

ECONOMY

Figure 30—Regional Wages by Occupation

Occupation	Wage
Architectural and Engineering	
Architectural (except landscape and naval)	\$74,430
Civil Engineers	81,991
Drafters	50,006
Electrical Engineers	76,692
Computer	
Software Engineers, Applications	\$80,065
Software Engineers, Systems	82,509
Construction	
Carpenters	\$47,732
Construction Laborers	32,965
Electricians	46,125
Helpers, Brick and Stonemasons	34,322
Helpers, Construction Trades, All Other	31,886
Plumbers, Pipefitters, and Steamfitters	45,929
Health Care	
Dentists	\$151,755
Registered Nurses	70,433
Surgeons	154,018
Management	
Computer and IS Managers	\$112,798
Construction Managers	84,411
General Operations Managers	103,046
Industrial Production Managers	78,810
Sales Managers	106,019
Office and Administrative	
Computer Operators	\$38,539
Legal Secretaries	42,693
Receptionists and Information Clerks	25,161
Shipping, Receiving and Traffic Clerks	27,367
Word Processors and Typists	32,787
Production	
Assemblers and Fabricators, All Other	\$23,943
First Line Supervisors/Managers of Production, Operating Workers	49,544
Machinists	37,331
Metal Workers, Plastic Workers, All Others	26,725
Painting, Coating, Decorating Workers	24,101
Production Workers, All Others	18,812
Sales	
First Line Supervisors, Non-Retail Sales Workers	\$69,908
First Line Supervisors, Retail Sales Workers	39,708
Retail Salespersons	24,868
Sales Representatives, Services, All Other	55,721
Sales Representatives, Wholesale/Manufacturing, Technical Scientific	66,019
Sales Manager	100,029
Transportation	
Drivers/Sales Workers	\$27,681
Material Moving Workers, All Other	40,520
Truck Drivers, Heavy and Tractor Trailer	38,199
Truck Drivers, Light or Delivery Services	27,851

Source: California Employment Dev. Dept. 2006, Q1

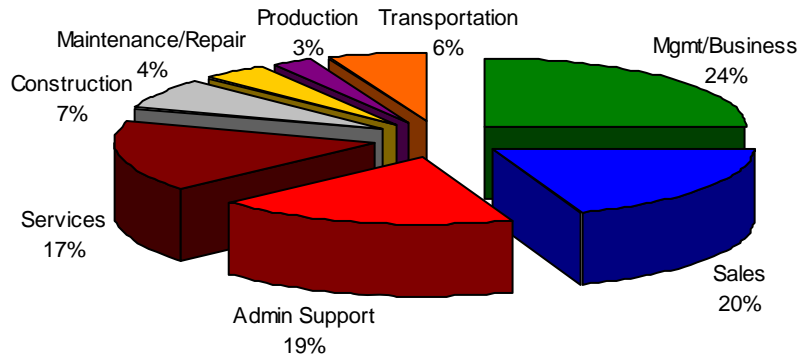
Mean Regional Wages by Occupation (Selected occupations)

Private Sector Wages, 2006
(First Quarter for El Dorado, Placer,
Sacramento and Yolo only)



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Figure 32—Employment 16 Years+ by Occupation

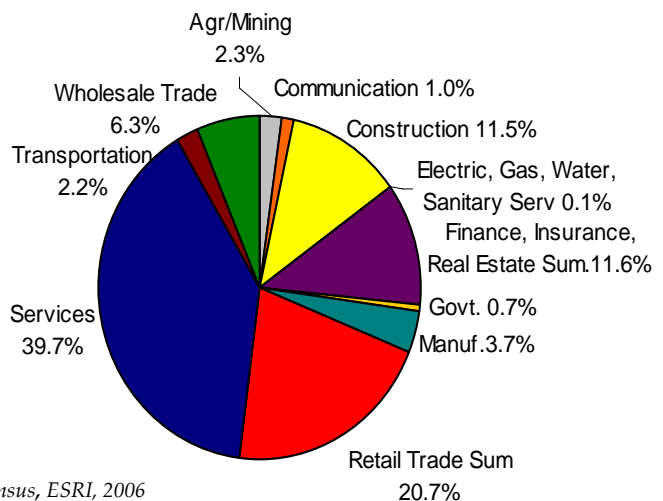


Sources: U.S. Census, ESRI, 2006

Rocklin Business Mix

The top business employment sectors in the City are services, retail, finance, insurance, real estate, construction, and wholesale trade.

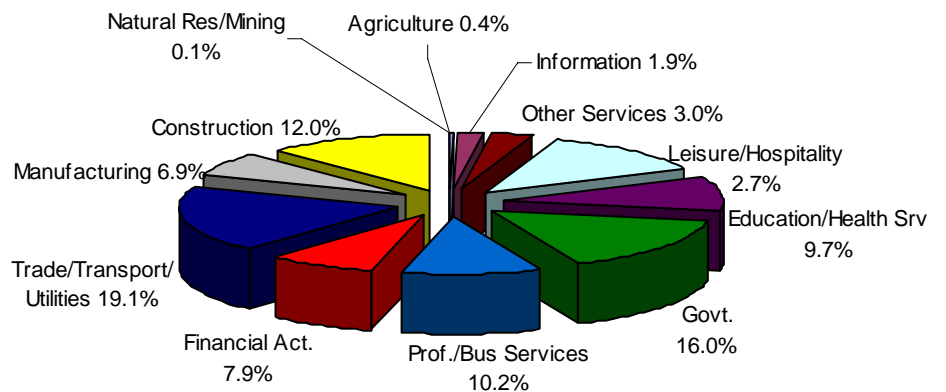
Figure 33—Rocklin Business Mix



Sources: U.S. Census, ESRI, 2006

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Figure 34—Placer County Business Mix



Sources: California Employment Development Dept. (EDD), 2006

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Figure 35—Cost of Living Comparison

METRO/MICRO	COMPOSITE INDEX	GROCERY ITEMS	HOUSING	UTILITIES	TRANSPORTATION	HEALTH CARE	MISC. GOODS & SERVICES
Weighting	100%	13%	28%	10%	10%	4%	35%
U.S. City Average	100	100	100	100	100	100	100
Sacramento-Arden-Arcade-Roseville CA Metro	124	121	169	95	107	116	105
Austin-Round Rock TX Metro	97	93	89	90	101	103	104
Bakersfield CA Metro	111	114	119	114	117	103	102
Boise City-Nampa ID Metro	96	91	88	92	101	102	104
Denver-Aurora CO Metro	101	107	105	94	96	106	99
Fresno CA Metro	120	114	150	109	114	108	104
Las Vegas-Paradise NV Metro	111	101	133	111	106	108	100
Los Angeles-Long Beach-Glendale CA Metro Div.	157	134	265	109	111	118	110
Oakland-Fremont-Hayward CA Metro Div.	149	144	223	86	116	119	121
Phoenix-Mesa-Scottsdale AZ Metro	99	99	99	92	103	101	101
Portland-Vancouver-Beaverton OR-WA Metro	114	119	117	118	106	111	113
Riverside-San Bernardino-Ontario CA Metro	126	115	168	117	128	112	101
Salt Lake City UT Metro	97	106	89	92	98	97	100
San Diego-Carlsbad-San Marcos CA Metro	149	116	236	97	115	122	118
San Francisco-San Mateo-Redwood City CA Metro Div.	174	146	296	95	115	124	132
San Jose-Sunnyvale-Santa Clara CA Metro	162	144	264	106	116	119	123
Santa Ana-Anaheim-Irvine CA Metro Div.	155	130	257	109	112	118	112
Seattle-Bellevue-Everett WA Metro Div.	116	110	134	103	109	122	109
Stockton CA Metro	122	117	161	97	108	116	105
Tucson AZ Metro	98	99	91	93	104	101	101

Source: ACCRA, 2006, Q2

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Figure 36—State Tax Rates

Tax Type	Percent Rate	Notes
Business License	0.03 to 0.51	(a)
Corporate Income	0.0884	(b) (c)
Employee	0.015 to 0.62	(c)
Personal Income	0.01 to 0.093	(c)
Property	0.0107	(d)
Sales and Use	0.0725	(c)
Transient Occupancy	0.0800	
Utility Users	N/A	

Notes:

- (a) Business License rate is per \$1,000 in sales
- (b) C Corporate Rate, S Corp is 1.5%
- (c) These taxes are levied by the State of California
- (d) This tax is levied by Placer County

Source: California Franchise Tax Board

Cost of Living

The average cost of living in Rocklin, like all areas in California, is higher than the United States average, but is lower than almost all other California metro areas.

Major cost differences are health care 14 percent higher, utility 12 percent lower, and housing 59 percent higher.

Taxes

California's state tax rates are generally higher, except for property taxes which are capped by Proposition 13.

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Figure 37—Taxable Sales in Rocklin by Business Type

Taxable Sales (in 000's)			
Retail Group	2003	2004	2005
	\$	\$	\$
Apparel	9	10	6
General Merchandise (1)	715	248	134
Food Stores	370	362	360
Furniture and Appliances	182	295	404
Building Materials	442	554	410
Auto Dealers and Auto Supplies	478	537	812
Service Stations	548	632	633
Subtotal	\$2,744	\$2,638	\$2,759
Other Retail	1,246	1,507	1,681
Retail Group Total	\$3,990	\$4,145	\$4,440
Non-Store	23	27	31
Business Service, Repair Group	418	704	692
Manufacturer, Wholesaler Group	740	1,008	1,119
Total All Outlets	\$5,171	\$5,884	\$6,282

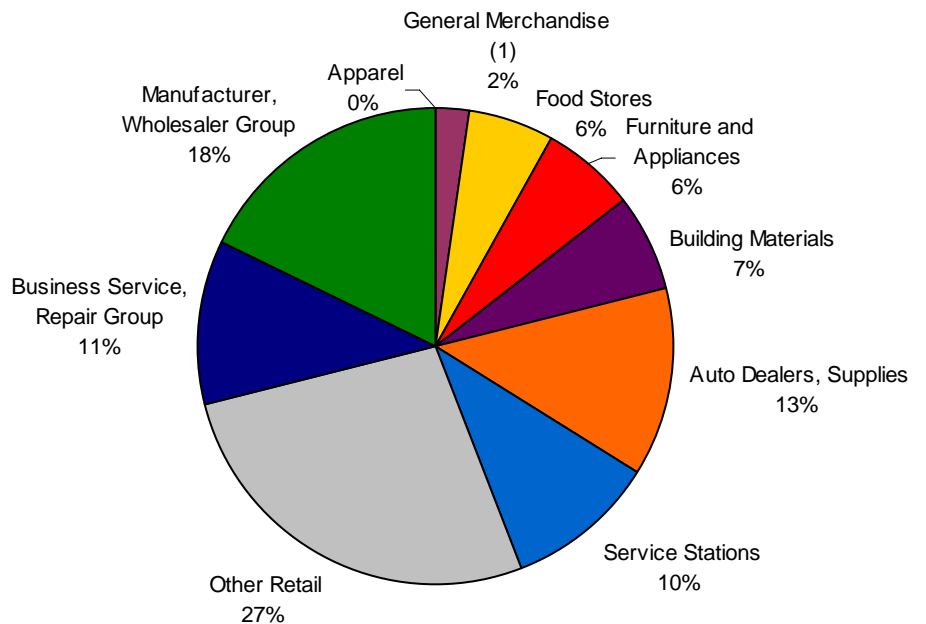
Retail Sales Trends

In 2005, a total of \$630 million in taxable sales occurred in Rocklin. Retail sales account for 71 percent of these sales. The largest retail sector in Rocklin is auto dealers and auto supplies followed by service stations and building materials. Total taxable sales have increased 22 percent from 2003 to 2005.

Source: HdL Companies, 2006
Notes: (1) Decline from 2003-04 due to Wal-Mart relocation

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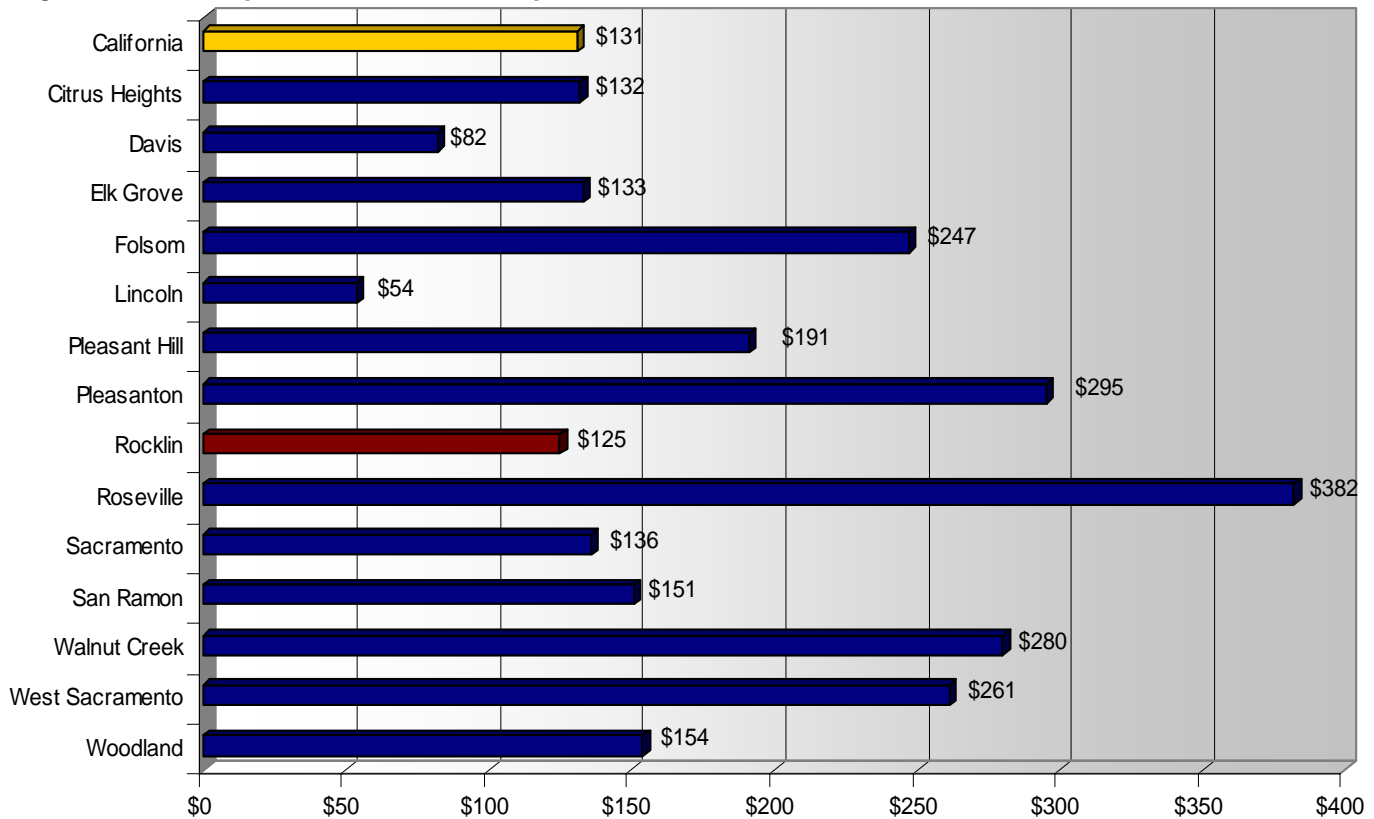
Figure 38—Rocklin Taxable Sales by Business Type



Source: HdL Companies, 2006
Note: (1) Decline from 2003-2004 due to Wal-Mart relocation

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Figure 39—Per Capita Sales Tax in Comparable Cities and California



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Source: HdL Companies, 2006



Per Capita Sales Tax

The most recent comparable year for per capita sales (2005) shows Rocklin at \$125. Cities such as Citrus Heights, Elk Grove, and Roseville with regional mall shopping centers and auto malls attracting buyers from neighboring communities, all generate per capita sales greater than Rocklin. These communities, when measured on a per capita basis, ranged from \$132 to \$382.

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BUSINESS PROGRAM INFORMATION



City of Rocklin

The Rocklin City Council, which also serves as the Redevelopment Agency, has consistently supported business investment and growth in the community. The City has invested considerable resources to develop and plan for key infrastructure necessary to support business investment.

Rocklin provides access to the following business and development programs to support community business investment and development:

1. Redevelopment Tax Increment Financing
2. Permit Streamlining
3. Bonds for Industry
4. Development Impact Fee Bonds
5. Employment Training Assistance

Redevelopment Tax Increment Financing

Redevelopment is a financial tool created by California law to assist local governments in eliminating blight from a designated area as well as to achieve the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment agencies have several tools to assist them in eliminating blight conditions and creating economic revitalization including the ability to:

- Assemble land for development
- Utilize tax increment and issue bonds
- Invest in infrastructure to attract private enterprise
- Create affordable housing

Permit Streamlining

The City of Rocklin will streamline the permit process for projects providing major community economic benefits. Major benefits include, but are not limited to, one or more of the following:

- Generation of significant sales and use tax and property tax
- Large numbers of full-time jobs paying at least the average annual wage for the area and offering full wage and health insurance benefits
- Location of community targeted business

Sources: California Communities, Placer County, City of Rocklin

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BUSINESS PROGRAM INFORMATION

Bonds for Industry



The City of Rocklin is a member of the California Statewide Communities Development Authority ("California Communities"). California Communities issues private activity bonds for Small Issue Industrial Development Bond Projects ("IDBs") to finance the acquisition and rehabilitation, or construction of manufacturing facilities, and the acquisition of new equipment. The interest on the Bonds is exempt from federal income taxes; therefore, a manufacturer can finance such projects at a lower interest rate than is obtainable through conventional financing.

Interest rates are 60-70% of prime; fixed and variable rates available

For more information, please visit the website:
<https://cscda.cacommunities.org/apps/idbs/>

The bonds are limited obligations of California Communities, payable directly or indirectly by the manufacturer

Development Impact Fee Bonds

The City of Rocklin participates in the Statewide Communities Infrastructure Program ("SCIP").

Impact fees can be financed over 25 years

SCIP is a development impact fee-financing program, which utilizes 1913/15 Act bonds. Developers are required to pay impact fees to obtain a building permit. Through SCIP, impact fees for roads, storm drainage, and park facilities can be funded by tax-exempt bonds. Developers can be reimbursed for fees paid in order to obtain a building permit, or fees can be funded directly prior to obtaining a building permit.

For more information, please visit the following website:
<https://cscda.cacommunities.org/apps/scip/>

Employment Training Assistance



There are a number of programs available to assist businesses in this area including:

1. One-stop career center services
2. Recruitment of employees
3. Training including funds for such training
4. Tax credits for hiring workers

For more information, please visit the website:

<http://www.placer.ca.gov/business/business-advantage-network.htm>