



# WHERE RETAIL WORKS



Rev. November 2021

## DEMOGRAPHIC HIGHLIGHTS

Source: ESRI BAO, 2021

**2.1M+**  
POPULATION  
COUNT



**503,000+**  
# OF FAMILIES



**33**  
YEARS OLD  
MEDIAN AGE



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



**656,000+**  
# OF HOUSEHOLDS



**3**  
AVERAGE  
HOUSEHOLD SIZE



**\$68,589**  
MEDIAN HOUSEHOLD INCOME



## MARKET HIGHLIGHTS

**\$287M+**  
TAXABLE SALES  
(INCLUDING FOOD & DRINK)  
(ESRI BAO, 2021)



**46,100+**  
TOURISM-RELATED JOBS  
(VISIT CA, 2021)



**\$3.8B**  
VISITOR SPENDING  
CA DIVISION OF TOURISM  
(VISIT CA, 2021)

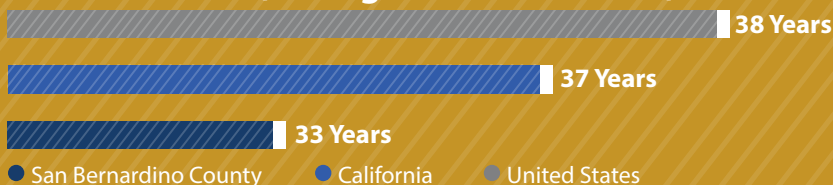


### STRONG MILLENNIAL GROWTH

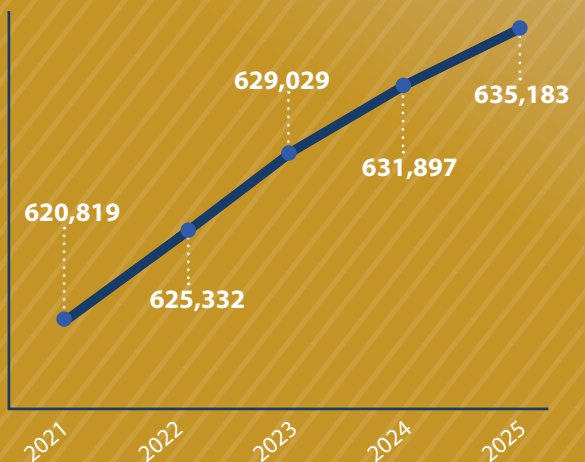
Source: JobsEQ, 2021

COUNTY'S MILLENNIAL  
DEMOGRAPHIC EXCEEDS  
STATE & NATIONAL

#### AVERAGE AGE (Strong Millennial Growth)



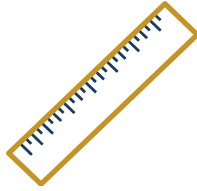
#### PROJECTED MILLENNIAL GROWTH OVER NEXT 5 YEARS



## AFFORDABLE REAL ESTATE

Source: Costar, 2021

**\$252**  
SALE PRICE PER SF



**39.5**  
AVG AGE  
(EXISTING BUILDINGS)



## STRONG GROWTH & MOMENTUM

Source: Costar, 2021

**95M<sup>+</sup>**  
SF EXISTING RETAIL



**8,000<sup>+</sup>**  
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