



COUNTY OF MENDOCINO

Executive Office

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Economic Development Division-Executive Office CEO Report May 2026

Introduction

Staff continued to advance economic development projects. This report presents the 2025 Economic Impact of Travel, March 2026 Employment Estimates, and CDBG project highlights.

2025 Economic Impact of Travel

Travel remains a vital sector of California's economy. In April 2026, Dean Runyan Associates, Inc published the 2025 Economic Impact of Travel that outlines the economic activity generated by travel statewide, highlighting key trends within the industry. The full report can be found on the Visit California website [here](#). Mendocino County's specific data are highlighted below.



\$532M



Mendocino travel-related
spending

\$51.1M

Mendocino state and local tax
revenue

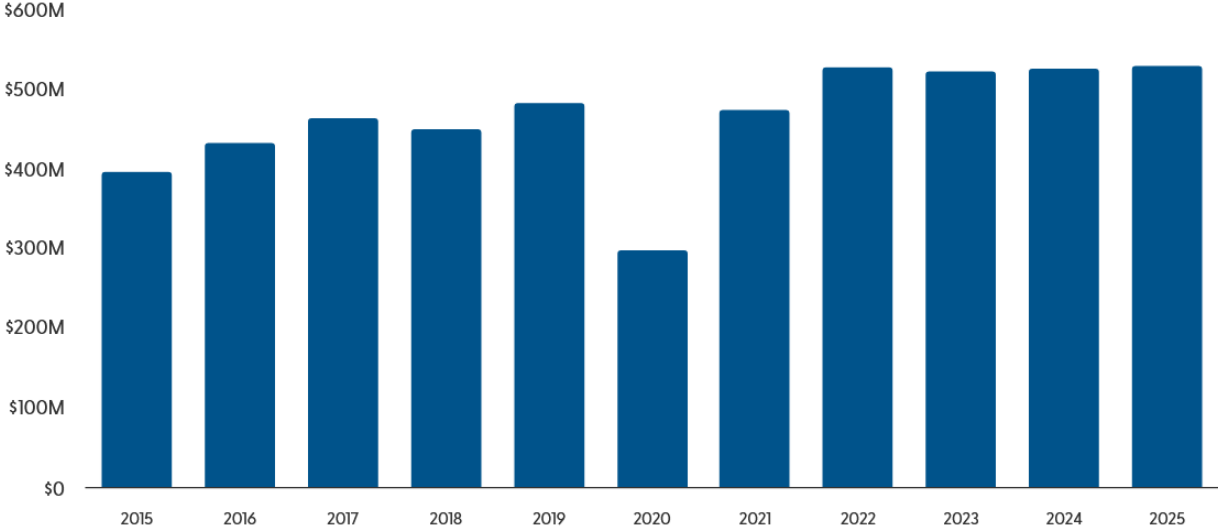
5.8K

Mendocino employment

Source: Dean Runyan Associates, Inc.

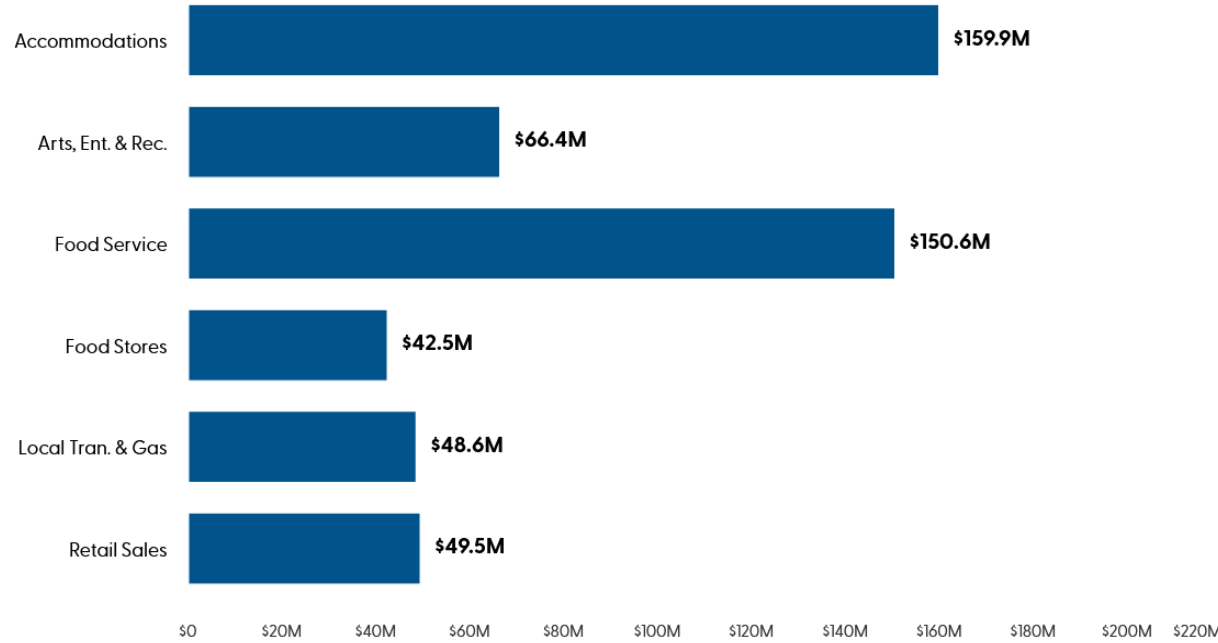
Spending

Travel spending in Mendocino



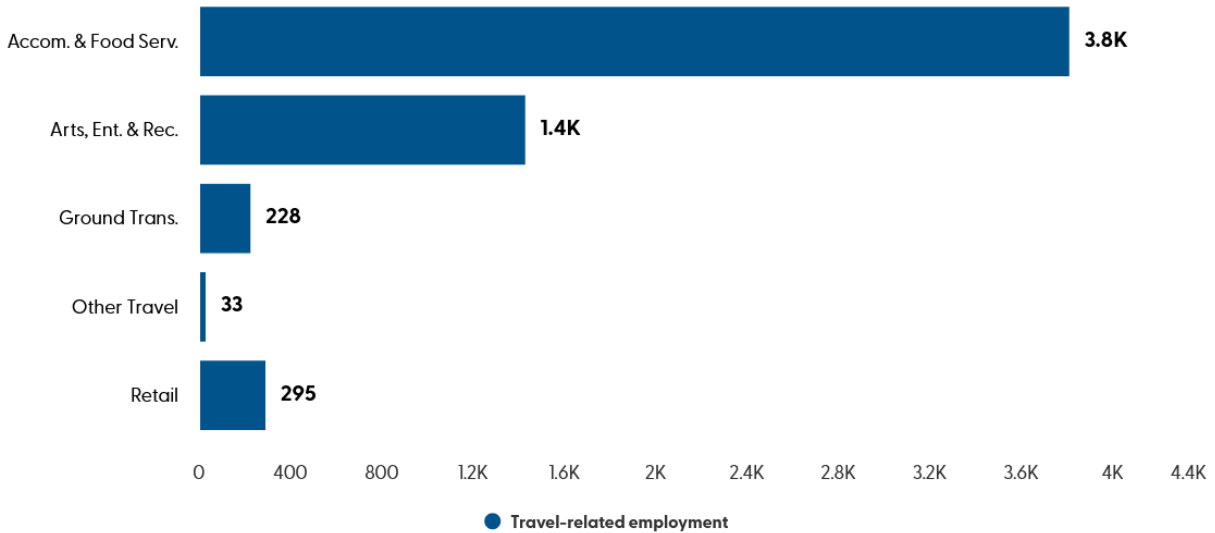
Source: Dean Runyan Associates, Inc.

Mendocino travel spending by industry segment



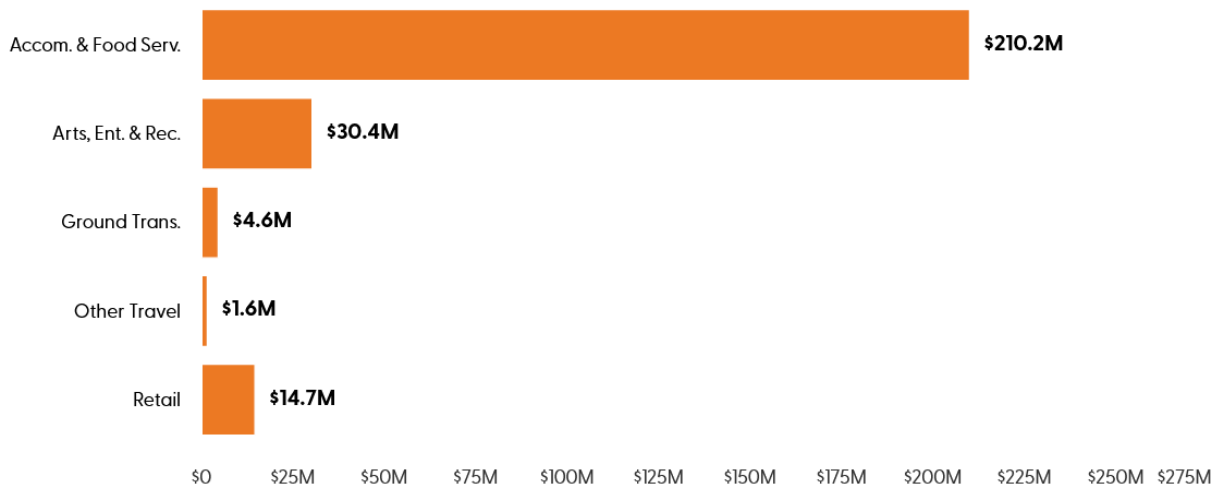
Source: Dean Runyan Associates, Inc.

Mendocino travel-related employment



Source: Dean Runyan Associates, Inc.

Mendocino travel-related earnings



Source: Dean Runyan Associates, Inc.

Mendocino County Labor Force and Industry Employment Estimates

The Employment Development Department (EDD) has released revised and preliminary civilian labor force and industry employment estimates for March 2026. Mendocino County's unemployment rate is 5.9%, compared to the state's 5.2%. Report is attached below.

Mendocino County

Industry Employment & Labor Force
 March 2025 Benchmark

Data Not Seasonally Adjusted

	Mar 25	Jan 26	Feb 26 Revised	Mar 26 Prelim	Percent Change	
					Month	Year
Civilian Labor Force (1)	36,850	36,070	36,760	36,770	0.0%	-0.2%
Civilian Employment	34,530	33,720	34,430	34,620	0.6%	0.3%
Civilian Unemployment	2,320	2,350	2,330	2,160	-7.3%	-6.9%
Civilian Unemployment Rate	6.3%	6.5%	6.3%	5.9%		
(CA Unemployment Rate)	5.5%	5.5%	5.5%	5.2%		
(U.S. Unemployment Rate)	4.2%	4.7%	4.7%	4.3%		
Total Wage and Salary (2)	32,060	32,160	32,530	32,930	1.2%	2.7%
Total Farm	1,450	1,330	1,490	1,520	2.0%	4.8%
Total Nonfarm	30,610	30,830	31,040	31,410	1.2%	2.6%
Total Private	23,220	23,570	23,680	23,820	0.6%	2.6%
Goods Producing	3,430	3,410	3,480	3,510	0.9%	2.3%
Mining, Logging and Construction	1,550	1,600	1,640	1,660	1.2%	7.1%
Mining and Logging	140	140	160	150	-6.3%	7.1%
Construction	1,410	1,460	1,480	1,510	2.0%	7.1%
Manufacturing	1,880	1,810	1,840	1,850	0.5%	-1.6%
Durable Goods	930	900	900	910	1.1%	-2.2%
Non-Durable Goods	950	910	940	940	0.0%	-1.1%
Service-Providing	27,180	27,420	27,560	27,900	1.2%	2.6%
Private Service Providing	19,800	20,160	20,200	20,310	0.5%	2.6%
Trade, Transportation, and Utilities	5,480	5,480	5,440	5,420	-0.4%	-1.1%
Wholesale Trade	680	690	690	690	0.0%	1.5%
Retail Trade	3,970	3,920	3,900	3,880	-0.5%	-2.3%
Transportation, Warehousing, and Utilities	830	870	850	850	0.0%	2.4%
Information	160	160	160	160	0.0%	0.0%
Financial Activities	900	930	930	930	0.0%	3.3%
Professional and Business Services	1,950	1,920	1,940	1,940	0.0%	-0.5%
Private Education and Health Services	6,770	7,140	7,190	7,220	0.4%	6.6%
Leisure and Hospitality	3,810	3,810	3,840	3,940	2.6%	3.4%
Other Services	720	720	700	710	1.4%	-1.4%
Government	7,380	7,260	7,360	7,590	3.1%	2.8%
Federal Government	270	260	260	260	0.0%	-3.7%
Total State and Local Government	7,120	7,000	7,100	7,330	3.2%	2.9%
State Government	740	640	630	790	25.4%	6.8%
Local Government	6,370	6,360	6,470	6,540	1.1%	2.7%

Notes:

(1) Civilian labor force data are by place of residence; include self-employed individuals, unpaid family workers, household domestic workers, & workers on strike. Data may not add due to rounding. The unemployment rate is calculated using unrounded data.

(2) Industry employment is by place of work; excludes self-employed individuals, unpaid family workers, household domestic workers, & workers on strike. Data may not add due to rounding.

These data are produced by the Labor Market Information Division of the California Employment Development Department (EDD). Questions should be directed to:

Contact: LMID RESEARCHERS

These data, as well as other labor market data, are available via the Internet at <http://www.labormarketinfo.edd.ca.gov>.

Community Development Block Grant (CDBG)

Staff submitted a \$380,000 Business Loan Program application to the Department of Community and Development (HCD) for approval in early April. Staff anticipates the program will be approved within the next few months. The County will issue press releases to announce when it can start accepting business loan applications.

The County has been approved by HCD to use \$407,000 of CDBG program income to provide Microenterprise Technical Assistance. A Request for Proposal (RFP) will be issued within the next month for a vendor to provide direct technical assistance to small businesses.

Staff continued to work on the CDBG Program Income applications for \$168,000 funding for ADA improvements at Whale Gulch School and \$100,000 funding for West Business Development Center “Centro de Negocios” program.

Covelo Clean Up Project

This Community Development Block Grant (CDBG) Program funded project aims to cleanup illegal dump sites around the community of Covelo. The County issued two Request for Proposals for solid waste and abandoned vehicle removal. After a lengthy evaluation, staff is targeting submitting vendor contracts to the Board for approval around May 2026.