

Economic Development Update

Miguel Ramirez Cornejo
Management Analyst

Gina Gibson-Williams
Community Development Director



Economic Development

- Creating wealth which benefits the community.
- It is more than a jobs program, it's an investment in growing our economy and enhancing the prosperity and quality of life for all residents.

Your Momentum Team



City Manager Bryan Jones



Community Development Director
Gina Gibson Williams



Management Analyst
Miguel Ramirez Cornejo

Economic Development Work Plan

- Attraction – recruit new businesses
- Retention– assist existing businesses
- Expansion– encourage business growth

Eastvale Strategic Plan

- Economic Development Priorities
 - Elevate dining Experience
 - Priority Level: 1A, Target #: 3, Goal #: 1
 - Create value-added development
 - Priority Level: 1A, Target #: 3, Goal #: 3
 - Diversify and enhance revenue streams
 - Priority Level: 1B, Target #: 3, Goal #: 9

Business Attraction



A C R E



City of Eastvale
Creating Places for People to Connect and Prosper

371,600 TRADE AREA POPULATION
SOURCE: POP STAT

5 MILES NORTHEAST OF ORANGE COUNTY
8 MILES SOUTHEAST OF LA COUNTY

2ND YOUNGEST CITY IN CALIFORNIA

\$61.6M IN CLOTHING & CLOTHING ACCESSORY STORES LEAKAGE
SOURCE: ESRI

\$116,000 MEDIAN HOUSEHOLD INCOME
SOURCE: ESRI

\$71.3M FOOD SERVICES & DRINKING PLACES LEAKAGE
SOURCE: ESRI AND INFOGROUP

eastvaleca.gov

The graphic features an aerial view of a modern urban development with palm trees and walkways. The City of Eastvale logo is prominently displayed in the center. Below the logo, various statistics and location information are presented with icons and color-coded text.

**WESTERN
REAL ESTATE
BUSINESS[®]**

**SHOPPING CENTER
BUSINESS[®]**

New Businesses Since 2019



Over \$1.8 million in sales tax generated from implementing the Strategic Plan

STAYBRIDGE SUITES AN IHG® HOTEL



Limonite Regional Business Hub



Federal EDA Grant

\$7 million EDA grant application for Limonite Regional Business Hub

Over 5,600 job potential at buildout



Economic Development Tools



Zoning Overlay

CITY OF EASTVALE LOG IN

PROPERTIES COMMUNITIES Layers Demographics Workforce Custom Reports Clear Map Share My Favorites 0

Properties Filter

All Sub-Type Sale Lease

City County Show/Hide Property

Acres Min Max Sq. Ft. Min Max

[Show More Filter Options](#) [Reset Search](#)

Featured [Export to CSV](#) [Share](#)

5 Properties

- **Goodman Business Park - Building 1** [Zoom](#)
5360 Goodman Road, Eastvale, CA, 91752
40,000 Sqft
FEATURED
Distribution/Warehouse Building For Lease
- **Goodman Business Park - Building 2** [Zoom](#)
12437 Bellegrave Ave, Eastvale, CA, 91752
26,500 Sqft
FEATURED
Warehouse Building For Lease
- **Goodman Business Park - Building 3** [Zoom](#)
12483 Bellegrave Ave, Eastvale, CA, 91752
24,000 Sqft
FEATURED
Warehouse Building For Lease
- **Hammer Logistic Center Hammer Building** [Zoom](#)
3950 Hammer Avenue, Eastvale, CA, 91752
115,452 Sqft 9.31 Acres
Industrial Building For Lease For Sale
- **Hammer Logistics Center Riverside Building** [Zoom](#)
12460 Riverside Drive, Eastvale, CA, 91752
2.62 Acres

LEGEND

City_of_Eastvale_Open_Data_Landuse

LANDUSE REPRESENTATION

- Rural Community - Estate Density Residential
- Rural Community - Very Low Density Residential
- Rural Community - Low Density Residential
- Estate Density Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- Medium High Density Residential
- High Density Residential
- Very High Density Residential
- Highest Density Residential
- Commercial Retail

Map of Eastvale, CA showing zoning overlay. The map is color-coded according to the legend, with various residential and commercial zones. Major roads like I-78, I-91, and Mission Blvd are visible. The map includes a search bar, zoom controls, and a scale bar.

County of Riverside, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA | City of Eastvale and Riverside County

Drive Time Analysis



CITY OF EASTVALE LOG IN

PROPERTIES COMMUNITIES Layers Demographics Workforce Custom Reports Clear Map Share My Favorites 0

Back to results Zoom To

Goodman Business Park - Building 1
5360 Goodman Road, Eastvale, CA, 91752

Download Brochure Attachments

DETAILS REPORTS

Select Analysis Area

Driving Time

Driving Time: 20 40 60 (Minutes)

Show Fewer Options

Use Traffic

Traffic Typical For: Monday 8 AM

Direction

Driving To Property Driving Away from Property

Get Reports

ESRI Demographic Reports

2010 Census Profile	Sample	XLS	PDF
ACS Housing Summary	Sample	XLS	PDF
ACS Population Summary	Sample	XLS	PDF
Age 50+ Profile	Sample	XLS	PDF

LAYERS ACTIVE LEGEND

Search

- Infrastructure
- Education
- Recreation
- Broadband
- Admin Boundaries

Find address or place

20 Minutes 40 Minutes 60 Minutes

County of Riverside, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA, NPS

esri

Geographic Information Systems

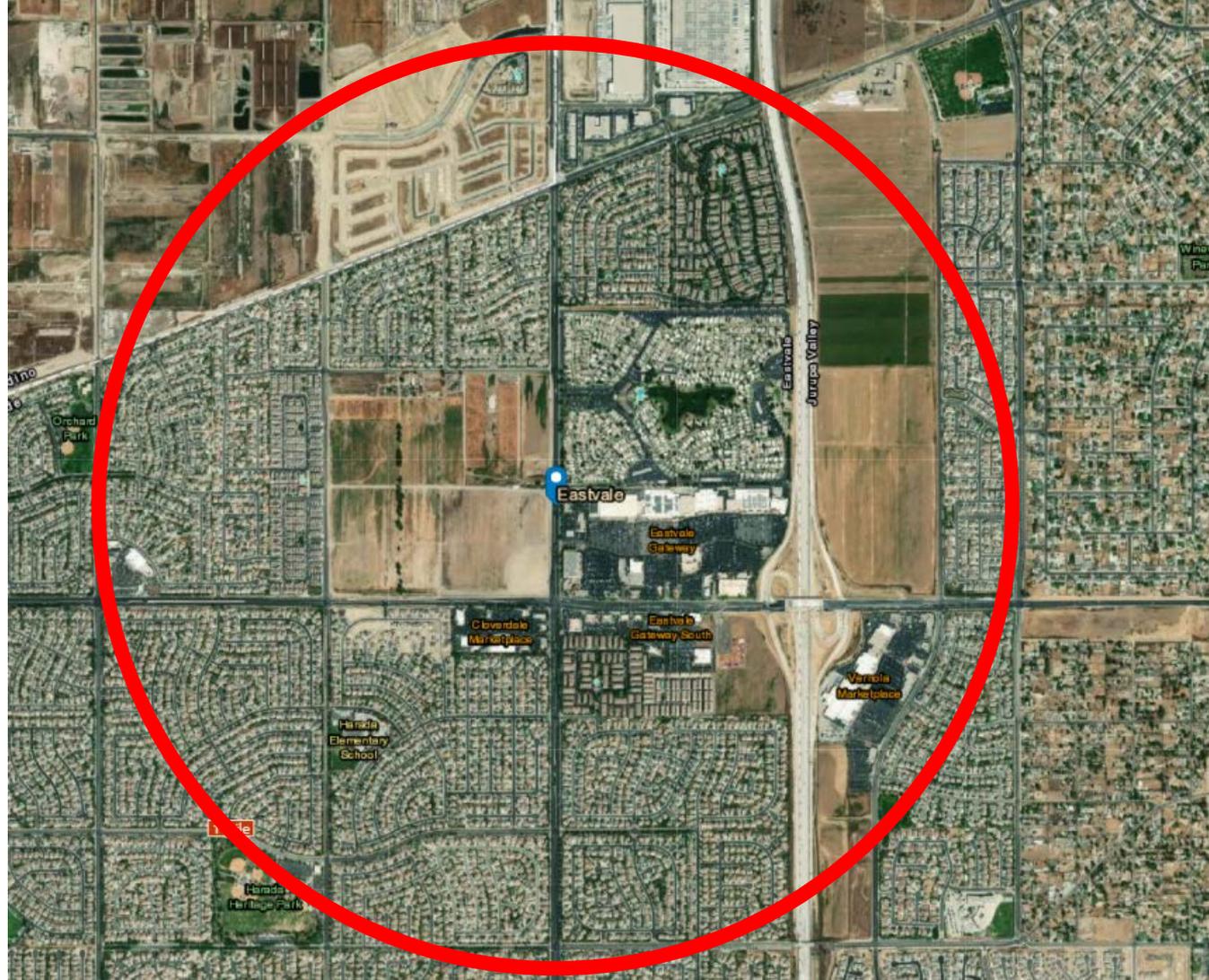
GIS shows patterns and relationships.
GIS helps Economic Development make informed decisions.



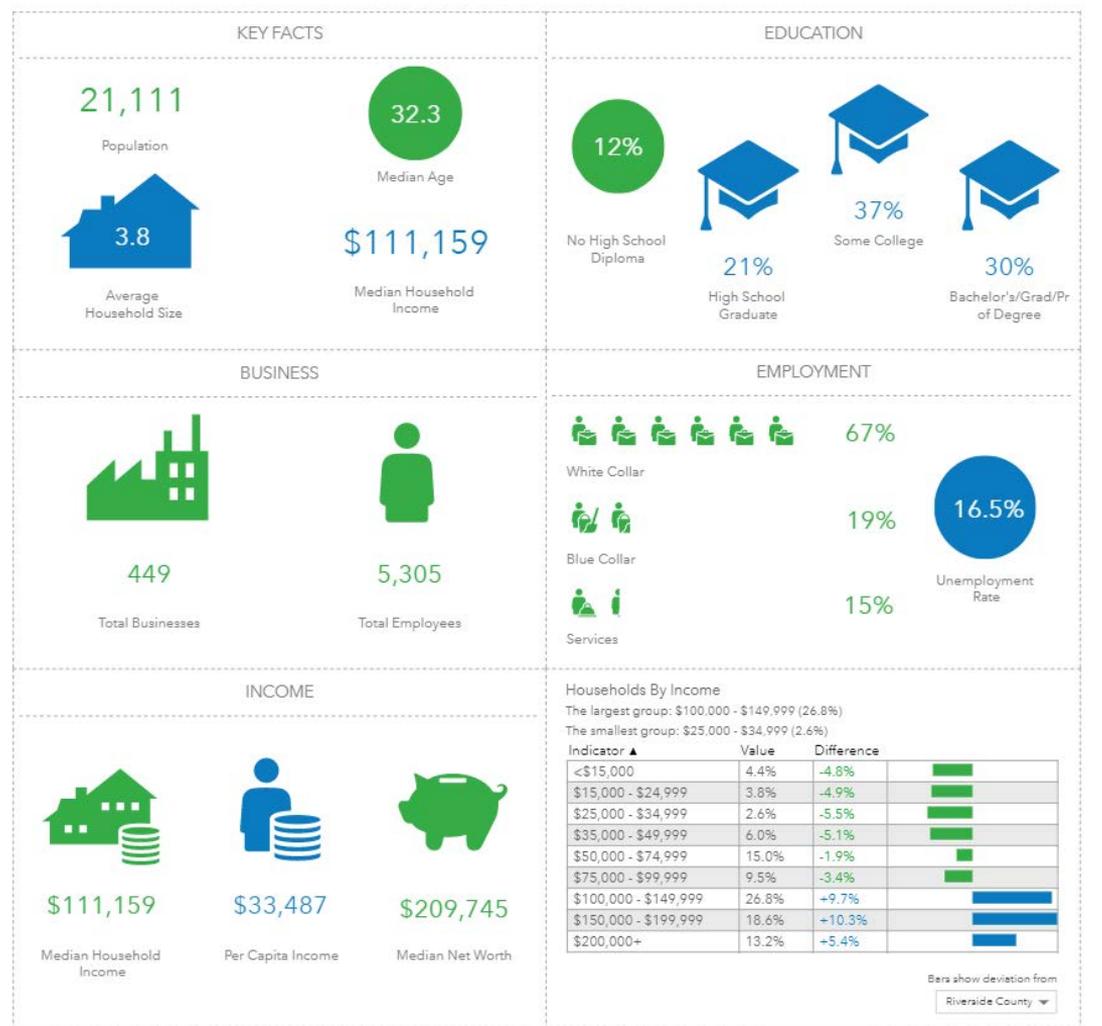
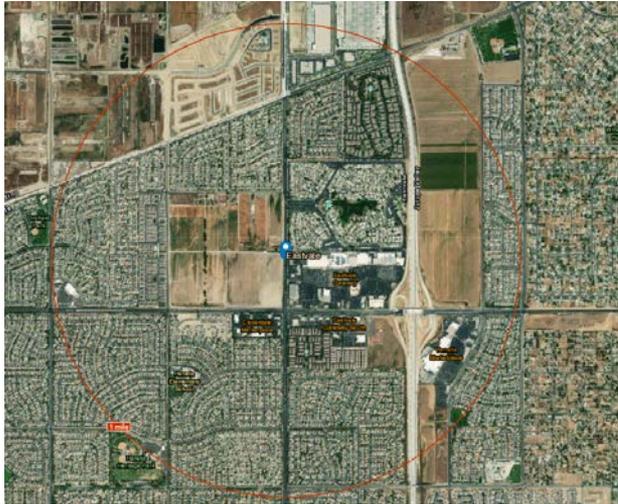


esri

1-mile Trade Area



Create instant, site specific, data driven infographic.





Sports and Leisure Market Potential

Eastvale, California
Ring: 1 mile radius

Prepared by Esri
Latitude: 33.97842
Longitude: -117.55827

Create industry specific Household indicator data sets



Demographic Summary		2020	2025
Population		21,111	23,749
Population 18+		14,667	16,392
Households		5,574	6,241
Median Household Income		\$111,159	\$120,717

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	1,360	9.3%	132
Participated in archery in last 12 months	351	2.4%	91
Participated in backpacking in last 12 months	675	4.6%	135
Participated in baseball in last 12 months	843	5.7%	144
Participated in basketball in last 12 months	1,446	9.9%	126
Participated in bicycling (mountain) in last 12 months	731	5.0%	122
Participated in bicycling (road) in last 12 months	1,789	12.2%	132
Participated in boating (power) in last 12 months	785	5.4%	126
Participated in bowling in last 12 months	1,732	11.8%	135
Participated in canoeing/kayaking in last 12 months	745	5.1%	80
Participated in fishing (fresh water) in last 12 months	1,633	11.1%	102
Participated in fishing (salt water) in last 12 months	567	3.9%	98
Participated in football in last 12 months	788	5.4%	115
Participated in Frisbee in last 12 months	646	4.4%	119
Participated in golf in last 12 months	1,580	10.8%	135
Participated in hiking in last 12 months	2,212	15.1%	124
Participated in horseback riding in last 12 months	304	2.1%	90
Participated in hunting with rifle in last 12 months	438	3.0%	75
Participated in hunting with shotgun in last 12 months	321	2.2%	69
Participated in ice skating in last 12 months	420	2.9%	101
Participated in jogging/running in last 12 months	2,707	18.5%	151
Participated in motorcycling in last 12 months	491	3.3%	118
Participated in Pilates in last 12 months	489	3.3%	131
Participated in ping pong in last 12 months	750	5.1%	149
Participated in skiing (downhill) in last 12 months	463	3.2%	128
Participated in soccer in last 12 months	894	6.1%	145
Participated in softball in last 12 months	563	3.8%	135
Participated in swimming in last 12 months	3,153	21.5%	140
Participated in target shooting in last 12 months	841	5.7%	128
Participated in tennis in last 12 months	777	5.3%	148
Participated in volleyball in last 12 months	669	4.6%	135
Participated in walking for exercise in last 12 months	4,146	28.3%	119
Participated in weight lifting in last 12 months	2,124	14.5%	141
Participated in yoga in last 12 months	1,405	9.6%	116
Participated in Zumba in last 12 months	580	4.0%	121
Spent on sports/rec equip in last 12 months: \$1-99	1,082	7.4%	126
Spent on sports/rec equip in last 12 months: \$100-\$249	1,016	6.9%	124
Spent on sports/rec equip in last 12 months: \$250+	1,512	10.3%	140
Attend sports events	3,177	21.7%	139
Attend sports events: baseball game - MLB reg seas	1,030	7.0%	147
Attend sports events: football game (college)	694	4.7%	149
Attend sports events: high school sports	589	4.0%	127

Near Map

Historical aerials of Eastvale to compare land use patterns over time



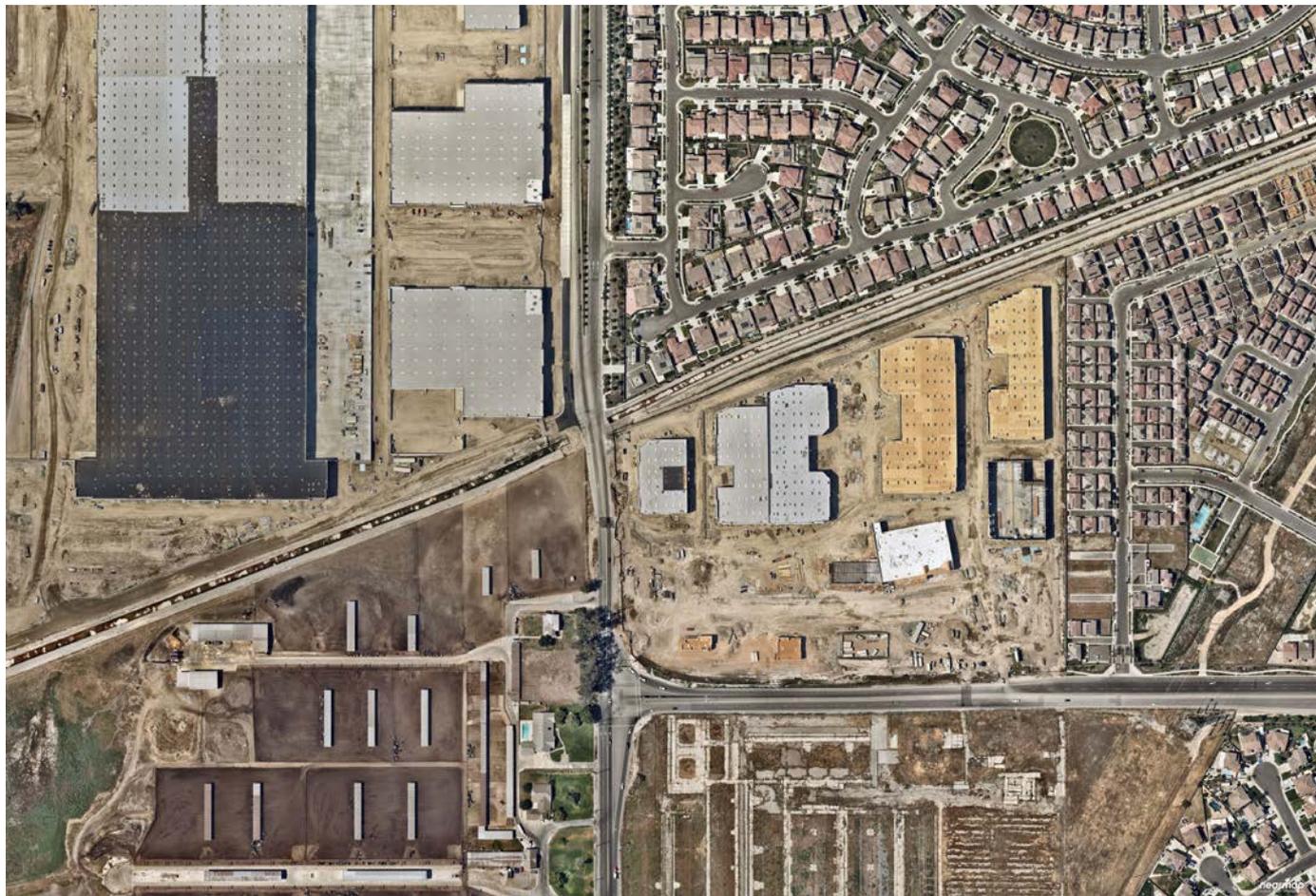
Google Map
September 23,
2020



September
2019



May 2020



Business Retention



Business Success Roundtable

- Listening to the needs of Eastvale's Businesses
- Approximately 120 attendees
- 6 Roundtables held



Business Retention



Supporting Local Businesses

- Held 11 workshops
- Over 300 Attendees
- No Charge to Eastvale Businesses



Business Retention

32 Applications

Outreach

- Shared on social media
- Emailed to all active business registrations (2x)
- Phone calls
- Over 150 calls
- Door to door visits
- 60 local businesses

EASTVALE EMERGENCY ENTERPRISE GRANT PROGRAM

COVID-19 ECONOMIC RELIEF FUNDING FOR
SMALL BUSINESSES

Grant amount \$8,000 - \$12,000

GRANT AWARDS WILL BE BASED UPON A POINT SYSTEM, EACH
ITEM LISTED BELOW GARNERS THE APPLICANT A POINT.

1. The applicant is the owner of the business and lives in the City of Eastvale
2. The applicant plans to utilize the funds to create additional jobs or preserve existing jobs
3. The applicant's business employs less than 25 employees
4. The applicant's business generates less than \$50,000 gross revenue each year
5. The applicant's business generates local sales tax to the City of Eastvale
6. The applicant's business is in one of the following industries:
 - Service
 - Retail
 - Restaurant
7. The applicant's business has not received other federal, state, or local assistance

Deadline to apply - September 10, 2020 at 5:30pm

Please note that awards will be granted on a first come, first serve basis based upon the date the City received the completed application and supplemental documentation.



Inaugural Eastvale Business Focus



Electronic Newsletter provides:

- Resources, Information, Grants, and Workshops
- Over 600 registered businesses and counting



COVID-19 Business Tool Kit

EASTVALE
we're in this
TOGETHER

Support our local businesses during COVID-19.
eastvaleca.gov

- Shop local for essential items.
- Get food to-go, order delivery or dine outdoors.
- Purchase gift cards or book services from local businesses to use at a future date.
- Follow your favorite local businesses online to learn about ways you can support them.
- Visit local businesses virtually via their websites to find out what services, specials and more are offered.
- Sign up for e-newsletters sent out from local businesses to get more information on what's happening.

CITY OF EASTVALE

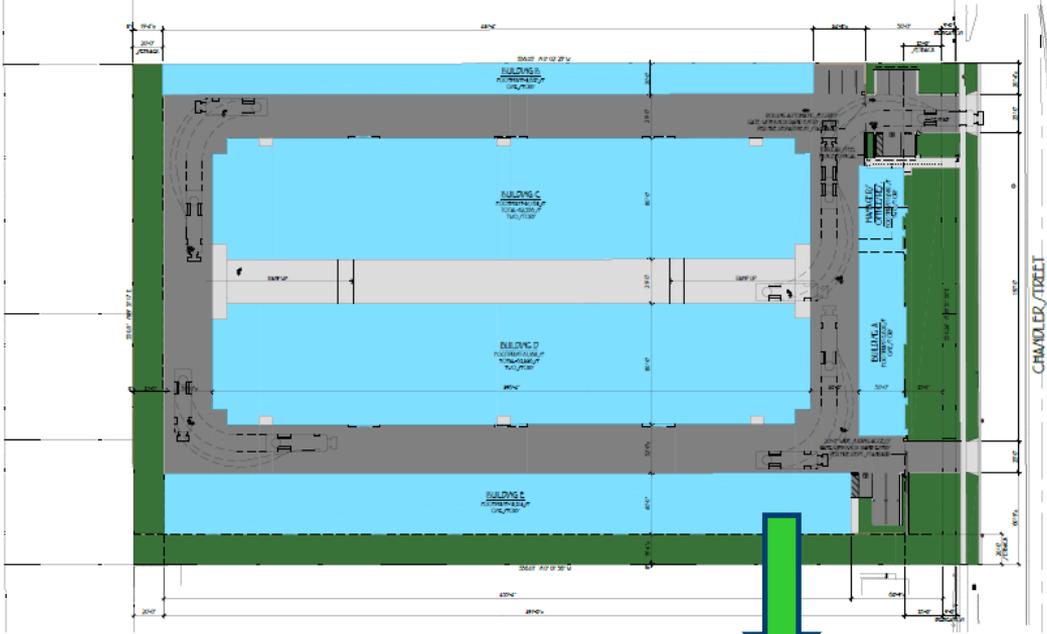


Economic Development and Planning

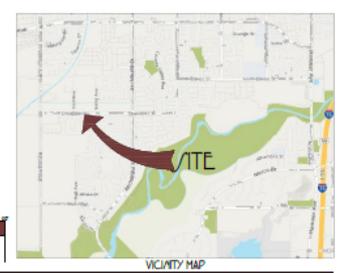
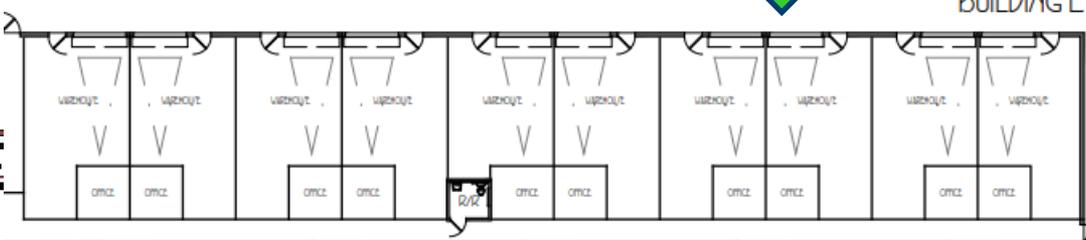


Economic Development
and Planning come
together and create value
to the community.





GENERAL NOTES 1. ALL CONSTRUCTION SHALL BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE CALIFORNIA BUILDING CODE AND ALL APPLICABLE ORDINANCES. 2. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES. 3. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES. 4. ALL UTILITIES SHALL BE PROTECTED AND DEEPLY REPAIRED. 5. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING UTILITIES AND STRUCTURES UNLESS OTHERWISE NOTED. 6. ALL MATERIALS AND METHODS OF CONSTRUCTION SHALL BE APPROVED BY THE ENGINEER. 7. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING UTILITIES AND STRUCTURES UNLESS OTHERWISE NOTED. 8. ALL MATERIALS AND METHODS OF CONSTRUCTION SHALL BE APPROVED BY THE ENGINEER. 9. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING UTILITIES AND STRUCTURES UNLESS OTHERWISE NOTED. 10. ALL MATERIALS AND METHODS OF CONSTRUCTION SHALL BE APPROVED BY THE ENGINEER.	PROJECT DIRECTORY 1. PROJECT NO. 2024-001 2. PROJECT NAME: ERALL SITE PLAN / VALE SELF STORAGE 3. PROJECT LOCATION: R STREET, EASTVALE, CALIFORNIA 4. PROJECT OWNER: ERALL DEVELOPMENT, INC. 5. PROJECT ARCHITECT: ERALL ARCHITECTURE, INC. 6. PROJECT ENGINEER: ERALL ENGINEERING, INC. 7. PROJECT START DATE: 2024-01-01 8. PROJECT END DATE: 2024-12-31
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ERALL SITE PLAN
VALE SELF STORAGE
R STREET, EASTVALE, CALIFORNIA

Land - use Analysis



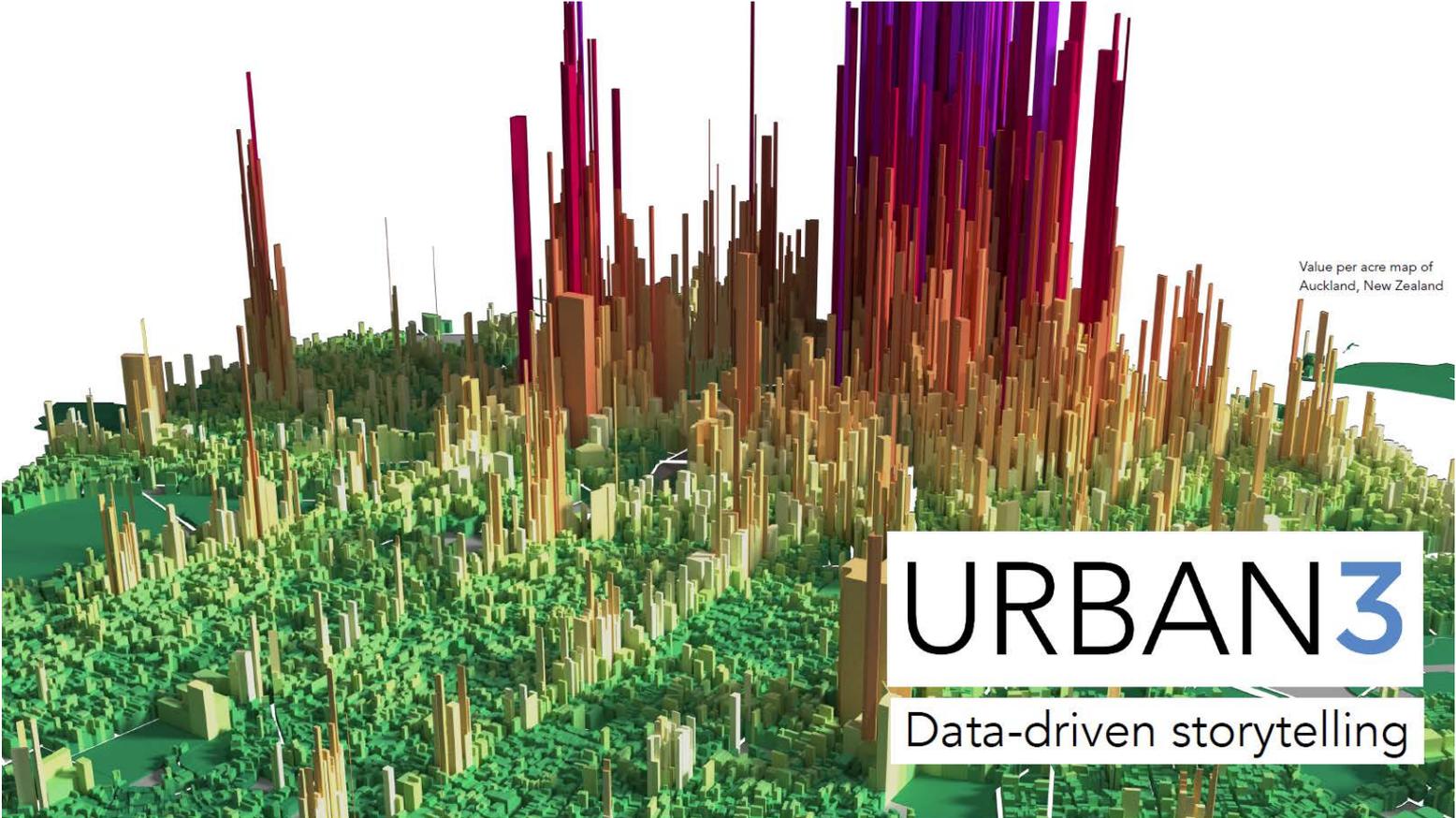
LEAL

MASTER PLAN

ADOPTED DECEMBER 13, 2017



CITY OF EASTVALE



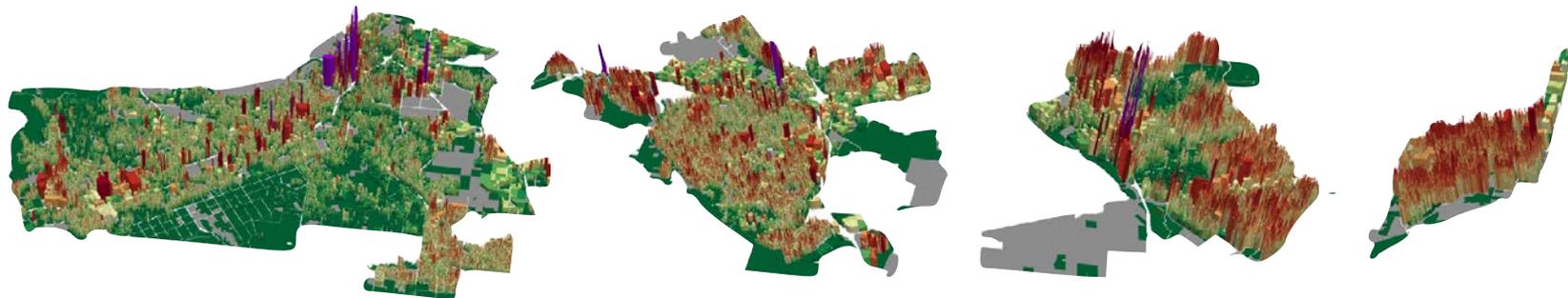
Value per acre map of
Auckland, New Zealand

URBAN3

Data-driven storytelling

Regional View

Riverside Co Study Area



	Riverside	Corona	Temecula	Eastvale
Total Value	\$30,161,645,945	\$20,515,355,878	\$16,238,615,577	\$10,136,285,498
Acres	43,947	21,400	20,534	6,813
VPA	\$686,313	\$957,748	\$790,827	\$1,487,880
% Taxable	80%	78%	69%	81%
Top VPA	\$27,194,668	\$18,420,516	\$28,260,123	\$8,558,967

Regional View

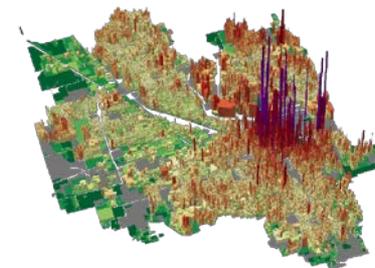
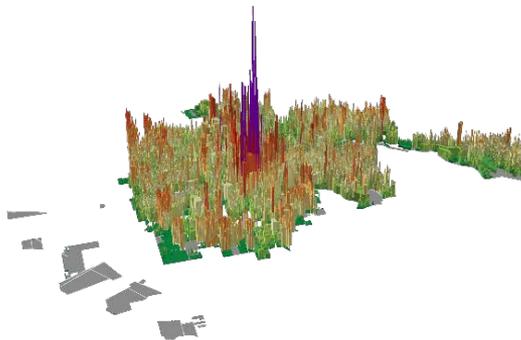
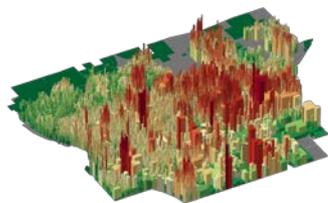
Riverside Co Study Area



	Rancho Cucamonga	Riverside (2019)	Corona (2019)	Temecula (2019)
Total Value	\$26.6B	\$30B	\$20.5B	\$16.2B
Population	177,751	333,174	170,016	116,297
Square Miles	49	68.7	33.4	30.1
Average VPA	\$1,644,867	\$686,313	\$957,748	\$790,827
Top VPA	\$9,336,914	\$27,194,668	\$18,420,516	\$28,260,123

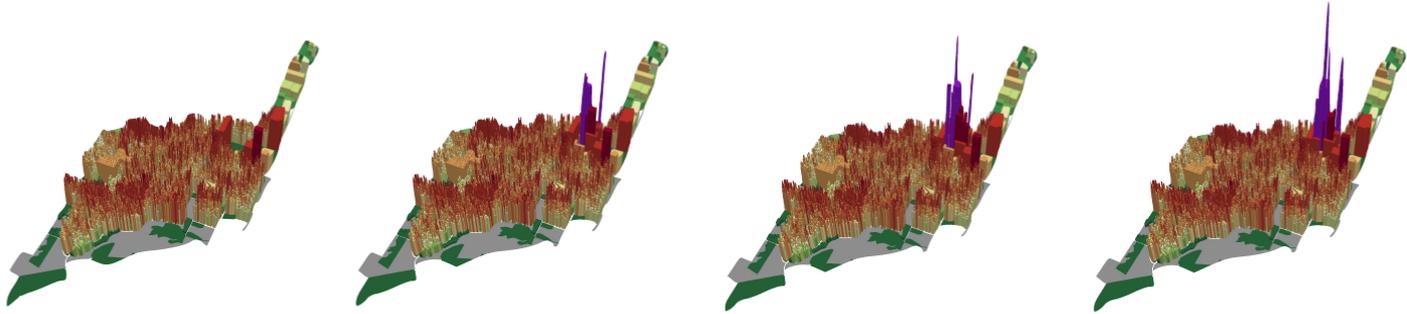
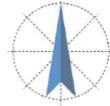
Comparative Analysis

Peer sample from Urban3 portfolio

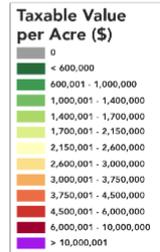


	Rancho Cucamonga	Santa Rosa (2017)	Eugene (2019)
Total Value	\$26.6B	\$18.3B	\$13.8B
Population	177,751	174,170	168,916
Square Miles	49	41.5	43.7
Average VPA	\$1,644,867	\$1,800,000	\$821,522
Peak VPA	\$9M	\$28M	\$23M

Leal Site
Eastvale, CA



	Current Site	Scenario 1	Scenario 2	Scenario 3
Taxable Value	\$46M	\$554M	\$620M	\$714M
Value Per Acre	\$302,198	\$4,610,460	\$5,160,824	\$5,943,146



Leal Site : Temecula

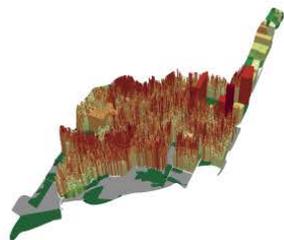
Eastvale, CA



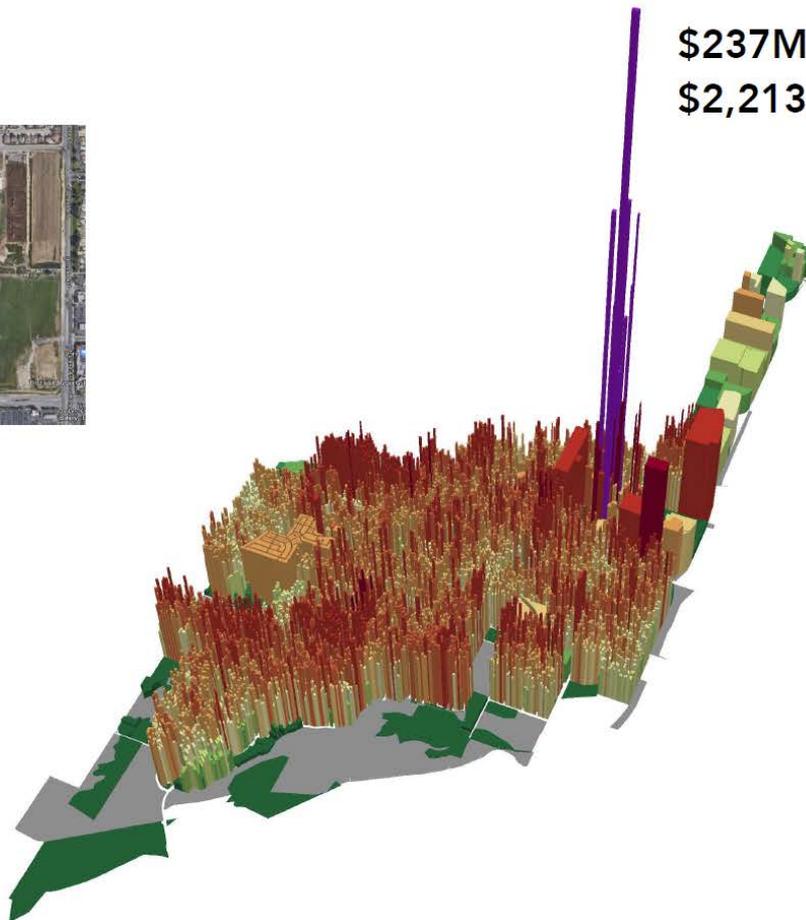
Downtown Temecula



Leal Site

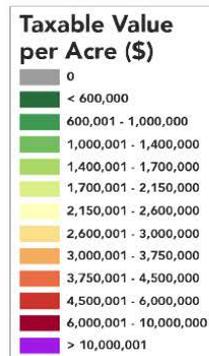
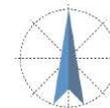


Eastvale (Existing)



\$237M Taxable Value

\$2,213,140 Value Per Acre



Questions

