

THE ECONOMIC ADVENTURE:

CITY MANAGERS UNLEASH THEIR SUPERPOWERS!

WEDNESDAY, FEBRUARY 7, 2024
3:45 P.M. TO 5:00 P.M.





MAGGIE LE
CITY MANAGER
CITY OF FOUNTAIN VALLEY



FACTS AT A GLANCE

GEOGRAPHY

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

DEMOGRAPHICS

Population as of 2019: 56,726
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%



QUALITY OF LIFE

Annual Events:
Easter Egg Hunt
Summerfest
Concerts in the Park
Movies in the Park
National Night Out
Christmas Tree Lighting



HOUSING INFORMATION (2019 EST.)

Housing units (2019): 18,502
Median value of owner-occupied units: \$839,919
Households: 18,881
Owner occupied: 72.5%
Renter occupied: 27.5%

Income (2019 est.)
Average household income: \$112,605
Median household income: \$87,744



WORKFORCE 16+ (2019 EST.):

Employment Status
Civilian Employed: 56.59%
Civilian Unemployed: 5.57%
Not in labor force: 37.84%

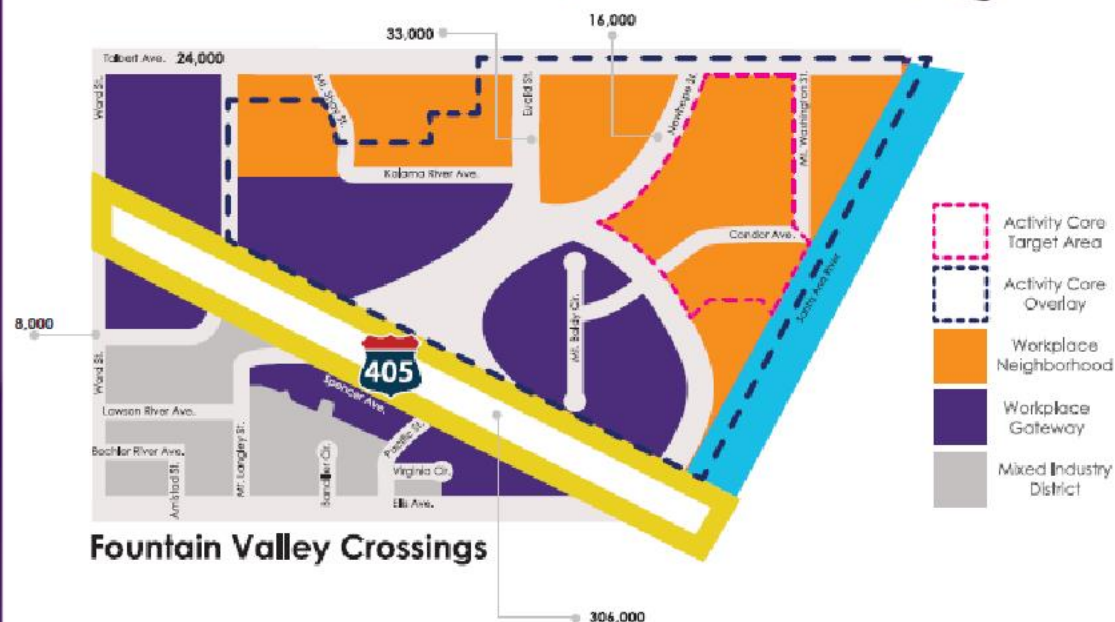
Class of Worker
Blue Collar: 27.39%
White Collar: 72.61%

Employment by Industry
Agriculture/Mining/Construction: 5.47%
Manufacturing: 13.83%
Transportation: 3.64%
Information: 1.38%
Wholesale/Retail: 14.45%
Finance/Insurance/Real Estate: 8.03%
Professional Services: 8.15%
Management Services: 0.10%
Administrative/Waste Services: 6.24%
Educational Services: 18.08%
Entertainment Services: 11.30%
Other Professional Services: 6.64%
Public Administration: 2.68%

AVERAGE TRAVEL TIME TO WORK
24 MINUTES

Average Daily Trips

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

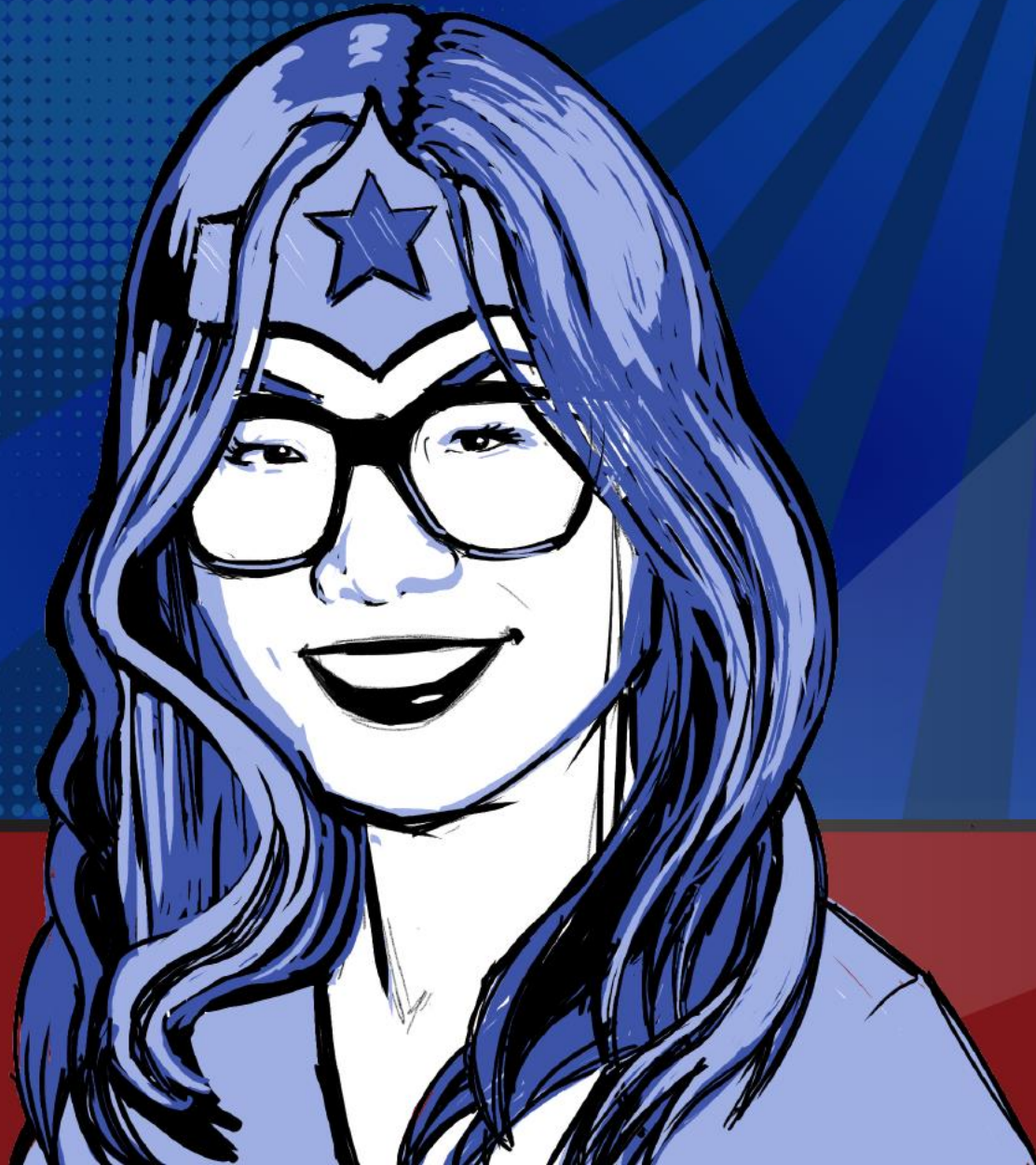


Fountain Valley Crossings

The Crossings will become a community destination featuring mix-use 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 experiencefv.com.





LISA KIM
CITY MANAGER
CITY OF GARDEN GROVE

Welcome to **GARDEN GROVE** **CALIFORNIA**



11 WORLD
CLASS
HOTELS

GENERATES OVER
28 MILLION
IN ANNUAL
HOTEL TAX REVENUES

PROVIDES OVER
3,500
FULL TIME JOBS

NEW HOTEL DEVELOPMENTS





**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 ***GREAT FOR BUSINESSES AND VISITORS!***



STEELCRAFT





GARDEN GROVE'S DIVERSE
Culinary Scene



GARDEN GROVE IS HOME TO
MICHELIN STAR AND JAMES BEARD
AWARD WINNING
RESTAURANTS



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



MIKE LEE
CITY MANAGER
CITY OF MORENO VALLEY



City of Moreno Valley, CA

Moving at the Speed of Business

MORENOVALLEY
CALIFORNIA

why morenovalley?



2nd
largest city in
Riverside County



21st
largest city in
CALIFORNIA



51.3 square
MILES

214,196
Moreno Valley
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

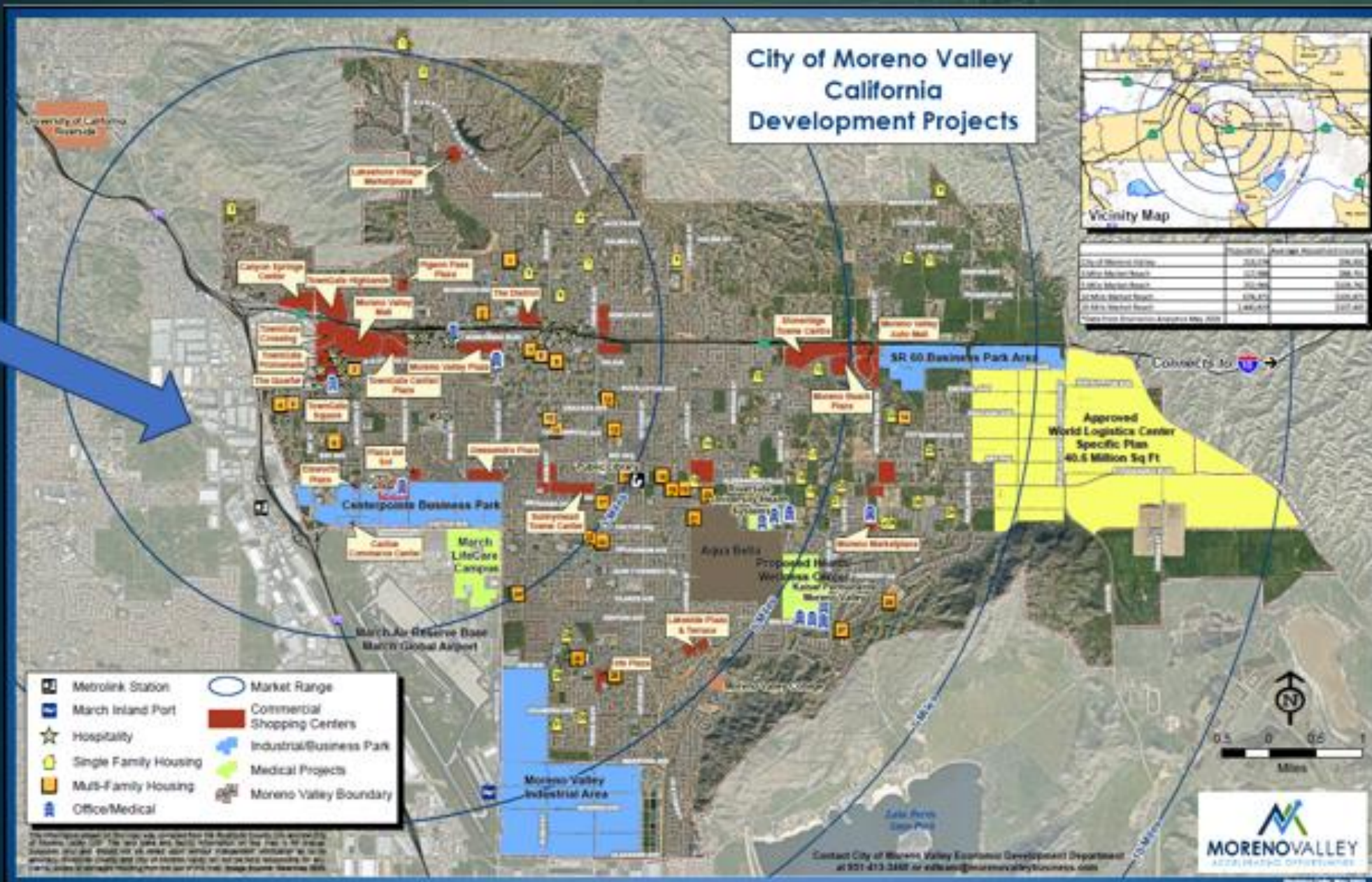


SERVED BY



PRIVATE AIR FLIGHTS FROM ANAHEIM INLAND PORT IN
MORENO VALLEY
AND INTERNATIONAL FLIGHTS FROM
Ontario Airport

MORENOVALLEY
CALIFORNIA



Economic Development & Housing Department



Department Budget: \$2,600,669

Home to Fortune 500 and International Companies



MORENO VALLEY
CALIFORNIA

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

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

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*



**MoValEams-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

An aerial photograph of the City of Rosemead, California, featuring the City Hall building, a large park with trees and a playground, and a street with cars. Three flagpoles in the foreground hold the American flag, the California state flag, and a Rosemead city flag. The scene is captured during the golden hour of late afternoon.

CITY OF ROSEMEAD

Today's Small Town America

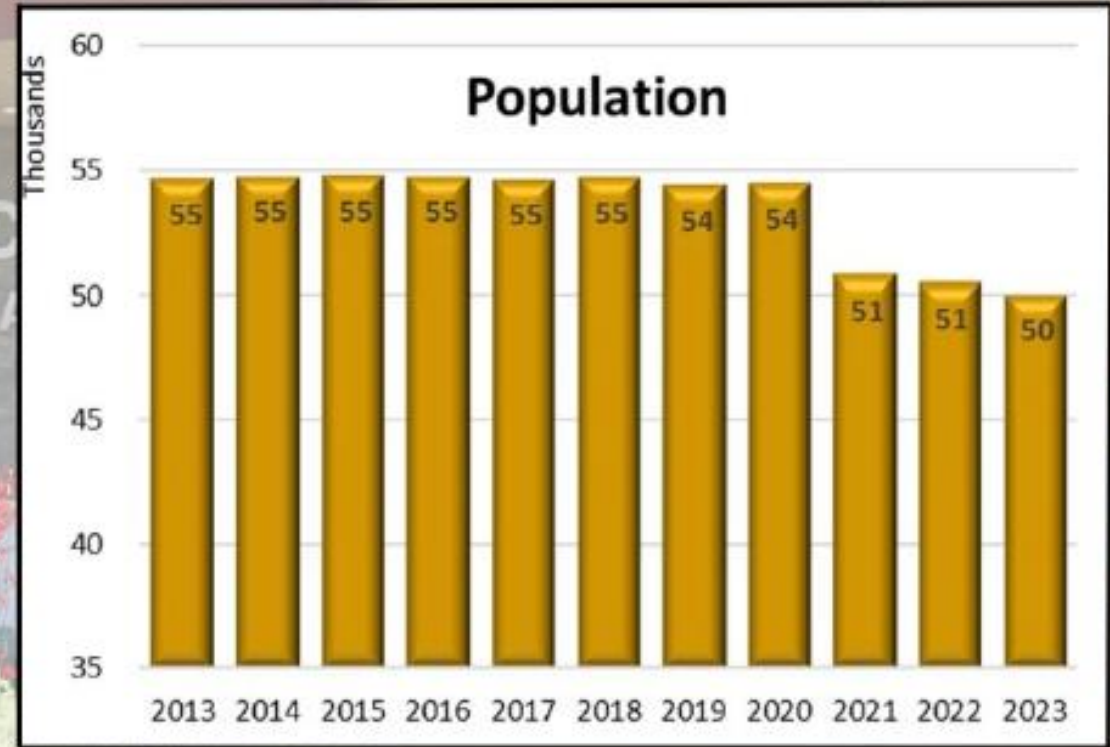


HOME TO NUMEROUS FORTUNE 500 & INTERNATIONAL BUSINESSES



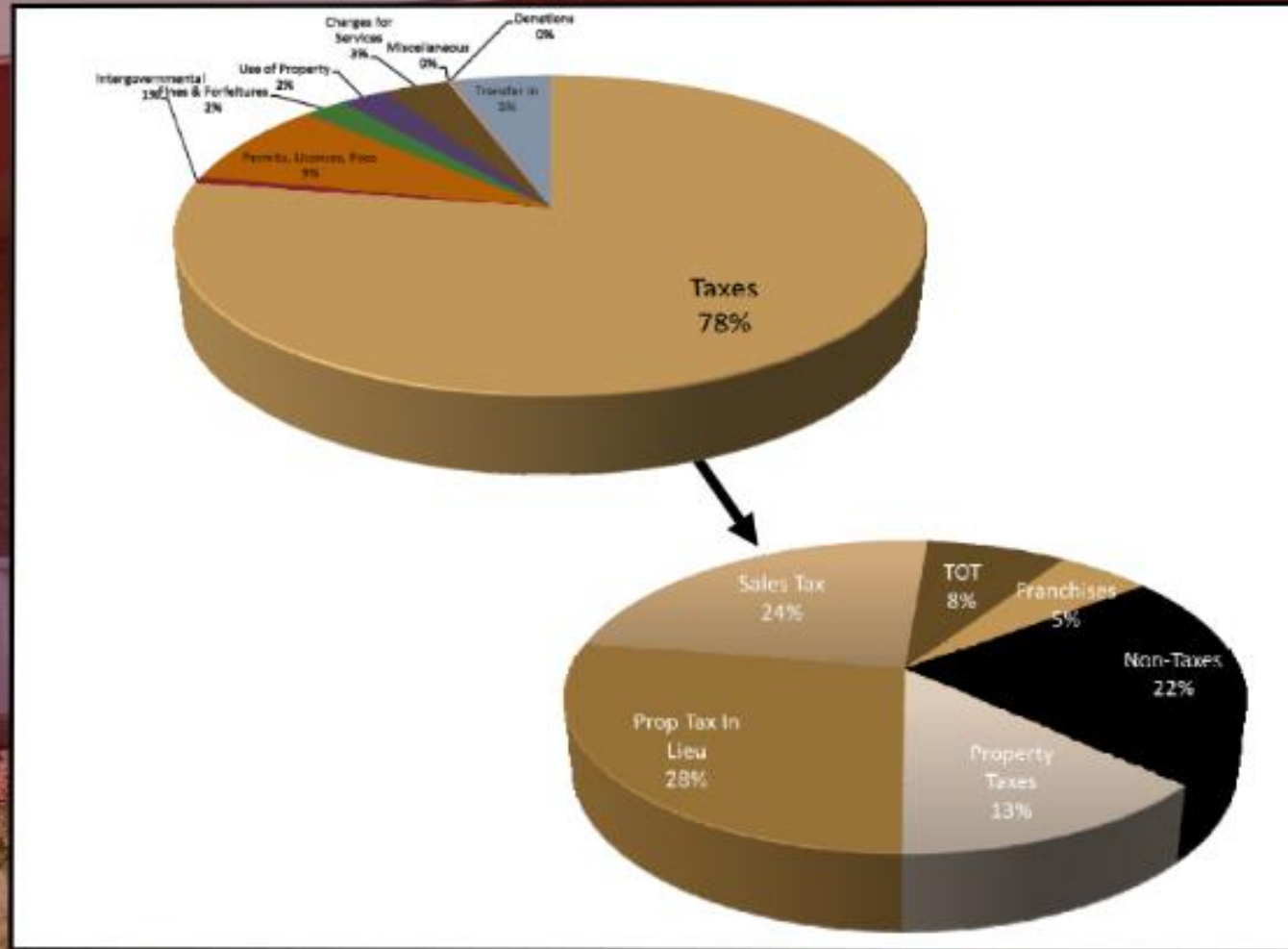
ABOUT ROSEMEAD

- **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



COMMUNITY DEVELOPMENT DEPARTMENT

Director of
Community
Development

Deputy Director
of Community
Development

Building Official

Planning and
Economic
Development
Division

Housing Division

Building and
Safety Division

DEPARTMENT BUDGET: \$6,152,000

MIXED-USE DEVELOPMENT

PROSPECT VILLA

7539 GARVEY AVENUE



PROSPECT VILLA

- SEVEN-STORIES
- 75 APARTMENT UNITS
- 6,346 SQ. FT. OF COMMERCIAL USE ON THE GROUND FLOOR



FOOD HALL MYRIAD PUBLIC MARKET

8855 VALLEY BOULEVARD



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

The background features a dark blue gradient with a pattern of radiating lines that converge towards the top center. A halftone dot pattern is visible on the left and right sides of the image.

STAFFING

The background features a central point from which numerous thin, dark blue lines radiate outwards, creating a sunburst effect. These lines are set against a lighter blue background that is filled with a fine, repeating pattern of small dots, resembling a halftone or dot-matrix texture. The overall color palette is various shades of blue, ranging from deep navy to a lighter, almost white-blue at the center of the radiating lines.

BUDGET

The background features a dark blue gradient with a pattern of radiating lines emanating from a central point at the top, creating a sunburst effect. A halftone dot pattern is visible in the background, particularly on the left and right sides.

PROJECTS

THANK YOU!



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