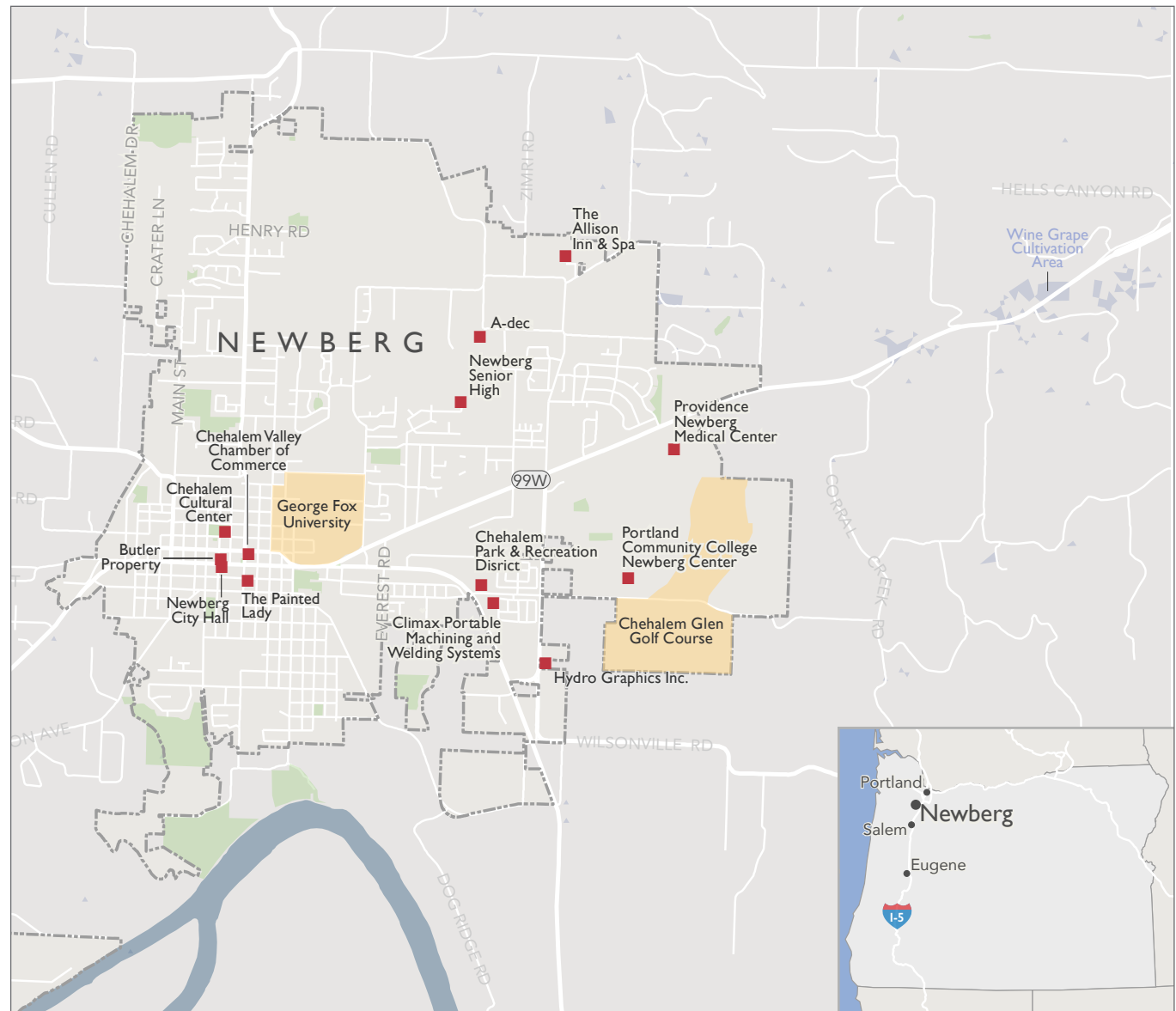


Newberg is a city of 22,000 residents located in Oregon's Chehalem Valley about 20 miles southwest of Portland, sheltered on three sides by mountains, and sitting alongside the Willamette River. Newberg's quality of life has attracted rapid population growth that is expected to continue into the future. Economically, the City has experienced growth in key industries that support well-paying jobs, including manufacturing, health care, tourism, and specialty agriculture. Together with many small businesses and involved citizens, these institutions are the foundation of the City's unique economy.

The City is the gateway to three nationally recognized American Viticultural Areas specializing in Pinot Noir and home to Yamhill County's eighty wineries, more than two hundred vineyards, and dozens of tasting rooms. Cultural and service amenities include the locally owned Allison Inn and Spa (Oregon's only 5-star hotel), the 70-mile Chehalem Valley Heritage Trail System, the Chehalem Cultural Center, the Newberg Farmer's Market, and several acclaimed restaurants, such as the Painted Lady. The community ranks among the top-five safest cities in Oregon. With a congestion-reducing highway bypass opening in 2017, Newberg is poised for increased livability and greater prosperity.



## POPULATION CHARACTERISTICS

Reflecting our belief that any successful strategic plan must be responsive to the on-the-ground economic challenges faced by businesses, institutions, and citizens, we began our strategic plan process by analyzing the characteristics that define Newberg and the people who live and work here. The existing conditions analysis establishes a common baseline, helps us to identify opportunities and challenges, informs the development of new strategies, and provides metrics for tracking progress. Relevant findings are summarized in the next section; details are contained in Appendix B.

**Newberg's population has grown faster than the county, the Portland MSA, and the state. Yamhill County's population is predicted to grow faster than the Portland 3-county area and the state over the next 40 years.**

### AVERAGE POPULATION GROWTH PER YEAR, 1990-2013

Source: US Census 1990 SF1 Table NP1, 2000 Table DP-1, and ACS 5-year estimates 2013 Table B01003.

**2.3%**  
Newberg

**1.8%**  
Yamhill Co.

**1.7%**  
Portland MSA

**1.3%**  
Oregon

**Newberg has a younger population than the county or the state.**

### MEDIAN AGE, 2013

Source: US Census ACS 5 year estimates, 2013 Table S0101.

**32.3**  
Newberg

**37.7**  
Yamhill Co.

**38.7**  
Oregon

**Newberg lags behind Oregon in higher education attainment.**

### HIGHER EDUCATIONAL ATTAINMENT OF THE POPULATION AGE 25 AND OLDER, 2013

Source: US Census ACS 5 year estimates, 2013 Table S2301

**27%**  
Newberg

**23%**  
Yamhill Co.

**30%**  
Oregon

**Newberg has a relatively large Latino population.**

71 percent of Newberg's non-white population is Hispanic or Latino.

### PERCENTAGE OF THE POPULATION THAT IS HISPANIC OR LATINO, 2013

Source: US Census ACS 5-year estimates 2009-2013 Table DP05.

**14.4%**  
Newberg

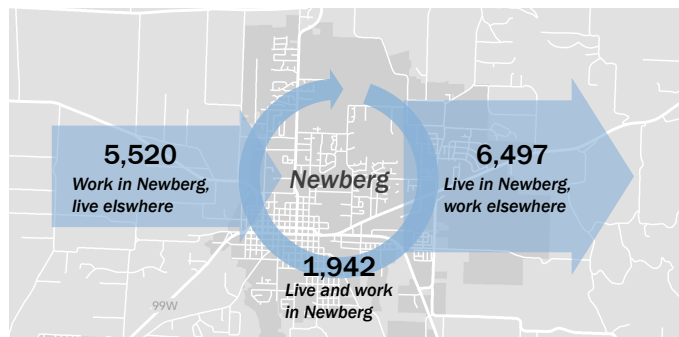
**14.9%**  
Yamhill Co.

**11.9%**  
Oregon

## COMMUTING CHARACTERISTICS

### EMPLOYMENT INFLOW AND OUTFLOW, 2012

Source: US Census OntheMap Data, 2012



**The majority of Newberg residents work outside of the City.**

Only 23 percent of Newberg's residents both live and work in the community.

### PERCENT OF NEWBERG RESIDENTS THAT WORK OUTSIDE THE CITY, 2013

Source: US Census OntheMap Data, 2012

**9.7%**

commute to  
Portland

**6.0%**

commute to  
Tigard

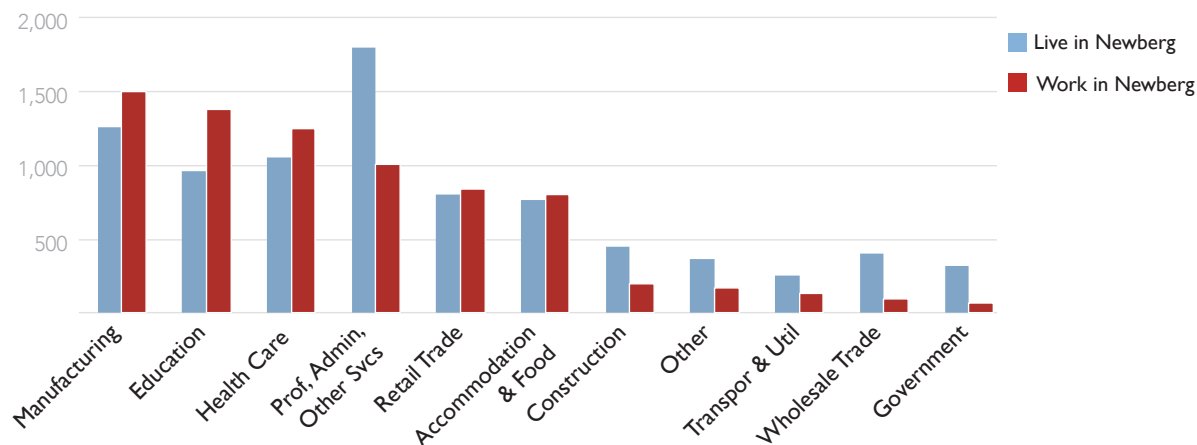
**5.8%**

commute to  
Tualatin

**The majority of Newberg's residents who work outside of Newberg commute to the Portland Metropolitan Area.**

### JOBS BY INDUSTRY FOR WORKERS EMPLOYED IN NEWBERG AND WORKERS WHO LIVE IN NEWBERG, 2012

Source: US Census OntheMap Data, 2012



**Disparities exist between people who live in Newberg and people who work in Newberg.**

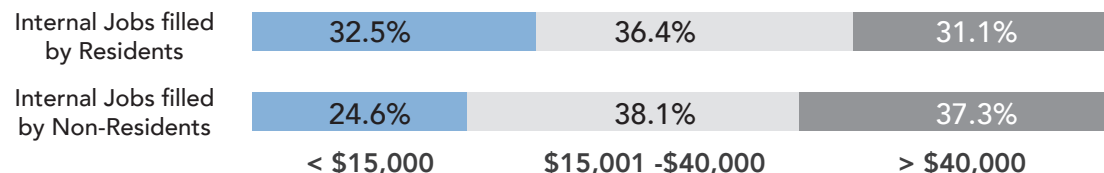
Residents who live in Newberg (blue) are more likely to work in the service sector than those who work in Newberg but are not residents (red). In addition, those who commute outside of Newberg tend to work in high paying sectors such as professional, administration, and other services.

## WORKFORCE AND INDUSTRY CHARACTERISTICS

**Disparities exist between people who live in Newberg and people who work in Newberg.**

### ANNUAL INCOME DISTRIBUTION FOR WORKERS EMPLOYED IN NEWBERG, 2012

Source: U.S. Census OntheMap Data, 2012



**The majority of businesses in Newberg are small.**

97 percent of all firms in Newberg employ less than 950 people.

### AVERAGE NUMBER OF WORKERS PER FIRM, 2013

Source: Quarterly Census of Employment and Wages, 2013

**12.3**  
Newberg

**11.3**  
Yamhill Co.

**7.3**  
Dundee

**Newberg has almost twice as many jobs in manufacturing relative to the nation.**

### PERCENT OF JOBS IN MANUFACTURING, 2013

Source: Quarterly Census of Employment and Wages, 2013; US Bureau of Labor Statistics, 2013

**21.1%**  
Newberg

**23.0%**  
Yamhill Co.

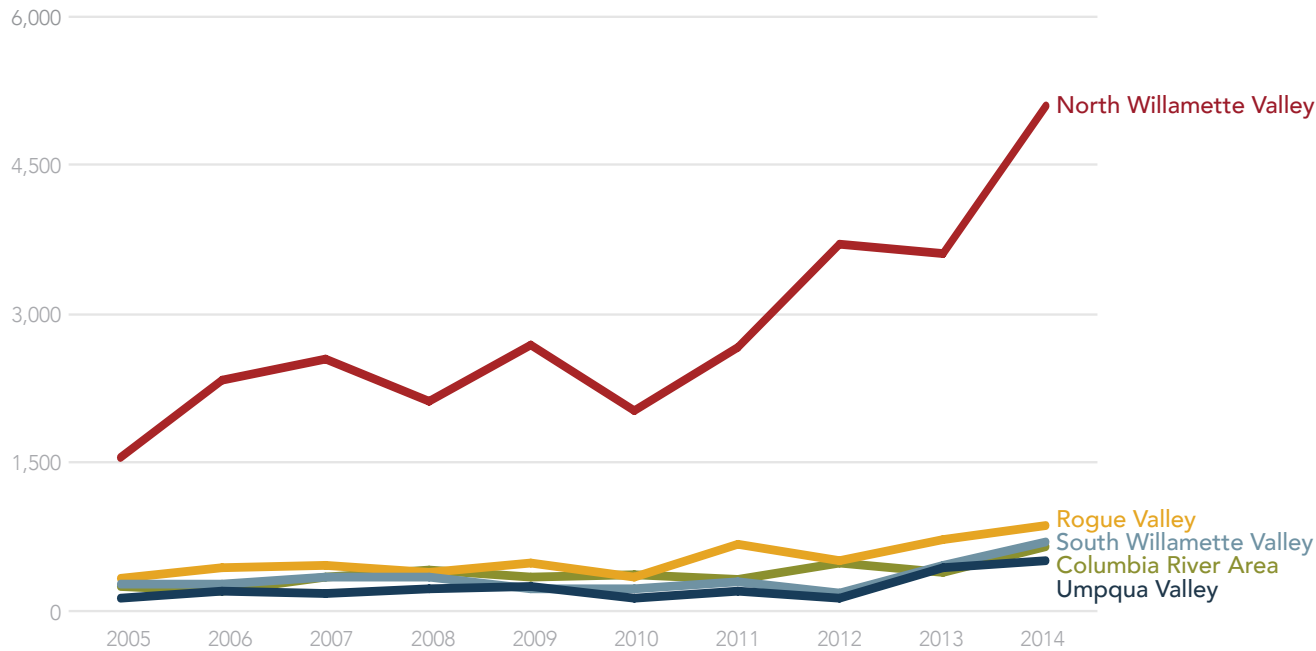
**12.4%**  
Oregon

**10.6%**  
United States

## WINE INDUSTRY CHARACTERISTICS

### REGIONAL GRAPE PRODUCTION IN TONS, 2005-2014

Source: Southern Oregon University Reserach Center 2014 Oregon and Winery Census Report, 2013-2014; USDA National Agricultural Statistics Service, 2005-2012



**Newberg and Yamhill County lie at the heart of Oregon's most productive wine region, the North Willamette Valley.** Yamhill County is home to a third of the state's vineyards, and 40 percent of the states wineries. Thirty percent of the wine produced in the state comes from Yamhill County.

### GRAPE PRICE PER TON FOR OREGON'S 5 MOST EXPENSIVE VARIETALS, 2014

Source: Southern Oregon University Reserach Center 2014 Oregon and Winery Census Report, 2013-2014

**\$2,518**

**Pinot Noir**

**\$2,399**

**Cabernet Sauvignon**

**\$2,345**

**Syrah**

**\$2,225**

**Cabernet Franc**

**\$2,084**

**Tempranillo**

**In terms of total production and price per ton, Pinot Noir is the most valuable wine varietal produced in Oregon.** Approximately 36 percent of the state's Pinot is grown and bottled in Yamhill County. Yamhill County, with Newberg at its epicenter, also has more wine industry jobs, wages, and total economic impact than any other county in the state.