



CITY OF CALIMESA, CALIFORNIA

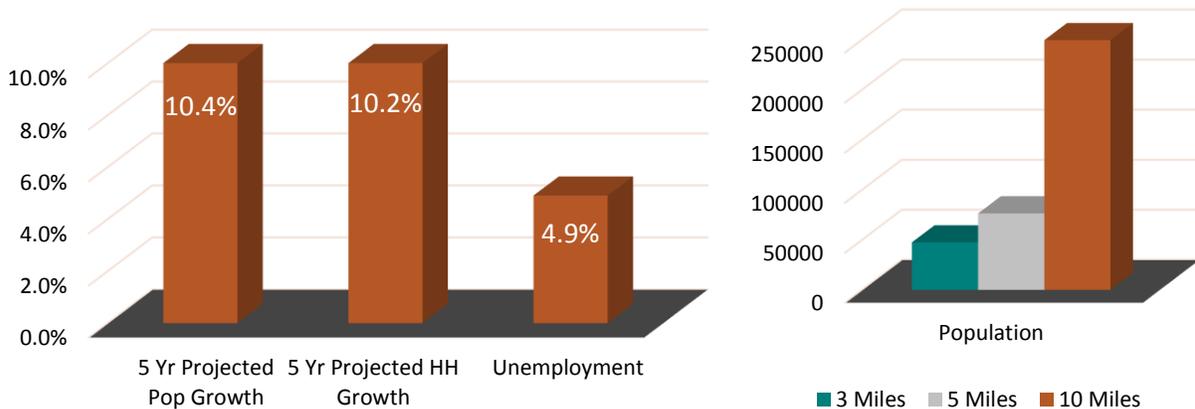
COMMUNITY PROFILE

THE COMMUNITY

The City of Calimesa, incorporated in 1990, is located in the foothills of the San Bernardino Mountains in the north-west region of Riverside County. A community that is dedicated to preserving its natural setting, wildlife corridors and recreational trail systems, Calimesa is “refreshingly above the fray.” Interstate 10 provides access through the San Geronio Pass and stretches through the center of the city, serving as a key transportation corridor to the desert communities and Arizona to the east and the Los Angeles Metropolitan area to the west. The City of Calimesa has a land area of nearly 15 square miles, with a population of 8,231. However, within a 3 and 5 mile radius resides a significant trade area of over 47,000 and over 76,000 people respectively. Additionally, four major residential subdivisions have been approved that when completed will more than double Calimesa’s current population. Pragmatic, purposeful, and preferred development leading to smart growth are only a few of the reasons to come “**Rise and Shine**” in Calimesa.

POSITIVE ATTRIBUTES

Below are just some of the positive attributes the City of Calimesa presents:

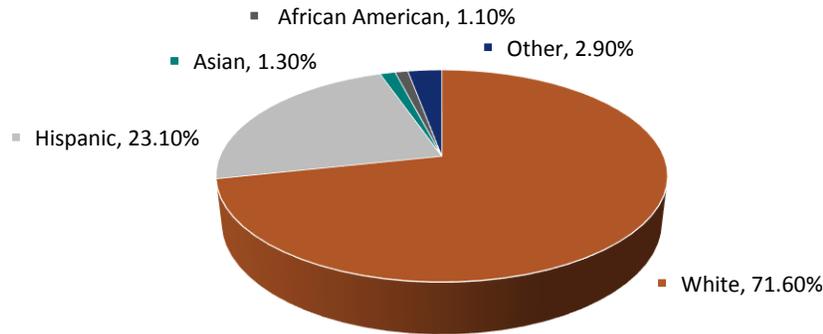


- Double digit projected population and household growth within the next 5 years.
- Unemployment rate below 5%.
- 3 mile, 5 mile, and 10 mile rings incorporate populations of over 47,300, 76,300, and 249,400 respectively.
- Calimesa has ample land for significant residential and commercial development.
- 85.6% of homes are owner occupied.
- Four major residential subdivisions are fully approved and development is underway to add over 8,000 new homes to the community.



DEMOGRAPHIC HIGHLIGHTS

- Population of 8,231
- Average age of 45.6
- Land area of 14.85 square miles
- 3,758 housing units
- 2.42 occupancy size per household
- 85.6% of homes are owner occupied
- Median household income of \$44,034
- 89.5% of Calimesa residents possess a high school degree or above
- 14.7% of Calimesa residents possess a bachelor's degree or above
- Average commute to work is 32 minutes
- Calimesa's ethnic breakdown: 71.6% White; 23.1% Hispanic; 1.3% Asian; 1.1% African American; 2.9% All Other



MARKET AREA

MARKET STATISTICS

- Labor Force of 3,300
- Per capita income of \$24,243
- Median household income of \$44,034

NATIONAL BRANDS--RETAILERS, RESTAURANTS & FINANCIAL INSTITUTIONS REPRESENTED IN THE MARKET

7 Eleven
Arco AM/PM
Bakers Drive In
Bank of America
Bob's Big Boy
Burger King

Carl's Jr.
Chase Bank
Citibank
Denny's
Dollar General
Fresh & Easy

Jack in the Box
McDonalds
Shell
Stater Bros
Taco Bell
Walgreens



INDUSTRY BREAKDOWN

Workers that reside in the City of Calimesa are employed within the following industries:

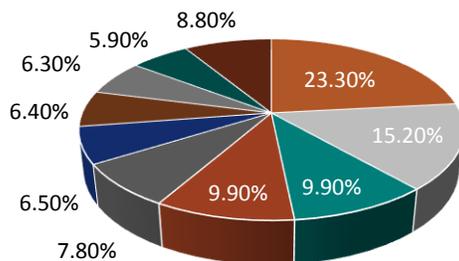
- 23.3% Education, Health Care, Social Assistance
- 15.2% Retail Trade
- 9.9% Construction
- 9.9% Professional, Scientific, Management, Administrative, Waste Management
- 7.8% Public Administration
- 6.5% Arts, Entertainment, Recreation, Accommodation, Food Services
- 6.4% Manufacturing
- 6.3% Transportation, Warehousing, Utilities
- 5.9% Finance, Insurance, Real Estate, Rental, Leasing

OCCUPATION BREAKDOWN

Residents of the City of Calimesa are employed in the following types of occupations:

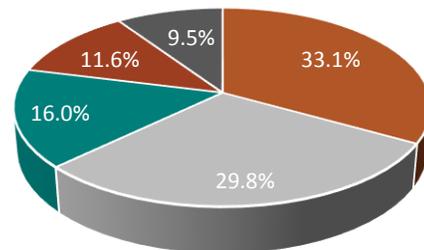
- 33.1% Management, Business, Science, and Arts
- 29.8% Sales & Office
- 16.0% Service
- 11.6% Production, Transportation, and Material Moving
- 9.5% Natural Resources, Construction, and Maintenance

Industry Breakdown



- Education, Health Care, Social Assistance
- Retail Trade
- Construction
- Professional, Scientific, Management, Administrative, Waste Management Service
- Public Administration
- Arts, Entertainment, Recreation, Accommodation, Food Services
- Manufacturing
- Transportation, Warehousing, Utilities
- Finance, Insurance, Real Estate, Rental, Leasing

Occupation Breakdown



- Management, Business, Science, and Arts
- Sales & Office
- Service
- Production, Transportation, and Material Moving
- Natural Resources, Construction, and Maintenance

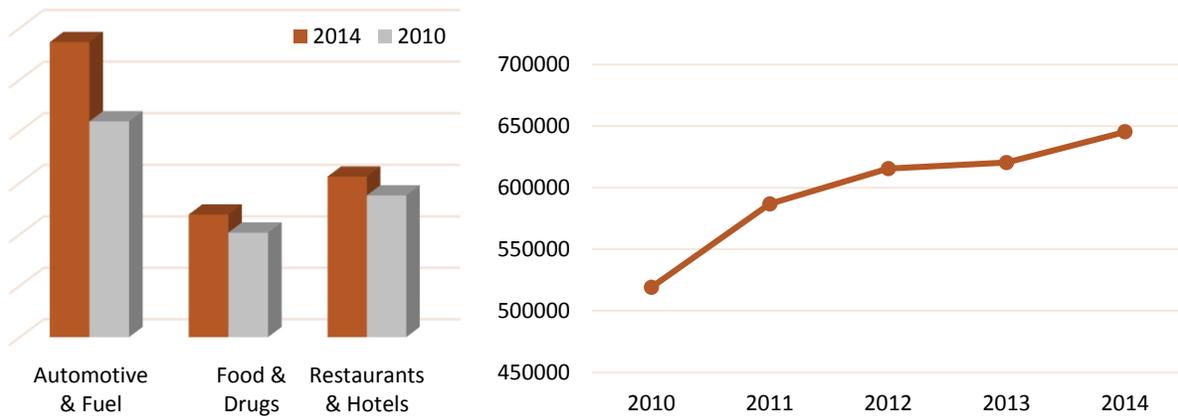


ECONOMIC INDICATORS

The City of Calimesa has an expanding local economy. Growing revenues, low unemployment, and a robust housing market are expected to continue to improve with development sector. New well-planned communities will allow Calimesa to maintain a superior quality of life, along with leading to new economic opportunities.

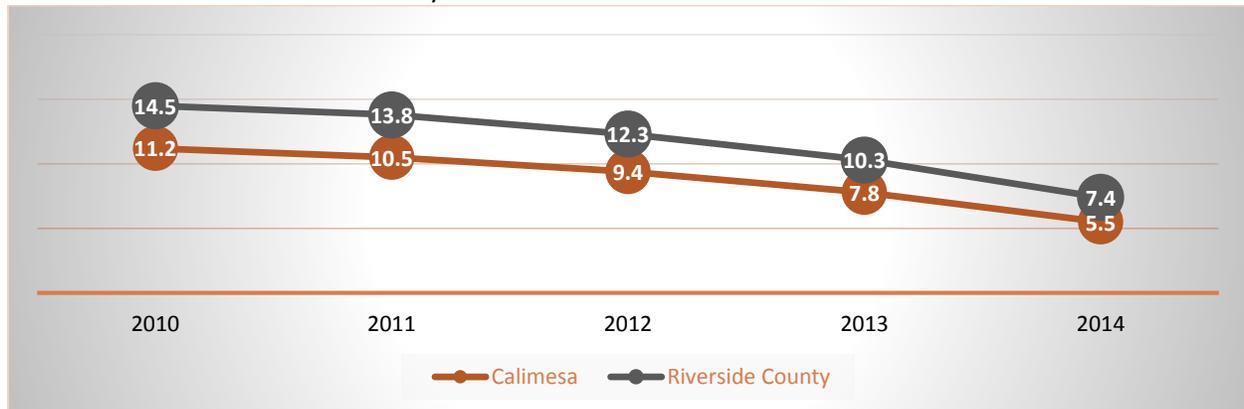
SALES TAX GROWTH

Calimesa's adjusted sales tax revenues increased a healthy 24% from calendar year 2010 to 2014 led by Automotive & Fuel, Food & Drugs and Restaurants & Hotels groups. In 2014, Calimesa's adjusted sales tax revenues increased 4% over the prior year, led by gains in the General Consumer Goods category.



EMPLOYMENT

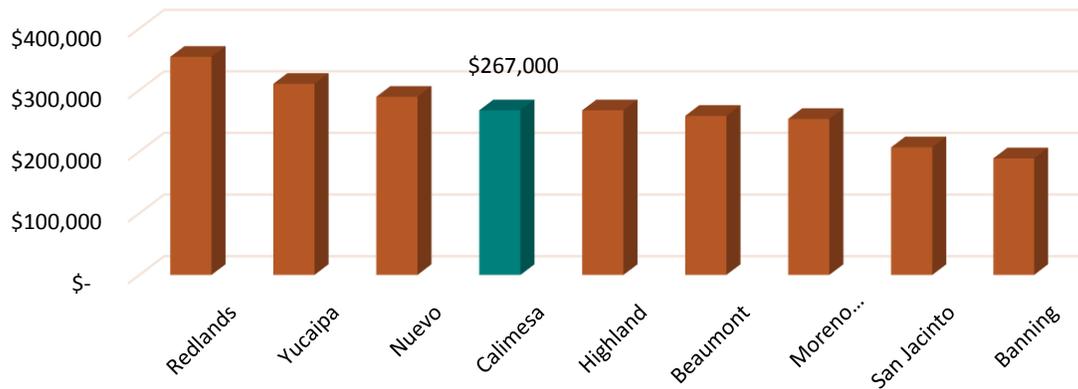
Calimesa's unemployment rate has declined over the last 4 years, going from 11.2% in 2010 to 5.5% in 2014. Currently the unemployment rate has reduced to under five percent at 4.6% earning the third lowest rate in all of Riverside County.





HOUSING MARKET

- Median home value in Calimesa is \$267,000, which is up 10.3% over the past year and is projected to increase by 6.5% over the next year.
- Calimesa’s median home value compares favorably with surrounding communities including:
 - Redlands \$354,000
 - Yucaipa \$310,000
 - Nuevo \$289,000
 - Calimesa \$267,000
 - Highland \$267,000
 - Beaumont \$258,000
 - Moreno Valley \$253,000
 - San Jacinto \$207,000
 - Banning \$189,000



IDEAL POTENTIAL CUSTOMERS

According to a consumer demand and market supply assessment, combined with a sales tax leakage report, Calimesa offers opportunities in the following businesses categories:

- Automotive Supply
- Discount Stores/General Merchandise
- Electronic/ Appliance
- Fast – Casual Restaurants
- Home Furnishings/Furniture
- Lumber/Building Materials
- Sporting Goods

CONTACT

For more information on the Calimesa marketplace, contact **Randy Anstine (City Manager)** at **(909) 795-9801**.

Note: Demographic and Community Data along with Market-Business Information was formulated from a number of sources including CA Department of Finance, U.S. Census, Southern California Area of Governments, Employment Development Department, American Community Survey, Zillow, City of Calimesa, Xspanresults, and HdL.