

# Redwood Coast Community Spotlight Report

In 2022, the Redwood Coast region’s highest industry specialization is in the Forestry industry, with a location quotient of 14.47. Over the next 10 years, the Redwood Coast region is forecasted to experience the most employment growth in the Electric Power Generation and Transmission industry, with a 24.5 employment increase through the first quarter of 2032. In terms of innovation, Humboldt County (the most populous county in the Redwood Coast region) had its strongest indicator in the Educational Attainment index, ranking 34<sup>th</sup> out of the 3,110 U.S. counties.

## Announced Greenfield FDI Projects in California, 2012 to 2021

From 2012 to 2021, foreign-owned companies announced 2,496 greenfield projects in California. No projects during this period were announced in the Redwood Coast region.



## Top Sources of Greenfield FDI Projects in California by Capex, 2012 to 2021

Source Market	Estimated Capex (in U.S. Millions)	Estimated Number of Projects	Estimated Jobs Created
China	\$11,752	187	22,350
United Kingdom	\$7,737	504	25,536
France	\$5,145	158	8,141
Japan	\$4,705	182	14,520
Germany	\$4,482	205	14,088

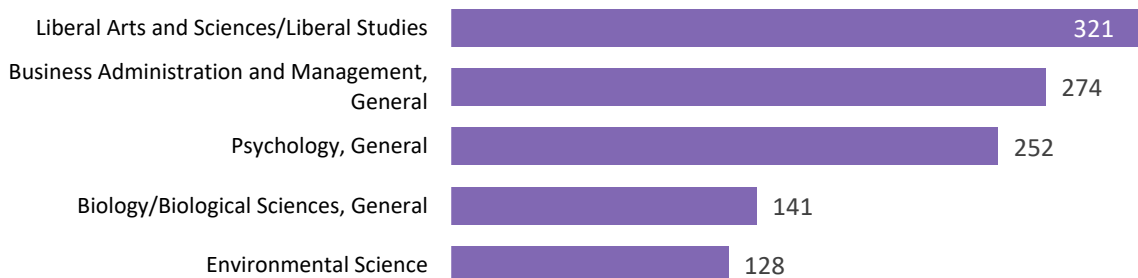
*Source: [fDi Markets](#)*

## Top Sub-Sectors for Greenfield FDI in California, 2012 to 2021

<b>Solar Electric Power</b> 34 projects, \$5,855 M, 1,330 jobs	<b>Software Publishers (Except Video Games)</b> 459 projects, \$5,075 M, 28,737 jobs	<b>Commercial &amp; Institutional Building Construction</b> 9 projects, \$4,305 M, 4,858 jobs
<b>Data Processing, Hosting, &amp; Related Services</b> 36 projects, \$3,118 M, 2,313 jobs	<b>Residential Building Construction</b> 7 projects, \$2,743 M, 3,100 jobs	<b>Biological Products (Except Diagnostic)</b> 56 projects, \$2,672 M, 4,343 jobs

*Source: [fDi Markets](#)*

## Top Education Certificates and Awards, 2020-2021 Academic Year



*Source: [JobsEQ by Chmura Economics, 2022 Q1](#)*

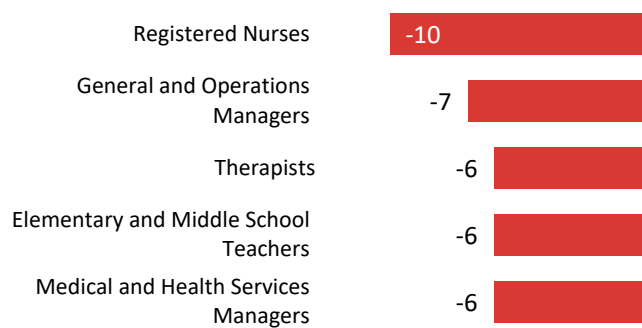
## Top Industry Clusters, 2022 Q1

Industry Cluster	Forestry	Fishing and Fishing Products	Agricultural Inputs and Services	Wood Products	Jewelry and Precious Metals
Location Quotient	14.47	11.54	5.56	4.64	3.20
Industry Cluster	Hospitality and Tourism	Business Services	Education and Knowledge Creation	Distribution and Electronic Commerce	Agricultural Inputs and Services
Employment	5,128	2,482	2,126	1,907	1,823
Industry Cluster	Electric Power Generation and Transmission	Agricultural Inputs and Services	Hospitality and Tourism	Performing Arts	Video Production and Distribution
10-Year Forecast Employment Growth Rate	24.5%	22.5%	19.8%	16.9%	14.5%

Source: [JobsEQ by Chmura Economics, 2022 Q1](#)

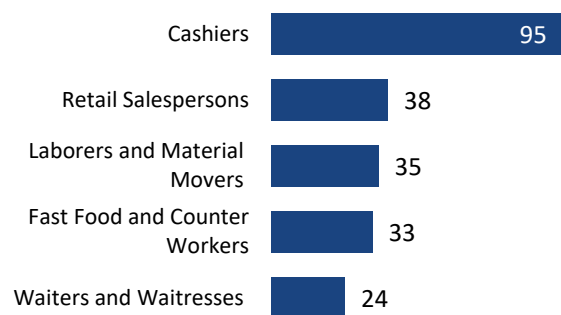
## Top Occupation Gaps

2022 Q1



## Top Occupation Surpluses

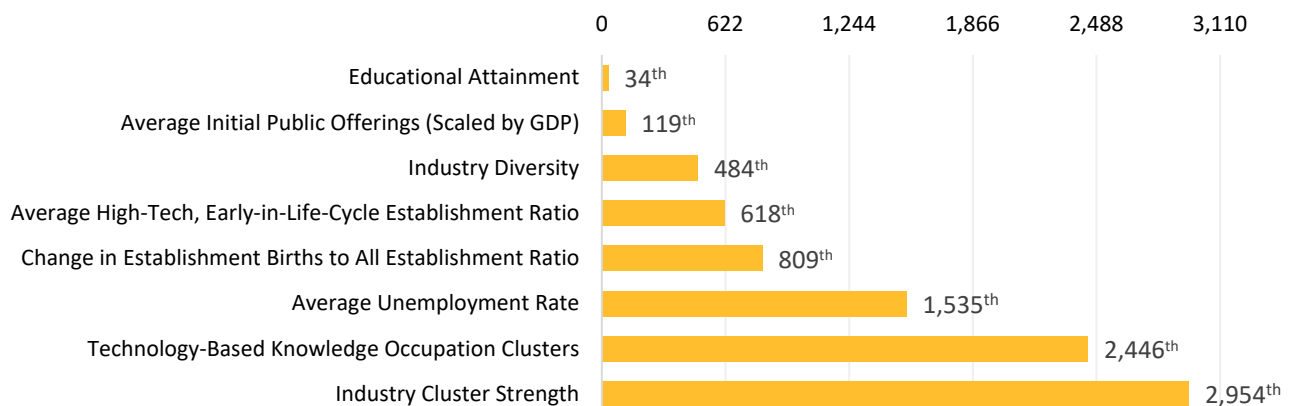
2022 Q1



## Humboldt County's Ranking in Key Innovation Indicators

Since StatsAmerica data is only available at the county or metropolitan area level, this section highlights Humboldt County, as it is the most populous county of the Redwood Coast region. Humboldt County ranks 785<sup>th</sup> of all 3,110 U.S. counties in the headline Innovation Intelligence index.

*Humboldt County's Ranking in Key Innovation Indicators of 3,110 Counties, Divided by Quintile*



Source: [StatsAmerica, Innovation Intelligence](#)

## Definitions

**Average High-Tech, Early-in-Life-Cycle Establishment Ratio** – The proportion of small, high-tech firms in a region relative to the national proportion for small, high-tech firms. A value greater than 1 indicates that the region has a higher number of small firms relative to the nation for each high-tech industry in the region.

**Average Initial Public Offerings (Scaled by GDP)** – The total number of initial public offerings (IPOs) in a region over the last 5 years, scaled by the region's average GDP.

**Average Unemployment Rate** – The number of unemployed persons in a region divided by the labor force. The inverse is used because high unemployment is considered a negative outcome.

**Change in Establishment Births to All Establishments Ratio** – The rate of change in the ratio of new business establishments to total establishments from 2013 to the latest year available.

**Cluster** – A cluster is a regional concentration of related industries that arise out of the various types of linkages or externalities that span across industries in a particular location.

**Educational Attainment** – Measures the percent of the population earning five levels of educational attainment as a way to quantify human capital.

**Industry Cluster Strength** – A measure of the degree to which clusters may dominate the employment in the region.

**Industry Diversity** – Measures the degree to which a region is concentrated in just a few industries as opposed to having a broad assortment of industries by comparing the evenness of the region's industrial employment mix against a national industry diversity value.

**Location Quotient** – A location quotient greater than 1 indicates a higher than average cluster concentration in a location.

**Occupation Gaps** – The potential occupation gaps metric is based on a five-year forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents.

**Technology-Based Knowledge Occupation Clusters** – The employment share of occupations that apply higher technology (e.g., scientists and engineers) relative to all jobs.

**Traded Cluster** – Traded clusters are groups of related industries that serve markets beyond the region in which they are located.