THE ECONOMIC ADVENTURE:

CITY MANAGERS UNLEASH THEIR SUPERPOWERS!

WEDNESDAY, FEBRUARY 7, 2024
3:45 P.M. TO 5:00 P.M.
Facts at a Glance

 Geography
 Land Area: 9.02 miles
 Persons per square mile: 6,374

 Demographics
 Population as of 2019: 66,726
 Growth rate for 2019: 1.7%

 Education
 Attainment (Age 25+)
 High school graduate or higher: 90.1%
 Some college or associates degree: 32.3%
 Bachelor’s degree or higher: 38%

 Workforce 16+
 (2019 EST.)
 Employment Status
 Civilian Employed: 64.59%
 Civilian Unemployed: 5.57%
 Not in labor force: 37.84%

 Class of Worker
 Blue Collar: 27.37%
 White Collar: 72.63%

 Quality of Life
 Annual Events:
 Easter Egg Hunt: Movies in the Park
 Summertime: National Night Out
 Concerts in the Park: Christmas Tree Lighting

 Housing Information
 (2019 EST.)
 Housing units (2019): 18,502
 Median value of owner-occupied units: $639,319
 Households: 18,881
 Owner occupied: 72.5%
 Renter occupied: 27.5%
 Income (2019 est.):
 Average household income: $112,665
 Median household income: $68,744

 Average travel time to work
 24 minutes

 Average Daily Trips
 One business or residential unit creates for multiple average daily trips.

 The Crossings will become a community destination featuring mixed living at its best, enjoying sustainable spaces within a city with diversity, culture and vibrancy infusing a new suburban-urban community with an emphasis on dining, shopping, entertaining, working and living.

 To learn more about Fountain Valley Crossings, please visit us at experiencecalr.com.
11 world class hotels generates over 28 million in annual hotel tax revenues provides over 3,500 full time jobs
GREAT WOLF LODGE

600 HOTEL ROOMS

6 RESTAURANTS

2-ACRE WATER PARK

CITY REVENUE $10M
NEW HOTEL DEVELOPMENTS

**Nickelodeon**

- *500* guest rooms
- Nickelodeon themed facilities
- ±17,715 square feet of ballroom/meeting space
- *600* seat theater (Nick Studio)
- *528* space underground parking garage (4 levels)
Garden Grove's Diverse Culinary Scene

Garden Grove is home to Michelin Star and James Beard Award Winning Restaurants.

Foods of Garden Grove
Garden Grove Business Resources...

1. Jobs 1st Loans ($50,000)
   Small business loan for job creation

2. Jobs 1st Grants ($25,000)
   Small business grants for job retention

3. Vehicle Rebate Program
   $500 Rebates for new vehicle

4. Workforce Development
   Employment Assistance
   Resume Support
   Apprenticeship Opportunities

5. Buy in Garden Grove (BIGG)
   Promote shop local initiatives Online Marketing portal

6. GG Ready
   Streamlined plan check
   Online permitting Virtual inspections

7. Foods of Garden Grove
   Dedicated website
   Instagram
   TikTok

8. Unreel with City Manager
   30s Reels
   City Highlights
City of Moreno Valley, CA

Moving at the Speed of Business
why morenovalley?

2nd largest city in Riverside County

21st largest city in California

51.3 square miles

214,196 Population 2024

20-mile radius population 2,440,083

4.31% annual growth rate

Inland Empire one of the fastest growing regions in the US

Home to numerous Fortune 500 and international companies

Average household income $101,026

4500 businesses strong

Median age: 33

29,700 jobs created in 10 years

Served by

Private air flights from March Inland Port in Moreno Valley and international flights from Ontario Airport
Notable Projects

**INDUSTRIAL**
30 million square feet of industrial space constructed
World Logistics Center (40 million square feet over 2,700 acres)

**COMMERCIAL**
Moreno Valley Mall redevelopment (1,700 residential units, two hotels, entertainment district, office, transit hub)
The Quarter (Two hotels, service station and 22,000 sf of retail/restaurant space)
The District (Floor & Décor, WoodSpring Suites, Sprouts, 65,000 sf of retail/restaurant space, 4 business park buildings)
Moreno Valley Auto Mall (10 brands, including new Kia and new Hyundai/Genesis dealerships)

**RESIDENTIAL**
7,000 single and multifamily units in development
Approved Housing Element for a total of 13,595 units to exceed City’s Regional Housing Needs Allocation (RHNA)
## Demographic Comparison

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<th>2015</th>
<th>2024</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Population</td>
<td>203,859</td>
<td>214,196</td>
<td>5.07%</td>
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<tr>
<td>Average Household Income</td>
<td>$62,712</td>
<td>$101,026</td>
<td>61%</td>
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<tr>
<td>Degree Attainment</td>
<td>27,481</td>
<td>34,233</td>
<td>25%</td>
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<tr>
<td>New Jobs</td>
<td></td>
<td>29,700</td>
<td></td>
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<tr>
<td>Unemployment Rate</td>
<td>7.9%</td>
<td>5.3%</td>
<td>-33%</td>
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<tr>
<td>Average Housing Value</td>
<td>$247,996</td>
<td>$530,000</td>
<td>114%</td>
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Award-Winning Programs

- **Champion City Award**
  Bloomberg Philanthropies Mayor’s Challenge Program

- **Awards of Excellence**
  The Quarter, College Promise/Hire MoVal, MoVal Industrial Area
  California Association for Local Economic Development

- **3rd Most Fiscally Responsible City**
  The Fiscal Times

- **Award for Excellence**
  MoVal Afterschool Program, BERC
  Helen Putnam Program/National League of Cities

- **Business & Employment Resource Center / Hire A Grad Program and Digital Plan Room**
  Inland Empire Economic Partnership

- **ICMA**
  International City/County Management Association

- **MoVaLeads Mayors Challenge Excellence Award**
  International City/County Management Association

- **Moreno Valley Business Attraction Website Gold Award**
  International Economic Development Council

- **Inaugural Community Excellence Award**
  Small Business Administration
BEN KIM
CITY MANAGER
CITY OF ROSEMEAD
HOME TO NUMEROUS FORTUNE 500 & INTERNATIONAL BUSINESSES
ABOUT ROSEMEAD

- Population: 51,000
- Location approximately 6 miles east of DTLA
- Area: 5.2 square mile
- Contract city model
- Staffing 72 FTES

FY 2023-2024 (Total)
- Beginning fund balance: $65 million
- Revenue: $43 million
- Operating & transfer out: $42 million
- Ending fund balance: $66 million
GENERAL FUND SUMMARY

Taxes 78%

Sales Tax 24%
Prop. Tax In Lieu 28%
Property Taxes 13%
Nontax 22%
Principals 3%
TOT 8%

Donations 0%
Transfer in 3%
Use of Property 2%
Intergovernmental 19%
Fees & Forfeiture 2%
Receivables, Unearned, From 2%
PROSPECT VILLA

- Seven-stories
- 75 Apartment units
- 6,346 sq. ft. of Commercial use on the Ground floor
Rosemead’s First Food Hall

The building will consist of a subterranean level, two floors, and a rooftop bar and restaurant. There will be a total of 43,000 square feet, making it the largest in Los Angeles and Orange County. There will be 27 leasable spaces, ranging from 136 SF to 3,800 SF.
COMMERCIAL IMPROVEMENT PROGRAM

UP TO $25,000 IN GRANTS ASSISTANCE FOR EXTERIOR ENHANCEMENTS

- Creation of Outdoor Dining
  - Tables
  - Chairs
  - Patio Coverings and Fencing
  - Umbrellas
  - Heaters

- Security and Safety Improvements
  - Window film, cameras, doors locks, and etc.
  - Permanent signage
  - Facade improvements
ELECTED OFFICIALS
STAFFING
THANK YOU!

**MAGGIE LE**
CITY MANAGER
CITY OF FOUNTAIN VALLEY
MAGGIE.LE@FOUNTAINVALLEY.GOV
(714) 593-4412
FOUNTAINVALLEY.GOV

**MIKE LEE**
CITY MANAGER
CITY OF MORENO VALLEY
MIKEL@MOVAL.ORG
(951) 413-3020
MORENOVALLEYBUSINESS.COM

**LISA KIM**
CITY MANAGER
CITY OF GARDEN GROVE
LISAK@GGCITY.ORG
(714) 741-5100
GGCITY.ORG

**BEN KIM**
CITY MANAGER
CITY OF ROSEMEAD
BKIM@CITYOFROSEMEAD.ORG
(626) 569-2169
CITYOFROSEMEAD.ORG