**DEMOGRAPHIC HIGHLIGHTS**

*Source: ESRI BAO, 2018*

- **2.1M+** Population Count
- **492,000+** # of Families
- **32** Years Old Median Age
- **23M** People
  - (within a 3-hour drive time)
- **645,000+** # of Households
- **3** Average Household Size
- **$57,000+** Median Household Income

**MARKET HIGHLIGHTS**

- **$26B+** Taxable Sales
  - (including food & drink)
  - (ESRI BAO, 2018)
- **55,500+** Tourism-Related Jobs
  - (VISIT CA, 2018)
- **$5.4B** Visitor Spending
  - (VISIT CA, 2018)

**STRONG MILLENNIAL GROWTH**

*Source: JobsEQ, 2018*

- Average Age (Strong Millenial Growth)
  - San Bernardino County: 37 Years
  - California: 36 Years
  - United States: 32 Years

**COUNTY'S MILLENNIAL DEMOGRAPHIC EXCEEDS STATE & NATIONAL**

- **PROJECTED MILLENNIAL GROWTH OVER NEXT 5 YEARS**
  - 2018: 621,735
  - 2019: 623,591
  - 2020: 625,547
  - 2021: 626,609
  - 2022: Estimate
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

---

AFFORDABLE REAL ESTATE
Source: Costar, 2019

$227
SALE PRICE PER SF

39.5
AVG AGE (EXISTING BUILDINGS)

---

STRONG GROWTH & MOMENTUM
Source: Costar, 2019

94M+
SF EXISTING RETAIL

6.5%
VACANCY RATE
CBRE Q1, 2019

8,500+
EXISTING BUILDINGS

---

BOARD OF SUPERVISORS

CURT HAGMAN
Chairman, Fourth District Supervisor

JOSIE GONZALES
Vice Chair, Fifth District Supervisor

ROBERT A. LOVINGOOD
First District Supervisor

JANICE RUTHERFORD
Second District Supervisor

DAWN ROWE
Third District Supervisor

GARY MCBRIDE
Chief Executive Officer

San Bernardino County • Economic Development Agency • www.selectsbcounty.com