

Apple Valley | GROW HERE

As Apple Valley's economy gains momentum, residents and visitors are expressing their demand for a hotel. The local hospitality market is underserved. Today guests must travel 20 to 35 minutes outside of Apple Valley for overnight accommodations. With growing levels of community, recreation and spectator events, along with Apple Valley's major business sectors such as healthcare, education and logistics, it is increasingly important to meet the pent-up consumer demand for hotel rooms.

A select choice for hospitality investment.

LOCAL AND REGIONAL POPULATION ADVANTAGES

70,809
2014



73,374
2019 PROJECTED



443,000

HIGH DESERT
BUSINESS CORRIDOR



CONNECT TO SOME OF THE FASTEST GROWING RESIDENTIAL, COMMERCIAL AND INDUSTRIAL AREAS IN SOUTHERN CALIFORNIA.

ACCESS

PROPOSED HIGH DESERT CORRIDOR

8-10 LANE
HIGHWAY

A LINK BETWEEN SR-14 IN LA COUNTY AND SR-18 IN SAN BERNARDINO COUNTY

Pacific Ocean

BUSINESS

ENTITLEMENT
PROCESS



LESS THAN
120 Days

3.1 MSF

2.6 MSF

1.16 MSF



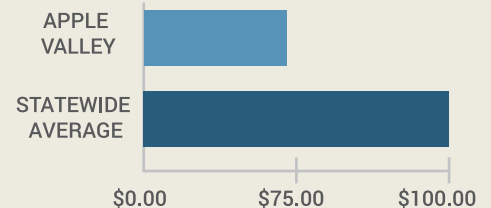
INDUSTRIAL
INVENTORY

OFFICE
INVENTORY

RETAIL
INVENTORY

SALES TAX LEAKAGE PER CAPITA REVENUE

In other words, Apple Valley has unmet consumer demand!



Of the 482 cities in California, Apple Valley is 236th in total sales tax revenue, but only 406th when you compare per capita figures. (HdL Companies)

A LOCATION WHERE YOUR BUSINESS CAN **THRIVE.**

APPLE VALLEY DEMOGRAPHICS

REGIONAL POPULATION	443,000	
MEDIAN HOUSEHOLD INCOME	2014: \$46,301	2019: \$52,503
AVERAGE HOUSEHOLD INCOME	2014: \$62,551	2019: \$71,536
PER CAPITA INCOME	2014: \$21,483	2019: \$24,540
2014 HOME VALUE	\$186,300 , UP 15.9%	

LIFE STYLE



65,000
VISITORS
EACH YEAR

WE LOVE SPORTS AND RECREATION



STATEWIDE
SOCCER
TOURNAMENTS

(ATTRACTS 25,000 ANNUAL VISITORS)



JUNIOR
OLYMPIC
AQUATICS
FACILITY

(ATTRACTS 5,000 ANNUAL VISITORS)



MOUNTAINS,
DESERTS & MUD

(OUTDOOR EVENTS ATTRACTS 3,000
ANNUAL VISITORS)



GOLF

(HOME TO 45 HOLES OF GOLF
AND VOTED BEST COURSE
IN THE REGION)

ENTERTAINMENT



SUNSET
CONCERTS
LIVE THEATER AND
FREEDOM FESTIVAL

(ATTRACTS 22,000 ANNUAL ATTENDEES)



LOCAL
THEATRE



APPLE VALLEY
AIR SHOW
OFFERS MANY
OUTDOOR ACTIVITIES

(ATTRACTS 12,000 ANNUAL SPECTATORS)



WHAT ARE WE MISSING?

HOTELS TO SERVICE OUR RESIDENTS,
VISITORS AND BUSINESSES.

WE ARE NOT JUST UNDERSERVED - WE ARE UNSERVED.



APPLE VALLEY RESIDENTS AND
VISITORS ARE SEEKING LOCAL
AND QUALITY OVERNIGHT
ACCOMMODATIONS



CLOSEST HOTELS ARE 5 TO 7
MILES DISTANCE AND 20 TO
35 MINUTES TRAVEL TIME



TRANSIENT OCCUPANCY TAX
(TOT) REBATE PROGRAM
NOW IN PLANNING