



# WHERE RETAIL WORKS



Rev. Mar 2023

## DEMOGRAPHIC HIGHLIGHTS

Source: ESRI, 2023 and 2020 Census



## MARKET HIGHLIGHTS

Source: Visit California, 2023

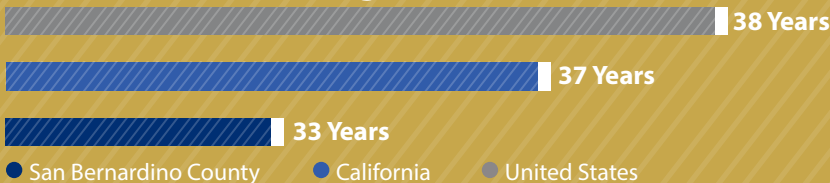


### STRONG MILLENNIAL GROWTH

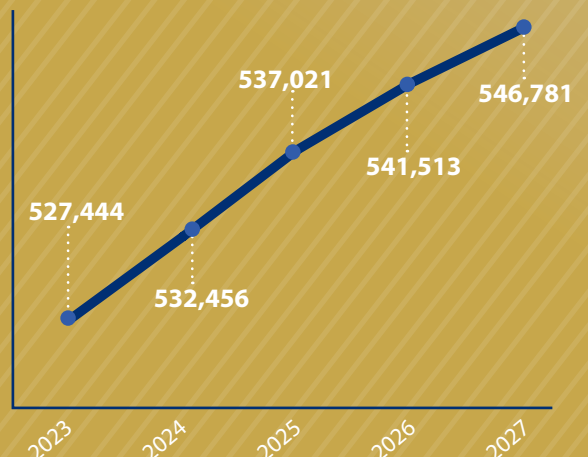
Source: JobsEQ, 2022

COUNTY'S MILLENNIAL  
DEMOGRAPHIC EXCEEDS  
STATE & NATIONAL

### AVERAGE AGE (Strong Millennial Growth)

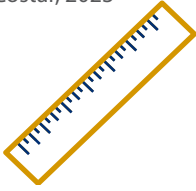


### PROJECTED MILLENNIAL GROWTH OVER NEXT 5 YEARS



## AFFORDABLE REAL ESTATE

Source: Costar, 2023



**\$289**  
SALE PRICE PER SF



**\$16.34**  
MARKET RENT PER SF



**5%**  
POPULATION  
GROWTH 5 YRS

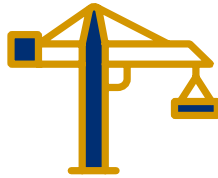
## STRONG GROWTH & MOMENTUM

Source: Costar, 2023

**96M+**  
SF EXISTING RETAIL



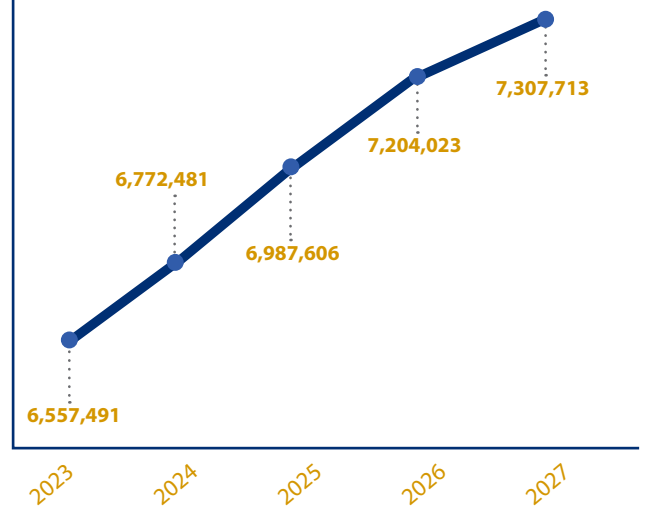
**28.9M**  
UNDER  
CONSTRUCTION SF



**28,000**  
EXISTING BUILDINGS



VACANCY SF FORECAST



## SAN BERNARDINO COUNTY YOUR PARTNER IN BUSINESS

- Site Selection Assistance
- Regulatory and Tax Assistance
- Free Project Consultation and Facilitation
- Market Analysis Assistance
- Employment and Recruitment Services
- Permitting Assistance
- America's Job Center of CA
- Referrals for External and Business Resources
- Labor Market Services
- Layoff Prevention Services
- Training and Education Services
- Human Resource Hotline: (877) 282-3763

## BOARD OF SUPERVISORS

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Vice Chair, First District Supervisor

JESSE ARMENDAREZ  
Second District Supervisor

DAWN ROWE  
Chair, Third District Supervisor

CURT HAGMAN  
Fourth District Supervisor

JOE BACA, JR.  
Fifth District Supervisor

LEONARD X. HERNANDEZ  
Chief Executive Officer