



WHERE RETAIL WORKS



Rev. February 2021

DEMOGRAPHIC HIGHLIGHTS

Source: ESRI BAO, 2021

2.1M+
POPULATION
COUNT



502,000+
OF FAMILIES



33
YEARS OLD
MEDIAN AGE



MARKET ACCESS OF
23M
PEOPLE
(within a 3-hour drive time)



655,000+
OF HOUSEHOLDS



3
AVERAGE
HOUSEHOLD SIZE



\$86,000
MEDIAN HOUSEHOLD INCOME



MARKET HIGHLIGHTS

\$103B+
TAXABLE SALES
(INCLUDING FOOD & DRINK)
(ESRI BAO, 2021)



57,000+
TOURISM-RELATED JOBS
(VISIT CA, 2021)



\$5.7B
VISITOR SPENDING
CA DIVISION OF TOURISM
(VISIT CA, 2021)



STRONG MILLENNIAL GROWTH

Source: JobsEQ, 2021

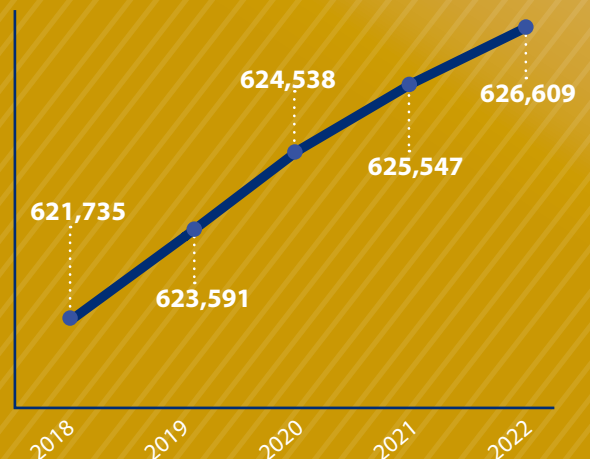
COUNTY'S MILLENNIAL
DEMOGRAPHIC EXCEEDS
STATE & NATIONAL

AVERAGE AGE (Strong Millennial Growth)



● San Bernardino County ● California ● United States

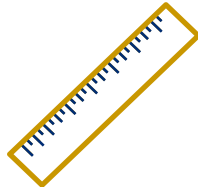
PROJECTED MILLENNIAL GROWTH OVER NEXT 5 YEARS



AFFORDABLE REAL ESTATE

Source: Costar, 2021

\$270
SALE PRICE PER SF



39.5
AVG AGE
(EXISTING BUILDINGS)



STRONG GROWTH & MOMENTUM

Source: Costar, 2021

95M⁺
SF EXISTING RETAIL



8,728⁺
EXISTING BUILDINGS



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