



# CITY OF EASTVALE COMMUNITY PROFILE



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CITY OF EASTVALE

# COMMUNITY PROFILE

## THE COMMUNITY

The City of Eastvale, incorporated in 2010, is one of Riverside County's youngest incorporated cities. The one-time land owned by dairy farmers located in the northwest corner of Riverside County has been transformed into an award-winning community that has been recognized as one of the best places to live and one of the best places to raise a family. Much of Eastvale's high praise can be accredited to its highly-acclaimed schools, low to no crime and quality of affordable homes. Eastvale ranks top in the state for most families with kids by WalletHub and has one of the most racially diverse communities in the nation, along with having one of the top median incomes in California. Eastvale is strategically located along Interstate 15 and nearby state routes 60, 71, and 91 providing commuters, visitors and businesses with convenient access to all that Southern California has to offer. The community is not only highly attractive to new residents, but businesses as well, resulting in an influx of new jobs. Recent business additions and new Eastvale location announcements include Amazon, Burgerim, Costco, In N Out Burger, Smart & Final Extra, Pieology, Miguel's Jr., El Polo Loco, and Volkswagen/Audi. Eastvale welcomes you to experience a city built on *community, pride and prosperity!*

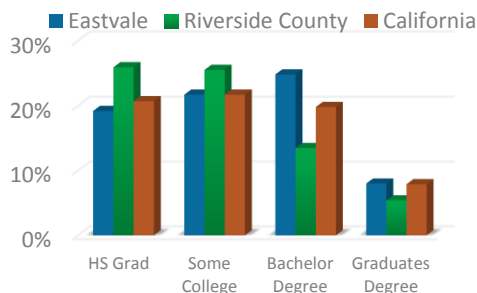
### Awards & Recognitions

- #1 in CA - Money Magazine's Best Places to Live 2016
- #5 in CA - WalletHub's 2016's Best Places to Raise a Family in California
- #24 in CA – BackgroundCheck.org The Safest Cities in California 2016

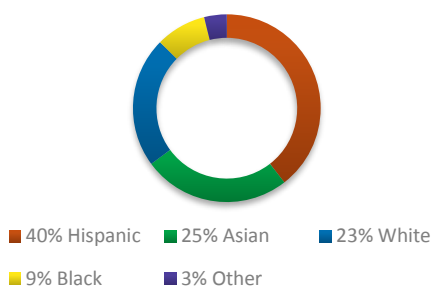


## DEMOGRAPHICS

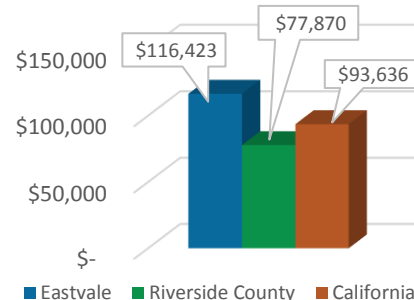
Education



Ethnic Breakdown



Average HH Income



➤ Population	67,549
➤ Daytime Population	45,954
➤ Average household income	\$116,423
➤ Households	17,126
➤ Occupancy size per household	3.9
➤ Average age	33.7
➤ % of housing units that are owner occupied	80%
➤ % of residents that possess a college degree	33%
➤ % of residents that possess a high school degree or above	85%
➤ Mean travel time to work (Minutes)	42.5
➤ Land area (Square miles)	11.4

Source: U.S. Census Bureau, STI: PopStats, and HdL Companies (Feb. 2018)



## MARKET AREA

### MARKET STATISTICS (Residents)

- Labor Force 34,357
- Per Capita Income \$29,517
- Average Household Income \$116,423
- Median Household Income \$106,192
- White Collar/Blue Collar Jobs 69%/31%

Sources: STI: PopStats, STI: WorkPlace (Feb. 2018)

### TOP 10 BUSINESS TYPES

(listed in alphabetical order; based on SBOE sales tax payments)

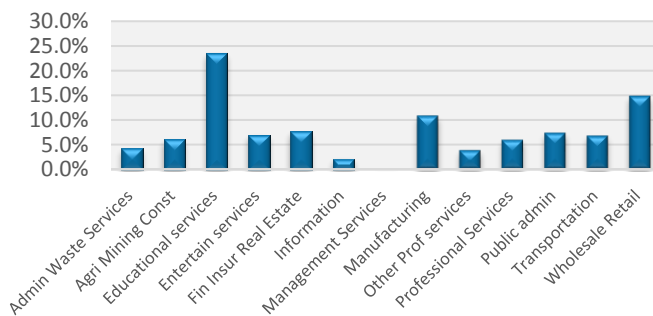
Building Materials  
Discount Department Stores  
Electrical Equipment  
Electronics/Appliance Stores  
Food Service Equipment/Supplies  
Fulfillment Centers  
Heavy Industrial  
Office Equipment  
Quick-Service Restaurants  
Service Stations

Sources: HdL Companies (Feb. 2018), SBOE-State Board of Equalization

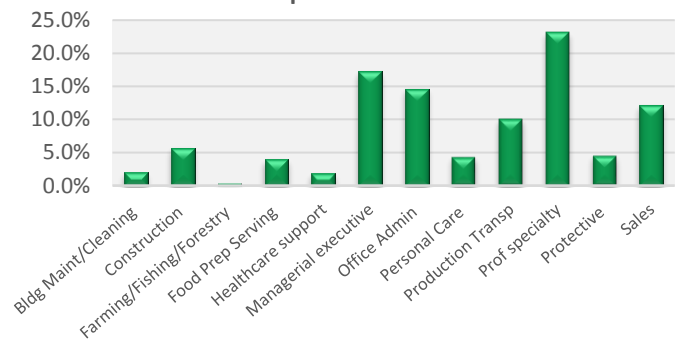
### LABOR MARKET BREAKDOWN

The top industries and top occupations that residents of Eastvale are employed within:

Industry Breakdown

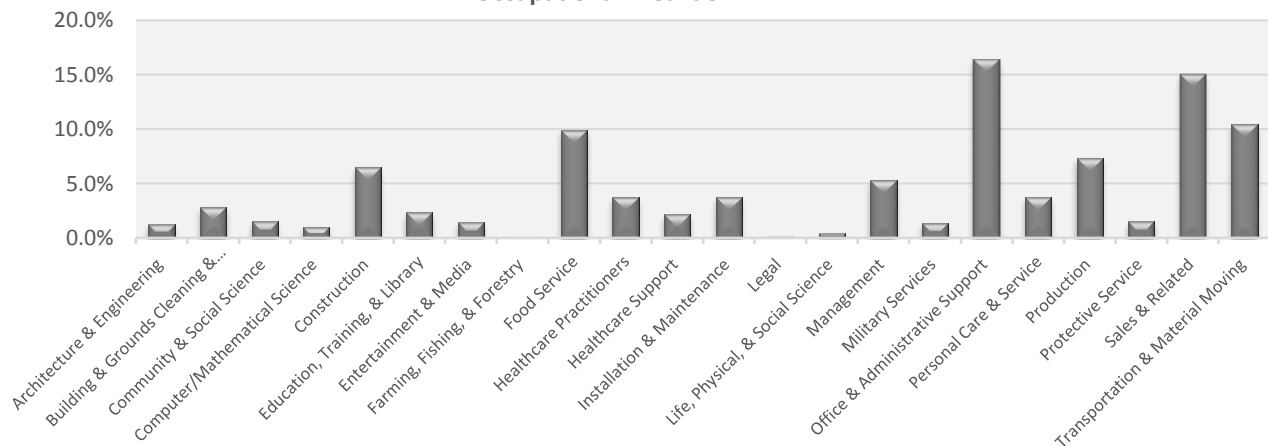


Occupational Breakdown



Top occupations within Eastvale:

Occupational Breakdown



**NATIONAL & REGIONAL BRANDS**

24 Hour Fitness	Crazy Crab*	Les Schwab Tire Center*	Smart & Final Extra!
Albertsons	CVS Pharmacy	Luna Grill	Staples
Applebee's	Dickey's Barbecue Pit	Massage Envy	Starbucks
AT&T	Domino's Pizza	McDonalds	T Mobile
AutoZone	Dress Barn	Miguel's Jr.*	Taco Bell
Baskin Robbins	El Pollo Loco*	Pacific Fish Grill	Target
Best Buy	Famous Footwear	Panda Express	Tilly's
Blaze Pizza	Farmer Boys	Panera Bread	TJ Maxx
Buffalo Wild Wings	GameStop	Party City	ULTA Beauty
Burgerim*	Habit Burger Grill	PetSmart	Verizon Wireless
Carl's Jr	Home Depot	Pick up Stix	Vons
Carters	Home Goods	Pieology*	WaBa Grill
Chevron	In N Out Burger*	Pizza Hut	Walgreens
Chipotle	Jack in the Box	Pizza Press	Wendy's
Corky's Kitchen & Bakery	Jersey Mikes Subs	Ralphs	Wingstop
Costco*	Kohl's	Rubio's Coastal Grill	Yogurtland

\*Coming soon

**ECONOMIC INDICATORS****EMPLOYMENT SUMMARY**

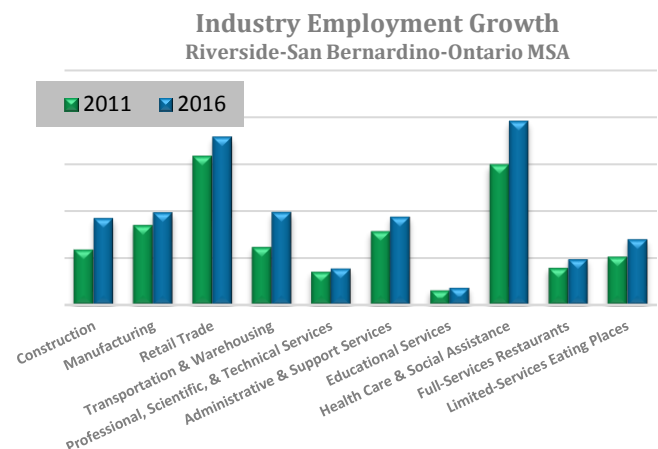
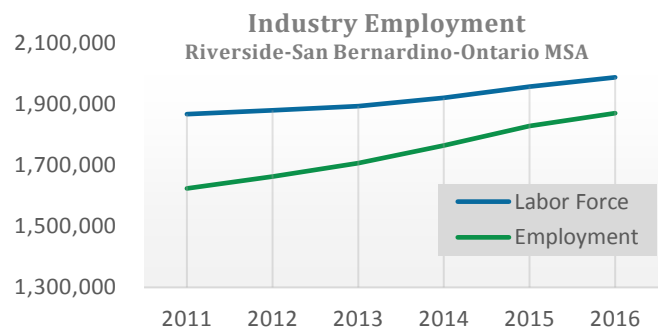
Riverside-San Bernardino-Ontario MSA is the 2nd largest metropolitan area in California by labor force and employment size. During the period between 2011 and 2016 the Riverside-San Bernardino-Ontario MSA labor force expanded by 6%, while total employed grew by 15%, adding nearly 250,000 new employees' and decreasing the unemployment rate to 5.9%.

Industry employment grew 21% throughout the MSA compared to 14% growth in California during the comparison period. Service producing industries added nearly 200,000 positions accounting for 81% of the total growth. The largest volume increase was in Health Care & Social Assistance where 45,900 jobs were added representing 31% growth. Other top growth categories were Transportation & Warehousing (60%, 37,200) and Construction (57%, 33,400) where each performed well above statewide growth levels.

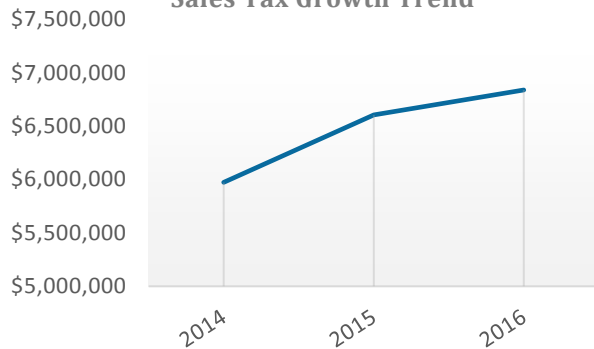
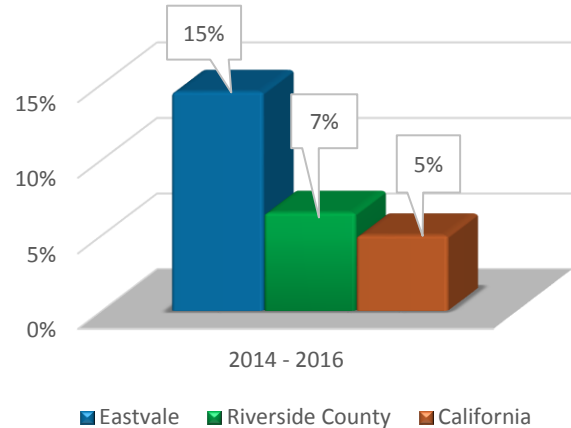
Eastvale employment growth grew 16.1%, adding 3,900 new employees between 2011-2016. As total employment continued to grow at a faster rate than the labor force the unemployment rate decreased down to 4.1% in 2016.

**Riverside-San Bernardino-Ontario MSA  
(2011-2016)**

Labor Force	↑ 6%; 120,400
Employment	↑ 15%; 246,400
Industry Employment	↑ 21%; 246,000



Source: Employment Development Department (Feb. 2018)

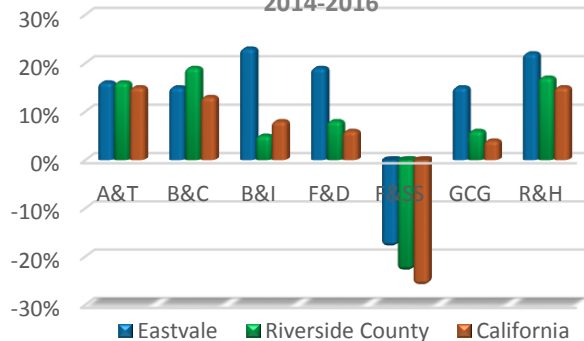
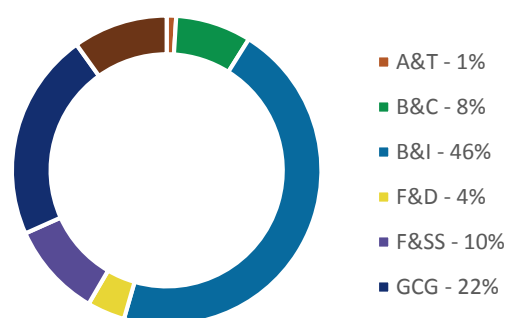
**SALES TAX SUMMARY****Eastvale  
Sales Tax Growth Trend****Sales Tax Revenue Growth**

Eastvale sales tax revenues grew 15% over the period between 2014 and 2016 calendar years, which outpaced Riverside County and California which showed growth of 7% and 5% respectively.

Much of the strong growth is attributed to industrial development along the northern section of the city, which is an attractive strategic location for businesses with logistical needs and access to a qualified labor force. With retail trends shifting to include more emphasis on e-commerce and omnichannel capabilities, businesses are investing more in industrial facilities leading to additional local revenue. The Business & Industry (B&I) sector grew 23% during the comparison period, accounted for 69% of overall dollar growth, and was responsible for 46% of Eastvale's 2016 sales tax revenues.

Population growth and additional housing developments in and around Eastvale's area of influence have created increased demand for retail goods and restaurant concepts. General Consumer Goods (GCG) revenue showed growth of 14.5% which was above the county and statewide averages at 6% and 4% respectively over the 3-year stretch. Restaurants & Hotels (R&H) also outpaced county and statewide averages with growth of 22% where new openings within the Fast-Casual concepts boosted up revenues.

The Fuel & Service Stations (F&SS) group was the one category to experience a decline in taxable revenues with a -18% decrease, which was a smaller percentage decline compared to Riverside County and California at -23% and -26% respectively. Fuel generated revenue trended down statewide during the period as a result of lower average prices at the pump.

**Sales Tax Growth by MIG  
2014-2016****Sales Tax by MIG  
(2016)**

Source: HdL Companies (Feb. 2018)



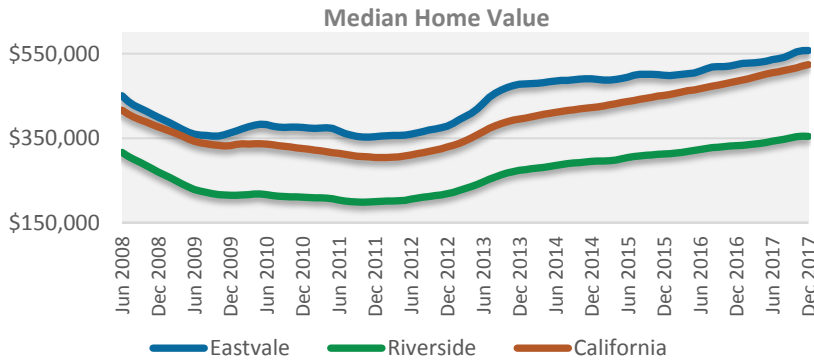


CITY OF EASTVALE

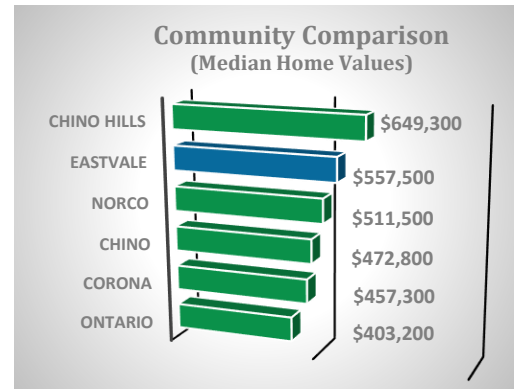
## **HOUSING MARKET STATISTICS**

Home values in Eastvale continue to grow as the Median Home Value is \$557,500 representing an increase of 6.4% over the prior year and is projected to increase by 4.6% over the next year.

- Owners vs. Renters 80% / 20%
- High vs. Low home values during the last decade
  - ✓ High: December 2017 \$557,500
  - ✓ Low: November 2011 \$352,500



Source: Zillow (Feb. 2018)

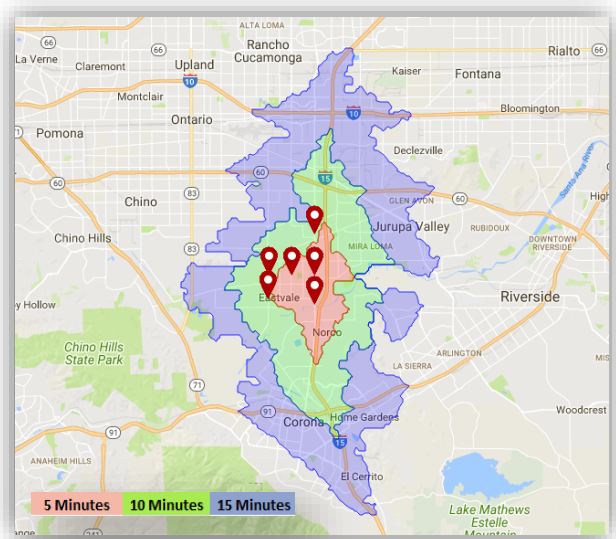


## **TRADE AREA**

### **CONSUMER DEMAND**

Per a Consumer Demand & Market Supply Assessment, combined with a sales tax leakage report, Eastvale offers opportunities in the following retail categories. It's important to keep in mind many of these concepts may be a better fit in specific areas or shopping centers throughout the city.

- Apparel Stores
- Beer/Wine/Liquor Stores
- Full-Service Restaurants
- General Merchandise Stores
- Home Furnishings
- Limited-Service Restaurants
- Markets



## **CONTACT**

For more information on the Eastvale marketplace, contact **Kimberly Wright at (951) 703-4480**.

**Sources:** Demographic Data and Market-Business Information was formulated from several sources including CA Department of Finance, City of Eastvale, Employment Development Department (EDD), HdL Companies, Personix, STI: PopStats, United States Census Bureau, X-Span Results, Inc., and Zillow.