



## ECONOMIC AND BUSINESS DEVELOPMENT

### Some of the New Businesses Coming to Murrieta...

The City is actively encouraging the growth of business in Murrieta. A lot of business growth has been occurring here as suggested by the fact that in 2013, 530 new business licenses were issued by the City while in 2014 it is estimated that 661 new business licenses will be issued. These are new businesses, not business license renewals.

The City is pleased to announce that **Barons Market** has selected Murrieta for their sixth grocery location. The San Diego-based chain is an

all-natural grocery store which specializes in organic, natural and specialty foods. The new store will be opening this spring at 40545 California Oaks Road in Murrieta in the former Ralph's Market location. Thanks to all of the residents who helped get the word out that Murrieta wants a Barons, they listened! The City's Economic and Business Development team started working with Barons prior to the closure of the Ralph's store and connected the owner of Barons with the owners of the shopping center. The City then repeatedly contacted Barons and the shopping center to encourage active discussions over the past twelve months. This has all proven "fruitful" since Barons has now signed the lease for the space.

The **Public House Restaurant** is under construction in Historic Downtown Murrieta at the corner of Washington and Kalmia. The City worked actively with the owners of the property and the restaurant to encourage them to locate at this site. The Western Municipal Water District helped resolve utility issues which allowed the business to become a reality. We are pleased that this very popular Old Town Temecula eatery has selected Murrieta's Historic Downtown on Washington as the location for their next restaurant. Speaking of Historic Downtown Murrieta, the famous **The Mill** restaurant is growing, by expanding their outdoor dining area.

While we are talking about restaurants, the City is excited that **The Hat** is coming to Murrieta – to the Sam's Club shopping center on Murrieta Hot Springs Road next to I-215. For those of you from Los Angeles, you know this iconic Southern California restaurant – known for its "World Famous Pastrami" dip sandwiches. In addition, Dan's **Got Crabs Restaurant** has opened at the Ralph's center on Murrieta Hot Springs Road at Alta Murrieta Rd.

Expanding our education base, **Method Schools** just opened in Murrieta, next to the Farmstead Market. Method Schools combines project-based learning with a highly adaptive online curriculum so that the learning experience is customized for each student. The school has a strong technology focus. They started in Mission Valley-San Diego and selected Murrieta for their second regional location due to the high quality of our public schools. In discussions with Method, the City emphasized the community's

strong focus on education and we are pleased that Method selected Murrieta. Also, in the same center across from City Hall, **Bully's Burgers** has signed a lease and will be opening a new restaurant.

A construction crane is announcing the progress of the four-story **Residence Inn by Marriott**, which is the first phase of a two hotel development. The second phase of the project will be the new **Courtyard by Marriott**. The City worked actively with the developer to encourage the construction of the two new hotels along south Madison Avenue. The City also helped locate the private foreign capital for the development of the two hotels which made it possible for the project to move forward at this time. As part of this process, the City met with a large number of investors from overseas to describe why they should invest in Murrieta. The site is across from the Walmart and next to the site selected by **Car Max** for the largest Car Max development in the United States.

Murrieta continues to be recognized internationally as a world class community. The City just hosted a high level delegation from the **Government of Hungary** to the Murrieta Innovation Center. This included the Consul General of Hungary from Los Angeles. Hungary joins the long list of governmental and business delegations that have met with City officials and businesses during the great recession. The most recent visit was from a high level delegation from the Government of India interested in learning more about the City's support for business growth.

**Kaiser Permanente** has now submitted their full application for the development of a master planned health care campus at the northeast corner of Antelope and Keller (future I-215/Keller interchange). The project calls for the phased development of approximately 850,000 SF of health care facilities, starting with the development of a medical office building. The facility will become the second anchor in the North Murrieta Technology Corridor which is currently anchored by the first phase of the Loma Linda University Medical Center-Murrieta. Murrieta is rapidly becoming the health care center for the region.

**Cardenas Market** is now under construction in the Home Depot shopping center on Madison Avenue. This large grocery is across the street from Walmart and will serve the entire region. It will bring outstanding new choices to our grocery shoppers with affordable produce and a large meat and seafood counter. Cardenas Market will open this fall.

#### Some Business Networking Events

The City has hosted a number of business networking and business educational events recently. This has included the Microlending Seminar held at City Hall recently where businesses learned about opportunities to obtain loans of less than \$50,000 to meet their business needs. The City will be hosting the Export University in October with the US Department of Commerce. The objective is to help Murrieta Valley businesses grow locally by creating new markets for their products overseas. The City recently signed an agreement with the US Small Business Administration to encourage small and medium sized businesses to grow in the community.

### Council Reviews City's Business Friendly Strategy

At the City Council meeting on September 16, the Council heard a presentation on the City of Murrieta's Business Friendly Strategy. The power point for the presentation is on the City's website. The focus of the plan is to ensure that the City creates and maintains an environment which is supportive of the growth of businesses. The City works hard to assist business owners to succeed. Your success as a business means a successful city. This includes helping businesses find buildings and sites in which to locate, seek financing, obtain free marketing counseling, obtain assistance in obtaining permits, matchmaking and business networking and lots of other services. Just contact: Bruce Coleman ([bcoleman@murrieta.org](mailto:bcoleman@murrieta.org)) or Kim Davidson ([kdauidson@murrieta.org](mailto:kdauidson@murrieta.org)) in Economic and Business Development and let us know about your plans and we work to help your business to grow in Murrieta.

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