

COMMUNITY ECONOMIC PROFILE *for* MURRIETA RIVERSIDE COUNTY, CALIFORNIA

Prepared in conjunction with the City of Murrieta and the Murrieta Chamber of Commerce

Location

Murrieta, incorporated July 1, 1991, is located at the southerly juncture of Interstate Freeways 15 and 215 in Southwest Riverside County, approximately 80 miles southeast of Los Angeles, 480 miles south of San Francisco and 60 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	44,282	103,466 ¹
Taxable Sales-City	N/A	N/A	\$354,251	\$874,619 ²
Housing Units-City	N/A	N/A	14,320	32,749 ¹
Median Household Income-City	N/A	N/A	\$60,911	\$78,739 ³
School Enrollment K-12	N/A	N/A	10,953	22,273 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.

Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	46.0	61.0	69.9	1.35	55	40	55
April	51.7	62.0	72.2	0.75	60	30	50
July	62.5	73.4	84.2	0.05	45	40	35
October	52.4	64.3	76.2	0.46	50	30	40
Year	57.2	64.7	73.4	10.44	52	40	45

Transportation

RAIL: None.

TRUCK: 17 trucking firms are located in Murrieta.

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

AIR: County-owned French Valley Airport is a general aviation facility and handles small crafts. Approximately one-hour drive to San Diego, LA/Ontario, John Wayne and Palm Springs International Airports.

BUS: Greyhound to Riverside, San Diego and Los Angeles from Temecula, 6 mi. south; Riverside Transit Agency local and intercity bus service.

PORTS: Nearest ports are in Los Angeles-Long Beach, 80 mi. northwest, and San Diego, 60 mi. south.

HIGHWAYS: I-215 north to Riverside, I-15 north to Ontario-Los Angeles-Barstow-Las Vegas, I-15 south to San Diego County; State Route 79 north to I-10.

Industrial Sites

Murrieta has 1,200 acres planned for industrial use, representing 7 percent of the city's 18,300 acres. Over half of the industrially zoned acreage (about 700 acres) is located in the city's southern sector along the Jefferson Avenue corridor. Smaller parcels are located throughout the city. Existing land is at different stages of improvement with a sales price range of \$1.00 to \$4.75 per square foot. Murrieta's 300-acre Business Center is the city's principal industrial park. The Center is a mixed-use development and is one of Southwest Riverside County's premier master-planned industrial parks. The city also has two special business corridors featuring completed master plans.

Public Services

WATER/SEWER: Murrieta is served by four water/sewer districts: Eastern Municipal Water District, Elsinore Valley Municipal Water District, Western Municipal Water District and Rancho California Water District. Contact the respective District for rates, connection charges and service delivery areas.

Eastern Municipal Water District
(951) 928-3777

Elsinore Valley Municipal Water District
(951) 674-3146

Western Municipal Water District
(951) 677-7667

Rancho California Water District
(951) 296-6900

Infrastructure

The city is currently developing master drainage plans. Area drainage fees are presently associated with Murrieta Creek and its tributaries and range from \$677 to \$4,139 per gross acre.

Dedication requirements: Street and parkway.

Improvement requirements: Street, curb, gutter and sidewalk, in most cases.

Utilities

GAS: Southern California Gas Co.

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

ELECTRIC: Southern California Edison.

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

TELEPHONE: Verizon.

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

Governmental Facilities - Tax and Insurance Rates

- Murrieta has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$9,886,016,688; County: \$211.3 billion. Ratio of assessed value to appraised value: 100 percent of full cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 24-023. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.09100.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 24-133. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.08800.
- 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: 87 sworn officers, 43 support staff, 35 auxiliary support staff and a fleet of 113 vehicles.
- The California Highway Patrol and Department of Motor Vehicles and U.S. Immigration and Naturalization Service (Border Patrol) have offices in the area.

The Murrieta Labor Market Area

- Fire Department: 56 full-time firefighters, 5 stations, 5 pumpers and 1-75' ladder platform.
- Fire Insurance Classification: Source of Rating: ISO Rating Service. City rating: 4. Adjacent undeveloped area: 9.

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	Educational & 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.

Characteristics of the Labor Force

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

The broader Murrieta 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. 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 Murrieta and Temecula. There are 283 manufacturing facilities in the community area. Leading group classes of products are medical equipment, electronic components, window products and leather products.

Manufacturing Employment

Name of Company	Employment	Products
Abbott Laboratories	3,229	Medical equipment
International Rectifier Corp.	710	Semiconductors
Milgard Manufacturing	465	Glass windows
Channel Commercial Corp.	403	Coaxial cable equipment
Bianchi International	280	Leather goods
Hudson Respiratory Care, Inc.	259	Respiratory therapy supplies
Scotts Co.	250	Lawn & garden spreaders/sprayers
Opto 22, Inc.	200	Industrial process controls
Plant Equipment, Inc.	150	Emergency response equipment
American Industrial Mfg.	90	Reconditioned auto parts
Star Trac Strength Inc.	70	Commercial gym equipment

Non-Manufacturing Employment

Name of Employer	Employment	Description
Murrieta Valley Unif. School District	1,786	Public school system
Southwest Healthcare Systems	1,200	Healthcare/hospital
City of Murrieta	352	City government
Wal-Mart	340	Retail
Home Depot	295	Home improvement
Target	225	Retail
Oak Grove Institute	220	Residential treatment center
Sam's Club	220	Retail
Lowe's	200	Home improvement

Community Facilities

HEALTH: Murrieta currently has 173 physicians/surgeons, 86 dentists, 15 optometrists, 31 chiropractors and 6 podiatrists. Rancho Springs Medical Center, a 96-bed hospital, is located in Murrieta. Inland Valley Medical Center, a 122-bed hospital, is located in neighboring Wildomar. There are three assisted living facilities. Loma Linda University Medical Center-Murrieta, a 106-bed facility, is set to open in 2011.

EDUCATION: 11 elementary schools, 4 middle schools, 3 high schools, 1 alternative school, 1 continuation high school and 1 adult school. Five private schools are located in Murrieta. Institutions of higher education accessible to Murrieta residents include the University of California, Riverside, California State University, San Bernardino, California State University, San Marcos, Mt. San Jacinto Community College, Menifee Valley Campus and Palomar College in San Marcos (San Diego County).

CULTURAL: Murrieta has 42 churches, 1 synagogue, its own municipal library system, Time Warner cable network, two daily newspapers and one weekly newspaper, 20 banks, a 17-screen movie theater complex, a community center and a senior center. Recreational facilities include 44 parks and extensive open spaces, 4 sports parks, 1 skate park, 1 equestrian park, 2 public golf courses and 1 private course and Lake Skinner, 12 miles northeast, which has a park for camping, fishing and day use. There are hundreds of miles of equestrian trails throughout the Murrieta Valley. The 8,500-acre Santa Rosa Plateau Ecological Reserve is adjacent to Murrieta.

According to the California Department of Finance, there are 34,280 housing units in Murrieta. The housing stock consists of 24,510 single detached units, 559 single attached units, 814 multiple 2 to 4 units, 6,693 multiple 5 plus units and 1,704 mobile homes.

The median sales price for new and existing homes is \$240,000, as reported by DataQuick for September 2010.

There are 18 hotels/motels, with 1,965 rooms, in Temecula and Murrieta.

There are 2 mobile home and RV parks in Murrieta with 128 mobile home spaces.

Murrieta's traditions and values continue to grow, along with its business and population bases. With numerous lakes, mountains and wineries available to both local residents and tourists, the Murrieta Valley is developing into a major destination area. When incorporated in 1991, visionaries developed a blueprint that is now moving the City of Murrieta into the 21st Century.

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 Murrieta, 24601 Jefferson Avenue, Murrieta, CA 92562, (951) 698-1040; online at www.murrieta.org; or the Murrieta Chamber of Commerce, 24801 Monroe Avenue, (housed at Murrieta Mesa High School) Murrieta, CA 92562, (951) 677-7916.