



CITY OF EASTVALE COMMUNITY PROFILE



City of Eastvale – City Hall
12363 Limonite Ave. Ste. 910
Eastvale, CA 91752
www.eastvaleca.gov

Contact:
Kimberly Wright
Economic Development Manager
951-703-4480
kwright@eastvaleca.gov



COMMUNITY PROFILE

THE COMMUNITY

The City of Eastvale, incorporated in 2010, is one of Riverside County’s youngest incorporated cities. The one-time land owned by dairy farmers located in the northwest corner of Riverside County has been transformed into an award-winning community that has been recognized as one of the best places to live and one of the best places to raise a family. Much of Eastvale’s high praise can be accredited to its highly-acclaimed schools, low to no crime and quality of affordable homes. Eastvale ranks in the top State of California for best place to raise a family by WalletHub and has one of the most racially diverse communities in the nation, along with having one of the top median incomes in California. Eastvale is strategically situated along Interstate 15 and nearby state routes 60, 71, and 91 providing commuters, visitors and businesses with convenient access to all that Southern California has to offer. The community is not only highly attractive to new residents, but businesses as well, resulting in an influx of new jobs in recent years. New business additions to Eastvale include Amazon, Burgerim, Costco, In N Out Burger, Smart & Final Extra, Pieology, Miguel’s Jr., El Pollo Loco, and Volkswagen/Audi. Coming soon is Sprouts, Chick Fil-A, Mod Pizza and Dicks Sporting Goods. Eastvale welcomes you to experience a city built on *community, pride and prosperity!*

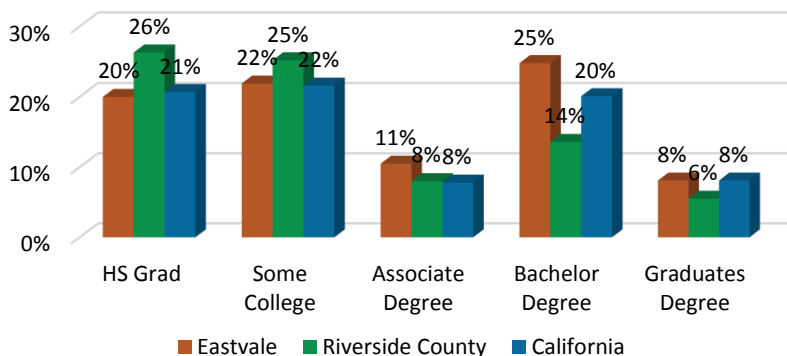
Awards & Recognitions

- #1 in CA - Money Magazine’s Best Places to Live 2016
- #5 in CA - WalletHub’s 2016’s Best Places to Raise a Family in California
- #24 in CA – BackgroundCheck.org The Safest Cities in California 2016

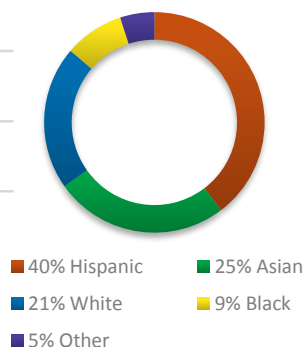


DEMOGRAPHICS

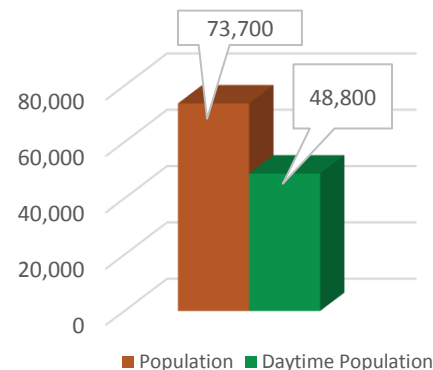
Education



Ethnic Breakdown



Population Statistics



Population	73,700	Occupancy size per household	4.08
Daytime Population	48,800	Average age	34
Land area (Square miles)	11.40	Mean travel time to work (Minutes)	42.1
Total Housing Units	15,400	% of residents that possess a college degree	43.4
% of housing units that are owner-occupied	79.9	% of residents that possess a high school degree or above	85.3
% of housing units that are renter-occupied	20.1		

Sources: HdL Companies (Jan. 2019), United States Census Bureau (July 2018), ESRI





MARKET AREA

MARKET STATISTICS (Residents)

➤ Labor Force	35,400
➤ Average Household Income	\$123,459
➤ Workplace Establishments	308
➤ White Collar/Blue Collar Jobs	68.3/31.7%

Sources: STI: PopStats, STI: WorkPlace (Jan. 2019)

TOP 10 EMPLOYERS

- Amazon Fulfillment Center
- Corona-Norco USD
- Ingram Micro
- Walmart Distribution
- Costco
- Grainger Inc.
- Home Depot
- Kmart Distribution Center
- Coringware Corelle & More
- Albertsons

Source: City of Eastvale 2017/2018 CAFR

TOP BUSINESS TYPES

(listed in alphabetical order; based on HdL sales tax payments)

- Auto Repair Shops
- Building Materials
- Casual Dining
- Contractors
- Convenience Stores/Liquor
- Department Stores
- Drug Stores
- Electrical Equipment
- Electronics/Appliance Stores
- Family Apparel
- Fast-Casual Restaurants
- Food Service Equip./Supplies
- Fulfillment Centers
- Grocery Stores
- Home Furnishings
- Office Equipment
- Office Supplies/Furniture
- Quick-Service Restaurants
- Service Stations
- Specialty Stores

Source: HdL Companies (Jan. 2019)

NATIONAL REGIONAL BRANDS

Albertsons	Crazy Crab	Kohls	Staples
Applebee's	CVS Pharmacy	Les Schwab Tire Center	Starbucks
AT&T	Dick's Sporting Goods*	Luna Grill	Sprouts Farmers Market*
AutoZone	Dickey's Barbecue Pit	McDonalds	T Mobile
Baskin Robbins	Domino's Pizza	Miguel's Jr.	Taco Bell
Best Buy	Dress Barn	Pacific Fish Grill	Target
Blaze Pizza	El Pollo Loco	Panda Express	Tilly's
Buffalo Wild Wings	Famous Footwear	Panera Bread	TJ Maxx
Burgerim	Farmer Boys	Party City	ULTA Beauty
Carl's Jr	GameStop	PetSmart	Verizon Wireless
Carters	Habit Burger Grill	Pick up Stix	Vons
Chevron	Home Depot	Pieology	WaBa Grill
Chipotle	Home Goods	Pizza Hut	Walgreens
Corky's Kitchen & Bakery	In N Out Burger	Ralphs	Wendy's
Costco	Jack in the Box	Rubio's Coastal Grill	Wingstop
Chick-fil-A*	Jersey Mikes Subs	Smart & Final Extra!	Yogurtland

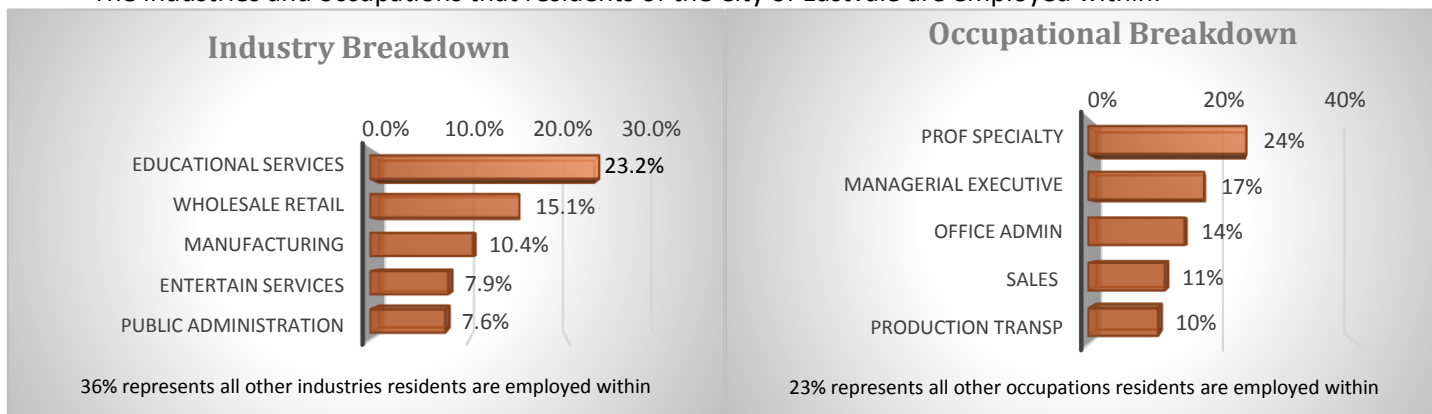
*Coming soon



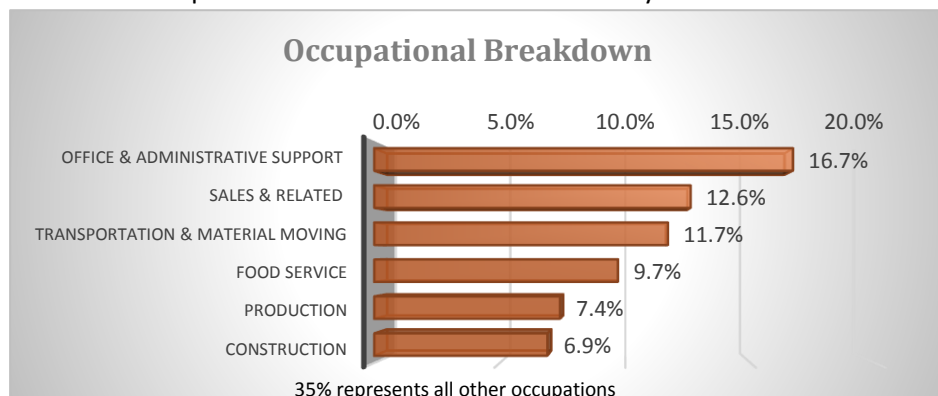


LABOR MARKET BREAKDOWN

The industries and occupations that residents of the City of Eastvale are employed within:



The occupations that are located within the City of Eastvale:

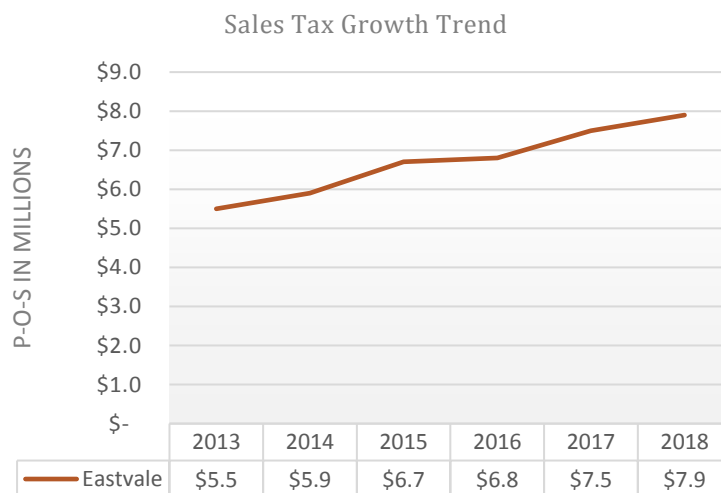


Source: STI: PopStats, STI: Workplace (Jan. 2019)

ECONOMIC INDICATORS

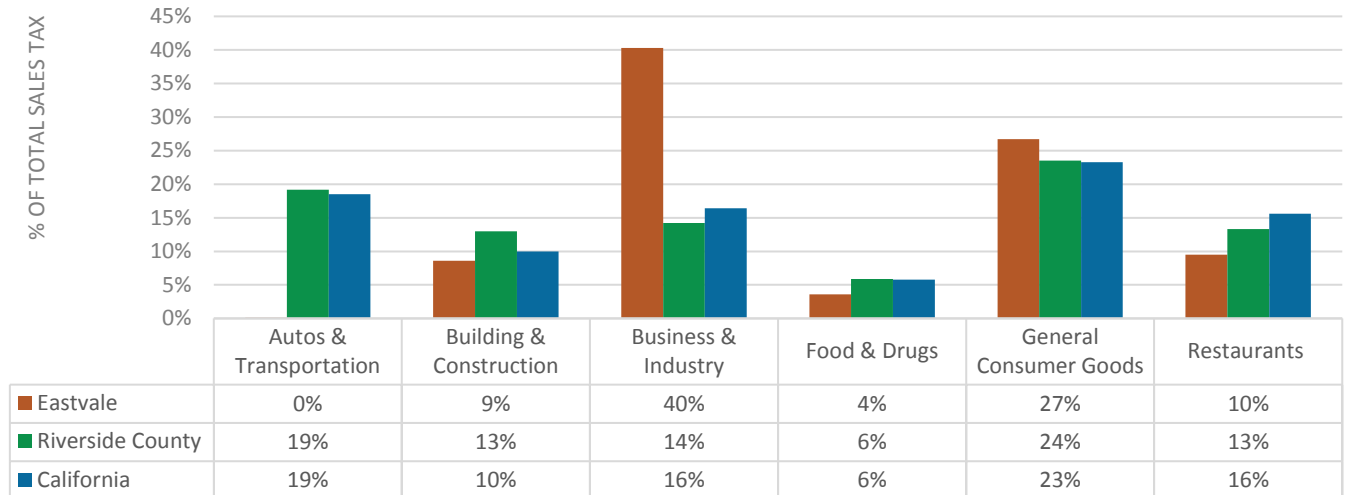
SALES TAX SUMMARY

Eastvale sales tax revenues grew 7% over the period between 2016 and 2018 calendar years. The growth is attributed to industrial development along the northern section of the city, which is an attractive strategic location for businesses with logistical needs and access to a qualified labor force. With retail trends shifting to include more emphasis on e-commerce and omnichannel capabilities, businesses are investing more in logistics facilities leading to additional local revenue.





Sales Tax Growth by Major Business Group



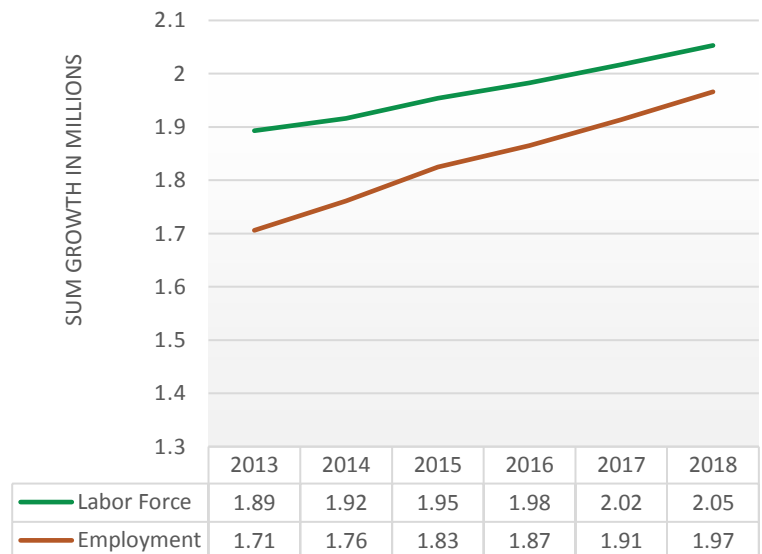
Source: HdL Companies (Jan. 2019)

With the population increase and additional housing developments in and around Eastvale they have influenced and created an increased demand for retail goods and restaurant concepts. General Consumer Goods (GCG) revenue showed growth of 41.3% from 2016 to 2018.

EMPLOYMENT SUMMARY

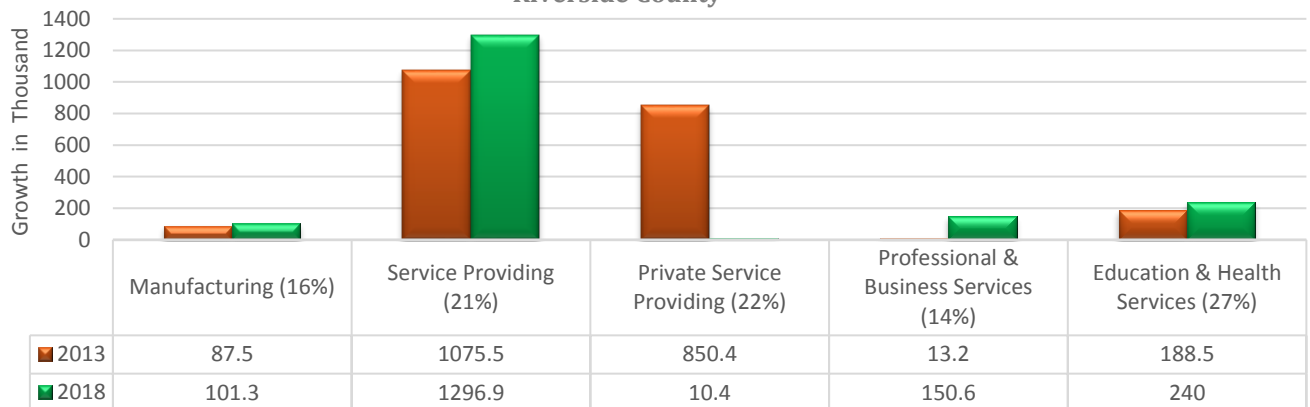
Riverside-San Bernardino-Ontario MSA is the 2nd largest metropolitan area in California by labor force and employment size. During the period between 2013 and 2018 the Riverside-San Bernardino-Ontario MSA labor force expanded by 8%, while total employed grew by 15%, adding nearly 300,000 new employees’ and decreasing the unemployment rate to 4.2%. Service producing industries added nearly 200,000 positions accounting for 85% of the total growth. The largest volume increase was in Health Care & Social Assistance where 49,200 jobs were added representing a 32% growth. Other top growth categories were Transportation & Warehousing (74%, 54,400) and Construction (50%, 34,800) where each performed well above statewide growth levels. Eastvale’s unemployment rate declined from 3.2% in 2017 to 2.99% in 2018.

Industry Employment
Riverside-San Bernardino-Ontario MSA

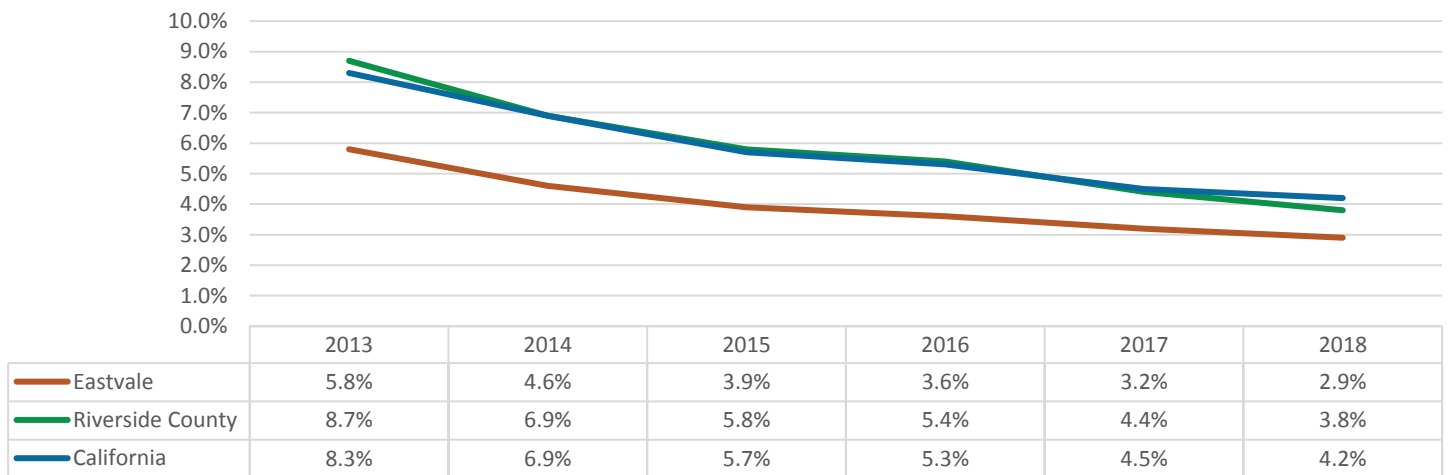




Industry Employment Average Growth Riverside County



Year-over-Year Unemployment Rate

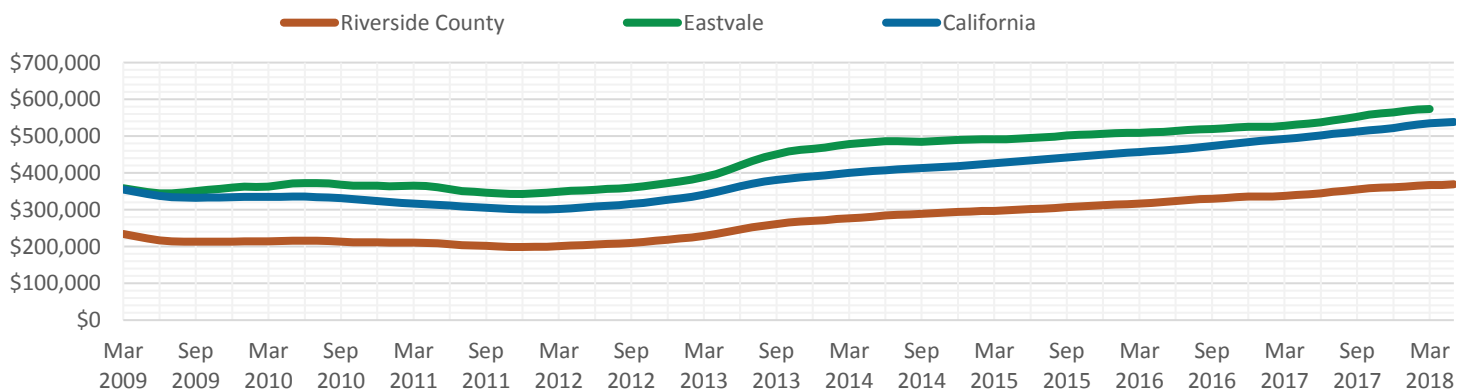


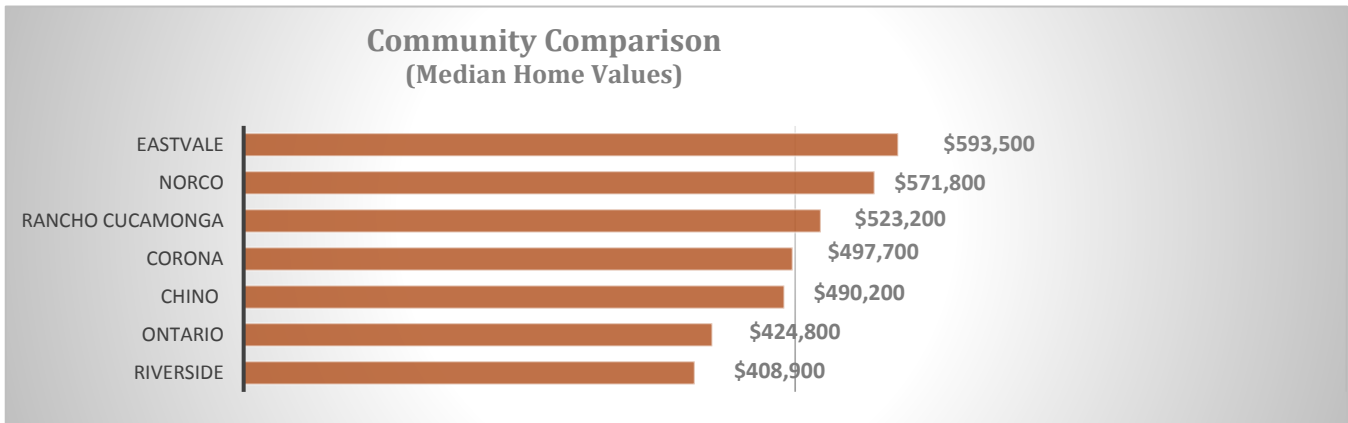
Sources: Employment Development Department (March 2019), U.S. Bureau of Labor Statistic (Nov. 2018)

HOUSING MARKET STATISTICS

- Eastvale’s median home value is currently \$593,500 an increase of 3.7% over the prior year and projected to increase 2.5% in 2020.
- Owners vs. Renters 79.9% / 20.1%
- High vs. Low home values during the last decade
 - ✓ High: February 2019 \$593,500
 - ✓ Low: March 2009 \$358,200

Median Home Value





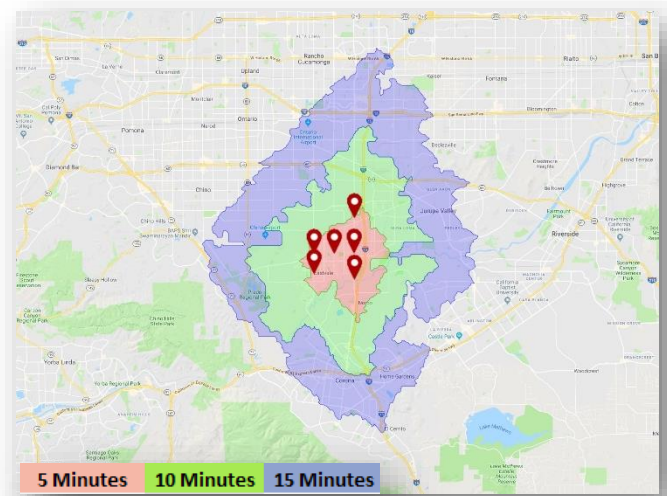
Source: Zillow (Feb. 2019)

TRADE AREA

CONSUMER DEMAND

Per a Consumer Demand & Market Supply Assessment, combined with a sales tax leakage report, Eastvale offers opportunities in the following retail categories. It's important to keep in mind many of these concepts may be a better fit in specific areas or shopping centers throughout the city.

- Automotive Dealers
- Beer/Wine/Liquor Stores
- Clothing Stores
- Fine Dining
- Furniture Stores
- Grocery Stores
- Shoe Stores
- Specialty Stores



CONTACT

For more information, contact Economic Development Manager Kimberly Wright at (951) 703-4880.

Sources: Demographic Data and Market-Business Information was formulated from several sources including Money Magazine, WalletHub, BackgroundChecks.org, City of Eastvale, Employment Development Department, U.S. Bureau of Labor Statistic, HdL, STI PopStats, United States Census Bureau, X-Span Results Inc., ESRI, and Zillow.