



# Sonoma County's Prospects for 2007



**January 24, 2007**

**Ben Stone**  
**Executive Director**  
**Economic Development Board**

[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)



*Sonoma  
County*



# 2007 Sonoma County Indicators

**2007**

Sonoma County Indicators:  
*Assessing Our County's Competitive Position*

- Economy
- Health
- Tourism
- Workforce
- Environment
- Society

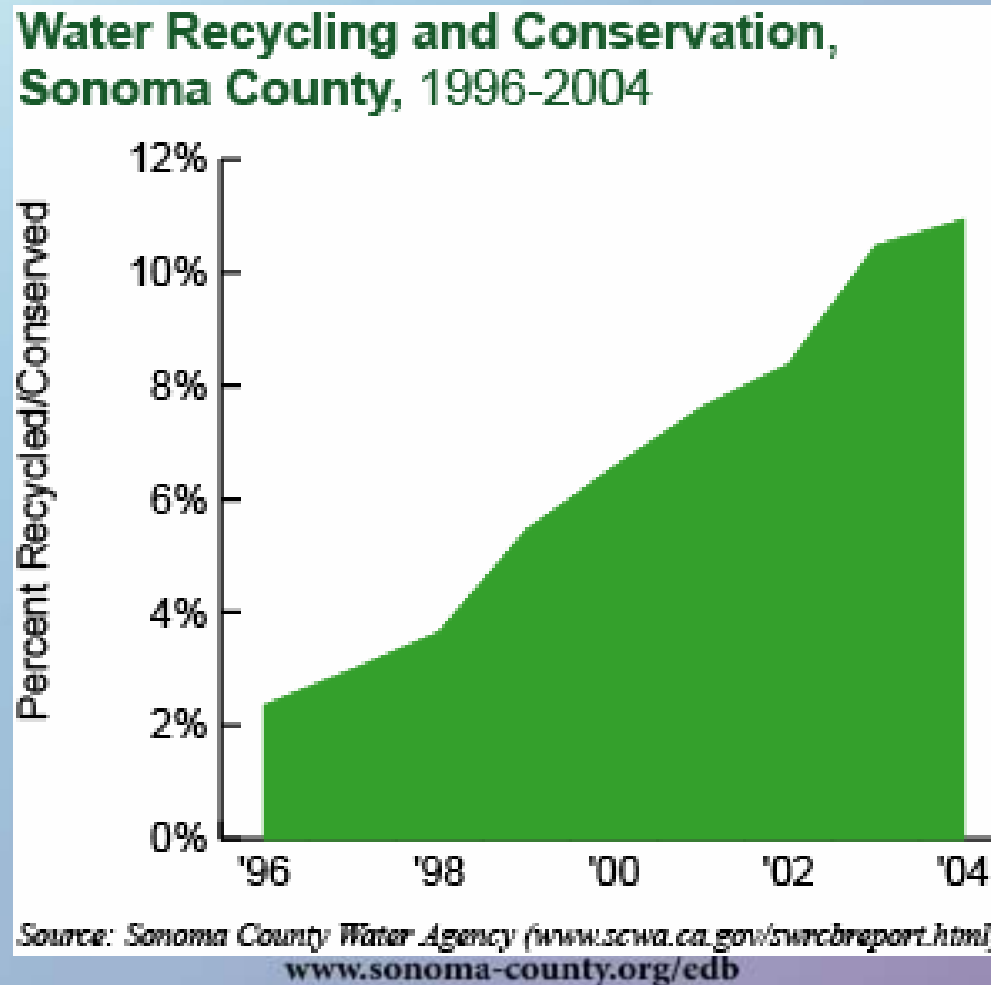
Prepared by the Sonoma County Economic Development Board, in partnership with the Sonoma County Workforce Investment Board.

EDB Sonoma County Economic Development Board

WORKFORCE INVESTMENT BOARD



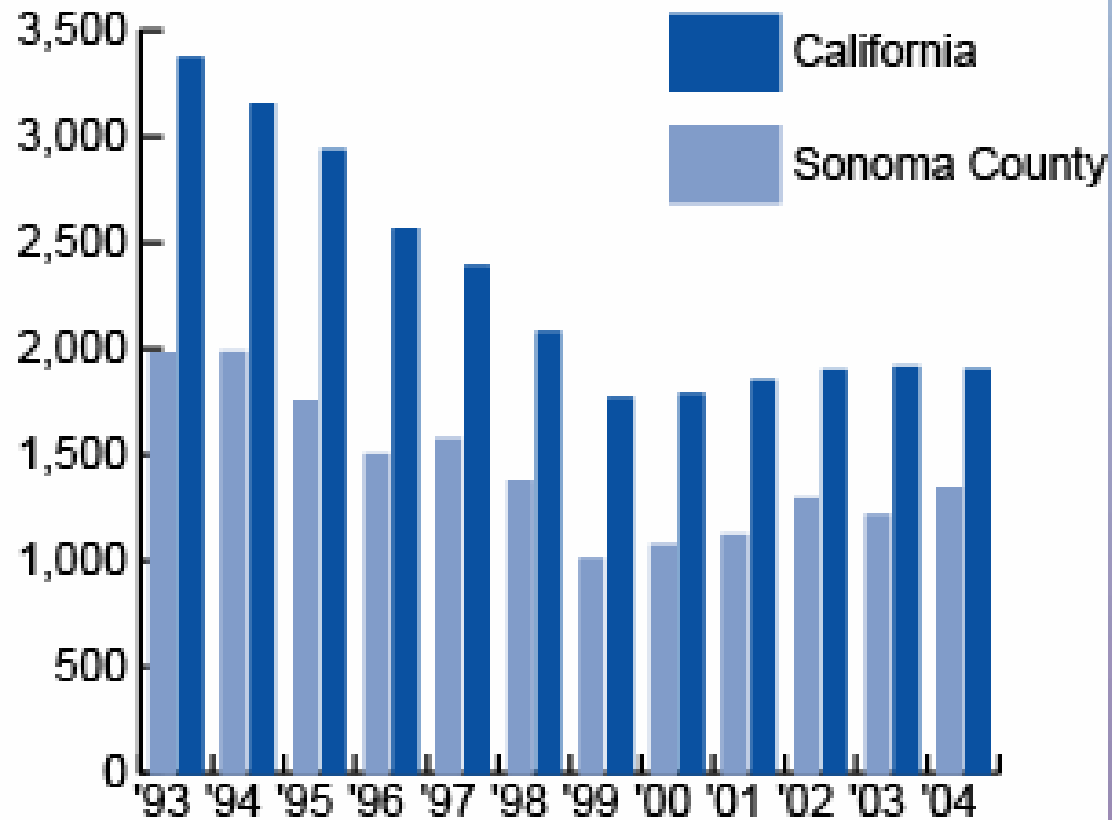
# Water Conservation





# Crime Rate

**Crime Rate per 100,000 Residents, 1993-2004**

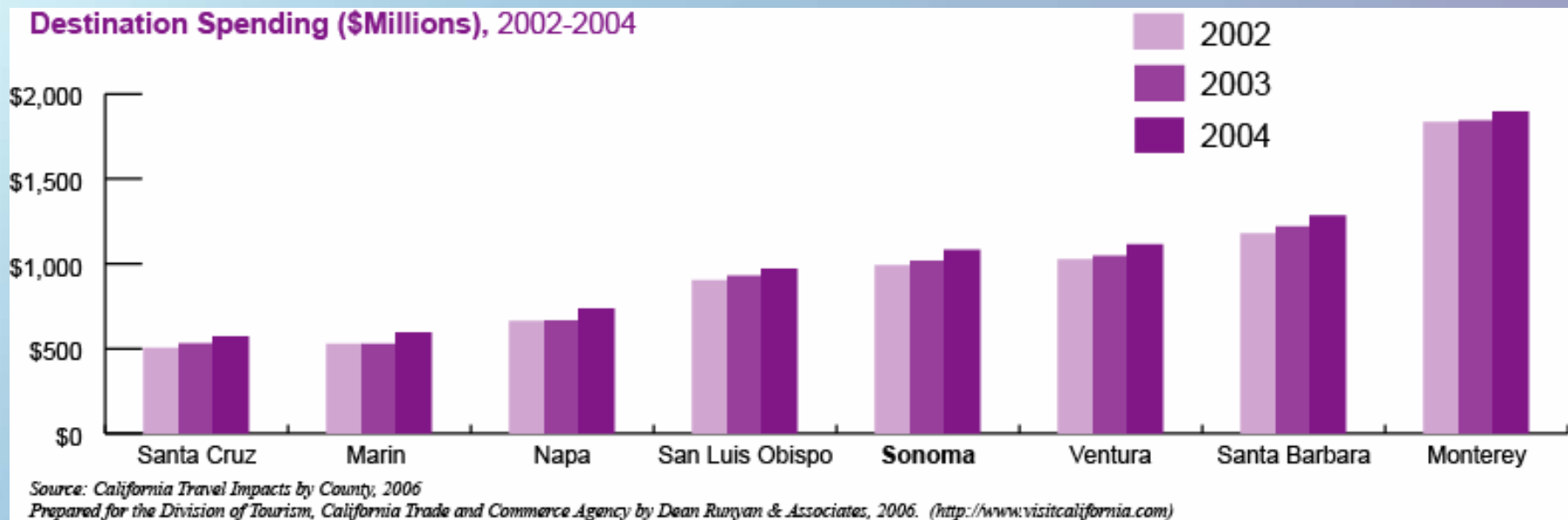


Source: California Department of Justice (<http://cang.state.ca.us>)

[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)



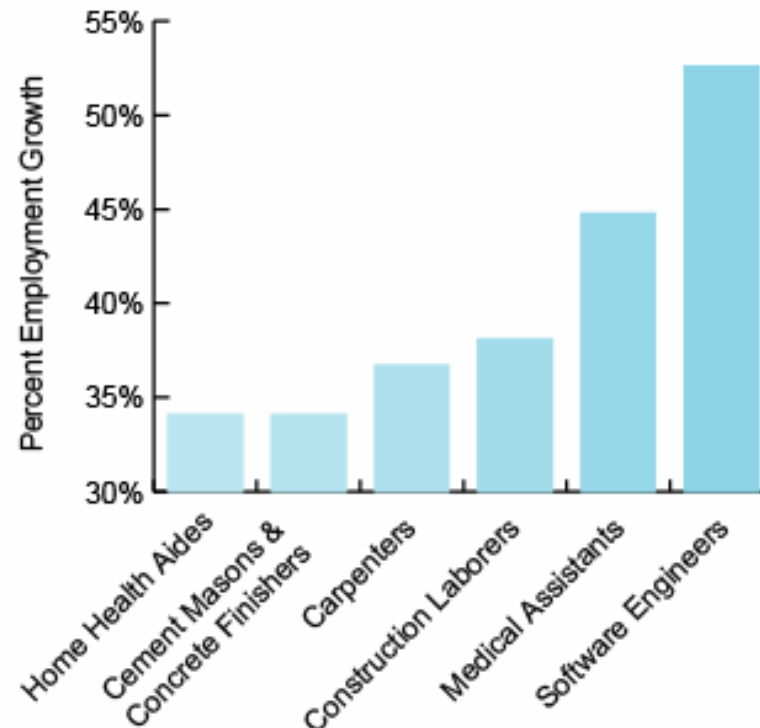
# Tourism Spending





# Fastest-Growing Jobs

Projected Top Growth Occupations,  
Sonoma County, 2002-2012

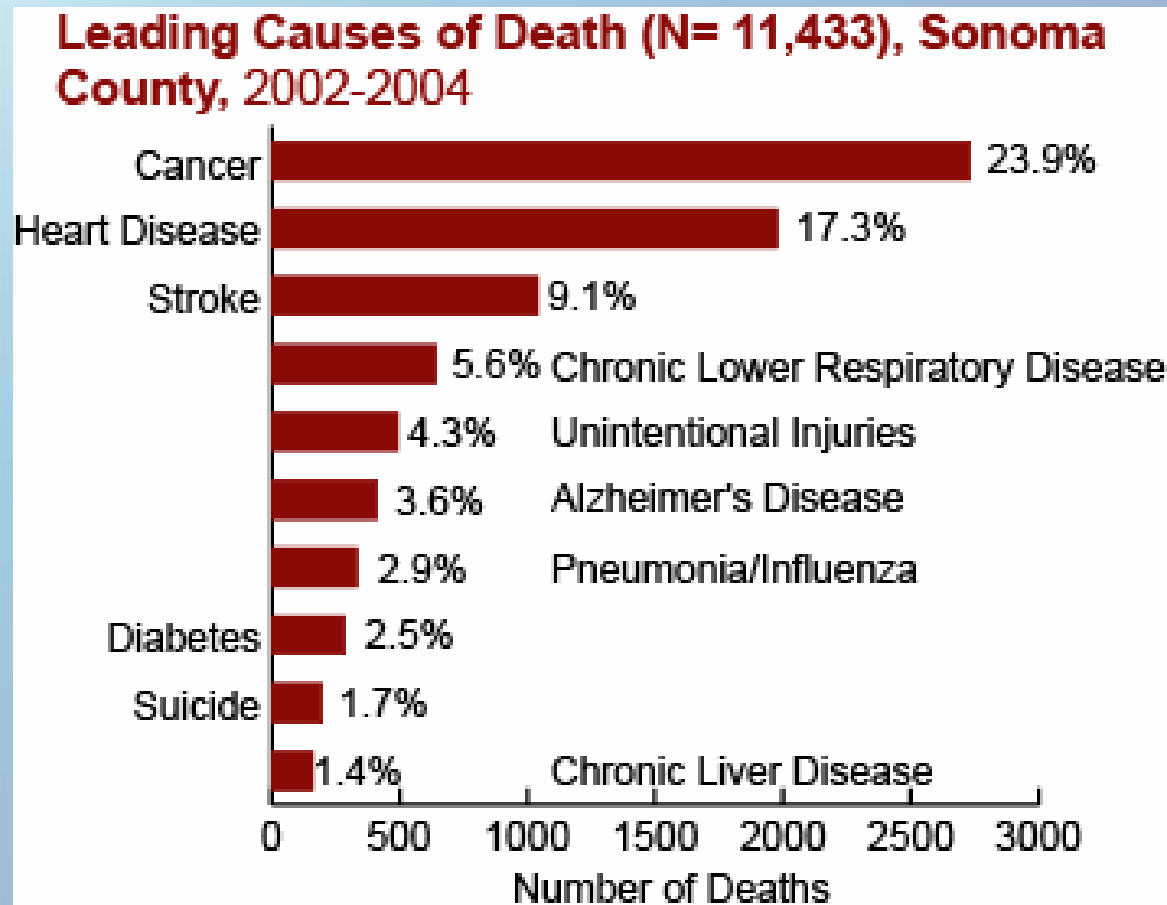


Source: Employment Development Department (<http://www.calmis.ca.gov>)

[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)



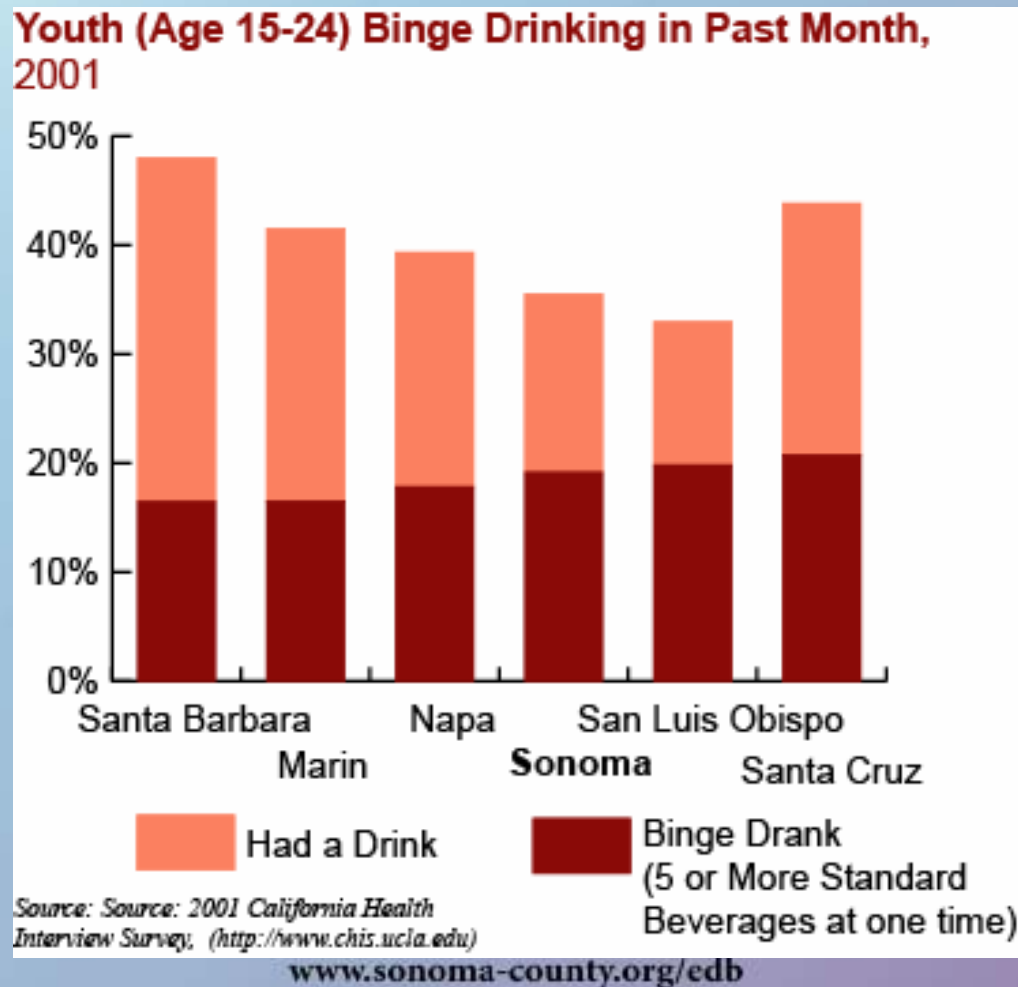
# Leading Causes of Death



Source: California Department of Health Services, Death Records 2002-2004  
[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)



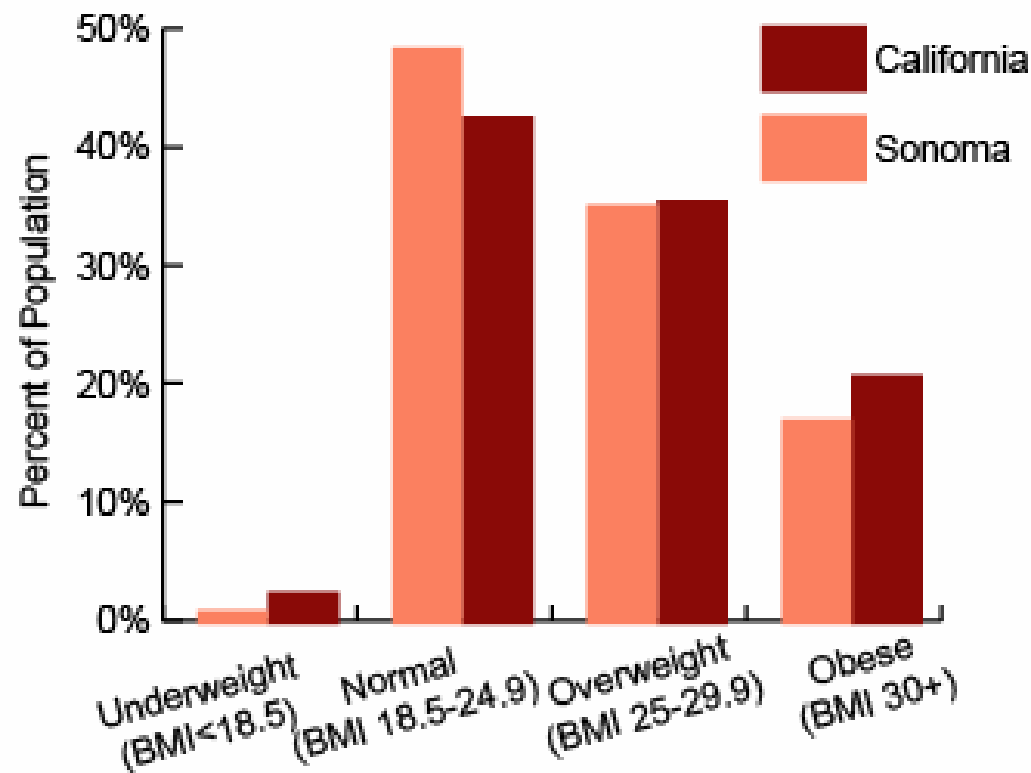
# Youth Drinking Rates





# Obesity

**Adults by Weight Classification, 2003  
(BMI=Body Mass Index)**



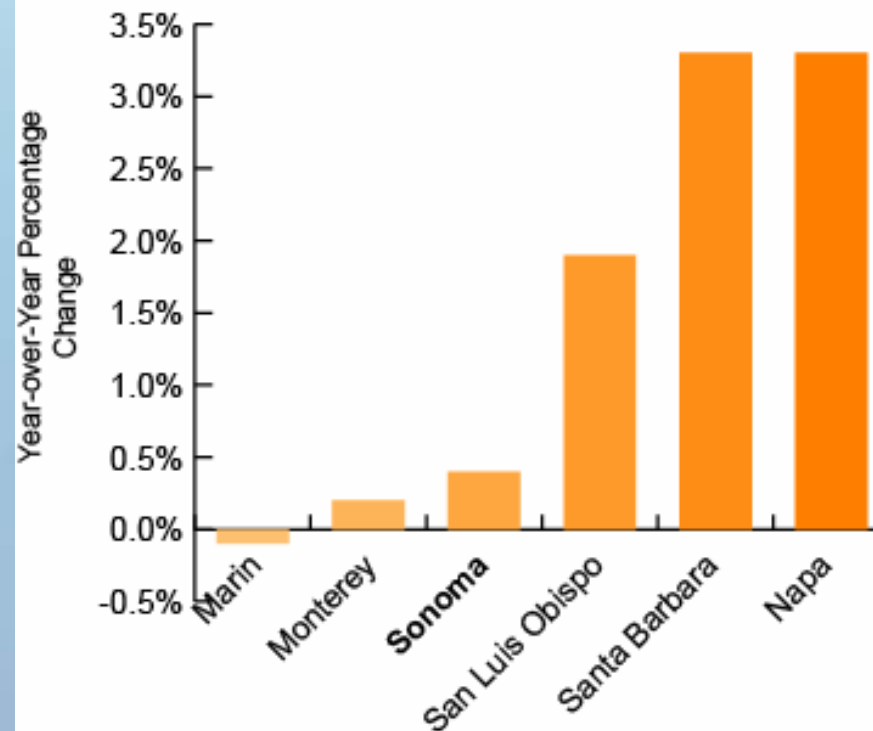
Source: California Health Interview Survey (<http://www.chis.ucla.edu>)

[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)



# Job Creation

Job Growth, Q4 2004-2005

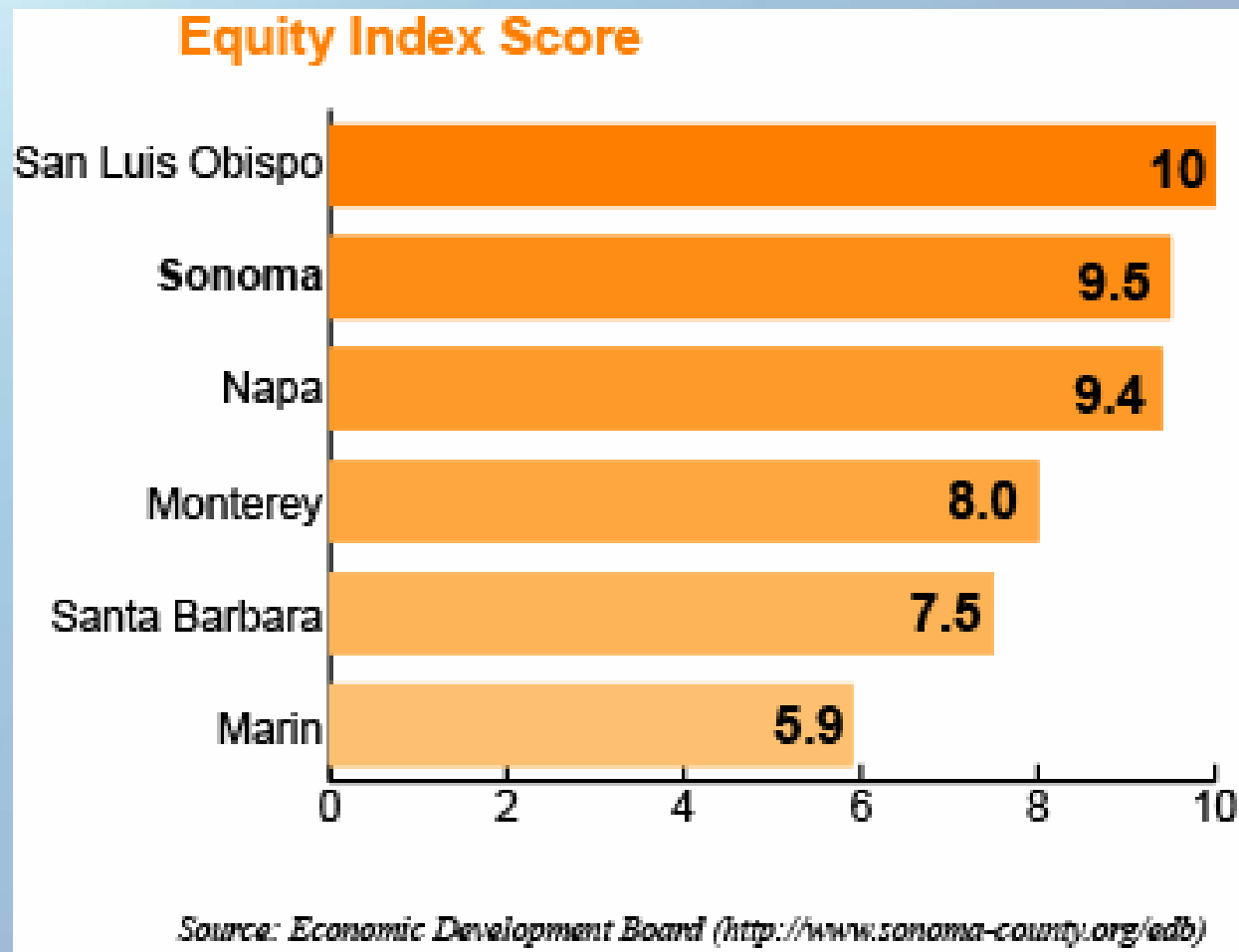


Source: Bureau of Labor Statistics (<http://www.bls.gov>)

[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)



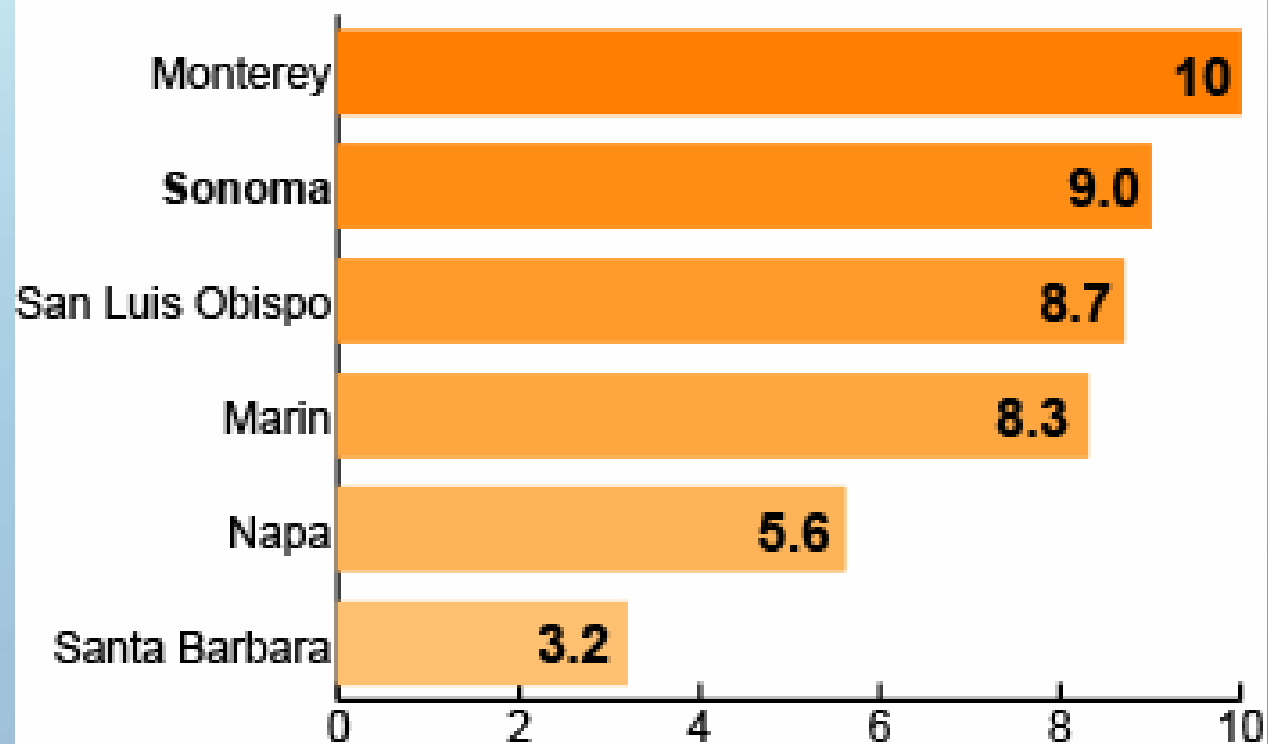
# Equity





# Environment

## Environment Index Score

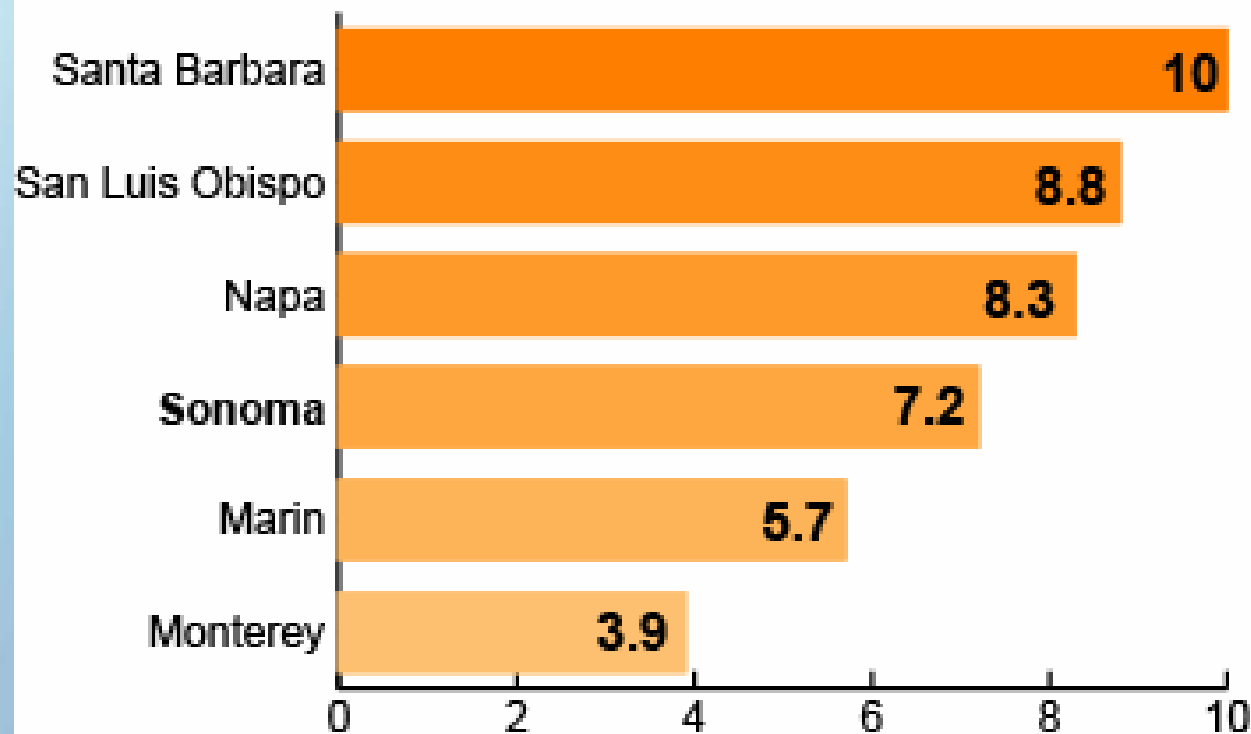


Source: Economic Development Board (<http://www.sonoma-county.org/edb>)  
[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)



# Economy

## Economy Index Score



Source: Economic Development Board (<http://www.sonoma-county.org/edb>)  
[www.sonoma-county.org/edb](http://www.sonoma-county.org/edb)

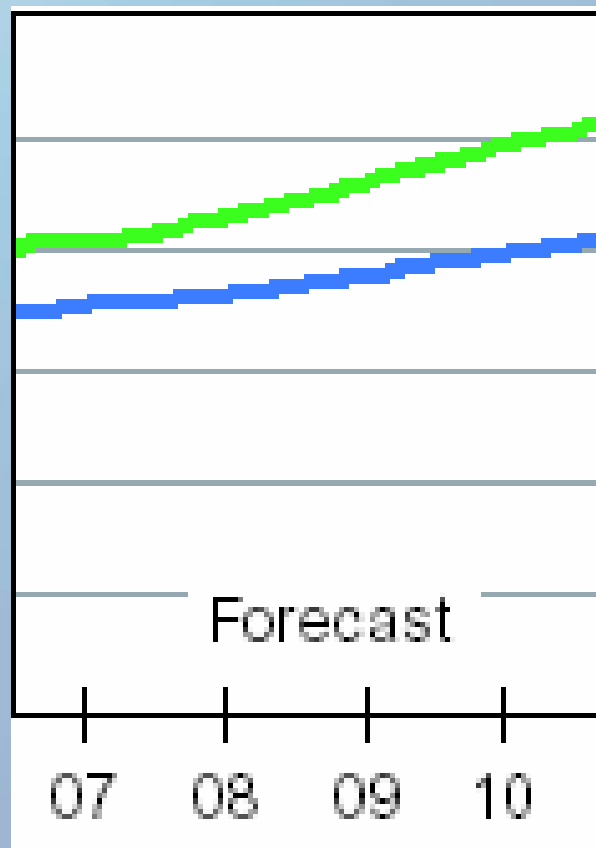


# Rising World Income



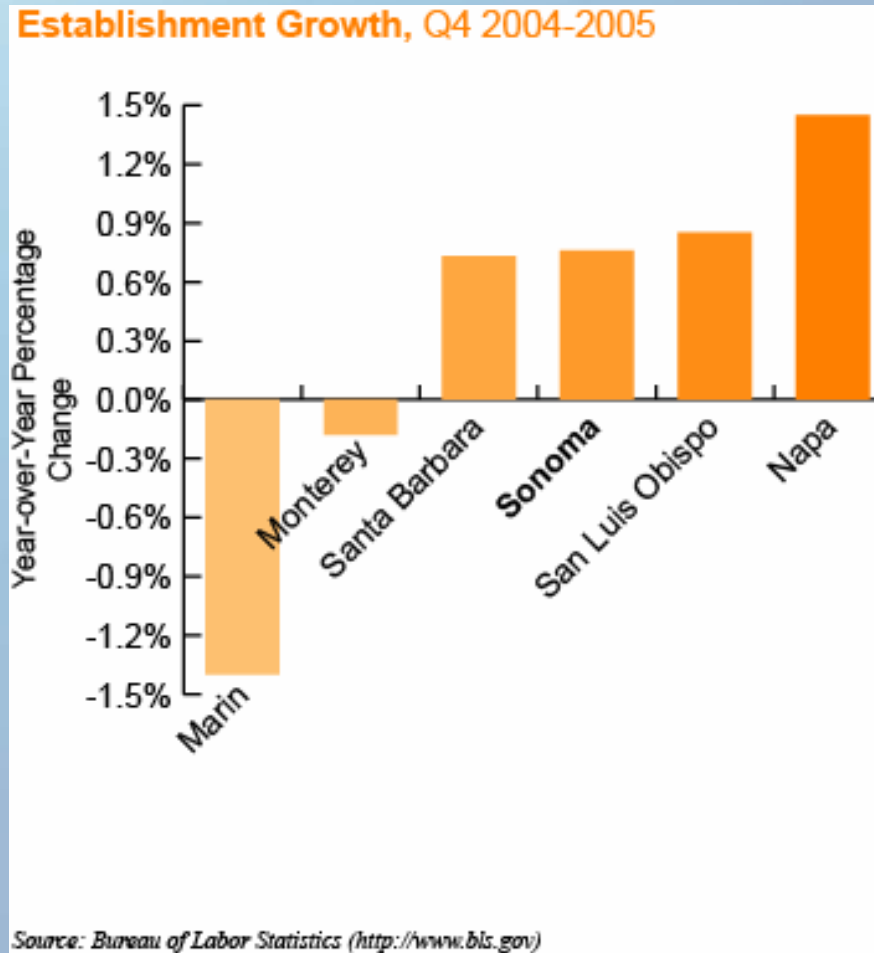


# Sonoma to Outperform U.S.





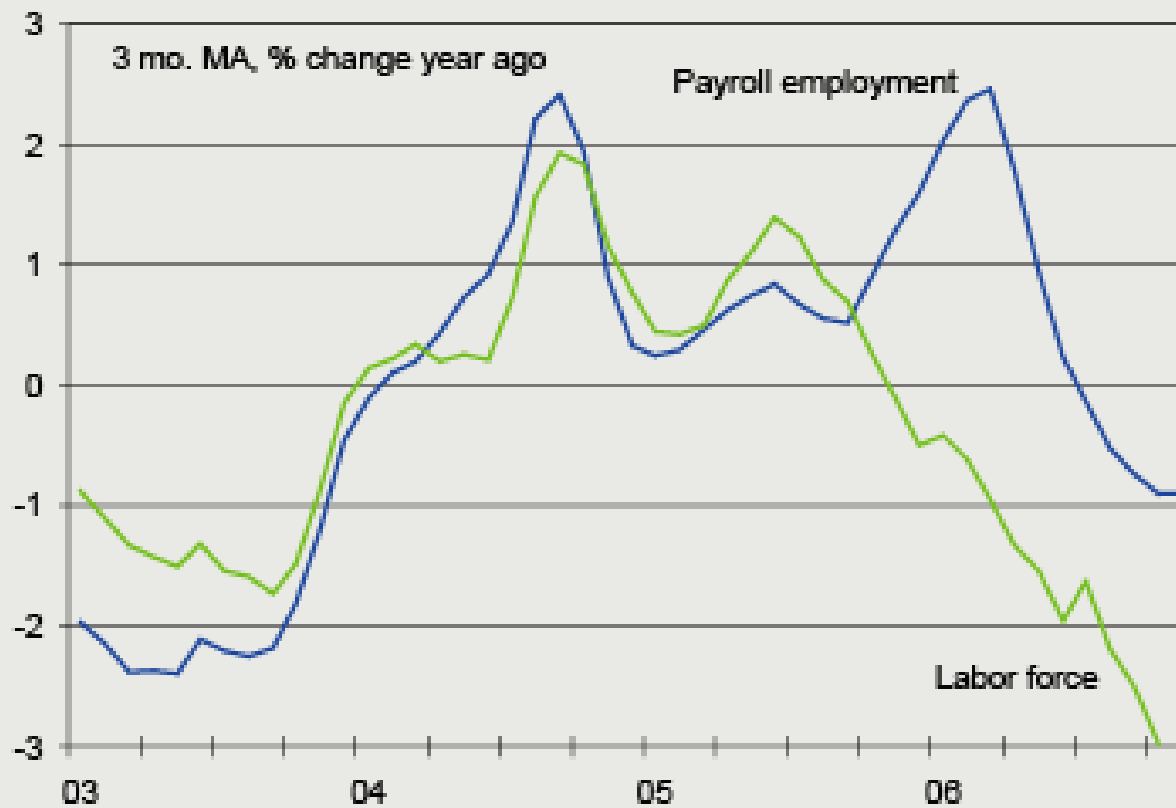
# Establishment Growth





# Shrinking Labor Force

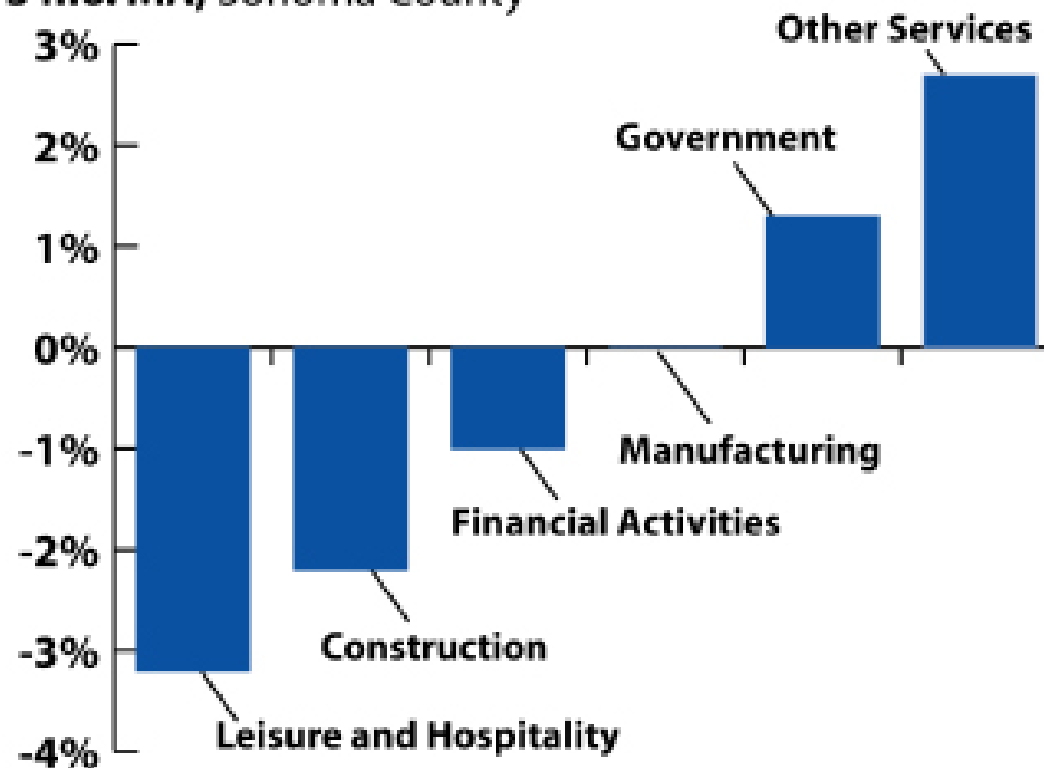
Employment Is Down and Labor Force Is Shrinking





# Job Loss

**November 2006 Employment Growth, % Change year ago,  
3 mo. MA, Sonoma County**



Source: Moody's Economy.com



# **EDB Initiatives**

- 1. Update the Economic Strategic Plan**
- 2. Talent Attraction Program**
- 3. Executive Development Bootcamp**



# Doug Henton, Collaborative Economics

