

COMMUNITY ECONOMIC PROFILE *for* TEMECULA RIVERSIDE COUNTY, CALIFORNIA

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

Location

Incorporated December 1, 1989, Temecula is located 85 miles southeast of Los Angeles, 487 miles south of San Francisco and 55 miles north of San Diego.

Economic Growth and Trends

	1980	1990	2000	2010
Population-County	633,166	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	8,324	27,099	57,716	100,097 ¹
Taxable Sales-City	N/A	\$119,900	\$1,411,051	\$2,055,847 ²
Housing Units-City	N/A	9,130	18,293	31,781 ¹
Median Household Income-City	N/A	\$44,270	\$59,516	\$77,850 ³
School Enrollment K-12	N/A	7,595	17,449	30,183 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 carriers are located in Temecula.

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

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

BUS: Greyhound to Riverside, San Diego, Los Angeles; Riverside Transit Agency local and intercity bus service.

PORTS: Nearest ports are in Los Angeles-Long Beach, 85 mi. northwest, and San Diego, 55 mi. south.

HIGHWAYS: I-215 north to Riverside; I-15 north to Corona-Orange Co.-Los Angeles; State Route 79 north to Hemet; I-15 south to San Diego County; State Route 79 east to Palm Springs.

Industrial Sites

There are approximately 1,745 acres designated for industrial use in Temecula. Presently, Temecula has available 225 acres of on-site developed industrial land, ranging from 1 to 2 acre sites and larger. Net Rentable Industrial Space is 6,376,910 square feet. Improved industrial property is less costly than in comparable Orange County and Los Angeles County areas. In addition, there is 764,300 square feet of industrial space under construction.

Public Services

WATER: Rancho California Water District.

Peak demand: 134 mg/d. Average consumption: 67 mg/d. Water connection charges: Rancho District: 3/4" - \$1,397; 1" - \$2,328; 1½" - \$4,657; 2" - \$5,820; Santa Rosa District: 3/4" - \$2,220; 1" - \$3,700; 1½" - \$7,398; 2" - \$9,249. Rates may vary widely according to use, quantity and area.

SEWER: Eastern Municipal Water District.

Capacity of Temecula Valley Regional Water Reclamation Facility: 18 mg/d. Average flow: 14.2 mg/d. Sewer service charge: Yes, \$0.826 per day per EDU. Type of treatment plant: Tertiary. Any facilities for non-recoverable industrial wastewater: By truck at dump station in Sun City, approx. 10 miles. Sewer connection charge: \$4,485 per EDU (includes \$300 per EDU water supply development fee).

Infrastructure

Regional Flood Control District has identified and improved the major drainage floodways. The city is currently developing an updated storm drain master plan.

Dedication requirements: Street width plus sidewalk.

Improvement requirements: Curbs, gutters, sidewalks, paving and streetlights.

Utilities

GAS: Southern California Gas Co.

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

ELECTRIC: Southern California Edison.

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

TELEPHONE: Verizon.

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

CABLE TELEVISION: Time Warner.

For rates and types of services available in Temecula, contact Time Warner at (888) 892-2253.

Governmental Facilities - Tax and Insurance Rates

- Temecula has a city council-manager form of government. Assessed valuation minus exemptions (2009-10): \$11,775,477,635; 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: 13-063. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.02918.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 94-024. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.02618.
- 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 Riverside County Sheriff's Department: 96 sworn officers, 14 non-sworn officers, 4 reserve officers, 20 civilian volunteers, 24 police explorers, 17 posse and 390 citizen corps volunteers.
- Fire Protection: City contracts with Riverside County Fire Department/California Department of Forestry: 56 firefighters, 20 call firefighters, 6 engine companies, 4 city-owned fire stations, 2 County fire stations, 1 squad and 1 truck company.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City Rating: 4. Adjacent unincorporated areas: 4 to 9.

The Temecula Labor Market Area

Characteristics of the Labor Force

Manufacturing Employment

Non-Manufacturing Employment

- The State Department of Motor Vehicles has an office in Temecula.
- The Immigration and Customs Enforcement (Border Patrol) and California Highway Patrol both have offices in Temecula.

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, building trades and professional workers.

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

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
Millipore Corp.	285	Biological products
Scotts Co.	250	Lawn & garden spreaders/sprayers
Opto 22, Inc.	200	Industrial process controls
Plant Equipment, Inc.	150	Emergency response equipment

Name of Employer	Employment	Description
Pechanga Resort and Casino	4,000	Resort and casino
Temecula Valley Unified School District	2,804	Public school system
Professional Hospital Supply	1,200	Hospital supplies
Wal-Mart	508	Retail/supermarket
DCH Auto Group	350	Auto dealership
City of Temecula	207	City government
Target	200	Retail
Stater Bros.	180	Supermarket
Lowe's	150	Home improvement

Community Facilities

HEALTH: 131 physicians/surgeons, 111 dentists, 19 optometrists, 52 chiropractors and 2 podiatrists practice in the Temecula area. Two major hospitals are found just north of the city. They are Rancho Springs Medical Center in Murrieta (96 beds) and Inland Valley Medical Center in Wildomar (122 beds). Universal Health Services is seeking state agency approval for a medical complex in Temecula which would include Temecula Regional Hospital, a 140-bed facility proposed in Phase 1. In addition, Loma Linda University Medical Center - Murietta is set to open in 2011.

EDUCATION: The Temecula Valley Unified School District has 17 elementary schools, 6 middle schools, 3 high schools, 1 continuation high school, 1 independent study high school, 1 K-8 home school academy, 4 charter schools and 1 adult school. Twelve private schools are located in Temecula.

Institutions of higher education accessible to Temecula 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: 61 churches, 1 synagogue, 2 libraries, Children's Museum in Historic Old Town, 4 newspapers, Time Warner cable network, 26 banks, 2 savings and loans, 1 museum, 4 movie theaters with 42 screens, the Old Town Temecula Community Theater, 2 community centers, 1 senior center, 34 parks and 30 wineries. Other recreational facilities include 5 public golf courses, Vail Lake (12 miles east) and Lake Skinner (12 miles northeast) that have parks for camping, fishing and day use and 150 miles of equestrian trails throughout Temecula Valley.

According to the California Department of Finance, Temecula has 33,556 housing units. The housing stock consists of 26,360 single detached units, 852 single attached units, 731 multiple 2 to 4 units, 5,292 multiple 5 plus units and 321 mobile homes.

The median sales price for new and existing homes is \$260,000, as reported by DataQuick for September 2010.

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

There are 4 mobile home and RV parks in Temecula with 225 mobile home spaces and 200 RV spaces.

Pristine Temecula Valley is Southern California's new frontier. Prepared for the future, this vibrant, master-planned community blends high-tech industry, premium wine vineyards and private equestrian ranches with the rich and colorful past as evidenced in Old Town Temecula, an authentically-restored 1890 western town.

Housing Availability, Prices & Rentals

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 Temecula, 41000 Main Street, Temecula, CA 92590, (951) 694-6444; online at www.cityoftemecula.org; or the Temecula Valley Chamber of Commerce, 26790 Ynez Court, Suite A, Temecula, CA 92591, (951) 676-5090, www.temecula.org