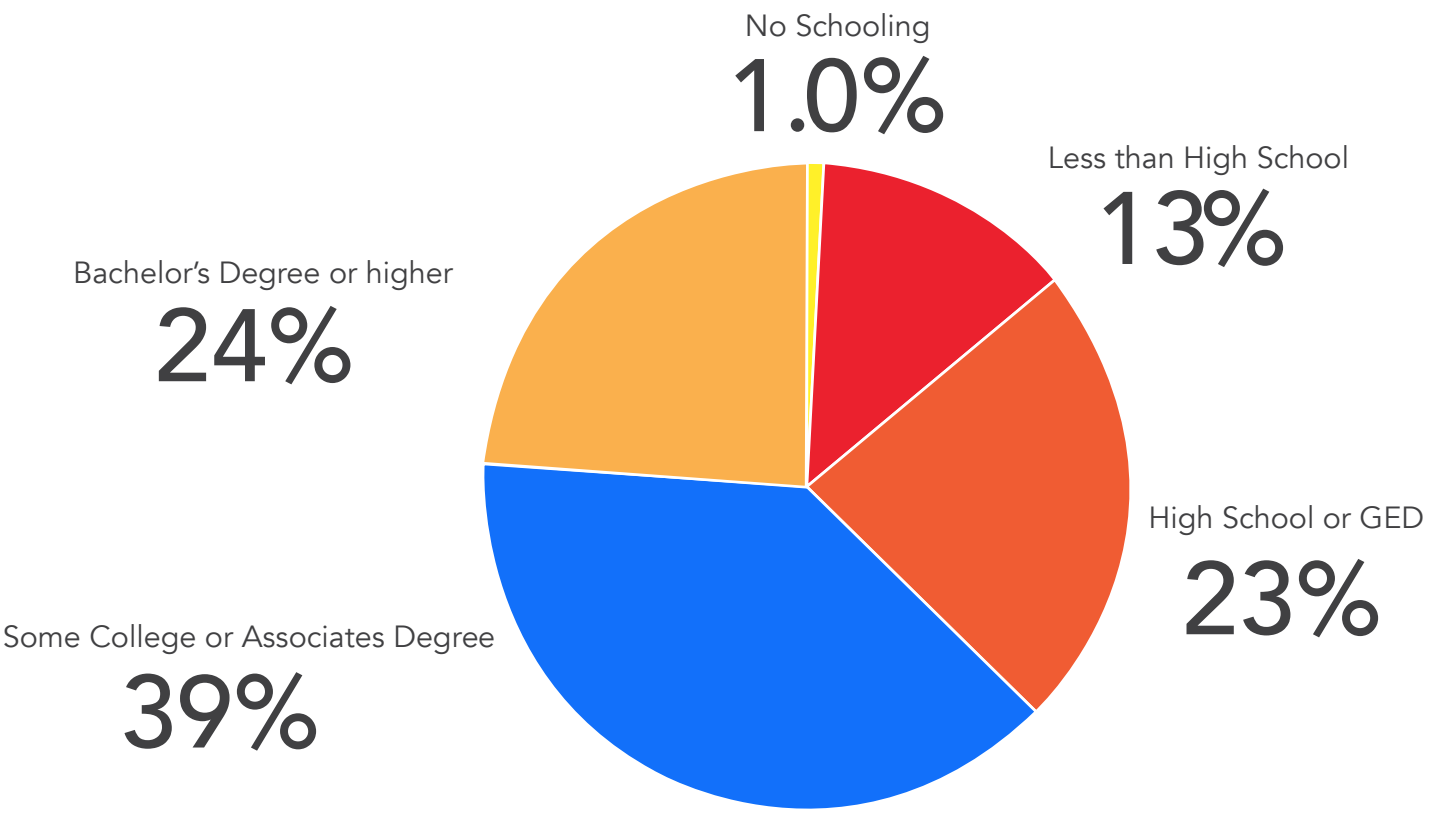


Paso Robles High School Welding Technology student in action.

Source for Photo: Paso Robles High School Welding Technology

EDUCATIONAL ATTAINMENT

In Paso Robles, 63% of residents have received some college experience or higher. 13% of the population have not completed high school.



Source: Towncharts.com

Cal Poly Class of 2019.

68.3%

of students are college and career ready. The state average is 42.2%.

The following measures are approved as indicating college or career readiness...

- Grade 11 Smarter Balanced Summative Assessments in ELA and Mathematics
- Advanced Placement Exams
- International Baccalaureate Exams
- Military Science/Leadership (New)
- State Seal of Biliteracy (New)
- A-G Completion
- College Credit Course (formerly called Dual Enrollment)
- Career Technical Education Pathway Completion

Source: CASchoolDashboard.org

STUDENTS BY INSTITUTION

ELEMENTARY SCHOOLS

Name	*Address*	*Enrollment*	*Grade Span*
Bauer/Speck Elementary School	401 17th Street	326	K-5
Cappy Culver Elementary School	11011 Heritage Ranch Loop Road	77	K-6
Georgia Brown Elementary School	525 36th Street	313	K-5
Kermit King Elementary School	700 Schoolhouse Circle	259	K-5
Paso Robles Independent Study Center School	504 28th Street	94	K-8
Pat Butler Elementary School	700 Nicklaus Street	294	K-5
Virginia Peterson Elementary School	2501 Beechwood Drive	318	K-5
Winifred Pifer Elementary School	1350 Creston Road	315	K-5

Source: City-data.com

Bauer/Speck Elementary School children.

Source for Photo: Paso Robles Joint Unified School District

MIDDLE SCHOOLS

Name	*Address*	*Enrollment*	*Grade Span*
Daniel Lewis Middle School	900 Creston Road	724	6-8
George H. Flamson	655 24th Street	672	6-8
Paso Robles Independent Study Center School	504 28th Street	94	K-8
Phillips-Freedom Community Day School	4725 River Grove Drive	18	7-12

HIGH SCHOOLS AND MORE

Name	Address	Enrollment	Grade Span
Independence High School	812 Niblick Road	60	9-12
Liberty High (Continuation) School	810 Niblick Road	37	9-12
Paso Robles Adult School	810 Niblick Road	-	-
Paso Robles High School	801 Niblick Road	1,400	9-12
Phillips-Freedom Community Day School	4725 River Grove Drive	18	7-12

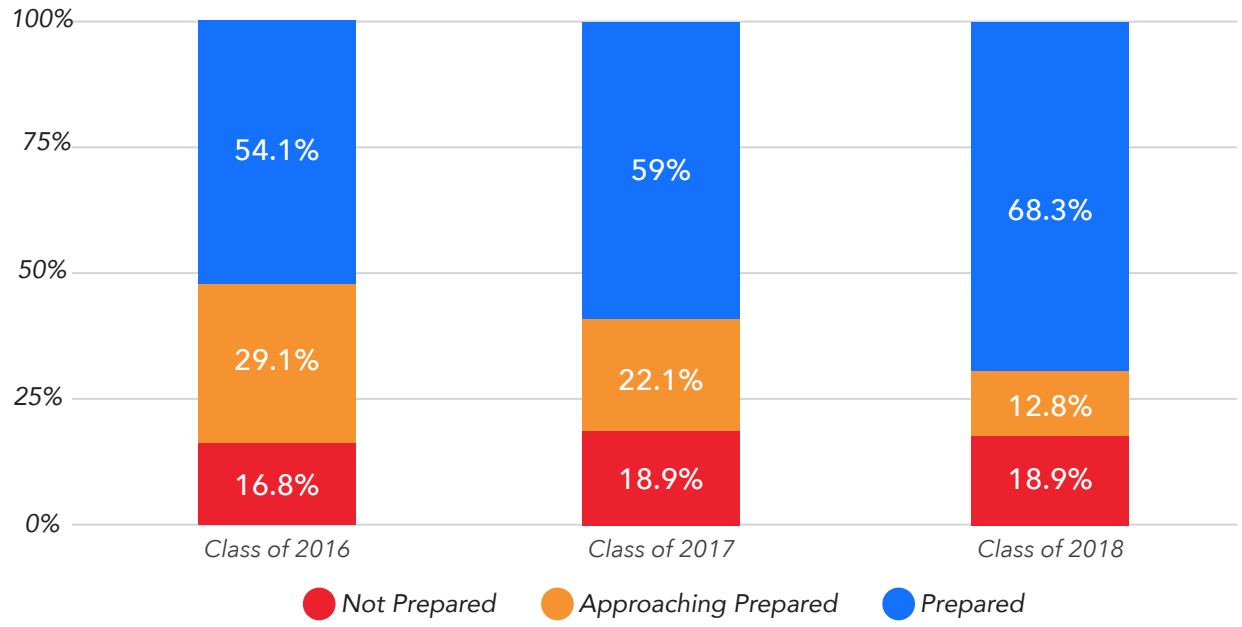
Source: City-data.com

Paso Robles High School students.

Source for Photo: Paso Robles Joint Unified School District

COLLEGE AND CAREER

In Paso Robles, the percentage of students qualifying as college and career ready is increasing. In just three years, the number of prepared students increased 14%. This chart shows the percentage of students per year that are categorized by Not Prepared, Approaching Prepared, and Prepared.



CUESTA COLLEGE NORTH COUNTY CAMPUS

42,000
STUDENTS

On average *2,200* students attend classes each semester.

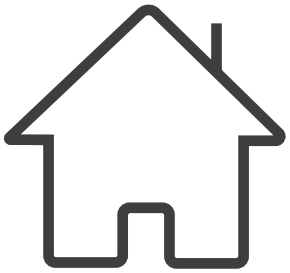
160
COURSES

Approximately *160* courses are offered each semester.

Source: CASchoolDashboard.org

HOUSING

+ Housing Inventory
+ Home Prices
+ Median Rent
+ Average Monthly Inventory



HOUSING

HOUSING INVENTORY

Houses: 12, 391 (11,802 occupied)

Source: U.S. Census Bureau ACS

HOME PRICES

Average home price in the sphere of influence is $510k

Source: Fred Bruen, REMAX, July 2019

MEDIAN RENT

Median rent as of April 2019: $1,688

Source: RentJungle.com

AVERAGE MONTHLY FOR SALE INVENTORY

Average of 389 available homes on any given day.

Source: City-data.com

Approximately 1,500 homes sold in 2018.

Source: U.S. Census Bureau ACS

QUALITY OF LIFE

+ Cost of Living
+ Crime Rates
+ Entertainment

QUALITY OF LIFE

Paso Robles Airport.

AIRPORT WEATHER

Paso Robles has the best flying weather on the central coast.

CULTURAL AND RECREATIONAL ACTIVITIES

Recreation Services offer a variety of classes, camps, lessons, and leagues for youth and adults with over 200 recreation options to meet all areas of interest.

PARKS AND OTHER NATURAL AMENITIES

Hot sulfur springs flow through Paso Robles and are open to the public in two locations: River Oak Hot Springs Spa and Franklin Hot Springs.

THE CITY OFFERS:

31 MILES OF BIKE TRAILS

17 CYCLE ROUTES

16 PARKS

12 MILES OF TRAILS

2 COMMUNITY POOLS

1 DOG PARK

1 SKATE PARK

Source: Paso Robles Bicycle & Pedestrian Master Bike Plan, 2018 and BikeMap.net

Centennial Park.

COST OF LIVING

City of Paso Robles looking south.

The following cost of living indices are based on a US average of 100. An amount below 100 means Paso Robles is cheaper than the US average. A cost of living index above 100 means Paso Robles is more expensive.

149.3

Overall Cost of Living in Paso Robles

168.6

Overall Cost of Living in California

88.6%

The Cost of Living in Paso Robles is 88.6% of the California Average.

Source: BestPlaces.net

COST OF LIVING	PASO ROBLES	CA	% OF CA AVG.
GROCERY	107.8	107.2	100.6%
HEALTH	87.9	92.8	94.7%
HOUSING	263.4	293.1	89.9%
MEDIAN HOME COST (2018)	$498, 600	$548,600	90.9%
UTILITIES	110.01	102.4	107.8%
TRANSPORTATION	95.4	146.5	65.1%

Source: BestPlaces.net

CRIME RATES

CRIMES BY TYPE (2017)

76.2%	THEFTS
13.1%	BURGLARIES
6.6%	AUTO THEFTS
2.7%	ASSAULTS
0.6%	ROBBERIES
0.4%	PROPERTY CRIME
0.3%	SEXUAL ASSAULT

Crime index in 2017 for Paso Robles: 162, U.S. Average: 280. This means that Paso Robles is a safer place as compared to many U.S. cities.

CRIME RATES: NON-VIOLENT

Property crime rate in 2017 Paso Robles: 220, U.S. Average: 206.

A majority of crimes committed in Paso Robles are non-violent.

CRIME RATES: VIOLENT

Violent crime rate in 2017 Paso Robles: 58, U.S. Average: 214.

The rate of violent crimes is significantly lower than the U.S. Average.

Source: City-data.com

Source for Photo: Paso Robles Daily News

Public Safety Center.

ENTERTAINMENT

WINE

Paso Robles is the 3rd largest wine region in California. The Paso Robles American Viticulture Appellation is home to more than 200 wineries and 40, 000 vineyard acres focusing on premium wine production.

The San Luis Obispo County wine region attracts over 1.2 million tourists annually. The economic impact of wine and wine grapes in Paso Robles is estimated at $1.467 billion annually.

Paso Robles was awarded Sunset magazine's pick for Best Wine Country Town in 2016. 95% of wineries are family owned.

CRAFT BEVERAGES

Firestone Walker Brewing Company was founded in Santa Barbara County in 1996 by David Walker and his brother-in-law Adam Firestone. Five years later, after growing out of their original brewery, they relocated to the city of Paso Robles. In Paso Robles, Firestone Walker found it all—welcoming small-town community; a city that understands business; a talented work force; excellent year-round weather; and a bias for artisanal wine, beer, and food.

Paso Robles businesses have crafted over 340 beverages from: 9 breweries who created 247 brews, 9 distilleries producing 60 spirits, 2 cideries producing 11 ciders and 2 coffee roasters producing 25 roasts.

PASO ROBLES HORSE PARK

The Paso Robles Horse Park is a state of the art equestrian competition and event facility located on the California Central Coast halfway between Los Angeles and San Francisco. Events hosted at the facility and activities supported by the work of the Park Foundation lend to unique opportunities to support the Park's mission to promote accessibility to equestrian activities while raising funds to support handicapped and underprivileged children.

Source:PasoRoblesHorsePark.com

THE RAVINE WATERPARK

The Ravine Waterpark offers a collection of waterslides and attractions for all ages. In the middle of vineyards and wineries, with two golf courses just down the road, the location is ideal for families that want to accommodate a range of activities.

Cool off by jumping into the park's 175,000 gallon Calypso Bay wave pool or relax on the park's endless lazy river. Thrill-seekers can climb a five story tower to drop straight down on Kamikaze or plunge into a giant bowl on Vertigo. Each year, they add more attractions and events.

Source: UltimateWaterpark.com and RavineWaterpark.com

MAJOR EVENTS

» During the summer months the REC foundation hosts a free concert series on Thursday nights in the city park.

» The California Mid-state Fair draws more than 400, 000 attendees annually injecting $80 million into the local economy. Known for showcasing big-name bands such as Aerosmith, Tim McGraw, Rod Stewart, Alan Jackson and Fergie, the fair has been in existence since 1946.

» The Paso Robles Wine Festival is a main attraction for locals and wine enthusiasts.

PADEREWSKI FESTIVAL

The Paderewski Festival is a four-day music festival held annually in November celebrating Paso Robles' rich heritage and its most famous resident Ignacy Jan Paderewski - virtuoso pianist, composer, international politician, local landowner, grower and winemaker. Concerts featuring world renown talent, exhibits, lectures, master classes and film screenings are accompanied by wine tastings and tours of local vineyards. A youth piano competition, recital and student cultural exchange with Poland additionally honor Paderewski's legacy.

Source: PaderewskiFest.com

PIONEER DAY PARADE

It is free fun for the entire family. Bring your favorite lawn chairs, hats and sunscreen and plan on a memorable experience.

You can expect to see antique tractors, horse-drawn wagons, marching bands, mounted equestrian groups, youth groups, church groups, civic groups, floats, vintage cars, fire engines, military vehicles and more.

The Pioneer Day Committee also awards parade participants in 24 different categories including Sweepstakes, Judges Award, Marshal's Award, Queen's Award, Best Mounted Group, Best Marching Band, and Best Float.

Source: PasoRoblesPioneerDay.org

Paso Robles has an annual tradition of hosting a Free Community Pancake Breakfast in the park during the Mid-State Fair!

39%
of total grapes planted are Cabernet Sauvignon

Firestone Walker's Parabola Imperial Stout was 31st in The Daily Meal's *Worlds Best Beer of 2018* and 14th on *America's Best Breweries of 2017.*

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