

# Economic profile released

# SV's rich income and tax harvest shown in new study

Scotts Valley's increasing force in the Santa Cruz County economy is detailed in a new Chamber of Commerce study to be released in June.

The study shows Scotts Valley:

- Has the highest per capita assessed property value.

- Had a growth in property value of 15.5 percent in one year alone—from 1988 to 1989.

- Is far ahead of Santa Cruz, Capitola, Watsonville and the unincorporated parts of the county in per capita property wealth.

- Rising values also took the approximate average price for a three bedroom home in Scotts Valley to \$325,000.

- Now has approximately 590 licensed businesses producing almost \$140 million in taxable retail sales a year.

- Draws business from outside and average gross sales per retail establishment have grown at 3 percent a year.

- Enjoys high incomes with almost 25 percent of households generating incomes of \$75,000 or more and 20.5 at \$50,000 to \$74,999, healthy income figures compared to the state and nation.

- Has an average household size of 2.67 compared to 2.64 a year earlier and 2.77 in 1970. This shows in turn little change over 20 years.

- Has a median age of 34 with the bulk—61 percent—between the ages of 18 to 64. Six percent are under five, 17 percent five to 17 and 16 percent over 65.

- Is 94 percent Anglo, four percent Hispanic and two percent Asian.

- Has 3,376 households compared to 3,260 in 1988 and 1,305 in 1970.

- Grew in population by 4.1 percent last year compared to 2.3 percent for Santa Cruz County as a whole and 2.7 percent for California. Growth rates were 1.7 percent in 1985, 1.3 percent in 1986, 3.3 percent in 1987, 8.7 percent in 1988 and 6.5 percent last year. (The counts are taken each January by the state.)

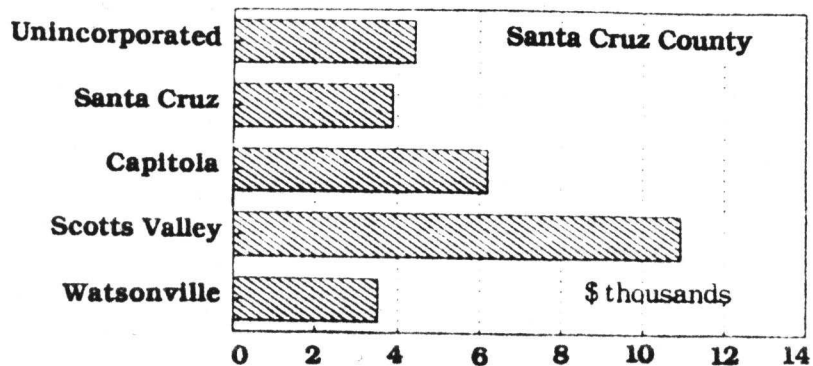
- Issued four commercial and

176 residential building permits last year, the most residential and the least commercial permits in the last nine years.

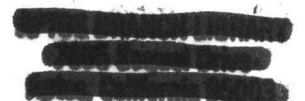
- Employs "at least 5,000 of the 83,000 non-agricultural workers in Santa Cruz County.

- Includes 19 real estate offices, 32 restaurants, 25 general contractors, 10 attorneys, 17 auto service firms, six grocery stores, three emergency medical clinics, eight accountants, nine apparel stores, 10 audio-visual shops, six auto parts stores, 14 beauty salons and barbers, three book stores, five chiropractors, five communications firms, 45 computer related businesses, two semiconductor plants, five veterinarians, seven dentists, three department stores, 11 electronic equipment firms, six florists, six gift shops.

### 1989 Per Capita Assessed Valuation



## REFERENCE



Scotts Valley  
BUSINESS TODAY  
May 1990