



2015 Community Economic Profile City of San Luis Obispo

With additional information about San Luis Obispo County

Prepared by :





Quick facts about San Luis Obispo

1

Downtown SLO is a humming, pedestrian friendly zone of shops, restaurants and galleries in turn-of-the-20th century buildings.

4

Thursday Night Farmers' Market brings a fiesta of produce, crafts, barbecue, street food and live entertainment to downtown.

7

There are approximately 760 non-profits in San Luis Obispo that generate nearly \$800 million in economic output each year.

2

San Luis Obispo wine country lies five minutes south of downtown, putting two dozen premier wineries within easy reach.

5

Mission San Luis Obispo de Tolosa, the fifth of California's 21 Spanish missions, was founded in 1772.

8

Hearst Castle, William Randolph Hearst's elaborate Central Coast summer home, stands in solitary splendor 45 minutes to the north.

3

There are more than 25 miles of easily accessible trails in the city of San Luis Obispo.

6

San Luis Obispo County has more than 80 miles of Pacific coastline.

9

In a typical year, San Luis Obispo sees 315 sunny days.

Demographics/Population

San Luis Obispo offers a sunny and mild climate all year long, great educational systems, easy access to an active lifestyle, a vibrant cultural scene, clean air, low crime rates, no traffic headaches, a bike and pedestrian friendly community and exceptional healthcare. These are a few reasons why San Luis Obispo is considered the happiest city in the nation.

Age Distribution

U.S. Census Bureau

	SLO County	CA
Under 5	5%	6.8%
5 to 9	4.8%	6.7%
10 to 14	5.5%	6.9%
15 to 19	8.2%	7.5%
20 to 24	10.4%	7.5%
25 to 34	17%	14.3%
35 to 44	10.9%	13.9%
45 to 54	14.5%	14%
55 to 59	7.3%	5.9%
60 to 64	6.4%	4.9%
65 to 74	8%	6.2%
75 to 84	4.9%	3.7%
84 +	2.5%	1.6%
Median Age	39.3	35.2

Population

California Department of Finance

San Luis Obispo County	272,357
San Luis Obispo	45,473
Paso Robles	30,469
Atascadero	28,675
Arroyo Grande	17,334
Grover Beach	13,153
Morro Bay	10,276
Pismo Beach	7,705

Educational Attainment

U.S. Census Bureau

Highest level	SLO County	CA
Less than 9th grade	4.4%	10.2%
9- 12th grade, no diploma	6.0%	8.5%
High school graduate	20.9%	20.7%
Some college, no degree	27.8%	22.1%
Associate's degree	9.4%	7.8%
Bachelor's degree	19.8%	19.4%
Graduate or prof. degree	11.7%	11.2%
High school graduate + Bachelor's degree +	89.6%	81.2%
	31.5%	30.7%

Diversity

U.S. Census Bureau

	SLO County	CA
White	69.9%	39.0%
Hispanic or Latino	21.7%	38.4%
Asian	3.7%	14.1%
Two or More Races	3.3%	3.7%
Black or African American	2.2%	6.6%
American Indian and Alaska Native	1.4%	1.7%
Native Hawaiian and Other Pacific Islander	0.2%	0.5%

Household Income

U.S. Census Bureau

Total	SLO County	CA
Median	59,628	61,400
Mean	77,559	85,265
Family		
Median	75,410	69,883
Mean	91,814	94,829
Non-family Households		
Median	34,895	40,843
Mean	50,091	59,392

Labor

San Luis Obispo welcomes the fresh energy of new companies and encourages future-oriented companies to thrive here.

Labor Force

State of California EDD

	SLO County	CA
Labor Force	138,500	18,726,400
Unemployment rate	5.0%	6.7%

Employment by Industry

State of California EDD

Total, All Industries	111,000	
Government	20,800	18.7%
Trade, Transportation & Utilities	19,700	17.7%
Leisure & Hospitality	16,800	15.1%
Education & Health Services	14,200	12.8%
Professional & Business Services	12,200	11.0%
Manufacturing	6,700	6.0%
Mining, Logging & Construction	6,500	5.8%
Other Services	4,800	4.3%
Financial Activities	4,100	3.7%
Total Farm	3,800	3.4%
Information	1,400	1.3%

County to County Commuting patterns

U.S. Census Bureau

Residence	Workplace	No. of Workers
SLO County	SLO County	96,754
SLO County	SB County	7,480
SB County	SLO County	5,045
SLO County	Monterey County	797
SLO County	LA County	726

Major Employers

California Polytechnic State University Education • 3,055 employees	1
Department of State Hospitals- Atascadero Healthcare • 2,000 employees	2
Pacific Gas & Electric Public Utility • 1,900 employees	3
California Men's Colony Correctional Facility • 1,540 employees	4
Cal Poly Corp. Services • 1,400 employees	5
Tenet Healthcare Healthcare • 1,272 employees	6
Compass Health Inc. Healthcare • 1,200 employees	7
Lucia Mar Unified School District Education • 1,000 employees	8
Paso Robles Public Schools Education • 935 employees	9
San Luis Coastal Unified School District Education • 902 employees	10
Dignity Health (Central Coast) Healthcare • 864 employees	11
MINDBODY Software • 650 employees	12
Atascadero Unified School District Education • 600 employees	13
California Department of Transportation Government • 544 employees	14
California State Parks Parks and Recreation • 440 employees	15
Cuesta College Education • 440 employees	15
Community Action Partnership of San Luis Obispo County • Non-Profit • 410 employees	17
Community Health Centers of the Central Coast Healthcare • 388 employees	18
City of San Luis Obispo Government • 359 employees	19
Rabobank, N. A. Financial • 300 employees	20
U.S. Postal Service Postal Service • 287 employees	21
Heritage Oaks Bank Banking • 262 employees	22
Martin Resorts Hospitality • 260 employees	23
F. McLintocks Saloon and Dining Restaurant Chain • 250 employees	24
San Luis Obispo County Office of Education Government • 250 employees	24
Templeton Unified School District Education • 250 employees	24



Thrive here.

San Luis Obispo is a community of businesses that shares a common vision of San Luis Obispo's economic future and a spirit of entrepreneurship.

Education

School Districts

SLO County Office of Education

- Atascadero Unified School District
- Cayucos Elementary School District
- Coast Unified School District
- Lucia Mar Unified School District
- Paso Robles Joint Unified School District
- Plesant Valley Joint Unified School District
- San Luis Coastal Unified School District
- San Miguel Joint Union School District
- Shandon Jont Unified School District
- Templeton Unified School District

Secondary Schools

- California Polytechnic State University (Cal Poly)
- Cuesta College
- University of La Verne
- Laurus College

Private Schools (23 Total)

U.S. Census Bureau

K-12	6
K-8	5
K-6	3
K-10	1
K-2	1
1st-12	4
1st-8	2
9th- 12	1

SLO County High School Graduation rate

CA Department of Education

	SLO County	CA
Graduation Rate	88.7%	80.4%
API Score	826	790

Community Profile

Maybe it's our California spirit of innovation or just our appreciation for the California Coastal lifestyle, but the CEOs who run our respected businesses, as well as the entrepreneurs dreaming up the next generation of businesses, know that San Luis Obispo is a place where you can succeed professionally without sacrificing your personal life.

Climate

The Weather Channel

Month	Avg. High	Avg. Low	Avg. Precp.
Jan	61°F	44°F	4.95 in.
Feb	62°F	45°F	5.28 in.
Mar	64°F	46°F	3.97 in.
Apr	66°F	47°F	1.39 in.
May	69°F	49°F	0.47 in.
Jun	73°F	52°F	0.10 in.
Jul	76°F	55°F	0.02 in.
Aug	77°F	55°F	0.04 in.
Sep	77°F	54°F	0.26 in.
Oct	74°F	52°F	0.93 in.
Nov	67°F	47°F	2.16 in.
Dec	61°F	43°F	3.71 in.



Live here.

San Luis Obispo, both the cultural and business heart of the county, consistently ranks as one of the best places in the United States to live.

City Water Rates

State of California EDD

All Customers	Inside City	Outside City
0 to 8 units	\$6.92	\$13.84
9+ units	\$8.65	\$17.30
Base fee	\$5.28	\$5.00

Tax Profile

City of San Luis Obispo

City Sales and Use Tax:	8.0%
Property Tax:	1.1% of taxable value
Corporate Income Tax:	8.84%
Corporation bank and financial rate	3.50%

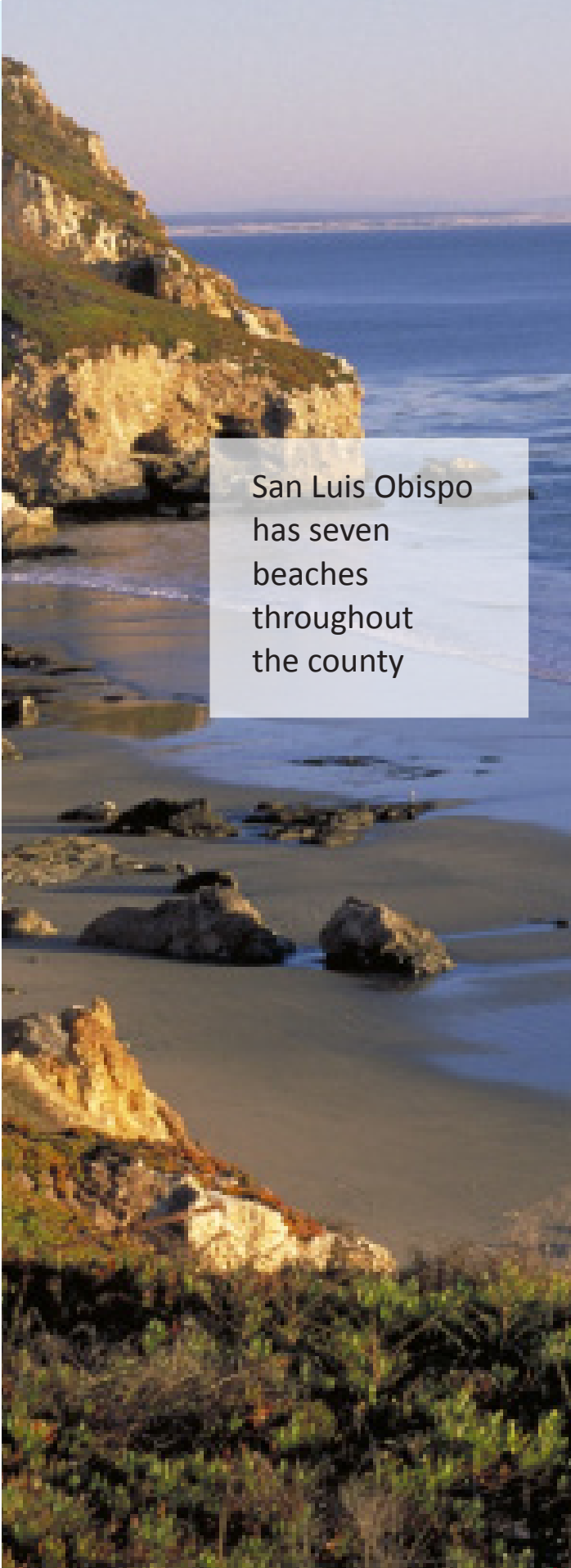
City Sewer Rates

City of San Luis Obispo

Type of Building

Monthly

Single family residence (includes single metered condo's and townhouses)	Minimum Charge: \$7.96 per dwelling unit Volume charge per dwelling unit: \$8.77
Master- metered multi-family dwellings in any duplex, apartment house, or rooming house	Minimum Charge: \$7.96 per dwelling unit Volume charge per dwelling unit: \$8.77
Mobile home or trailer park	Minimum Charge: \$7.96 per dwelling unit Volume charge per dwelling unit: \$8.77
All other accounts including schools	Minimum charge: \$7.96 per account Volume charge per unit: \$8.77



San Luis Obispo has seven beaches throughout the county



What people are saying...

"In the San Luis Obispo metro area, more than 73 percent of residents said they had learned something new or interesting in the past day, a higher rate than in all but three other metro areas nationwide. "

- From "Cities with the most content workers," USA Today

"Mediterranean climate, rarely above the 80s or below the 40s, 315 sunny days a year; beautiful shoreline and countryside vistas; lively community activities and traditions; friendly people, civic engagement, comfortable pace of life ... what's not to like about San Luis Obispo, Calif.?"

- From "Nine Great Places You've Never Heard Of," Mother Earth News

"What are the happiest spots on Earth... San Luis Obispo, near California's Central Coast, where joy seems to be in the tap water."

- From "Lessons from Happy Town, U.S.A., You'll Wish You Were Here," PARADE Magazine



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