



City of Victorville  
Department of Economic Development  
14343 Civic Drive  
Victorville, CA 92392

VICTORVILLE  
California

## RECENT & UPCOMING EVENTS

- Mar 8-10, 2006..... California Redevelopment Association (CRA) Monterey, CA
- Mar 25-29, 2006..... Industrial Asset Management Council (IAMC) Spring Professional Forum, San Diego, CA
- Apr 23-26, 2006..... CoreNet Spring Summit, Philadelphia, PA
- Apr 24-26, 2006..... California Association of Local Economic Developers (CALED), Palm Springs, CA
- May 21-24, 2006..... International Council of Shopping Centers (ICSC) Las Vegas, NV

Contact us at [opportunities@victorvillecity.com](mailto:opportunities@victorvillecity.com) to be removed from our mailing list.

## DEVELOPMENT OPPORTUNITIES

### The Auto Park at Valley Center

#### Dealerships include:

- Victorville Motors (Dodge, Jeep, and Chrysler),
- Greiner Motors (Buick, Pontiac, and GMC),
- Hi Desert Kia,
- Victorville Mitsubishi, and
- Valley-Hi Toyota/Scion.

#### Coming soon are:

- Victorville Mazda
- Victorville Nissan
- Victorville Honda

#### Site Data:

- 2.66 acres – last parcel available in the Auto Park – the newest retail and office growth area of Victorville, California
- Prime retail and office area located in the Hook Boulevard Redevelopment Area, Victorville, CA, along Interstate 15

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Auto Park at Valley Center

1st Class Presort  
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Permit #497  
Chico, CA



# OPPORTUNITIES

ISSUE 3 VICTORVILLE, CALIFORNIA

WINTER/  
SPRING  
2006

## OPPORTUNITIES IN THIS ISSUE

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Auto Park at Valley Center

## The New Center of Town

The phenomenal evolution of the Hook Boulevard Redevelopment Area in Victorville, California is evident with the continuing development of the new Auto Park at Valley Center, the expansion of City Hall, the Home Depot shopping center, and the Midtown Spectrum Business Complex. The Auto Park at Valley Center is attracting a wide variety of dealerships including Victorville Motors (Dodge, Jeep, and Chrysler), Greiner Buick, Pontiac, and GMC, Hi Desert Kia, Victorville Mitsubishi, and Valley-Hi Toyota. Coming soon will be Victorville Mazda, Victorville Nissan, and the relocation and expansion of Valley-Hi Honda.



Home Depot Center - scheduled to open May 2006

Two retail/business centers have been proposed for the Hook Redevelopment Area. A Home Depot-anchored center is currently under construction and offering approximately 175,000 square feet of retail and restaurant uses. The proposed MidTown Spectrum Business Complex is planned to include 36,000 square feet of professional office space, and 20,800 square feet of retail and restaurant space.

At the end of 2005, the population of Victorville reached an amazing 90,671. In order to maintain high quality service, City Hall is undergoing an expansion. The project includes renovation of the existing 41,000 square foot building and construction of 66,000 square feet of office space.

Growth is booming in and around the Hook Boulevard RDA, providing further proof of the Victorville City Council's strong support to business development and the creativity and entrepreneurship of the City's Economic Development Department. Their efforts are swiftly turning this redevelopment area into the New Center of Town.



VICTORVILLE  
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## Your Business Here

### 10 Year Review

As we start 2006, we want to give our readers a review of the past year. To accomplish this we have provided ten-year data on Victorville sales tax, residential building activity, and total new construction activity for comparison. The accompanying charts demonstrate that although the rate of expansion has moderated, Victorville has a growing economy and prosperous future.

#### Taxable Sales (in thousands)

Year	Retail
2000	\$924,371
2001	\$1,024,016
2002	\$1,121,784
2003	\$1,280,088
2004	\$1,978,246

#### Total Single Family Residential Activity

Year	Permits Issued	Value
1995	289	\$30,075,924
1996	327	\$32,953,011
1997	152	\$15,360,636
1998	176	\$21,725,896
1999	315	\$38,061,018
2000	345	\$44,417,533
2001	641	\$102,732,467
2002	986	\$162,736,629
2003	2,102	\$358,131,375
2004	2,699	\$478,940,771
2005	2,263	\$405,191,347

#### Total New Construction Activity

Year	Permits Issued	Value
1995	303	\$34,538,740
1996	341	\$39,508,535
1997	179	\$22,316,955
1998	197	\$28,235,607
1999	329	\$47,838,071
2000	372	\$78,964,622
2001	661	\$130,036,226
2002	1,017	\$205,211,306
2003	2,125	\$373,788,445
2004	2,724	\$571,225,681
2005	2,272	\$417,579,392

BUSINESSNEWSUCCESSSTORIESLOCALDEMOGRAPHICSSERVICESREALESTATEBUSINESSNEWSUCCESSSTORIES

## Outlook SCLA

### Southern California Logistics Airport (SCLA)

Southern California Logistics Airport (SCLA) welcomes Pratt & Whitney, a division of United Technologies Corporation, to their recently completed 73,000 square foot hangar, and LibertyWest's Maintenance, Repair, and Overhaul (MRO) operation, which will be housed in a new 100,000 square foot facility.

## Program Opportunities

### Workforce Development – San Bernardino County Workforce Development Department

The City of Victorville Economic Development Department and the County of San Bernardino Workforce Development Department (WDD) have partnered to offer these services and assistance programs to the business community.

**Job Referral/ Applicant Screening** – applicants are prescreened and evaluated on their educational background, prior work history, interest, aptitude and job readiness. Only qualified applicants are referred to interested businesses.

**Tailored Recruitment** – recruitment campaigns are customized to the needs of the business. Facilities and staffing for candidate prescreening and testing are available.

**On-the-Job Training Incentives** – provides reimbursement of up to 50% of the wages paid over a set training period for eligible new hires.

**Customized Training Programs** – WDD partners with business to design specific training programs and is able to assist the business further by off-setting or underwriting the cost of customized training.



## CONTACT US

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**Work Opportunity Tax Credit** – tax credit is based on number of hours of employment, with the maximum credit being \$2,400 for each qualified employee.

**Welfare to Work Tax Credit** – businesses may receive up to \$8,500 per qualified employee applied over two years.

**Enterprise Zone Vouchering** – eligibility and vouchering services to employers located within Enterprise Zones.

The Workforce Development Department strives to meet the needs of any business regardless of size. For more information on these or any of their services please contact the Workforce Development Department at 800-451-JOBS (5627). Funding for these services is provided by the San Bernardino Workforce Investment Board.

## Local Vision

### Leading Edge Aviation Services

The City of Victorville and the Southern California Logistics Airport are proud to be the home of Leading Edge Aviation Services. Leading Edge is the largest independent aircraft painting company in the world.



Leading Edge is the preferred supplier to the world's leading aircraft operators

From large aircraft to small, one aircraft to an entire fleet, they are the undisputed leader in the field of aircraft painting. Leading Edge is also a major supplier of subcontract aircraft painting, fuel system maintenance and other services to some of the nation's largest aircraft modification and overhaul centers. The firm currently holds long-term contracts with most of the major commercial carriers including United, Northwest, Continental, and United Parcel Service.

Important factors in their choice of Victorville as a site for their future flagship facility were the proximity to their current corporate headquarters, the cooperation of the Mojave Desert Air Quality Management District (MDAQMD), and the support and vision of the City of Victorville and the SCLA Airport Commission. Competitive lease rates and a pro growth environment were additional reasons for selecting Victorville over seven other states where they currently have operations.

## LOCAL VISION

"The location is a key factor. Our clients love that we are very close to them and the facilities are second to none" said Mike Manclark, president. "Before we located at Victorville, we reviewed sites and other facilities in California but we settled here because the City is very driven to make it work."

**"Before we located at Victorville, we reviewed sites and other facilities in California but we settled here because the City is very driven to make it work."**

- Mike Manclark, President

In 2007, Leading Edge will move their corporate offices from John Wayne Airport in Orange County to SCLA as part of their expansion into a second hangar facility that is currently under construction. Leading Edge is committed to achieving results above and beyond their customers' expectations and to providing corporate leadership and citizenship for many years at SCLA.