

## City of Hesperia



Entitlements...Not Entanglements!

Hesperia is a pro-business community eager to welcome prospective developers, industrialists, retailers and new business owners. Hesperia begins by providing an abundance of research, analysis and market data and continues with a dedicated team of professionals who will stay with you from start to finish. Wielding a toolbox that includes a huge selection of prime sites; a City Council committed to commerce; and a wide range of incentive and assistance tools; the Hesperia team will remain your strategic partner, making your transition here expedient, affordable, productive and profitable.

Sites in Hesperia within close proximity to or along I-15 and Highway 395 include a planned development of 3.5M s.f. of industrial and office use, an available 488K s.f. distribution and manufacturing facility, and 80+ acres of prime southern California rail accessible land ideal for logistics and manufacturing companies. There are also 17-miles of freeway frontage showcasing a variety of retail and commercial entities with room for more. Quite simply, Hesperia works for business—let us work for you.

Population: 104,881	Average income: \$59,633
Households: 30,383	Median Income: \$47,676
Home Ownership: 68.8%	Labor Force: 30,300
Median Age: 31.4 years	Unemployment Rate: 11.7%

### City of Hesperia

9700 Seventh Avenue | Hesperia, CA 92345  
 econdev@cityofhesperia.us  
 760.947.1906 | www.cityofhesperia.us/econdev



## City of Victorville

The City of Victorville is an incorporated charter city that promotes a positive business climate, with industrial and commercial centers that are complemented by a large residential and labor base. Victorville is home to the Southern California Logistics Airport (SCLA) where it serves as a cost effective alternative to do business due to its municipal utility services, available infrastructure and real estate. Some of the country's best-known corporations have chosen Victorville as the location for their industrial activities, including Boeing, Dr. Pepper Snapple, ConAgra Foods and GE Aviation to name a few.

Victorville's pro-business leadership, has recently helped promote and cause retail and restaurant expansion. In 2013 alone, the Mall of Victor Valley added Macy's and Dicks Sporting Goods as new anchor tenants. Sit-down dining along Victorville's restaurant row now include among others, Chili's, Panera Bread and Red Robin. Now that the La Mesa/Nisqualli interchange has opened, new retail opportunities will present themselves.

Victorville truly offers a World of Opportunity for new and expanding companies.



**VICTORVILLE**  
 California

Population: 140,382	Average income: \$59,254
Households: 39,990	Median Income: \$50,205
Home Ownership: 63.44%	Labor Force: 29,800
Median Age: 30.6 years	Unemployment Rate: 10.9%

### City of Victorville

14343 Civic Drive | Victorville, CA 92392  
 opportunities@victorvillecity.com  
 760.955.5032 | www.victorvillecity.com



# Five Communities...One Regional Vision



## Opportunity High Desert 2014



[www.opportunityhighdesert.com](http://www.opportunityhighdesert.com)

# Opportunity High Desert

Opportunity High Desert (OHD) is a regional powerhouse of five incorporated communities located along I-15 in California's Inland Empire. These communities - Adelanto, Apple Valley, Barstow, Hesperia and Victorville, along with nearby unincorporated areas, encompass a regional geography that extends well beyond each city's limits. If the OHD region was a city, its population of 442,497 would make it the 8th largest city in California.

As a location for logistics and manufacturing, OHD provides an excellent transportation grid serving regional and national markets, offering access to air, rail and key Southern California transportation corridors. In addition to affordable, available land, and a strong local workforce, businesses in the region also find lower operating costs than elsewhere in California.



A retail potential of more than \$5.3B defines OHD's strength as a regional consumer market. Retailers and restaurants continue their foothold in the OHD region and the demand for the stores and eateries craved by its residents continues unabated.

Freeway and non-freeway oriented sites can be found in each community with space available for a variety of land uses. Low vacancy rates, new infrastructure projects and housing starts once again are hallmarks of a recovering regional economy on the threshold of expansion.

Visit [www.opportunityhighdesert.com](http://www.opportunityhighdesert.com) and find your opportunity in the High Desert.



**Regional Demographics**

Population: 442,497  
 Households: 135,283  
 Home Ownership: 66.2%  
 Median Age: 32.5 years  
 Average Income: \$58,846  
 Median Income: \$47,128  
 Labor Force: 103,800  
 Unemployment Rate: 11.8%

Source (all statistics): Nielsen 2014  
 (by zip code): CA EDD July 2014

# Town of Apple Valley

Apple Valley features homes for everyone from new buyers to retiring seniors to relocating executives. Beautiful parks, sports fields, an amphitheater and aquatics facility, along with distinguished schools and a leading health care community, help cultivate an appealing quality of life. In fiscal year 2013-14 Apple Valley issued the most single-family residential permits in the last seven years.



Get a Slice of the Apple

Local sales tax revenues grew 6 of the last 7 years with Ulta Beauty, Carters and Jersey Mike's Subs opening their first stores in the region at Jess Ranch Marketplace. Overall, Apple Valley's economy is driven by 4.2 million s.f. of retail and office space and its 2.6 million s.f. industrial sector is ripe for growth with a low 3% vacancy rate and available large acre sites.

Walmart's highest volume distribution center is located in the 6,600 acre North Apple Valley Industrial Specific Plan area, which includes these benefits: 30 minutes north of California's Inland Empire; 120 day transparent permit process; certified program EIR; and a California and McCallum Sweeney certified site held by Watson Land Company.

Learn more at [selectapplevalley.com](http://selectapplevalley.com).



**Town of Apple Valley**

14955 Dale Evans Parkway | Apple Valley, CA 92307  
[select@applevalley.org](mailto:select@applevalley.org)  
 760.240.7915 | [www.selectapplevalley.com](http://www.selectapplevalley.com)

Population: 80,647	Average income: \$61,587
Households: 27,586	Median Income: \$46,400
Home Ownership: 70.0%	Labor Force: 26,100
Median Age: 37.4 years	Unemployment Rate: 9.9%

# City of Adelanto

On the verge of tremendous growth is the City of Adelanto. Located in the western portion of the High Desert in Southern California, Adelanto is comfortably removed from the urban sprawl of Los Angeles, yet close enough to take advantage of urban amenities and resources. With a growing population of over 35,000 residents, and a city that encompasses approximately 53 square miles, Adelanto is looking to capitalize in all areas of residential, commercial, and industrial development.



New dynamic planning initiatives, a progressive leadership, a wealth of branded assets and a willingness to move forward, has the potential to demonstrate that Adelanto truly does mean progress. The City has the ability to engineer and design the next chapter of the Adelanto story - a story about unlimited potential, and a forward-thinking combination of people with a plan to make it happen.

With available land ranging from 5 acres to 160 acres, properties along or in close proximity to U.S. Highway 395 are available for you to take advantage of the retail and commercial demand that has yet to be met. Contact us to make the most of developing in Adelanto.

Population: 35,181	Average income: \$47,680
Households: 8,621	Median Income: \$40,871
Home Ownership: 58.6%	Labor Force: 6,700
Median Age: 26.3 years	Unemployment Rate: 14.1%

**City of Adelanto**

11600 Air Expressway | Adelanto, CA 92301  
[economicdevelopment@ci.adelanto.ca.us](mailto:economicdevelopment@ci.adelanto.ca.us)  
 760.246.2300 x 3016 | [www.ci.adelanto.ca.us](http://www.ci.adelanto.ca.us)



# City of Barstow

Barstow is nestled alongside the Calico Mountains and Mojave River, rich in history and poised to be at the center of regional economic growth. Located at the crossroads of two major Interstates, midway between Los Angeles, CA and Las Vegas, NV, Barstow serves as a major transportation center for the Inland Empire.



Major highways including Interstates 15, 40, and CA Highways 58 and 247 converge in the City serving more than 60 million travelers and 19 million vehicles visiting each year. Barstow is home to the Marine Corps Logistics Base and is in proximity to the Fort Irwin Military Reservation.

Barstow has roughly 245,250 s.f. of retail space available; is home to the Tanger Outlets and Barstow Outlet providing shopping usually only found in metropolitan areas; has an ultra-modern 82,500 s.f. new Community Hospital, is the site of a proposed Casino & Resort, and has several new residential developments in the planning process.

For more information contact Margaret Carter at 760.255.5109 or by email at: [mcarter@barstowca.org](mailto:mcarter@barstowca.org).

Population: 32,358	Average income: \$52,725
Households: 11,349	Median Income: \$41,869
Home Ownership: 54.1%	Labor Force: 10,500
Median Age: 32.7 years	Unemployment Rate: 11.3%

**City of Barstow**

220 East Mountain View St. | Barstow, CA 92311  
[mcarter@barstowca.org](mailto:mcarter@barstowca.org)  
 760.255.5109 | [www.barstowca.org](http://www.barstowca.org)

