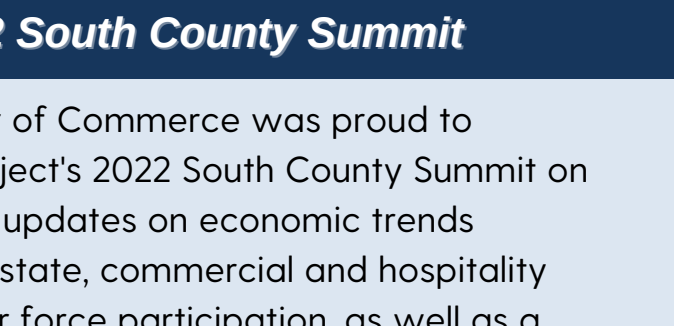
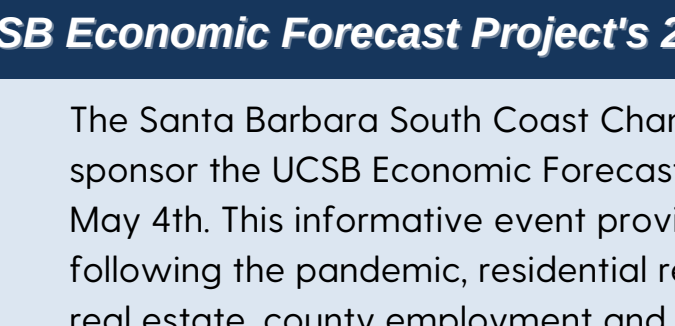
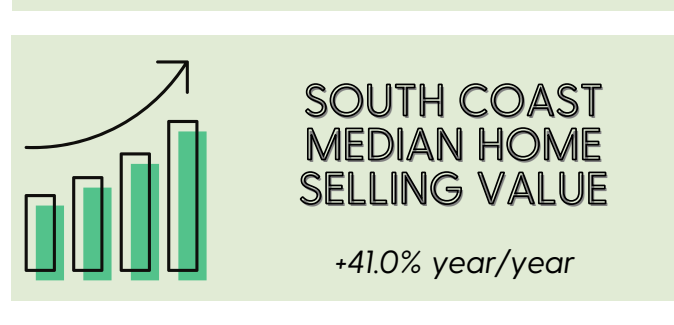
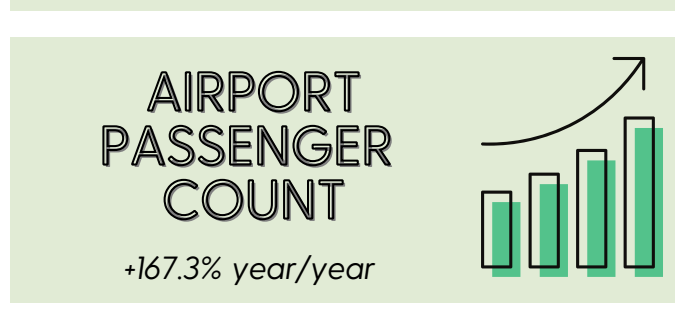
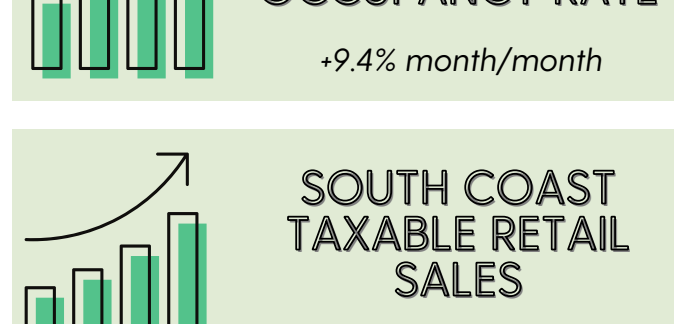


AT A GLANCE - CURRENT DATA TRENDS



UCSB Economic Forecast Project's 2022 South County Summit

The Santa Barbara South Coast Chamber of Commerce was proud to sponsor the UCSB Economic Forecast Project's 2022 South County Summit on May 4th. This informative event provided updates on economic trends following the pandemic, residential real estate, commercial and hospitality real estate, county employment and labor force participation, as well as a discussion on investing in turbulent times.

[Watch a recording of the 2022 EFP Summit here](#)

RESIDENTIAL REAL ESTATE

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Median Home Selling Value						
Carpinteria	\$1,897,050	\$1,531,000	\$1,150,000	23.9%	65.0%	Apr-22
Goleta	\$2,200,000	\$1,325,000	\$950,000	66.0%	131.6%	Apr-22
Santa Barbara	\$2,238,000	\$1,843,000	\$1,367,500	21.4%	63.7%	Apr-22
South Coast	\$2,200,000	\$1,560,000	\$1,168,000	41.0%	88.4%	Apr-22
Single Family Home Sales YTD						
Carpinteria	22	25	23	-12.0%	-4.3%	Jan-Apr-22
Goleta	90	100	68	-10.0%	32.4%	Jan-Apr-22
Santa Barbara	149	205	129	-27.3%	15.5%	Jan-Apr-22
South Coast	261	330	220	-20.9%	18.6%	Jan-Apr-22
Median Apartment Rent						
South Coast	\$2,278	\$2,132	\$2,158	6.9%	5.6%	2021 Q4
Apartment Vacancy Rate						
South Coast	3.2%	5.0%	2.5%	-1.8%	0.7%	2021 Q4

Source: California Economic Forecast (www.californiaforecast.com)

BUILDING PERMITS

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Residential Building Permits YTD (units)						
Carpinteria	0	2	0	-100.0%	N/A	Jan-Mar-22
Goleta	0	1	4	-100.0%	-100.0%	Jan-Mar-22
Santa Barbara	15	17	13	-11.8%	15.4%	Jan-Mar-22

Source: California Economic Forecast (www.californiaforecast.com)

COMMERCIAL REAL ESTATE

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Commercial Vacancy Rates						
Carpinteria						
Office	3.9%	6.6%	4.9%	-2.7%	-1.0%	2021 Q4
Industrial	3.7%	6.1%	2.0%	-2.4%	1.7%	2021 Q4
Goleta						
Office	6.6%	7.1%	5.9%	-0.5%	0.7%	2021 Q4
Industrial	2.7%	6.7%	5.2%	-4.0%	-2.5%	2021 Q4
Santa Barbara						
Office	9.2%	8.1%	6.6%	1.1%	2.6%	2021 Q4
Industrial	0.6%	1.4%	1.2%	-0.8%	-0.6%	2021 Q4
Retail	3.5%	5.9%	3.8%	-2.4%	-0.3%	2021 Q4

Source: California Economic Forecast (www.californiaforecast.com)

WORKFORCE

Professionals	Changed Jobs	Job Posts	Engaged Talent
113,024	9,487	4,224	5,307

Employment Talent in the Santa Barbara-Santa Maria Area Source: LinkedIn - May 2022

Indicator	Current	Month Ago	Year Ago	Two Years Ago	Change from Month Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Santa Barbara County Labor Force								
Labor Force	222,600	222,000	217,400	N/A	0.3%	2.4%	N/A	Apr-22
Unemployment	6,300	7,900	14,000	N/A	-20.3%	-55.0%	N/A	Apr-22
Unemployment Rate	2.8%	3.6%	6.4%	N/A	-0.8%	-3.6%	N/A	Apr-22

Source: State of California Employment Development Department

Unemployment Rate (by City)								
Carpinteria	2.8%	3.4%	5.9%	4.9%	-0.6%	-3.1%	-2.1%	Mar-22
Goleta	1.6%	1.8%	4.4%	3.1%	-0.2%	-2.8%	-1.5%	Mar-22
Santa Barbara	1.6%	1.9%	4.6%	3.1%	-0.3%	-3.0%	-1.5%	Mar-22
South Coast	1.7%	2.4%	4.6%	3.2%	-0.7%	-2.9%	-1.5%	Mar-22

Source: California Economic Forecast (www.californiaforecast.com)

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Median Household Income						
Carpinteria	\$88,195	\$86,944	\$78,184	1.4%	12.8%	2021
Goleta	\$109,361	\$106,434	\$98,005	2.7%	11.6%	2021
Santa Barbara	\$88,294	\$86,620	\$74,790	1.9%	18.1%	2021

Source: California Economic Forecast (www.californiaforecast.com)

SALES TAX

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Taxable Retail Sales (millions)						
Carpinteria	\$33.5	\$28.8	\$33.8	16.4%	-1.0%	2021 Q4
Goleta	\$196.6	\$169.5	\$175.8	16.0%	11.9%	2021 Q4
Santa Barbara	\$409.9	\$358.2	\$403.2	14.4%	1.7%	2021 Q4
South Coast Total	\$639.9	\$556.4	\$612.7	15.0%	4.4%	2021 Q4

Source: California Economic Forecast (www.californiaforecast.com)

TOURISM

Indicator	Current	Month Ago	Year Ago	Two Years Ago	Change from Month Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Hotel Occupancy Rate								
Carpinteria	69.1%	63.4%	61.5%	N/A	5.7%	7.6%	N/A	Apr-22
Goleta	83.2%	78.8%	77.6%	N/A	4.4%	5.6%	N/A	Apr-22
Santa Barbara	79.9%	76.2%	70.3%	N/A	3.7%	9.6%	N/A	Apr-22

Source: Smith Travel Report (STR.com)

Transient Occupancy Tax (millions)								
Santa Barbara	\$2.7	\$1.9	\$1.51	\$0.7	39.6%	75.1%	283.6%	Apr-22

Source: California Economic Forecast (www.californiaforecast.com)

Airport Passenger Count								
Santa Barbara Airport (Monthly Total)	97,808	91,467	52,288	2,489	6.9%	87.1%	3829.6%	Mar-22
Santa Barbara Airport (YTD)	318,061	220,253	118,992	210,212	44.4%	167.3%	51.3%	Mar-22

Source: Santa Barbara Airport (flysba.santabarbaraca.gov)

CANNABIS

Indicator	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	Average
Cannabis Taxable Sales (2020)						
Santa Barbara County	\$ 9,268,429	\$ 17,122,747	\$ 11,710,331	\$ 13,648,966	\$ 51,750,472	\$ 12,937,618

Source: CA Department of Tax and Fee Administration

CRIME

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Santa Barbara Police Department Crime Statistics (YTD)						
Total Violent Crimes	623	608	557	2%	12%	Dec-21
Total Property Crimes	2,467	2,313	2,256	7%	9%	Dec-21
Call Volume	31,650	29,303	35,188	8%	-10%	Dec-21
Felony Arrests	60	54	106	11%	-43%	Dec-21
Misdemeanor Arrests	112	46	202	143%	-45%	Dec-21

Source: Santa Barbara Police Department

HOMELESSNESS

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Homeless Residents						
Carpinteria	21	39	21			2022
Goleta	91	166	119			2022
Santa Barbara	822	914	887			2022
Other South Coast Areas	TBD	173	N/A			2020

Source: Santa Barbara County - Community Services

City Net (City of Santa Barbara)

	Feb-22	Jan-22
New Clients Enrolled in Services	39	93
Housing Navigation/Retention Enrollment	N/A	89
Sheltered in Bridge Motel Rooms	N/A	21
Permanently Housed Individuals	3	10
Street Exits to Emergency Shelter	1	0*

*No Shelter Options Due to Covid

Source: City Net (citynet.org)

New Beginnings (Santa Barbara County)

	Jul-20 - Jul 21
Clients Served (Safe Parking Program)	464
Clients Housed/Eviction Prevented	190

Source: New Beginnings

Vehicular Homelessness by City

	2020 (PIT Count)
Carpinteria	25
Goleta	150
Santa Barbara	269
Isla Vista	50

Source: Santa Barbara County - Community Services

POVERTY

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Poverty Rate						
Carpinteria	7.5%	TBD	TBD			2022
Goleta	7.9%	TBD	TBD			2022
Santa Barbara	12.5%	TBD	TBD			2022

Percentage of households below poverty. Source: Cottage Health (<http://cottagehealth2go.org>)

COVID-19 CASES

Santa Barbara County COVID-19 Cases - Week ending May 27, 2022

Case Rate per 100k

30.14

Test Positivity

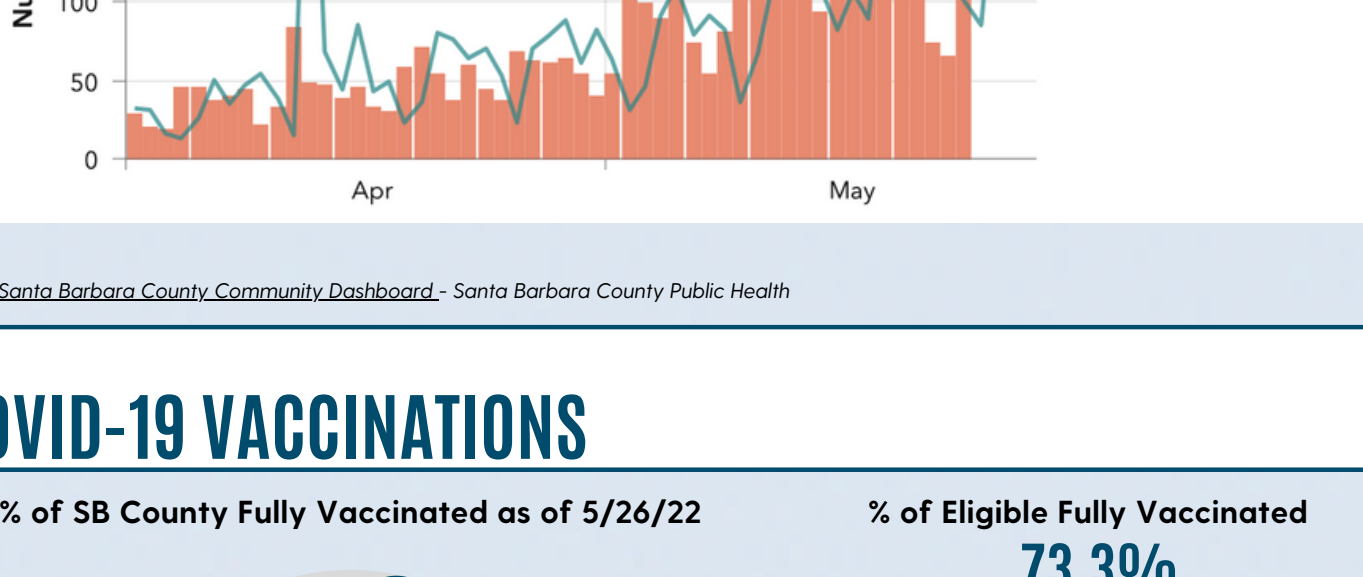
7.1%

New Cases

168

(up 11% from 2 week avg of 152)

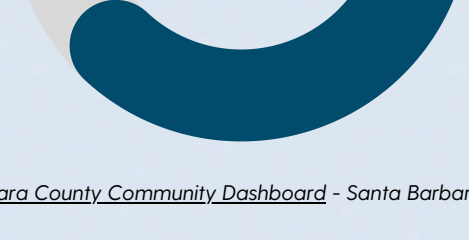
Santa Barbara County COVID-19 Cases



Source: Santa Barbara County Community Dashboard - Santa Barbara County Public Health

COVID-19 VACCINATIONS

% of SB County Fully Vaccinated as of 5/26/22



% of Eligible Fully Vaccinated

73.3%

County residents 5+ years old

% of Eligible Vaccinated

81%

5+ years old, first or single dose

Doses Administered

827,494

SB County residents including retail pharmacies

Source: Santa Barbara County Community Dashboard - Santa Barbara County Public Health