



# WHERE RETAIL WORKS



Rev. April 2022

## DEMOGRAPHIC HIGHLIGHTS

Source: ESRI, 2022



## MARKET HIGHLIGHTS

Source: Visit California, 2022

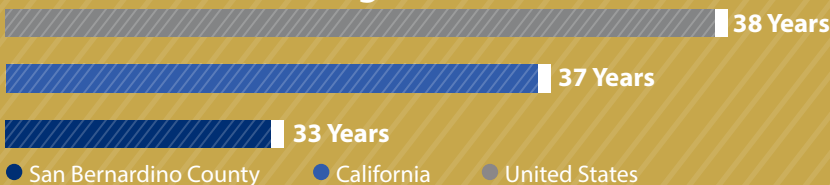


### STRONG MILLENNIAL GROWTH

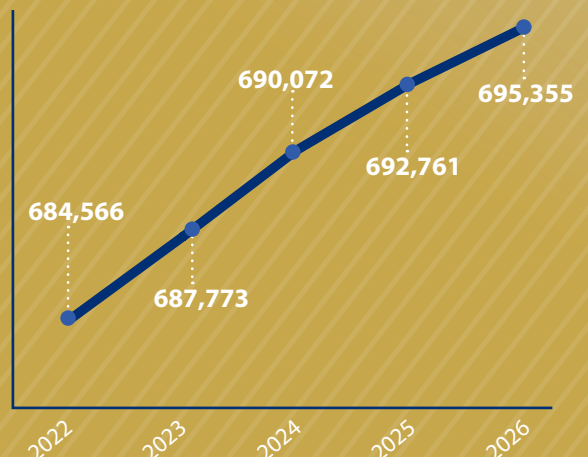
Source: JobsEQ, 2022

COUNTY'S MILLENNIAL  
DEMOGRAPHIC EXCEEDS  
STATE & NATIONAL

### AVERAGE AGE (Strong Millennial Growth)

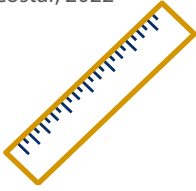


### PROJECTED MILLENNIAL GROWTH OVER NEXT 5 YEARS



## AFFORDABLE REAL ESTATE

Source: Costar, 2022



**\$275**  
SALE PRICE PER SF



**\$23.39**  
MARKET RENT PER SF



**3%**  
POPULATION  
GROWTH 5 YRS

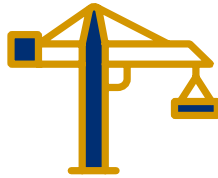
## STRONG GROWTH & MOMENTUM

Source: Costar, 2022

**95M+**  
SF EXISTING RETAIL



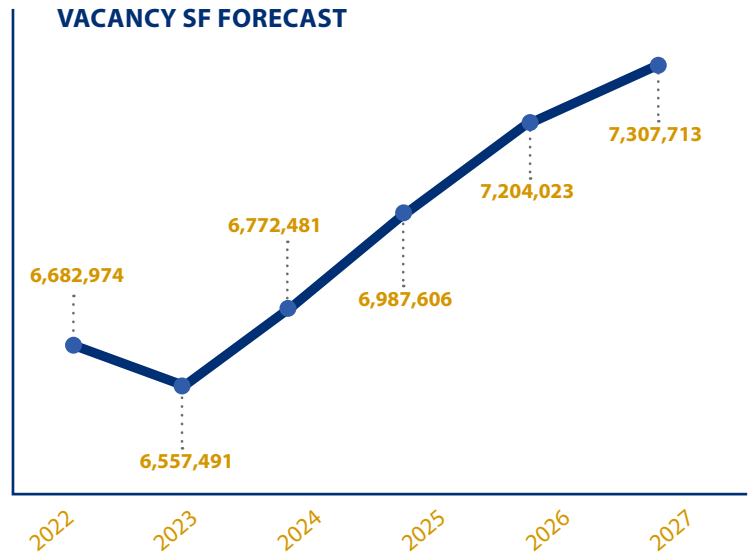
**414K**  
UNDER  
CONSTRUCTION SF



**8,000+**  
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

## BOARD OF SUPERVISORS

**CURT HAGMAN**  
Chairman, Fourth District Supervisor

**DAWN ROWE**  
Vice Chair, Third District Supervisor

**COL. PAUL COOK (RET.)**  
First District Supervisor

**JANICE RUTHERFORD**  
Second District Supervisor

**JOE BACA, JR.**  
Fifth District Supervisor

**LEONARD X. HERNANDEZ**  
Chief Executive Officer