

# COMMUNITY ECONOMIC PROFILE

for

## CORONA

### RIVERSIDE COUNTY, CALIFORNIA

*Prepared in Conjunction with the City of Corona and Corona Chamber of Commerce*

#### Location

Corona, incorporated July 13, 1896, is located 47 miles east of Los Angeles, and 446 miles south of San Francisco.

#### Economic Growth and Trends

	1980	1990	2000	2004
Population-County	663,166	1,170,413	1,545,387	1,776,743 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$21,709,135 <sup>2</sup>
Population-City	37,791	76,095	124,966	141,750 <sup>1</sup>
Taxable Sales-City	\$213,194	\$697,812	\$1,731,795	\$2,454,467 <sup>2</sup>
Housing Units-City	12,021	21,305	37,839	42,210 <sup>1</sup>
Median Household Income-City	\$20,693	\$43,555	\$59,615	\$68,281 <sup>3</sup>
School Enrollment K-12	19,130	23,045	35,148	41,977 <sup>4</sup>

1. California Department of Finance, January 1, 2004. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2003. Add 000. 3. UCLA Anderson Forecast, University of California, Los Angeles, 2004. 4. California Department of Education, 2003. Enrollment count is for 2002-03.

#### Climate

<u>Period</u>	<u>AVERAGE TEMPERATURE</u>			<u>RAIN</u>	<u>HUMIDITY</u>		
	<u>Min.</u>	<u>Mean</u>	<u>Max.</u>	<u>Inches</u>	<u>4 A.M.</u>	<u>Noon</u>	<u>4 P.M.</u>
January	39.0	51.6	64.2	2.71	55	40	55
April	45.4	60.2	75.2	0.98	60	30	50
July	56.8	74.8	92.8	0.01	45	40	35
October	49.6	65.2	80.8	0.72	50	30	40
Year	47.7	63.1	78.0	13.25	52	37	45

#### Transportation

**RAIL:** Main line of Burlington Northern Santa Fe. There is Metrolink commuter rail service to Orange County and in Riverside to Los Angeles.

**TRUCK:** 41 carriers in Corona.

**OVERNIGHT DELIVERY TO:** Los Angeles, San Francisco, San Diego, and Phoenix.

**AIR:** Ontario International Airport (owned and operated by Los Angeles World Airports), 15 mi. north, is served by AeroMexico, Alaska, America West, American Airlines, Continental, Delta Airlines, Frontier, jetBlue Airlines, Lineas Aereas Azteca, Northwest, Southwest Airlines, United Airlines, and United Express. Riverside Municipal Airport, 10 mi. northeast, has general aviation facilities, 5,400 ft. runway. Corona Municipal Airport, 3,200 ft. runway, general aviation facilities.

**BUS:** Greyhound; City-operated Dial-A-Ride system; RTA service to Riverside; OCTA service to Orange County.

**PORTS:** Ports at Los Angeles-Long Beach, 50 mi. west, and San Diego, 96 mi. south.

**HIGHWAYS:** Calif. 91 northeast to Riverside and San Bernardino, southwest to Orange County and Long Beach, I-15 north to Ontario and Las Vegas, south to San Diego. There are connections via I-15 and the Calif. 91 to Calif. 60 east-west and to I-10 east-west. The Orange County Transportation Authority freeway toll lanes are at the Orange County line and the Eastern Transportation Corridor toll road is open.

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## Industrial Sites

There are 2,300 acres in the city limits zoned for light to heavy industry. About 5% is vacant. Typical sale prices for raw land are \$9.00 to \$12.00 per square foot. The terrain is generally level. Drainage is good. Subsoil is decomposed granite and clay, and piling is not required. Sizes of water lines range from 8 to 12 inches. Brine line is available to some industrial locations.

## Public Service

**WATER:** City of Corona.

Maximum production capacity: 59.14 mg/d. Average consumption: 35.9 mg/d. Cost per 1,000 gallons in quantities of 100,000 gal/month: \$144.00. Water connection charges: ¾" - \$2,860-\$6,426; 1" - \$4,710-\$10,660; 1½" - \$9,215-\$21,096; 2" - \$14,650-\$33,663; 3" - \$26,050+. Monthly charge per meter size: ¾" - \$14.50; 1" - \$20.75; 1½" - \$36.15; 2" - \$52.75; 3" - \$90.15.

**SEWER:** City of Corona.

Capacity of sewer plant: 11.5 mg/d. Peak flow: 17 mg/d. Sewer service charge: Yes. On what basis rated: Per residence; \$21.00 per month. Type of treatment plants: Primary settling, Secondary activated sludge, Filtration, UV Disinfection, Water Reclamation. Any facilities for non-recoverable industrial wastewater: Yes. Brine line and Brine ponds. Sewer connection charges: Yes. Average residential charge: \$2,457.00.

## Infrastructure

Master plan of storm drains adopted: Yes. Charges assessed on following basis: \$0.13/sq. ft. for lot coverage for residential and \$0.025/sq. ft. for commercial and industrial.

Dedication requirements: Yes; ultimate right of way 64' local street, 68' collector streets, 88' secondary streets, and 100' major streets.

Improvement requirements: Yes; curbs, gutters, paving, streetlights, fire hydrants, parkway trees, and possibly sidewalks.

## Utilities

**GAS:** Southern California Gas Co.

For residential and business rates applicable to Corona, contact the Southern California Gas Co. at (800) 427-2200.

**ELECTRIC:** Southern California Edison.

For residential and business rates applicable to Corona, contact Southern California Edison at (800) 655-4555.

City of Corona's Electric Utility Information: Corona's Municipal Electric Utility, formed in April 2001, is a registered Energy Services Provider and currently purchases energy on behalf of the City of Corona and more than 50 businesses within Corona (all totaling approximately 1,150 meters, representing more than 40 megawatts of peak load). Corona's Municipal Electric Utility provides electric distribution service to some newly developed areas within Corona. Also, the utility is developing a natural gas fired power generation facility located at the City's wastewater treatment plant. The facility will produce about 30 megawatts of electricity and will be integrated with a biosolids drying process.

**TELEPHONE:** SBC.

For rates and types of service available in Corona, contact SBC at (800) 310-2355 for residential or (800) 750-2355 for business.

## Governmental Facilities-Tax and Insurance Rates

- Corona has the council-manager form of government. Assessed valuation minus exemptions (2003-04): \$10,460,316,622; County: \$118.5 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates (2003-04) per \$100 assessed valuation. Code area: 04-001. County: \$1.00000; City: \$.00608; School: \$.02365; Other: \$.00610; Total: \$1.03583.
- Commercial property tax rates (2003-04) per \$100 assessed valuation. Code area: 59-002. County: \$1.00000; City: \$.00000; School: \$.02365; Other: \$.00610; Total: \$1.02975.
- Retail Sales Tax: State 6.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 7.75%.
- Police Department: 256 full-time personnel (166 sworn officers, 75 non-sworn, 15 animal control), and 4 reserve officers.

## The Corona Labor Market Area

- Fire Department: 132 full-time personnel, 9 pumpers, two 50' elevated nozzles, one 100' ladder company, 2 water tenders, 1 patrol unit, 1 rescue unit, 1 haz-mat response unit, one 95' aerial, 1 light air unit, and 1 mobile command vehicle. Mutual Aid Agreements with City of Norco, City of Riverside, County of Riverside, party to California Mutual Aid Agreement.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City rating: 2. Adjacent unincorporated area: 6 to 9.
- Major Capital Improvement Projects anticipated to be commenced or completed by the City in the near future include Magnolia/Interstate 15 interchange expansion; Installation of an Advanced Traffic Management System (ATMS) along major thoroughfares and completion of a Traffic Management Center (TMC) that will manage and improve congestion and circulation throughout the City. Completion of the Downtown Streetscape improvement project along Sixth Street between East and West Grand Boulevard. Improvement and Expansion to the I-15/El Cerrito Avenue interchange; Slurry Seal and Pavement Overlay projects throughout the City in excess of \$2,000,000 annually; Installation of approximately 10 to 12 traffic signals annually; Completion of 27 miles of Reclaimed Water mains throughout the City and numerous other projects within the City.

Area includes Corona and Norco (the Corona and Norco Census County Divisions).

Area population: 168,668		Total employment: 75,092	
Natural Resources & Mining	583	Professional & Business Services	6,267
Construction	6,037	Education & Health Services	12,896
Manufacturing	13,717	Leisure & Hospitality	4,861
Trade, Transportation & Utilities	16,516	Other Services	3,084
Information	1,979	Government	4,116
Financial Activities	5,036		

Source: U.S. Census, 2000.

## Characteristics of the Labor Force

Corona has become the focal point of much of the industrial, commercial, and retail expansion in western Riverside County. This expansion has absorbed much of the skilled worker pool and created demands for skills, which are available only through training and importation from other areas. Unskilled and, for the most part, semi-skilled workers are available in adequate supply.

Wage rates, extent of unionization, fringe benefits, and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1161 Spruce Street, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Boulevard, Suite 1100, Sacramento, California 95823, (916) 262-2162.

The COMMUNITY AREA referred to below includes Corona and Norco. There are 241 manufacturers in the Corona-Norco area (10 are in the Norco area). Leading group classes of products are processed citrus products, mobile homes/RV's, clay products, plastics, and pharmaceuticals.

Name of Company	Employment	Products
Watson Pharmaceutical	1,400	Prescription pharmaceuticals
Fender Musical Instruments, Inc.	800	Musical equipment
International Food Solutions	737	Packaging for specialty food products
Doorway	550	Door manufacturer
Silvercrest/Western Homes Corp.	550	Modular facilities
Programmed Composites, Inc.	520	Guided missile & space parts
Golden Cheese Co. of Calif.	320	Cheese
Dart Container Corp.	301	Plastic foam products
R.W. Lyall & Co., Inc.	270	Pipe fitting manufacturer
Circle Seal Controls	217	Valves, regulators & manifold systems

Facilities include 43 machine shops and 2 foundries. Major raw material resources include decomposed granite, sand, gravel, clay, and silica.

## Manufacturing Employment

## Non-Manufacturing Employment

Name of Employer	Employment	Description
Corona-Norco Unified School District	5,000	Public school system
Kaiser Permanente	1,100	Health maintenance
City of Corona	1,094	Municipal government
Corona Regional Medical Center	1,060	Hospital
Naval Warfare Assessment Division	1,010	Weapons research
HCI, Inc.	600	Telecommunications
Computer Sciences Corporation	325	Data processing
Core-Mark International, Inc.	250	Store supply distributor

## Community Facilities

**HEALTH:** Corona has 1 regional hospital, with 228 beds, 127 physicians/surgeons, 112 dentists, 16 optometrists, and 51 chiropractors.

**EDUCATION:** The Corona-Norco Unified School District has 23 elementary schools, 5 intermediate schools, 4 high schools, 4 continuation high schools, 1 alternative high school, 1 community school and 1 special school. Eight private schools are located in Corona.

Institutions of higher education accessible to Corona residents include the University of California, Riverside; Cal Poly State University, Pomona; Cal State University, San Bernardino; California Baptist University; La Sierra University; and Riverside Community College, Norco Campus.

**CULTURAL:** 72 churches, 1 library, 2 newspapers, 1 radio station, 7 TV channels received direct, 1 TV cable system, 13 banks, 8 savings and loans, 36 parks and playgrounds, 2 theaters, with 23 screens. Corona is in close proximity to Orange County beaches and tourist attractions, metropolitan Los Angeles cultural and recreational facilities, inland mountains and desert resorts, and Lake Perris and Lake Elsinore state parks.

The median sales price for new and existing homes in Corona is \$388,000, according to the California Association of Realtors First Quarter 2004 Report.

Three and four bedroom house rentals range from \$650 to \$1,450 per month. One and two bedroom apartment rentals range from \$495 to \$1,107 per month.

There are 17 hotels and motels, with approximately 1,010 rooms, in Corona.

There are also 14 mobile home parks in the city, with 1,532 spaces.

Corona is the third largest city in Riverside County. It has experienced rapid population growth in recent years as a result of in-migration from the Orange County and Los Angeles County metropolitan areas. With the population growth has come, a substantial broadening of the community's retail base. Corona has the highest ratio of manufacturing jobs to resident population of any city in Riverside County, and a number of the nation's largest manufacturing firms have plants in the community.

Corona has become a "hot zone" for office activity. The high demand for space has left the City's office market with an almost non-existent vacancy rate. Its asking lease rate is on par with space in Orange and Los Angeles Counties. Current construction will increase the size of the market by 39.1% to over 1.3 million square feet, making it one of the largest in the County.

## Remarks

*For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Corona, 400 South Vicentia Avenue, Corona, CA 92882, (951) 736-2260; or the Corona Chamber of Commerce, 904 East Sixth Street, Corona, CA 92879, (951) 737-3350.*