

RANCHO CUCAMONGA

COMMUNITY AND ECONOMIC PROFILE



A man and a woman are walking through a vineyard, smiling and looking at each other. The woman has long brown hair and is wearing a black top. The man has short dark hair and is wearing a light blue button-down shirt. They are surrounded by green grapevines with clusters of small white flowers. The background is softly blurred, showing more of the vineyard and a hint of a building in the distance.

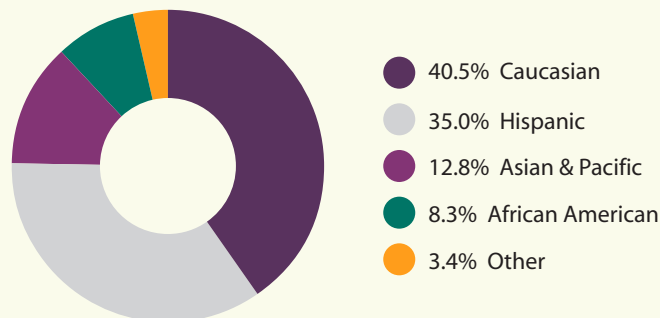
WE LOVE TO LIVE HERE.

With a population of over 175,000, Rancho Cucamonga is one of the largest cities in the Inland Empire, with a steady rate of population growth. The city is brimming with sports and cultural attractions, distinctive restaurants, local museums and historical landmarks, various residential options, diverse shopping experiences and exciting outdoor options. Residents enjoy the countless amenities offered to them, with the knowledge that their safety is being ensured by the city's nationally recognized public safety departments. Rancho Cucamonga's affordability and high quality of life have made it a top destination for skilled and available talent in Southern California, drawing from the well-educated regional workforce.

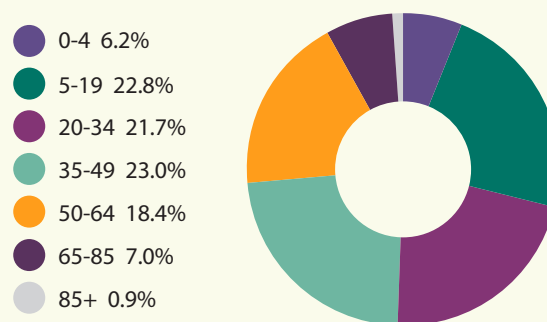
Who We Are.

Rancho Cucamonga's emergence as a center for job growth is primarily the result of a migration from the Southland's congested and expensive coastal counties. In the Inland Empire, migration is responsible for 70% of the population growth, with 82% of the migration being domestic and localized. In the 1970's and 1980's the region saw dramatic population growth as a result of people seeking more affordable housing options, and businesses wanting more manufacturing and distribution space. Today, the continuous inland migration of young and skilled technicians, professionals, and executives to Rancho Cucamonga is creating a labor pool that is able to meet the demands of high technology firms, large professional organizations, and regional corporate headquarters.

Race Demographics



Age Demographics



Population 2017: 175,251

Work Where You Live.

Today, an incentive for professional, corporate, and other office firms to follow the migration of people to Rancho Cucamonga is its equally educated, yet less expensive workforce. Employees in the region are willing to work for less than in coastal areas in exchange for a more affordable living, shorter commutes and a better quality of life.

A photograph of four city managers standing in front of the Rancho Cucamonga City Hall. From left to right: Deputy City Manager Elisa Cox, City Manager John Gillison, Deputy City Manager Jeff Bloom, and Deputy City Manager Lori Sassoon. They are all smiling and dressed in business casual attire. The building behind them is a large, modern structure with a curved brick facade and large glass windows. The words "CIVIC CENTER" are visible on the brick wall above the entrance.

Pictured from left: Deputy City Manager Elisa Cox, City Manager John Gillison, Deputy City Manager Jeff Bloom, Deputy City Manager Lori Sassoon

CIVIC CENTER

WE ARE INVESTED IN BUSINESS.

"We knew that in order to create an environment that encourages entrepreneurial growth, the City of Rancho Cucamonga had to create a business ecosystem based on investments in human capital, strong partnerships between the public and private sectors, and a renewed focus on high technology manufacturing," said City Manager John Gillison. "The business environment that has been fostered in our city is beneficial for employers and employees alike."

Photo Location | Rancho Cucamonga City Hall

A Haven for Innovation.

"We're proud to be headquartered in Rancho Cucamonga," says Amphastar President Jason Shandell. "From the exceptional stream of talent from the area universities, to the existing competent and progressive workforce, Rancho Cucamonga is a fantastic city to pursue the constantly evolving pharmaceutical industry." In addition to its well established pharmaceutical sector, Rancho Cucamonga has, in recent years, found itself a haven for incoming high-tech, manufacturing, IT, healthcare, and renewable energy industries. Also of great importance to the city's economic structure is the industrial real estate market. While the businesses within the city are very diverse, one factor unifies them all: Whether they are new to the city, or have called it home for decades, they are growing with Rancho Cucamonga.



Rancho Cucamonga wants to see businesses grow and entrepreneurs thrive in the city. Resources are always available to help ensure the opportunity for meaningful business opportunities. The International Trade Program assists businesses with bringing their products and services to the global marketplace. In an effort to foster relationships with local business, and allow them the opportunity to discuss matters of importance, the city's Economic Development Group has created a Business Visitation Program. Through Rancho Advantage, an Economic Development representative will meet with company representatives to help facilitate the city's entitlement process, to speed time to market.

Global Food Industry

Rancho Cucamonga is host to a thriving food manufacturing hub. Located within the city are global favorites like Frito Lay, Mission Foods, Starbucks' juice subsidiary, Evolution Fresh, and Nongshim. Nongshim is the number one manufacturer of noodles in Korea and has its North American headquarters based in Rancho Cucamonga as a part of the company's efforts towards global expansion. Together, these brands create a global presence that allows their products to be enjoyed in over 100 countries worldwide.

Photo Location | Nongshim

A photograph of three people standing outdoors in a park-like setting with trees and a paved path. On the left is a woman with long brown hair wearing a maroon top and black skirt. In the center is a man with short brown hair wearing a blue and white checkered shirt. On the right is a woman with curly dark hair wearing a black cardigan over a floral top. They are all smiling at the camera.

WE ARE GROWING.

By occupation, Rancho Cucamonga's residents tend to be in white collar work. The shares of workers involved in management and professional jobs is more than ten percent higher than the Inland Empire as a whole. In contrast, the city has a smaller percentage of blue collar workers than the rest of the combined region. This occupational trend is a direct result of the increasing number of well educated residents finding diverse and fulfilling employment opportunities in the city.

Get the Details.

Rancho Cucamonga attracts workers from all over Southern California and is making a concentrated effort to develop its own talent here at home with higher education opportunities as well as research and development opportunities at some of the innovative and cutting edge companies that call Rancho Cucamonga home. The city houses a young and well-educated work force. The average age in Rancho Cucamonga is 34.9 years old and 63.3% of residents had some college education, which is higher than all Southern California counties.

The Rancho Cucamonga retail ecosystem continues to see constant and consistent growth. The vitality of the retail industry has, and continues to be, a priority for the city. We are home to Victoria Gardens, a 1.3 million-square-foot shopping district that houses brands such as Macy's, JCPenny, and a carefully curated collection of sophisticated boutique and specialty stores. From 2008-2014, the city's taxable retail sales grew from \$2.22 billion to \$2.44 billion, a result of more sales tax flowing into the city from other jurisdictions, than flowing out.



The Ole' Ball Game

Minor League Baseball's Rancho Cucamonga Quakes, a farm team for the Los Angeles Dodgers, draws hundreds of thousands of loyal fans to the LoanMart Stadium every year. The venue is also host to concerts and other special events throughout the year. And located just minutes away from Rancho Cucamonga is The Auto Club Speedway. At The Auto Club Speedway, the premier motor sports entertainment venue on the West Coast, you can watch the Auto Club 500, Pepsi Max 400, and the Suzuki AMA Pro Super-Bike Challenge, along with other Auto Club Dragway events. Also in the surrounding area is Citizens Business Bank Arena, which is home to the Los Angeles Kings AHL affiliate, the Ontario Reign.

Photo Location | LoanMart Stadium



WE ARE HERE TO WORK.

Rancho Cucamonga is a 40.2 square mile city in the Southwest corner of San Bernardino County. The community lies 37 miles east of downtown Los Angeles and 15 miles west of downtown San Bernardino. Rancho Cucamonga is in the heart of it all. Centered in the fastest growing economy in Southern California, the city is located along major ground access routes linking it to the rest of the United States.

Photo Location | Haven Office Corridor

Where We Work

As a result of the constant flow of educated talent into the city, Rancho Cucamonga's office market has experienced significant growth. The city's labor force has continued to see a steady growth of professionals, scientists, and executives. Correspondingly, Rancho Cucamonga has seen an increase in technical, professional, and corporate office operations moving into the area. This combination, coupled with the relatively lower office space costs serves as the perfect incentive for companies to choose Rancho Cucamonga.

Asking Class A Office Space Lease Cost, Southern California Markets, 2015

Downtown San Diego	\$3.25
Downtown Los Angeles	\$3.23
Orange County	\$2.80
Inland Empire	\$2.21
Rancho Cucamonga	\$1.91

Source: CoStar Group, Cushman & Wakefield, CBRE Research

In addition to the obvious price advantage of office space in Rancho Cucamonga, businesses have diverse options in the type of space they will occupy, with vacancies in all three classes of office space:

- Class "A": newer, steel framed, and technologically advanced.
- Class "B": high quality, steel framed, and generally older.
- Class "C": older tilt-up style buildings.

A Very Varied Workforce

Here in Rancho Cucamonga our jobs are as diverse as our interests. In 2008, retailing (15,093) was the largest employment sector in the city due to the expansive retail areas. Manufacturing (9,651) took second place, and due to the city's large base of warehouses, distribution (8,191) came in third. Education (5,842) and employment agencies (5,377) rounded out the top five employing industries in the city.



WE ARE CONNECTED.

Rancho Cucamonga is one of the most well connected cities in the Inland Empire. Metrolink, the regional commuter rail service, provides workers who live all throughout Southern California easy access to Rancho Cucamonga. Just to the south of the city's border lies the LA/Ontario International Airport, which provides more than 380 daily flights to every major city in the United States. In addition to these amenities, the city provides businesses with an outstanding logistics infrastructure which includes rail served sites throughout the city, cross docks of major LTL trucking firms, and proximity to Burlington Northern Santa Fe's Intermodal Yard located in nearby San Bernardino.

Photo Location | Rancho Cucamonga Metrolink Station

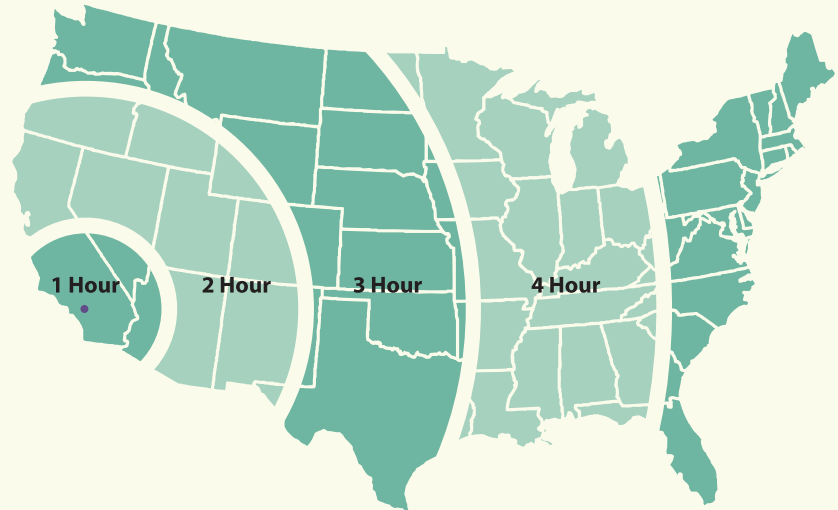
The Places We Go.

Rancho Cucamonga is in the optimal location for distribution to markets all across the country. Residents and businesses are more efficient as a result of vast transportation options, including an existing electric vehicle infrastructure. Combined with the other countless amenities offered within the city such as the affordable real estate, diverse urban amenities, and fabulous weather, Rancho Cucamonga's ease of access makes locating to the city not a question of "Why Rancho Cucamonga?" But, **"Why anywhere else?"**

Drive Time



Flight Time



Coming From All Directions.

Located in Southern California, Rancho Cucamonga lies in the center of a vast freeway network, giving it easy access points from every direction. These access points include:

- 210 Freeway through Pasadena/Los Angeles area.
- I-15 Freeway through the Cajon Pass/High Desert Area
- I-10 Freeway through the Banning Pass/All Points East Interstate Transportation.

Two young men, likely students, are standing outdoors in front of a modern building with large glass windows. They are both smiling and wearing backpacks. The student on the left has his arms crossed and is wearing a grey long-sleeved shirt. The student on the right is wearing a grey t-shirt and a watch. A purple semi-transparent banner is overlaid on the lower half of the image, containing text.

WE ARE EDUCATED.

Chaffey College creates value in many ways. The college plays a key role in helping students increase their employability and achieve their individual potential. It provides students with the skills they need to have a fulfilling and prosperous career. Further, it supplies an environment for students to meet new people, increase their self-confidence, and promote their overall health and well-being. In the 2016 Fall semester Chaffey College saw a 9% enrollment increase, continuing their yearly trend of sustainable growth.

- *The Economic Value of Chaffey College Study*

A Solid Foundation.

Rancho Cucamonga is surrounded by nationally acclaimed universities. The city understands the necessity for dynamic, quality colleges and universities to ensure a strong and reliable economy. At home is Chaffey College, one of California's fastest growing college campuses. The college is one of six in California to receive a AA bond rating from Standard & Poor, the highest given. Nearby campuses include The Claremont Colleges, University of La Verne and the University of Redlands, all nationally known and among the top rated private, liberal arts schools in the United States. Fifteen minutes to the west is California State Polytechnic University Pomona, producer of the largest number of engineers west of the Rocky Mountains. Within a thirty minute drive is Loma Linda, one of the most prestigious medical schools in the world, and even closer is Western University of Health Services which produces 15% of new primary healthcare physicians in the Western United States. In total there are 22 campuses within a one-half hour drive of Rancho Cucamonga. This proximity to some of the finest educations offered in the United States has insured a steady flow of talent for businesses in Rancho Cucamonga.



Learning Outside the Classroom

Rancho Cucamonga has one of the most extensive and impressive recreation programs in the Inland Empire. Every year Rancho Cucamonga offers upwards of 1,500 recreational classes and activities accommodating over 20,000 participants. Rancho Cucamonga strives to ensure that our citizens are not only well educated but well rounded. There are currently five heavily utilized community centers that include two award winning public libraries, The Lewis Family Playhouse, a 536-seat live performing arts theatre, and banquet halls that are available for residents and businesses.

Photo Location | Goldy S. Lewis Community Center



WE VALUE QUALITY.

The foundation of Rancho Cucamonga's continued success is its continued dedication to providing a high quality option to coastal Southern California residents seeking more affordable housing. The result of this emphasis is apparent in the thoughtfully planned unit developments throughout the city that feature diverse lot sizes and top quality construction. Nearly every house enjoys ready access to carefully laid out walking areas, nearby parks, and neighborhood shopping and schools. This careful planning, coupled with the foothill setting, ease of access, and lifestyle incentives enables homeowners in Rancho Cucamonga to enjoy some of the highest property values in the inland region.

Diverse Living.

As one of the few communities in Southern California that anticipated that many of the incoming executives, professionals, and seniors would prefer to live in high quality condominium or apartment settings, Rancho Cucamonga has positioned itself to be one of the top Inland Empire destinations for Southern California's migrating coastal residents. The ratio of attached housing in Rancho Cucamonga is nearly ten percent more than the average for the Inland Empire as a whole. While the city is invested in continuing to develop high quality single family housing for existing residents, it also recognizes the need to expand the types of living accommodations available to the increasingly diverse civic population. Whether residents are choosing to live in single-family homes, apartments, or condos, one factor unites them all: Rancho Cucamonga residents are living in larger, newer, and nicer homes than they could afford in coastal counties.



Make Sure To Find
Balance.

With thirty parks in the city totaling more than 420 acres of recreation area, residents of Rancho Cucamonga are never short on opportunities to get outside. With over 155 miles of hiking and equestrian trails, including the regional Pacific Electric Trail, and extensive, award winning, city wide bike paths, there is something for everyone to enjoy, regardless of interest or ability. Citizens of Rancho Cucamonga take advantage of the recreation available to them all year round.

Photo Location | Beryl Park

A smiling woman with long dark hair, wearing a white cardigan over a red top, stands in front of the Paul A. Biane Library. The library's name is visible on a large sign in the background. A purple semi-transparent box contains text, and a green bar is at the bottom.

WE ARE HOME.

Rancho Cucamonga is a beautiful place where both citizens and businesses are valued. Here, we strive to integrate work and life, so that our residents can enjoy a high quality of life. As our city continues to grow, we want to emphasize our commitment to the people, businesses, and places that make Rancho Cucamonga the incredible city that it is. It is this emphasis that makes Rancho Cucamonga one of the fastest growing economies in the Inland Empire.

Photo Location | Paul A. Biane Library



10 REASONS TO CHOOSE RANCHO CUCAMONGA

1. A centralized location provides access to major markets via established transportation corridors.
2. Conscious city planning has ensured the stability of existing and incoming development projects.
3. A young and enthusiastic workforce with an average age of 34.9 years old.
4. A well-educated executive and senior-level workforce that has migrated to the city and wants to work in the city.
5. A lower cost office space than can be found in coastal counties, as well as some of the other cities in the Inland Empire.
6. Abundance of housing options from hillside homes to affordable multi-family residences.
7. Beautiful public spaces featuring well-maintained streets, public parking, and recreational space.
8. Outstanding logistics infrastructure including Burlington Northern Santa Fe's Intermodal yard at nearby San Bernardino.
9. Robust existing economic environment that supports continued business diversity.
10. Metrolink provides workers living outside of the city with easy access from east and west via the San Bernardino Line, and from Orange and San Diego counties via the Inland Empire-Oceanside Line.

WE ARE HERE.

Rancho Cucamonga is a unique city. We are young, dynamic, and invested in the future. A beautiful and welcoming place, we see the value in our spaces and celebrate the people who occupy them. The community we have developed is centered in celebrating our individual identities and drawing upon one another's strengths. So come to Rancho Cucamonga, find out we already know: **Rancho Cucamonga is home.**

Photo Location | Red Hill Community Park

RANCHO CUCAMONGA... A WORLD CLASS COMMUNITY



**City of Rancho Cucamonga
Economic Development Group**

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