# 2019 City of Paso Robles ECONOMIC PROFILE





WITH SUPPORT FROM THE CITY OF PASO ROBLES



PREPARED BY THE PASO ROBLES CHAMBER OF COMMERCE

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Halter Ranch Hospitality Center.

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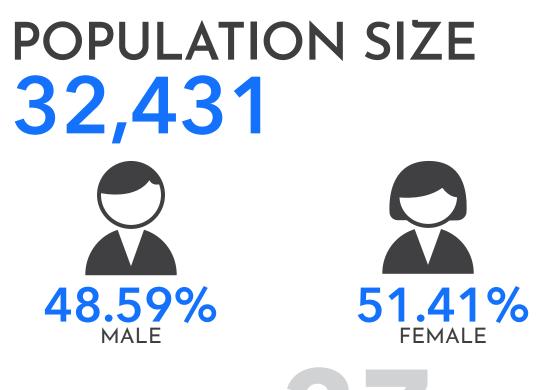
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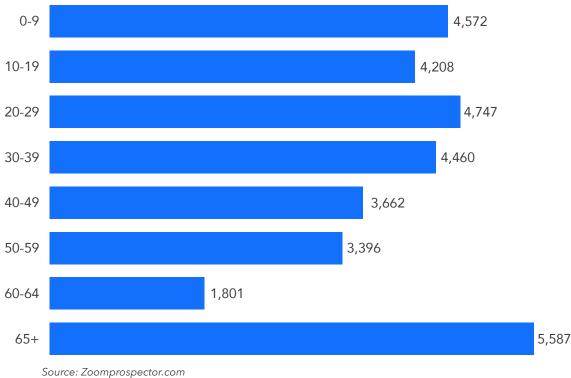
# POPULATION

- + Population Size
- + Median Age
- + Population by Age



## MEDIAN AGE:

## POPULATION BY AGE



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# **BUSINESS CLIMATE**

- + Taxes, Permits, and Fees
- + Taxable Sales
- + Development Impact Fees
- + Community Impressions
- + Level and Quality of Community Services

# Faxes include Sales Tax, Use Tax, Transient Occupancy Tax and Paso Robles Tourism Improvement District Tax

TAXES PERMITS AND FEES

The combined sales tax rate for Paso Robles, CA is...

7.75%

Sales and Use Tax revenue in fiscal year 2017-2018 was...

\$15,393,096

**Transient Occupancy Tax (TOT)** 

10%

During the 2017-2018 fiscal year, the City received \$5.6 million in transient occupancy tax revenue.

Paso Robles Tourism Improvement District (PRTID)

2%

Source: City of Paso Robles

## TAXABLE SALES

Taxable sales typically grow year over year.

2010	\$685,640
2011	\$747,060
2012	\$780,559
2013	\$809,847
2014	\$864,567
2015	\$929,358
2016	\$972,564
2017	\$1,023,553
2018	\$1,076,271

Source: State Board of Equalization, California Department of Taxes and Fees Administration, State Controller's Office, The HdL Companies

# DEVELOPMENT IMPACT FEES (2019)

Table includes fees for Sub Area C. Fees for Sub Area A and B are typically lower.

Construction Type	Transportation	Police	Fire	General Governmental	Parks and Recreation	Library	Total
Single Family-Residential	\$9,983	\$85	\$1,152	\$3,338	\$3,264	\$1,077	\$18,899
Multiple Family- Residential	\$6,880	\$99	\$1,152	\$3,338	\$3,264	\$1,077	\$15,810
Commercial Lodging Motel/Hotel	\$2,502	\$101	\$476	\$99	No Fee	No Fee	\$3,178
RV Parks & Campgrounds	\$2,502	\$101	\$476	\$99	No Fee	No Fee	\$3,178
Commercial per sf	\$11.63	\$0.13	\$0.42	\$1.21	No Fee	No Fee	\$13.39
Light Industrial per sf	\$2.33	\$0.03	\$0.23	\$0.66	No Fee	No Fee	\$3.25
Heavy Industrial per sf	\$0.92	\$0.03	\$0.23	\$0.66	No Fee	No Fee	\$1.84

#### UTILITY CONNECTION FEES

All Type of Development	Water Connection Fees	Water Meter	3/4″	1″	1.5″	2″
Meter Size		Install meter only	\$179	\$219	\$1,290	\$1,336
3/4″	\$19,066	,				·
1″	\$31,840	Tie into water main	Based	on labor	, equipm	ent
1.5″	\$63,490		and parts			
2″	\$101,622					
3″	\$190,660					
4″	\$317,830					
6″	\$635,470					
8″	\$1,016,790					
10″	\$1,461,788					

Type of Development	Wastewater Facility Fees			
Residential Charges - Per Unit				
Single Family Residence	\$8,093	(including Condominiums, Mobile Home, Pre-fabricated Homes)		
Multi-Family Residence	Now considered "Non-Residential" (see below)			
Non-Residential - All Types	Based on Water Meter Size			
3/4"	\$8,093			
1 "	\$13,515			
1.5″	\$26,948			
2″	\$43,134			
3″	\$80,926			

Non-Residential accounts requiring water meters larger than 3-inches will be based on plumbing fixture requirements of the most current edition of the California Plumbing Code and the wastewater generation factors in the most current edition of Metcalf & Eddy's Wastewater Engineering per Resolution 11-133.

Source: City of Paso Robles

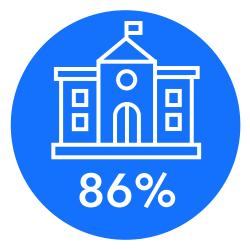
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# COMMUNITY IMPRESSIONS

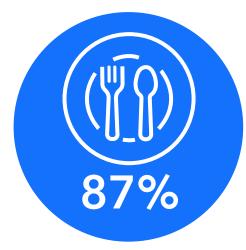
The Chamber of Commerce conducted a business and resident survey in late 2018 and here is what was found:



...of surveyed residents said they would recommend Paso Robles as a place to live.



...of surveyed residents said the local government was business friendly.



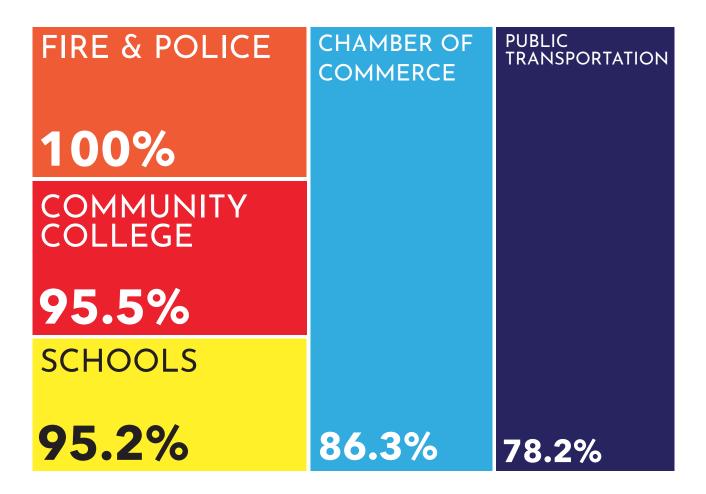
...of surveyed residents said they prefer to eat at restaurants in Paso Robles rather than travel out of town.



...of surveyed residents said quality of life is a strength for businesses in Paso Robles.

## LEVEL AND QUALITY OF COMMUNITY SERVICES

The following services were rated by residents as a part of the 2018 Resident Survey. The following percentages represent the residents who rated the services as adequate or better (3,4, or 5).



# ECONOMIC CONDITIONS

- + New Businesses
- + Rentable Space
- + Vacancy Rates
- + Rents Per Square Foot
- + Building Permits

# **NEW BUSINESSES**

#### NEW BUSINESSES BY YEAR

Year	<b>Business Started</b>	Business Closed
2018	176	82
2017	188	129
2016	192	118
2015	204	117
2014	188	138
2013	182	145
2012	212	150
2011	217	155
2010	154	135
AVERAGE	190	130

Source: City of Paso Robles



Touch of Paso Restaurant has been in business since 1987.

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#### NEW BUSINESSES BY SECTOR

#### RETAIL

Year	Business Started	Business Closed
2018	16	7
2017	18	11
2016	21	13
2015	22	11
2014	16	18
2013	30	17
2012	25	22
2011	24	14
2010	19	15
AVERAGE	21	14

The number of retail businesses started per year is typically greater than the number that close.

#### MANUFACTURING/INDUSTRIAL

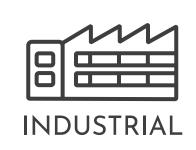
Year	Business Started	Business Closed
2018	4	1
2017	3	2
2016	1	3
2015	3	1
2014	1	2
2013	4	4
2012	3	2
2011	4	2
2010	2	1
AVERAGE	3	2

#### SHORT TERM RENTALS

Year	Business Started	Business Closed
2018	93	25
2017	86	21
2016	65	19
2015	50	7
2014	18	5
2013	22	5
2012	12	3
2011	9	0
2010	8	3
AVERAGE	40	10

Source: City of Paso Robles







## TOTAL RENTABLE SPACE BY TYPE AS OF MAY 2019...

1,340,224 sf 2,971,174 sf 4,390,689 sf

## VACANCY RATES BY TYPE

4.2%

4.7%

SPECIALIZED INDUSTRIAL 5.7%

LOGISTICS

FLEX 4.9%

Source: CoStar (Provided by Pacifica Commercial Realty (May 1, 2019) - report includes the North 101 Corridor which includes Santa Margarita to San Miguel) 16 | Paso Robles Chamber of Commerce 2.6%

POWER CENTER

2.9%

NEIGHBORHOOD CENTER

3.3%

STRIP CENTER

5.1%

GENERAL RETAIL

1.5%

other **14.6%** 

## RENTS PER SOUARE FOOT AS OF MAY 2019

OFFICE

INDUSTRIAL

RETAIL



**\* \* \*** \$1.63/sf/mo

★★★ \$2.02/sf/mo

 $\begin{array}{c} \star \star \star \star - \\ \star \star \star \star \star \star \\ \$ 2.36/sf/mo \end{array}$ 



AVERAGE
\$0.91/sf/mo

SPECIALIZED INDUSTRIAL \$0.92/sf/mo

LOGISTICS **\$0.89/sf/mo** 

FLEX **\$0.94/sf/mo** 



AVERAGE \$1.68/sf/mo

POWER CENTER \$2.35/sf/mo

NEIGHBORHOOD CENTER

\$1.79/sf/mo

STRIP CENTER
\$1.47/sf/mo

GENERAL RETAIL

RESTAURANT
\$2.00/sf/mo

Source: CoStar (Provided by Pacifica Commercial Realty (May 1, 2019) - report includes the North 101 Corridor which includes Santa Margarita to San Miguel)

### PERMITS ISSUED BY TYPE

#### RESIDENTIAL/COMMERCIAL/INDUSTRIAL (2018)

Month	SFR Units	2 <sup>nd</sup> Units	MF UNITS	Total Units Res	Residential Valuation	New Commercial/ Ind sf	Commercial/ Ind Valuation
January	2	0	0	2	\$861,267.41	2,405	\$485,000.00
February	2	1	1	4	\$574,094	17,793	\$5,990,000.00
March	1	0	0	1	\$484,120.32	8,929	\$1,570,100.00
April	0	1	0	1	\$210,000.00	4,993	\$7,485,291.00
May	1	2	0	3	\$425,493.34	25,700	\$2,982,000.00
June	2	1	0	3	\$710,000.00	1,920	\$454,097.00
July	4	0	2	6	\$1,534,800.00	58,860	\$5,308,180.00
August	0	0	7	7	\$40,000.00	20,622	\$5,091,210.00
September	0	1	3	4	\$270,000.00	113,114	\$8,087,287.00
October	1	1	0	2	\$475,000.00	1,395	\$1,203,308.00
November	0	1	75	76	\$11,424,894.10	24,584	\$2,682,909.00
December	0	0	2	2	\$29,390.00	4,958	\$534,000.00
TOTAL	13	8	90	111	\$17,039,059.81	285,273	\$41,873,382.00

#### ALL

Month	Total Number of Permits	Total Valuation	Inspections
January	50	\$1,834,825.41	285
February	46	\$9,406,413.24	250
March	66	\$3,583,033.32	206
April	40	\$7,971,789.78	268
Мау	88	\$4,156,981.34	277
June	52	\$1,854,107.68	226
July	79	\$7,512,048.28	239
August	97	\$6,582,485.28	298
September	95	\$9,121,851.24	276
October	98	\$2,446,370.00	277
November	104	\$15,705,187.98	340
December	74	\$1,532,492.00	310
TOTAL		\$71,707,584.55	3,352

90 multifamily residential units were issued permits in 2018. 285k square feet of new commercial/industrial space was improved in 2018.

Source: City of Paso Robles

# LABOR FORCE

- + Employment by Occupation and Workforce
- + Industry Profile
- + Wages and Commuter Characteristics
- + Household Wages
- + Unemployment





(employed population 16 years and older)

Source: U.S. Census Bureau ACS



Paso Robles Fire Station #1.

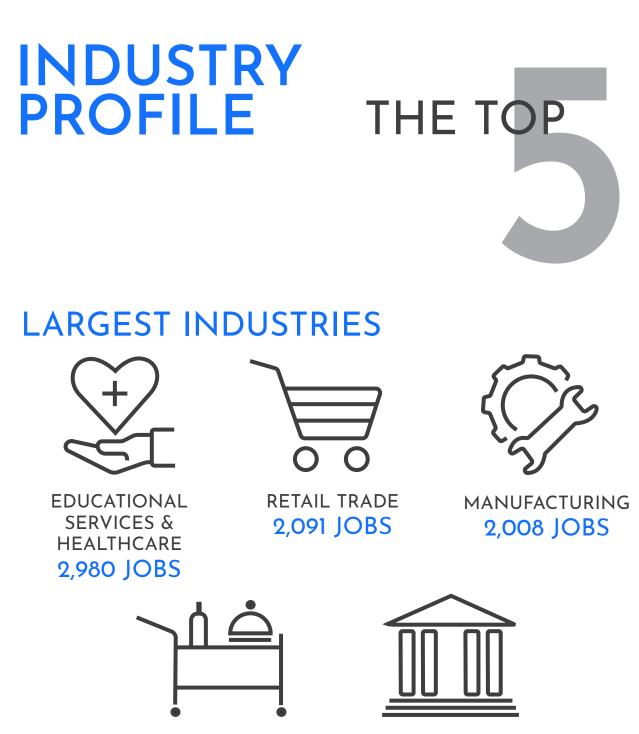
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# EMPLOYMENT BY OCCUPATION

The most common job groups are Office and Administrative Support Occupations (1, 852 people), Sales and Related Occupations (1,753 people), and Management Occupations (1,586 people).

Source: DATA USA





ACCOMMODATION PUBLIC & FOOD SERVICE ADMINISTRATION 1,969 JOBS 1,215 JOBS

Source: U.S. Census Bureau ACS



Fish Gaucho, California Mexican and Tequila Bar.

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#### NORTH COUNTY TOP 5 GROWTH INDUSTRIES (2013-2018)



MANAGEMENT OF COMPANIES & ENTERPRISES



PUBLIC ADMINISTRATION 9.7%



OIL & GAS EXTRACTION 5.6%

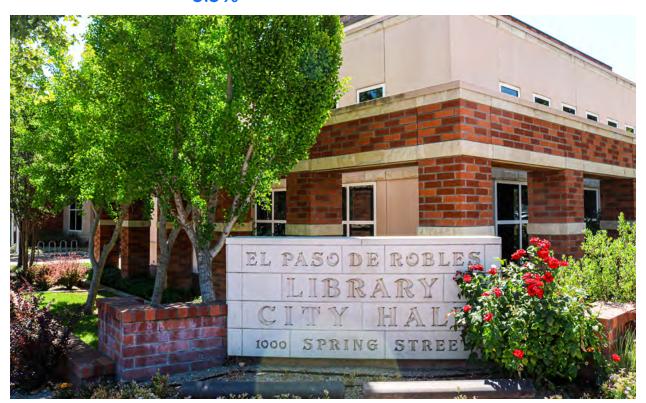




HEALTH CARE & SOCIAL ASSISTANCE 5.5%



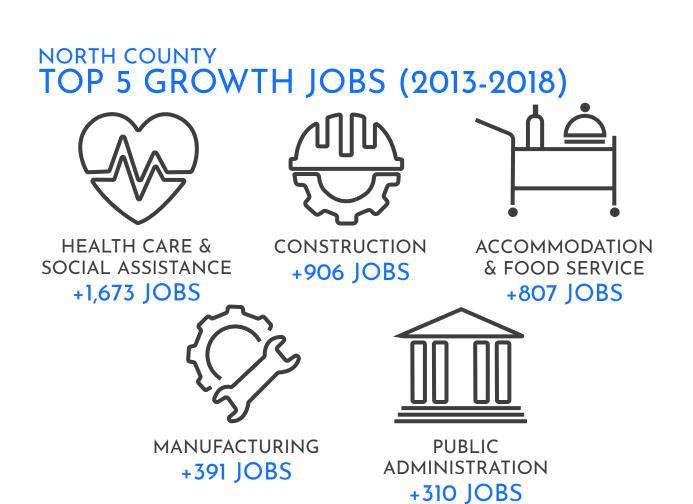
INFORMATION 5.3%



Paso Robles Library City Hall.

Source: Industries and Occupations of the North San Luis Obispo County Area, San Luis Obispo County, and California (Workforce Development Board), August 2018

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Retail/Commercial construction on Dallons Drive.

## NORTH COUNTY TOP 5 HIGHEST SALARIES BY INDUSTRY







UTILITIES **\$136,000** 

FINANCE & INSURANCE \$78,451

OIL & GAS EXTRACTION **\$70,046** 



MANAGEMENT OF COMPANIES & ENTERPRISES \$67,767



Arciero Office Building.

Source: Industries and Occupations of the North San Luis Obispo County Area, San Luis Obispo County, and California (Workforce Development Board), August 2018

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#### NORTH COUNTY TOP 5 HIGHEST WAGE OCCUPATIONS





LEGAL **\$91,400** 



HEALTHCARE PRACTITIONERS & TECHNICAL \$90,000



COMPUTER & MATHEMATICAL \$84,500



BUSINESS & FINANCIAL OPERATIONS \$75,300



Source: Industries and Occupations of the North San Luis Obispo County Area, San Luis Obispo County, and California (Workforce Development Board), August 2018

Dr. Brent Wells, Optometric Care Associates.

# WAGES AND COMMUTER CHARACTERISTICS

#### MEDIAN HOUSEHOLD INCOME IN PASO ROBLES (2018)



Source: City-data.com

#### CHANGE IN MEDIAN HOUSEHOLD INCOME BETWEEN 2000 AND 2016



Source: City-data.com

Paso Robles median household income grew at a higher rate as compared to the State from 2000 to 2016.



Hotel Cheval Pony Club Patio.

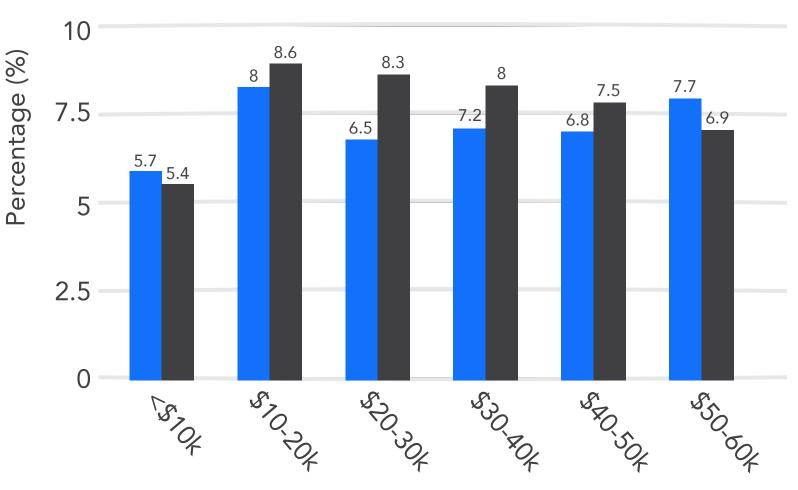
AGGREGATE HOUSEHOLD INCOME IN PASO ROBLES (2016) \$3,491,870,393

COMMUTER CHARACTERISTICS Mean travel time to work (commute) **23.6 MINUTES** 

Source: City-data.com

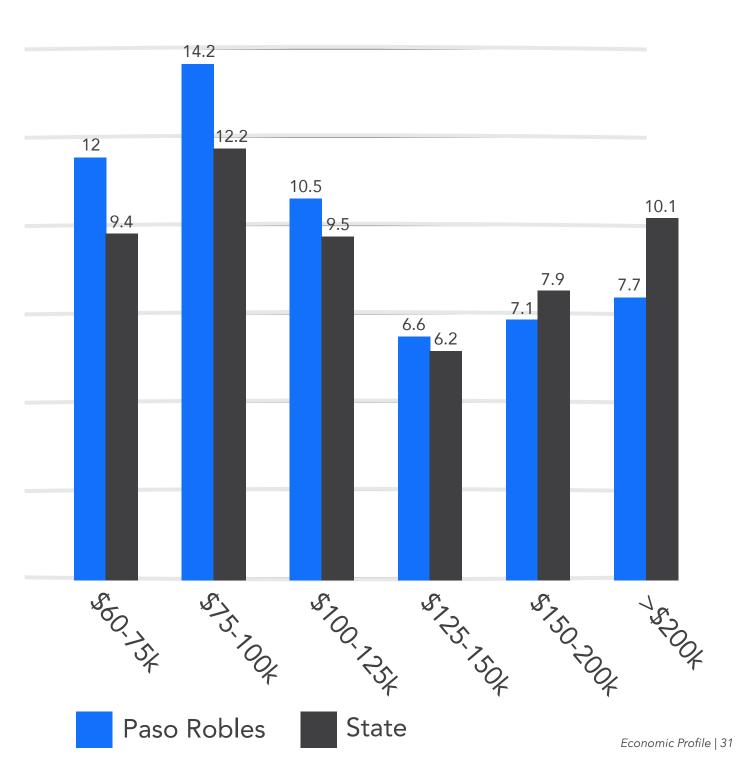
# HOUSEHOLD WAGES (2016)

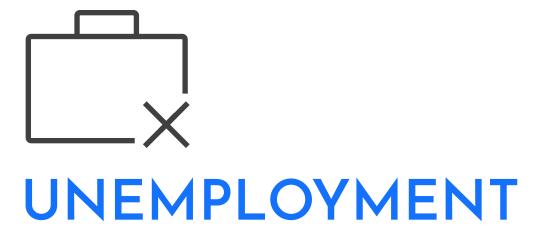




Source: City-data.com

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IN JUNE 2019...

4.1%

Unemployment for California was 4.1%. 3.7%

Unemployment for the nation was 3.7%.

3.0%

3.0%

Unemployment rate in San Luis Obispo County was 3.0% in April 2019.

Paso Robles unemployment rate is lower than the California and national percentage.

Unemployment

rate for Paso Robles

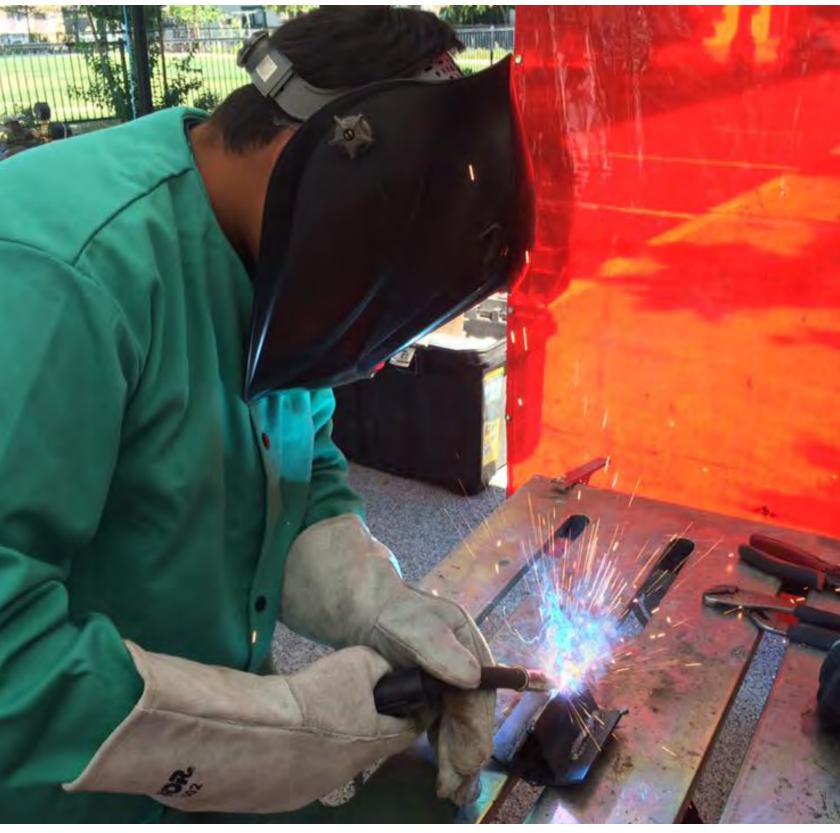
was 3.0%.

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Source: LaborMarketInfo.edd.ca.gov

# EDUCATION

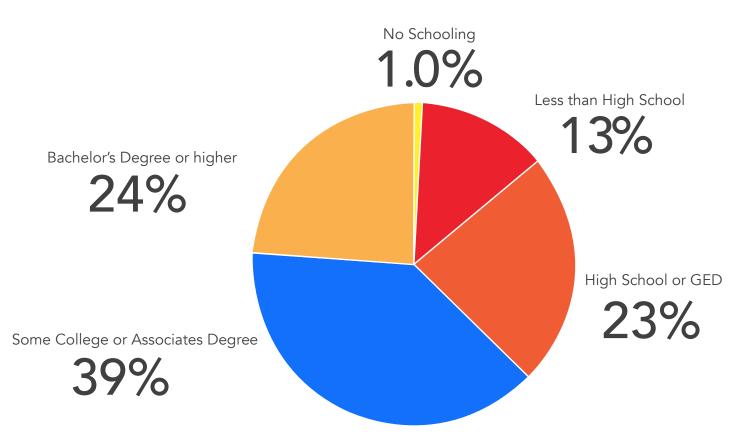
- + Educational Attainment
- + Students by Institution
- + College and Career



Paso Robles High School Welding Technology student in action. Source for Photo: Paso Robles High School Welding Technology 34 | Paso Robles Chamber of Commerce

# EDUCATIONAL ATTAINMENT

In Paso Robles, 63% of residents have received some college experience or higher. 13% of the population have not completed high school.



Source: Towncharts.com



Cal Poly Class of 2019.

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# 68.3% of students are college and career ready. The state average is 42.2%.



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## STUDENTS BY INSTITUTION

#### ELEMENTARY SCHOOLS

Name	Address	Enrollment	Grade Span
Bauer/Speck Elementary School	401 17 <sup>th</sup> Street	326	K-5
Cappy Culver Elementary School	11011 Heritage Ranch Loop Road	77	K-6
Georgia Brown Elementary School	525 36 <sup>th</sup> Street	313	K-5
Kermit King Elementary School	700 Schoolhouse Circle	259	K-5
Paso Robles Independent Study Center School	504 28 <sup>th</sup> Street	94	K-8
Pat Butler Elementary School	700 Nicklaus Street	294	K-5
Virginia Peterson Elementary School	2501 Beechwood Drive	318	K-5
Winifred Pifer Elementary School	1350 Creston Road	315	K-5

Source: City-data.com



Bauer/Speck Elementary School children. Source for Photo: Paso Robles Joint Unified School District

#### MIDDLE SCHOOLS

Name	Address	Enrollment	Grade Span
Daniel Lewis Middle School	900 Creston Road	724	6-8
George H. Flamson	655 24 <sup>th</sup> Street	672	6-8
Paso Robles Independent Study Center School	504 28 <sup>th</sup> Street	94	K-8
Phillips-Freedom Community Day School	4725 River Grove Drive	18	7-12

#### HIGH SCHOOLS AND MORE

Name	Address	Enrollment	Grade Span
Independence High School	812 Niblick Road	60	9-12
Liberty High (Continuation) School	810 Niblick Road	37	9-12
Paso Robles Adult School	810 Niblick Road	-	-
Paso Robles High School	801 Niblick Road	1,400	9-12
Phillips-Freedom Community Day School	4725 River Grove Drive	18	7-12

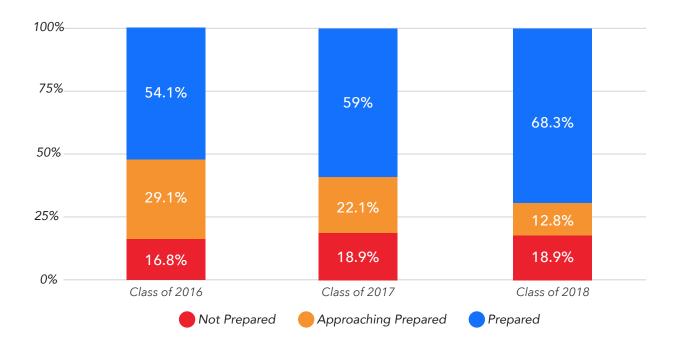
Source: City-data.com



Paso Robles High School students. Source for Photo: Paso Robles Joint Unified School District

## COLLEGE AND CAREER

In Paso Robles, the percentage of students qualifying as college and career ready is increasing. In just three years, the number of prepared students increased 14%. This chart shows the percentage of students per year that are categorized by Not Prepared, Approaching Prepared, and Prepared.



## CUESTA COLLEGE NORTH COUNTY CAMPUS

## 42,000 STUDENTS

On average *2,200* students attend classes each semester.

160 COURSES

Approximately 160 courses are offered each semester.

Source: CASchoolDashboard.org

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# HOUSING

- + Housing Inventory
- + Home Prices
- + Median Rent
- + Average Monthly Inventory



### HOUSING INVENTORY

Houses: 12, 391 (11,802 occupied)

Source: U.S. Census Bureau ACS

#### HOME PRICES Average home price in the sphere of influence is \$510k

Source: Fred Bruen, REMAX, July 2019

## MEDIAN RENT

Median rent as of April 2019: \$1,688

Source: RentJungle.com

## AVERAGE MONTHLY FOR SALE INVENTORY

Average of 389 available homes on any given day.

Source: City-data.com

Approximately 1,500 homes sold in 2018.

Source: U.S. Census Bureau ACS

# QUALITY OF LIFE

- + Cost of Living
- + Crime Rates
- + Entertainment

# **QUALITY OF LIFE**



Paso Robles Airport.

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#### AIRPORT WEATHER Paso Robles has the best flying weather on the central coast.

#### CULTURAL AND **RECREATIONAL ACTIVITIES**

Recreation Services offer a variety of classes, camps, lessons, and leagues for youth and adults with over 200 recreation options to meet all areas of interest.



#### PARKS AND OTHER NATURAL AMENITIES

Hot sulfur springs flow through Paso Robles and are open to the public in two locations: River Oak Hot Springs Spa and Franklin Hot Springs.



Source: Paso Robles Bicycle & Pedestrian Master Bike Plan, 2018 and BikeMap.net

Centennial Park.

## COST OF LIVING



City of Paso Robles looking south.

The following cost of living indices are based on a US average of 100. An amount below 100 means Paso Robles is cheaper than the US average. A cost of living index above 100 means Paso Robles is more expensive.

149.3

Overall Cost of Living in Paso Robles

168.6

Overall Cost of Living in California

88.6%

The Cost of Living in Paso Robles is **88.6%** of the California Average.

Source: BestPlaces.net

COST OF LIVING	PASO ROBLES	CA	% OF CA AVG.
GROCERY	107.8	107.2	100.6%
HEALTH	87.9	92.8	94.7%
HOUSING	263.4	293.1	89.9%
MEDIAN HOME COST (2018)	\$498, 600	\$548,600	90.9%
UTILITIES	110.01	102.4	107.8%
TRANSPORTATION	95.4	146.5	65.1%

Source: BestPlaces.net

CRIME RATES CRIMES BY TYPE (2017)
THEFTS
BURGLARIES
AUTO THEFTS
ASSAULTS
ROBBERIES
PROPERTY CRIME
SEXUAL ASSAULT

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#### Crime index in 2017 for Paso Robles: 162, U.S. Average: 280. This means that Paso Robles is a safer place as compared to many U.S. cities.

#### CRIME RATES: NON-VIOLENT

Property crime rate in 2017 Paso Robles: 220, U.S. Average: 206.

A majority of crimes committed in Paso Robles are non-violent.

#### CRIME RATES: VIOLENT

Violent crime rate in 2017 Paso Robles: 58, U.S. Average: 214.

The rate of violent crimes is significantly lower than the U.S. Average.

Source: City-data.com



Source for Photo: Paso Robles Daily News Public Safety Center.

# ENTERTAINMENT

#### WINE

Paso Robles is the 3rd largest wine region in California. The Paso Robles American Viticulture Appellation is home to more than 200 wineries and 40, 000 vineyard acres focusing on premium wine production.

The San Luis Obispo County wine region attracts over 1.2 million tourists annually. The economic impact of wine and wine grapes in Paso Robles is estimated at \$1.467 billion annually.

Paso Robles was awarded Sunset magazine's pick for Best Wine Country Town in 2016. 95% of wineries are family owned.

#### CRAFT BEVERAGES

Firestone Walker Brewing Company was founded in Santa Barbara County in 1996 by David Walker and his brother-in-law Adam Firestone. Five years later, after growing out of their original brewery, they relocated to the city of Paso Robles. In Paso Robles, Firestone Walker found it all–welcoming small-town community; a city that understands business; a talented work force; excellent year-round weather; and a bias for artisanal wine, beer, and food.

Paso Robles businesses have crafted over 340 beverages from: 9 breweries who created 247 brews, 9 distilleries producing 60 spirits, 2 cideries producing 11 ciders and 2 coffee roasters producing 25 roasts.

#### PASO ROBLES HORSE PARK

The Paso Robles Horse Park is a state of the art equestrian competition and event facility located on the California Central Coast halfway between Los Angeles and San Francisco. Events hosted at the facility and activities supported by the work of the Park Foundation lend to unique opportunities to support the Park's mission to promote accessibility to equestrian activities while raising funds to support handicapped and underprivileged children.

Source:PasoRoblesHorsePark.com

#### THE RAVINE WATERPARK

The Ravine Waterpark offers a collection of waterslides and attractions for all ages. In the middle of vineyards and wineries, with two golf courses just down the road, the location is ideal for families that want to accommodate a range of activities.

Cool off by jumping into the park's 175,000 gallon Calypso Bay wave pool or relax on the park's endless lazy river. Thrill-seekers can climb a five story tower to drop straight down on Kamikaze or plunge into a giant bowl on Vertigo. Each year, they add more attractions and events.

Source: UltimateWaterpark.com and RavineWaterpark.com

#### MAJOR EVENTS

- » During the summer months the REC foundation hosts a free concert series on Thursday nights in the city park.
- » The California Mid-state Fair draws more than 400, 000 attendees annually injecting \$80 million into the local economy. Known for showcasing big-name bands such as Aerosmith, Tim McGraw, Rod Stewart, Alan Jackson and Fergie, the fair has been in existence since 1946.
- » The Paso Robles Wine Festival is a main attraction for locals and wine enthusiasts.

#### PADEREWSKI FESTIVAL

The Paderewski Festival is a four-day music festival held annually in November celebrating Paso Robles' rich heritage and its most famous resident Ignacy Jan Paderewski - virtuoso pianist, composer, international politician, local landowner, grower and winemaker. Concerts featuring world renown talent, exhibits, lectures, master classes and film screenings are accompanied by wine tastings and tours of local vineyards. A youth piano competition, recital and student cultural exchange with Poland additionally honor Paderewski's legacy.

Source: PaderewskiFest.com

#### PIONEER DAY PARADE

It is free fun for the entire family. Bring your favorite lawn chairs, hats and sunscreen and plan on a memorable experience.

You can expect to see antique tractors, horse-drawn wagons, marching bands, mounted equestrian groups, youth groups, church groups, civic groups, floats, vintage cars, fire engines, military vehicles and more.

The Pioneer Day Committee also awards parade participants in 24 different categories including Sweepstakes, Judges Award, Marshal's Award, Queen's Award, Best Mounted Group, Best Marching Band, and Best Float.

Source: PasoRoblesPioneerDay.org



Paso Robles has an annual tradition of hosting a Free Community Pancake Breakfast in the park during the Mid-State Fair!



**39%** of total grapes planted are Cabernet Sauvignon



Firestone Walker's Parabola Imperial Stout was 31st in The Daily Meal's Worlds Best Beer of 2018 and 14th on America's Best Breweries of 2017.

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