

SONOMA COUNTY OVERVIEW

Sonoma County is situated along the Pacific Coast less than an hour north of San Francisco and west of Sacramento. Miles of Pacific Ocean shoreline, more than 400 wineries, craft breweries, beautiful scenery and numerous restaurants draw thousands of tourists to the area each year. Many visitors arrive via Highway 101, which traverses the county or land at Charles M. Schulz–Sonoma County Airport just northwest of Santa Rosa. Santa Rosa is the county seat and the commercial and economic hub of the North Bay area.



METRO HIGHLIGHTS



WEALTHY HOUSEHOLDS

The median household income in the metro is significantly higher than the national average, supporting discretionary spending at retailers.



HEALTHCARE

Kaiser Permanente, St. Joseph Health and Sutter Santa Rosa Hospital are among the largest employers in the county.



HIGHER EDUCATION

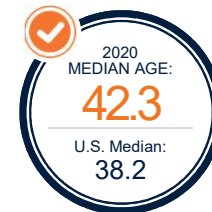
Sonoma County is home to Santa Rosa Junior College and Sonoma State University. Together these institutions have an enrollment of roughly 35,000 students.



ECONOMY

- Tourism, agriculture and wine, high-tech manufacturing, craft beverages and retail trade are major economic drivers of the county's economy.
- Significant companies in the tourism sector include Graton Resort and Casino, Jackson Family Wines and River Rock Casino.
- Sonoma County is well known for growing wine grapes. Other agricultural commodities produced include milk, poultry, livestock, nursery products and vegetables.
- Major employers in the technology and manufacturing segment include Keysight Technology, Amy's Kitchen, Medtronic and AT&T.

DEMOGRAPHICS



* Forecast
Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau