



ECONOMIC DEVELOPMENT UPDATE

7.17.19

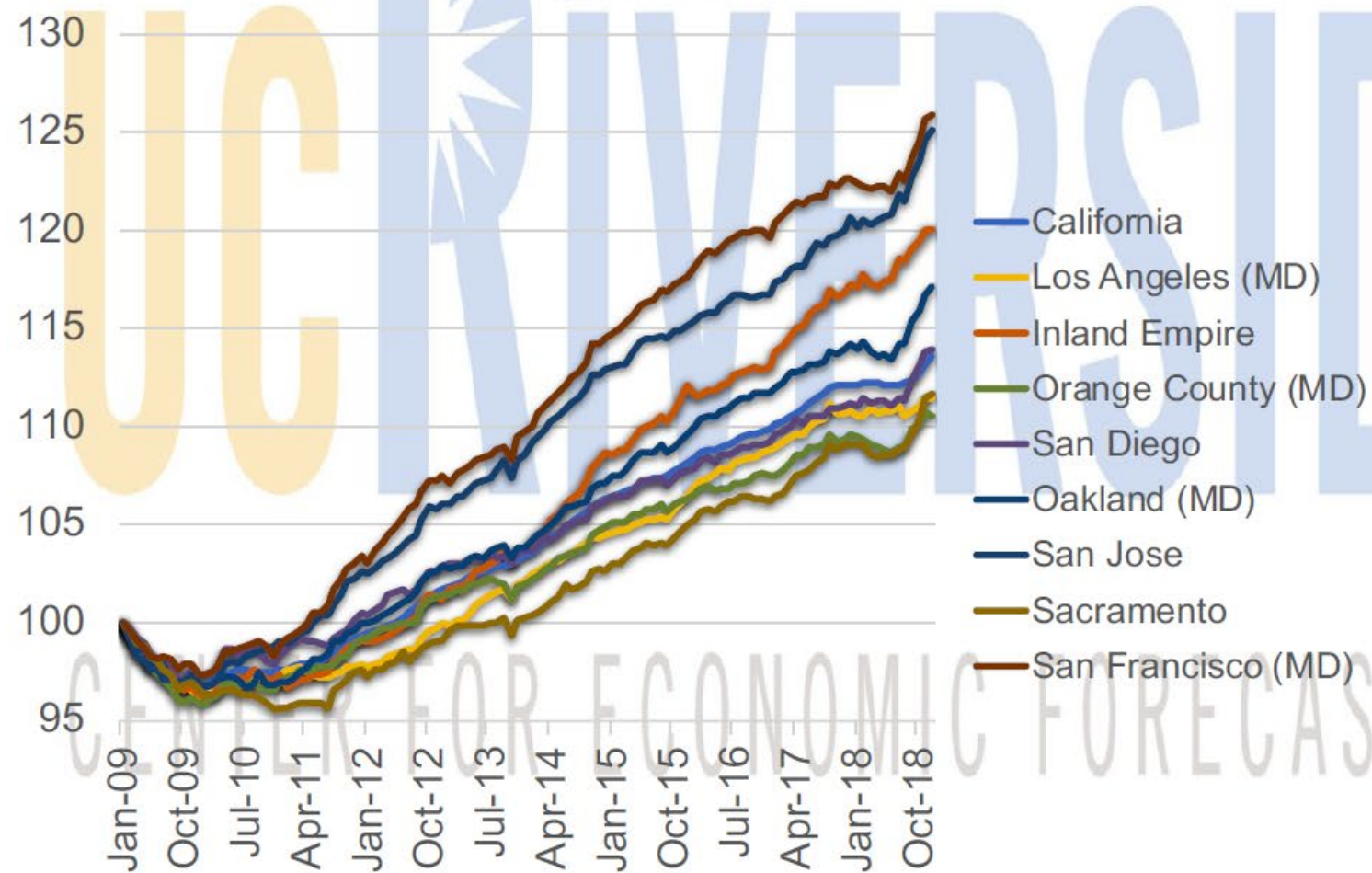
Who We Are?

- Population – 168,101
- Residential Units – 49,434
- Square Miles – 39.5 Sq. Miles
- Jobs – 84,000+
- Unemployment – 2.8%
- Labor Force – 83,729
- Median House Hold Income - \$73,594
- Average Age – 34.7



Regional Job Growth

Indexed Payroll Job Growth 09-19



Industry	Feb-19	1 Yr	5 Yr Avg
Total Nonfarm	1508.0	1.0%	3.5%
NR/Construction	103.6	-2.4%	6.2%
Manufacturing	100.3	-0.5%	2.1%
Wholesale Trade	63.7	-0.9%	2.1%
Retail Trade	182.1	1.1%	1.6%
Logistics	134.2	3.4%	10.1%
Information	11.2	0.9%	-0.4%
Financial	43.3	-2.0%	0.6%
Prof Sci Tech	42.6	3.1%	1.4%
Management	8.0	-3.6%	-1.0%
Admin Support	101.3	1.5%	3.4%
Education	20.1	4.7%	2.1%
Health Care	224.3	3.3%	5.2%
Hospitality	169.9	0.8%	3.5%
Other Services	43.2	-6.1%	0.1%
Government	260.3	1.8%	2.8%

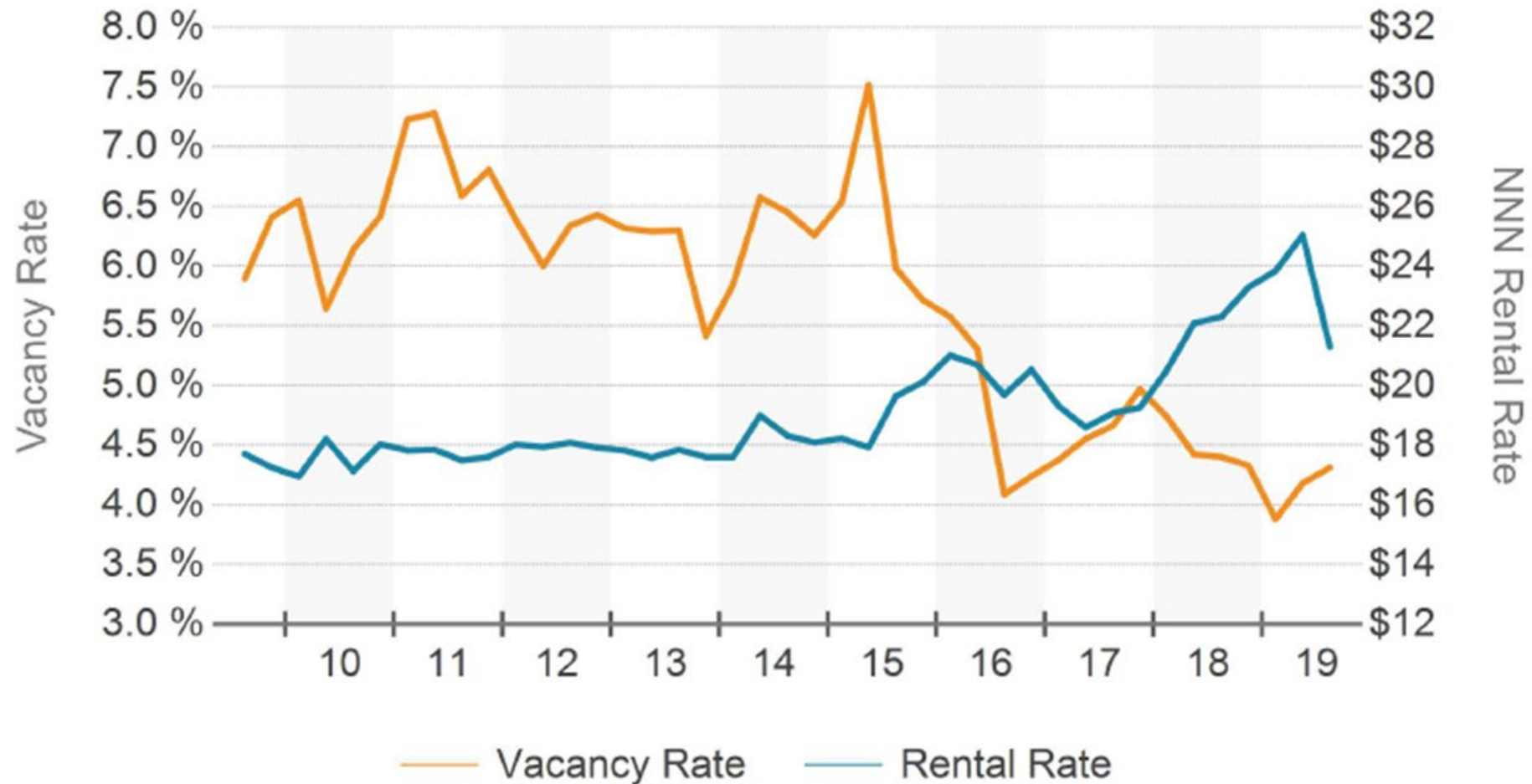
Retail Market –2019



- 619 Individual Buildings
- 8,248,566 Sq.Ft.
- 4.3% Vacancy
- 65,668+ Absorption
- 5.4% Average Cap Rate

Retail Market –2019

VACANCY & RENTAL RATES



Retail Demand & Gap Analysis

By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Vending Machine Operators (Non-Store)	\$18,320,440	\$3,532,301	(\$14,788,139)	-81%
Direct Selling Establishments	\$14,779,388	\$4,772,395	(\$10,006,993)	-68%
Bar/Drinking Places (Alcoholic Beverages)	\$10,974,417	\$3,556,955	(\$7,417,462)	-68%
Used Merchandise Stores	\$9,931,957	\$4,049,958	(\$5,881,999)	-59%
Book/Periodical/Music Stores	\$9,433,180	\$4,214,585	(\$5,218,596)	-55%
Other General Merchandise Stores	\$310,986,865	\$162,921,673	(\$148,065,192)	-48%
Electronics/Appliance	\$55,240,610	\$30,335,773	(\$24,904,837)	-45%
Clothing Stores	\$133,359,669	\$75,953,616	(\$57,406,053)	-43%
Specialty Food Stores	\$17,732,870	\$13,261,781	(\$4,471,089)	-25%
Sporting Goods/Hobby/Musical Instrument	\$32,778,619	\$28,620,893	(\$4,157,726)	-13%
Health/Personal Care Stores	\$162,138,038	\$144,693,137	(\$17,444,901)	-11%
Shoe Stores	\$18,278,760	\$16,796,770	(\$1,481,990)	-8%
Beer/Wine/Liquor Stores	\$25,572,525	\$28,088,358	\$2,515,832	10%
Grocery Stores	\$300,357,620	\$331,922,586	\$31,564,965	11%
Furniture Stores	\$32,426,868	\$36,799,405	\$4,372,536	13%
Special Food Services	\$32,881,127	\$37,600,583	\$4,719,456	14%
Florists/Misc. Store Retailers	\$4,072,335	\$5,027,255	\$954,920	23%
Office Supplies/Stationary/Gift	\$15,314,162	\$20,273,623	\$4,959,461	32%
Other Misc. Store Retailers	\$41,921,710	\$59,918,987	\$17,997,277	43%
Home Furnishing Stores	\$30,058,657	\$43,744,457	\$13,685,799	46%
Jewelry/Luggage/Leather Goods	\$18,438,706	\$28,329,050	\$9,890,344	54%
Limited-Service Eating Places	\$157,367,799	\$243,030,476	\$85,662,677	54%
Automotive Parts/Accessories/Tire	\$47,128,700	\$73,117,102	\$25,988,402	55%
Gasoline Stations	\$221,944,845	\$396,425,375	\$174,480,530	79%
Full-Service Restaurants	\$166,208,606	\$302,984,036	\$136,775,430	82%
Building Material/Supplies Dealers	\$167,343,028	\$309,530,794	\$142,187,766	85%
Department Stores	\$71,820,147	\$145,811,264	\$73,991,117	103%
Lawn/Garden Equipment/Supplies Stores	\$19,311,828	\$43,040,196	\$23,728,368	123%
Electronic Shopping/Mail Order Houses	\$426,479,460	\$1,059,115,863	\$632,636,403	148%
Automotive Dealers	\$551,722,190	\$1,439,927,108	\$888,204,918	161%
Other Motor Vehicle Dealers	\$34,410,455	\$180,371,008	\$145,960,553	424%
Consumer Demand/Market Supply Index	\$3,158,735,583	\$5,277,767,363	60	

Events

- Let's Eat Corona – Every Monday 12:00 P.M.
- Coffee With An Entrepreneur – 2nd Monday of the Month
- Commercial Real Estate Mixer – 2nd Wednesday of the Month
- Tech – O – Tuesday - Last Tuesday of Each Month
- Inland Valley Employers Advisory Council – 8/15 @ 8:00 A.M.
- ICSC Los Angeles - September 16th – 18th
- Riverside County Opportunity Zones Workshop – TBD

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City of Corona, The Circle City www.CoronaCA.gov



CORONA COMMERCIAL REAL ESTATE NETWORKING MEETUP

The City of Corona's Economic Development Department is dedicated to bringing you valuable resources and events with dynamic content so that you can grow your business in Corona!

 2nd Wednesday each Month

 5:30 – 7:00 p.m.

 The Toasted Barrel
1300 El Sobrante Rd., Corona

Appetizers provided • No-Host Bar • No RSVP necessary
Please bring a colleague!

(951) 736-2371 | www.CoronaCA.gov



Contact your Economic Development Department!

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For more information, please call 951-736-2371.

UPCOMING EVENTS

2/11 – [Coffee with an Entrepreneur](#)
2/11 – [The ABCs of Starting Your Own Business](#)
2/13 – [Corona Commercial Real Estate Networking Meetup](#)
2/14 – [The Business Hour](#)

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