

Demographics

Local Economy (Summary of January 2002 Report by John Husing)

1. **Seasonality of the Economy** – Mr. Husing indicated a clear cycle to Big Bear Area's employment, which confirmed the existence of "gaps" in our economy.

- a. The strongest season is January to March when employment is 113.1% of the average.
- b. The next strongest season is October to December when employment is 104.2% of the average.
- c. The weakest season is July to September when employment is 89.2% of the average.
- d. The next weakest season is April to June when employment is 93.5% of the average.

2. Composition of the Economy

- a. Industry segments – Travel (hotel and amusement) and Retail are by far the largest business segments in Big Bear, accounting for 29.8% and 28.0% of Big Bear's employment, respectively. Combined, these two segments account for 58% of Big Bear's 2000 employment.
- b. Segment Growth – the Travel and Retail segments also experienced the largest employment gains from 1991-2000, indicating the fastest growing segments. Travel gained 560 employees with Retail gaining 373. The next largest growth occurred in Finance/Real Estate with a gain of 128. 64% of all job growth from 1991-2000 occurred in the Travel and Retail segments.

3. Demographic Composition

- a. Age – Relatively older population with a median age of 41.
- b. Race – Relatively homogenous population, with 81.5% white.
- c. Income – Relatively low average household income (\$57,550/year)
- d. Population Growth – Relatively slow population growth, with Big Bear City's growth outpacing that of Big Bear Lake.

4 Other Economic Statistics

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a. Housing:

1. Existing home sales were near a record in 2000; some cooling in 2001.
2. New home growth is slow with annual growth of 30 units in 2001.
3. Existing home prices reflect complete recovery from 1991 recession with 2001 prices at record levels.
4. 2001 Existing Home Median Price is \$129, 685 (Big Bear Lake - \$148,500; Big Bear City - \$114,191)
5. 2001 New Home Median Price is \$182,063 (Big Bear Lake - \$251,714)
6. 2001 New Home Median Price reflects a \$100,000 savings compared to Coastal Counties.
7. Owner occupancy is up; Seasonal occupancy is down; rental market is flat.

b. Employment and Payroll:

1. Job growth outpaced population growth since 1991.
2. Average annual job growth rate of 3.2%, or 1,444 jobs since 1991.
3. 64% of job growth is in travel and retail sectors;
4. 58% of all jobs are in the travel and retail sectors;
5. Employment pattern is very seasonal, with employment at its lowest in July through September.
6. Payroll increased \$31.0 million since 1991, to \$94.0 million, for an average annual increase of 4.1%.
7. Weak gain in payroll per worker with an average annual growth rate of 0.8% from 1991 to 2000; reflects job creation in lowest paying travel and retail sectors of the economy.

c. Business Composition

1. Increase of 76 companies since 1991.
2. Average size of company is 9.6 employees.
3. Per capita retail sales is strong ranking 3rd in the Inland Empire (reflects good ability to invest in infrastructure.)
4. Five-year compound annual growth rate in retail sales is 7.4% through 2000.
5. Recent retail sales growth is strong but below San Bernardino County.
6. Retail sales are seasonal; very strong Fall; sub-par

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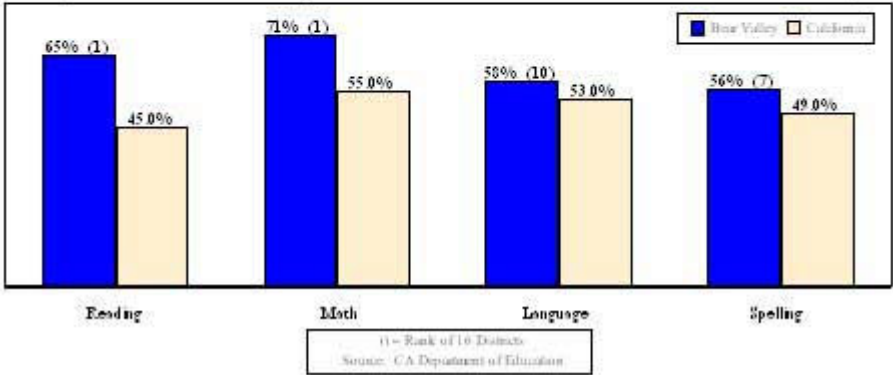
d. **Financial Deposits**

1. Financial deposits are up \$22.0 million from 1992 – 2000, or 17.0% compared to 10.5% for San Bernardino County;
2. Per Capita Deposits for the same period are up 15.9% compared to 8.9% for San Bernardino County;
3. Deposits per capita are the 3rd highest in Inland Empire.



2001: 5th Graders tested well above CA & were above U.S. 50% level on 2 of 4 skills

**Exhibit 53.-5th Graders At or Above National 50% Level
Bear Valley & California, Stanford 9 Test - 2001**



Class of 2000: 55% UC/CSU Course Completion ... Highest in SB County ... Way Above California Average of 34.8%

**Exhibit 50.-UC & CSU Eligible Class Enrollment Complete
Selected San Bernardino County High Schools, Senior Class 2000**

