



# TOWN OF APPLE VALLEY, CALIFORNIA

“A Better Way of Life”

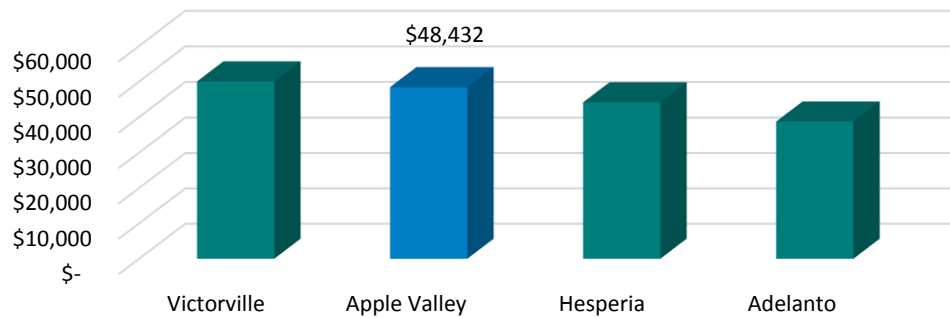
## COMMUNITY PROFILE

### THE COMMUNITY

The Town of Apple Valley is located in San Bernardino County, nearly halfway between San Bernardino and Barstow. Apple Valley was incorporated in 1988 and is one of four incorporated areas that make up an area within the High Desert known as the Victor Valley. Situated along the I-15 and State Route 18 Apple Valley offers easy access to Las Vegas, San Diego, Los Angeles, and Orange County while serving as a natural corridor to and from Southern California. With an estimated population of 70,755, up 30% in the last fifteen years, Apple Valley has become an expanding retail destination for national and regional brands. Ranked as one of the 100 best cities for young families throughout the United States, among the 10 least expensive cities for doing business in California, and having the lowest property tax rates in the state are all positive attributes that truly make Apple Valley “A Better Way of Life.”

### POSITIVE ATTRIBUTES

- Apple Valley Residents have a Median Household Income of \$48,432.

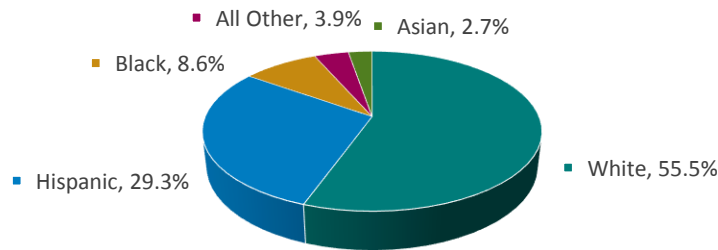


- Apple Valley has the lowest property tax rates in California.
- Ranked among the 10 least expensive cities in California by the Kosmont-Rose Cost of Doing Business Survey.
- Apple Valley was judged as one of the Top 100 Best Cities for Young Families.
- Apple Valley was the 1<sup>st</sup> site designated in California to receive a Certified Site Accreditation from McCallum Sweeney.
- Apple Valley is consistently ranked as one of the most business friendly cities in California.
- 85.4% of Apple Valley residents possess a high school degree or above.
- 15.8% of Apple Valley Residents possess a bachelor’s degree or above.
- Apple Valley offers a highly regarded school district including having one National Blue Ribbon school, two California Distinguished Schools, and two CSBA Golden Bell award winners.



## **DEMOGRAPHIC HIGHLIGHTS**

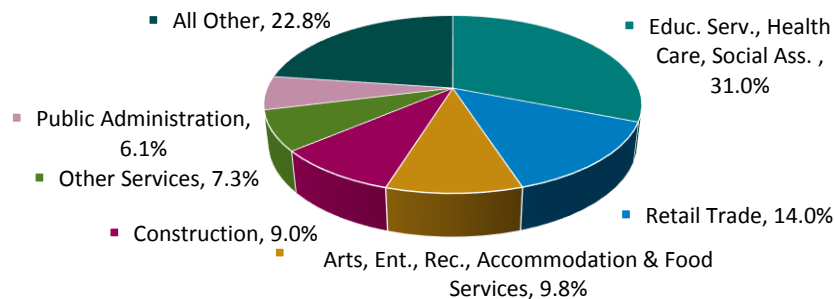
- Population of 70,755
- Average Age of 39.3 years old
- Land Area of 73.19 square miles
- 26,352 housing units
- Occupancy size per household of 2.95
- 69.1% of housing units are owner occupied
- Median Household Income of \$48,432
- Annual retail sales per capita of \$6,960
- 15.8% of residents possess a bachelor's degree or higher
- 85.4% of residents possess a high school degree or higher
- 33 minutes is the Average Travel Time to Work for Apple Valley Residents
- Ethnic Breakdown of Apple Valley residents include: 55.5% White; 29.3% Hispanic; 8.6% Black; 3.9% All Other; 2.7% Asian



## **MARKET AREA**

The Town of Apple Valley currently has an estimated labor force of 26,200 with an average per capita income of \$22,941 and a median household income of \$48,432. Leading employment categories of Apple Valley residents include:

- 31% Educational Services, Health Care, & Social Assistance
- 14% Retail Trade
- 9.8% Arts, Entertainment, Recreation, Accommodation & Food Services
- 9% Construction
- 7.3% Other Services
- 6.1% Public Administration
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## **MAJOR EMPLOYERS**

The Following are the top employers in Apple Valley (Listed in alphabetical order):

- Apple Valley School District
- Apple Valley Christian Centers
- Home Depot
- Lowe’s
- St. Mary Regional Medical Center
- Target
- Town of Apple Valley
- Wal-Mart Distribution Center
- Wal-Mart
- WinCo Foods

## **NATIONAL BRANDS--RETAILERS, RESTAURTANTS & FINANCIAL INSTITUTIONS REPRESENTED IN THE MARKET**

Albertsons	Denny’s	Ross
Applebee’s	Dollar Tree	Sonic
Auto Zone	Home Depot	Staples
Bank of America	JP Morgan Chase	Starbucks
Bed Bath & Beyond	K Mart	Stater Bros
Best Buy	Lowe’s	Target
Big Five Sporting Goods	McDonalds	Ulta
Big Lots	O’Reilly Auto Parts	Verizon Wireless
Buffalo Wild Wings	Panda Express	Walgreens
Burlington Coat Factory	Petsmart	Walmart
Chevron	Ralphs	Wells Fargo
Chipotle	Red Robin	
CVS Pharmacy	Rite Aid	

## **ECONOMIC INDICATORS**

Apple Valley’s sales tax, building permits, housing, and employment numbers all are positive economic indicators for continued growth. These indicators are complimented by the high desert’s affordability, incentives, and pro-growth climate leading to a booming region for businesses and retailers in Southern California.

### **SALES TAX GROWTH**

Apples Valley’s adjusted sales tax revenue increased by 2.9% in the first three quarters of 2014 (Jan. – Sept.) compared to the same period in 2013.

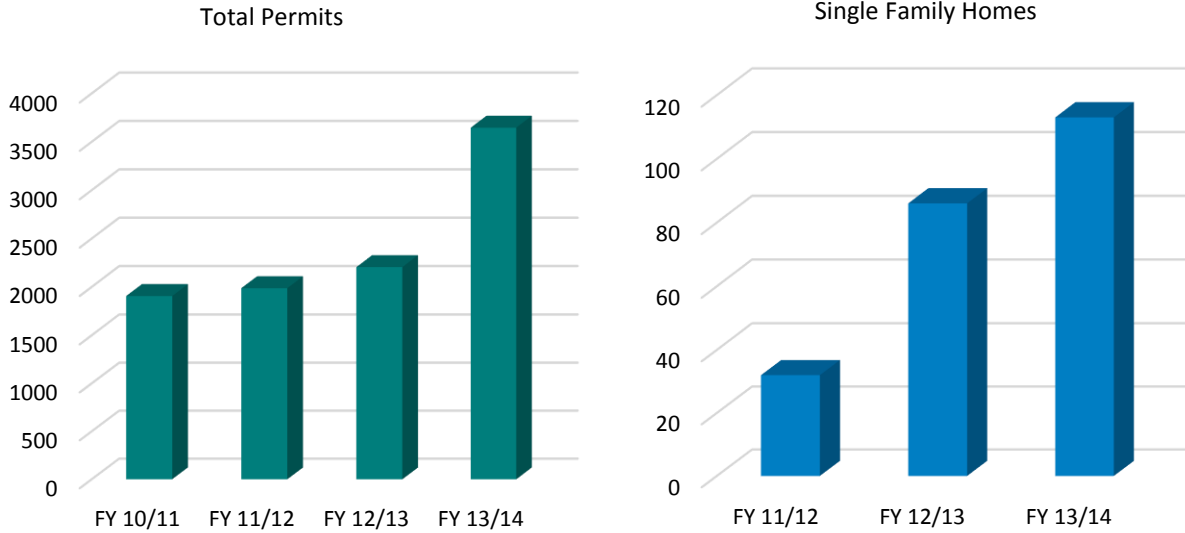
The increase was highlighted by strong sales growth in the following major industry groups:

- Autos & Transportation (↑ 12.6%)
- Building & Construction (↑ 9.1%)
- Restaurants & Hotels (↑ 6.6%)



## **BUILDING PERMITS**

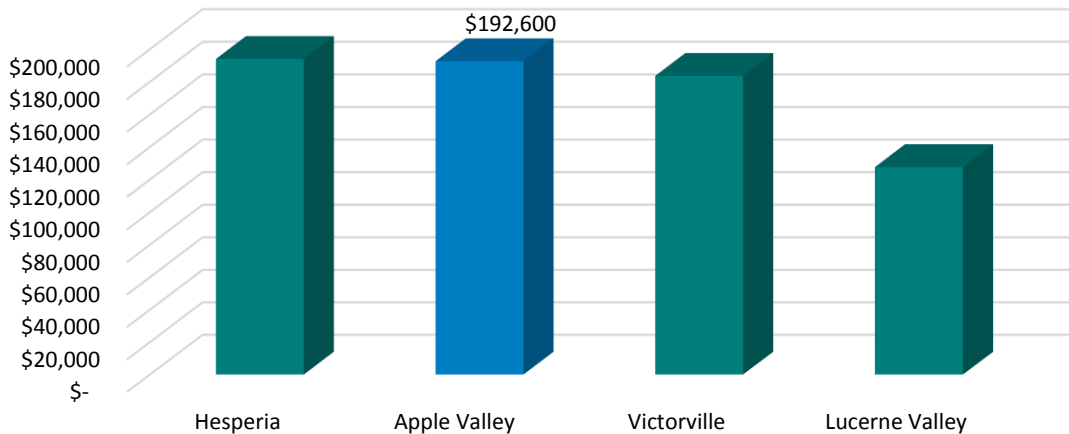
Total building permits have increased year over year since 2008. Apple Valley experienced a 65% increase in fiscal year 2013/2014 over the prior year, the biggest gain during the six year period.



## **HOUSING MARKET**

The Apple Valley residential market continues to grow:

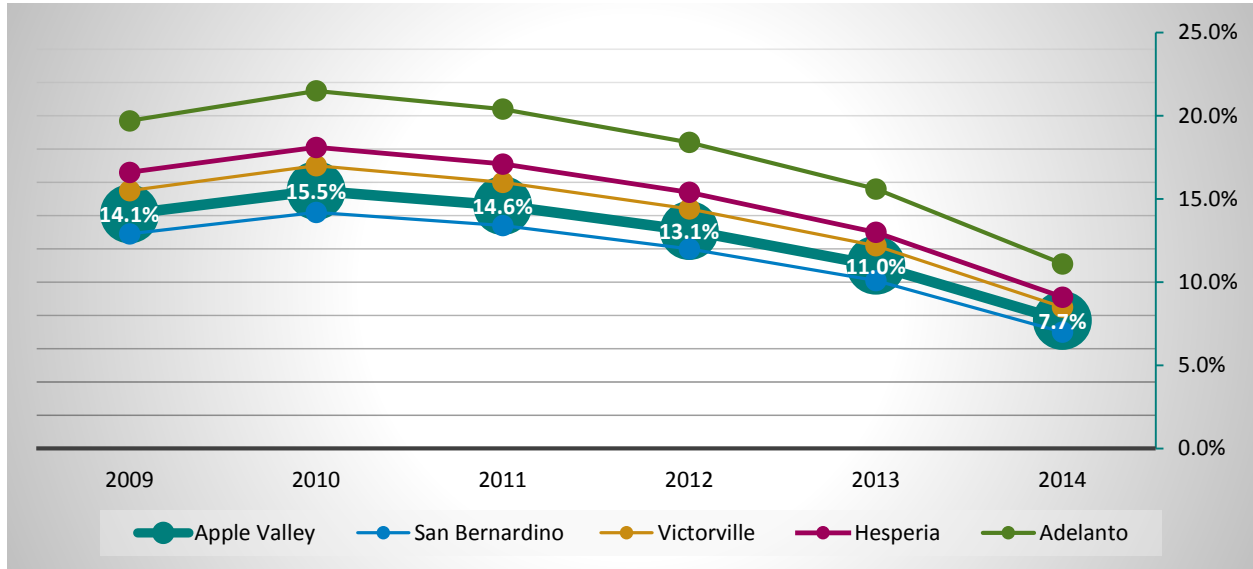
- Median home value in Apple Valley is \$192,600, which is up 14.5% over the past year and projected to increase by 8.1% in 2015.
- Apple Valley's median home value compares favorably with other Victor Valley communities including:
  - Hesperia \$194,400
  - Apple Valley \$192,600
  - Victorville \$183,600
  - Lucerne Valley \$127,600





## **EMPLOYMENT**

Apple Valley's unemployment rate continues to decline. Unemployment rates reduced four straight years from 15.5% in 2010 to 7.7% in 2014. Unemployment in Apple Valley is the lowest among the Victor Valley cities and continues to close the gap with San Bernardino County.



## **IDEAL POTENTIAL CUSTOMERS**

Apple Valley presents new business opportunities for those looking for a business friendly town that offers an efficient permitting process, a certified “shovel-ready” site, an available workforce and eager customer base. According to sales leakage reports and a consumer demand & market supply assessment, Apple Valley offers growth opportunities in the following business categories:

- Automotive dealers
- Grocery stores
- Service stations
- Department stores
- Family apparel
- Furniture stores
- Casual dining restaurants

## **CONTACT**

For more information on the Apple Valley marketplace, contact **Barry Foster at (951) 233-0414**.

**Note:** Demographic Data and Market-Business Information was formulated from a number of sources including CA Department of Finance, U.S. Census, Southern California Area of Governments, Employment Development Department, Apple Valley Economic Development Office, Apple Valley 2013 CAFR, The American Community Survey, Zillow, and HDL.