

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

*Prepared in conjunction with the City of Wildomar and Wildomar Chamber of Commerce*

## Location

Wildomar, incorporated July 1, 2008, is located along Interstate 15 between the cities of Lake Elsinore and Murrieta in Southwest Riverside County, approximately 75 miles southeast of Los Angeles, 475 miles south of San Francisco and 70 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 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	N/A	N/A	N/A	32,176 <sup>1</sup>
Taxable Sales-City	N/A	N/A	N/A	\$100,049 <sup>2</sup>
Housing Units-City	N/A	N/A	N/A	9,992 <sup>1</sup>
Median Household Income-City	N/A	N/A	N/A	\$63,699 <sup>3</sup>
School Enrollment K-12	N/A	N/A	N/A	22,216 <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 2009-10. Enrollment is for Lake Elsinore Unified School District, encompassing several cities.

## 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:** None

**TRUCK:** 9 trucking firms are located in Wildomar.

**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), 41 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. Skylark Airport is a private general aviation facility, with a 4,000 ft. runway, and is located in Lake Elsinore. Additional air service is available from San Diego, Los Angeles and Orange County airports.

**BUS:** Greyhound in Perris and Temecula. Riverside Transit Agency in Lake Elsinore, Menifee and Murrieta.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 77 mi. west, and San Diego, 72 mi. south.

**HIGHWAYS:** I-15 from San Diego to Canada. There are nearby connections to the I-215 north-south, Calif. 74 east-west, and Calif. 91 east-west.

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## Industrial Sites

Wildomar has parcels zoned for light industrial use with I-15 freeway proximity or frontage off of Bundy Canyon Road, Clinton Keith Road and Baxter Road. Contact the city's Planning Department for more information.

## Public Services

**WATER:** Elsinore Valley Municipal Water District.

For rates and service availability, contact the Elsinore Valley Municipal Water District at P.O. Box 3000, Lake Elsinore, California 92531, or at 31315 Chaney Street, Lake Elsinore, California 92530, (951) 674-3146 or [www.evmwd.com](http://www.evmwd.com).

**SEWER:** Elsinore Valley Municipal Water District.

For rates and service availability, contact the Elsinore Valley Municipal Water District at P.O. Box 3000, Lake Elsinore, California 92531, or at 31315 Chaney Street, Lake Elsinore, California 92530, (951) 674-3146 or [www.evmwd.com](http://www.evmwd.com).

## 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 rates applicable to Wildomar, contact the Southern California Gas Co. at (800) 427-2200 (residential) or (800) 427-2000 (business).

**ELECTRIC:** Southern California Edison.

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

**TELEPHONE:** Verizon.

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

## Governmental Facilities - Tax and Insurance Rates

- Wildomar has a council-manager form of government. Assessed valuation minus exemptions (2009-10): \$2,403,099,135; 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: 25-011. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total \$1.00430.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 25-007. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total \$1.00430.
- 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 Wildomar Labor Market Area

## Characteristics of the Labor Force

## Manufacturing Employment

## Non-Manufacturing Employment

- Major project authorized for improvements: Wildomar Sidewalk to Schools Improvement Project - Central Street.

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:** Restricted primarily to the building trades and those who work in the clay mines and brickyards at nearby Alberhill. Union/management relations are good.

The local economy is largely based on services, manufacturing and retail sales. An abundance of professional, skilled, semi-skilled and unskilled labor is available. A substantial segment of the labor force commutes to jobs in nearby communities, especially Murrieta, Temecula, Corona, Menifee, Perris, Riverside and more distant points, such as Orange, San Diego 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 32 manufacturers in Wildomar and 73 in neighboring Lake Elsinore. Leading group classes of products are building and construction precision machining, electrical assembly, home furnishings and air sports products.

Name of Company	Employment	Products
Pacific Clay Products, Inc.	160	Building products
Elsinore Ready Mix	80	Ready mix concrete
FCP Barns and Buildings	80	Barns, corrals and buildings
John Henry Co.	56	Woven baskets, ribbons
Quality Foam Packaging	52	Foam packaging material
Labeda Wheels/Precision Sports	50	Inline skating wheels

Name of Employer	Employment	Description
Lake Elsinore Unified School District	1,863	School district
Lake Elsinore Outlets	1,169	Retail outlet mall
Wal-Mart	225	Retailer
Costco	196	Retailer
Target	177	Retail
Lowe's	150	Home improvement retailer
Home Depot	150	Home improvement retailer
Lake Elsinore Resort & Casino	130	Restaurant/casino
Lake Chevrolet	120	Auto dealership
Elsinore Valley Municipal Water District	102	Water/sewer
Albertsons	100	Supermarket
Stater Bros.	72	Supermarket
Kaiser Permanente	50	Health care

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## Community Facilities

**HEALTH:** 46 physicians/surgeons, 4 optometrists, 9 dentists, 6 chiropractors and 2 podiatrists practice in Wildomar. Inland Valley Medical Center is a 122-bed hospital in Wildomar. Rancho Springs Medical Center, a 96-bed hospital, is located in nearby Murrieta. Loma Linda Universide Medical Center-Murrieta, a 106-bed facility, is set to open in 2011.

**EDUCATION:** The Lake Elsinore Unified School District has 15 elementary schools, 5 middle schools, 3 high schools, 1 continuation high school, 1 independent study school, 1 community day school, 1 academy alternative school and 1 adult school. Five private schools are located in Wildomar. Institutions of higher education accessible to Wildomar residents include the University of California, Riverside, California State University, San Bernardino, California State University, San Marcos in Temecula and Mt. San Jacinto Community College, Menifee Valley Campus.

**CULTURAL:** 9 churches, 1 library, 1 park, 2 newspapers, cable television through Time Warner and Verizon, 1 bank has a branch located in Wildomar and 3 banks have ATM's in the city. Other recreational venues that are nearby include the Wildomar OHV Trails, Lake Elsinore State Recreation Area, the Santa Rosa Plateau Ecological Reserve, the Cleveland National Forest and the Temecula Valley wine country.

According to the California Department of Finance, there are 10,737 housing units in Wildomar. The housing stock consists of 7,563 single detached units, 117 single attached units, 564 multiple 2 to 4 units, 154 multiple 5 plus units and 2,339 mobile homes.

The median sales price for new and existing homes in Wildomar is \$237,500, as reported by DataQuick for September 2010.

There is 1 mobile home and RV park in Wildomar with 51 mobile home spaces.

As one of California's most recently incorporated cities, Wildomar's natural beauty and pioneer spirit give rise to an optimistic future. The community is a mix of old and new, with more mature homes and acreages with horses mixed with more modern housing tracts. Located between the cities of Murrieta and Lake Elsinore along Interstate 15, Wildomar is bordered by a mountain range on the west and rolling hills to the east. Upon incorporation, the City Council urged participation in a visioning process which resulted in a Strategic Visioning Plan for the community. The goals presented in the Visioning Plan include maintaining Wildomar's small town charm while providing opportunities for families and businesses to grow and thrive. Accordingly, the City of Wildomar and its Chamber of Commerce seek to keep the city's small town atmosphere while also encouraging economic development to increase employment opportunities, capital investment and revenue generation.

## 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 Wildomar, 23873 Clinton Keith Road, Suite 201, Wildomar, CA 92595, (951) 677-7751; online at [www.cityofwildomar.org](http://www.cityofwildomar.org); or the Wildomar Chamber of Commerce, 33751 Mission Trail Drive, P.O. Box 885, Wildomar, CA 92595, (951) 245-0437.*