



Main & I-15

5 Mile
Population 110,520
Households 31,488
Avg HH Income \$66,342

7 Mile
Population 195,500
Households 57,120
Avg HH Income \$62,365

10 Mile
Population 287,046
Households 84,975
Avg HH Income \$62,257

Main Street
Victor Valley College Expansion
395
Escondido Avenue
WEST COAST AERIAL PHOTOGRAPHY

City of Hesperia
CALIFORNIA

Quite simply, Hesperia works for business.

Randall Lewis will tell you that one rule is sacrosanct in a business as complex and competitive as retail development: location is paramount. So when Lewis Retail Centers discovered Hesperia's ideal freeway visibility and pent-up market demand for new retail, High Desert Gateway was envisioned. Today, with the unqualified success of the first half of the 57-acre shopping center, anchor tenants are being sought for Phase II. The singular location has established Hesperia as the definitive gateway to the High Desert region.

“*We are looking at more opportunities in Hesperia because the experience of working with them and doing business there has been so enjoyable.*

“*Hesperia stands out as a model. It's a city that says, we are going to be a proactive city, we want quality, we have good standards and we are business friendly.*

Call us to find out how Hesperia can work for you or learn more at www.cityofhesperia.us/econdev.

City of Hesperia | Economic Development
9700 Seventh Avenue, Hesperia, California 92345
Rod Yahnke, EDFP
econdev@cityofhesperia.us | 760/947-1907

City of Hesperia

Quite simply, Hesperia works for business.

Randall Lewis will tell you that one rule is sacrosanct in a business as complex and competitive as retail development: location is paramount. So when Lewis Retail Centers discovered Hesperia's ideal freeway visibility and pent-up market demand for new retail, High Desert Gateway was envisioned. Today, with the unqualified success of the first half of the 57-acre shopping center, anchor tenants are being sought for Phase II. The singular location has established Hesperia as the definitive gateway to the High Desert region.

“*We are looking at more opportunities in Hesperia because the experience of working with them and doing business there has been so enjoyable.*

“*Hesperia stands out as a model. It's a city that says, we are going to be a proactive city, we want quality, we have good standards and we are business friendly.*

Call us to find out how Hesperia can work for you or learn more at www.cityofhesperia.us/econdev.

City of Hesperia | Economic Development
9700 Seventh Avenue, Hesperia, California 92345
Rod Yahnke, EDFP
econdev@cityofhesperia.us | 760/947-1907

Retail HESPERIA 2016

City of Hesperia
Inland Empire North
Southern California

Retail HESPERIA 2016

City of Hesperia

Inland Empire North Southern California

“*We are looking at more opportunities in Hesperia because the experience of working with them and doing business there has been so enjoyable.*

“*Hesperia stands out as a model. It's a city that says, we are going to be a proactive city, we want quality, we have good standards and we are business friendly.*

Call us to find out how Hesperia can work for you or learn more at www.cityofhesperia.us/econdev.

City of Hesperia | Economic Development
9700 Seventh Avenue, Hesperia, California 92345
Rod Yahnke, EDFP
econdev@cityofhesperia.us | 760/947-1907

“*A few words about Hesperia pro-business professionals..*

“City staff has helped us resolve issues before they became major obstacles. The relationship we have established with the City has been invaluable to ensuring the success of our business.”

– Johnny & Sheri Rojo, Golden Corral Restaurant Franchisees

“Economic Development staff understands the needs of small business, they understand that time is truly of the essence when you are a small business owner. Hesperia's willingness to expedite entitlement has been an immeasurable asset to our project.”

– Vimal Bhavadi, Farmer Boys Franchisee

“Hesperia is unique. They have a cohesive staff of business-savvy people who work together in private sector and public work. They value due diligence and work very well in targeting retail, permitting processes and developing retail initiatives.”

– Lisa Hill-McCay, Vice President, Buxton Community ID

“We're really achieving above and beyond expectations. We've been achieving above forecasted targets every day. Out of ten stores we opened nationwide, Hesperia performed at the highest level; it was number one nationwide.”

– Dave Smith, Regional Team Leader, Jo-Ann Fabrics and Craft Stores

“

A few words about Hesperia pro-business professionals..

“City staff has helped us resolve issues before they became major obstacles. The relationship we have established with the City has been invaluable to ensuring the success of our business.”

– Johnny & Sheri Rojo, Golden Corral Restaurant Franchisees

“Economic Development staff understands the needs of small business, they understand that time is truly of the essence when you are a small business owner. Hesperia's willingness to expedite entitlement has been an immeasurable asset to our project.”

– Vimal Bhavadi, Farmer Boys Franchisee

“Hesperia is unique. They have a cohesive staff of business-savvy people who work together in private sector and public work. They value due diligence and work very well in targeting retail, permitting processes and developing retail initiatives.”

– Lisa Hill-McCay, Vice President, Buxton Community ID

“We're really achieving above and beyond expectations. We've been achieving above forecasted targets every day. Out of ten stores we opened nationwide, Hesperia performed at the highest level; it was number one nationwide.”

– Dave Smith, Regional Team Leader, Jo-Ann Fabrics and Craft Stores

Main and I-15 / Inside Back cover

Back Cover

Front Cover

A Few Words About Hesperia... / Inside Front Cover

Quite Simply, Hesperia Works for Business

Hesperia is one of the least-expensive cities in California in which to do business.

— Kosmont-Rose Institute
Cost of Doing Business Survey

In a dauntless quest to expand business and create jobs for Hesperia, a team of economic development experts leaves no stone unturned in ferreting out programs and advantages for businesses. With expert knowledge of a wide range of incentive and assistance tools available from the city, the state and even from the federal government, well-informed and motivated management advisors are available to provide assistance on an individualized basis to help executives identify and navigate the maze of opportunities available, but perhaps unknown, to them.



By the Numbers

Hesperia Main & I-15

	Hesperia	City Limits Only	20-Minute Drive Time	12-mile Radius
Population	102,123	92,755	261,193	342,827
Households	30,311	27,411	77,320	102,834
Median Age	31.7	31.2	30.4	31.8
Average Income	\$63,680	\$61,225	\$60,854	\$61,917
Median Income	\$48,365	\$46,331	\$47,708	\$47,353
Home Ownership	66.0%	64.2%	61.9%	63.4%

Source: The Buxton Company, January 2015

For the most comprehensive source of population estimates and demographics data for Hesperia, the surrounding communities and San Bernardino County, visit our website.

www.cityofhesperia.us/demographics

The City of Hesperia has over 17 miles of coveted north and southbound I-15 frontage

98,000
northbound cars daily

104,000
southbound cars daily

Daily Traffic Counts
I-15 @ Oak Hill Road • 256,000
I-15 @ Junction Route 395N • 225,000
I-15 @ Joshua Street • 205,000
I-15 @ Main Street • 202,000
I-15 @ Bear Valley Road • 185,000
Ranchero Road @ Mariposa Road • 12,475
Ranchero Road @ Maple Avenue • 15,297
Ranchero Road @ Escondido Avenue • 14,287
Main Street @ Key Pointe • 32,518
Main Street @ Escondido Avenue • 39,923
Main Street @ 7th Avenue • 32,267
Main Street @ I Avenue • 31,956
Bear Valley Road @ Balsam Avenue • 42,592
Bear Valley Road @ Hesperia Road • 40,589

Source: Caltrans, 2014 and Newport Traffic Studies, March 2016

Traffic Counts

Quite Simply...

Demographics

Traffic Counts