Economic Development Update
City of Murrieta

Bruce Coleman
Economic Development Director
November 18, 2014
Why is Murrieta the...

- Right time and right place for business investment
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
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 School District

- Outstanding Schools
Quality of Life
Quality of Life
Quality of Life
Quality of Life
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
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
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
North Murrieta Technology Corridor
South
Murrieta
Business
Park
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
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
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
Helping Businesses to Grow...
Helping Businesses to Grow...
Economic Development
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The Hat
World Famous Pastrami
Burgers • Dogs • Chili

Carlenas

Barons Market
Simply Good Food. Simply Good Prices.
Economic Development
Economic Development

[Kalmia / Washington]
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
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 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
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) on June 6, 2014 at 04:04 PM

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 environment.

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
- Father of Santa Barbara Shooting Victim Meets With Father of Killer

Speak Out
- Copper canyon smile dentistry
- Acidic or Alkaline
- first time clients get 50% off your first...
- Tri-City Medical Center Honored with...
- Murrieta Surf Car Wash Fundraiser
- fire smell in french valley?
- Does anyone know what the weird and vary...
- NABI 2 LEARNING TABLET

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