

ECONOMIC DEVELOPMENT SPOTLIGHT 2018

This Economic Development Spotlight of *Western Real Estate Business* gives readers the opportunity to learn more about the region's bustling and thriving municipalities. Featured throughout this section and the entire issue are advertisements and articles by the cities and economic development corporations themselves.



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SOCAL, THE SOUTHWEST ARE PRIMED FOR MORE DEVELOPMENT

Ecommerce and experience are driving development demand for just about every product type throughout Southern California and much of the Southwest.

By Nellie Day

With the Great Recession fully in our rearview mirrors, development activity has been in overdrive lately throughout Southern California and the Southwest. Aside from strong economics, there are a variety of factors contributing to this growth, including ecommerce, the changing nature of retail, a low unemployment rate, technological advances, newly emerging employment opportunities, and a healthy travel and tourism sector.

Shopping for Solutions

The future of shopping and shopping centers has led to much of the development activity in Riverside County's Moreno Valley, Calif. Moreno Valley has grown tremendously over the past 10 years with a current population of more than 210,000 residents and an annual growth rate of 5.04 percent. More than 2.3 million people live, work and play within a 20-mile trade radius of Moreno Valley, inspiring the city to focus on its own offerings.



Mike Lee
City of Moreno Valley, CA

"Restaurants here outperform their national chain averages by as much as 25.6 percent," says Mike Lee, economic development director for the City of Moreno Valley. "Because more than 7,000 single- and multi-family rooftops are in the development process,

commercial developers are looking to develop more properties for various types of retail centers."

The city saw the opening of 20 new restaurants within its borders last year, including Black Bear Diner, Golden Corral, Habit Burger, Safe Haus Craft Beer & Kitchen, Mountain Mike's Pizza, Woody's Brewhouse, Pieology, Paris House of Crepes and Uncle Em's Southern Smokehouse. The Quarter, a new mixed-use project, is also underway. It will include Country Kitchen, Coffee Bean & Tea Leaf, ZPizza & Tap Room and FatBurger, along with a Holiday Inn Express and Residence Inn by Marriott.

Just down the road, the Moreno Valley Mall has received new tenants, such as Miniso and Hibbett Sports, now that it has been acquired by International Growth Properties. Lee believes projects like this will lead Moreno Valley into the new age of



Moreno Valley has a current population of more than 210,000 residents and an annual growth rate of 5.04 percent. More than 2.3 million people live, work and play within a 20-mile trade radius of the city.

"retailtainment" where experiences are emphasized within the dining and shopping environments.

"Moreno Valley Mall is more than 95 percent occupied," he says. "The city is working with mall management on several new entertainment concepts to join Harkins Theatre and Round1 Entertainment."

The city is also focusing on the backside of retail as omnichannel solutions and logistics providers have a heavy hand in our nation's ability to provide and move goods. Moreno Valley recently approved the World Logistics Center, which will be the largest corporate industrial park in California's history, ushering an additional 20,000 jobs into the city.

"International mogul Amazon takes up more than 2 million square feet in the city," Lee continues. "Moreno Valley absorbed more than 8.4 million square feet of industrial space in the past two years, and 7 million square feet is under construction now, with more ecommerce companies currently in talks to utilize that space."

Directly north of Moreno Valley, Apple Valley is awaiting the delivery of a Big Lots Distribution Center that is being developed by Haskell.

"The recent decision by Big Lots to relocate its West Coast distribution center to Apple Valley demonstrates our market is ripe for industrial development and that Apple Valley is open to the private investment and job production that these industries bring," says Orlando Acevedo, Apple Valley's assistant director of economic development and housing. "The project helps to balance the economy, adding jobs and higher wages to the local

economy, which, in turn, boosts the local retail and housing markets."

The 1.3-million-square-foot facility will be largest in the High Desert, Acevedo notes, and will employ 300 construction jobs and up to 500 operational jobs when it opens in mid-2019. Apple Valley's local economy is currently driven by 4.2 million square feet of retail and office space, as well as 2.6 million square feet of industrial inventory. These numbers are about to go up, as an 18,000-square-foot Tractor Supply store at Bear Val-



Orlando Acevedo
Apple Valley, CA

ley recently received approval, as did Apple Valley Gateway Center at the northeast corner of I-15 and Dale Evans Parkway. Apple Valley Gateway will represent the city's first freeway-frontage commercial center. Leasing is already underway at the 10-acre, 80,480-square-foot project, which will eventually include retail, restaurants, fuel stations and a hotel.

Southern Nevada is another in-demand area that is ideally situated with room to grow. This is particularly true in Henderson, a southeastern Las Vegas submarket that will soon be home to the Las Vegas Raiders' corporate office and training field. This \$75 million project may bring 250 jobs to West Henderson, but the city's development and leasing activity doesn't stop there. Turano Baking Company took occupancy of a 125,000-square-foot facility this past summer, while Smith's (Kroger) will complete its new 482,000-square-foot distribution facility by year-end. Barbra Coffee, Henderson's director of economic development and tourism, believes ecommerce will also play an important role in her city's future.

"I see ecommerce fulfillment for retail becoming a more prevalent conversation," she says. "Retailers are no longer singularly focused on locating their brick-and-mortar outlets, but they are equally interested in locating their distribution centers in the right places. For our region, we are poised to meet the demands of consumers in the West, particularly in Southern California. With a fulfillment location in Henderson, you can be to Los Angeles ports and back within an eight-hour turnaround time. You can do same-



The 1.3-million-square-foot Big Lots distribution facility in Apple Valley will be largest in the High Desert. It will employ 300 construction jobs and up to 500 operational jobs when it opens in mid-2019.

HENDERSON, NEVADA: BRINGING NEW BUSINESS TO A FAMILIAR PLACE



Smith's will open its new 482,000 square-foot distribution center by year's end.

For businesses looking to relocate, expand or start fresh, finding property in a location that makes business sense can be a tall order. Affordable land is oftentimes limited to remote reaches of the country, far from interstate, ports or other vital infrastructure. When these amenities are available, businesses frequently have to grapple with a seemingly insurmountable cacophony of taxes, restrictions and red tape, giving even the most seasoned companies second thoughts about moving elsewhere.

Although it may sound too good to be true, a place does exist where business and people thrive, where local government makes it easy for companies and their employees to get to work. In the desert of Southern Nevada lies Henderson, a business oasis that is steadily becoming an economic force to reckon with.

Located just 15 minutes from Las Vegas, Henderson forms the southern edge of the Las Vegas Valley, covering over 100 square miles between Lake Las Vegas to the east and Interstate 15 to the west. According to the US Census Bureau, roughly 42% of Henderson residents are between the ages of 25 and 54 and nearly 15% of new residents arrive to the area with polished professional, management or technical skills. When it comes to a balance between age and experience of its local workforce, Henderson, Nevada is hard to beat.

Now topping 310,000 people in a metro area of 2.1 million, Henderson is an ideal location for your next retail expansion. With almost 900,000 square feet of planned retail space, Henderson garners approximately one third of future retail business development for the entire region.

The opening of a second Costco-anchored shopping center this November is evidence that Henderson is a hot market. With more than 55,000 households within a ten-minute drive of this location, it will be an epicenter of activity for the new and explosive growth that characterizes West Henderson. With the Raiders corporate headquarters and training facility located just around the corner, this will become a unique commercial node surrounded by four major master-planned communities.

West Henderson is also an emerging industrial hotspot. Spanning more than 600 acres between Henderson Executive Airport and the I-15 corridor, West Henderson boasts an 8-hour turnaround to and from Los Angeles ports. This advantage offers businesses like Turano Baking Company, producer of artisan-style breads, easy access to its Southern California customers. Grocery giant Smith's will start shipping products to stores throughout Nevada, New Mexico, Arizona and Utah from its new 482,000 square-foot distribution center by year's end.

While Henderson makes it easy for a number of industries to flourish, its incentives are especially attractive for both retailers and developers. Henderson was rated as a Very Low Cost City in the 2016-2017 Kosmont-Rose Cost of Doing Business Survey, which analyzes six types of taxes including business license levies, property tax, sales tax and utility use taxes for more than 300 cities nationwide.

However, having the lowest city property tax rate in Nevada and no state income tax whatsoever are just

the tip of the iceberg. Henderson's list of business advantages include proximity to five major markets, key interstates, shipping ports and expansive air service, which gives retailers the ability to ship and receive goods quickly and easily. Shipping out of Henderson is also cost effective. Pre-existing shipping contracts in and out of Las Vegas means that Henderson businesses can save money by transporting their products on empty trucks returning to their destinations.

Developers are also directly benefited by Henderson's Development Services Center, powered by a team from seven city departments which help fast-track the planning, reviewing, inspection and permitting phases of new developments. Beyond assisting with permits, the DSC carries out street naming and addressing, reviews maps and conducts Certificate of Occupancy inspections. Developers can rest assured that the City of Henderson has their back when it comes to simplifying what can oftentimes be an immensely complicated process.

Although Henderson is clearly an ideal place to do business, it's an equally great place to raise a family, enjoy an active lifestyle and indulge in culture and the arts. Voted the 2nd Safest City in the Country by Forbes magazine, Henderson has endeavored to make the quality of life in the city a top priority, which is echoed in its investment in education, master-planned communities, lifestyle amenities, parks and facilities.



A second Costco-anchored shopping center will open this November in Henderson.

HENDERSON
A CULTURE OF OPPORTUNITY

Thanks to its bountiful and diverse available properties, business incentives and accommodating local government, Henderson makes the transition to the Las Vegas Valley seamless for companies of all sizes and industries. When coupled with its proximity to an international airport, freeways, major ports and markets, Henderson's location allows those companies to thrive.

For more information about why your business and family should call Henderson home, visit

HENDERSONNOW.COM

CREATING OPPORTUNITIES IN NEVADA

WORTH A SECOND TAKE



#WOWVALLEYNV

Company culture. Every business has one, but not every business has a great one. One bold exception is Barclays. Located in Henderson, Nevada, Barclays hosts quarterly theme parties to celebrate and showcase exceptional performance. Businesses value awesome employees, and Henderson values awesome businesses.

Also known as Wow Valley, Henderson is located in the Las Vegas Metro Area, which offers a unique combination of business and lifestyle amenities that help both people and companies thrive. So whether you are running a company, looking to grow or relocating, Henderson is for you.

Learn about how Henderson's competitive advantage lets businesses call the shots at WowValleyNV.com.

HENDERSON
A CULTURE OF OPPORTUNITY



SELECT RETAIL SITES

Apple Valley offers golden opportunities for retail businesses.

JESS RANCH MARKETPLACE

Located at Bear Valley Road and Apple Valley Road

Weingarten Realty owns and manages this 969,000-square-foot regional center which includes Cinemark Theatres, 24 Hour Fitness, Burlington, WinCo Foods, Red Robin, and Buffalo Wild Wings. Ulta Beauty and Jersey Mike's Subs opened their first stores in the region here. Chase Bank is resuming development of a new branch office at the SEC of Bear Valley and Apple Valley Roads. **A limited number of inline spaces are available as well as an adjacent 10-acre parcel for entertainment and hospitality opportunities.**



Jess Ranch Marketplace

APPLE VALLEY COMMONS

Located at State Highway 18 and Dale Evans Parkway

Lewis Retail Centers developed this 469,000-square-foot center at the heart of Apple Valley's Civic Center and includes Super Target, Ross Dress for Less, Dollar Tree, Round Table Pizza, Starbucks, Union Bank and more. Recently opened or coming stores include Juice It Up, WaBa Grill, 76, and Les Schwab Tire Center. **A limited number of pads and inline spaces are available for lease as well as a 140,000-square-foot former Lowe's building across Dale Evans Parkway.**



Apple Valley Commons

QUAIL RIDGE PLAZA

Northeast corner of Apple Valley Road and Yucca Loma Road

Quail Ridge Plaza, formerly known as The Fountains, is represented by both Jones Lang LaSalle and CBRE. Located near the recently opened Yucca Loma Bridge and the strongest median income demographics in the region, the first phase of the project will include up to 10-acres of retail and restaurants. Future phases are proposed to include a mixed-use concept, adding office and/or multi-family and senior living. Tenant interest is now being accepted.

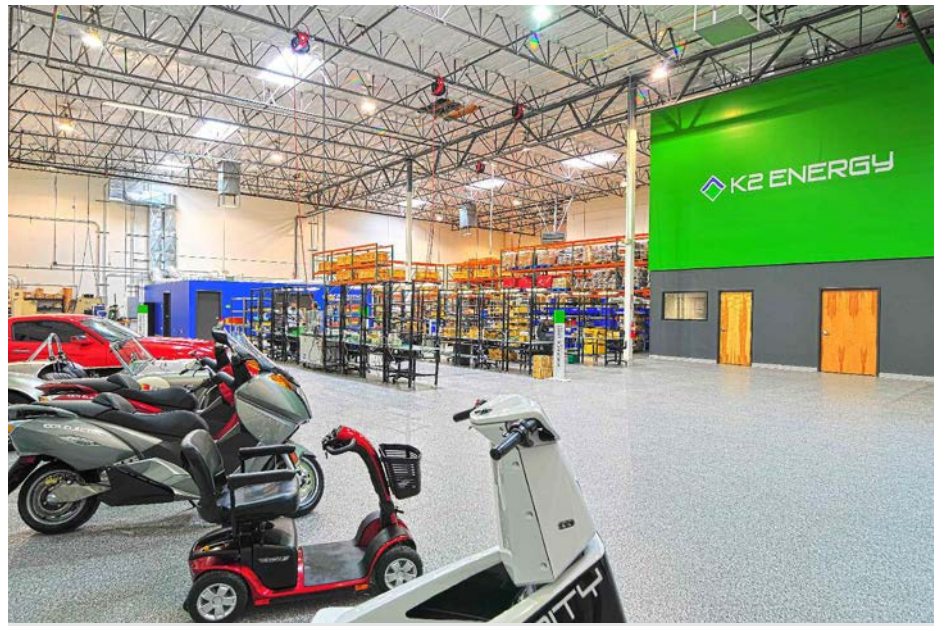


Quail Ridge Plaza

APPLE VALLEY GATEWAY CENTER

Interstate-15 and Dale Evans Parkway

In 2016, the Apple Valley Planning Commission approved Apple Valley Gateway Center, a 10-acre, 80,480-square-foot project at the northeast corner of I-15 and Dale Evans Parkway. Belco Development, of Murrieta, is proposing to construct a hotel, retail shops and restaurants. Hotel and tenant interest is now being accepted.



K2 Energy was able to fill technical engineering positions that allowed its operations to thrive and expand within Henderson.

day delivery to customers in Southern California and most anywhere from Phoenix to Utah."

Coffee notes the city currently has five key industry attraction targets. They include healthcare and life sciences; headquarters and back office; advanced manufacturing and logistics; technology and retail; and hospitality and tourism. Coffee also believes Henderson's location, paired with its pro-business climate, will continue to attract the best and brightest companies to her neck of the woods.

"In Henderson, it is important to create great partnerships with our development community to attract high-wage industries, which is critical to the successful diversification of our economy," she explains. "If we can cut the red tape and make it easy for our developers to build office, industrial and retail space in our city, then we are better able and

ready to attract our share of industry expansions and relocations."

Developments like Union Village, a 150-acre integrated healthcare village concept anchored by Henderson Hospital, are part of these initiatives. These efforts also brought high-tech companies like Vadatech and K2 Energy to Henderson. Both companies were able to fill software development jobs and technical engineering positions that allowed their operations to thrive and expand within the city.

Another city benefiting from its centralized location is Ontario. With an international airport and Southern California ZIP code, Ontario has been a hub of industrial activity for decades, but the ecommerce revolution has thrown this area into overdrive.

"Industrial growth is unstoppable in Southern California right now as more and more companies relocate or expand their distribution presence in the region," says John Andrews, Ontario's executive director of economic development. "The growth of ecommerce has fueled tremendous industrial growth in the city as companies continue to seek distribution center



Barbra Coffee
City of Henderson, NV



Innovative embedded computing solutions provider VadaTech maintains its headquarters at 198 N. Gibson Road in Henderson.

Apple Valley, California
Economic Development Office

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SelectAppleValley.com

and last-mile facilities to support an increased online presence.”

The ecommerce trend has also fueled cargo growth at Ontario International Airport. UPS, DHL and Prime Air have all increased their operations at the airport, while FedEx recently announced a \$100 million facility expansion on-site.

“These companies are taking advantage of our superior location and logistical advantages,” Andrews notes. “This also allows them to meet the distribution needs of servicing the 22 million people who live in Southern California.”

Growth near the airport area isn’t limited to industrial, however. While this region is receiving 3.2 million square feet of industrial space, thanks to the new Meredith International Centre, this 200-acre project will also include an 800-unit luxury multifamily housing component by G.H. Palmer, a few luxury auto dealerships, and future commercial and retail developments. The industrial component is fully leased, construction is underway on the housing component, and the commercial and retail aspects will commence construction in 2019.

Being Hospitable

Southern California is known for its beautiful weather and various tourist attractions, particularly as so many



Burbank Town Center in Burbank is undergoing a \$60 million renovation that includes new experiential retailers like Round One Bowling and salon-type users.

redevelopment and entertainment-based projects continue to come to fruition. Burbank is one city hoping to take advantage of this. Downtown Burbank, a 33-block commercial district, offers more than 100 restaurants and 30 movie screens, while Burbank Town Center recently embarked on a \$60 million renovation that includes new experiential retailers like Round One Bowling and salon-type users. In fact, the city has eight major projects on the horizon. This includes nearly 120,000 square feet of retail space, about 2,300 residential units, six hotels, and a new conference and event center with 78,000 square feet in meeting and convention space.

“Burbank is managing an important shift toward tourism development and hospitality,” says Patrick Prescott, the city’s community development director. “Tourists stay in our hotels, dine and shop in local establishments and utilize rental car facilities - all of which generates additional local tax revenue for the city.”

Tourism in Burbank represented 3.4 million visitors in 2017, spending \$829 million and generating \$36.7 million in local tax revenue, Prescott cites. The six new hotel projects will bring more than 1,000 new rooms to the city just as the 14-gate terminal replacement project at the Hollywood Burbank Airport finishes up in the next few years.

“With all growth factors pointing in the same direction, Burbank will soon be seen as one of the region’s top choices for regional, national and even international travel,” he notes.

The southeast Los Angeles submarket of Bellflower is experiencing similar activity as it targets entertainment options and more hotel rooms to accommodate travelers enjoying said options.

“Bellflower is seeing newfound interest from the hospitality sector,” says Jim Dellalonga, the city’s director of economic development. “In the past, Bellflower was an overlooked community with low activity, business vacancies and retail closures. However, the city is now experiencing a growth of new construction, retail and hospitality activity, increased pedestrian traffic and an overall significant interest in the city.”

New attractions include SteelCraft, an outdoor food court housing seven unique vendors in repurposed shipping containers that is set to open in late 2018 or early 2019. Howard CDM, SteelCraft’s developer, also purchased a former JC Penney building that is being converted into the company’s new headquarters with shared office space and a food use on the ground floor that will be flanked by a brewery and distillery. The Stand Up Comedy Theater on



The Town of Apple Valley is located in the heart of the Victor Valley in the County of San Bernardino. Apple Valley is strategically located 95 miles northeast of the Los Angeles metropolitan area, 140 miles north of San Diego, and 185 miles south of Las Vegas.

Recent Development Highlights Include:

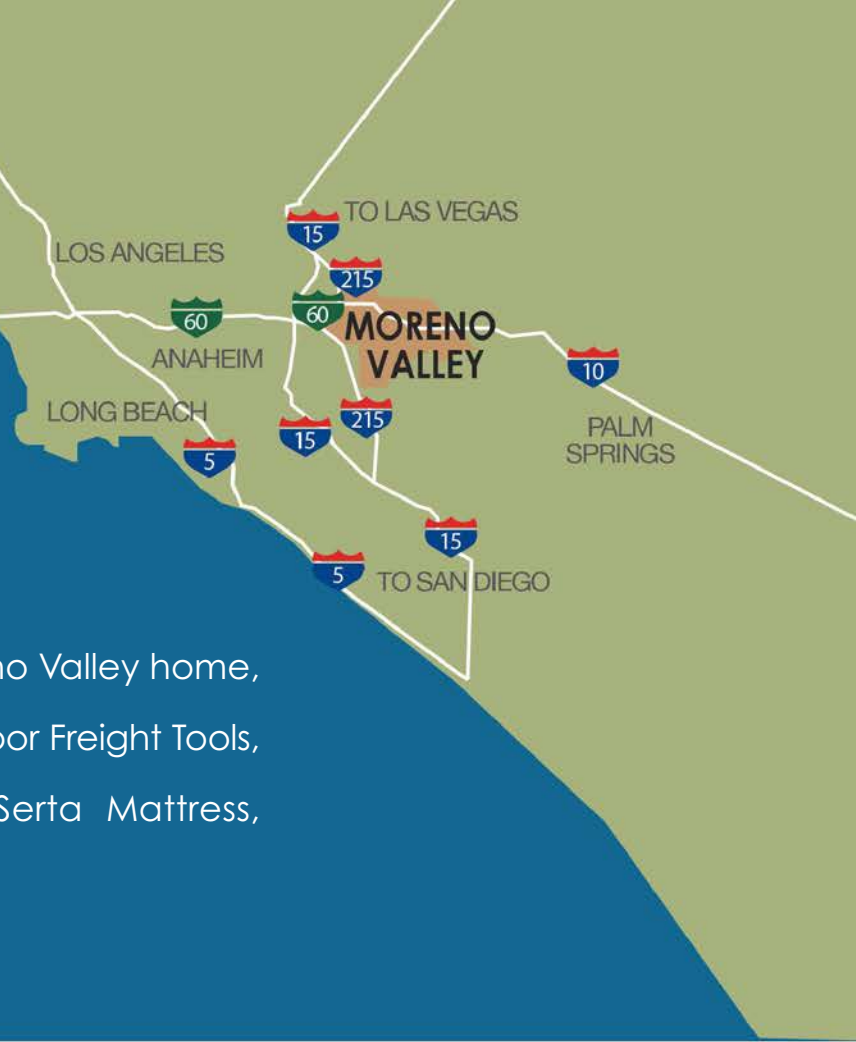
- Big Lots Distribution Center is building a 1.3 million-square-foot facility in the north Apple Valley industrial area. The project will help to balance the economy, adding jobs and higher wages to the local economy, which in turn boosts the local retail and housing market.
- In the last year, Yucca Loma Bridge opened, paving the way for future development opportunities at Apple Valley and Yucca Loma Road. The bridge opens access to Spring Valley Lake and provides an additional east/west regional corridor.
- St. Mary’s Medical Center opened a 12,500-square-foot Urgent Care earlier this year; a developer has submitted a development application to reposition the southwest corner for a drive-thru and quick service restaurant.
- Other recent openings include Wing Stop, Dickey’s BBQ Pit, Yogurtland, and Galley Fish Tacos.
- 282 new housing permits were issued in FY16-17, more than the last two years combined.
- Apple Valley awarded a \$4.46 million state grant that will help widen and realign the intersection at Highway 18 and Apple Valley Road
- The Apple Valley Choice Energy Program, launched in 2017, offers Apple Valley businesses and residents 3% lower generation rates than Edison with higher/greener renewable content.
- Data indicates and our residents express their is strong consumer demand for more dining choices, both full and quick service, as well as apparel, shoes, sporting goods, furnishings and specialty retailers and department stores.

SelectAppleValley.com



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Ideally situated in Southern California, 4,500 businesses call Moreno Valley home, including ALDI Foods, Amazon, Cardinal Glass, Floor & Decor, Harbor Freight Tools, Karma Automotive, Phillips Electronics, Proctor & Gamble, Serta Mattress, Skechers USA and more!



2nd
largest city in
Riverside County



21st
largest city in
CALIFORNIA



51.3 square
MILES

210,639
Moreno Valley
Population 2018



20-mile
radius population
2,340,555



Median
AGE: 31.6



5.04%
annual growth
RATE



Home to numerous
Fortune 500
AND INTERNATIONAL COMPANIES



17,000
JOBS
created in 5 years



TRANSPORTATION
SERVED
BY

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Competitive, successful companies looking to expand their brand know there is one place in Southern California that consistently beats the rest – the City of Moreno Valley.

Location, Location, Location

Moreno Valley is only an hour away from Los Angeles, Orange and San Diego counties and less than three hours to Nevada, Arizona and Mexico.

We are home to Costco, Pottery Barn Warehouse, West Elm Outlet, SuperTarget, Home Depot, Macy's, Burlington, TJ Maxx/HomeGoods, Ulta and BevMo.

200 nationally recognized and boutique restaurants offer distinctive dining experiences, like BJ's Restaurant and Brewhouse, Portillo's, Outback Steakhouse, Woody's Brewhouse and Mountain Mike's Pizza. Our restaurant chains outperform the national average by as much as 25.6 percent.

We have 3 hotels under construction – Residence Inn by Marriott, Holiday Inn Express, and Fairfield Inn and Suites – with more in development.

Growth beyond compare

Our population of 210,000 is booming, and our annual growth rate is 5.04%. 2.3 million people live in a 20-mile trade radius.

Our average household income is \$74,823. 21,000 households are above \$75,000.

We have created 17,000 jobs in the last 5 years.

Residential construction is adding additional new housing opportunities with more than 7,000 single and multi-family units under construction or in development.

Three colleges (University of California, Riverside, Cal Baptist University and Moreno Valley College) attract more than 40,000 students. In total, 44 universities and community colleges educate more than 225,655 undergraduates within 50 miles of Moreno Valley.

Riverside University Health System Medical Center (headquarters for Riverside County's hospital system, based here in Moreno Valley) and Kaiser Permanente are both expanding their facilities to meet strong regional demand.

Vast transportation network

Transportation corridors State Route 60 and Interstate 215 offer same-day access to all parts of California, Nevada, Arizona and Mexico.

Moreno Valley's March Inland Port Airport is ideal for air cargo and private corporate flights, while passengers may choose from five international airports within an hour's drive.

Accelerating opportunities through incentives

Our Go MoVal Strike Team of City representatives stands ready to assist businesses with all needs as they happen.

Time is money. Our concierge service assists businesses through each stage of the development process. And our unparalleled plan check turnaround time consistently beats other agencies in the region.

Hottest Market in Southern California

At 4,500 businesses strong, Moreno Valley is home to regional headquarters and major facilities for Fortune 500 and international companies including ALDI Foods, Skechers USA, Floor & Décor, Harbor Freight Tools, Lowe's Home Improvement, O'Reilly Automotive, Ross Dress For Less, Serta Mattress, Sherwin Williams and Walgreens.



Moreno Valley's ideal location, business friendly atmosphere and motivated workforce are why so many Fortune 500 and international companies have made it their home. Contact us to find out what we can offer you.

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SteelCraft is an outdoor food court housing seven unique vendors in repurposed shipping containers that is set to open in Bellflower in late 2018 or early 2019.

Belmont Street also recently began demolition and will open in early 2019. A 56-room boutique hotel is in the process of submitting plans to the city, as a few other flagship brands pursue additional sites as well.



Jim Dellalonga
City of Bellflower, CA

Bellflower is betting big on restaurants, entertainment and hospitality in anticipation of the new LA Metro Light Rail line that will cross through Bellflower on its way to Downtown Los Angeles. This line is expected to be completed before the 2028 Olympics in Los Angeles, with a dedicated new train station located in the heart of downtown.

"Bellflower, like other cities, was hit pretty hard by the recession," Dellalonga says. "This was amplified by the dissolution of redevelopment agencies in 2012. During this period, city leadership positioned Bellflower for success as the economy slowly began to improve. Conservative financial management and investment in a revitalization plan contributed to some of the development successes



Indio is the "City of Festivals" and ranked the No. 1 City in the Nation for Live Music. As the second seat of Riverside County, Indio is the center for business, government and entertainment in Greater Palm Springs. A leading global destination, nearly 1.4 million people visit Indio annually to experience its world-famous arts, food, and music festivals such as the Coachella Valley Music & Arts Festival, Stagecoach California's Country Music Festival, and Indio International Tamale Festival.

Spectacular murals in downtown and visits to the Coachella Valley History Museum, Indio Performing Arts Center, and Coachella Valley Art Center highlight Indio's rich art, culture, and history. The Empire and Eldorado Polo Clubs attract thousands to watch national sporting and competition events, including world-class polo matches, the Sand Storm Lacrosse Festival, and Palm Springs Kennel Club Dog Show. The luxurious Fantasy Springs Resort Casino provides culinary delights, gaming and premier entertainment. Indio is also home to the only night-lighted golf course in the Coachella Valley – the Lights at Indio Golf Course.

Indio is enjoying an economic upswing, welcoming a variety of new commercial developments, including new hotels, restaurants, shops, and a 12-plex movie theater north of the I-10 freeway. There are plans to transform the Indio Fashion Mall on Highway 111 to an exciting multi-use development. Downtown Indio is undergoing a renaissance with the opening of the beautiful brand new Loma Linda University Children's Health Clinic and planned campus expansion of the College of the Desert. Downtown Indio is also home to the California Desert Trial Academy College of Law, the only law school in Riverside County.

Indio was named one of the Top 20 Best Cities for Young Families in California due to its nationally recognized public safety services; exceptional schools; parks and hiking trails; active senior, teen and recreational centers; and housing affordability with more than 3,000 new housing units planned or under construction. The future is bright for Indio with exceptional amenities, boundless economic opportunities and a superior quality of life.

Visit www.indio.org to learn more.





Bellflower is opening a variety of quick-service restaurants, such as Jersey Mike's, which is located at 15919 Bellflower Blvd.



Bellflower is betting big on restaurants in anticipation of the new LA Metro Light Rail line. Pictured above is Ricci's at 16601 Bellflower Blvd.

seen around town, as well as a commitment to attract new businesses and identify blighted areas that can be reused for exciting purposes."

Growth Opportunities

Like Bellflower, the Coachella Valley city of Indio is looking for ways to grow while maximizing its current offerings.

"Indio is a progressive community that is committed to smart growth with a focus upon creating a vibrant

pedestrian-oriented downtown," says P.J. Gagajena, administrative services manager of economic development and marketing for the City of Indio. "Indio's vision is for a downtown that is a community-gathering place, regional destination and mixed-use hub with a thriving arts, business, entertainment, shopping and residential scene."

The city issued an RFQ (request for quotes) this past August for a master developer that can plan, design and

implement a master development concept. Indio and its successor agency own several properties totaling more than 26 acres that can activate the community's vision for a downtown that includes mixed-use, creative and place-making components.

The Haagen Company also has plans to rebrand the former Indio Fashion Mall into a lifestyle and entertainment center called the Indio Grand Market Place. The redevelopment project includes the existing

215,000-square-foot mall and a 20-acre city-owned parcel. Current plans for the mixed-use property include a 10-screen theater, 120-room hotel, a gym, 400 housing units and 20,000 square feet for a major retail anchor store.

"Our retail centers have evolved and changed over the past decade, largely in response to the ever-changing retail marketplace," Gagajena explains. "As online sales have increased and retailers reduce their brick-and-mortar

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1.4 MILLION PEOPLE VISIT INDIO EVERY YEAR

TOP 20 BEST CITIES FOR YOUNG FAMILIES

#1 CITY IN THE U.S. FOR LIVE MUSIC

ASK US ABOUT NEW DEVELOPMENT OPPORTUNITIES IN DOWNTOWN INDIO



Indio and its successor agency own several properties totaling more than 26 acres that can activate the community's vision for a downtown that includes mixed-use, creative and place-making components.

footprints, our retail centers have had to evolve and change.”

The city has three retail centers that total more than 1.6 million square feet. They include Indio Towne Center, Showcase at Indio and The Palms, which is anchored by Walmart and has received approval for a 12-screen luxury Maya Cinemas, Hampton Inn & Suites and a variety of fast-casual restaurants and retailers.

Entertainment and tourism may maintain a strong presence in the city, but Gagajena concedes Indio does anticipate challenges ahead.

“While we have been successful growing our tourism and hospitality industry largely due to our community partnership with the Greater Palm Springs Visitor and Convention Bureau, in the

long-term, technological advancements in robotics will erode the jobs in this service economy,” he notes. “The biggest challenge for our region will be growing and diversifying the Coachella Valley economy. College and career readiness and training is the path to higher-wage jobs in the Coachella Valley. Partnering with our business community, economic development agencies and educational institutions will be the key to our success.”

Peoria, Ariz., is no stranger to this challenge, either. Just northwest of Phoenix, this city has a sophisticated demographic with a high quality of life.

“Forty percent of Peoria residents have post-secondary education and are employed in occupational groups exceeding national levels in engineering, computer and mathematics and information technology,” says Paul Zampini, business attraction coordinator in the city’s economic development services department. “People choose to live here because they can walk out their front doors and go hiking. They can hop on a bike and connect to hundreds of miles of trails or walk the valley’s safest streets at night. They take their kids to A+ schools. They can hook up the boat and drive 15 minutes to the Valley’s largest lake, or attend a spring training event and then head home to one of several award-winning communities.”

While this may sound idyllic, there’s just one problem with this scenario.

“The high-quality talent already lives here,” Zampini explains. “But they commute to Intel or Honeywell across town. On Saturday and Sunday, they are satisfied and happy. But Monday morn-



Indio has three retail centers that total more than 1.6 million square feet. They include Indio Towne Center, Showcase at Indio and The Palms (pictured), which is anchored by Walmart.

City of Bellflower, California



Settled in 1906, Bellflower, CA was best known for its dairy farms and proximity to downtown Los Angeles via the Pacific Electric Railway. The historic P.E. Depot still stands as a reminder of years past. But Bellflower continues to flourish with new developments that push the City into the future.

In 2028, a new Metro Light Rail Station will stand proudly across the street from the P.E. Depot, inviting thousands of visitors to our pedestrian-friendly Downtown and providing a hassle-free commute to Los Angeles. The Light Rail Station has brought renewed interest in Bellflower, spurring exciting developments for 2019 including SteelCraft, a modern food court built with shipping containers; The StandUp Comedy Theatre; In-N-Out Burger; and The Exchange, a 3-story development that will house a co-working space, restaurant with distillery and brewery, and Howard CDM’s headquarters (the developer of the SteelCraft project). Also responding to the statewide demand for more housing, 115 new housing units are being built along the transforming Artesia Boulevard corridor.

Rich in history but embracing change, Bellflower welcomes innovative uses to serve its 78,000 residents. Bellflower not only belongs to one of the densest regions in the state, but is surrounded by 3 major freeways within dynamic southeast Los Angeles County. Just 15 minutes away, Bellflower residents have access to Orange County, Long Beach Airport, the ports of Los Angeles and Long Beach, and California’s acclaimed beaches and amenities. Bellflower serves as an amazing launch pad for developments to have an outsized reach.

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Huntington University opens its new campus in Peoria in the P83 Entertainment District. This site will be the new home for Huntington's digital arts degree programs.



Aviage Systems, a global developer and distributor of civil avionics products, also calls Peoria home. Aviage provides commercial avionics design, testing and development at this new facility.

ing they have to leave Shangri-La and head into the stop-and-go purgatory that is the morning commute. Satisfied at work but dreading their commute, they waste hours heading back to the lives they love."

Zampini is hoping to change all that by courting employers and showing them why employees love Peoria. He is hoping one or two flagship companies will lay down roots in the city

and partner with officials who are ready, willing and able to do business.

"Quite honestly, we have a diverse set of economic sectors in the city," he says. "We have advanced business services, manufacturing, digital media production, medical devices, information technology and others. What we lack is a strong leader that defines our city as the place to build and grow. Our target industry is the

next business leader. We need someone to plant their tree in Peoria and grow a forest. They will always be the first and the biggest, but others will sprout up in their shade. We need a business that is tired of being one of many and wants to be the one who leads the many."

Standing out from the crowd rather than blending in with the "one of many" is exactly what these Southern

California and Southwest cities are trying to do through diversification, renovations and new projects. Whether they're targeting the live, work or play demographic (or, chances are, a mix of all three), their own city leadership, location and flexibility are what will likely keep these projects and places moving forward 10 years removed from the start of the Great Recession. ■

There's a lot happening in the City of Bellflower.

Following the recently completed Mayne Event Center and Los Angeles County Fire Museum, three major food groups will join the Bellflower community! SteelCraft, an outdoor food court housing 8 unique vendors will be made up of repurposed shipping containers and is currently under construction in Downtown Bellflower. At the intersection of Bellflower Blvd. and Artesia Blvd., just south of the 91 Freeway, In N Out Burger and Dunkin' are expected to open new eateries in 2019.

For development opportunities, contact the Bellflower Economic Development Department at (562) 804-1424 ext. 2010.

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