

*Growth*

	<b>EDITORIALS</b>	
--	-------------------	--

***County continues growing...***

Although Santa Cruz County population figures will not be released until completion of the 1970 Census, most observers believe that the County gained more than twice as many people in the 1960's as it did in the 1950's. The 1960 Census showed a population of 84,219 persons in the County compared to 66,534 in 1950, or 26.6 per cent population growth.

Current estimates run from 121,000 to 126,000 for today's population.

Most of the growth rate in the County has been due to immigration rather than a natural increase although the natural increase for the past decade may be surprising (around 4,000). In 1965, a special census gave the County a population of 106,256 persons, a gain of more than 20,000 since the 1960 Census.

Here is the way the State Department of Finance estimated the County's population growth during the past decade: 1960 - 85,100 (as of July 1); 1961 - 88,700; 1962 - 93,200; 1963 - 97,500; 1964 - 101,400; 1965 - 106,500; 1966 - 109,900; 1967 - 113,000; 1968 - 118,500; 1969 - 120,000.

For past comparisons the 1940 population was 45,457 while in 1930, the population was 37,433.

While no current estimates are available for the population within the cities, it would appear Santa Cruz has a population of 31,000, Watsonville 14,500, Capitola 4700 and Scotts Valley about 3600.

During the 1960's the total taxable retail sales in the County grew from \$106 million to more than \$200 million. Personal income in the County increased from \$207 million to more than \$420 million in the period from 1960 to 1969.

Retail sales in Santa Cruz County and its cities are expected to make an 8 per cent hike in the 1970-71 fiscal years, according to the California State Board of Equalization in a release made last week. The local tax on anticipated sales will mean an estimated \$2,322,150 for the coffers of the County and its cities.

The County and cities of Scotts Valley, Watsonville, Capitola and Santa Cruz will share in some \$310,680 in cigarette tax revenues, the result of a 30 per cent split with the state of the recent 10-cent-per-pack tax hike.

Increases in estimates of taxable business among California counties range from four to 14 per cent. Capitola will receive \$142,125 in local sales taxes and \$20,020 in cigarette taxes for 1970-71; Santa Cruz \$1,004,500 in sales taxes and \$129,680 in cigarette taxes; Scotts Valley \$64,975 in sales taxes and \$11,670 in cigarette taxes; Watsonville \$594,325 in sales taxes and \$70,800 in cigarette taxes, and the unincorporated area of the County \$516,250 in sales taxes and \$78,510 in cigarette taxes.