

COMMUNITY ECONOMIC PROFILE

for

MENIFEE

RIVERSIDE COUNTY, CALIFORNIA

Prepared in conjunction with the City of Menifee and the Menifee Valley Chamber of Commerce

Location

Menifee, incorporated October 1, 2008, is located along Interstate 215 in Southwest Riverside County, approximately 80 miles southeast of Los Angeles, 458 miles south of San Francisco and 77 miles north of San Diego.

Economic Growth and Trends

	1980	1990	2000	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 ²
Population-City	N/A	N/A	N/A	77,519 ¹
Taxable Sales-City	N/A	N/A	N/A	\$343,867 ²
Housing Units-City	N/A	N/A	N/A	27,461 ¹
Median Household Income-City	N/A	N/A	N/A	\$52,246 ³
School Enrollment K-12	N/A	N/A	N/A	22,798 ⁴

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 2009-10. Enrollment is for the Menifee Union School District, Romoland Elementary School District and Perris Union High School District.

Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	35.8	50.0	64.1	1.84	55	40	55
April	44.5	60.4	76.2	0.84	60	30	50
July	58.6	78.5	98.4	0.02	45	40	35
October	48.4	66.2	83.9	0.55	50	30	40
Year	46.5	63.5	80.5	11.58	52	40	45

Transportation

RAIL: Branch line of Burlington Northern Santa Fe. Metrolink commuter rail service is expected to be available at stations in neighboring Perris in late 2012.

TRUCK: 6 trucking firms are located in Menifee.

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

AIR: LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 42 mi. northwest, is served by AeroMexico, Alaska Airlines, American Airlines, Continental, Delta Airlines, Great Lakes Airlines, Southwest Airlines, United Airlines, United Express and US Airways. County-owned French Valley Airport in Murrieta is a general aviation facility and handles small crafts. Additional air service is available from San Diego, Los Angeles and Orange County airports.

BUS: Greyhound in Perris and Temecula. Riverside Transit Agency.

PORTS: Nearest ports are in Los Angeles-Long Beach, 85 mi. west, and San Diego, 79 mi. south.

HIGHWAYS: I-215 north-south. There are nearby connections to the I-15 north-south, Calif. 74 east-west, and Calif. 79 north to I-10.

Industrial Sites

Menifee is currently developing its first General Plan. Until the city completes the processes on the General Plan, it will continue to use the Riverside County General Plan. In Menifee's proposed General Plan, 28 acres are zoned for heavy industrial use and 1,274 acres are zoned for light industrial use. The proposed industrial parcels are mostly located in the northern area of Menifee in Focus Area 1 at Ethanac Road/Highway 74 and Matthews Road and in the southern part of Menifee in Focus Area 5 at I-215/Scott Road.

Public Services

WATER: Eastern Municipal Water District.

For rates and service availability, contact the Eastern Municipal Water District at 2270 Trumble Road, Perris, CA 92572, (951) 928-3777 or www.emwd.org.

SEWER: Eastern Municipal Water District.

For rates and service availability, contact the Eastern Municipal Water District at 2270 Trumble Road, Perris, CA 92572, (951) 928-3777 or www.emwd.org.

Infrastructure

Dedication requirements: Per master plan of streets, all property within the proposed public right-of-way.

Improvement requirements: Sidewalk, curb, gutter, paving and transition to centerline.

Utilities

GAS: Southern California Gas Co.

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

ELECTRIC: Southern California Edison.

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

TELEPHONE: Verizon.

For rates and types of service in Menifee, contact Verizon at (800) 483-4000 for residential and (800) 483-5000 for business.

Mediacom.

For rates and types of service in Menifee, contact Mediacom at (800) 332-0245.

Governmental Facilities - Tax and Insurance Rates

- Menifee has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$5,992,820,583; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 26-260. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total \$1.03116.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 26-071. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total \$1.06370.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: City contracts with the Riverside County Sheriff's Department.
- Fire Department: City contracts with the Riverside County Fire Department.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City Rating: 4. Nearby unincorporated area: 9.

The Menifee Labor Market Area

Characteristics of the Labor Force

Manufacturing Employment

Non-Manufacturing Employment

- Major project authorized for improvement of city services or to adjacent unincorporated areas: Phase I of the Newport Road Realignment Project has been completed. Newport Road now has wider lanes, new asphalt and highly visible striping. Phase II is the construction of the Goetz Bridge to connect Goetz Road with the Newport Road realignment.

Area consists of Southwest Riverside County (the Elsinore Valley and Murrieta Census County Divisions).

Area population: 371,762		Total employment: 163,934	
Natural Resources & Mining	1,486	Professional & Business Services	17,484
Construction	14,521	Education & Health Services	30,712
Manufacturing	18,798	Leisure & Hospitality	17,536
Trade, Transportation & Utilities	32,320	Other Services	7,563
Information	3,194	Government	8,863
Financial Activities	11,457		

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

Extent of Unionization: Generally includes retail clerks and building trades.

The broader Menifee labor market includes populations from San Diego, Orange County and Northwest Riverside County, providing a sizable work force that is accessible for the employment needs of current and future businesses. Most workers commute to jobs in nearby communities, especially Murrieta, Temecula, Corona, Perris, Riverside and more distant points, such as San Diego, Orange and Los Angeles counties.

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.

There are 53 manufacturers in Menifee. Leading group classes of products are building and construction products and magnetics products for military and medical applications.

Name of Company	Employment	Products
Pacific Clay Products, Inc.	160	Building products
Amerimax Building Products	106	Building products
Elsinore Ready Mix	80	Ready mix concrete
Datatronics Romoland Inc.	75	Magnetic components
John Henry Co.	56	Woven baskets, ribbons
Martin Brass Foundry	55	Brass and aluminum castings

Name of Employer	Employment	Description
Mt. San Jacinto College District	1,043	Community college district
Menifee Union School District	848	School district
Perris Union High School District	778	School district
Menifee Valley Medical Center	344	Hospital
Verizon Logistics	250	Telephone communications
Romoland Elementary School District	244	School district
SuperTarget	180	Retailer
Case Shella Management Services	145	Home health care
Lowe's	135	Home improvement retailer
Kohl's	110	Retailer
Stater Bros.	110	Supermarket
Menifee Lakes Country Club	100	Golf club
Albertsons	100	Supermarket

Community Facilities

HEALTH: 9 physicians/surgeons, 4 optometrists, 21 dentists and 6 chiropractors practice in Menifee. Menifee Valley Medical Center, an 84-bed hospital is located in the city and Inland Valley Medical Center, a 122-bed hospital is located in nearby Wildomar. Rancho Springs Medical Center, a 96-bed hospital, is located in Murrieta. Loma Linda University Medical Center-Murrieta, a 106-bed facility, is set to open in 2011.

EDUCATION: The Menifee Union School District has 8 elementary schools, 2 middle schools and 1 K-12 school. The Romoland Elementary School District has 3 elementary schools and 1 middle school. The Perris Union High School District has 1 middle school, 3 comprehensive high schools, 1 online alternative school, 1 continuation high school, 1 community day school, 1 military institute and 1 adult school. Two private schools are located in Menifee. The city is home to Mt. San Jacinto College, Menifee Valley Campus. Other institutions of higher education accessible to Menifee residents include the University of California, Riverside, California State University, San Bernardino and California State University, San Marcos in Temecula.

CULTURAL: 26 churches, 2 synagogues, 2 libraries, 2 newspapers, 2 Cable TV systems, 4 banks, 23 parks, a community center, a senior center and a cultural center. Menifee Lakes Country Club offers two 18-hole championship courses. Other nearby recreational facilities include Lake Perris State Park, Perris Valley Airport (flying, international sky-diving center, ballooning), Diamond Valley Lake and to the south, the Temecula Valley Wine Country.

According to the California Department of Finance, there are 29,636 housing units in Menifee. The housing stock consists of 23,953 single detached units, 848 single attached units, 301 multiple 2 to 4 units, 675 multiple 5 plus units and 3,859 mobile homes.

The median sales price for new and existing homes in Menifee is \$214,500, as reported by DataQuick for September 2010.

There are 3 hotels/motels in Menifee.

There are 5 mobile home and RV parks in Menifee with 1,194 mobile home spaces and 523 RV spaces.

The city of Menifee was established on October 1, 2008 as Riverside County's twenty-sixth city. Early development of Menifee began with Sun City in the early 1960s as the concept of an active retirement community envisioned by Arizona developer Del Webb. Sun City is centrally located within Menifee, with a mix of residential and commercial activity. The Menifee area began to grow further in 1989 with the master-planned community of Menifee Lakes. Other neighborhoods include Quail Valley, a semi-rural residential community and Romoland, a residential and commercial area located in the northeastern section of the city.

As the city continues to refine its vision for the future with community-established guiding principles of self governance and economic and environmental sustainability, Menifee's future is bright. Menifee continues to be one of the fastest growing cities in California. Its excellent quality of life and convenient location on the I-215 corridor will continue to attract business and residents.

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 Menifee, 29714 Haun Road, Menifee, CA 92586, (951) 672-6777; online at www.cityofmenifee.us; or the Menifee Valley Chamber of Commerce, 29683 New Hub Drive, Suite C, Menifee, CA 92586, (951) 672-1991.

Housing Availability, Prices & Rentals

Remarks