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CITY OF VICTORVILLE  
DEPARTMENT OF ECONOMIC DEVELOPMENT  
14343 CIVIC DRIVE  
VICTORVILLE, CA 92392

VICTORVILLE  
*California*

## RECENT & UPCOMING EVENTS

- May 4 – 7** ..... CoreNet California Summit  
San Diego, CA
- May 18 – 21** ..... ICSC Spring Convention  
Las Vegas, NV
- June 1 – 3** ..... Area Development Consultant's Forum  
Austin, TX
- June 18**..... NAIOP Mid-Year Market Review  
Ontario, CA
- Sept. 10 – 12**..... ICSC Western Division Conference  
San Diego, CA

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

### For more events information contact:

Collette Hanna  
City of Victorville, Economic Development  
(760) 955-5032  
[channa@ci.victorville.ca.us](mailto:channa@ci.victorville.ca.us)

## DEVELOPMENT OPPORTUNITIES

### Global Access Business Centre

Global Access Business Centre includes two multi-tenant buildings totaling over 223,000 square feet of industrial space. Buildings include 10% office build-out as well as dock high and grade level loading. Buildings feature suites divisible from 3,500 square feet to over 20,000 square feet.

Building 15A	Building 15B
<b>Building Area:</b>	123,750      100,023
<b>Parking Availability</b>	212 stalls      120 stalls
<b>Clear Height</b>	24 feet      24 feet

### For more information contact:

Chris Webb  
Director of Leasing & Sales  
Stirling Capital Investments  
(949) 588-2237  
[cwebb@stirlingintl.com](mailto:cwebb@stirlingintl.com)





# OPPORTUNITIES

ISSUE 6 VICTORVILLE, CALIFORNIA

SPRING/  
SUMMER  
2008

## OPPORTUNITIES IN THIS ISSUE

### *Outlook SCLA*

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Business Park

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Desert Sky Plaza Plans to Expand

### *Development Opportunities*

Global Access Business Center



VICTORVILLE  
*California*

## Year to Date Update

It's been a productive year thus far for the City of Victorville. Retail and industrial development continue to thrive throughout the city as our population continues to grow.

The past 12 months have brought great success and several key wins for Economic Development including:

- In spring 2007 we reached the 100,000 mark in population. The City has continued to grow at a rate of approximately 6% annually over the past several years. We eagerly anticipate more growth in the second half of 2008, along with the retail services and industrial expansion to accommodate the City and the region.
- Newell Rubbermaid opened their 400,000 square foot distribution center at Southern California Logistics Airport (SCLA) in September 2007. Also, three other new developments have completed construction in early 2008 for approximately 520,000 square feet of multi-tenant and speculative use. Business Centre 15A includes 123,750 square feet and Business Centre 15B includes 100,023 square feet that can be used for light manufacturing or industrial use. Both buildings debuted in February 2008. Distribution Centre 13A opened in May 2008 and includes 296,490 square feet.
- Space Center recently received entitlement for their plans to develop 1 million square feet of distribution space at Foxborough Industrial Park.
- Signature at Valley Center is a new multi-family complex offering higher-end amenities in apartment living to Victorville residents. Developed by National Community Renaissance, the 128-unit apartment complex will be located in the popular Valley Center area, surrounded by approximately 700,000 square feet of retail development.
- The Old Town Strategic Action Plan was completed in 2007. The Plan is a blueprint for the City's vision of transforming an underutilized area into a lively, mixed-use district. An aggressive property acquisition plan has kick-started development in this area, with significant advancements already taking place in the first half of 2008.
- Last year the Auto Park Association for the Auto Park at Valley Center was formed. The Auto Park Association will help promote the activities of the Auto Park dealers, while providing Victor Valley residents the opportunity to shop local for car purchases from major brands including Jeep, GMC, Honda, Toyota and others. Mazda and Saturn dealerships will join the Auto Park at Valley Center in the coming year.

The City's Economic Development also launched an ad campaign, touting the cost benefits of locating a business operation in Victorville. See the ads in the insert.



## Your Business Here

The City of Victorville has continually led the way in retail growth for the Victor Valley. With our renewed focus on meeting the needs of our growing population, sales tax generation will continue to increase and help supply the needs of recreational space and public safety - making a great community even greater.

BUSINESS NEWS SUCCESS STORIES LOCAL DEMOGRAPHICS SERVICES REAL ESTATE

### Outlook SCLA

SCLA's new Multi-Tenant Business Park includes two recently completed buildings totaling over 223,700 square feet of industrial and office space. The two buildings feature state-of-the-art telecommunications including fiber optics and cable connections as well as 24' warehouse clearance height and 19 ground level doors. The buildings include suites divisible from 3,500 square feet to 20,000 square feet. The multi-tenant buildings are a part of SCLA's 5,000-acre master planned development. Incentives at SCLA include a Foreign Trade Zone, on-site U.S. Customs Port of Entry, and LAMBRA Enterprise Zone.

### Program Opportunities

#### Community Development Block Grant Program

The City of Victorville provides assistance for social services, capital improvements and economic development opportunities via the Community Development Block Grant Program (CDBG), authorized under Title I of the Housing and Community Development Act of 1974. Federally funded CDBG provides communities a grant based on population size. The program's national objective is to provide support for low-to-moderate income housing, eliminate blight, and provide for urgent needs. Along with meeting the national objectives, communities must use funding only for eligible projects and submit annual applications and reports to the U.S. Department of Housing and Urban Development (HUD).

In the 2007-2008 fiscal year, the City of Victorville received \$1,035,825 for the CDBG Program. For fiscal year 2008-2009, the City has a proposed budget of \$1,071,620. The proposed budget will be finalized in

July 2008 when an agreement is formally prepared and accepted by HUD.

The City of Victorville utilizes 15% of their CDBG funds for social services. This funding provides assistance to non-profit organizations such as homeless shelters, domestic violence shelters, senior meal services, after school programs, graffiti abatement, gang prevention programs, and many more. Approximately 65% of funding is set aside for capital improvements. These capital improvements can include the revitalization of dilapidated housing and infrastructure improvements that provide public facilities and park improvements for the community as well as other activities such as demolitions and code enforcement. A review committee oversees the CDBG Program application process and is given specific evaluation criteria for rating the proposals. Recommendations are made to the full City Council on how funds are dispersed to projects and local organizations.

Through the CDBG Program, the City is able to provide much needed services and improvements to continue to help the area grow and thrive. It gives Economic Development a tool to enhance quality of life for Victorville residents, while continuing to supplement the needed infrastructure improvements for business and job growth.

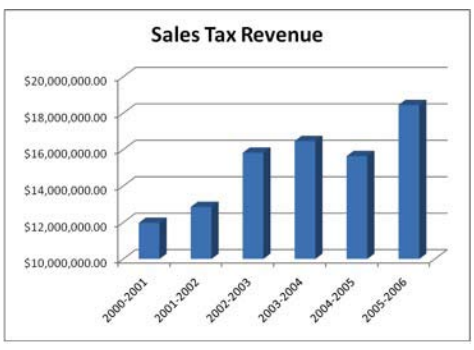
For more information contact the Economic Development, Housing Division at (760) 955-5032 or visit us online at [www.victorvillecity.com](http://www.victorvillecity.com)

### CONTACT US

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Economic Development Department, Housing Division  
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Email: [opportunities@victorvillecity.com](mailto:opportunities@victorvillecity.com)

# Sales Tax Revenue for the City of Victorville

Fiscal Year	Sales Tax Reven
2000 – 2001	\$11,979,827.08
2001 – 2002	\$12,852,066.86
2002 – 2003	\$15,826,366.66
2003 – 2004	\$16,465,113.10
2004 – 2005	\$15,640,651.93
2005 – 2006	\$18,445,936.66



## LOCAL VISION

### DATE BUSINESS NEWS SUCCESS STORIES

#### Local Vision

##### Desert Sky Plaza Plans to Expand

Retail development continues to thrive in the City of Victorville. Several new projects are on the horizon along with expansions at existing locations. One major expansion currently taking place is at Desert Sky Plaza. Located at Roy Rogers Drive and Interstate-15, the 434,767 square-foot retail center is anchored by Home Depot. It originally opened in 2006. Since then retail shops and restaurants have flocked to the center including Quizno's, Farmer Boys, L&L Hawaiian Barbeque, Golden Chopstix, Papa John's Pizza, and Starbucks. Stay tuned for more retail announcements to come. The owner and developer of the project is World Premier Investments (WPI), a company based out of Orange County, CA.

The second phase of Desert Sky Plaza will include approximately 360,000 square feet of space including

another major retail anchor along with other retail stores and restaurants. The additional retail will be built out by late 2009.

WPI is also planning a 120,000 square foot retail project just north of Desert Sky Plaza. The new development will face Roy Rogers Drive between Civic Drive and Amargosa Road. Winco Foods has announced and broken ground on their 93,747 square foot grocery store – the first in Victorville. Additional retail will follow, creating a shopping hub for nearby residential and office.

Both centers are conveniently located near Interstate-15 with high visibility from the Roy Rogers Drive interchange. The developments will service the growing Civic Center of Victorville that includes existing offices, several new office buildings currently under construction and government offices. With the development of these new retail centers, Victorville will be able to service the ever-growing population in and around Civic Center, and the entire Victor Valley.



Desert Sky Plaza in Victorville, CA.

# Because the Math Makes Sense

Victorville delivers economical cost of doing business.



For brokers and corporate executives, it's all about how it pencils. It's easy to see how the affordable cost of land, labor and housing make Victorville the place to do business.

Get side-by-side comparisons of variables that contribute to the cost of doing business.

Come find out why Victorville could be the best choice for your company and your bottom line.



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# In the Path of Progress

Strategic transportation and resources for your business.



All roads lead to—and from—Victorville. With major interstates and railway systems running through Victorville—most goods leaving California will eventually pass through the city. Make Victorville your transportation hub and put your business directly in the path of progress.

Get side-by-side comparisons of variables that contribute to the cost of doing business.

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# Join the Leaders

Victorville offers the perfect location for some of industry's best known brands.



The Goodyear Tire & Rubber Company, ConAgra Foods, Inc., Newell Rubbermaid and GE Aviation. These prominent companies all selected Victorville because they know the secret to location success—Logistics, Labor, and Location. Join these leaders and utilize access to major interstate highways, railways, international airports, available land and valuable city incentives.

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[www.victorvillecity.com/costofbiz](http://www.victorvillecity.com/costofbiz) or 800-780-1050



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Get side-by-side comparisons of variables that contribute to the cost of doing business.

Come find out why Victorville could be the best choice for your company and your bottom line.



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