



WALLOWA COUNTY  
 CHAMBER OF COMMERCE  
 309 South River Street, Ste B  
 PO Box 427  
 Enterprise, OR 97828  
 Phone: 426-4622  
 Email: info@wallowacounty.org

## 2011 Economic Report

### Chamber After Business Hours Social Networking February 21, 2012

*Below is a recap of Jason Yohannan's report, Regional Economist of the Oregon Employment Office. Printed for the convenience of people unable to attend the meeting.*

#### BOARD OF DIRECTORS

- Adrian Harguess, President
- Marc Stauffer, Vice President
- Susan Gilstrap, Treasurer
- Doris Woempner, Past President
- Kathy Casper, Director
- Ruby Lathrop, Director
- Jim Soares, Director
- Shannon Novakovich, Director
- Cynthia Warnock, Director
- Kurt & Heather Melville
- Jolene Cox, Director
- John Williams, Director
- David Harman, Director
- Nancy Rudger, Director
- Mike Hayward, Ex Officio

#### **CHAMBER STAFF**

- Vicki Searles, Executive Director
- Diane Knox, Admin. Assist.

#### **MARCH 2012**

#### INSIDE THIS ISSUE

WC Employment Data	2
Visitor Report	2
After Business Hours Mtg.	3
Blue Goose Public Mtg.	3
Wallowa County Statistics	4
Dean Runyan WC Travel Impacts	5

Wallowa County's labor market exhibited mixed trends in 2011. Total nonfarm payroll employment averaged 2,340 in 2011, down only marginally from the 2010 level. Yet that's in contrast to the national and state economies, where nonfarm employment turned upward last year.

Public-sector employers pushed Wallowa County's 2011 employment numbers down the most, with cutbacks at the federal and local levels. Government employed an average of 710 workers in 2011 – marking the fewest government jobs found in Wallowa County in 24 years.

On the other hand, private-sector employment in Wallowa County actually recorded a small increase from 2010 to 2011, following three years of job losses. The county's manufacturing industry posted the largest over-the-year gain, adding an average of 30 workers. Manufacturing businesses in Wallowa County still employ far fewer workers than we're historically accustomed to seeing, but this key sector expanded in 2011 for the first time in six years. The emergence of food and beverage producers as a bigger source of manufacturing jobs for Wallowa County played an important role in the industry's rebound.

Despite overall employment numbers that shrank a little bit in 2011, Wallowa County's unemployment rate improved anyway. That's because fewer job seekers were noted in the local labor force totals. After averaging about 12 percent in 2009 and 2010, the county's jobless rate moved closer to 11 percent in 2011.

The county's population, as estimated by Portland State University's Population Research Center, dipped back below 7,000 in 2011. The decennial census counted 7,008 local residents in 2010, but PSU's latest estimate brought the figure down to 6,995 in 2011.

Other economic indicators – particularly those pertaining to wages, income, and poverty – are not as current as the estimates for employment, unemployment, and population, but they add to our understanding of Wallowa County's relative condition.

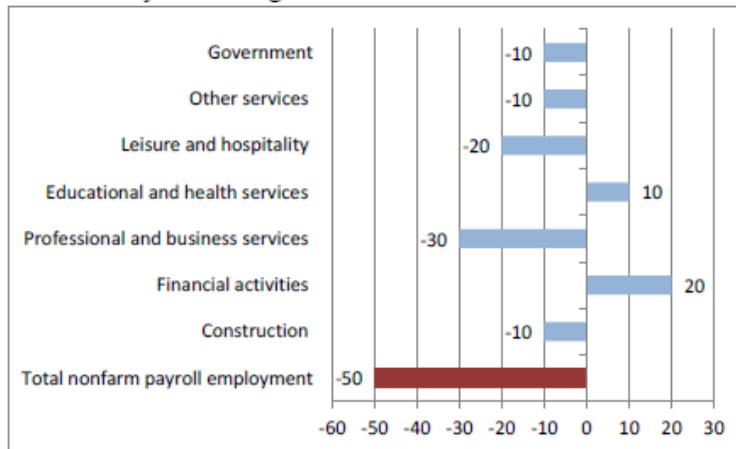
As for wages, the average job in Wallowa County paid \$28,154 in 2010. The corresponding figure for Oregon was \$41,669, while the corresponding national figure was \$46,751.

According to Census Bureau estimates, Wallowa County's poverty rate was 16.6 percent in 2010. Oregon's 2010 poverty rate was 15.8 percent, and the corresponding national figure was 15.3 percent. Using the same data set that generates poverty statistics, the Census Bureau lists Wallowa County's 2010 median household income as \$38,522. Oregon's 2010 median household income was \$46,536. For the United States, it was \$50,046.

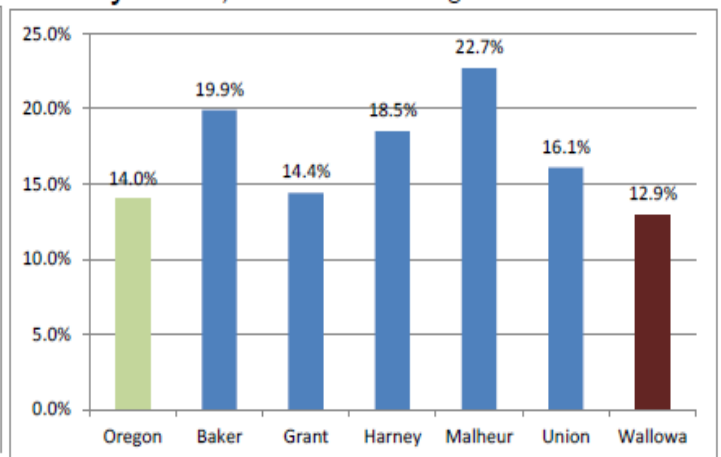
## WALLOWA COUNTY – Economic Indicators

	December 2011	December 2010	Year-over-year change
Civilian Labor Force	3,635	3,744	-109
-- Employed	3,228	3,253	-25
-- Unemployed	407	491	-84
County Non-seasonally Adjusted Unemployment Rate	11.2%	13.1%	-1.9%
State Non-seasonally Adjusted Unemployment Rate	8.9%	10.3%	-1.4%

**Employment Growth by Industry**  
Year-over-year change – December 2011



**Population with Family Income below Poverty Level, 2006-2010 average**



## CHAMBER Visitor Report



**Where did visitors get their information:**

Other/Friend	2
Sunset	0
Triple A Via Magazine	6
Oregon Travel Guide	2
Oregonian	0
NW Travel	0
Brochures	0
EOVA	1
Travel Articles	1
Telephone Directory	27
Internet/ Letters	57
Conference/Reunion/wed	0
Other Chambers	2
Oregon Business	0
Other	

**CENTRALIZED COUNTYWIDE COMMUNITY CALENDAR**

Do you want a calendar where you can check on local dates for meetings & events? The Chamber has started such a calendar. The more local information we receive; the more useful this calendar becomes for everyone. Check it out!

Info. Requests	February 2012	January 2012	YTD	February 2011
Walk-In's Visitors/Business	232	231	463	201
Visitor Packets Sent	15	24	39	39
Incoming phone/email contacts	353	472	825	361
Relocation packets	1	4	5	1
<b>Total Contacts</b>	<b>601</b>	<b>731</b>	<b>1332</b>	<b>602</b>
Website Visits (not hits)	35,095	38,501	73,596	11,826
Member Referrals Made	651	701	1352	290
JOSEPH BOOTH	N/A	N/A	N/A	N/A

## FEBRUARY 2012

*Maxville Heritage Center*



## ENTERPRISE COMMUNITY BANK

Recognizing a

### MERCHANT EACH MONTH

The Wallowa County Chamber would like to congratulate Gwendolyn Trice of the Maxville Heritage Interpretive Center and Jack & Judy Burgoyne of the Flying Cloud Gift Shop!

These merchants are also valued members of the chamber.

Congratulations!

*WC Chamber Board of Directors*

## MARCH 2012

*Flying Cloud Gift Shop*



## WALLOWA COUNTY CHAMBER FEBRUARY 21st ECONOMIC REPORT

*Thank you to all who attended!*



The After Business Hours Social Networking was well attended and was filled with information on past and current economic trends and issues facing Wallowa County's economy. The Chamber Board would like to thank Jason Yohannan, Regional Economist; John Williams, OSU Extension Agent; David Harman, CEO of the WCHCD District; Mike Hayward, Chair of the County Commissioners as our guest speakers for the evening.



### PUBLIC MEETING

*Open Invitation*

The Economic Report is an annual event by the Chamber to keep citizens informed about the local economy and concerns.

## BLUE GOOSE COMING SOON!

**Everyone** is invited to attend a special public meeting to meet the owners and ask question about what the future holds for the RR!



**WHAT:** OPEN Public Meeting  
**WHEN:** March 28, 2012, 6:00 to 7:30 pm  
**WHERE:** TOMAS CONFERENCE ROOM  
**WHO:** Chamber is the host  
For questions call (541) 426-4622

Court Hammond, CEO of Sierra Nevada & Pacific Railroad Company, the new operator of the Wallowa Union Scenic Railway, will talk to the membership and the general public about his company's preparations for the 2012 season and beyond.

Hammond's company will be moving their 1915 Baldwin steam engine, the Blue Goose, to northeast Oregon this spring and getting it ready for service along the historic Joseph Branch in mid-to-late June. Learn about their exciting plans, the greatly enhanced schedule and how Wallowa County businesses and individuals can "get on board."

Please be sure to put this meeting on your calendar. We are all very excited about this opportunity!

# OREGON

## Wallowa County Profile

# University of Idaho

UI Indicators Team



Population	Number	Percent	Rank*
Total population 2010	7,008	--	33
Population change 2000-2010	-218	-3.0	32
Race 2010			
White	6,731	96.0	1
African-American	26	0.4	25
Native American	45	0.6	36
Asian & Pacific Islander	31	0.4	34
Some other race	37	0.5	36
Two or more races	138	2.0	34
Hispanic (may be any race) 2010	156	2.2	36
Age 2010			
Under 18 years old	1,319	18.8	32
18-64 years old	4,063	58.0	31
65 years and older	1,626	23.2	4
Median age (years)	50.5	--	3

Employment	Number	Percent	Rank*
Unemployment rate 2010	--	12.0	15
Self-employment rate 2009	2,024	43.9	2
Average wage per job 2009	28,090	--	35
Total jobs 2009	4,606	100.0	30
Employment by industry:			
Farm	598	13.0	7
Forestry, fishing & mining	235	5.1	--
Construction	285	6.2	7
Manufacturing	178	3.9	34
Retail & wholesale trade	533	11.6	--
Transportation & utilities	155	3.4	--
Finance, insur., & real estate	452	9.8	7
Health care & social assist.	341	7.4	30
Other services	1,132	24.6	16
Government	697	15.1	19
Change in # of jobs 2000-2009	128	2.9	18

Profile source:  
<http://www.indicatorsnorthwest.org>  
 Profile printed: February 8, 2012.

Poverty & Income	Number	Percent	Rank*
People in poverty:			
Total 2009	1,035	15.3	23
Children 2009	310	23.6	19
Elderly 2000	154	11.4	4
Income:			
Median household income 2009	\$38,209	--	25
Per capita income 2009	\$32,725	--	19

Education	Number	Percent	Rank*
Population age 25+ 2005-2009	5,079	100.0	--
No high school diploma	399	7.9	35
High school diploma or equiv.	1,748	34.4	11
Some college, no degree	1,343	26.4	19
Associate degree	435	8.6	12
Bachelor's degree	804	15.8	9
Graduate/professional degree	350	6.9	16

Health	Number	Percent	Rank*
Physicians/1,000 people 2009	1.7	--	14
Infant deaths/1,000 births 2009	--	--	--
No health insur. (age 0-64) 2009	1,093	21.2	22

Housing	Number	Percent	Rank*
Total housing units 2010	4,108	--	32
Change in # of units 2000-2010	208	5.3	31

NOTE: For definitions see the States & Counties section of the Indicators Northwest Website:  
<http://www.indicatorsnorthwest.org>

\* Shaded values for Oregon's 36 counties are ranked: "1" is the highest value and "36" is the lowest.

\*The Oregon Employment Office is the official source for employment data and should be considered for local studies and projects. Please visit the above website for more information on data provided in the above profile.

Wallowa County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2000-2010p

	2000	2002	2004	2006	2008	2009	2010
All Overnight	13.4	14.0	14.8	19.0	19.6	19.5	20.0
Hotel, Motel	6.4	6.8	7.2	11.4	11.6	11.1	11.4
Private Home	1.1	1.1	1.1	1.3	1.3	1.2	1.3
Other Overnight	5.9	6.1	6.5	6.3	6.6	7.1	7.3
Campground	4.9	5.1	5.5	5.2	5.4	5.9	6.0
Vacation Home	1.0	1.0	1.1	1.2	1.3	1.2	1.3
Day Travel	5.3	5.6	5.7	6.9	5.6	5.6	5.7
Spending at Destination	18.7	19.6	20.6	25.9	25.1	25.0	25.7

Average Expenditures for Overnight Visitors, 2010p

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$189	\$314	\$80	\$133	2.4	1.7
Private Home	\$49	\$125	\$19	\$49	2.5	2.6
Other Overnight	\$108	\$320	\$32	\$95	3.4	3.0
All Overnight	\$130	\$288	\$46	\$106	2.8	2.2

Overnight Visitor Volume, 2008-2010p

	Person-Nights (000)			Party-Nights (000)		
	2008	2009	2010	2008	2009	2010
Hotel, Motel	147	141	143	62	60	60
Private Home	66	66	68	26	26	27
Other Overnight	209	226	226	62	67	67
All Overnight	422	433	436	150	153	154

	Person-Trips (000)			Party-Trips (000)		
	2008	2009	2010	2008	2009	2010
Hotel, Motel	89	85	86	37	36	36
Private Home	26	26	26	10	10	10
Other Overnight	71	76	76	21	23	23
All Overnight	185	186	188	69	69	69

\*When the 2011 travel impacts are released the chamber will publish the data in a newsletter. Visit [www.traveloregon.com](http://www.traveloregon.com) for more information on travel impacts in Eastern Oregon



PO Box 427  
Enterprise, OR 97828

[www.wallowacountychamber.com](http://www.wallowacountychamber.com)

COMMUNITY HEALTH ALLIANCE  
EDUCATION NIGHT

**March 13th, 6:00 pm, Enterprise  
Community Connection Building**

Are you a small business owner  
without insurance?

Would you like to offer employees  
health coverage?

Don't miss this meeting!



*Wallowa County*  
—Business Facilitation—

**Free and Confidential  
Business Coaching!**

**Every new business idea, no matter how good, faces serious challenges.**

The mission of Business Facilitation is to support Wallowa County citizens in bringing their business dreams to reality.

- ◆ If you have a good idea for a new business, but don't know where to begin or
- ◆ If you have an existing business that you would like to expand or fine tune, but don't know how to find the right resources or
- ◆ If your existing business struggling?

Wallowa County Business Facilitation may be your answer. The service is free. Business Facilitator Catherine Matthias helps businesses thrive through sound principles, creativity, and innovation.

**Contact WCBF for free and confidential business assistance:**  
Catherine Matthias, Business Facilitator, PO Box 995, Joseph, OR 97846

[www.wallowacountybusiness.org](http://www.wallowacountybusiness.org)

Phone: 541 426-5858 or

Email: [facilitator@wallowacountybusiness.org](mailto:facilitator@wallowacountybusiness.org)

**Area Directors**

**Enterprise**

Kathy Casper,  
Wheatland Insurance

**Joseph/Wallowa Lake**

Ruby Lathrop,  
Sterling Savings Bank

**Wallowa/Lostine**

Jim Soares,  
Wallowa Mountain Prop.

**Education**

John Williams,  
WC Extension Office

**Rural/Outlying**

Cynthia Warnock,  
WC Soil & Water CD

**Farm/Ranchg**

Kurt & Heather Melville  
Cornerstone Farms

**Health Care**

(At-Large)  
David Harman,  
WC Health Care Dist

**Public Relations**

(At-Large)  
Shannon Novakovich,  
Esprit Inc.

**Small Business**

(At-Large)  
Jolene Cox,  
Bank of Eastern OR

**Tourism**

Nancy Ruderger,  
Wallowa Mountain  
Visitor Center