WHERE WE ARE

Situated at the north end of the Sacramento Valley in Shasta County, Redding is located in the heart of UpState California, and known as the hub city for outdoor recreation and adventure of the Shasta Cascade region.

Redding is an easy two-hour drive north of Sacramento and three hours northeast of San Francisco on Interstate 5. Three other California highways (CA-44, CA-299, CA-273) also pass through Redding.

TRANSPORTATION

AIR Redding Municipal Airport is a full-service airport located seven minutes from downtown Redding and is served by United Express with daily flights from San Francisco.

AUTO Car rentals (Avis, Hertz, Budget, and Enterprise), taxi companies (Redding Yellow Cab, ABC Cab, Road Runner Taxi, and Sam’s VIP Taxi), and limousine services are available, as well as Uber and Lyft drivers.

BUS Greyhound Bus Lines provides scheduled service throughout the region. Also, the Redding Area Bus Authority (RABA), the local bus station, covers 71 square miles on 11 fixed routes in Redding and nearby communities of Shasta Lake and Anderson.

RAIL Amtrak’s Coast Starlight Train runs daily routes through Redding between Los Angeles and Seattle.

ACCOMMODATIONS

Redding’s 2,000+ rooms are offered for any budget and personality through full-service hotels, affordable inns, and bed & breakfasts.

More than 55,000 total square feet of indoor meeting and event space is available, which includes a convention center. Redding also has endless outdoor space with a vast variety of landscapes and scenic backdrops.

CLIMATE

Redding has a Mediterranean climate. Average summer temperatures range from a low of 64.7° to a high of 98.3°, and from 35.7° to 55.3° in the winter. Average annual precipitation is 33.3 inches, average humidity is 65.5 percent. Redding has an average of 321 days of sunshine per year.
EDUCATION & INDUSTRY

Redding has 41 elementary schools, eight middle schools, 15 high schools, and 11 charter and private schools.

For secondary education, Shasta College is a two-year community college, Simpson University is a four-year state accredited private university, Shasta Bible College is both an undergrad and graduate school, National University is a private university offering four-year and graduate degrees with classes designed for working adults.

Industry: Total civilian labor force in Shasta County is 74,700, 6.9% unemployment rate

Breakdown of top industries: Services (63%), Government (17%), Retail trade (12%), Construction & Mining (4%), Financial Activity (3%), Manufacturing (3%), Wholesale trade (2%), Transportation (2%), Agriculture (1%)