



Sonoma County Quarterly Economic Outlook

November 2025

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Executive Summary

Sonoma County enters fall 2025 with an economy that is steady but under pressure from both national and local forces. Employment has inched upward but still lags behind state and national recovery, with the county remaining several percentage points below pre-pandemic job levels. This slow rebound reflects structural challenges, including continued migration out of core urban areas, an aging population, and comparatively low rates of higher educational attainment. Together, these trends constrain labor force growth and make it harder for Sonoma to attract and retain higher-wage industries.

While Sonoma continues to have one of the most affordable rental and homeowner markets in the Bay Area, prices are climbing. Median home values have increased more than 30% since 2019, and rents have risen steadily. Regulatory hurdles, high construction costs, and limited land availability further restrict supply across the region. Still, Sonoma has distinguished itself as a regional leader in new housing permits on a per-capita basis, offering cautious optimism that supply could expand if momentum continues. Sonoma's non-residential real estate market showed mixed performance, with office vacancies rising despite stronger leasing, industrial space strengthening with positive absorption, and retail continuing to weaken under tenant closures and soft demand.

Education and workforce readiness pose long-term questions. High school graduation rates remain solid, but college preparedness and degree attainment trail regional peers, limiting competitiveness for industries demanding advanced skills. At the same time, agriculture and services continue to rely heavily on immigrant and undocumented labor, highlighting the importance of immigration policy for workforce stability.

Looking ahead, Sonoma County's trajectory will be shaped by its ability to adapt to demographic headwinds, sustain housing development, and leverage its strengths in healthcare, education, and tourism while diversifying into new industries. National conditions will set the broader economic backdrop. Locally, the challenge will be to translate stability into resilience and growth by investing in workforce development, expanding housing supply, and strengthening the county's position as both a lifestyle destination and an engine of regional opportunity.

Four key trends define Sonoma County's current economic outlook:

1. Job Growth Remains Uneven

Sonoma County's job recovery continues to lag state and national trends, with total employment still about 3% below pre-pandemic levels. Healthcare and hospitality are driving modest gains, while manufacturing – anchored by the county's winemaking industry – remains one of the weakest sectors. Aging demographics, migration out of the county, and limited workforce inflows continue to constrain labor supply, underscoring the need for strategies that attract and retain younger workers and families.

2. Strong Permit Activity Has Kept Housing Affordable, but Prices are Rising

Sonoma remains one of the Bay Area's most affordable housing markets, yet home prices and rents have climbed steadily since 2019. The county leads the region in per-capita housing permits, suggesting some progress in expanding supply, but broader affordability pressures persist due to high construction costs, regulatory barriers, and limited buildable land. Sustaining housing momentum will be key to supporting local employers and easing workforce shortages.

3. Tourism and Real Estate Show Divergent Signals

Tourism in Sonoma County has yet to fully rebound. Local demand has softened, and hotel performance remains below pre-pandemic levels. Local sales tax revenues declined 2.7% in the past fiscal year, with rising operating costs, workforce shortages, and the expansion of short-term rentals continuing to challenge recovery. The real estate market presents a mixed picture. Industrial space demand remains strong, supported by manufacturing and logistics, while office vacancies have edged up and retail continues to struggle with weak foot traffic and shifting consumer behavior.

4. Workforce Pressures Threaten Long-Term Competitiveness

Sonoma's long-term competitiveness depends on reinforcing both its education pipeline and its immigrant workforce – two pillars currently under strain. Only 38% of adults hold a bachelor's degree, compared to over 60% in Marin and San Francisco, while declining enrollment and funding cuts at Sonoma State University and Santa Rosa Junior College risk further limiting access to higher education and training. At the same time, key sectors such as agriculture, hospitality, construction, and administrative services rely heavily on immigrant and undocumented workers. Over 29% of the county's agricultural workforce is undocumented, well above the state average, underscoring how vital immigrant labor is to sustaining local production and tourism. Mass deportation policies or restrictions on immigrant labor could severely disrupt these industries and deepen existing workforce shortages.

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BY THE BAY AREA COUNCIL ECONOMIC INSTITUTE

Inflation stabilizes, US job growth loses steam

The U.S. economy continues to confront stubborn inflationary pressures as core inflation (all items, except food and energy) increased at 3.1% in August on a year-over-year basis. This level of inflation is slightly elevated from earlier in 2025, as the impacts of tariffs are beginning to be reflected in pricing. While inflation has come down significantly from its peak (**Figure 1**), the core 3.1% reading is still above the Federal Reserve’s target of 2%.

Figure 1. Tariffs push core inflation to its fastest pace in five months. Service-sector inflation continues to outpace core consumer price index (CPI), driven by housing, healthcare, and transportation costs

Consumer Price Index (Core Prices vs. Services Prices), YoY Change, January 2016 to July 2025



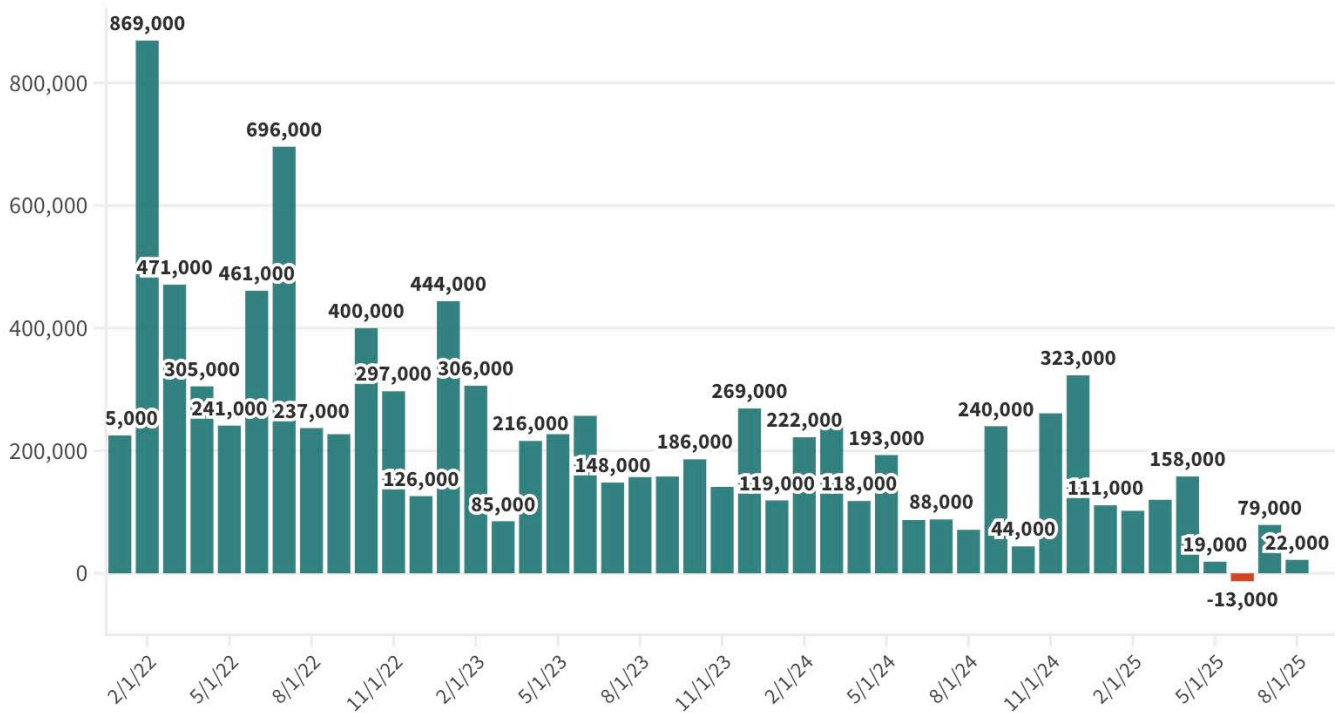
Source: Bureau of Labor Statistics, CPI. • Analysis: Bay Area Council Economic Institute.
 Note: Data are seasonally adjusted.

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However, inflation has taken a backseat to labor market pressures as the bigger concern for many leading economists. National job growth showed signs of stalling in May and June, with employment gains revised downward by a combined 258,000 jobs from earlier estimates. While July brought a modest rebound with 75,000 jobs added, the U.S. labor market has expanded by 487,000 jobs since January 2025 – well below the pace seen in 2023 and 2024. This loss of momentum reflects employer uncertainty around tariffs, tighter immigration rules, and reductions in federally supported jobs **(Figure 2)**.

Figure 2. In the United States overall, employment growth has been consistently positive, though May and June have shown weakness

Employment growth, month-over-month in the United States, January 2022 - August 2025



Source: Bureau of Labor Statistics • Data are seasonally adjusted and include nonfarm payroll jobs only.

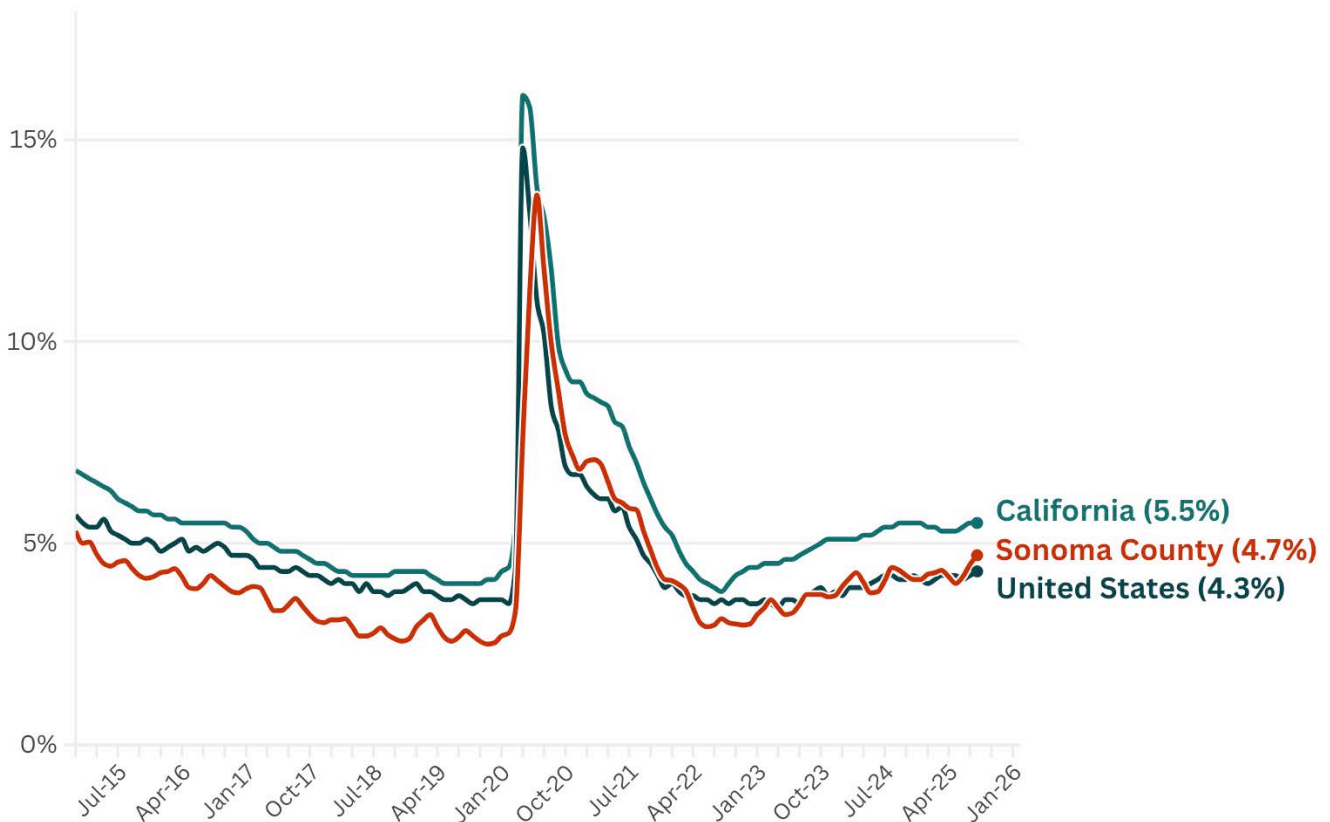
Analysis: Bay Area Council Economic Institute

NOVEMBER 2025 QUARTERLY ECONOMIC OUTLOOK

Other concerning signals include a U.S. unemployment rate that has moved above 4.0% and continues to inch upward (**Figure 3**). While the overall rate remains within the range of a healthy economy – generally considered between 3.5% and 5% – the number of job openings has fallen to 7.2 million nationwide as of July 2025, the lowest level since early 2021. This means any new wave of layoffs could quickly push unemployment higher. In California, the unemployment rate has risen to 5.5%, now the highest in the nation, compared to 4.3% nationally. Sonoma County, while still below the state average at 4.7%, has also seen its jobless rate climb steadily in recent months, reflecting similar softening in local labor demand.

Figure 3. Unemployment rates have ticked upward, and California now has the highest unemployment rate in the nation

Unemployment rate, California vs. United States, Jan 2015 – Aug 2025



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics. • Analysis: Bay Area Council Economic Institute.

Note: Data are seasonally adjusted.

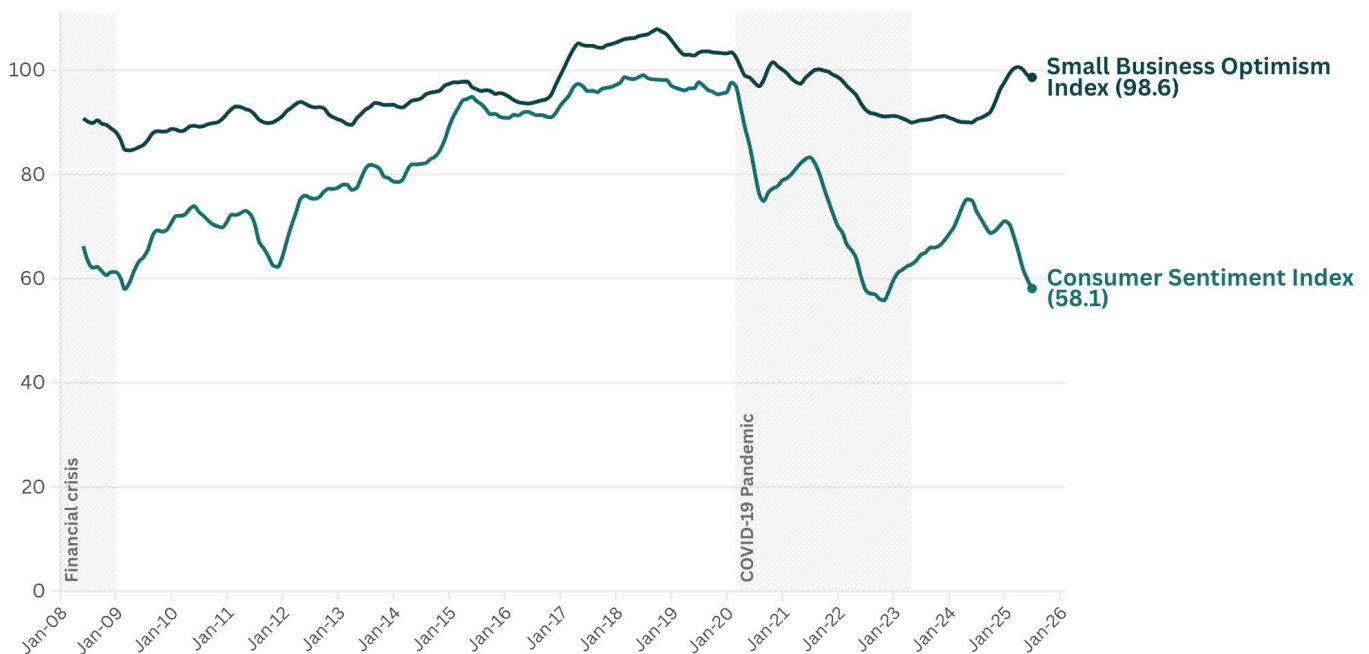
Consumer Sentiment Dropping

Additionally, consumer sentiment has dropped significantly in recent months to levels that are usually correlated with a recession (**Figure 4**). Industries that are most dependent on the consumer – such as retail, entertainment, and tourism – may experience declining sales if the U.S. consumer continues to feel pressured by stubborn inflation and softening job prospects. But even with consumer sentiment depressed, travel continues to be a priority for many families. A recent Bank of America survey found that 70% of respondents planned to travel in the summer of 2025 – a slight increase from 2024. However, actual spending data tell a more cautious story: through early summer 2025, credit and debit card spending per household rose only 0.2 % year-over-year in June, and spending on discretionary services fell in three consecutive months (April through June).

Overall, most economic projections show employment growth continuing to be under pressure through the second half of the year, which is the main reason why the Federal Reserve is likely to reduce its target interest rate in its upcoming meeting. Markets have already responded to this likelihood as the 10-year treasury yield has fallen to near 4%, its lowest point since April 2025. The stock market also appears to be unaffected by projections for a slower-growing economy, with major indices reaching all-time highs in September.

Figure 4. Consumer sentiment has dropped to its lowest point since 2022, and is now at a level associated with a recessionary environment

The index of consumer sentiment and small business optimism, Jul 2008-Jul 2025, six-month rolling average



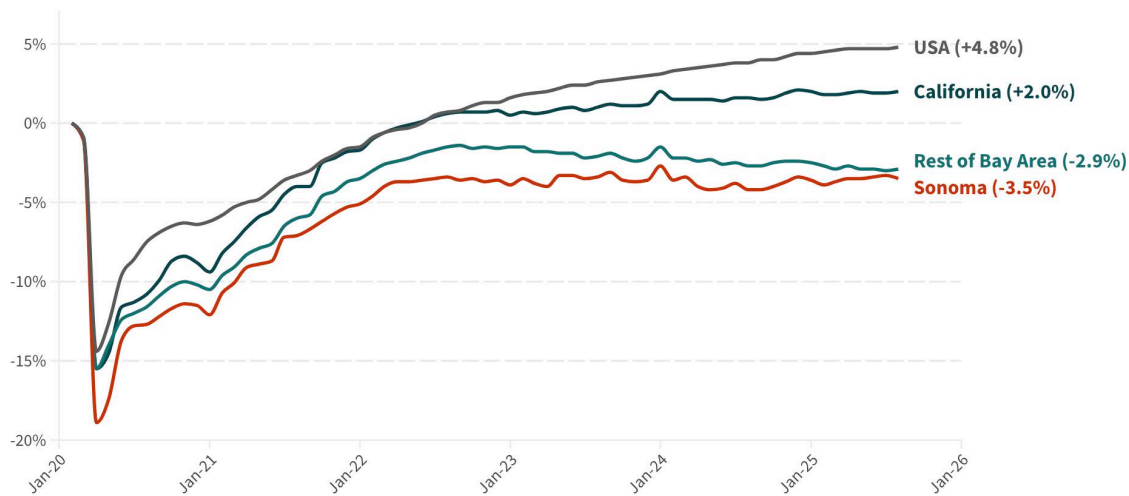
Source: University of Michigan Consumer Sentiment and the NFIB Small Business Optimism Index. • Analysis: Bay Area Council Economic Institute.
 Note: Consumer sentiment is indexed to 1996=100, small business optimism is indexed to 1986=100

Sonoma County’s labor market recovery remains sluggish and uneven

Sonoma County’s labor market is recovering gradually, though at a slower pace than neighboring counties. Employment remains 3.2% below pre-pandemic job levels (**Figure 5**), recovering marginally more slowly than the rest of the nine-county region. Recent monthly data show modest job growth, with four straight months of job gains after a sluggish start to the year (**Figure 6**).

Figure 5. Sonoma County’s jobs recovery remains sluggish, trailing behind the nation and nearby Napa County

Percent change in employment from February 2020 to August 2025



Data are seasonally adjusted and include nonfarm payroll jobs only. Rest of Bay Area includes Alameda, Contra Costa, Napa, Marin, San Francisco, San Mateo, Santa Clara, and Solano counties.

Analysis: Bay Area Council Economic Institute

Figure 6. Sonoma County has seen modest net job gains the last six months, after a slow start to the year

Employment growth, month-over-month in Sonoma County, last 12 months (August 2024 - August 2025)



Source: Bureau of Labor Statistics • Data are seasonally adjusted and include nonfarm payroll jobs only.

Analysis: Bay Area Council Economic Institute

Education and Healthcare bright spots, office market relatively strong

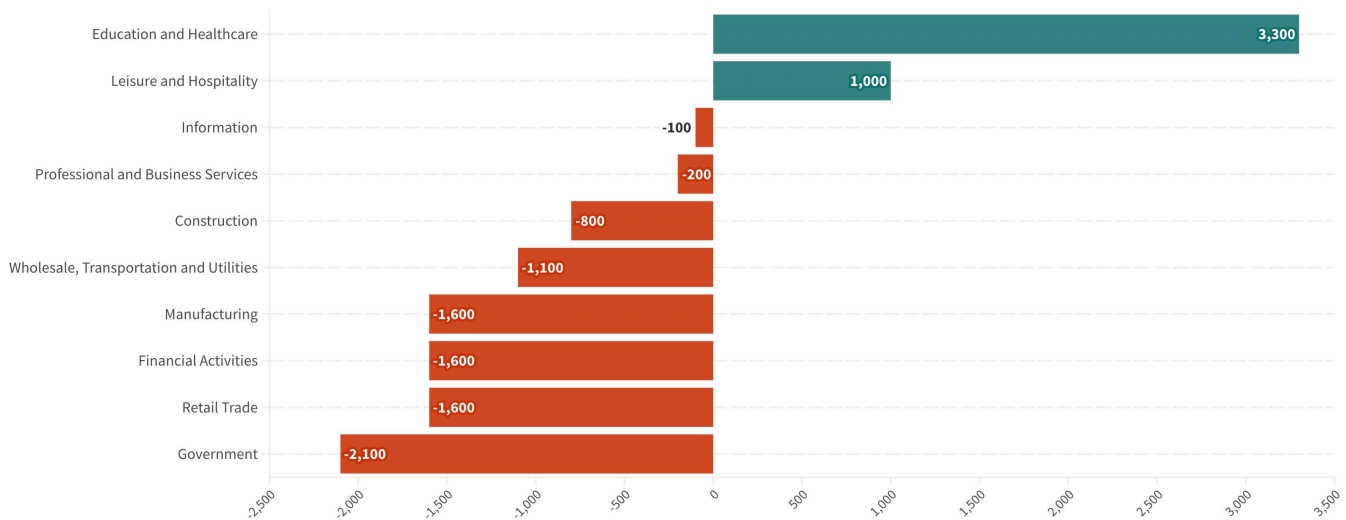
By sector, the bright spot of Sonoma County’s labor market recovery has been private Education and Health Services (largely led by nurses and other medical staff) which added 3,100 jobs since February 2020, the largest net gain of any sector (**Figure 7**). This growth reflects rising demand for private healthcare services and underscores the sector’s role as a stabilizing anchor in the local economy. The Leisure and Hospitality sector, buoyed by Sonoma’s tourism economy, also showed resilience, regaining 1,100 jobs as visitor demand and hospitality activity rebounded from pandemic lows.

In contrast, several industries continue to lag. Manufacturing, which includes much of the county’s winemaking industry, remains the hardest-hit sector, with a loss of 1,800 jobs since February 2020. Overall, Sonoma County’s labor market shows a dual-track recovery: health care and hospitality are expanding, while manufacturing, retail, and financial services continue to contract. Looking ahead, sustained growth in health and tourism provides a foundation for stability, but diversifying the county’s economic base and addressing challenges in manufacturing and retail will be critical for long-term resilience.

Sonoma continues to export labor to nearby job centers in the Bay Area, as the county has fewer jobs than resident workers, underscoring the county’s reliance on employment opportunities outside its borders. Reflecting broader shifts in workplace demand, Sonoma County’s office market remains relatively tight compared with other Bay Area submarkets. Office vacancy in Sonoma County rose from 8% pre-pandemic to 11% in the latest quarter — an increase, but still among the lowest in the region. By contrast, office vacancies in the South Bay, East Bay, and especially San Francisco surged much higher. This underscores the North Bay’s resilience and continued appeal for smaller, locally based tenants even as larger metropolitan markets face persistent office space challenges.

Figure 7. Since the start of the pandemic, local-serving industries lead job recovery in Sonoma County. Government, retail, finance, and manufacturing (includes wineries) drag

Net change in jobs by industry in Sonoma County (February 2020 to July 2025)



Source: Bureau of Labor Statistics • Industry level data are not seasonally adjusted.
 Analysis: Bay Area Council Economic Institute

Wine Industry Snapshot

- U.S. alcohol consumption is at a 90-year low, contributing to an oversupply of wine and grapes in California. In 2024, California experienced its lightest harvest in two decades, with a 23% decrease from the previous year.
- Nearly half (46%) of Sonoma County's land is used for farming, and wine accounts for nearly 30% of all agricultural jobs. About 30% of Sonoma County wine grapes are projected to go uncontracted, sold later at steep discounts, left on the vine, or converted into lower-value bulk wine.
- Grape prices in Sonoma County are expected to drop by roughly 7% due to oversupply and market pressures.
- Climate change is altering grape growing conditions, with rising temperatures and shifting weather patterns affecting grape quality and varietal choices.
- The industry faces a persistent labor shortage, particularly for seasonal vineyard labor, harvest crews, and skilled winemaking staff.
- Analysts estimate California will need a smaller harvest (~2.5 million tons) to balance supply, down from 2.8 million tons in 2024. While direct-to-consumer sales offer a potential avenue for growth, the effectiveness of proposed initiatives like the Wine Improvement District remains uncertain.



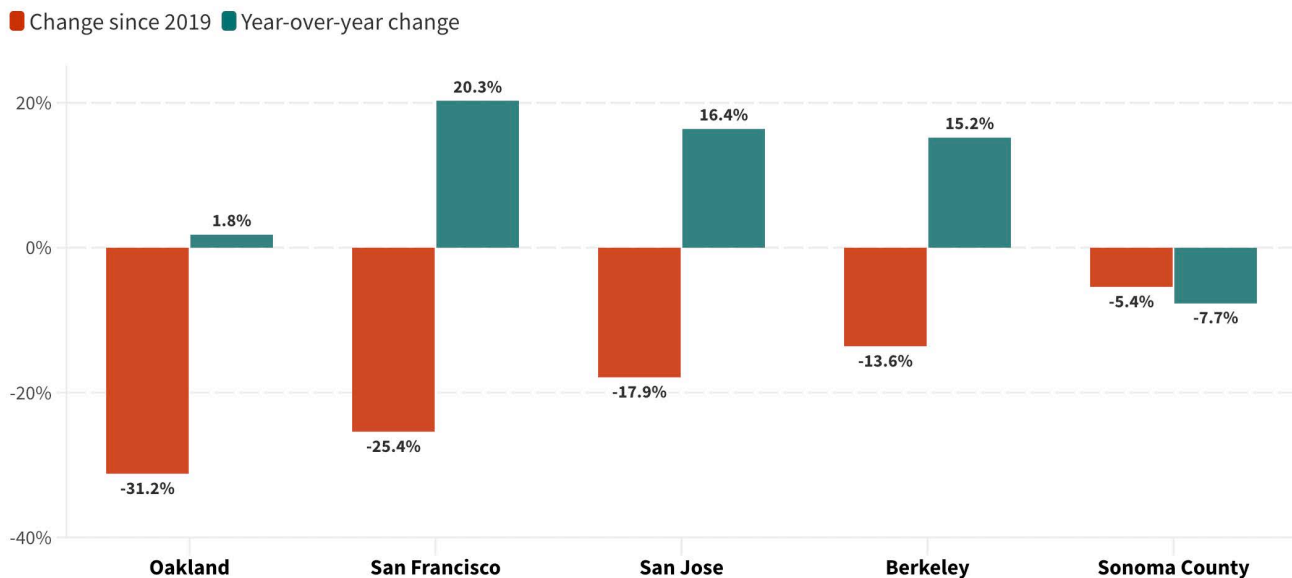
Tourism and Hospitality industry faces headwinds

Tourism in Sonoma County has yet to fully rebound. Local demand has softened, and RevPAR – revenue per available room, the most comprehensive measure of hotel performance – continues to lag. RevPAR incorporates both the average daily rate and occupancy, reflecting the revenue generated per room regardless of whether it is occupied. As of June 2025, Sonoma County’s RevPAR stands at \$117, which is \$7 below the same period in 2019 and \$10 lower than last year. Occupancy rates are holding around 58%, roughly 15% below pre-pandemic levels. Local sales tax revenues fell by 2.7% in the last fiscal year, further underscoring the sector’s softening.

Several factors are driving this underperformance. The rise of alternative lodging (particularly short-term rentals) has diverted market share, as more visitors opt to stay with friends, family, or in private vacation rentals rather than traditional hotels. At the same time, hotel operators face mounting cost pressures and ongoing workforce challenges, including shortages of affordable employee housing, which affect service delivery and margins. Unlike San Francisco or San Jose, where hotel demand is heavily tied to office activity and business travel, Sonoma’s market relies more on leisure travelers. This reliance has helped sustain strong weekend demand, but persistent weakness in business and international travel has slowed the recovery, mirroring broader trends across California’s tourism economy.

Figure 8. In terms of hotel performance, the market in Sonoma has performed better since the onset of the pandemic than peer Bay Area cities, however, has seen slower year-over-year growth.

Change in RevPAR (revenue per available hotel room) June 2019 vs July 2024 vs June 2025. RevPAR = average daily rate (ADR) x occupancy rate.



Source: STR
 Analysis: Bay Area Council Economic Institute

Transit and air travel show a similarly uneven recovery. The SMART rail system in Sonoma and Marin has emerged as a rare standout, with weekday ridership surging to nearly 200% of pre-pandemic levels, driven by new riders and shifting travel patterns, even as systems like BART and Caltrain remain 40-50% below 2019 usage. Air travel recovery tells a similar story: while the region's major airports (SFO, SJC, OAK) remain below pre-pandemic boarding levels, Sonoma County's airport saw a 101% increase in passenger volumes between 2019 and 2025, one of the strongest rebounds in the country. Together, these indicators suggest that while the Bay Area's urban core continues to struggle with restoring pre-pandemic mobility and visitation, smaller regional hubs like Sonoma are finding new footholds in the post-pandemic economy.

While the rest of the Bay Area has experienced higher and more variable commute times: peaking above 30 minutes in 2019, dropping sharply in 2020 and 2021 during the pandemic, and then climbing again to nearly 25 minutes by 2023 – Sonoma County's average commute has remained relatively stable at around 20 minutes. This suggests that Sonoma County commuters were less affected by regional fluctuations in travel behavior, possibly due to factors like shorter local travel distances, less traffic congestion compared to urban economic cores, and for non-hands-on work, a stronger persistence of remote work patterns.

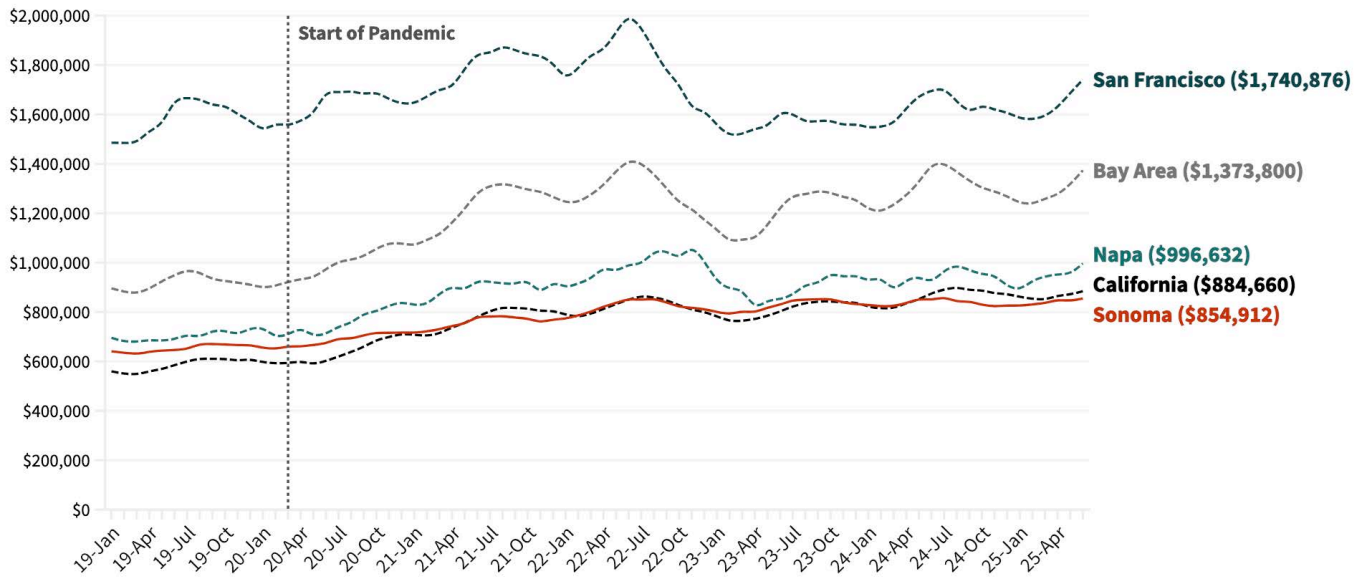
Sonoma County remains region's most affordable housing market

The Bay Area's housing market continues to show sharp geographic divides, with median home prices in San Francisco reaching \$1.74 million in June, while Sonoma (\$855,000) remains much closer to the California average (\$885,000) (**Figure 9**), making it the second most affordable market in the region (second to Solano County at \$570,000). Since the pandemic, demand shifts toward lower-density areas drove notable gains in Sonoma and Napa, where prices spiked in 2021–22 as remote work expanded buyer interest.

Sonoma County continues to stand out as the most affordable rental market in the Bay Area, with median one-bedroom rents at \$1,651 in June 2025 – well below the statewide average of \$1,906 and far less than San Francisco (\$3,019) (**Figure 10**). Still, rental prices have increased 15% since the onset of the pandemic, following a steady trend of sustained demand for suburban and semi-rural living in the North Bay.

Figure 9. Home prices in Sonoma County have risen more than 30% since 2019, yet they remain below both regional and statewide medians, making Sonoma one of the most affordable counties in the Bay Area.

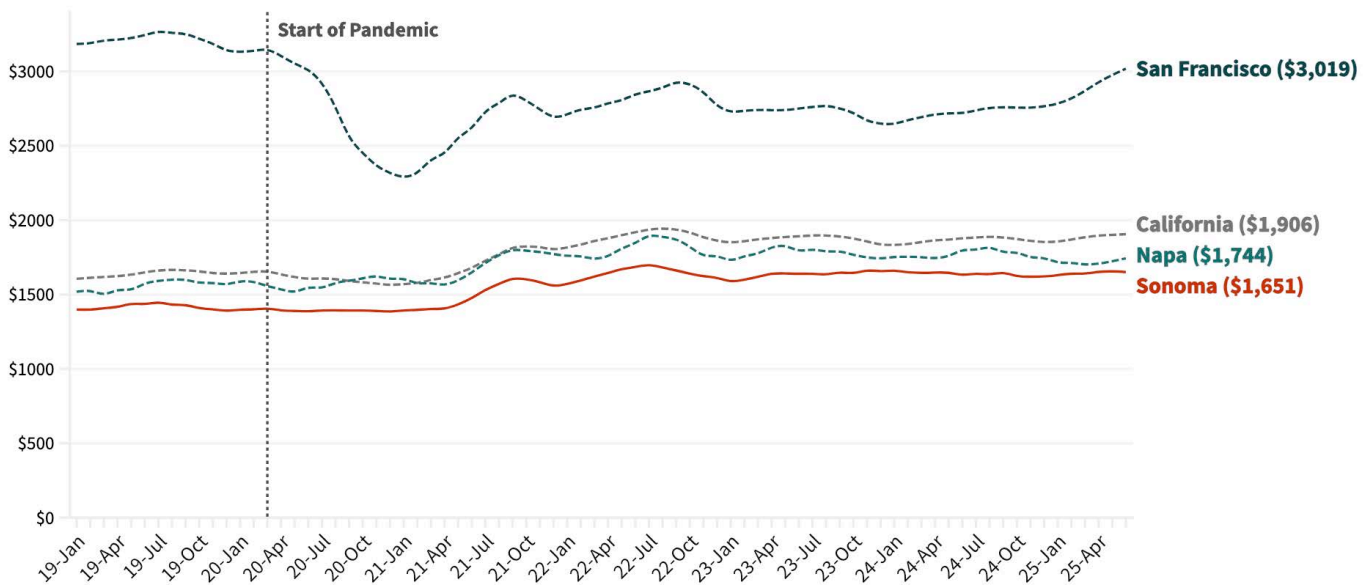
Monthly median home sales price for single-family homes, January 2010 to June 2025



Source: California Association of Realtors • Analysis: Bay Area Council Economic Institute

Figure 10. Rental prices in Sonoma County have risen 15% since 2019, a slightly larger increase than in counties like San Francisco, which saw sharper declines during the pandemic. Despite this uptick, Sonoma continues to offer the most affordable rents in the Bay Area.

Monthly median home sales price for single-family homes, January 2019 to June 2025



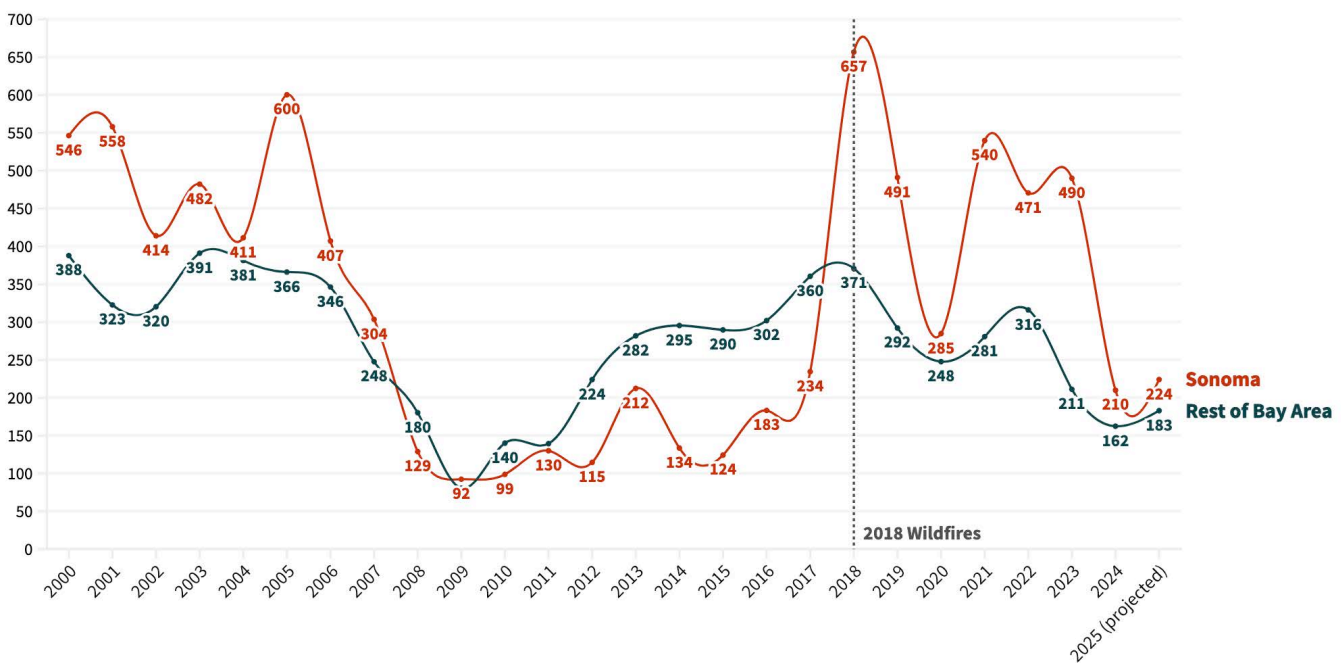
Source: Apartment List • Analysis: Bay Area Council Economic Institute

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In recent years, Sonoma County has led the Bay Area’s housing permit issuance on a per capita basis, with consistently higher rates since a dip during the pandemic – the highest among the nine Bay Area counties. Yet this relative success emerges against a broader backdrop of sluggish housing production. Across the Bay Area, total annual housing permits in 2024 hovered at about 9,100 units, marking one of the lowest annual tallies in the past 15 years – roughly 75% below 2018’s high of 32,500. Regulatory hurdles, NIMBYism, limited buildable land, and high construction costs continue to suppress production across the region.

Figure 11. Average annual housing permits per capita in Sonoma have been consistently higher than the rest of the Bay Area ever since post-wildfire rebuilding efforts began in 2018

Average annual housing permits per 100,000 residents, (2000 to 2025)



Source: U.S. Census Building Permit Survey • Analysis: Bay Area Council Economic Institute
 Note: 2025 represents year-to-date data from August 2025 projected to the end of the year.

Looking ahead, affordability pressures are expected to persist. Limited housing supply across the North Bay will constrain options and keep upward pressure on prices. This positions the North Bay as both a potential release valve for the region’s housing challenges, but also as an area increasingly vulnerable to affordability strains of its own, particularly as San Francisco and the South Bay see massive increases due to the burgeoning AI industry and demand for housing near major AI job centers. San Francisco rental prices grew 10.9% and San Mateo rents grew 5.3% over the last twelve months. Meanwhile, Sonoma rents grew just 1.0%, and Napa and Solano declined by 2.9% and 1.7%.

Population stabilizing, but challenges emerge amid immigration enforcement

Since 2000, Sonoma County’s population has grown more slowly than the Bay Area overall -- just 4.1% compared to 11.5% region-wide and 8.3% in neighboring Napa. Unlike most of the region, Sonoma’s population has actually declined since 2010, falling 1% while the Bay Area as a whole grew nearly 6%. The trend has accelerated since 2019, with Sonoma down 2.7% compared to a 2.2% regional decline. With one of the highest median ages in the Bay Area (43.5), the county faces added challenges from an aging workforce and lower birth rates, compounded by persistent migration to other counties and states. Looking ahead, these trends could strain the local labor force, limit economic growth, and increase demand for healthcare and senior services. Without strategies to attract and retain younger workers and families, Sonoma risks a shrinking tax base, workforce shortages in key industries, and reduced long-term competitiveness.

At the same time, Sonoma County trails much of the Bay Area in educational attainment among adults aged 25 and older. Only 38% of residents hold a bachelor’s degree or higher, compared to over 60% in counties such as Marin and San Francisco. Meanwhile, 19% of Sonoma’s population has only a high school diploma, slightly above the Bay Area average. This mix reflects a workforce less concentrated in advanced degree holders than its regional peers, potentially constraining the county’s ability to attract high-paying industries that demand a more highly educated labor pool.

Figure 12. Sonoma County has lost population every year since 2016, but has begun to stabilize.

Year-over-year population change in Sonoma County, 2014 - 2024



Source: CA Department of Finance • Analysis: Bay Area Council Economic Institute

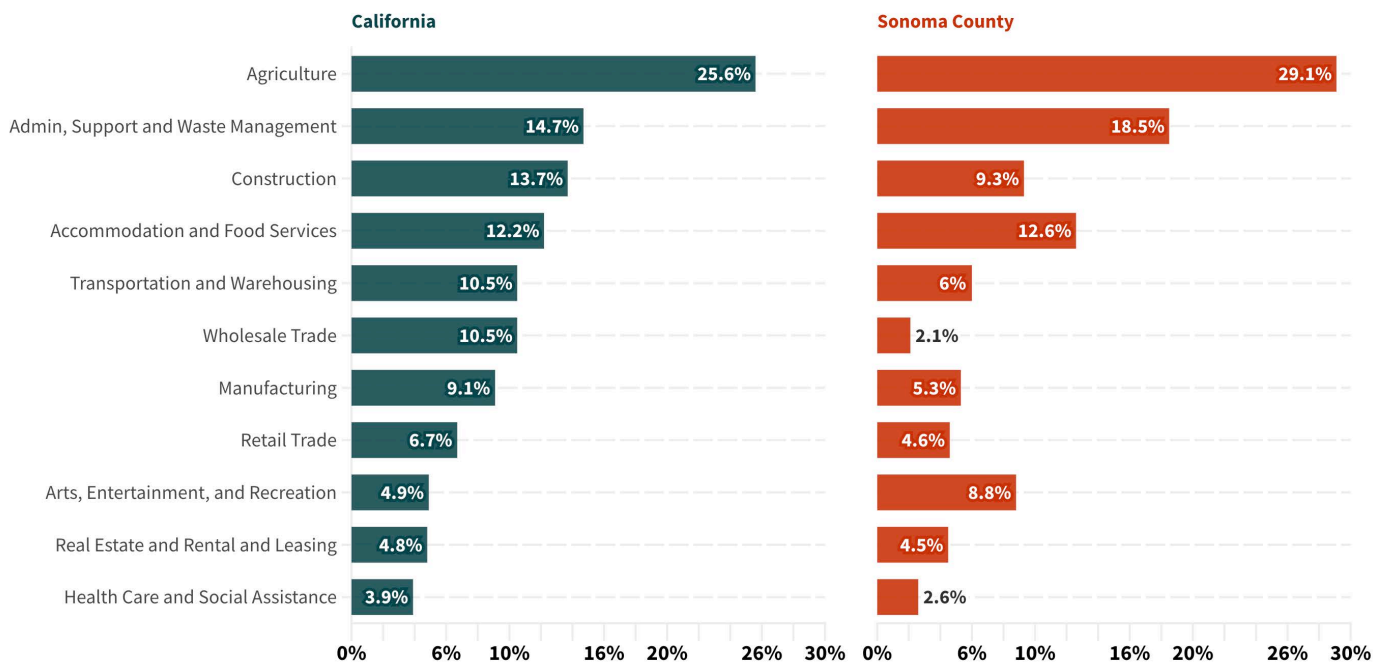
Nearly 30% of Sonoma’s agricultural workforce is undocumented

Undocumented workers are a vital part of Sonoma County’s economy, with concentrations well above the state average in several key industries. In 2023, nearly 29% of the county’s agricultural workforce was undocumented, compared to 25.6% statewide – underscoring the sector’s reliance on immigrant labor to sustain wine, dairy, and specialty crop production. Large-scale removals could severely disrupt agriculture, where replacement labor is scarce and mechanization options are limited. For Sonoma, such a disruption would ripple through food processing, distribution, and tourism, weakening one of the county’s foundational industries.

Other sectors are also at risk. Administrative support and waste management, which employs housekeepers, janitors, and other domestic workers, depends on undocumented labor for 18.5% of its jobs, well above the statewide figure of 14.7%. Accommodation and food services, construction, and arts and entertainment also employ undocumented workers at levels critical to local operations. Under a mass deportation policy, many of these positions would likely go unfilled, leading to higher costs, reduced service capacity, and added pressure on businesses already struggling with workforce shortages. Building long-term resilience will require supportive federal immigration policy alongside local strategies to expand workforce pipelines and sustain the local labor force.

Figure 13. Undocumented workers make up a larger share of Sonoma’s agricultural workforce than California as a whole

Undocumented workers by industry in California and Sonoma County, shown as share of total, 2023



Source: Author’s calculations of ACS data (drawn from the Institute’s recent study on the Economic Impact of Mass Deportation)
 Analysis: Bay Area Council Economic Institute

In Sonoma County, lower educational attainment may limit access to high-paying industries

While immigration policy directly affects the availability of critical workers, Sonoma’s broader workforce challenges extend beyond immigration status to education and skill development. The county trails much of the Bay Area in educational attainment among adults aged 25 and older. Sonoma County trails much of the Bay Area in educational attainment among adults aged 25 and older. Only 38% of residents hold a bachelor’s degree or higher, compared to over 60% in counties such as Marin and San Francisco. Meanwhile, 19% of Sonoma’s population has only a high school diploma, slightly above the Bay Area average. This mix reflects a workforce less concentrated in advanced degree holders than its regional peers, potentially constraining the county’s ability to attract high-paying industries that demand a more highly educated labor pool.

These challenges are compounded by recent funding cuts and declining enrollment at key local institutions. Sonoma State University (SSU) has faced budget reductions and lower student demand, leading to program and athletic cuts that could further limit higher education access in the region. Similarly, Santa Rosa Junior College (SRJC) is experiencing funding pressures tied to enrollment declines, threatening its ability to provide affordable, career-oriented training programs.

Over the long term, Sonoma’s economic trajectory will hinge not only on expanding access to higher education but also on strengthening the full spectrum of its workforce. While increasing the share of college-educated residents will be key to attracting high-value industries such as technology, healthcare, and professional services, sustaining core sectors like agriculture, hospitality, and construction depends on maintaining a stable supply of essential workers. In particular, undocumented labor plays a critical role in these industries, underscoring the importance of inclusive workforce strategies that address both educational advancement and the realities of Sonoma’s existing labor base.

A look ahead

Economic growth in the U.S. stalled in the latter portion of the second quarter, as the uncertainty around tariffs forced many companies and households to pull back on spending decisions. Key economic metrics – such as total employment, the unemployment rate, and the number of job postings – have all been pressured in the last three months. The future path of these data points will be heavily reliant on the actions of the Federal Reserve over the next six to the 12 months. Heavy rate cuts may be a boon to businesses and investors, though they might also create additional inflationary headwinds. Modest rate cuts could push unemployment rates above preferred conditions. The future interest rate path will be the critical marker to watch going forward.

Locally, Sonoma County has struggled to grow its number of payroll jobs for the last 24 months as the office sector continues to contract and most industries still employ fewer people than they did in 2019. The confluence of multiple factors has caused this slowdown:

1. Many firms had “over-hired” in 2021 and 2022, and they are now girding for a possible economic slowdown.
2. The high costs of housing and the high costs of doing business have pushed some firms to prioritize hiring outside of the Bay Area.
3. Population numbers have not recovered after some workers left the Bay Area during the pandemic for remote work opportunities or more affordable housing. This has created a hiring challenge for those firms searching for talent in the Bay Area.
4. Automation may be playing a role in Sonoma County’s – and the broader region’s – slow jobs recovery, as entry level positions in technology and other office sector jobs are being replaced by artificial intelligence.

These factors are unlikely to reverse in the short-term, meaning the county should be prepared for some economic stagnation going forward. While the U.S. is not on the precipice of a recession, it is possible that inflation, interest rates, tariffs, and consumer negativity push the country toward contraction. However, it is more likely that the U.S. economy continues to ward off these threats while growing employment numbers at a measured pace – this is the outcome currently predicted by financial markets.

About the Bay Area Council Economic Institute



The Bay Area Council Economic Institute is the leading think tank focused on the most critical economic and policy issues facing the nine-county Bay Area region.

Since 1990, the Bay Area Council Economic Institute has been the leading think tank focused on the economic and policy issues facing the San Francisco/Silicon Valley Bay Area, one of the most dynamic regions in the United States and the world's leading center for technology and innovation. A valued forum for stakeholder engagement and a respected source of information and fact-based analysis, the Institute is a trusted partner and advisor to both business leaders and government officials.

Through its economic and policy research and its many partnerships, the Institute addresses major factors impacting the competitiveness, economic development and quality of life of the region and the state, including infrastructure, globalization, science and technology, and health policy. It is guided by a Board of Advisors drawn from influential leaders in the corporate, academic, non-profit, and government sectors. The Institute is housed at and supported by the Bay Area Council, a public policy organization that includes hundreds of the region's largest employers and is committed to keeping the Bay Area the world's most competitive economy and best place to live. The Institute also supports and manages the Bay Area Science and Innovation Consortium (BASIC), a partnership of Northern California's leading scientific research laboratories and thinkers.



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