



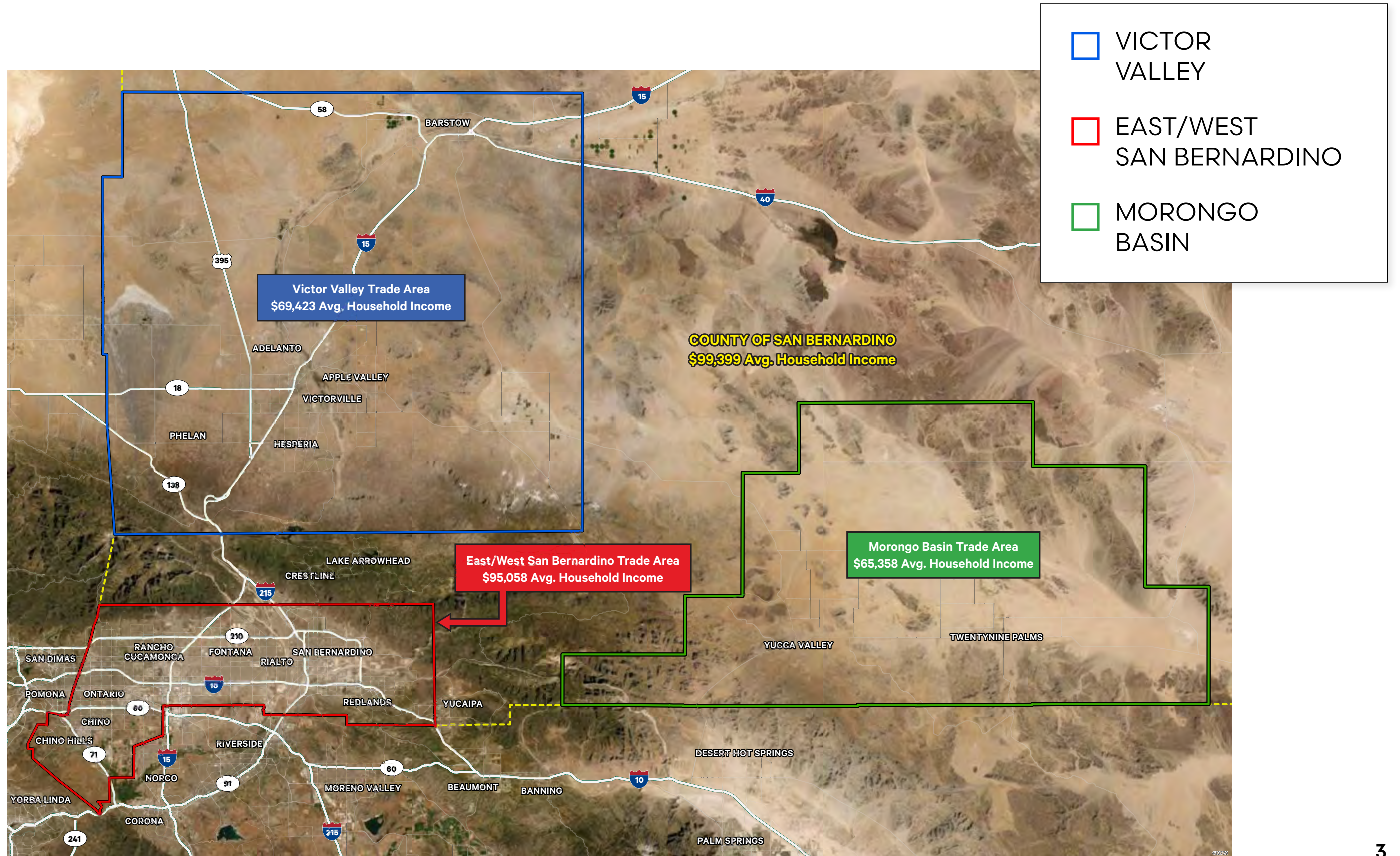
RETAIL OVERVIEW

SAN BERNARDINO COUNTY | MAY 2023



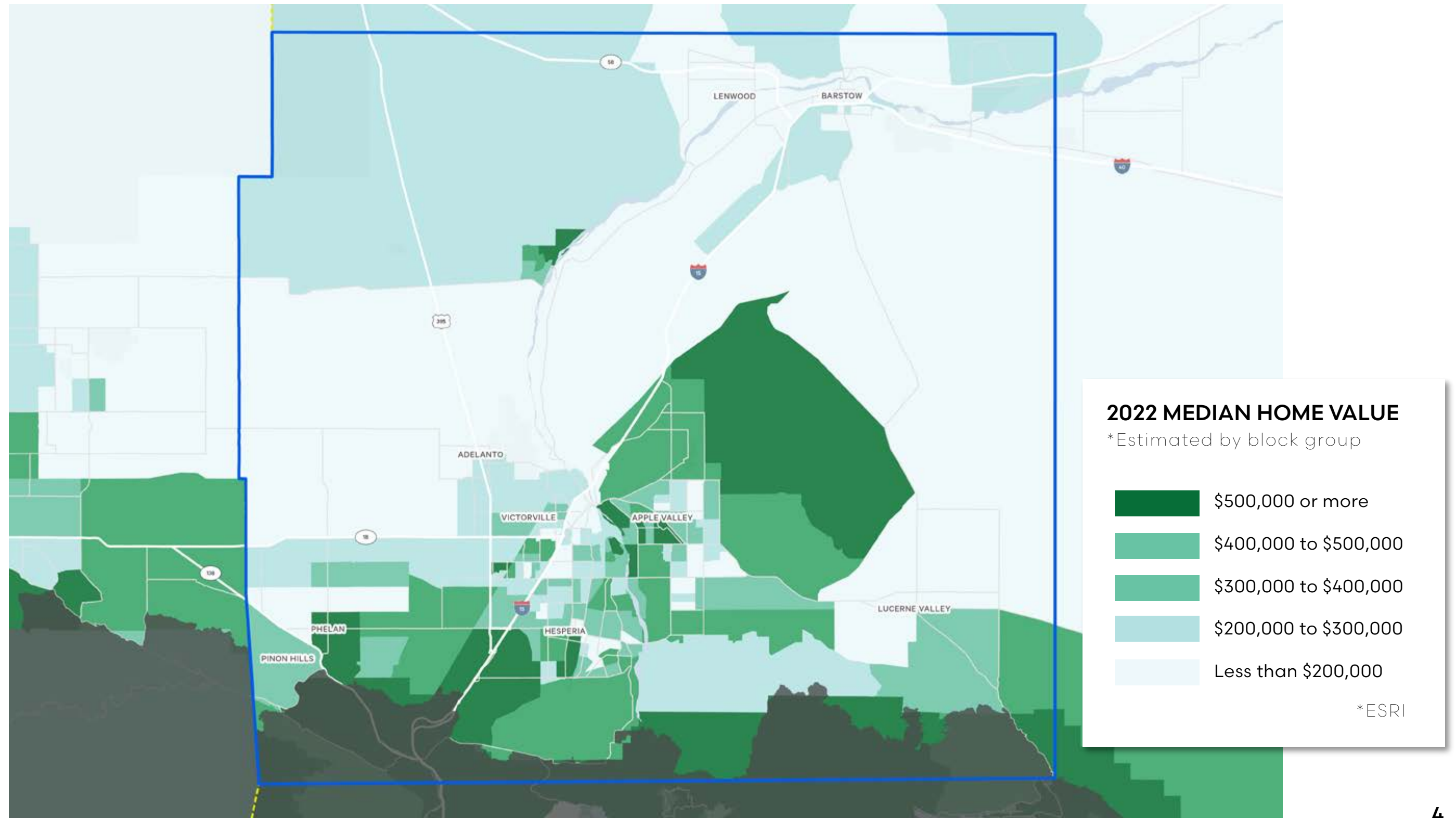
THE TRADE AREA

THE TRADE AREA



VICTOR VALLEY

MEDIAN HOME VALUE

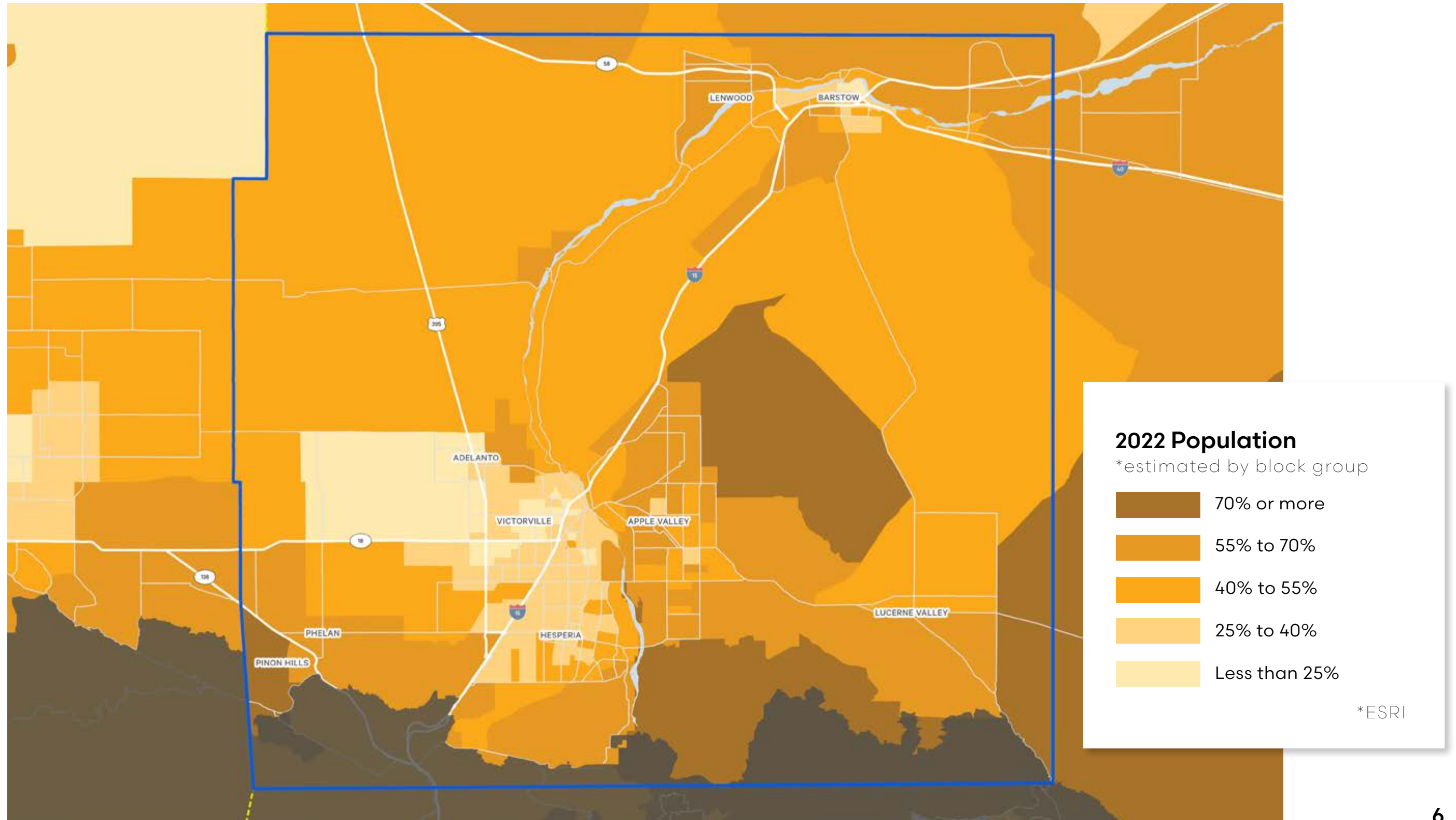


VICTOR VALLEY ASIAN POPULATION



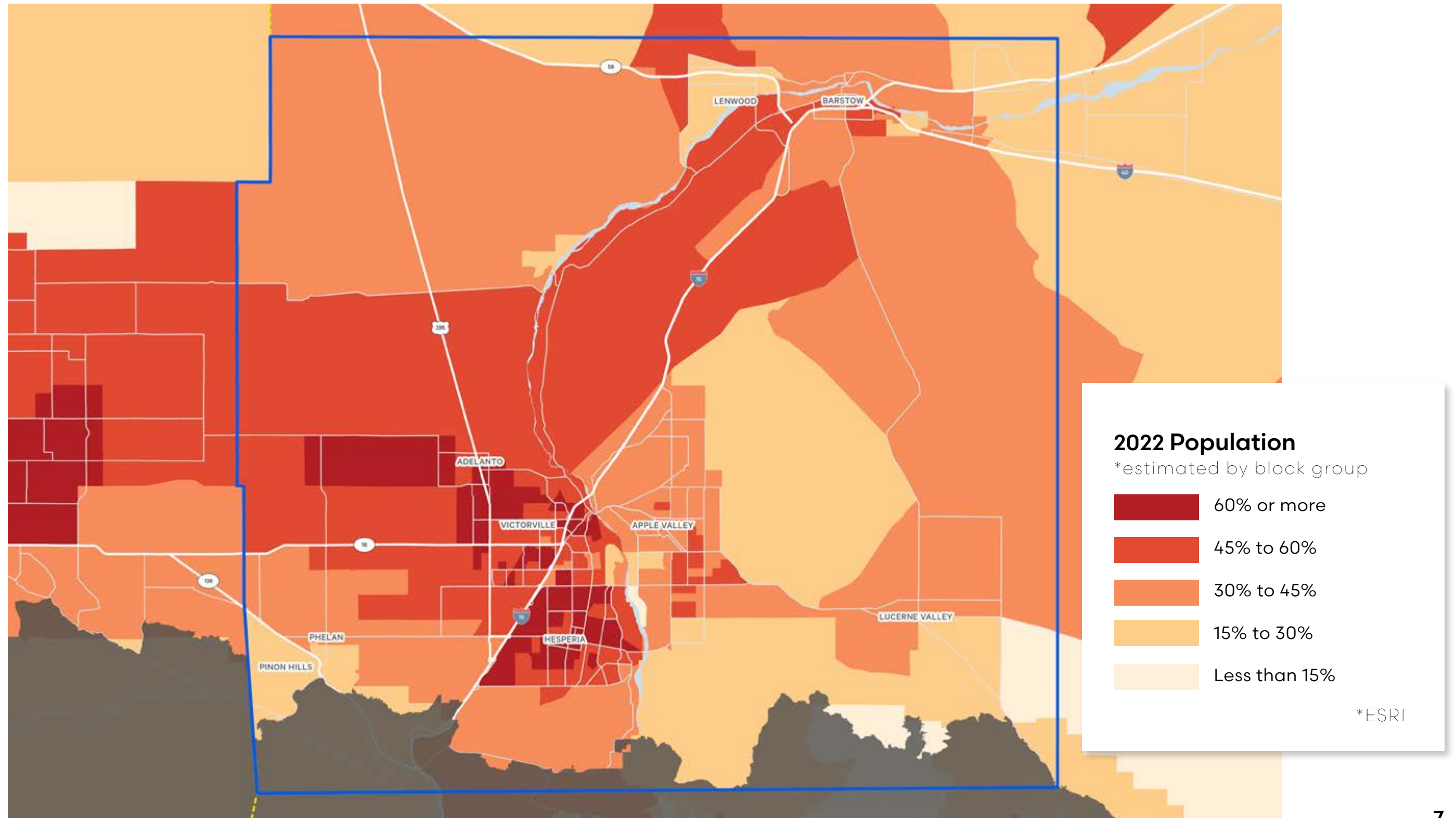
VICTOR VALLEY

CAUCASIAN POPULATION



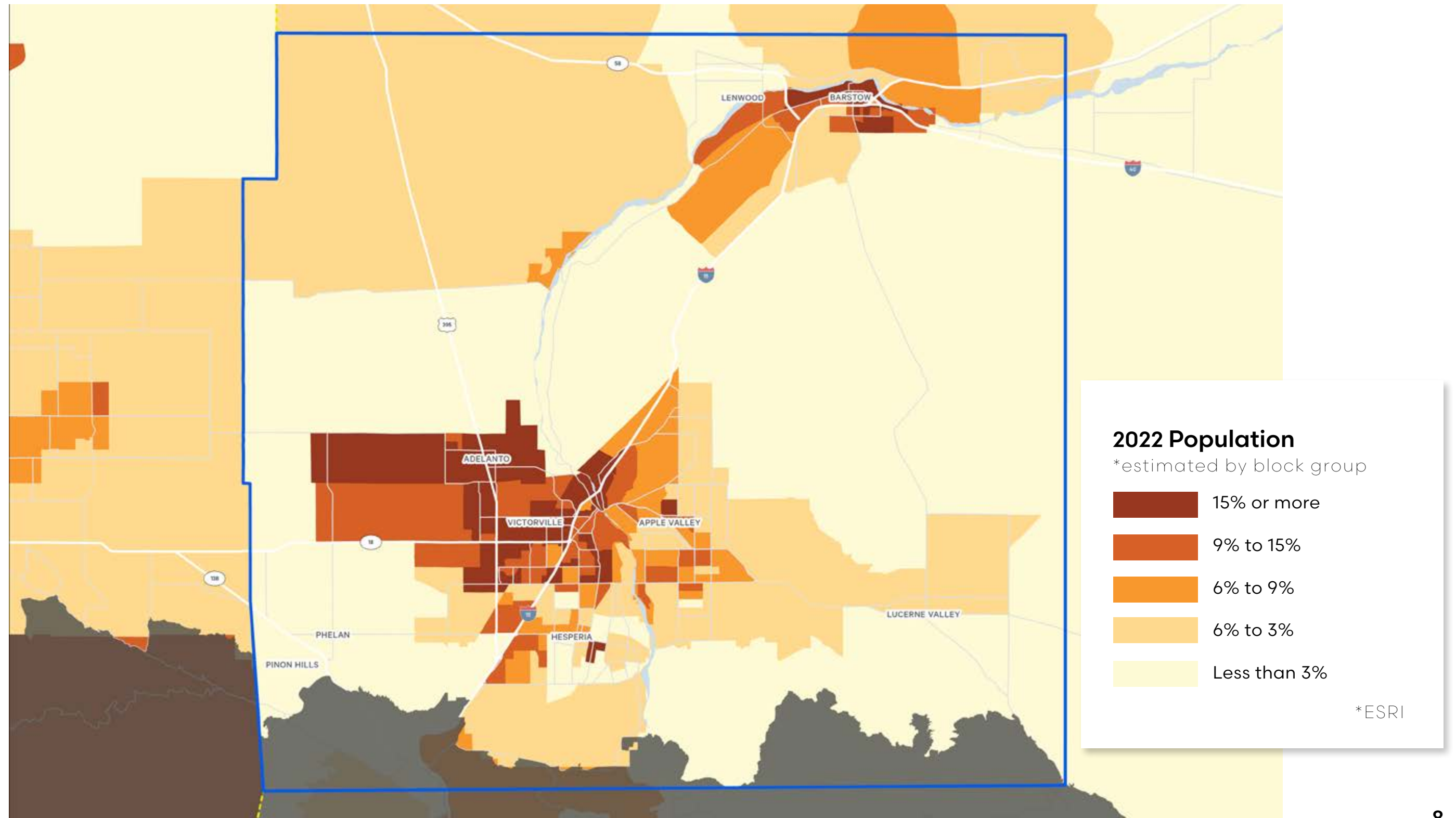
VICTOR VALLEY

HISPANIC POPULATION



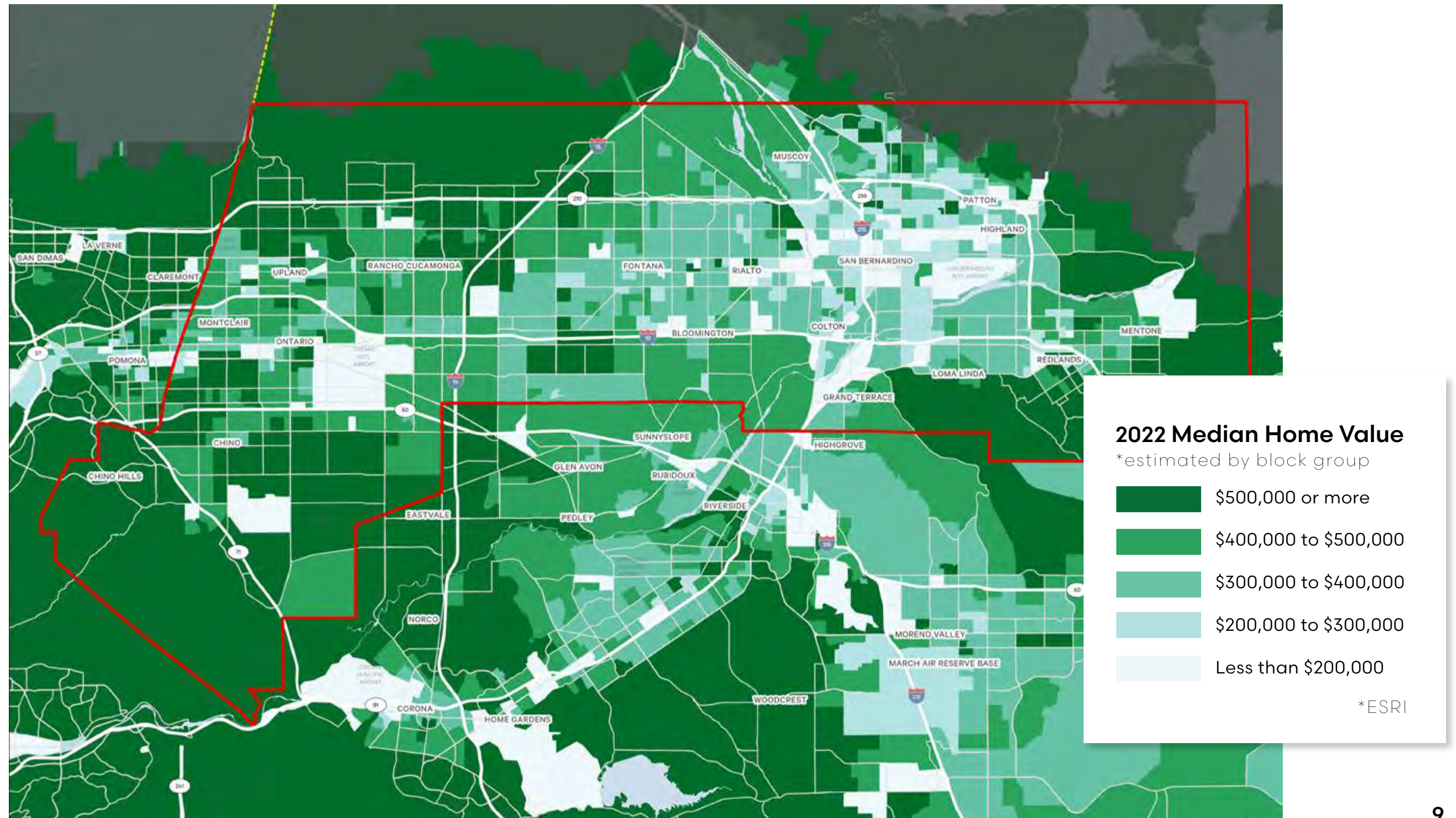
VICTOR VALLEY

AFRICAN AMERICAN POPULATION



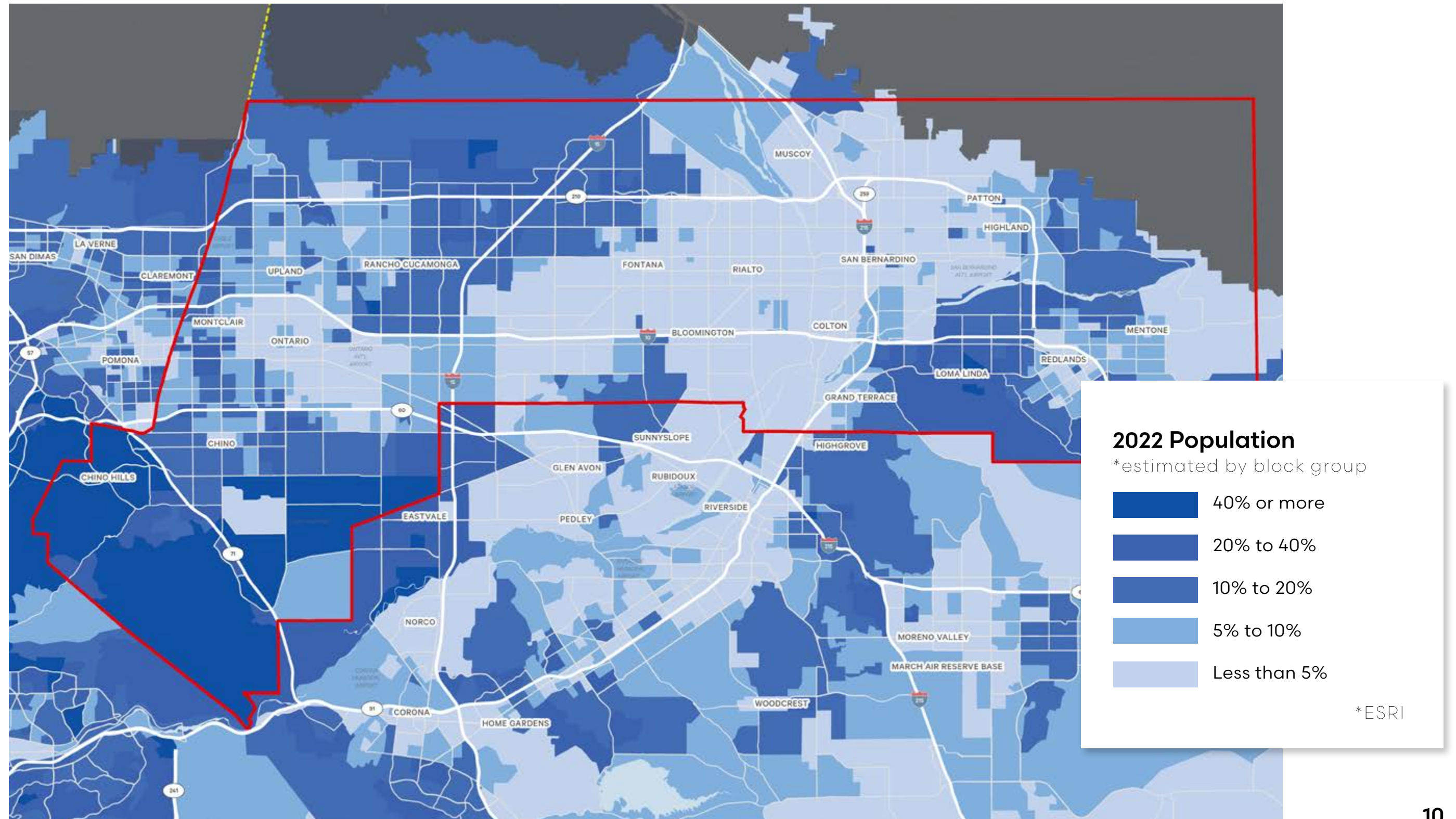
EAST/WEST SAN BERNARDINO

MEDIAN HOME VALUE



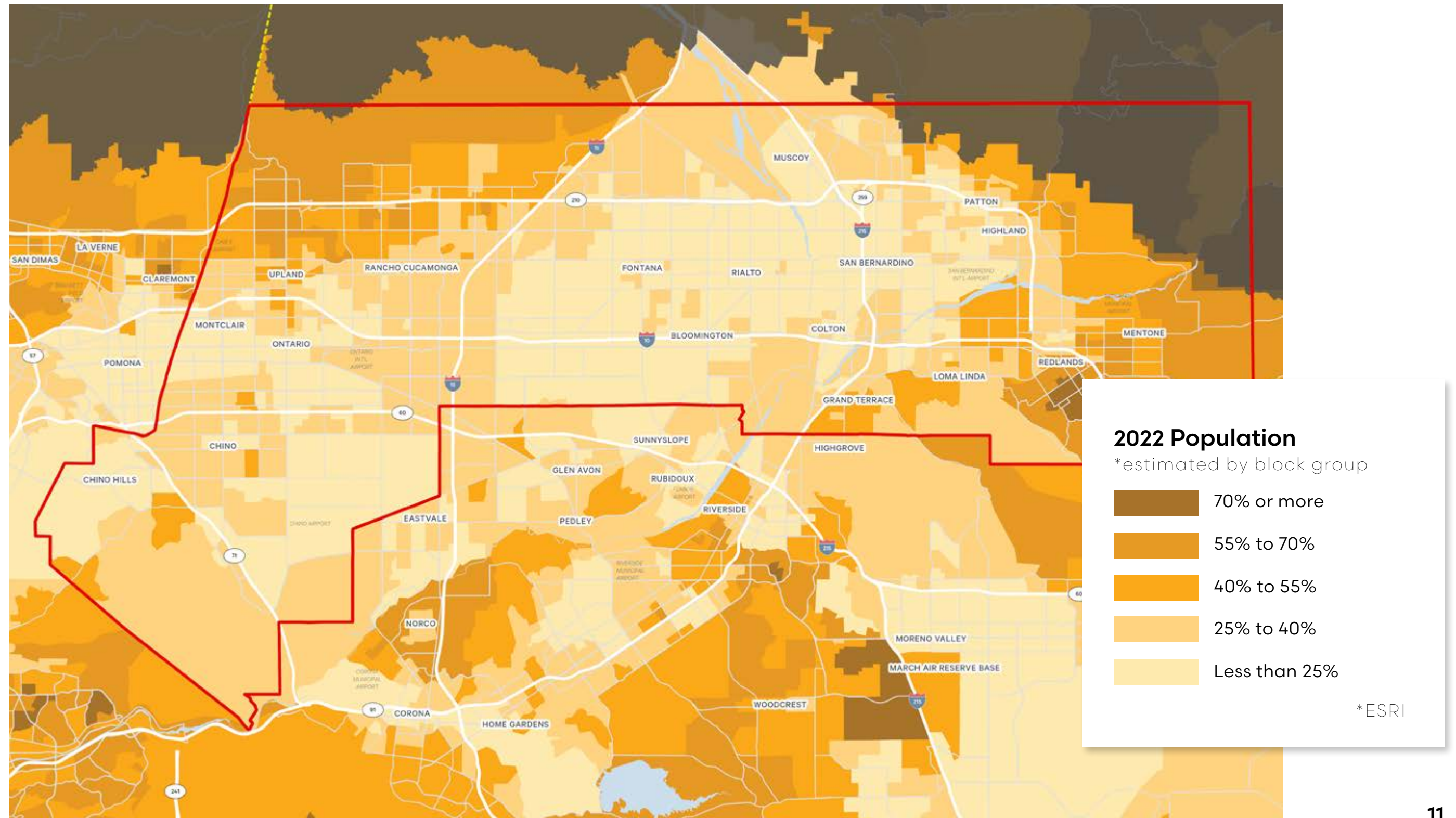
EAST/WEST SAN BERNARDINO

ASIAN POPULATION



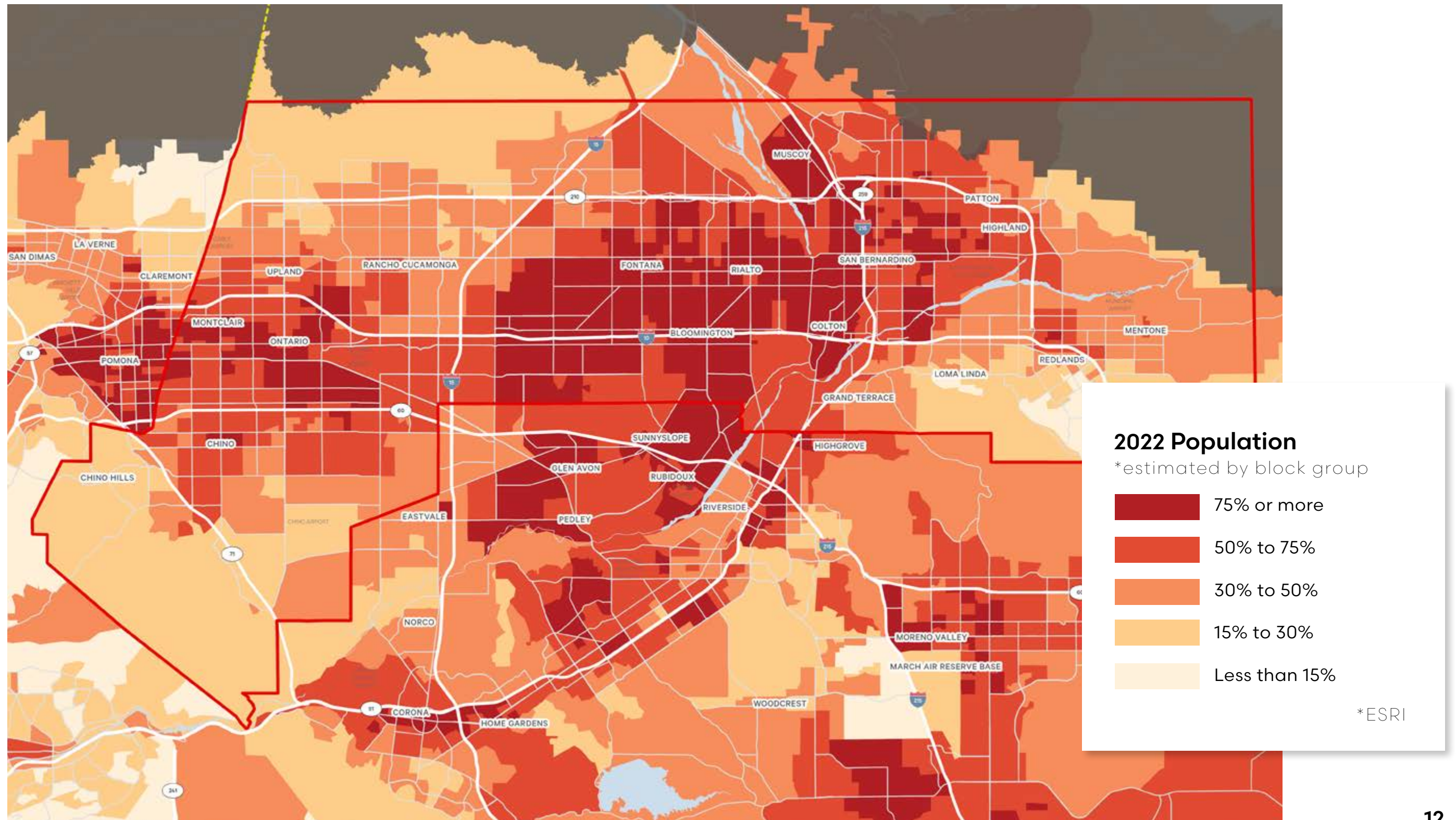
EAST/WEST SAN BERNARDINO

CAUCASIAN POPULATION



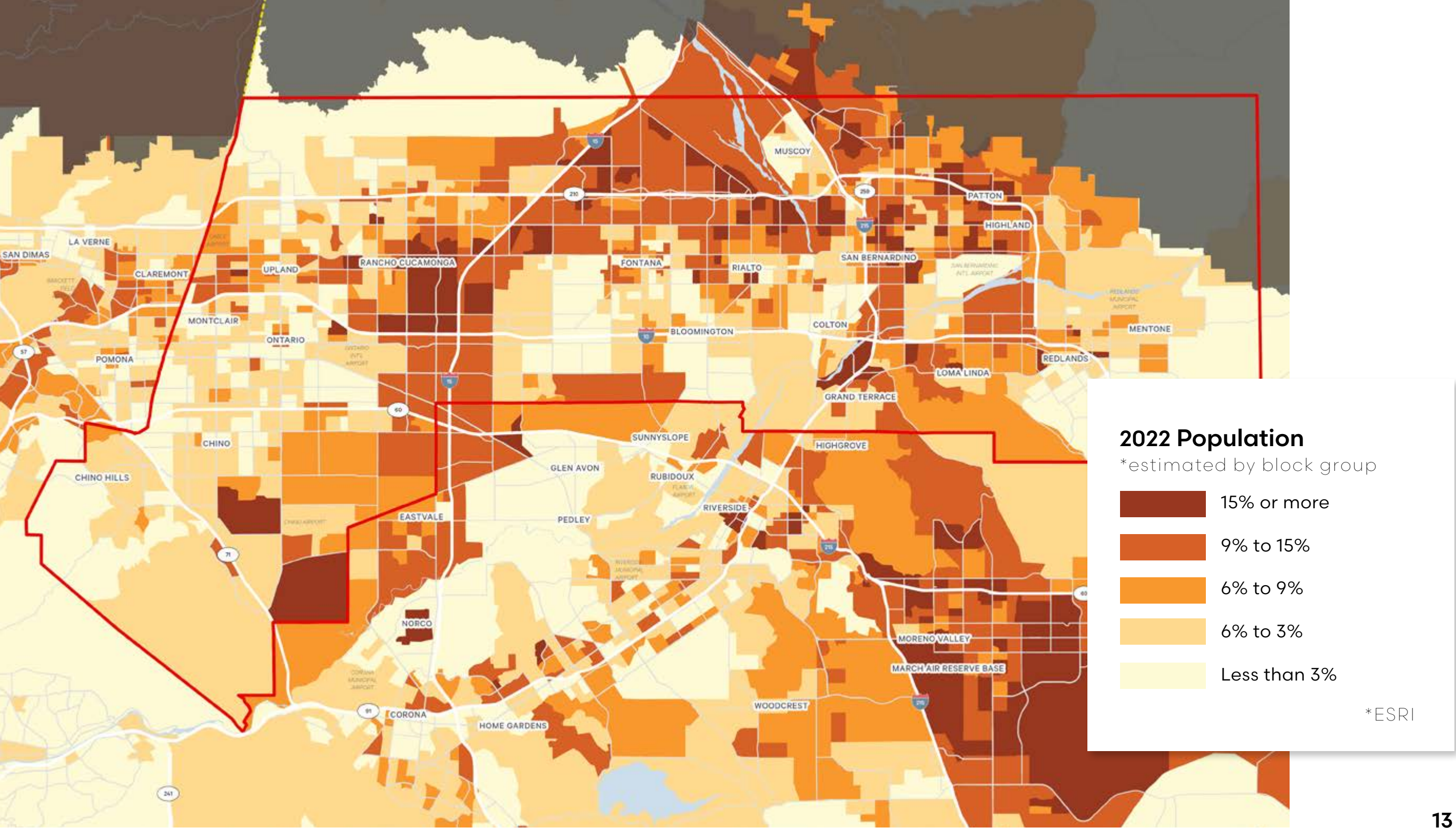
EAST/WEST SAN BERNARDINO

HISPANIC POPULATION



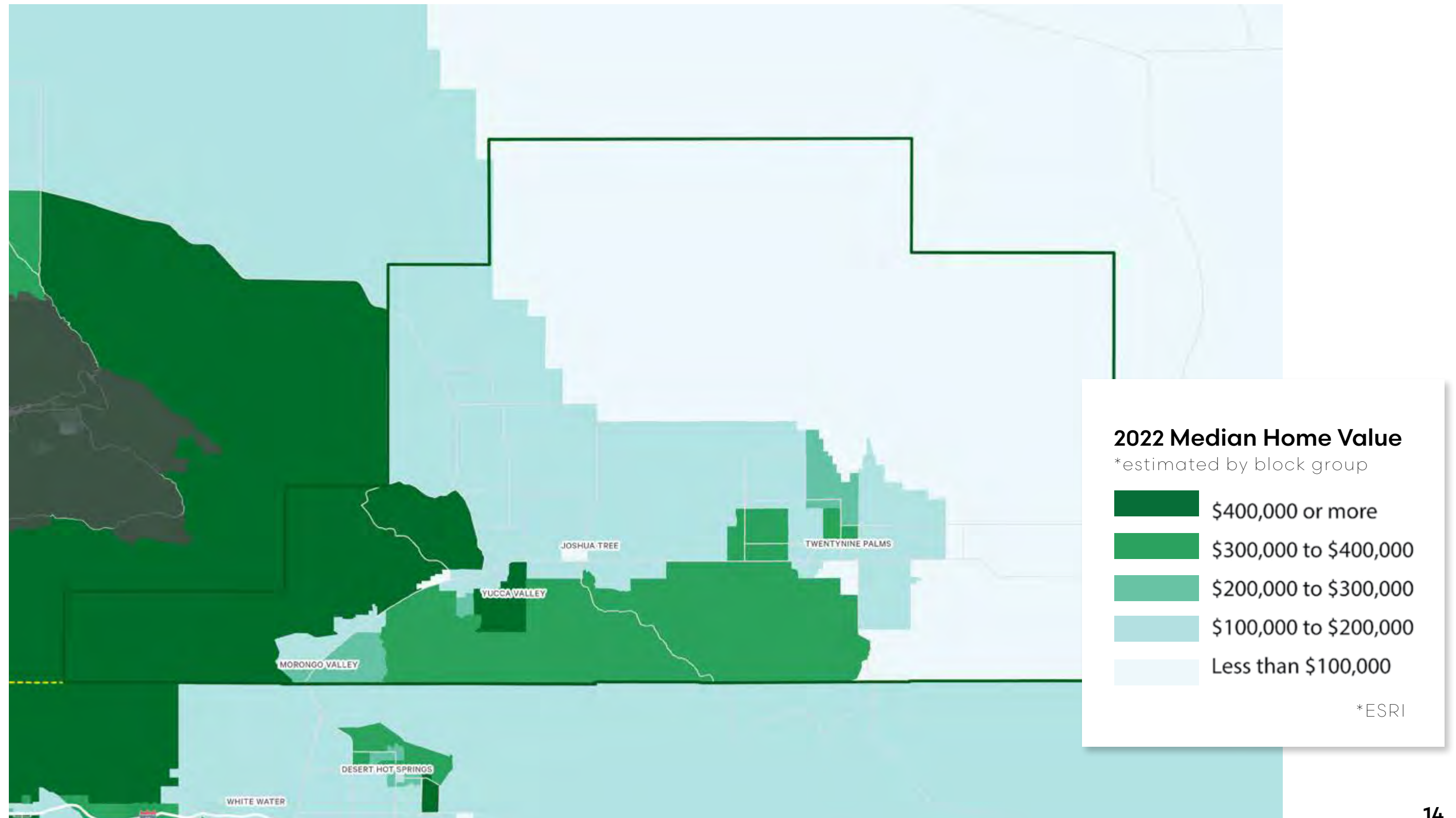
EAST/WEST SAN BERNARDINO

AFRICAN AMERICAN POPULATION



MORONGO BASIN

MEDIAN HOME VALUE



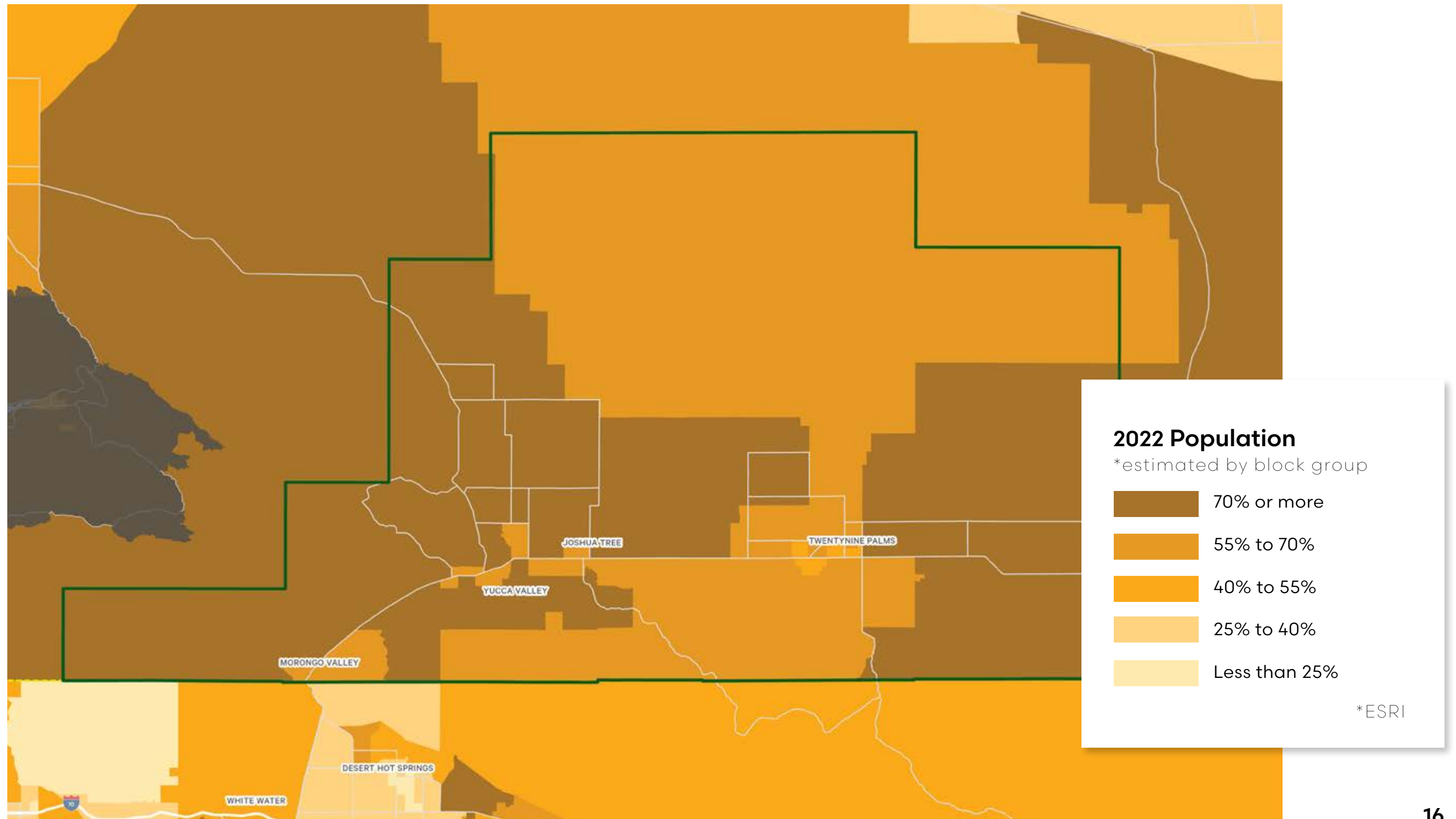
MORONGO BASIN

ASIAN POPULATION



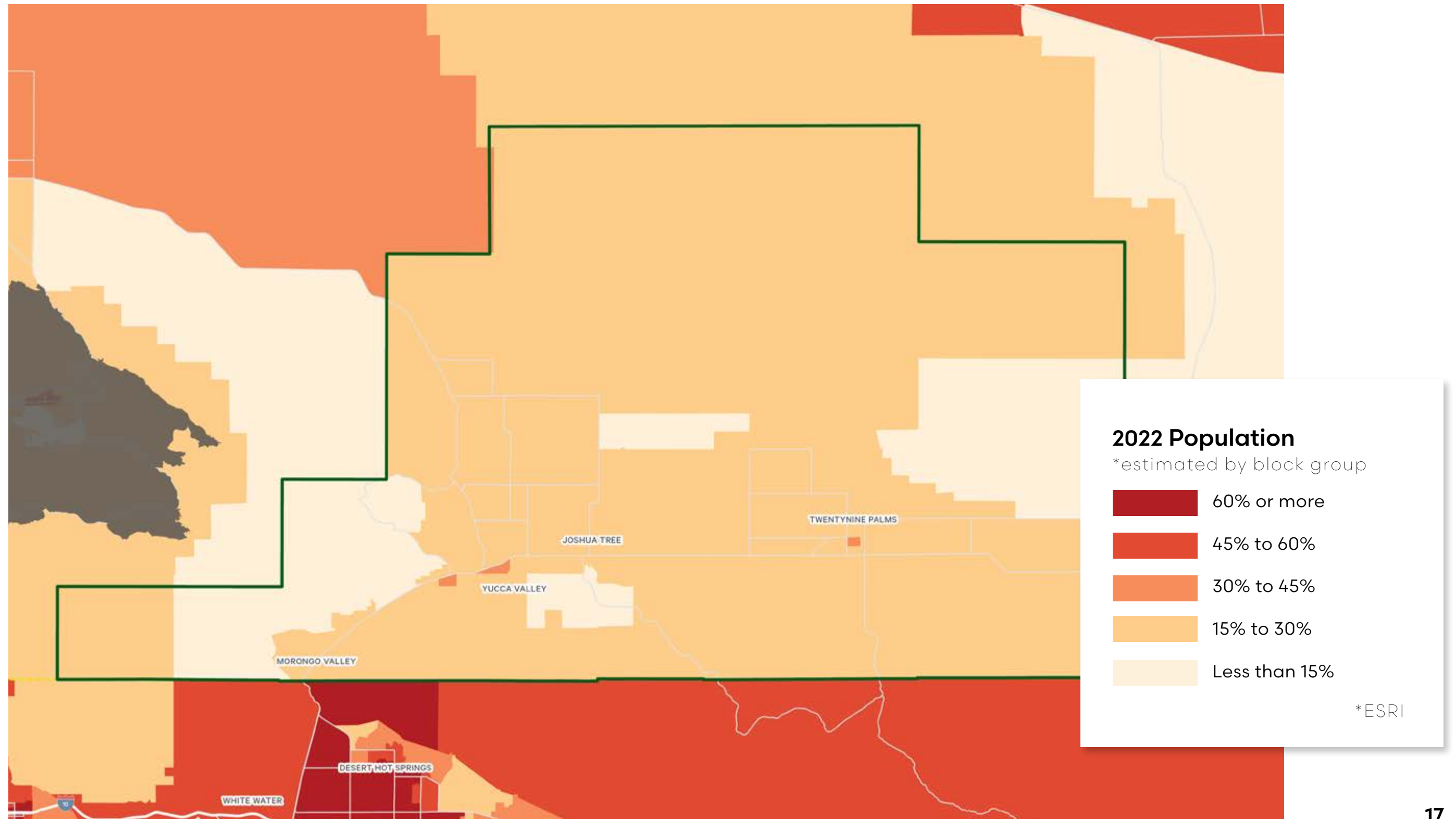
MORONGO BASIN

CAUCASIAN POPULATION



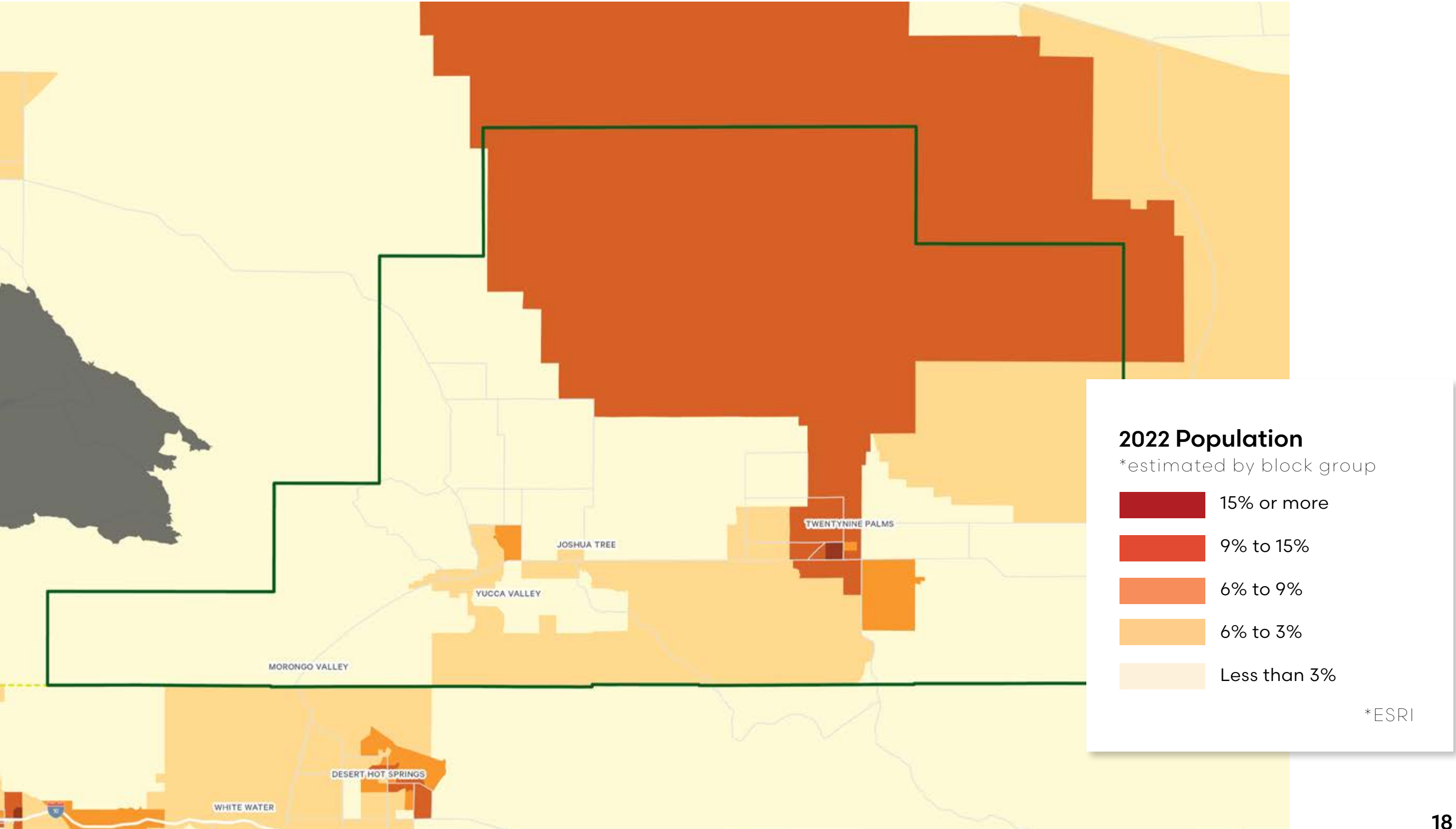
MORONGO BASIN

HISPANIC POPULATION



MORONGO BASIN

AFRICAN AMERICAN POPULATION

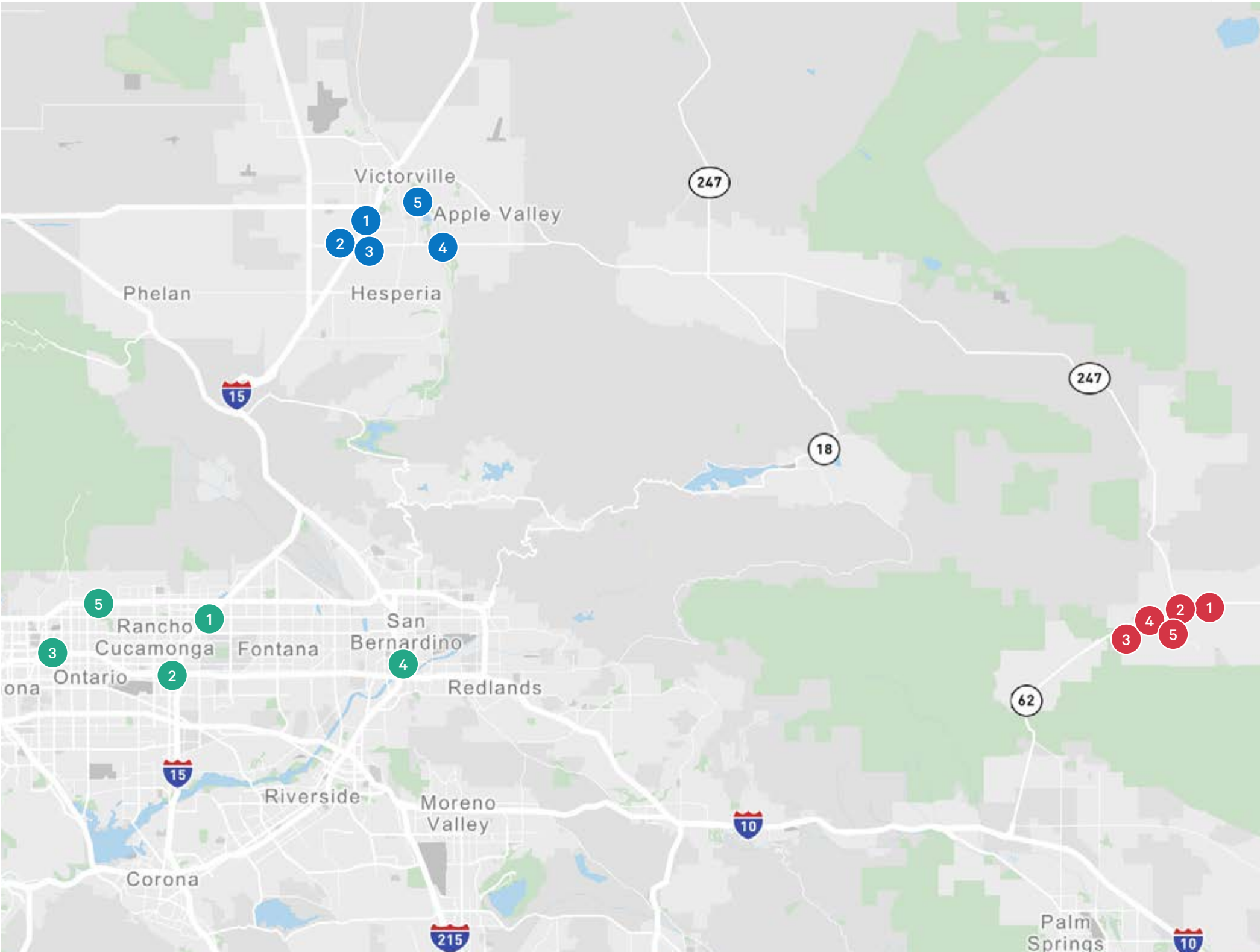




MAJOR RETAIL

TOP 5

MAJOR SHOPPING CENTERS



MORONGO VALLEY

#	Tenant	RBA	Anchor Tenants
1	Yucca Valley Square Yucca Valley	222,377	
2	Joshua Village Shopping Center Yucca Valley	210,308	
3	Yucca Valley Home Depot Center Yucca Valley	185,638	
4	Desert Hills Plaza Yucca Valley	89,134	
5	Stater Bros of Yucca Valley Yucca Valley	58,058	

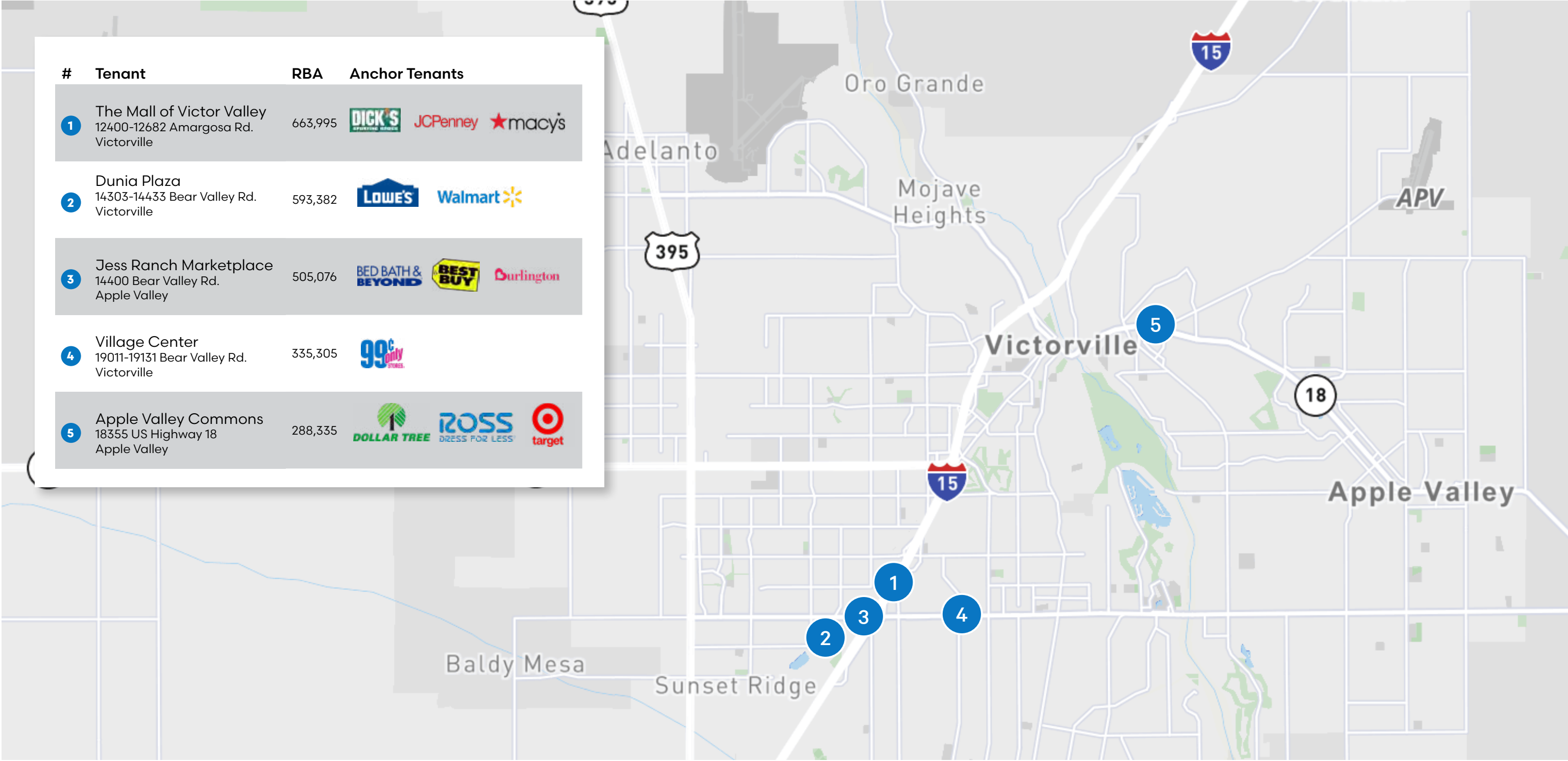
EAST/WEST SAN BERNARDINO

#	Tenant	RBA	Anchor Tenants
1	Victoria Gardens Rancho Cucamonga	1,811,243	
2	Ontario Mills Ontario	1,595,781	
3	Montclair Place Montclair	1,413,435	
4	Inland Center Mall San Bernardino	1,090,821	
5	Colonies Crossroads Upland	875,682	

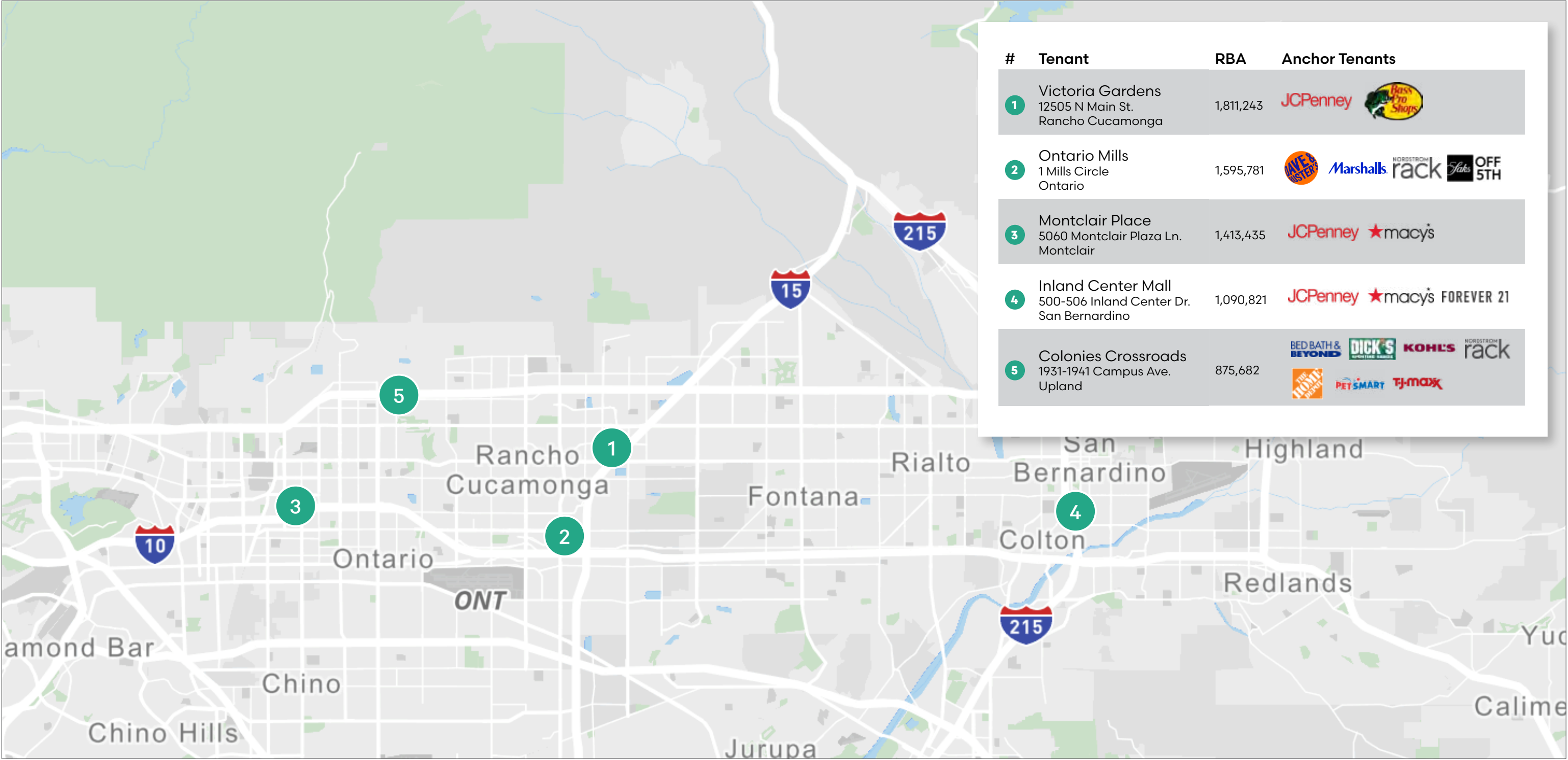
VICTOR VALLEY

#	Tenant	RBA	Anchor Tenants
1	The Mall of Victor Valley Victorville	663,995	
2	Dunia Plaza Victorville	593,382	
3	Jess Ranch Marketplace Apple Valley	505,076	
4	Village Center Victorville	335,305	
5	Apple Valley Commons Apple Valley	288,335	

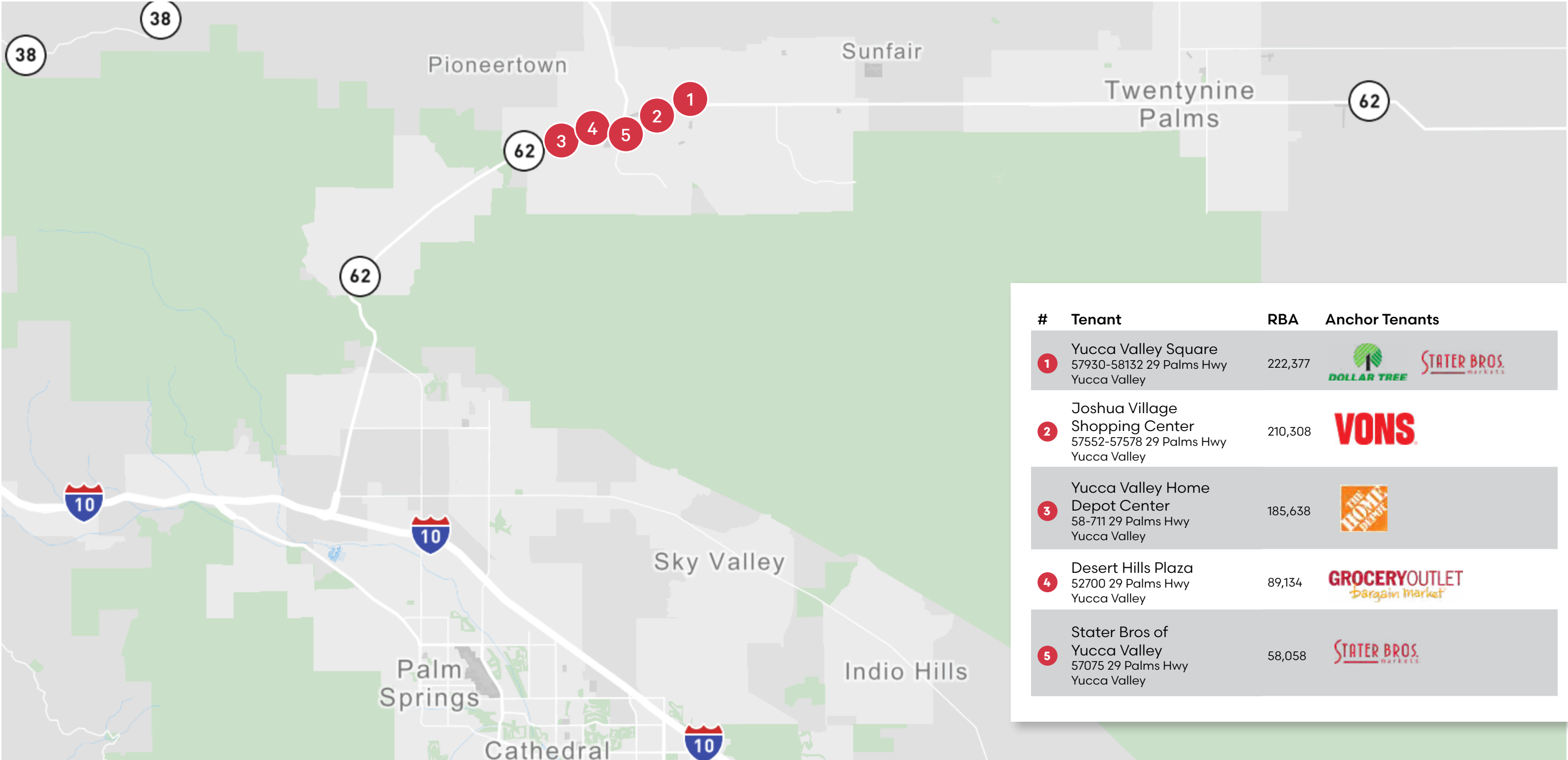
TOP 5 VICTOR VALLEY MAJOR SHOPPING CENTERS



TOP 5 EAST/WEST SAN BERNARDINO MAJOR SHOPPING CENTERS



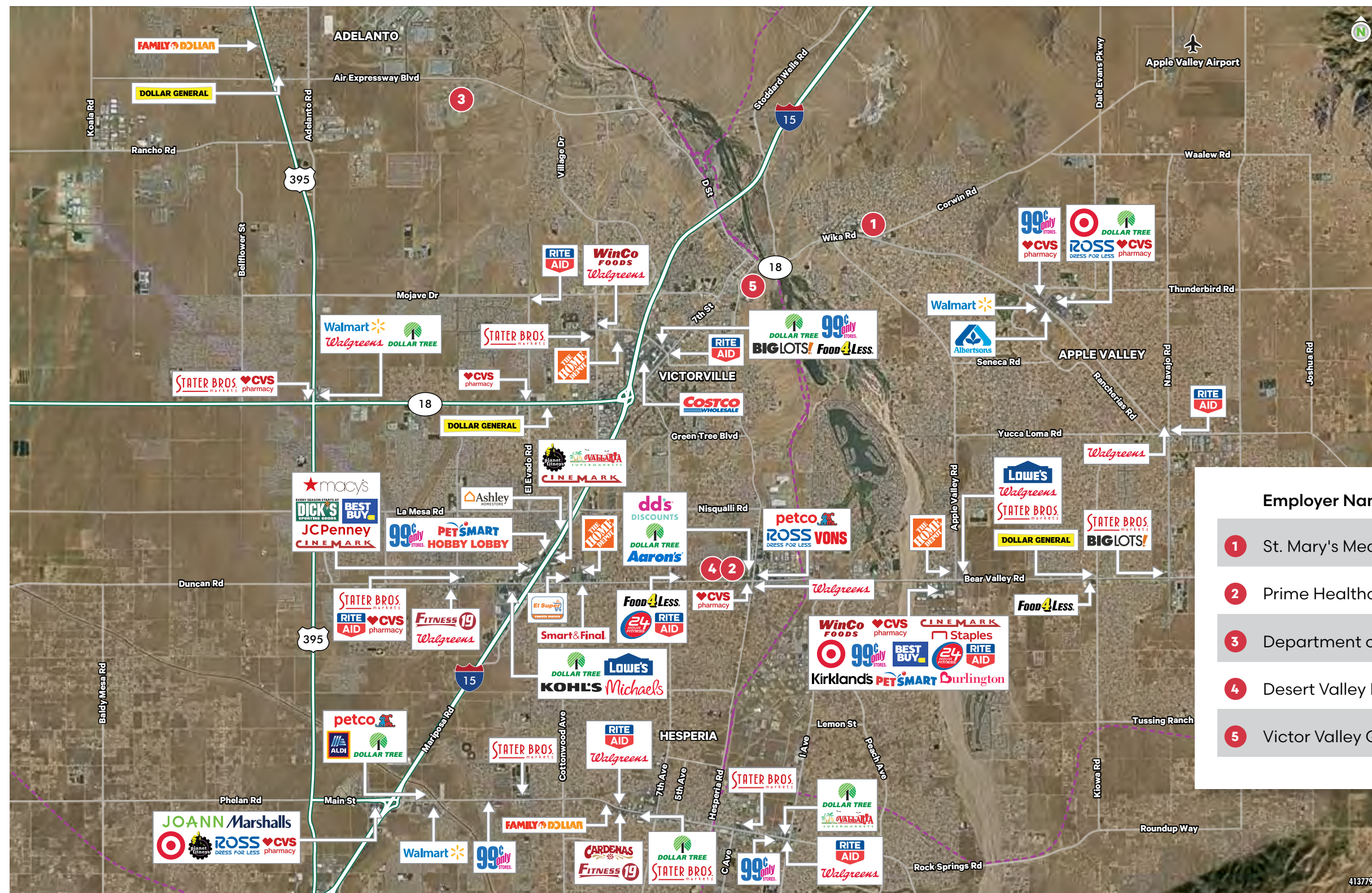
TOP 5 MORONGO VALLEY MAJOR SHOPPING CENTERS





TOP 5 EMPLOYERS

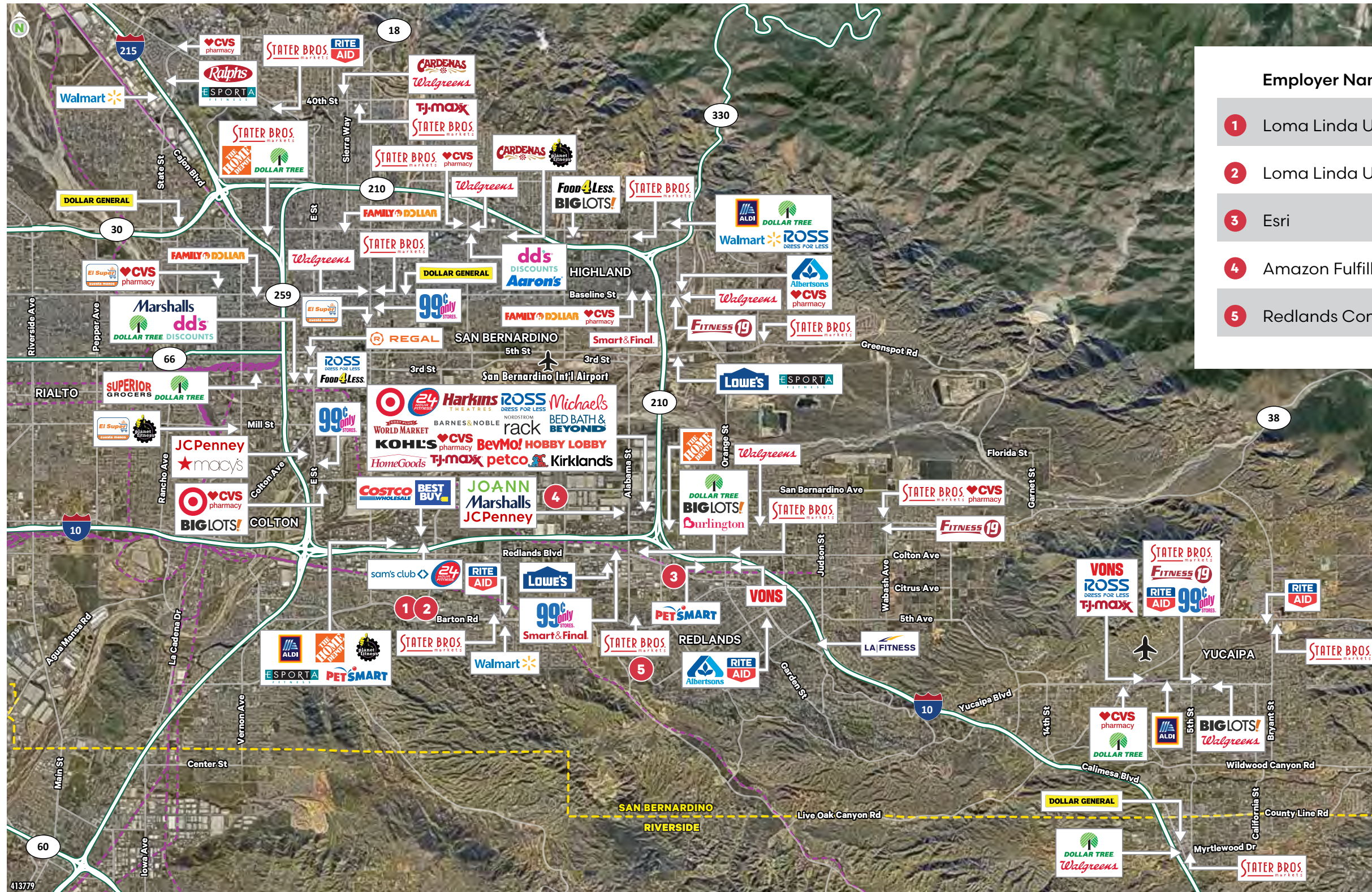
VICTOR VALLEY AREA TOP EMPLOYERS



	Employer Name	#
1	St. Mary's Medical Center	1,453
2	Prime Healthcare SVC Inc	1,000
3	Department of Justice	1,000
4	Desert Valley Hospital	686
5	Victor Valley Global Medical Center	523

*CBRE FastReport Dimension

REDLANDS AREA TOP EMPLOYERS

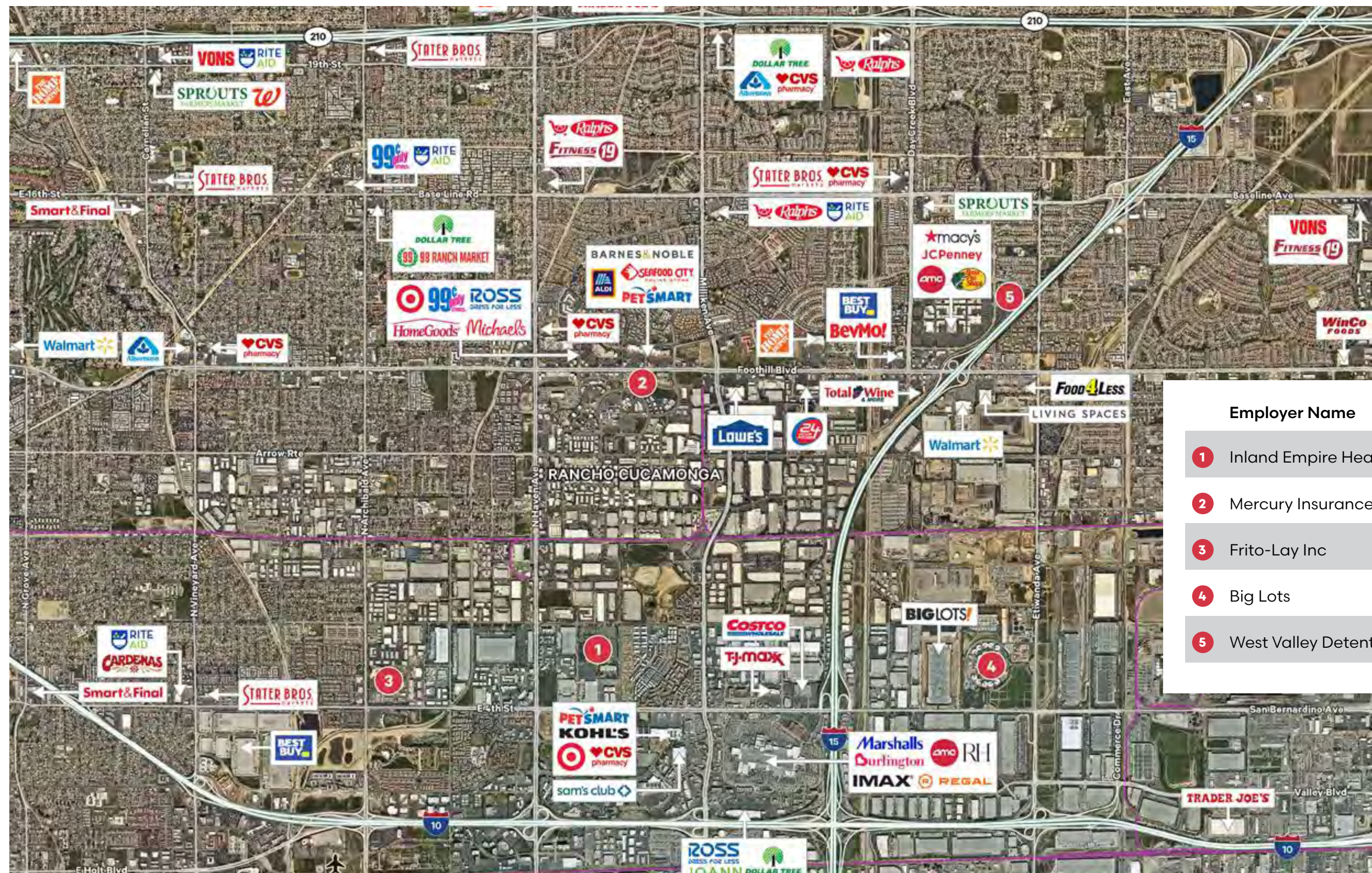


	Employer Name	#
1	Loma Linda University Health Board	9,000
2	Loma Linda University Medical Center	7,123
3	Esri	4,001
4	Amazon Fulfillment Center	2,500
5	Redlands Community Hospital	1,370

*CBRE FastReport Dimension

RANCHO CUCAMONGA AREA

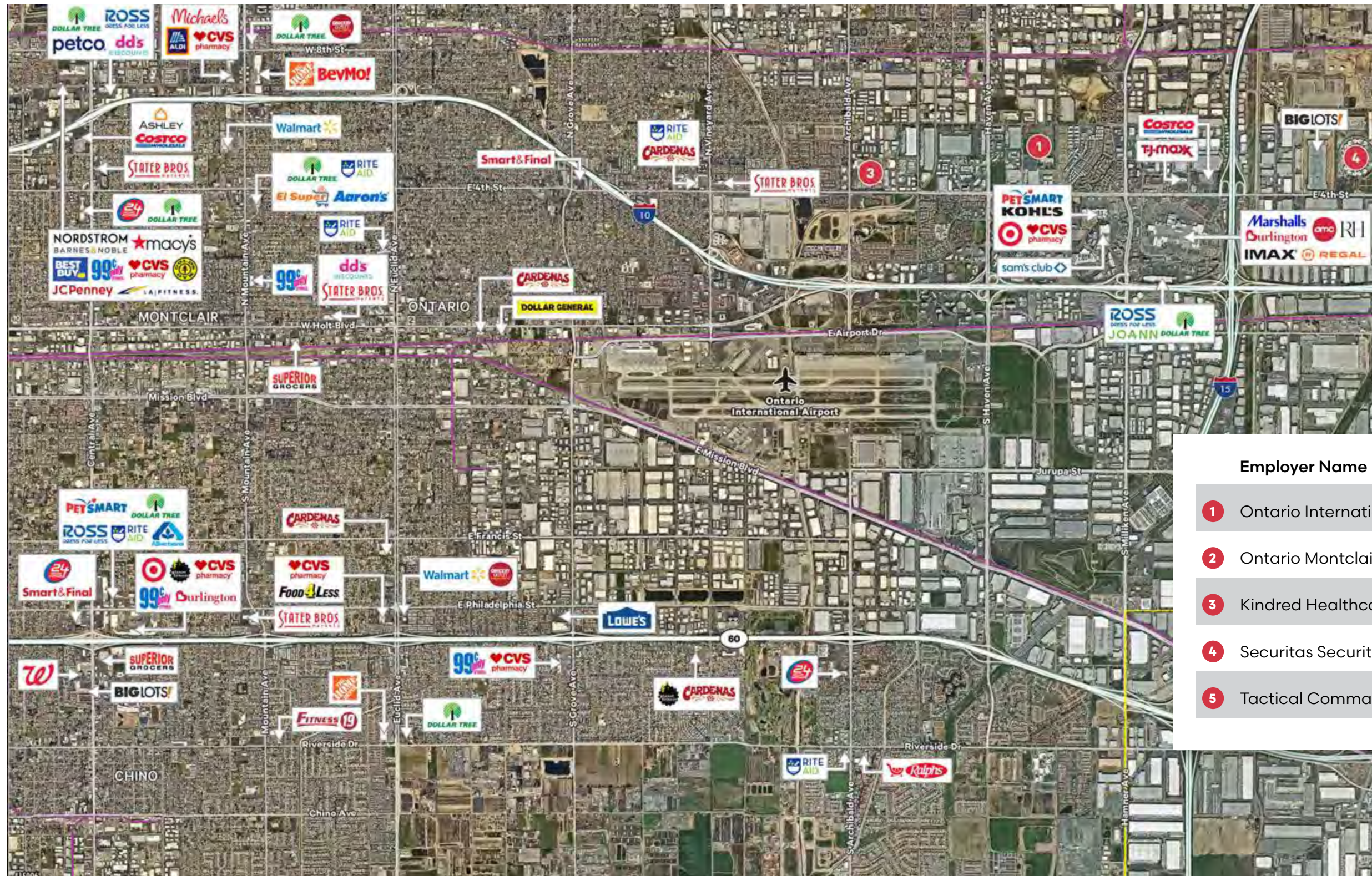
TOP EMPLOYERS



	Employer Name	#
1	Inland Empire Health Plan	2,000
2	Mercury Insurance	600
3	Frito-Lay Inc	600
4	Big Lots	600
5	West Valley Detention Center	520

*CBRE FastReport Dimension

ONTARIO AREA TOP EMPLOYERS



	Employer Name	#
1	Ontario International Airport	6,000
2	Ontario Montclair School District	2,500
3	Kindred Healthcare	1,000
4	Securitas Security	600
5	Tactical Command Industries	520

*CBRE FastReport Dimension

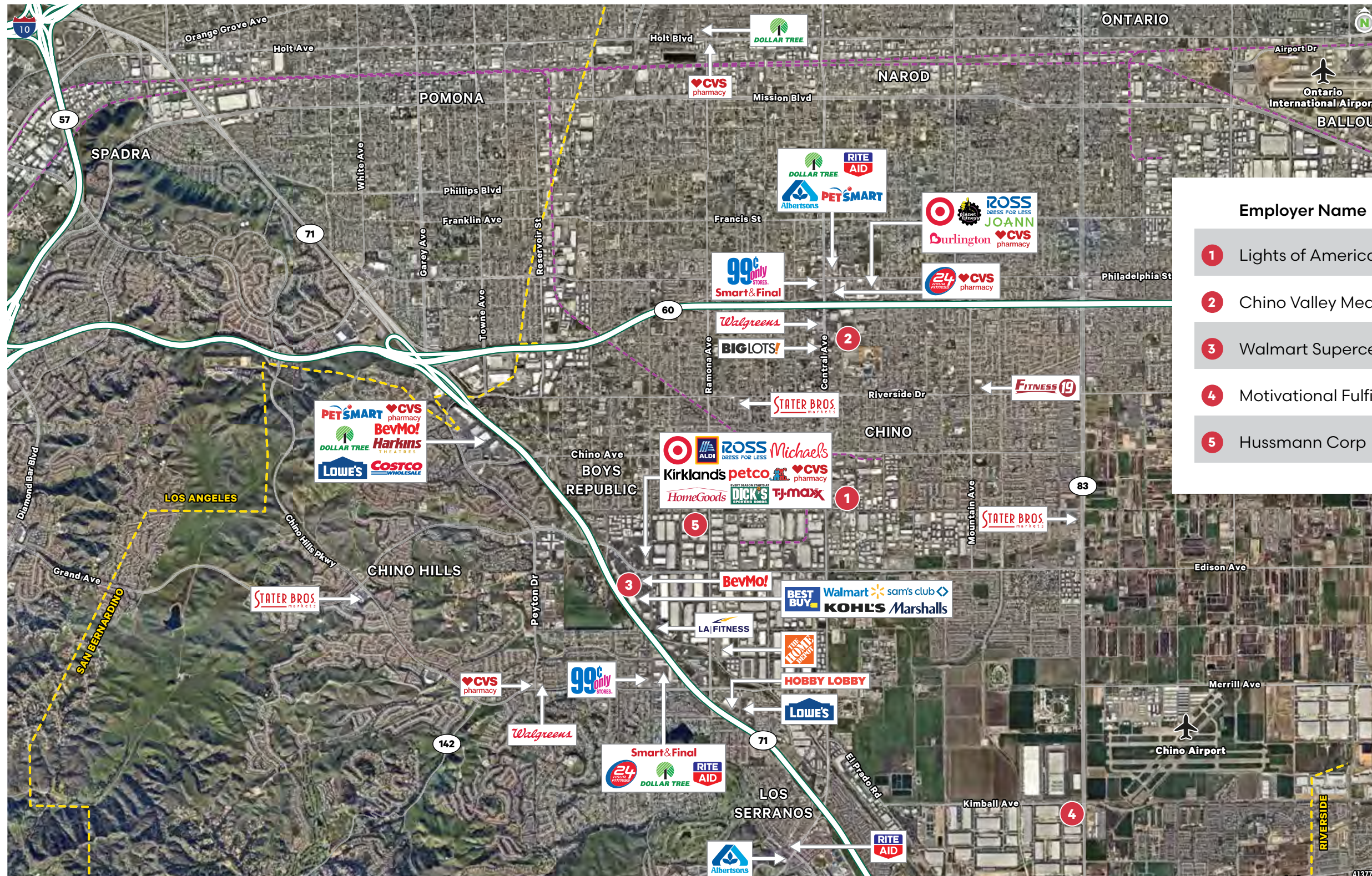
MONTCLAIR AREA TOP EMPLOYERS



Employer Name	#
1 San Antonio Regional Hospital	1,594
2 Smiley Medical Spa & Wellness	400
3 Walmart	400
4 Montclair Hospital Medical Center	380
5 Shield Security Inc	335

*CBRE FastReport Dimension

CHINO HILLS AREA TOP EMPLOYERS

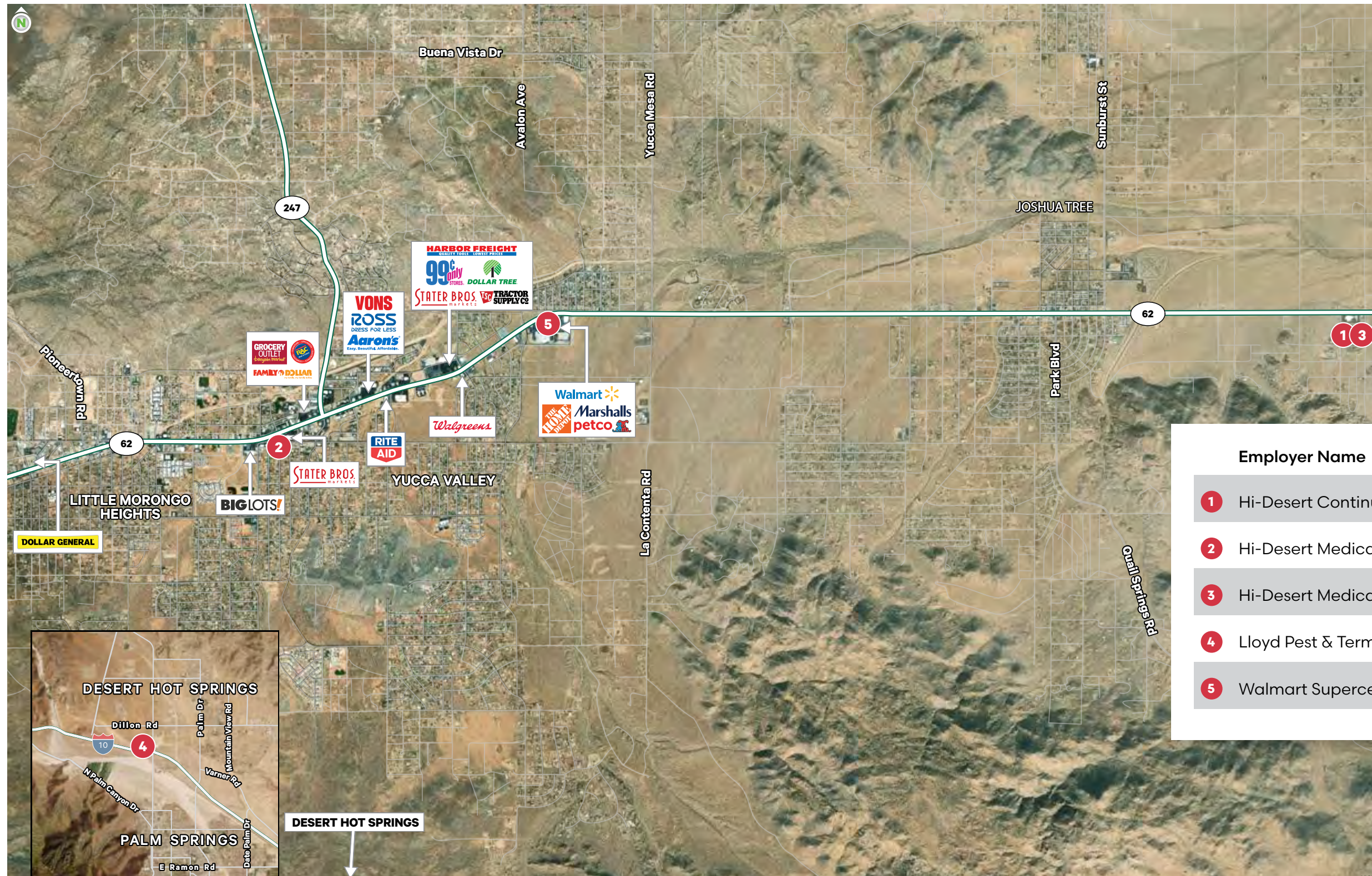


	Employer Name	#
1	Lights of America Inc	1,000
2	Chino Valley Medical Center	600
3	Walmart Supercenter	600
4	Motivational Fulfillment Packaging	500
5	Husmann Corp	401

*CBRE FastReport Dimension

MORONGO BASIN AREA

TOP EMPLOYERS



	Employer Name	#
1	Hi-Desert Continuing Care Center	625
2	Hi-Desert Medical Outpatient Rehab	502
3	Hi-Desert Medical Center	446
4	Lloyd Pest & Termite Control	400
5	Walmart Supercenter	300

*CBRE FastReport Dimension



E-COMMERCE

SAN BERNARDINO COUNTY

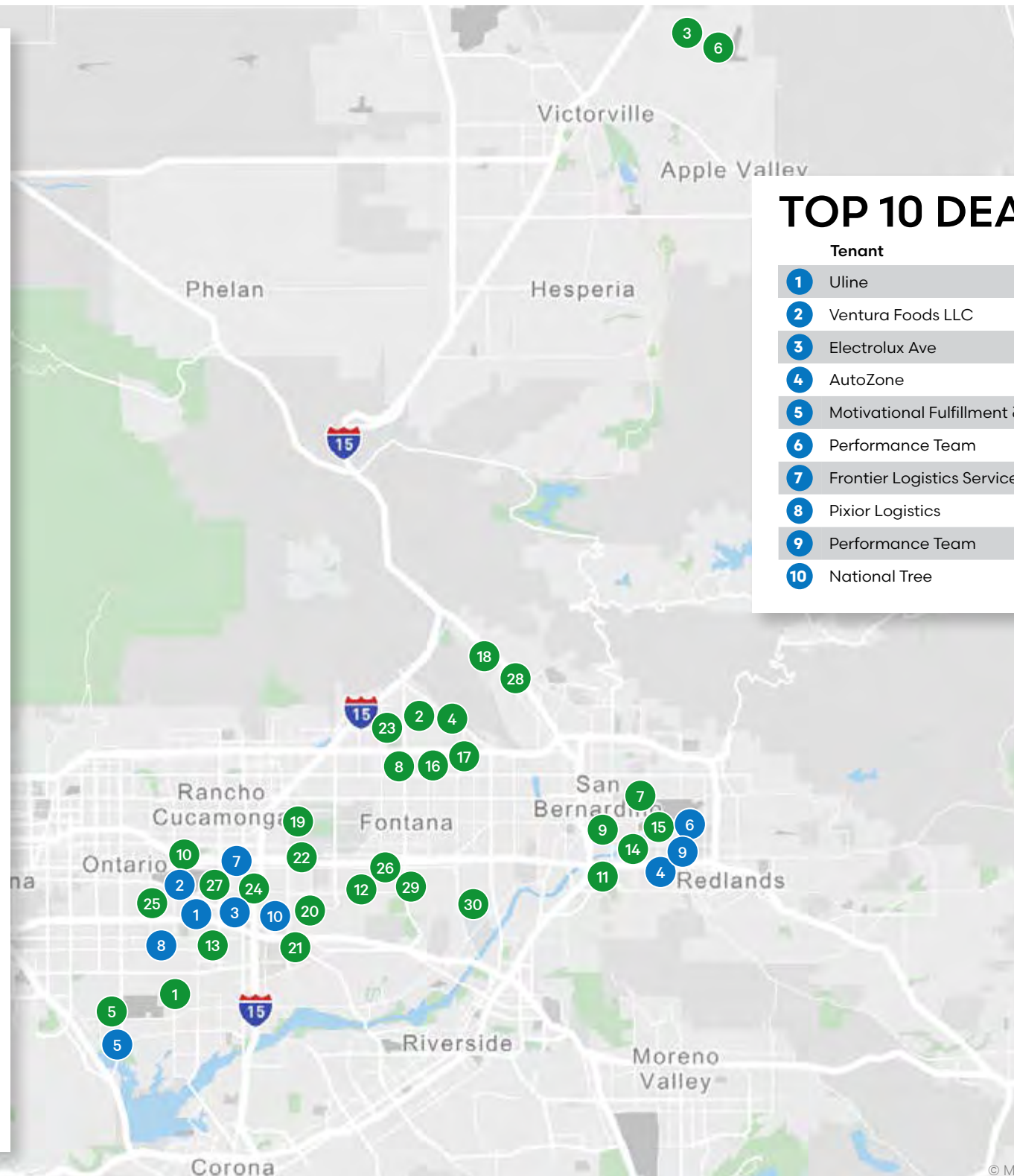
E-COMMERCE TENANTS & TRANSACTIONS

TOP 30 TENANTS

	Tenant	Address	Sq. Ft.
1	Amazon	8900 Merrill Ave. Ontario	4,055,890
2	Target Distribution Center	3105-3110 N Alder Ave. Rialto	1,600,000
3	Walmart, Inc	21101 Johnson Rd. Apple Valley	1,500,000
4	Target Import Warehouse	3110 N. Alder Ave. Rialto	1,500,000
5	Walmart Distribution Center	6720 Kimball Ave. Chino	1,434,000
6	Big Lots Distribution Center	18880 Navajo Rd. Apple Valley	1,350,000
7	Mattel, Inc	1456 E. Harry Sheppard Blvd. San Bernardino	1,205,040
8	Under Armour	2510-2580 W Walnut Ave. Rialto	1,197,051
9	Amazon	555 E Orange Show Rd. San Bernardino	1,102,639
10	QVC	853 QVC Wy. Ontario	1,061,735
11	Amazon	1494 S. Waterman Ave. San Bernardino	1,032,072
12	UPS	11281 Citrus Ave. Fontana	1,003,570
13	T.J. Maxx	3000 E. Philadelphia St. Ontario	991,100
14	Kohl's	825 E. Central Ave. San Bernardino	970,021
15	Amazon	1910 E .Central Ave. San Bernardino	951,660
16	Amazon	2450-2496 W. Walnut Ave. Rialto	882,230
17	Amazon	1660 N. Linden Ave. Rialto	855,000
18	LG	6207 Cajon Blvd. San Bernardino	830,750
19	DHL	9211 Kaiser Wy. Fontana	830,000
20	Sears	5691 E. Philadelphia St. Ontario	802,201
21	Samsung Electronics	5750 Francis St. Ontario	790,526
22	Walmart Distribution Center	13350 Valley Blvd. Fontana	758,476
23	LG	5565 Sierra Ave. Fontana	745,394
24	Target Distribution Center	1505 S. Haven Ave. Ontario	725,000
25	Converse, Inc	1460 S. Hofer Ranch Rd. Ontario	656,040
26	Walmart	11188 Citrus Ave. Fontana	639,473
27	UPS	3140 Jurupa St. Ontario	632,204
28	JCPenney Company, Inc	5959 Palm Ave. San Bernardino	624,627
29	Amazon	11263 Oleander Ave. Fontana	615,971
30	Amazon	3388 S Cactus Ave. Bloomington	615,310

TOP 10 DEALS

	Tenant	Address	Sq. Ft.
1	Uline	2950 E. Jurupa Ave. Ontario	750,000
2	Ventura Foods LLC	2900 E. Jurupa St. Ontario	675,500
3	Electrolux Ave	3551 E. Francis St. Ontario	645,000
4	AutoZone	2255 W. Lugonia Ave. Redlands	606,133
5	Motivational Fulfillment & Logistics	15835 San Antonio Ave. Chino	534,404
6	Performance Team	1901 California St. Redlands	467,853
7	Frontier Logistics Services	3950 Airport Dr. Ontario	414,962
8	Pixior Logistics	2830 E. Philadelphia St. Ontario	383,619
9	Performance Team	1730 Marigold Ave. Redlands	327,790
10	National Tree	1777 S. Vintage Ave. Ontario	284,559

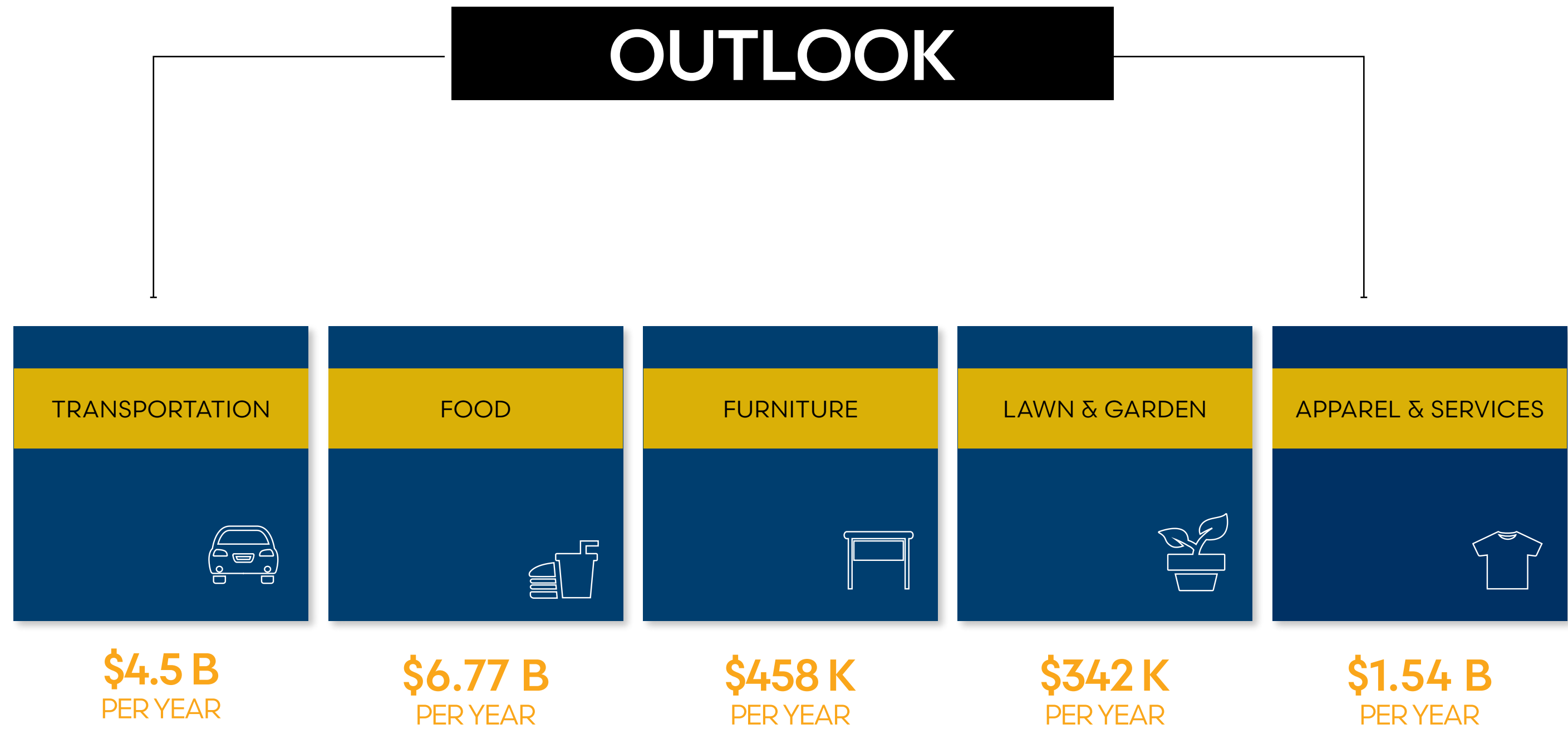




RETAIL DEMAND

SAN BERNARDINO COUNTY

RETAIL DEMAND





TOP TAPESTRY SEGMENTS	%
Urban Villages	10.9%
Urban Edge Families	10.9%
Family Extensions	5.2%
Boomburbs	5.1%
Fresh Ambitions	4.3%

DEMOGRAPHIC SUMMARY	2022	2027
Population	2,196,504	2,212,592
Households	673,881	681,119
Families	516,069	521,126
Median Age	33.5	34.8
Median Household Income	75,775	88,045

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$1,539,929,786	\$1,847,117,184	\$307,187,398
Men's	\$298,477,686	\$358,038,792	\$59,561,106
Women's	\$529,772,772	\$635,395,057	\$105,622,285
Children's	\$235,337,758	\$282,358,222	\$47,020,464
Footwear	\$365,897,854	\$438,882,049	\$72,984,195
Watches & Jewelry	\$85,982,102	\$103,116,191	\$17,134,089
Apparel Products and Services (1)	\$37,245,403	\$44,662,233	\$7,416,830
Computer			
Computers and Hardware for Home Use	\$127,077,619	\$152,424,019	\$25,346,400
Portable Memory	\$3,192,797	\$3,828,978	\$636,181
Computer Software	\$7,252,936	\$8,698,705	\$1,445,769
Computer Accessories	\$12,683,670	\$15,213,790	\$2,530,120
Entertainment & Recreation	\$2,283,807,860	\$2,738,849,911	\$455,042,051
Fees and Admissions	\$542,891,194	\$651,134,841	\$108,243,647
Membership Fees for Clubs (2)	\$177,980,092	\$213,454,013	\$35,473,921
Fees for Participant Sports, excl. Trips	\$85,535,815	\$102,606,755	\$17,070,940
Tickets to Theatre/Operas/Concerts	\$56,851,933	\$68,169,836	\$11,317,903
Tickets to Movies	\$43,697,408	\$52,428,478	\$8,731,070
Tickets to Parks or Museums	\$26,044,045	\$31,243,144	\$5,199,099
Admission to Sporting Events, excl. Trips	\$45,771,089	\$54,894,861	\$9,123,772
Fees for Recreational Lessons	\$106,260,543	\$127,438,064	\$21,177,521
Dating Services	\$750,270	\$899,690	\$149,420
TV/Video/Audio	\$829,507,678	\$994,810,646	\$165,302,968
Cable and Satellite Television Services	\$558,488,161	\$669,672,068	\$111,183,907
Televisions	\$83,251,503	\$99,879,024	\$16,627,521
Satellite Dishes	\$1,085,734	\$1,302,738	\$217,004
VCRs, Video Cameras, and DVD Players	\$3,563,023	\$4,274,355	\$711,332
Miscellaneous Video Equipment	\$10,319,503	\$12,374,230	\$2,054,727
Video Cassettes and DVDs	\$5,688,467	\$6,824,996	\$1,136,529
Video Game Hardware/Accessories	\$20,943,363	\$25,126,804	\$4,183,441
Video Game Software	\$11,613,804	\$13,935,140	\$2,321,336
Rental/Streaming/Downloaded Video	\$52,412,953	\$62,886,754	\$10,473,801
Installation of Televisions	\$658,921	\$790,211	\$131,290
Audio (3)	\$79,655,069	\$95,553,323	\$15,898,254
Rental and Repair of TV/Radio/Sound Equipment	\$1,827,176	\$2,191,002	\$363,826
Pets	\$497,765,651	\$596,822,878	\$99,057,227
Toys/Games/Crafts/Hobbies (4)	\$83,083,675	\$99,668,869	\$16,585,194
Recreational Vehicles and Fees (5)	\$74,305,131	\$89,078,126	\$14,772,995
Sports/Recreation/Exercise Equipment (6)	\$129,313,926	\$155,107,555	\$25,793,629
Photo Equipment and Supplies (7)	\$33,549,832	\$40,249,173	\$6,699,341
Reading (8)	\$72,256,313	\$86,636,088	\$14,379,775
Catered Affairs (9)	\$21,322,834	\$25,567,669	\$4,244,835

SAN BERNARDINO COUNTY
RETAIL DEMAND

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Food	\$6,771,244,972	\$8,121,459,957	\$1,350,214,985
Food at Home	\$3,955,756,652	\$4,744,276,473	\$788,519,821
Bakery and Cereal Products	\$503,141,685	\$603,411,061	\$100,269,376
Meats, Poultry, Fish, and Eggs	\$854,578,354	\$1,024,908,100	\$170,329,746
Dairy Products	\$397,442,464	\$476,637,582	\$79,195,118
Fruits and Vegetables	\$778,464,457	\$933,630,459	\$155,166,002
Snacks and Other Food at Home (10)	\$1,422,129,693	\$1,705,689,270	\$283,559,577
Food Away from Home	\$2,815,488,320	\$3,377,183,484	\$561,695,164
Alcoholic Beverages	\$449,801,308	\$539,442,761	\$89,641,453
Financial			
Value of Stocks/Bonds/Mutual Funds	\$19,351,628,702	\$23,204,882,532	\$3,853,253,830
Value of Retirement Plans	\$68,443,819,591	\$82,061,834,425	\$13,618,014,834
Value of Other Financial Assets	\$5,554,830,817	\$6,657,792,098	\$1,102,961,281
Vehicle Loan Amount excluding Interest	\$2,087,245,806	\$2,504,090,611	\$416,844,805
Value of Credit Card Debt	\$2,000,044,094	\$2,398,699,141	\$398,655,047
Health			
Nonprescription Drugs	\$106,806,532	\$128,074,188	\$21,267,656
Prescription Drugs	\$218,334,661	\$261,770,608	\$43,435,947
Eyeglasses and Contact Lenses	\$66,653,097	\$79,925,786	\$13,272,689
Home			
Mortgage Payment and Basics (11)	\$7,820,975,330	\$9,378,671,146	\$1,557,695,816
Maintenance and Remodeling Services	\$2,062,692,231	\$2,473,063,537	\$410,371,306
Maintenance and Remodeling Materials (12)	\$432,607,877	\$518,724,387	\$86,116,510
Utilities, Fuel, and Public Services	\$3,574,013,974	\$4,286,282,473	\$712,268,499
Household Furnishings and Equipment			
Household Textiles (13)	\$74,121,882	\$88,900,970	\$14,779,088
Furniture	\$458,608,070	\$550,076,789	\$91,468,719
Rugs	\$21,683,306	\$26,001,557	\$4,318,251
Major Appliances (14)	\$273,137,789	\$327,583,353	\$54,445,564
Housewares (15)	\$62,350,684	\$74,778,975	\$12,428,291
Small Appliances	\$39,250,020	\$47,078,042	\$7,828,022
Luggage	\$12,329,406	\$14,790,747	\$2,461,341
Telephones and Accessories	\$70,387,688	\$84,418,240	\$14,030,552
Household Operations			
Child Care	\$397,540,059	\$476,949,711	\$79,409,652
Lawn and Garden (16)	\$341,705,478	\$409,663,843	\$67,958,365
Moving/Storage/Freight Express	\$56,906,986	\$68,268,265	\$11,361,279
Housekeeping Supplies (17)	\$557,889,383	\$669,089,553	\$111,200,170



SAN BERNARDINO COUNTY
RETAIL DEMAND

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Insurance			
Owners and Renters Insurance	\$427,774,857	\$512,945,172	\$85,170,315
Vehicle Insurance	\$1,373,479,437	\$1,647,479,195	\$273,999,758
Life/Other Insurance	\$411,159,555	\$493,006,513	\$81,846,958
Health Insurance	\$2,876,308,966	\$3,449,121,101	\$572,812,135
Personal Care Products (18)	\$363,159,476	\$435,586,196	\$72,426,720
School Books and Supplies (19)	\$98,329,771	\$117,953,424	\$19,623,653
Smoking Products	\$251,527,355	\$301,621,631	\$50,094,276
Transportation			
Payments on Vehicles excluding Leases	\$1,884,510,321	\$2,260,612,054	\$376,101,733
Gasoline and Motor Oil	\$1,799,211,156	\$2,158,096,678	\$358,885,522
Vehicle Maintenance and Repairs	\$794,180,531	\$952,507,182	\$158,326,651
Travel	\$4,477,902,008	\$5,371,215,914	\$893,313,906
Airline Fares	\$472,009,108	\$566,089,183	\$94,080,075
Lodging on Trips	\$472,009,108	\$602,332,188	\$100,052,310
Auto/Truck Rental on Trips	\$40,919,568	\$49,078,186	\$8,158,618
Food and Drink on Trips	\$432,329,612	\$518,488,905	\$86,159,293



SAN BERNARDINO COUNTY

BUSINESS SUMMARY

Total Businesses

67,723

Total Employees

685,349

Total Residential Population

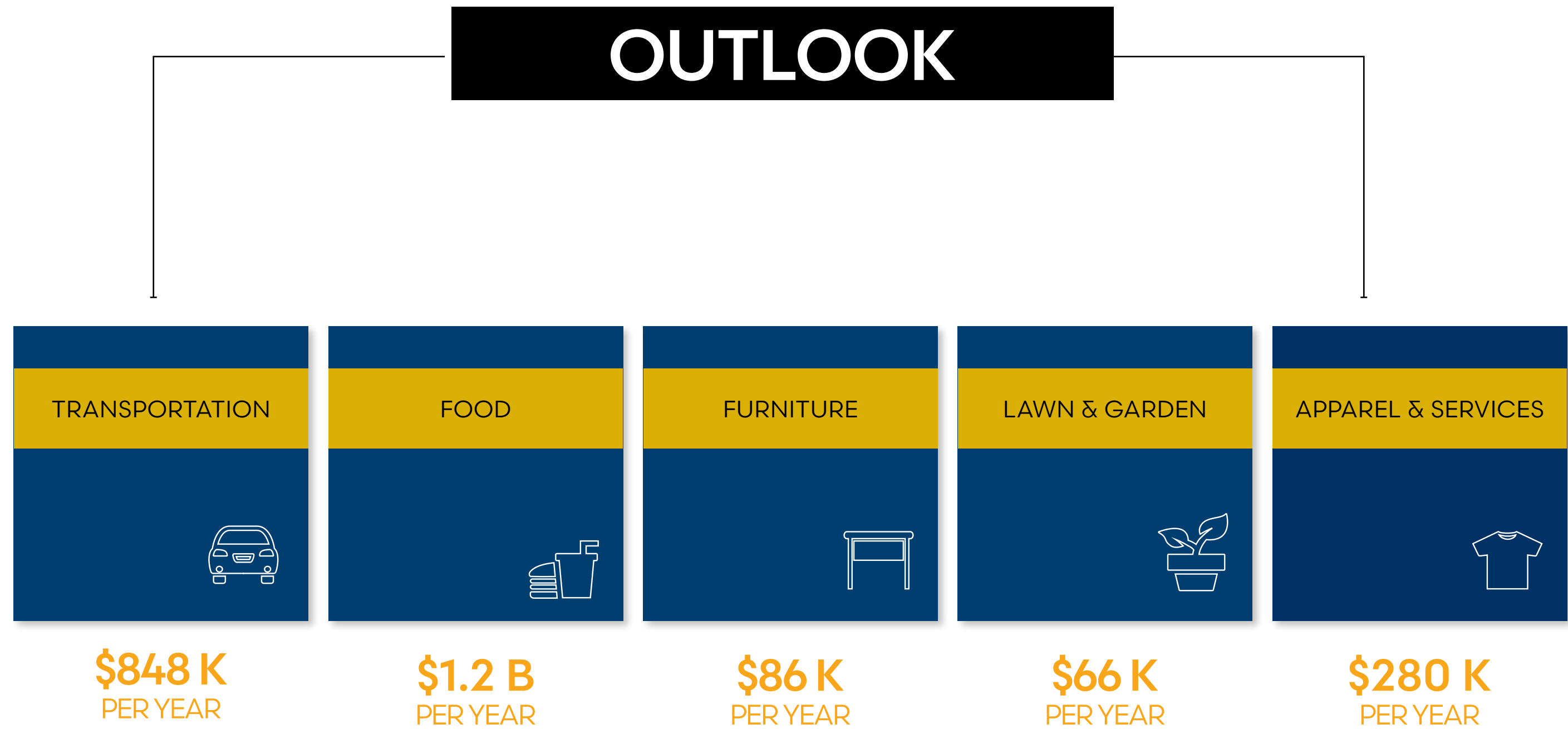
2,196,504

Employee/Residential Population Ratio
(per 100 Residents)

31

BY SIC CODES	NUMBER	PERCENTAGE
Agriculture & Mining	940	1.4%
Construction	4,205	6.2%
Manufacturing	2,508	3.7%
Transportation	2,589	3.8%
Communication	512	0.8%
Utility	225	0.3%
Wholesale Trade	2,623	3.9%
Retail Trade Summary	14,456	21.3%
Home Improvement	959	1.4%
General Merchandise Stores	626	0.9%
Food Stores	1,582	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	1,940	2.9%
Apparel & Accessory Stores	744	1.1%
Furniture & Home Furnishings	908	1.3%
Eating & Drinking Places	4,439	6.6%
Miscellaneous Retail	3,258	4.8%
Finance, Insurance, Real Estate Summary	6,087	9.0%
Banks, Savings & Lending Institutions	1,244	1.8%
Securities Brokers	740	1.1%
Insurance Carriers & Agents	1,032	1.5%
Real Estate, Holding, Other Investment Offices	3,071	4.5%
Services Summary	24,757	36.6%
Hotels & Lodging	576	0.9%
Automotive Services	2,581	3.8%
Motion Pictures & Amusements	1,458	2.2%
Health Services	4,113	6.1%
Legal Services	957	1.4%
Education Institutions & Libraries	1,395	2.1%
Other Services	13,677	20.2%
Government	1,210	1.8%
Unclassified Establishments	7,611	11.2%
TOTALS	67,723	100.0%

VICTOR VALLEY
RETAIL DEMAND





TOP TAPESTRY SEGMENTS	%
Urban Edge Families (7C)	26.9%
Up and Coming Families (7A)	8.7%
Fresh Ambitions (13D)	5.8%
Southern Satellites (10A)	5.2%
Home Improvement (4B)	5.2%

DEMOGRAPHIC SUMMARY	2022	2027
Population	463,632	467,151
Households	140,909	142,208
Families	108,068	109,033
Median Age	33.3	34.0
Median Household Income	\$63,889	\$79,209

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$280,275,117	\$345,416,751	\$65,141,634
Men's	\$53,891,506	\$66,412,235	\$12,520,729
Women's	\$96,688,634	\$119,144,014	\$22,455,380
Children's	\$43,062,105	\$53,095,961	\$10,033,856
Footwear	\$66,382,655	\$81,815,276	\$15,432,621
Watches & Jewelry	\$15,801,935	\$19,471,072	\$3,669,137
Apparel Products and Services (1)	\$6,700,440	\$8,254,613	\$1,554,173
Computer			
Computers and Hardware for Home Use	\$22,697,050	\$27,971,029	\$5,273,979
Portable Memory	\$584,776	\$720,701	\$135,925
Computer Software	\$1,270,915	\$1,566,331	\$295,416
Computer Accessories	\$2,391,175	\$2,946,511	\$555,336
Entertainment & Recreation	\$422,273,752	\$520,309,919	\$98,036,167
Fees and Admissions	\$96,198,025	\$118,554,199	\$22,356,174
Membership Fees for Clubs (2)	\$31,694,717	\$39,056,953	\$7,362,236
Fees for Participant Sports, excl. Trips	\$15,621,160	\$19,249,507	\$3,628,347
Tickets to Theatre/Operas/Concerts	\$9,997,400	\$12,317,846	\$2,320,446
Tickets to Movies	\$7,817,803	\$9,637,704	\$1,819,901
Tickets to Parks or Museums	\$4,719,642	\$5,817,404	\$1,097,762
Admission to Sporting Events, excl. Trips	\$8,053,214	\$9,924,825	\$1,871,611
Fees for Recreational Lessons	\$18,158,246	\$22,382,574	\$4,224,328
Dating Services	\$135,844	\$167,384	\$31,540
TV/Video/Audio	\$156,822,044	\$193,214,893	\$36,392,849
Cable and Satellite Television Services	\$106,875,095	\$131,653,074	\$24,777,979
Televisions	\$15,532,255	\$19,143,632	\$3,611,377
Satellite Dishes	\$200,792	\$247,545	\$46,753
VCRs, Video Cameras, and DVD Players	\$649,426	\$800,499	\$151,073
Miscellaneous Video Equipment	\$1,956,978	\$2,411,174	\$454,196
Video Cassettes and DVDs	\$1,058,992	\$1,305,390	\$246,398
Video Game Hardware/Accessories	\$3,866,202	\$4,766,698	\$900,496
Video Game Software	\$2,126,997	\$2,622,228	\$495,231
Rental/Streaming/Downloaded Video	\$9,673,808	\$11,925,002	\$2,251,194
Installation of Televisions	\$107,166	\$132,024	\$24,858
Audio (3)	\$14,416,449	\$17,767,000	\$3,350,551
Rental and Repair of TV/Radio/Sound Equipment	\$357,885	\$440,627	\$82,742
Pets	\$93,605,579	\$115,313,517	\$21,707,938
Toys/Games/Crafts/Hobbies (4)	\$15,464,128	\$19,062,255	\$3,598,127
Recreational Vehicles and Fees (5)	\$13,616,498	\$16,775,774	\$3,159,276
Sports/Recreation/Exercise Equipment (6)	\$23,951,613	\$29,521,380	\$5,569,767
Photo Equipment and Supplies (7)	\$5,962,613	\$7,350,095	\$1,387,482
Reading (8)	\$13,098,461	\$16,136,734	\$3,038,273
Catered Affairs (9)	\$3,583,049	\$4,415,917	\$832,868



VICTOR VALLEY
RETAIL DEMAND

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Food	\$1,240,679,754	\$1,528,851,131	\$288,171,377
Food at Home	\$729,922,175	\$899,401,592	\$169,479,417
Bakery and Cereal Products	\$93,057,217	\$114,662,240	\$21,605,023
Meats, Poultry, Fish, and Eggs	\$157,778,544	\$194,412,911	\$36,634,367
Dairy Products	\$72,844,236	\$89,758,022	\$16,913,786
Fruits and Vegetables	\$142,231,848	\$175,255,534	\$33,023,686
Snacks and Other Food at Home (10)	\$264,010,330	\$325,312,886	\$61,302,556
Food Away from Home	\$510,757,579	\$629,449,539	\$118,691,960
Alcoholic Beverages	\$80,285,061	\$98,918,025	\$18,632,964
Financial			
Value of Stocks/Bonds/Mutual Funds	\$3,471,641,164	\$4,276,392,260	\$804,751,096
Value of Retirement Plans	\$12,486,524,252	\$15,381,842,621	\$2,895,318,369
Value of Other Financial Assets	\$1,036,741,562	\$1,276,170,157	\$239,428,595
Vehicle Loan Amount excluding Interest	\$402,421,472	\$495,963,583	\$93,542,111
Value of Credit Card Debt	\$364,128,969	\$448,692,596	\$84,563,627
Health			
Nonprescription Drugs	\$20,337,396	\$25,054,664	\$4,717,268
Prescription Drugs	\$43,472,266	\$53,541,379	\$10,069,113
Eyeglasses and Contact Lenses	\$12,454,215	\$15,344,678	\$2,890,463
Home			
Mortgage Payment and Basics (11)	\$1,425,607,509	\$1,756,641,268	\$331,033,759
Maintenance and Remodeling Services	\$379,704,913	\$467,715,704	\$88,010,791
Maintenance and Remodeling Materials (12)	\$83,080,003	\$102,341,907	\$19,261,904
Utilities, Fuel, and Public Services	\$676,971,476	\$834,095,165	\$157,123,689
Household Furnishings and Equipment			
Household Textiles (13)	\$13,510,062	\$16,648,487	\$3,138,425
Furniture	\$85,614,139	\$105,504,086	\$19,889,947
Rugs	\$4,027,065	\$4,961,260	\$934,195
Major Appliances (14)	\$51,623,359	\$63,607,403	\$11,984,044
Housewares (15)	\$11,625,446	\$14,323,783	\$2,698,337
Small Appliances	\$7,114,523	\$8,767,430	\$1,652,907
Luggage	\$2,266,211	\$2,792,801	\$526,590
Telephones and Accessories	\$12,539,151	\$15,452,175	\$2,913,024
Household Operations			
Child Care	\$69,409,100	\$85,586,673	\$16,177,573
Lawn and Garden (16)	\$65,689,794	\$80,909,411	\$15,219,617
Moving/Storage/Freight Express	\$10,055,134	\$12,391,561	\$2,336,427
Housekeeping Supplies (17)	\$105,303,823	\$129,744,542	\$24,440,719



VICTOR VALLEY
RETAIL DEMAND

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Insurance			
Owners and Renters Insurance	\$84,252,954	\$103,789,290	\$19,536,336
Vehicle Insurance	\$260,134,599	\$320,556,210	\$60,421,611
Life/Other Insurance	\$77,517,615	\$95,495,117	\$17,977,502
Health Insurance	\$548,349,221	\$675,526,050	\$127,176,829
Personal Care Products (18)	\$67,125,618	\$82,718,075	\$15,592,457
School Books and Supplies (19)	\$17,752,513	\$21,879,497	\$4,126,984
Smoking Products	\$49,367,625	\$60,810,737	\$11,443,112
Transportation	\$847,571,417		
Payments on Vehicles excluding Leases	\$363,611,851	\$448,102,595	\$84,490,744
Gasoline and Motor Oil	\$334,111,090	\$411,715,589	\$77,604,499
Vehicle Maintenance and Repairs	\$149,848,476	\$184,636,225	\$34,787,749
Travel			
Airline Fares	\$83,438,605	\$102,816,299	\$19,377,694
Lodging on Trips	\$91,704,499	\$112,985,828	\$21,281,329
Auto/Truck Rental on Trips	\$7,373,659	\$9,085,156	\$1,711,497
Food and Drink on Trips	\$78,656,337	\$96,916,394	\$18,260,057



VICTOR VALLEY

BUSINESS SUMMARY

Total Businesses

10,197

Total Employees

92,053

Total Residential Population

463,632

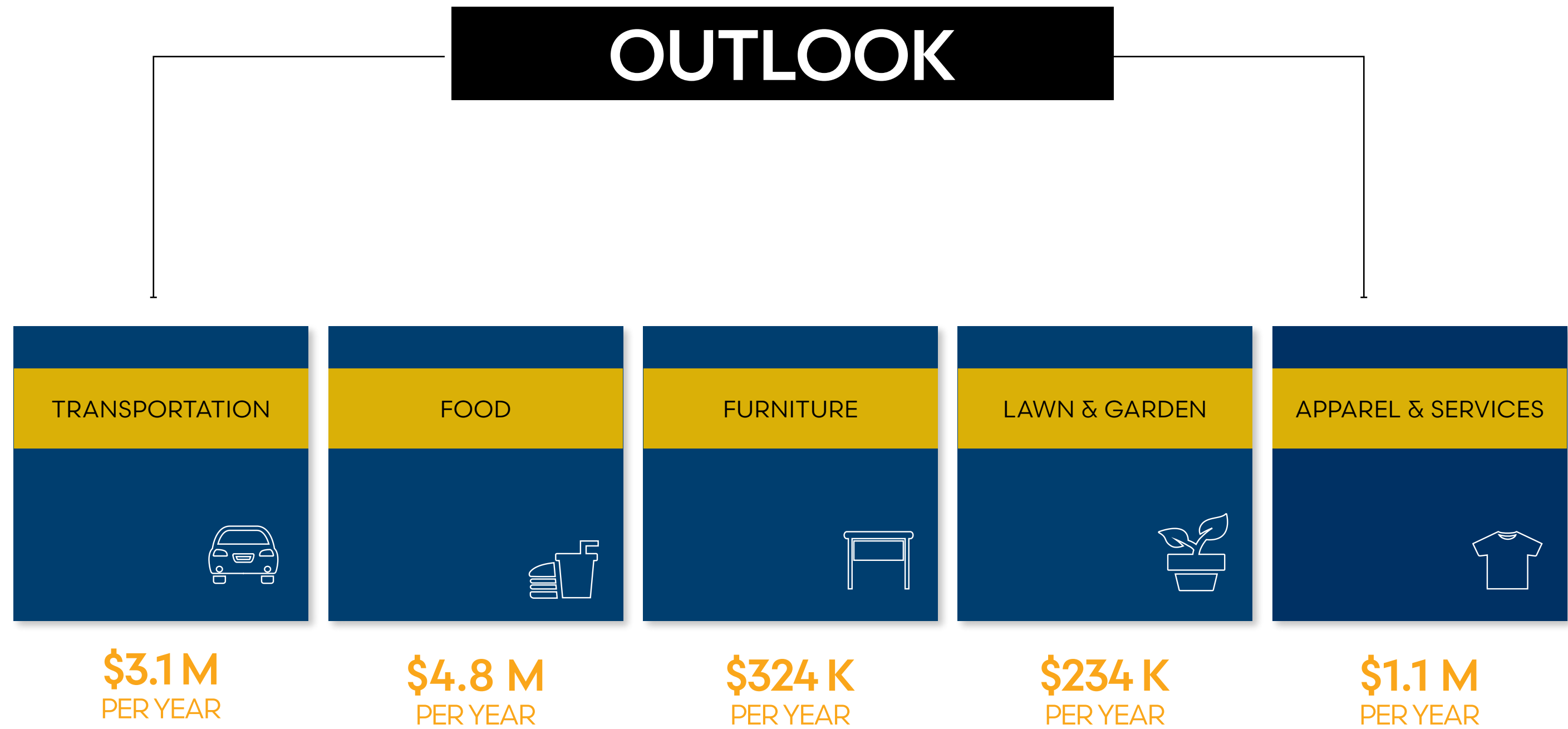
Employee/Residential Population Ratio
(per 100 Residents)

20

BY SIC CODES	NUMBER	PERCENTAGE
Agriculture & Mining	199	2.0%
Construction	634	6.2%
Manufacturing	270	2.6%
Transportation	456	4.5%
Communication	98	1.0%
Utility	43	0.4%
Wholesale Trade	286	2.8%
Retail Trade Summary	2,354	23.1%
Home Improvement	109	1.1%
General Merchandise Stores	97	1.0%
Food Stores	262	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	348	3.4%
Apparel & Accessory Stores	108	1.1%
Furniture & Home Furnishings	117	1.1%
Eating & Drinking Places	727	7.1%
Miscellaneous Retail	585	5.7%
Finance, Insurance, Real Estate Summary	863	8.5%
Banks, Savings & Lending Institutions	173	1.7%
Securities Brokers	91	0.9%
Insurance Carriers & Agents	148	1.5%
Real Estate, Holding, Other Investment Offices	451	4.4%
Services Summary	3,914	38.4%
Hotels & Lodging	102	1.0%
Automotive Services	471	4.6%
Motion Pictures & Amusements	238	2.3%
Health Services	649	6.4%
Legal Services	119	1.2%
Education Institutions & Libraries	288	2.8%
Other Services	2,047	20.1%
Government	230	2.3%
Unclassified Establishments	851	8.3%
TOTALS	10,197	100.0%

EAST/WEST SAN BERNARDINO

RETAIL DEMAND





TOP TAPESTRY SEGMENTS	%
Urban Villages (7B)	15.0%
Family Extensions (13B)	7.7%
Boomburbs (1C)	7.4%
Urban Edge Families (7C)	7.1%
Forging Opportunity (7D)	5.3%

DEMOGRAPHIC SUMMARY	2022	2027
Population	1,530,237	1,543,055
Households	456,379	462,184
Families	356,470	360,534
Median Age	33.1	34.7
Median Household Income	\$79,802	\$91,738

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$1,102,718,416	\$1,307,608,400	\$204,889,984
Men's	\$215,163,030	\$255,146,554	\$39,983,524
Women's	\$377,009,652	\$447,054,278	\$70,044,626
Children's	\$169,747,662	\$201,313,953	\$31,566,291
Footwear	\$262,815,758	\$311,630,804	\$48,815,046
Watches & Jewelry	\$60,483,096	\$71,721,731	\$11,238,635
Apparel Products and Services (1)	\$26,779,399	\$31,745,548	\$4,966,149
Computer			
Computers and Hardware for Home Use	\$91,856,091	\$108,920,110	\$17,064,019
Portable Memory	\$2,261,293	\$2,681,399	\$420,106
Computer Software	\$5,262,788	\$6,239,858	\$977,070
Computer Accessories	\$8,877,034	\$10,528,531	\$1,651,497
Entertainment & Recreation	\$2,283,807,860	\$1,907,175,990	\$298,781,893
Fees and Admissions	\$1,608,394,097	\$467,603,178	\$73,199,992
Membership Fees for Clubs (2)	\$394,403,186	\$152,475,380	\$23,869,643
Fees for Participant Sports, excl. Trips	\$128,605,737	\$72,869,707	\$11,423,018
Tickets to Theatre/Operas/Concerts	\$61,446,689	\$48,853,341	\$7,637,285
Tickets to Movies	\$41,216,056	\$37,823,123	\$5,930,114
Tickets to Parks or Museums	\$31,893,009	\$22,249,834	\$3,487,999
Admission to Sporting Events, excl. Trips	\$18,761,835	\$39,438,163	\$6,172,448
Fees for Recreational Lessons	\$33,265,715	\$93,253,705	\$14,579,382
Dating Services	\$78,674,323	\$639,925	\$100,106
TV/Video/Audio	\$539,819	\$686,669,609	\$107,613,347
Cable and Satellite Television Services	\$579,056,262	\$457,457,690	\$71,655,118
Televisions	\$385,802,572	\$70,426,731	\$11,046,837
Satellite Dishes	\$59,379,894	\$915,405	\$143,757
VCRs, Video Cameras, and DVD Players	\$771,648	\$3,022,535	\$473,969
Miscellaneous Video Equipment	\$2,548,566	\$8,463,148	\$1,325,922
Video Cassettes and DVDs	\$7,137,226	\$4,789,897	\$751,752
Video Game Hardware/Accessories	\$4,038,145	\$17,597,103	\$2,762,510
Video Game Software	\$14,834,593	\$9,792,105	\$1,538,004
Rental/Streaming/Downloaded Video	\$8,254,101	\$44,260,943	\$6,949,871
Installation of Televisions	\$37,311,072	\$593,155	\$92,657
Audio (3)	\$500,498	\$67,886,281	\$10,643,339
Rental and Repair of TV/Radio/Sound Equipment	\$57,242,942	\$1,464,616	\$229,611
Pets	\$342,687,583	\$406,360,726	\$63,673,143
Toys/Games/Crafts/Hobbies (4)	\$58,600,801	\$69,506,210	\$10,905,409
Recreational Vehicles and Fees (5)	\$51,928,937	\$61,553,322	\$9,624,385
Sports/Recreation/Exercise Equipment (6)	\$90,729,836	\$107,607,846	\$16,878,010
Photo Equipment and Supplies (7)	\$24,310,739	\$28,831,242	\$4,520,503
Reading (8)	\$51,106,535	\$60,589,540	\$9,483,005
Catered Affairs (9)	\$15,715,408	\$18,626,407	\$2,910,999



EAST/WEST SAN BERNARDINO
RETAIL DEMAND

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Food	\$4,820,289,770	\$5,715,937,523	\$895,647,753
Food at Home	\$2,799,675,015	\$3,319,839,966	\$520,164,951
Bakery and Cereal Products	\$355,322,534	\$421,326,231	\$66,003,697
Meats, Poultry, Fish, and Eggs	\$605,530,404	\$718,002,040	\$112,471,636
Dairy Products	\$281,433,328	\$333,706,799	\$52,273,471
Fruits and Vegetables	\$554,599,005	\$657,602,552	\$103,003,547
Snacks and Other Food at Home (10)	\$1,002,789,745	\$1,189,202,344	\$186,412,599
Food Away from Home	\$2,020,614,755	\$2,396,097,557	\$375,482,802
Alcoholic Beverages	\$323,522,786	\$383,586,385	\$60,063,599
Financial			
Value of Stocks/Bonds/Mutual Funds	\$13,906,144,149	\$16,485,518,218	\$2,579,374,069
Value of Retirement Plans	\$48,539,991,907	\$57,538,775,295	\$8,998,783,388
Value of Other Financial Assets	\$3,829,886,978	\$4,540,114,713	\$710,227,735
Vehicle Loan Amount excluding Interest	\$1,455,357,405	\$1,726,446,425	\$271,089,020
Value of Credit Card Debt	\$1,424,783,896	\$1,689,410,704	\$264,626,808
Health			
Nonprescription Drugs	\$73,195,625	\$86,808,134	\$13,612,509
Prescription Drugs	\$145,749,153	\$172,850,625	\$27,101,472
Eyeglasses and Contact Lenses	\$46,515,627	\$55,154,586	\$8,638,959
Home			
Mortgage Payment and Basics (11)	\$5,602,700,633	\$6,641,590,959	\$1,038,890,326
Maintenance and Remodeling Services	\$1,457,134,873	\$1,727,346,127	\$270,211,254
Maintenance and Remodeling Materials (12)	\$296,551,874	\$351,657,684	\$55,105,810
Utilities, Fuel, and Public Services	\$2,498,177,747	\$2,962,410,102	\$464,232,355
Household Furnishings and Equipment			
Household Textiles (13)	\$53,068,562	\$62,924,264	\$9,855,702
Furniture	\$324,669,728	\$385,011,346	\$60,341,618
Rugs	\$15,308,987	\$18,150,108	\$2,841,121
Major Appliances (14)	\$191,804,466	\$227,440,323	\$35,635,857
Housewares (15)	\$43,740,705	\$51,872,490	\$8,131,785
Small Appliances	\$28,046,784	\$33,259,755	\$5,212,971
Luggage	\$8,831,112	\$10,473,267	\$1,642,155
Telephones and Accessories	\$50,762,397	\$60,179,465	\$9,417,068
Household Operations			
Child Care	\$292,433,503	\$346,773,624	\$54,340,121
Lawn and Garden (16)	\$234,248,372	\$277,733,114	\$43,484,742
Moving/Storage/Freight Express	\$41,321,810	\$49,007,488	\$7,685,678
Housekeeping Supplies (17)	\$390,254,350	\$462,792,425	\$72,538,075

EAST/WEST SAN BERNARDINO
RETAIL DEMAND

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Insurance			
Owners and Renters Insurance	\$291,454,021	\$345,612,934	\$54,158,913
Vehicle Insurance	\$965,234,624	\$1,144,740,864	\$179,506,240
Life/Other Insurance	\$286,929,490	\$340,183,834	\$53,254,344
Health Insurance	\$1,993,196,819	\$2,363,520,801	\$370,323,982
Personal Care Products (18)	\$257,824,752	\$305,741,054	\$47,916,302
School Books and Supplies (19)	\$70,708,927	\$83,853,773	\$13,144,846
Smoking Products	\$168,773,454	\$200,190,274	\$31,416,820
Transportation	\$3,137,942,351.00		
Payments on Vehicles excluding Leases	\$1,310,606,712	\$1,554,561,229	\$243,954,517
Gasoline and Motor Oil	\$1,273,163,109	\$1,509,888,357	\$236,725,248
Vehicle Maintenance and Repairs	\$554,172,530	\$657,230,740	\$103,058,210
Travel			
Airline Fares	\$343,047,891	\$406,707,998	\$63,660,107
Lodging on Trips	\$357,258,312	\$423,575,391	\$66,317,079
Auto/Truck Rental on Trips	\$29,408,544	\$34,871,877	\$5,463,333
Food and Drink on Trips	\$308,576,254	\$365,880,392	\$57,304,138



EAST/WEST SAN BERNARDINO

BUSINESS SUMMARY

Total Businesses

51,983

Total Employees

544,677

Total Residential Population

1,530,237

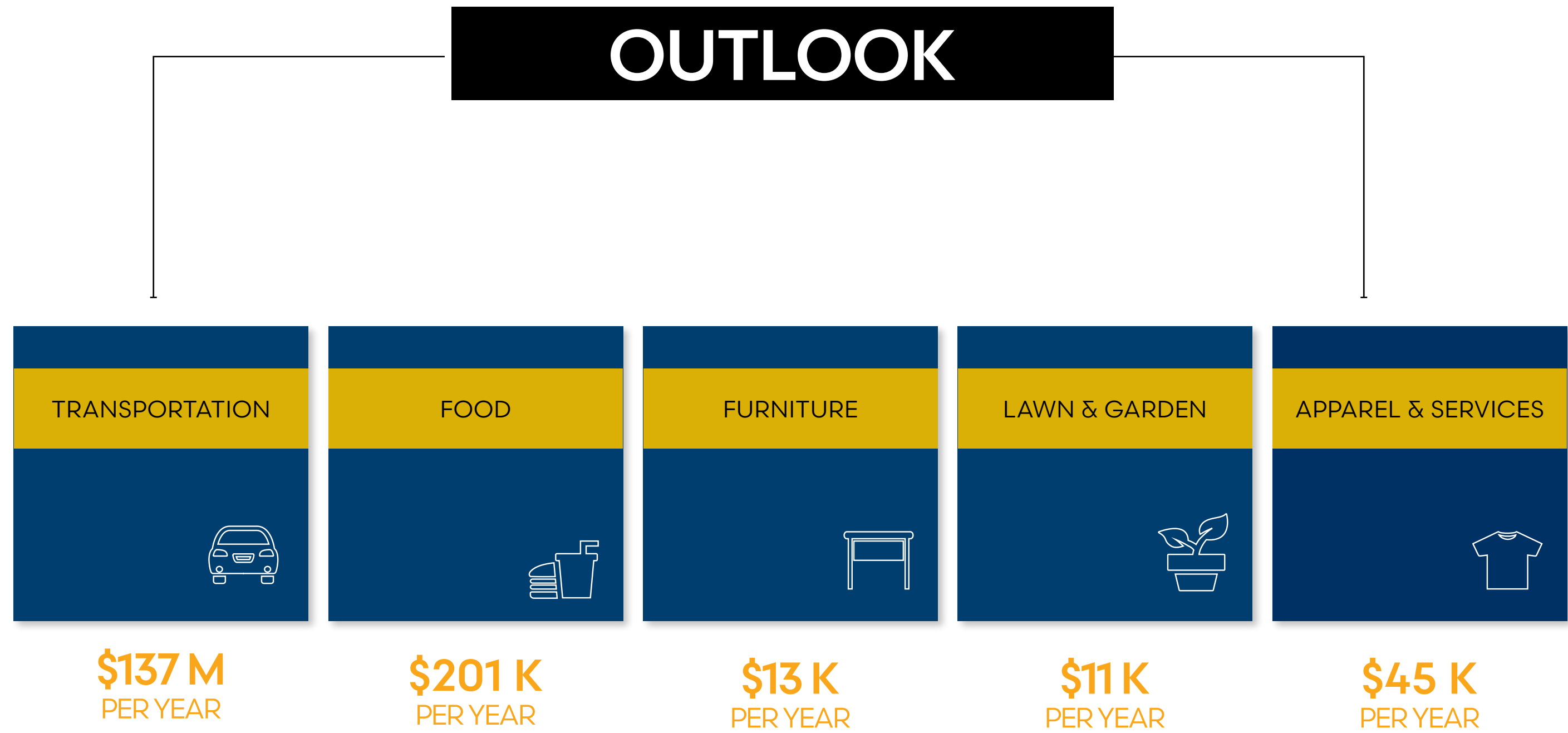
Employee/Residential Population Ratio
(per 100 Residents)

36

BY SIC CODES	NUMBER	PERCENTAGE
Agriculture & Mining	621	1.2%
Construction	3,126	6.0%
Manufacturing	2,128	4.1%
Transportation	1,959	3.8%
Communication	378	0.7%
Utility	132	0.3%
Wholesale Trade	2,244	4.3%
Retail Trade Summary	10,812	20.8%
Home Improvement	783	1.5%
General Merchandise Stores	484	0.9%
Food Stores	1,180	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	1,460	2.8%
Apparel & Accessory Stores	588	1.1%
Furniture & Home Furnishings	727	1.4%
Eating & Drinking Places	3,287	6.3%
Miscellaneous Retail	2,302	4.4%
Finance, Insurance, Real Estate Summary	4,733	9.1%
Banks, Savings & Lending Institutions	991	1.9%
Securities Brokers	618	1.2%
Insurance Carriers & Agents	836	1.6%
Real Estate, Holding, Other Investment Offices	2,289	4.4%
Services Summary	18,705	36.0%
Hotels & Lodging	249	0.5%
Automotive Services	1,932	3.7%
Motion Pictures & Amusements	1,043	2.0%
Health Services	3,216	6.2%
Legal Services	799	1.5%
Education Institutions & Libraries	988	1.9%
Other Services	10,478	20.2%
Government	776	1.5%
Unclassified Establishments	6,369	12.3%
TOTALS	51,983	100.0%

MORONGO BASIN

RETAIL DEMAND





TOP TAPESTRY SEGMENTS	%
Small Town Sincerity (12C)	16.5%
Senior Escapes (9D)	14.2%
Midlife Constants (5E)	9.8%
Set to Impress (11D)	9.4%
Old and Newcomers (8F)	8.1%

DEMOGRAPHIC SUMMARY	2022	2027
Population	2,196,504	2,212,592
Households	673,881	681,119
Families	516,069	521,126
Median Age	33.5	34.8
Median Household Income	75,775	88,045

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$45,010,762	\$56,876,170	\$11,865,408
Men's	\$8,557,752	\$10,814,074	\$2,256,322
Women's	\$15,800,988	\$19,966,862	\$4,165,874
Children's	\$6,542,608	\$8,266,777	\$1,724,169
Footwear	\$10,684,387	\$13,500,362	\$2,815,975
Watches & Jewelry	\$2,714,760	\$3,430,711	\$715,951
Apparel Products and Services (1)	\$1,074,062	\$1,357,141	\$283,079
Computer			
Computers and Hardware for Home Use	\$3,564,940	\$4,504,237	\$939,297
Portable Memory	\$94,860	\$119,869	\$25,009
Computer Software	\$208,990	\$264,036	\$55,046
Computer Accessories	\$401,076	\$506,934	\$105,858
Entertainment & Recreation	\$70,038,122	\$88,504,091	\$18,465,969
Fees and Admissions	\$14,496,242	\$18,318,875	\$3,822,633
Membership Fees for Clubs (2)	\$4,915,190	\$6,211,373	\$1,296,183
Fees for Participant Sports, excl. Trips	\$2,333,838	\$2,949,618	\$615,780
Tickets to Theatre/Operas/Concerts	\$1,576,743	\$1,992,662	\$415,919
Tickets to Movies	\$1,161,117	\$1,467,233	\$306,116
Tickets to Parks or Museums	\$714,458	\$902,709	\$188,251
Admission to Sporting Events, excl. Trips	\$1,219,361	\$1,541,182	\$321,821
Fees for Recreational Lessons	\$2,552,016	\$3,224,376	\$672,360
Dating Services	\$23,519	\$29,721	\$6,202
TV/Video/Audio	\$26,241,173	\$33,160,225	\$6,919,052
Cable and Satellite Television Services	\$18,152,169	\$22,937,506	\$4,785,337
Televisions	\$2,436,660	\$3,079,646	\$642,986
Satellite Dishes	\$33,391	\$42,221	\$8,830
VCRs, Video Cameras, and DVD Players	\$107,783	\$136,230	\$28,447
Miscellaneous Video Equipment	\$335,143	\$423,476	\$88,333
Video Cassettes and DVDs	\$174,017	\$219,938	\$45,921
Video Game Hardware/Accessories	\$674,810	\$852,688	\$177,878
Video Game Software	\$381,146	\$481,636	\$100,490
Rental/Streaming/Downloaded Video	\$1,591,715	\$2,011,619	\$419,904
Installation of Televisions	\$14,357	\$18,142	\$3,785
Audio (3)	\$2,268,122	\$2,866,330	\$598,208
Rental and Repair of TV/Radio/Sound Equipment	\$71,860	\$90,792	\$18,932
Pets	\$16,658,848	\$21,049,712	\$4,390,864
Toys/Games/Crafts/Hobbies (4)	\$2,577,260	\$3,257,000	\$679,740
Recreational Vehicles and Fees (5)	\$2,270,005	\$2,868,634	\$598,629
Sports/Recreation/Exercise Equipment (6)	\$4,011,124	\$5,068,479	\$1,057,355
Photo Equipment and Supplies (7)	\$960,328	\$1,213,752	\$253,424
Reading (8)	\$2,244,246	\$2,836,096	\$591,850
Catered Affairs (9)	\$584,289	\$738,124	\$153,835



MORONGO BASIN
RETAIL DEMAND

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Food	\$201,064,891	\$254,052,690	\$52,987,799
Food at Home	\$119,970,782	\$151,586,868	\$31,616,086
Bakery and Cereal Products	\$15,342,314	\$19,385,226	\$4,042,912
Meats, Poultry, Fish, and Eggs	\$25,804,173	\$32,604,264	\$6,800,091
Dairy Products	\$12,044,192	\$15,217,666	\$3,173,474
Fruits and Vegetables	\$22,985,553	\$29,042,049	\$6,056,496
Snacks and Other Food at Home (10)	\$43,794,550	\$55,337,664	\$11,543,114
Food Away from Home	\$81,094,109	\$102,465,822	\$21,371,713
Alcoholic Beverages	\$12,941,385	\$16,353,745	\$3,412,360
Financial			
Value of Stocks/Bonds/Mutual Funds	\$534,007,506	\$675,105,428	\$141,097,922
Value of Retirement Plans	\$1,940,583,037	\$2,453,071,593	\$512,488,556
Value of Other Financial Assets	\$183,054,711	\$231,364,321	\$48,309,610
Vehicle Loan Amount excluding Interest	\$64,684,265	\$81,738,034	\$17,053,769
Value of Credit Card Debt	\$59,046,937	\$74,614,537	\$15,567,600
Health			
Nonprescription Drugs	\$3,623,472	\$4,578,632	\$955,160
Prescription Drugs	\$7,863,084	\$9,937,144	\$2,074,060
Eyeglasses and Contact Lenses	\$2,099,749	\$2,653,641	\$553,892
Home			
Mortgage Payment and Basics (11)	\$205,701,348	\$259,974,390	\$54,273,042
Maintenance and Remodeling Services	\$57,306,521	\$72,419,557	\$15,113,036
Maintenance and Remodeling Materials (12)	\$13,276,767	\$16,777,796	\$3,501,029
Utilities, Fuel, and Public Services	\$111,064,840	\$140,343,184	\$29,278,344
Household Furnishings and Equipment			
Household Textiles (13)	\$2,144,822	\$2,710,302	\$565,480
Furniture	\$13,503,526	\$17,064,492	\$3,560,966
Rugs	\$634,587	\$802,003	\$167,416
Major Appliances (14)	\$7,942,365	\$10,037,083	\$2,094,718
Housewares (15)	\$1,933,373	\$2,443,084	\$509,711
Small Appliances	\$1,167,168	\$1,474,850	\$307,682
Luggage	\$354,414	\$447,859	\$93,445
Telephones and Accessories	\$2,070,840	\$2,617,457	\$546,617
Household Operations			
Child Care	\$10,260,402	\$12,965,214	\$2,704,812
Lawn and Garden (16)	\$10,685,424	\$13,503,087	\$2,817,663
Moving/Storage/Freight Express	\$1,608,745	\$2,032,456	\$423,711
Housekeeping Supplies (17)	\$17,269,022	\$21,821,452	\$4,552,430

MORONGO BASIN
RETAIL DEMAND

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Insurance			
Owners and Renters Insurance	\$13,543,719	\$17,117,667	\$3,573,948
Vehicle Insurance	\$41,780,645	\$52,792,101	\$11,011,456
Life/Other Insurance	\$12,401,202	\$15,673,274	\$3,272,072
Health Insurance	\$91,274,461	\$115,344,437	\$24,069,976
Personal Care Products (18)	\$10,867,619	\$13,732,782	\$2,865,163
School Books and Supplies (19)	\$2,844,560	\$3,594,041	\$749,481
Smoking Products	\$9,595,829	\$12,124,916	\$2,529,087
Transportation	\$136,721,391.00		
Payments on Vehicles excluding Leases	\$57,772,671	\$73,005,438	\$15,232,767
Gasoline and Motor Oil	\$53,994,885	\$68,221,923	\$14,227,038
Vehicle Maintenance and Repairs	\$24,953,835	\$31,533,091	\$6,579,256
Travel			
Airline Fares	\$12,610,016	\$15,933,850	\$3,323,834
Lodging on Trips	\$14,334,003	\$18,113,999	\$3,779,996
Auto/Truck Rental on Trips	\$1,133,257	\$1,431,968	\$298,711
Food and Drink on Trips	\$12,370,648	\$15,631,977	\$3,261,329



MORONGO BASIN

BUSINESS SUMMARY

Total Businesses

1,768

Total Employees

14,962

Total Residential Population

70,399

Employee/Residential Population Ratio
(per 100 Residents)

21

BY SIC CODES	NUMBER	PERCENTAGE
Agriculture & Mining	47	2.7%
Construction	118	6.7%
Manufacturing	29	1.6%
Transportation	52	2.9%
Communication	17	1.0%
Utility	9	0.5%
Wholesale Trade	38	2.1%
Retail Trade Summary	407	23.0%
Home Improvement	14	0.8%
General Merchandise Stores	20	1.1%
Food Stores	43	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	43	2.4%
Apparel & Accessory Stores	15	0.8%
Furniture & Home Furnishings	17	1.0%
Eating & Drinking Places	118	6.7%
Miscellaneous Retail	138	7.8%
Finance, Insurance, Real Estate Summary	139	7.9%
Banks, Savings & Lending Institutions	24	1.4%
Securities Brokers	6	0.3%
Insurance Carriers & Agents	13	0.7%
Real Estate, Holding, Other Investment Offices	96	5.4%
Services Summary	710	40.2%
Hotels & Lodging	38	2.1%
Automotive Services	75	4.2%
Motion Pictures & Amusements	67	3.8%
Health Services	113	6.4%
Legal Services	13	0.7%
Education Institutions & Libraries	41	2.3%
Other Services	363	20.5%
Government	67	3.8%
Unclassified Establishments	135	7.6%
TOTALS	7,768	100.0%



GAP ANALYSIS OUR APPROACH

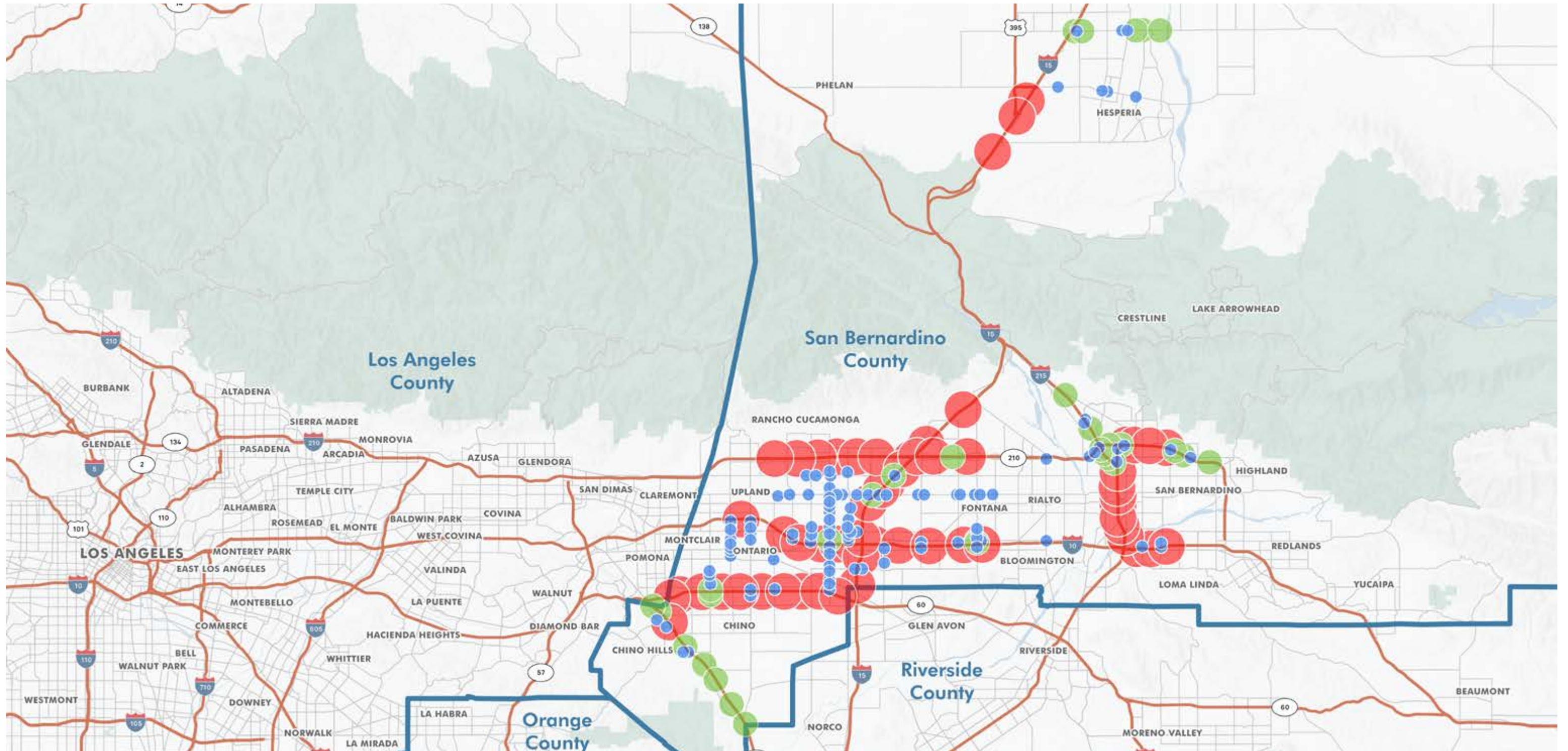
The **Retail Opportunity Gap Report** examines the market to determine which types of product could potentially expand or consolidate. An opportunity gap occurs when, in a certain region, there is a difference between household expenditures and their corresponding retail sales estimates. This gap indicates that residents are spending money outside their immediate market, meaning that demand is exceeding supply. The opposite occurs when the household expenditures in a certain region are lower than retail sales estimates. This indicates that retailers are attracting out-of-towners to their stores.



DAILY TRAFFIC COUNTS

DAILY TRAFFIC COUNTS

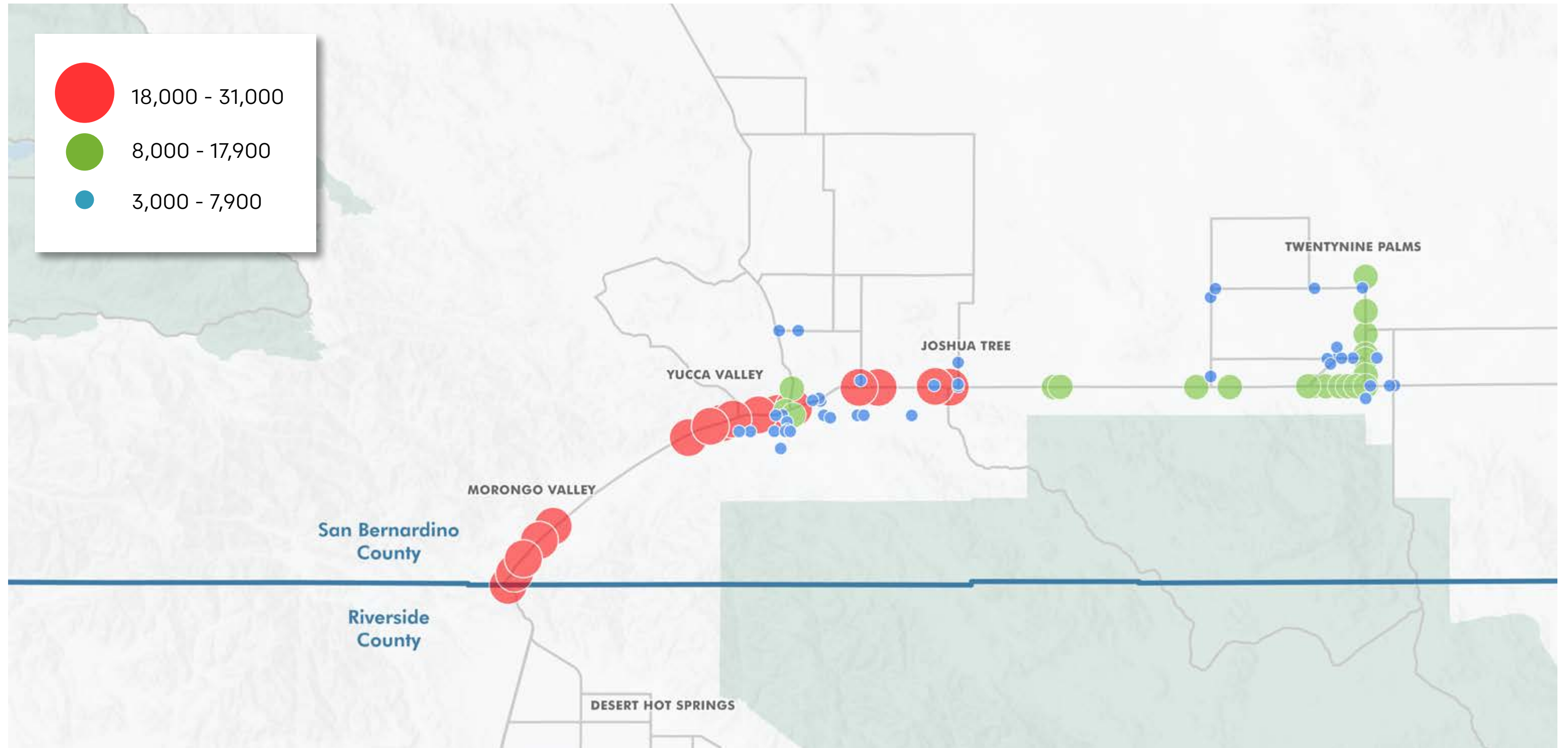
*CBRE FastReport Dimension



MORONGO BASIN

DAILY TRAFFIC COUNTS

*CBRE FastReport Dimension





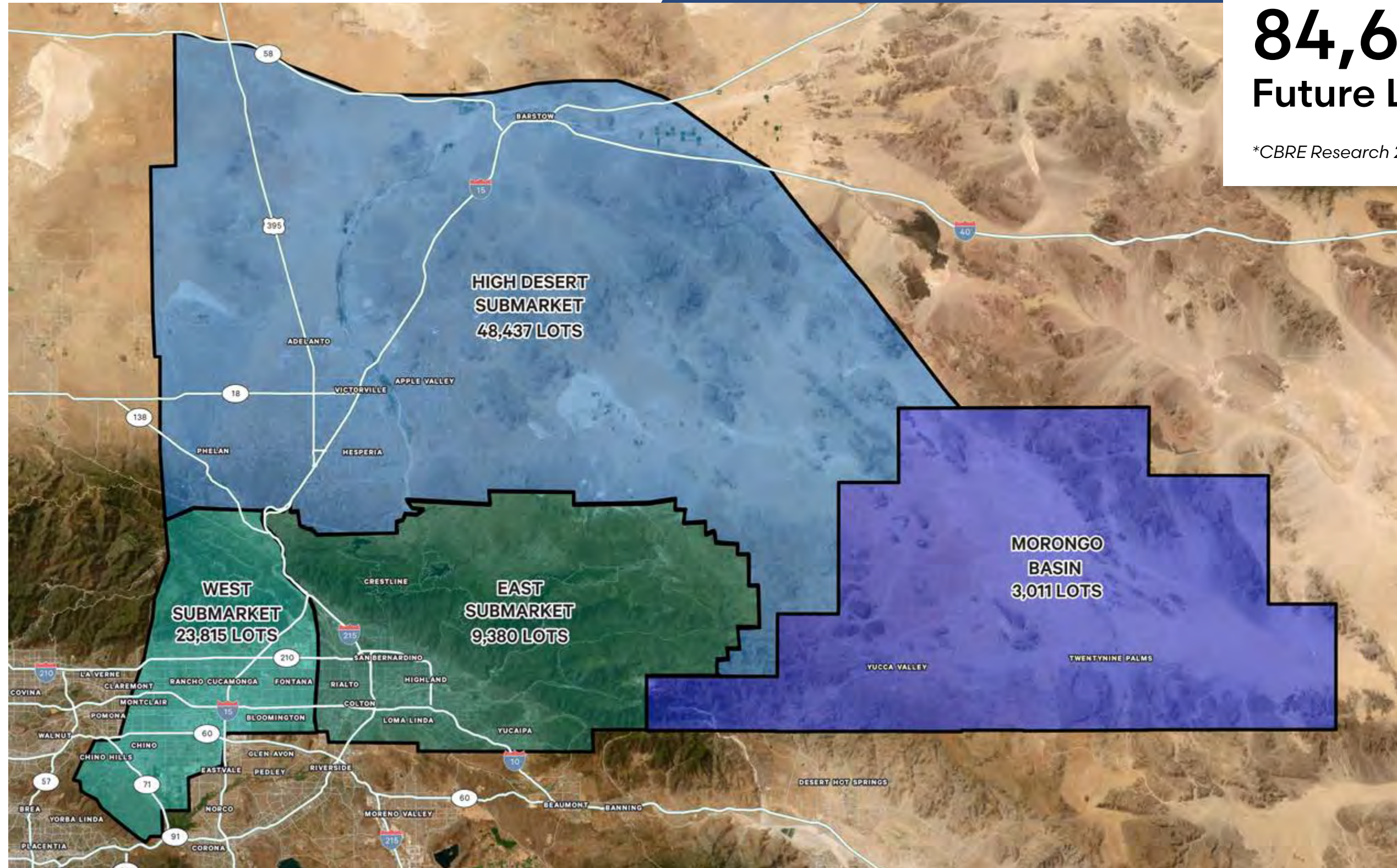
HOUSING ACTIVITY

FUTURE LOTS

SUBMARKETS

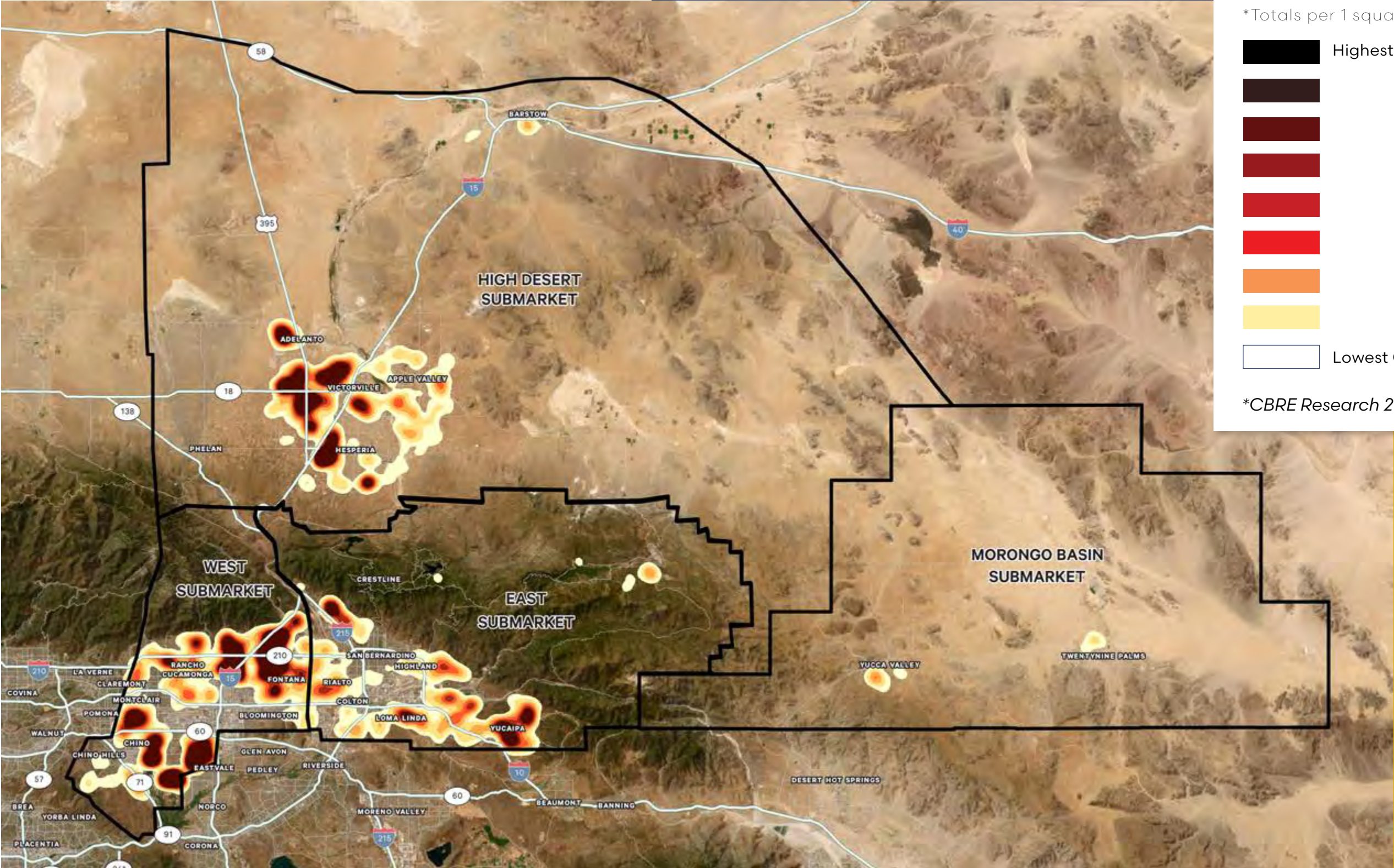
84,643
Future Lots

*CBRE Research 2022



FUTURE LOTS

HEAT MAP



Future Lots
*Totals per 1 square mile

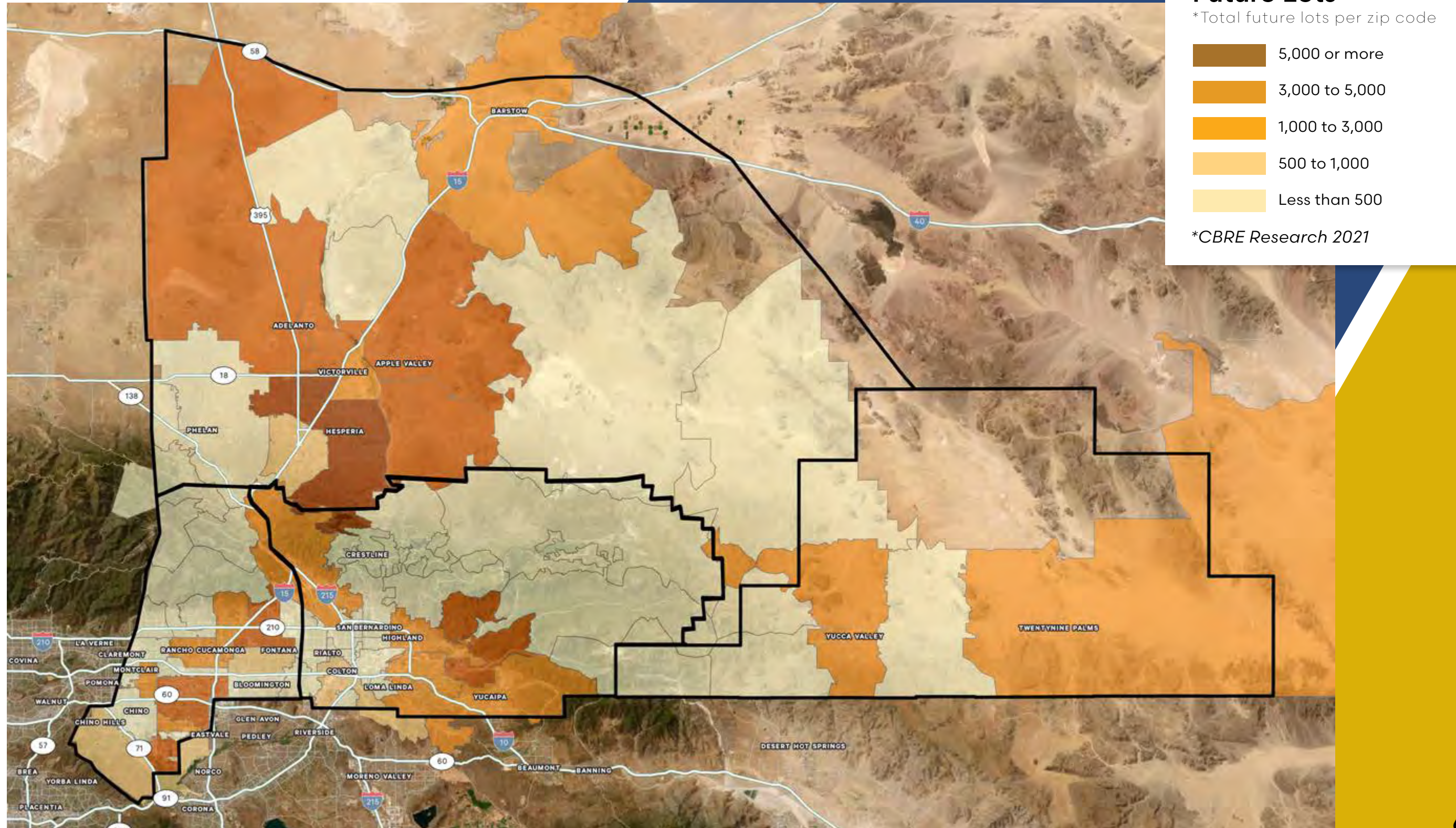
Legend:

- Highest Concentration
- Lowest Concentration

*CBRE Research 2021

HOUSING ACTIVITY

BY ZIP CODE



BOARD OF SUPERVISORS

www.selectsbcounty.com



**COL.
PAUL COOK (RET.)**

Vice Chairman,
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

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