

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



City of Hesperia CALIFORNIA

Quite simply, Hesperia works for business.

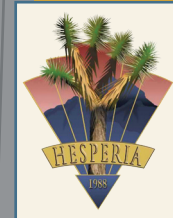
Randall Lewis will tell you that one rule is sacrosanct in a business as complex and competitive as retail development: location is paramount. So when Lewis Retail Centers discovered Hesperia's ideal freeway visibility and pent-up market demand for new retail, High Desert Gateway was envisioned. Today, 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
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Rod Yahnke, EDPF
econdev@cityofhesperia.us | 760/947-1907



Retail HESPERIA 2016

City of Hesperia Inland Empire North Southern California



“A few words about Hesperia's 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 Bhanvadia, Farmer Boys Franchisee

“Hesperia is unique. They have a cohesive staff of business-savvy people who work the way private sector would work. They value due diligence and work very well in targeting retail, streamlining 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

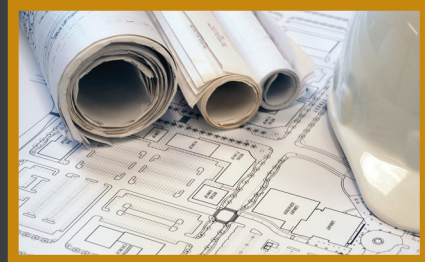
A Few Words About Hesperia... / Inside Front cover

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	
	Sphere of Influence	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