

# COMMUNITY ECONOMIC PROFILE *for* CORONA RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with the City of Corona and Greater Corona Valley 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	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	37,791	76,095	124,966	152,374 <sup>1</sup>
Taxable Sales-City	\$213,194	\$697,812	\$1,731,795	\$2,426,746 <sup>2</sup>
Housing Units-City	12,021	21,305	37,839	44,950 <sup>1</sup>
Median Household Income-City	\$20,693	\$43,555	\$59,615	\$79,180 <sup>3</sup>
School Enrollment K-12	19,130	23,045	35,148	52,051 <sup>4</sup>

1. U.S. Census Bureau, 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for the Corona-Norco Unified School District and is for 2009-10.

## Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
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 Los Angeles, Orange and San Diego Counties.

**TRUCK:** 54 carriers in Corona.

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

**AIR:** LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 15 mi. north, is served by AeroMexico, Alaska Airlines, American Airlines, Continental, Delta Airlines, Great Lakes Airlines, Southwest Airlines, United Airlines, United Express and US Airways. Riverside Municipal Airport, 10 mi. northeast, has general aviation facilities, 5,400 ft. runway. Corona Municipal Airport has a 3,200 ft. runway and general aviation facilities.

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

**PORTS:** Nearest ports are in 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

Typical sale prices for raw land are \$10.00 to \$15.00 per square foot. There are 3,272 acres in the city limits zoned for light to heavy industry. Corona's industrial base has played an important role in the growth of the City and its employee base. Corona has more than 32 million square feet of existing industrial space with a vacancy rate of 7.5% at the end of 2009.

## Public Services

**WATER:** Corona Department of Water and Power.

Maximum production capacity: 74.3 mg/d. Average consumption: 27.2 mg/d. Cost per unit: Tier 1: \$1.85 plus Monthly Ready-to-Serve Charge per meter size: 3/4" - \$23.66; 1" - \$33.85; 1½" - \$58.99; 2" - \$86.09. Water connection charge for new construction: 3/4" \$10,048; 1" \$15,072; 1½" \$25,121; 2" \$50,241.

**SEWER:** Corona Department of Water and Power.

Capacity of three city sewer plants: 15.5 mg/d. Peak flow: 20.1 mg/d. Sewer service charge: Yes, \$43.53 per month. On what basis rated: Per dwelling unit. Type of treatment plants: Primary settling, Secondary activated sludge, Filtration, Chlorination, Water Reclamation. Any facilities for non-recoverable industrial wastewater: Yes - Brine line. Sewer connection charges: Yes. Average residential connection charge: \$3,396.

## Infrastructure

Master plan of storm drains adopted: Yes. Charges assessed on following basis: \$705.60/DU for residential and \$0.264/sq. ft. for commercial and \$0.228/sq. ft. for 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.

The city of Corona owns, operates and maintains 424 centerline miles of paved roads, 122,670 streetlights, 182 traffic signals and 208 miles of storm drains.

## Utilities

**GAS:** Southern California Gas Co.

For residential and business rates applicable to Corona, contact the Southern California Gas Co. at (800) 427-2200 or [www.socalgas.com](http://www.socalgas.com)

**ELECTRIC:** Southern California Edison.

For residential and business rates applicable to Corona, contact Southern California Edison at (800) 655-4555 or [www.sce.com](http://www.sce.com)

**City of Corona Electric Utility Information:** Corona's Municipal Electric Utility, formed in April 2001, currently purchases and sells power on behalf of all the City's municipal electric accounts, approximately 1,900 electrical accounts. Corona's Municipal Electric Utility is providing electric distribution service to newly developed areas within Corona. Contact Corona's Dept. of Water & Power at (951) 736-2234 or [www.discovercorona.com](http://www.discovercorona.com) for more information.

**TELEPHONE:** AT&T.

For rates and types of service available in Corona, contact AT&T at (800) 310-2355 for residential or (800) 750-2355 for business or [www.att.com](http://www.att.com)

## Governmental Facilities - Tax and Insurance Rates

- Corona has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$16,127,914,790; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 04-001. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.05768.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 59-002. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.05704.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Taxable sales reached more than 2.42 billion dollars for calendar year 2009.

## The Corona Labor Market Area

## Characteristics of the Labor Force

## Manufacturing Employment

- Police Department: 249 total personnel (175 sworn officers, 62 non-sworn, 9 animal control and 3 reserve officers).
- Fire Department: The Corona Fire Department is located at City Hall. Corona has 7 fire stations distributed throughout the city, staffed by 128 personnel on 7 paramedic engines and 2 ladder/truck companies. We cross staff 2 brush engines, 1 Hazardous Materials unit, and 1 water tender. Each year the Fire Department responds to approximately 10,000 calls for service.
- 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 include: Magnolia/Interstate 15 interchange expansion - reconstruct ramps, widen the southbound entry and northbound exit ramps from 1 to 2 lanes and install a new ramp meter and traffic signals; Modify the interchange at Serfas Club Drive and the 91 Freeway; Road improvements to Foothill Parkway from I-15/El Cerrito to California Avenue; Widen Cajalco Road from 2 to 4 lanes from Temescal Canyon Road to Bedford Canyon Road and widen ramps from 1 to 2 lanes.

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

Area population: 196,833		Total employment: 89,793	
Natural Resources & Mining	740	Professional & Business Services	8,670
Construction	8,613	Education & Health Services	15,557
Manufacturing	11,986	Leisure & Hospitality	7,493
Trade, Transportation & Utilities	19,956	Other Services	3,916
Information	1,948	Government	4,238
Financial Activities	6,676		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

Corona employment and payroll data confirm that the City is emerging as the next chapter in the “Orange County story” as people and companies migrate to Corona to avoid the lack of space, higher costs and infrastructure difficulties in that county. Recent census information found that, by occupation, the largest portion of Corona’s residents (33%) were managers, professionals and technicians.

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, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

The COMMUNITY AREA referred to below includes Corona and Norco. There are 457 manufacturers in the Corona-Norco area (38 are in the Norco area). Leading industry clusters of products are Aeronautics, R&D, Medical & Technology, Aftermarket Automobile & Recreation and Food Processing.

Name of Company	Employment	Products
Watson Laboratories, Inc.	950	Prescription pharmaceuticals
Fender USA - Corona	800	Musical instruments
All American Asphalt	679	Asphalt plant
LDI Mechanical	444	Duct systems, copper line sets
Dart Container Corporation	394	Plastic foam products
Hansen Natural Corporation	350	Juice, soda, energy drinks
U.S. Foodservice	307	Foodservice provider
Avid Ink	300	Sublimation apparel
CIRCOR International	274	Aerospace products
Century Blinds	230	Blinds

## Non-Manufacturing Employment

Facilities include 43 machine shops and 1 iron foundry. Major raw material resources include decomposed granite, sand, gravel, clay, and silica.

Name of Employer	Employment	Description
Corona-Norco Unified School District	4,519	Public school system
Corona Regional Medical Center	1,200	Hospital
Kaiser Permanente	896	Healthcare provider
City of Corona	866	City government
Arizona Pipeline	400	Underground utility contractor
Minka Lighting	251	Lighting fixture distributor
Core-Mark International, Inc.	250	Packaged consumer prod. distributor
TRW Enterprises	200	Framing contractor

## Community Facilities

**HEALTH:** Corona has 1 regional hospital, with 240 beds, 266 physicians/surgeons, 163 dentists, 27 optometrists, 4 podiatrists and 53 chiropractors.

**EDUCATION:** The Corona-Norco Unified School District has 31 elementary schools, 8 intermediate schools, 5 high schools, 3 continuation high schools, 1 middle college high school, 2 alternative schools and 1 special education school. Thirteen 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 Norco College.

**CULTURAL:** 91 churches, 1 synagogue, 3 libraries, 2 newspapers, 2 radio stations, 7 TV channels received direct, 1 TV cable system, 36 banks, 1 savings and loan, 36 community and neighborhood parks and playgrounds and 3 movie theaters with 48 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.

## Housing Availability, Prices & Rentals

According to the California Department of Finance, there are 45,803 housing units in Corona. The housing stock consists of 31,768 single detached units, 2,359 single attached units, 2,229 multiple 2 to 4 units, 7,834 multiple 5 plus units and 1,613 mobile homes.

The median sales price for new and existing homes in Corona is \$327,250, as reported by DataQuick for September 2010.

There are 17 hotels/motels, with 979 rooms, in Corona.

There are 16 mobile home and RV parks in Corona with 1,533 mobile home spaces and 635 RV spaces.

## Remarks

The City of Corona continues to be a growing and influential business center in Southern California. With close to 2 million square feet of commercial space, Corona remains an attractive and dynamic community for business. The City is firing on all cylinders, expanding its job base, increasing sales tax revenue and planning a prosperous future for all who live, work and play here.

*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 S. Vicentia Avenue, Corona, CA 92882, (951) 736-2260; online at [www.ci.corona.ca.us](http://www.ci.corona.ca.us); or The Greater Corona Valley Chamber of Commerce, 904 E. Sixth Street, Corona, CA 92879, (951) 737-3350.*