Economic Development Update
City of Murrieta

Bruce Coleman
Economic Development Director
November 18, 2014

Murrieta
the future of southern california

Why is Murrieta the…

- Right time and right place for business investment

Murrieta
the future of southern california

Demographics

- Population = 107,479
- Average Age = 32
- 34%-37% of our residents have a BA or advanced degree; 63% have attended college
- Average Family Income = $105,000

Murrieta
the future of southern california

Economic Development

Murrieta

Great Location for

Business Investment

- Center of Southern California
- Midway between San Diego and Los Angeles
- In Path of Southern California's Growth
- Available/affordable land/sites/buildings for business

Public Safety

- 2nd Safest City for 100,000+

Murrieta
the future of southern california

Murrieta School District

- Outstanding Schools

Murrieta
the future of southern california

Quality of Life

Quality of Life

Quality of Life

Quality of Life

Murrieta
the future of southern california

Economic Development

- Murrieta grew more than 400% in 23 years
- Currently a “bedroom community” to San Diego/Orange County/Los Angeles County
- Challenge is long distance commuting
- City’s vision – Murrieta as next business/tech hub for Southern California
- Economic Development as one of City’s highest priorities

Murrieta
the future of southern california

Economic Development Focus

- Small/Medium Sized Businesses
- Entrepreneurship (tech and non tech)
- Life Science/Medical Device
- Health Care
- InfoTech
- Advanced Manufacturing
- National Security/Defense
- Higher Education
- Quality Retail/Restaurants
- Hotels

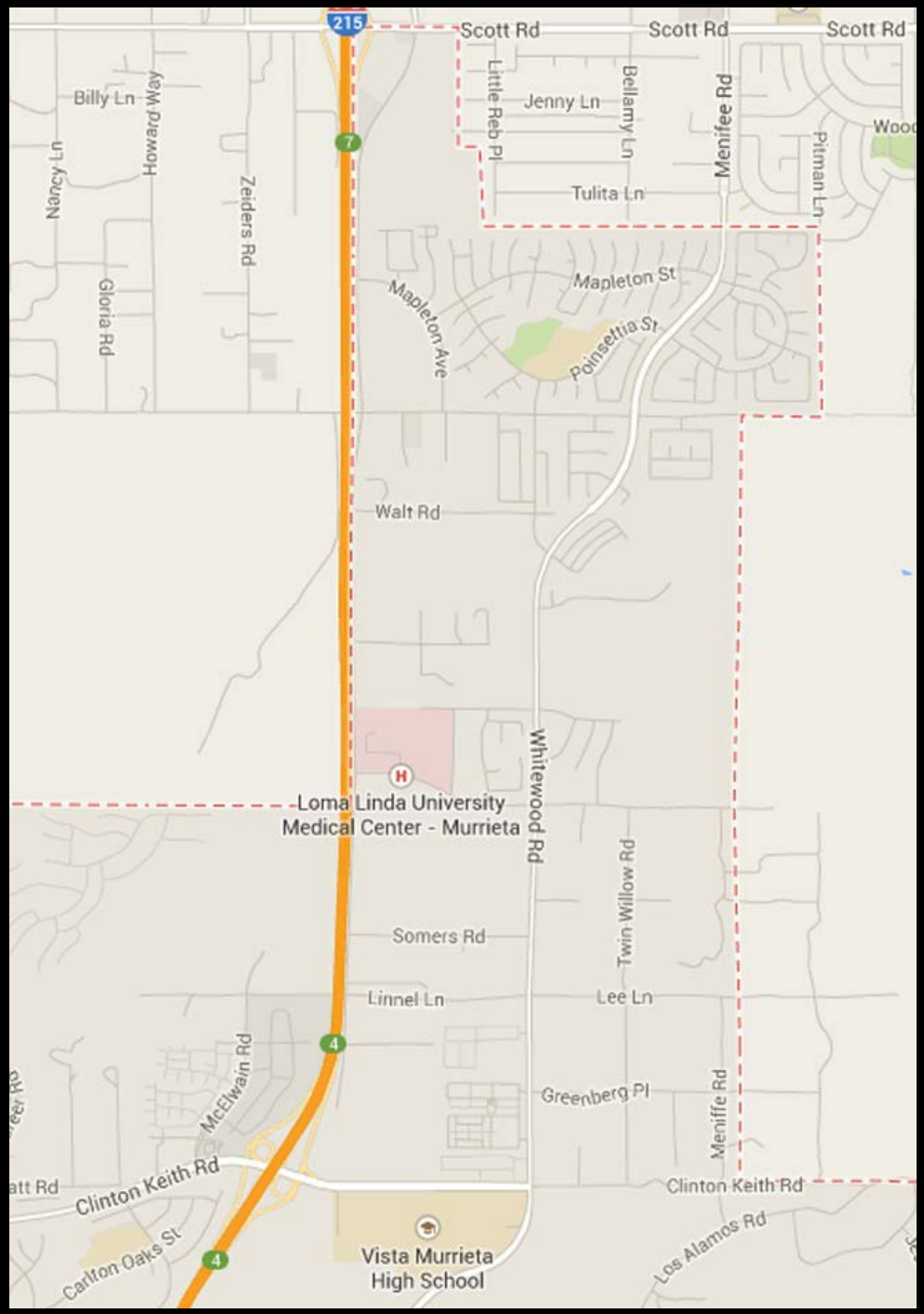
Murrieta
the future of southern california

Preparing for Economic Development

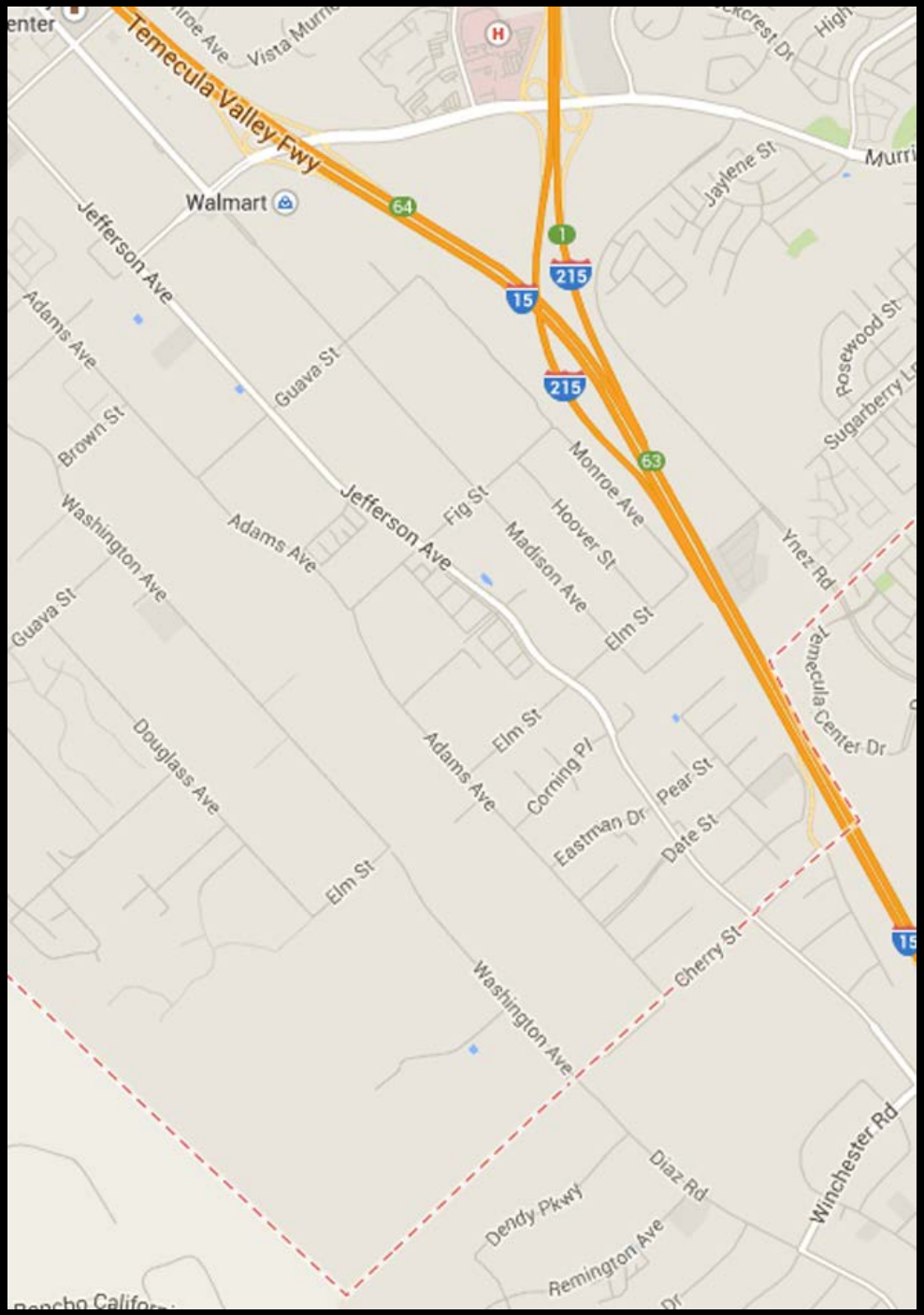
- Update of General Plan 2013
- City-funded EIR
- Focus on Two Freeway Corridors
- Council adopted "Office Research Park" Zoning
- North Murrieta Technology Corridor
- South Murrieta Business Corridor
- Jackson Avenue Corridor
- Central Murrieta
- Infrastructure Development

Murrieta
the future of southern california

North Murrieta Technology Corridor

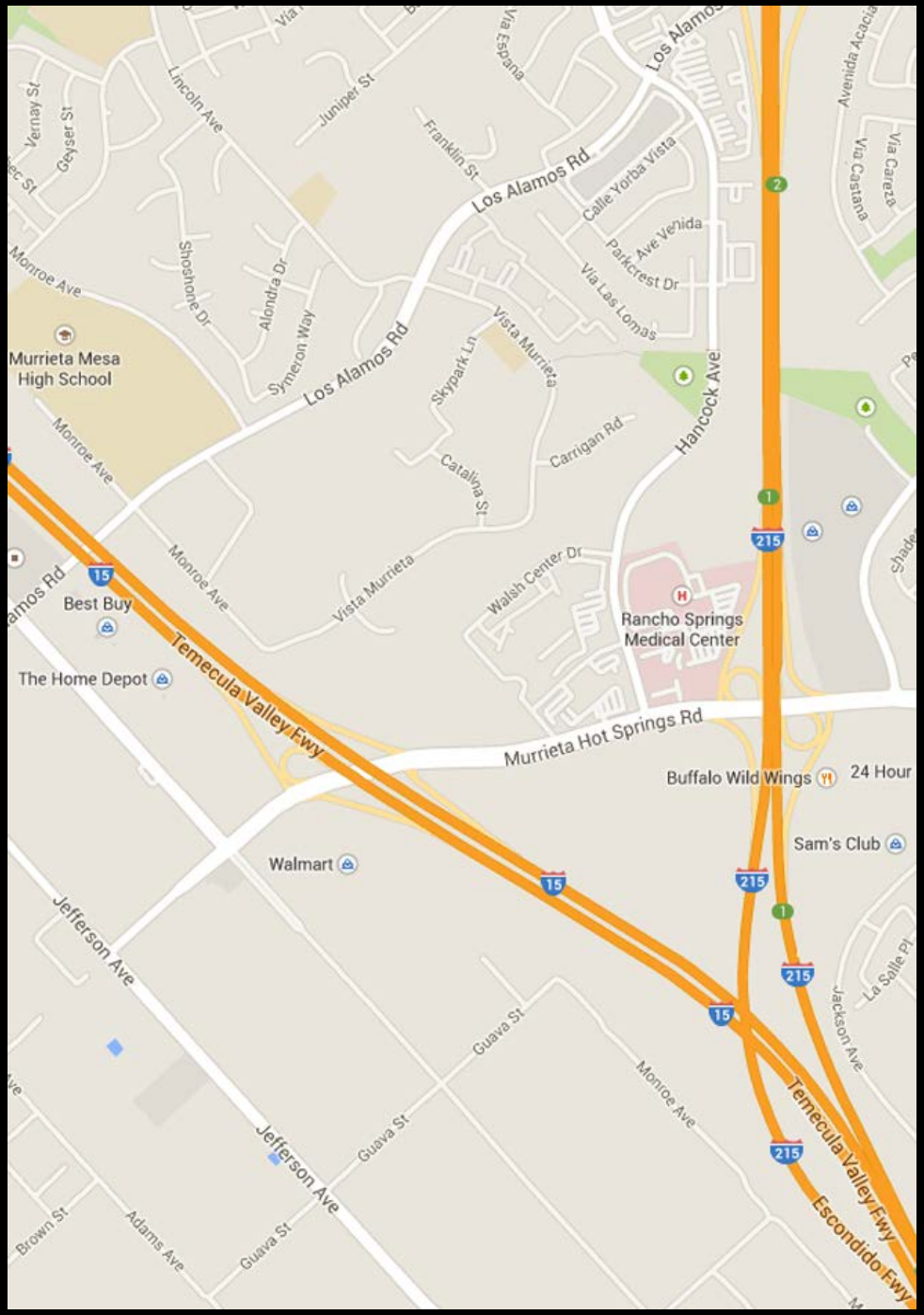


South Murrieta Business Park



The Triangle

The Terraces



Business Friendly Strategy

- Business Ombudsman Services
- One-on-One Marketing assistance to businesses
- Site/Building location assistance
- “Translating” between government and business owners
- Partnering with Chamber of Commerce
- Coffee with City of Murrieta

Murrieta
the future of southern california

Business Friendly Strategy (cont.)

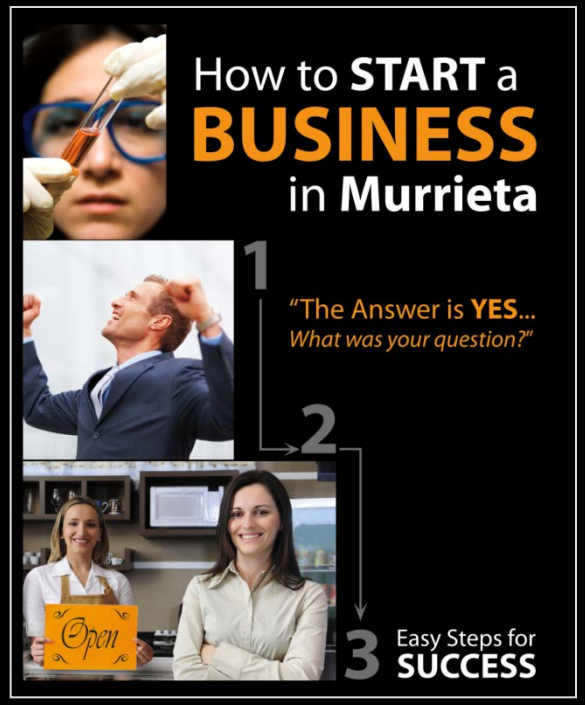
- Monthly Business Roundtable
- Murrieta Lunch with Friends
- Helping locate business financing
- Murrieta Magazine
- SBA Partnership
- SCORE
- Workforce Assistance
- Fast Track Permitting

Murrieta
the future of southern california

Economic Development

Marketing/Network Events

- ICSC – Connecting to retailers
- Microlending Event
- US Navy/UCR "Tech Transfer" Event
- BIOCOM
- Health Care Summit
- Reshoring to America – SD Daily Transcript Event



Murrieta
the future of southern california

Helping Businesses to Grow…

WATERSTONE FAUCETS

AZUSA PACIFIC UNIVERSITY

Sizzler®

power AUTOMEDIA

COPAN

HelioPower
Engineering Solar Solutions since 2001

TSC TRACTOR SUPPLY CO

Murrieta
the future of southern california

Helping Businesses to Grow…

Economic Development

CARmax

Murrieta
the future of southern california

Economic Development

Rady Children's Hospital San Diego

Murrieta
the future of southern california

Economic Development

KAISER PERMANENTE®

Murrieta
the future of southern california

Economic Development

CONTINENTAL EAST
DEVELOPMENT INC.

Economic Development

Murrieta
the future of southern california

Economic Development

Murrieta
the future of southern california

Economic Development

DTOWN PUB

Murrieta
the future of southern california

Economic Development

[Kalmia / Washington]

Economic Development

[Washington / Juniper]

Growing Entrepreneurship

- Murrieta Innovation Center
- InSoCal CONNECT
- Mentoring / Springboard
- Thought Leadership Series
- SoCal EED
- Valley Software Developers
- Valley Innovators
- Murrieta Coworking Connection
- Tech Coast Angels
- The “HIVE”

International Business Focus

- US Department of Commerce
- Export University
- Manufacturing & Export Assoc.
- Foreign Investment in Murrieta
- Korea, Japan, Singapore, India, Vietnam, Indonesia, Hungary, Kenya, China

Like 208 Tweet 2 Pin it Share 67

Best Cities for Young Families in California

by MAGGIE CLARK on JANUARY 27, 2014

California offers a wealth of opportunity for young families, from good jobs with high salaries to tons of recreation and great schools. Homes values here have remained high despite the housing bubble and the unemployment rate continues to drop. So where can young families get the best education for the their kids and the most bang for their buck? NerdWallet crunched the numbers to find the best cities for young families in California.

1. **Does the city have good public schools?** We measured schools' academic performance with ratings from GreatSchools. This non-profit compares a given school's standardized test scores to the state average to obtain a rating on a 1 to 10 scale (10 representing the highest score). Higher ratings led to a higher overall score.
2. **Can you afford to live there?** We looked at both median home values in each city and ongoing monthly home costs, including mortgage payments, real estate taxes, insurance costs, utilities, fuel and other bills. Lower costs led to a higher overall score.
3. **Is the city growing and prospering?** We assessed a city's economy by looking at average household income and income growth over the last decade. Higher income and greater growth led to a higher overall score.

What makes these cities great? *Let us know in the comments below.*

The Best Cities for Young Families

Advertise on Patch »

News | Around Town

Murrieta Makes USAA's 'Top Military Communities' List of Places to Move

Other San Diego-area locations receiving high marks in the study include Winchester and Temecula.

Posted by Renee Schiavone (Editor) , June 06, 2014 at 04:04 PM

Comment | 1 8 More

The following was submitted for publication by USAA:

Military families relocating to the San Diego area should consider putting Murrieta at the top of their list of communities to explore, according to a new study by USAA.

USAA, a financial services provider focused on the military community, developed the 2014 "Top Military Communities" list to identify areas that offer military families looking to rent or buy a high quality of life in an affordable, off-installation

Trending Now on Patch

- The Best and Worst States for Teen Drivers
- Twin Tornadoes Tear Through Nebraska
- TOP: Hoarder's Death Investigated; Cop Writes 7-Year-Old Ticket; Couple's Frightening Couch Find
- Father of Santa Barbara Shooting Victim Meets With Father of Killer

Boards More »

Got a question? Something on your mind? Talk to your community, directly.

Post something

Post

Speak Out
Copper canyon smile dentistry
1

Speak Out
Acidic or Alkaline

Buy | Sell | Trade
first time clients get 50% off your first...
1

Speak Out
Tri-City Medical Center Honored with...

Speak Out
Murrieta Surf Car Wash Fundraiser

Speak Out
fire smell in french valley?
3

Speak Out
Does anyone know what the weird and very...

Buy | Sell | Trade
NABI 2 LEARNING TABLET

Speak Out
FREE Power of Purity

Murrieta
the future of southern california

Bruce Coleman
Economic Development Director
909.557.7660
bcoleman@murrieta.org

Kimberly Davidson
Business Development Manager
951.970.8242
kdavidson@murrieta.org