



Temecula

The Heart of Southern California
Wine Country



Demographics



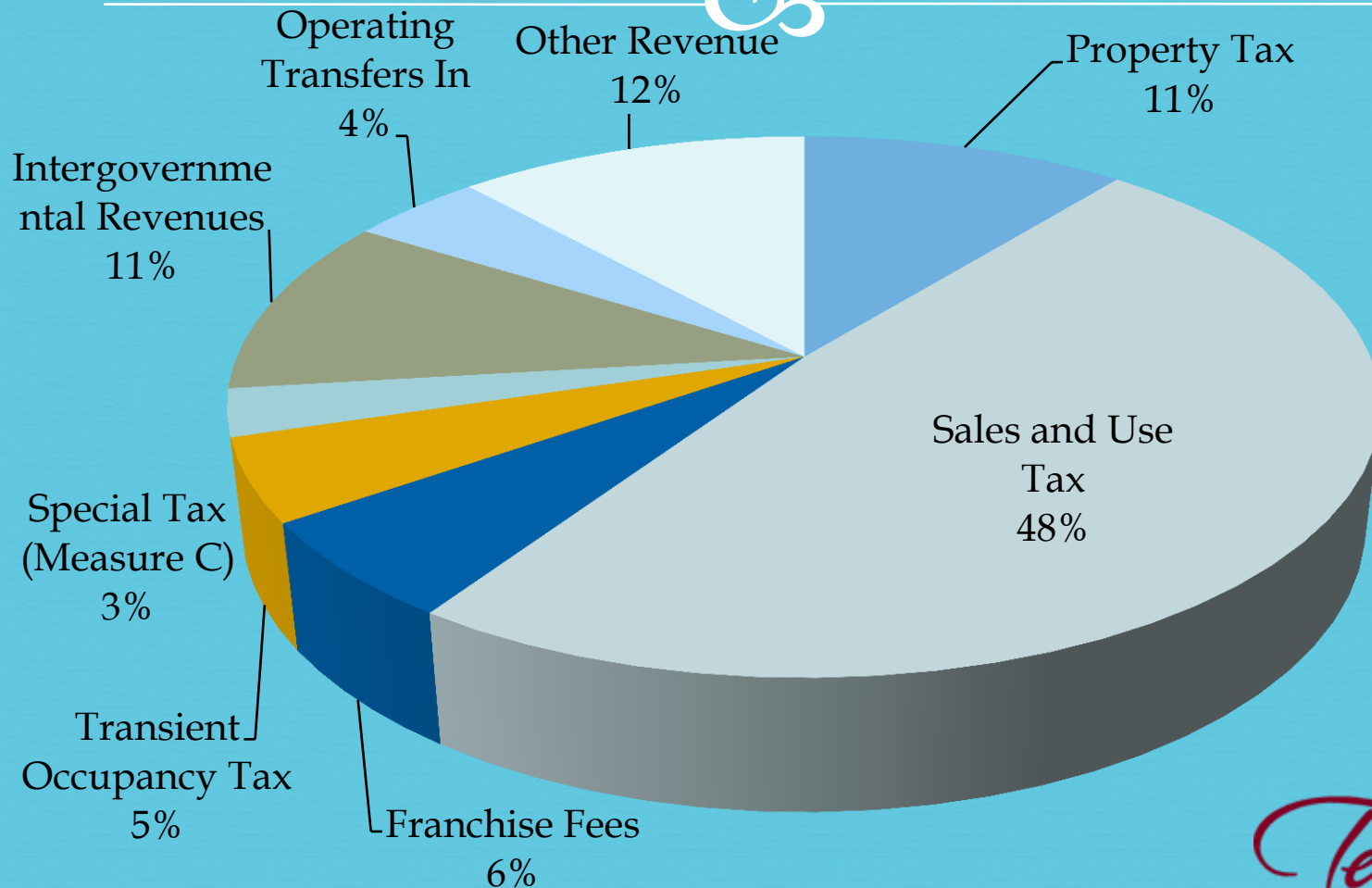
- ❖ POPULATION: **108,920**
- ❖ MEDIAN AGE: **34**
- ❖ NUMBER OF HOUSEHOLDS: **33,869**
- ❖ AVERAGE HOUSEHOLD INCOME: **\$85,839**
- ❖ MEDIAN HOME SALES PRICE FOR OCTOBER 2015: **\$482,326**

- ❖ NUMBER OF JOBS: **49,292**
- ❖ **59TH** LARGEST CITY IN CA
- ❖ **TOP 10%** OF SAFEST CITIES IN US (PER FBI)
- ❖ TVUSD TEST SCORES: **TOP 20%** IN CA
- ❖ HOME TO CSUSM AT TEMECULA
- ❖ RETAIL SALES PER CAPITA RANKED **75TH** OUT OF 539 ENTITIES IN CA



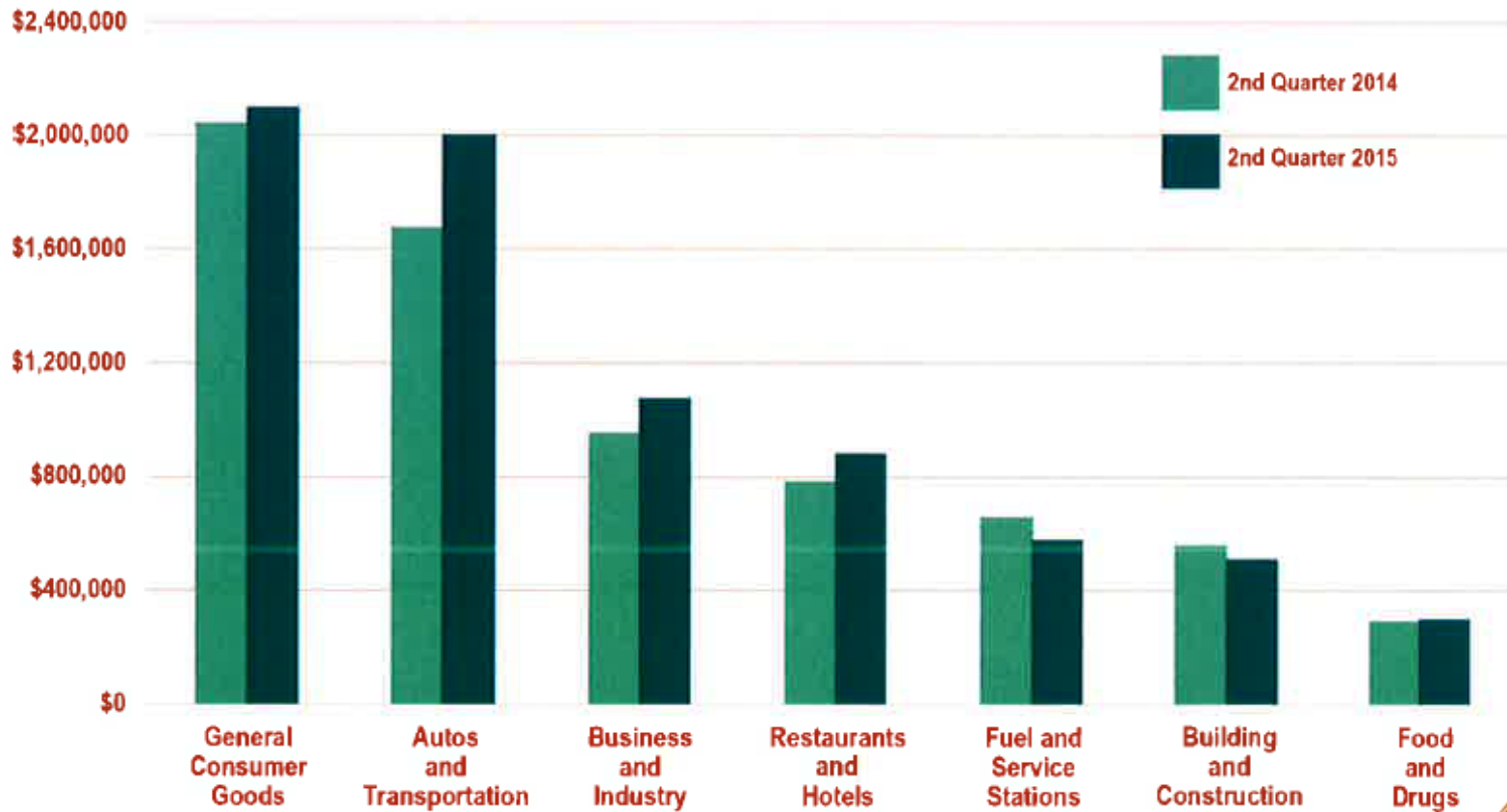
Fiscal Year 2015-2016 Budget

Projected Revenue \$65,853,760



Sales Tax (2nd Quarter 2015)

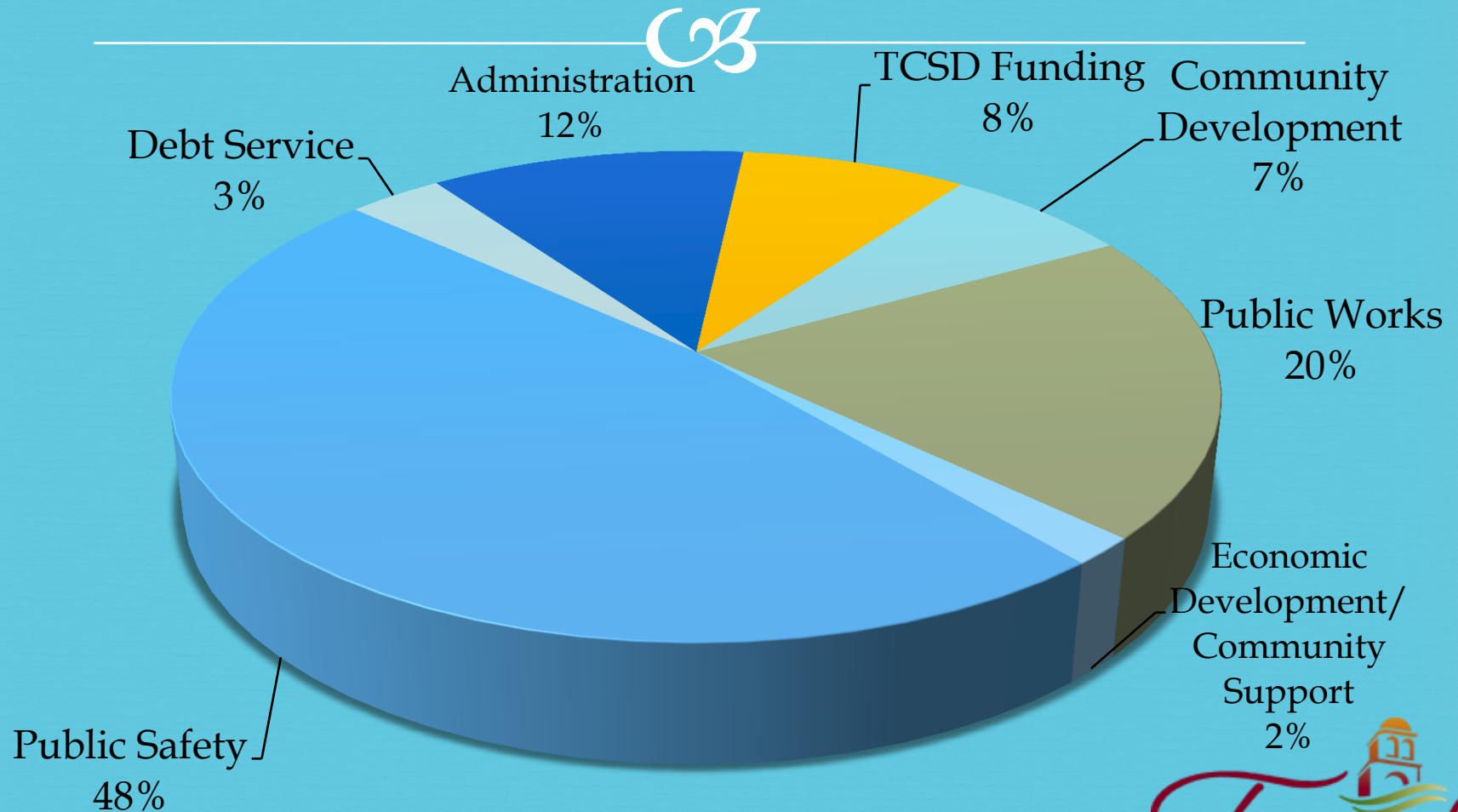
SALES TAX BY MAJOR BUSINESS GROUP



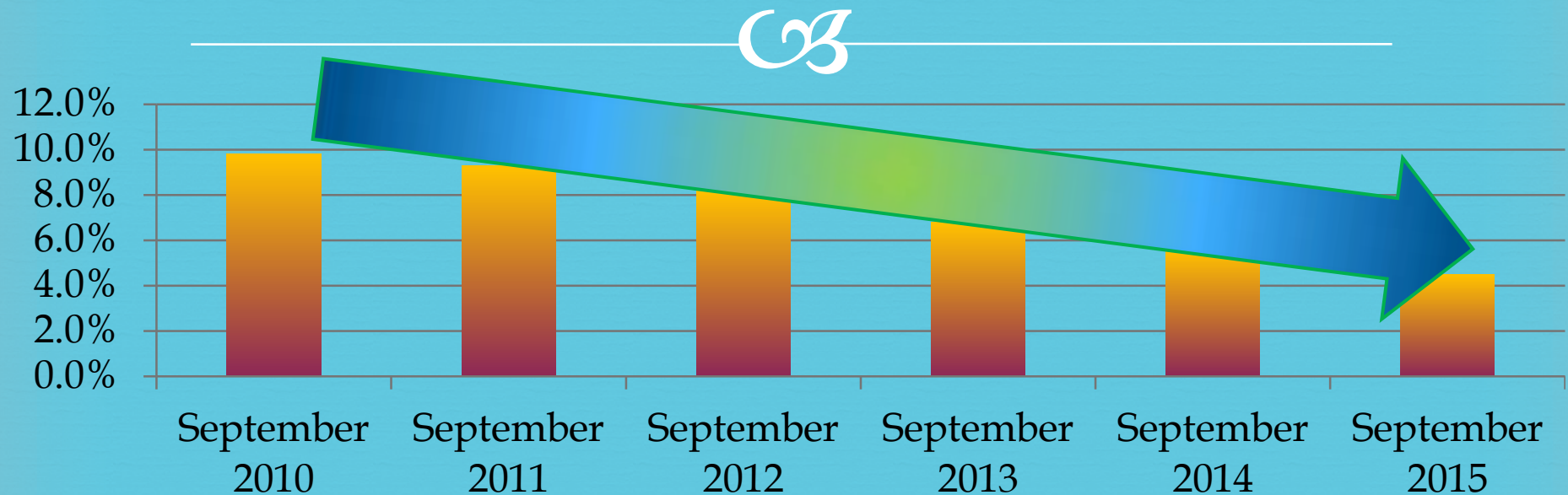
Sales Tax up 7.5% from Q2 2014

Fiscal Year 2015-2016 Budget

Projected Expenditures \$65,345,519



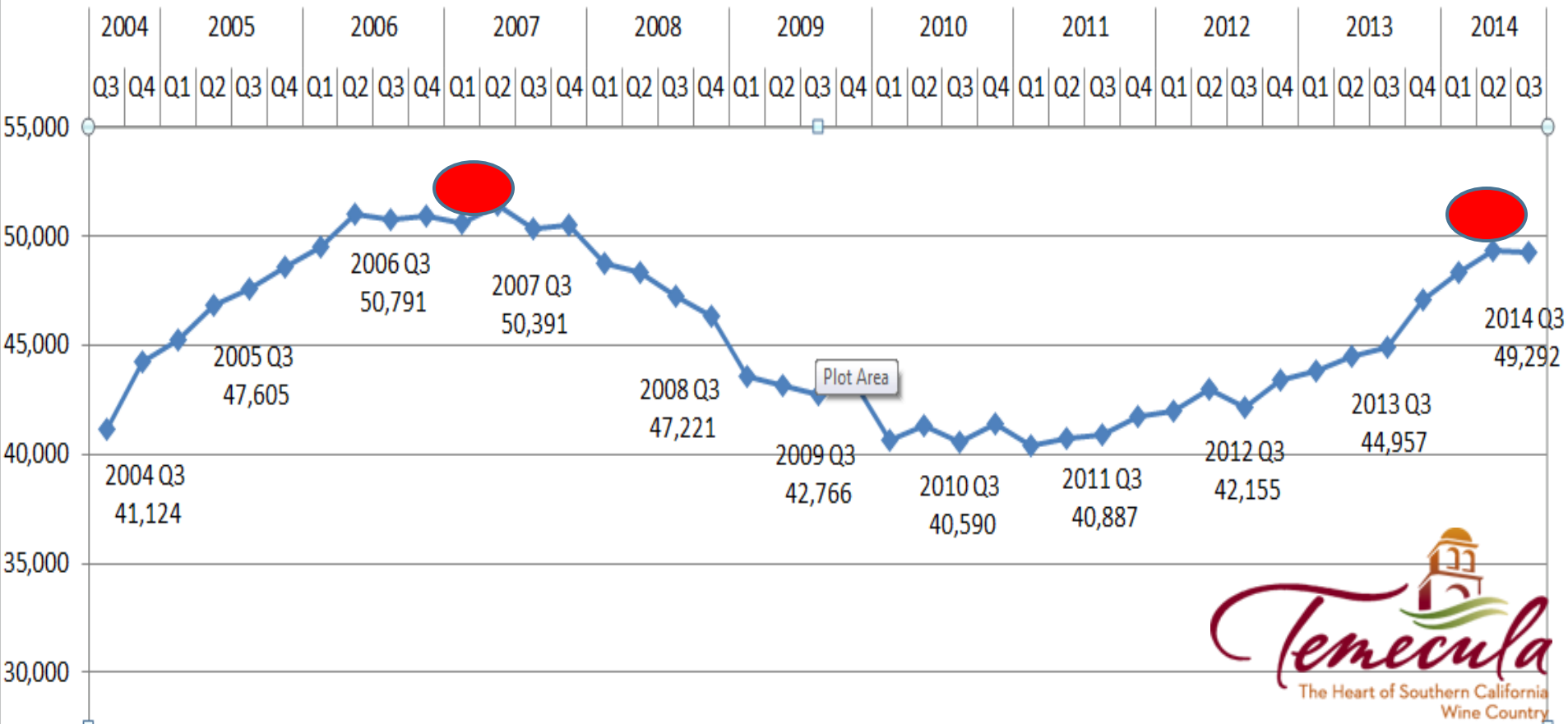
Unemployment Rate



- ❖ **TEMECULA SEPTEMBER 2015 4.5%**
- ❖ **RIVERSIDE COUNTY SEPTEMBER 2015 6.3%**
- ❖ **CALIFORNIA SEPTEMBER 2015 5.5%**
- ❖ **NATION: SEPTEMBER 2015 4.9%**

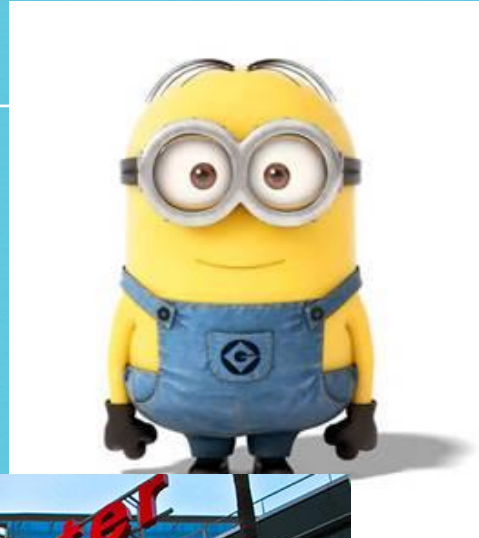
Temecula Job Count

Temecula City Quarterly Total Nonfarm Employment



Industry Clusters

- ❖ **ADVANCED MANUFACTURING**
- ❖ **TECHNOLOGY**
- ❖ **BIO TECHNOLOGY /LIFE SCIENCE**
- ❖ **TOURISM/AGRICULTURE**
- ❖ **RETAIL**



**REVSHARE: TELEVISION'S LARGEST
COST PER ACTION ADVERTISING NETWORK**



Temecula on the Cover & Centerfold (July) “Roads & Bridges” 2015 Calendar



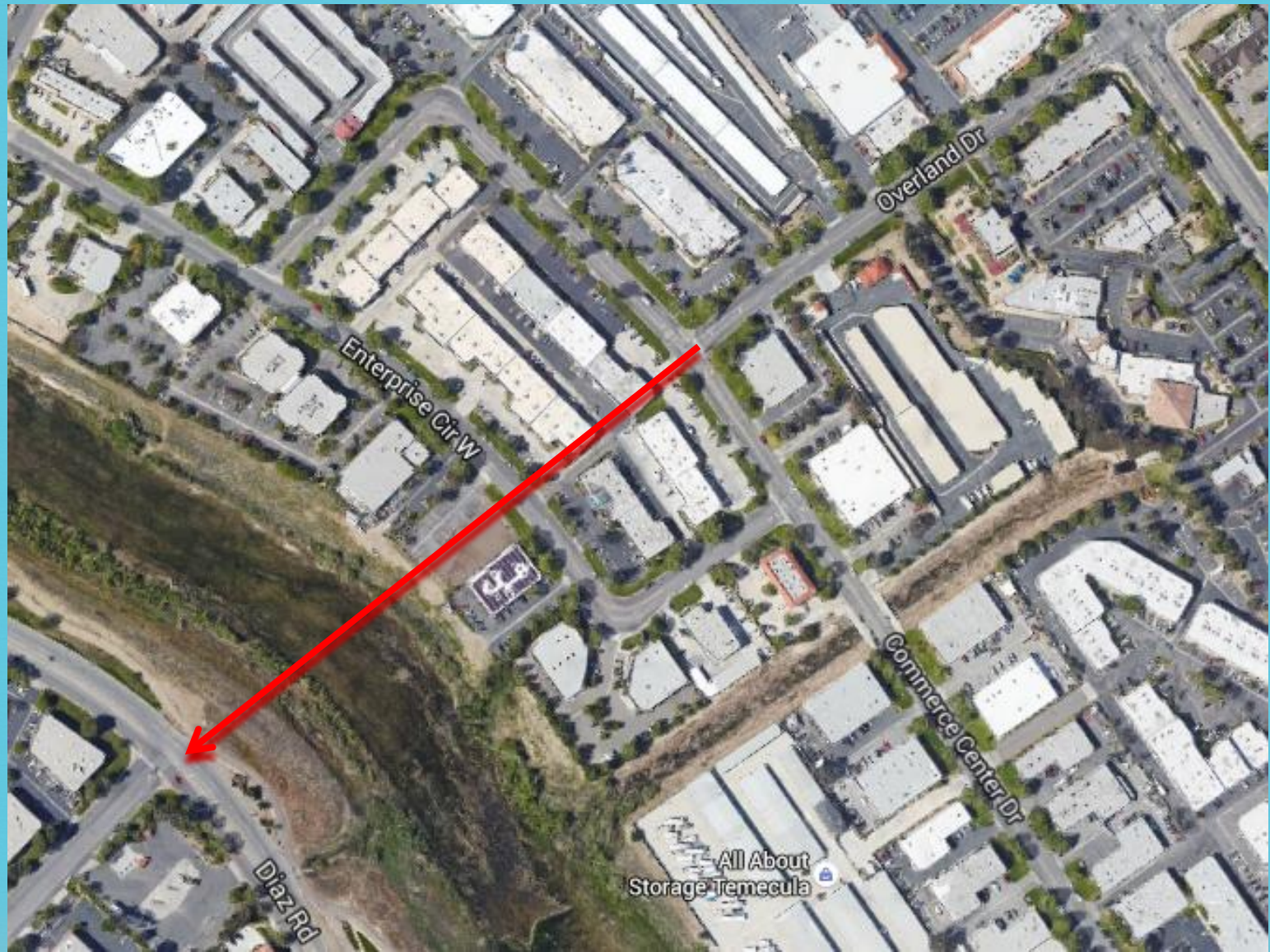
French Valley Parkway



I-15 at Temecula Parkway



Overland Drive to Diaz Extension



Murrieta Creek Project



ARMY CORPS & FLOOD CONTROL PROJECT. WIDEN & ENGINEER CREEK, ALSO INCLUDES 15' NATURAL TRAIL. ESTIMATED COMPLETION DATE: SPRING 2017

Development in Old Town



**TOWN SQUARE MARKET PLACE IN FRONT OF CITY HALL, RESTAURANTS, RETAIL, OFFICE
50,000 SQUARE FEET**

Development in Old Town



CORNER OF FRONT ST AND FOURTH ST: 12,000 SQ. FT. , 3 STORY RETAIL

Altair

- ❖ 270 ACRES
- ❖ 4-LANE WESTERN BYPASS
- ❖ APPROX. 1500 RESIDENTIAL UNITS
- ❖ ELEMENTARY SCHOOL
- ❖ COMMUNITY CLUBHOUSE
- ❖ PARKS, TRAILS,
HILLSIDE PRESERVATION



www.altairtemecula.com

Uptown Temecula

(Jefferson Ave)



* 2.3 mile long project area (560 acres)

* No existing residential

An extrapolation of the KMA study over a 20-year period indicates that the Study Area could support approximately 5.5 million square feet of development.

Anticipated 20 Year Specific Plan Development Scenario

| Buildable Acres ¹ | Commercial s.f. ² | Residential d.u. ³ | Total Development Potential |
|------------------------------|------------------------------|-------------------------------|-----------------------------|
| 128 acres | 1.9 million s.f. | 3,726 d.u. | 5.5 million s.f. |

Development in Uptown



CORNER OF DEL RIO AND JEFFERSON AVE

New Residential Development

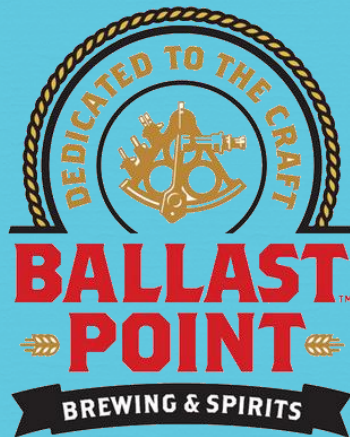


2,180 Single-Family Units
approved/planning process

404 Multi-Family Units
approved/planning process

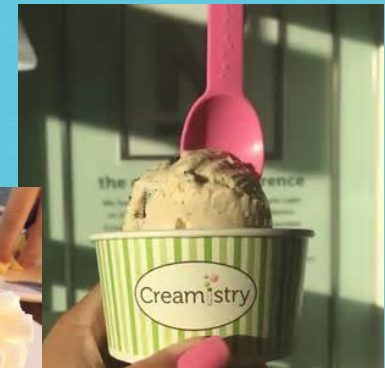


Lifestyle & Retail Destination



FAST CASUAL RESTAURANTS

AWARDED BY FASTCASUAL.COM
AT THE 2014 CONVENTION OF THE
NATIONAL RESTAURANT ASSOCIATION



Buxton: Retail Consultant

Stone Brewing Co.

20 Minutes: 20-minute drive-time
around: Oceanside

20 Minutes: 20-minute drive-time
around: Escondido

Temecula - 20

| | | | |
|---|----------------|----------------|----------------|
| Total Population | 372,704 | 374,799 | 387,542 |
| Total Households | 126,264 | 133,159 | 122,866 |
| Employed Civilian Population 16+ | | | |
| Total | 167,742 | 169,591 | 159,127 |
| White Collar | 61.3% | 62.4% | 61.6% |
| Blue Collar | 38.7% | 37.6% | 38.4% |
| Median Age | 35.9 | 34.8 | 35.0 |

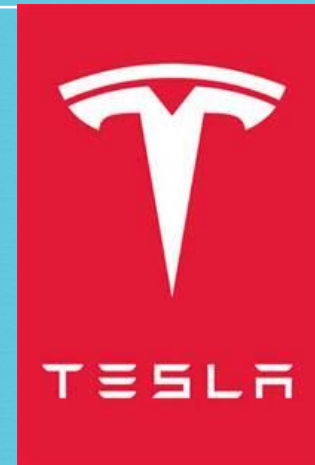
Educational Attainment:

| | | | |
|--------------------------|---------|---------|---------|
| Total Population Age 25+ | 243,349 | 244,668 | 241,609 |
| Associates Degree | 11.9% | 11.9% | 10.0% |
| Bachelor's Degree | 20.3% | 20.4% | 17.8% |
| Graduate Degree | 11.2% | 11.7% | 8.7% |
| Some College, No Degree | 19.9% | 22.4% | 29.8% |

Household Income:

| | | | |
|--------------------------|----------|----------|----------|
| Average Household Income | \$93,140 | \$91,231 | \$91,998 |
| Median Household Income | \$64,587 | \$62,969 | \$72,021 |
| Per Capita Income | \$31,742 | \$33,060 | \$29,273 |

Auto Dealers



Total Sales Tax
Generated: **\$7.5 M**
23% of Total
Sales Tax

Medical/Healthcare



- ❖ 150 MILLION DOLLAR DEVELOPMENT COST INVESTMENT
- ❖ 40 MILLION DOLLAR ANNUAL PAYROLL
- ❖ ATTRACTION FOR NEW DEVELOPMENT
- ❖ 7 NEARBY MEDICAL OFFICE BUILDINGS (TOTALING 171,524 SQUARE FEET) ARE PROPOSED OR UNDER CONSTRUCTION

Tourism ~ Wine Country & Breweries



**GREAT AMERICAN
BEER FESTIVAL®**



Pechanga Expansion



548 hotel rooms

**67,000 sq ft of
convention center
space**

Resort Style Pool

**23,000 sq ft
spa/fitness center**

Temecula Valley Entrepreneurs Exchange

1st floor



THE Center

2nd floor

CSUSM AT TEMECULA
CREATING ACCESS TO HIGHER EDUCATION



In the News



America's 50 Best Cities to Live

Posted: November 5, 2015 at 4:11 am

Moving within the United States from one city to another is much more common today. No matter the reasons for the move -- buying a house, looking for a new ...

[Read Full Story »](#)



Sunset



Connect with Us



- **Temecula Magazine feature properties for FREE**
- **Meetings with Building Official and Fire Department**
- **Retail demographic research via Buxton**
- **Meet n Greet with prospective clients**
- **ICSC partnership**