



# OPPORTUNITIES

ISSUE 10 VICTORVILLE, CALIFORNIA

SUMMER  
2010

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## Dr Pepper Snapple Opens in Victorville

Dr Pepper Snapple has recently opened their 850,000 square-foot, state-of-the-art manufacturing and distribution facility in Victorville. The plant is the largest industrial construction project of 2009 in San Bernardino County, encompassing over 57 acres of land just west of the runways at Southern California Logistics Airport (SCLA).

Dr Pepper Snapple first set its sights on Victorville in early 2007, looking for a location that was large enough for a state-of-the-art facility, cost-effective, and could serve as a central location for distribution to the Western United States. Victorville was able to address Dr Pepper Snapple's site location issues, including discharging up to 750,000 gallons of wastewater a day. The City approved a \$31 million wastewater treatment facility that is able to handle Dr Pepper Snapple's needs, as well as other high wastewater discharge uses.

Construction began on the Dr Pepper Snapple facility in March 2009. The warehouse portion of the facility opened in December 2009 and the production side of the facilities opened in February 2010. Soon five product lines will be in operation. The plant will eventually have the ability to produce up to forty million cases of product annually, providing service as their West Coast hub and connecting the company to 20% of its consuming population.

The Dr Pepper Snapple facility is truly on the cutting edge in terms of design and production. The building is Dr Pepper Snapple's first to be built to the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standards, and will be certified LEED Silver. Dr Pepper Snapple has also incorporated advanced equipment within their manufacturing and distribution processes to maximize efficiency at the Victorville plant.



VICTORVILLE  
California



Dr Pepper Snapple facility



## Your Business Here

### Industrial Building Permit Valuation for San Bernardino County

The City of Victorville has led the cities in San Bernardino County in the past 2 ½ years with the valuation of industrial permits issued, almost doubling the valuation of San Bernardino County unincorporated areas. This significant amount of continued growth has been spurred by the success of Southern California Logistics Airport (SCLA). The newest tenants at SCLA include Dr Pepper Snapple and Plastipak.

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## Outlook SCLA

### Boeing 787 Dreamliner

Beginning in March 2010, Boeing, Co. began testing its new 787 Dreamliner aircraft at Southern California Logistics Airport. The aggressive flight-testing schedule includes six planes flying a total of 90 hours per week at the peak of testing. Boeing will have to produce the new 787 Dreamliner faster than any other large airplane they have previously designed to meet their goal of producing 120 new 787s a year by 2013. Right now Boeing is producing two planes per month, hoping to increase its output to 2 ½ in August. The company maintains a rigorous testing schedule that includes 12-hour shifts so operations can continue around the clock. Boeing has a total of 300 personnel stationed at Victorville for the duration of the testing.



Boeing's new 787 Dreamliner currently being tested at SCLA.

## Program Opportunities

### Victorville's NSP Program Making a Difference

The City of Victorville has been actively working to address the foreclosure problem that has plagued the nation over the past two years. The City's Economic Development Department Housing Division has utilized the American Recovery & Reinvestment Act to stem the tide of foreclosures and abandoned properties in the city.

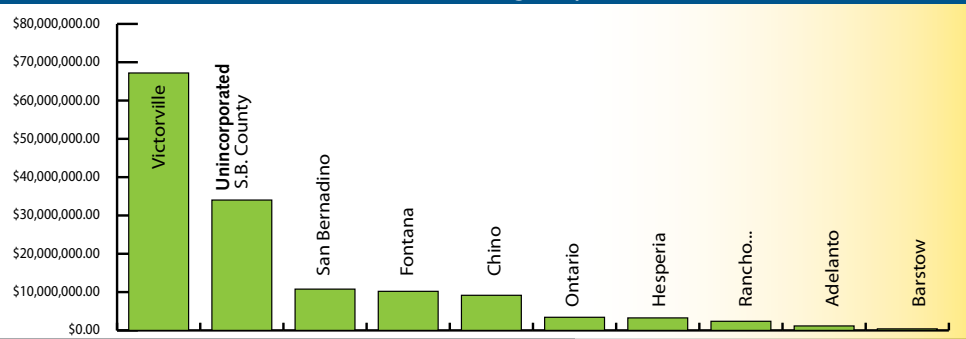
The program provides funding for communities to purchase and rehabilitate homes, then places them back on the market for homeownership opportunities. The City of Victorville recently received \$ 5.3 million dollars in NSP funding. This funding has provided Victorville with the opportunity to purchase 14 homes through NSP. Two of those homes were demolished due to unsafe living conditions. The rest have all undergone rehabilitation, with eight houses sold or currently in escrow.

The program has provided rehabilitation in the form of new landscaping, new roofs, new HVAC systems, plumbing upgrades and new kitchens. The rehabilitation on each home has ranged from \$12,000 - \$49,000. Victorville's NSP has worked with 38 contractors, escrow companies, title companies, appraisers, realtors, lenders, home inspectors and Home Depot, further assisting the community with local job opportunities.

"This program has done more for Victorville neighborhoods than we ever could have imagined", said Tamara Torres, the Redevelopment Housing Manager with the City of Victorville. Victorville has already committed 97% of all NSP funds, with 95% of committed funds spent on upgrading homes throughout the city.

# 2008-2010\* Industrial Building Permit Valuation

\*2010 data through April 2010



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## LOCAL VISION

### Local Vision

#### The California Route 66 Museum

The legend known as Route 66 was established in November 11, 1926 to become the main arterial roadway between the east and west areas of the United States. Route 66 is known for being the "Main Street of America." The Route started from Chicago, Illinois and ended at Santa Monica, California and stretches 2,448 miles. Although Route 66 is no longer commissioned as an official highway, its roots in pop culture ranging from songs to television shows about the route shows the iconic status of the roadway. The California Route 66 Museum in Victorville is a living testimony of the rich and colorful history of Route 66.

The California Route 66 Museum was the idea of the Old Town Victorville Heritage Preservation, Inc. The museum will be celebrating its 15th Anniversary on Veteran's Day Weekend, November 2010. Since its inception, the museum has had tens of thousands of tourists come through its doors from all over the world to relive or discover the history of Route 66. From the neon signs, pictures, artifacts, and displays tourists are able to view a piece of American history. Paul Chassey, a member of the Museum's Board of Directors and also a volunteer at the museum has fond memories and stories from the tourists that have come in to the museum to visit. "The most fascinating thing about the museum is not all the artifacts, signs and memorabilia, but the people from all over the world that come in and share their experiences about Route 66. That's what Route 66 travel is all about" says Chassey.

A visit to the California Route 66 Museum brings back a nostalgic feel of flashing neon signs, wigwags,

cafes, Indian pueblos, Burma-Shave roadside signs and boiling radiators of the Route 66 era. Young and old alike will experience a piece of American history at the museum. The California Route 66 Museum is the only one in California that is on the original Route 66 highway. As Nat Cole sang, come to the museum and "get your kicks on Route 66."

For more information about the California Route 66 Museum, please contact the museum at (760) 951-0436. The museum's hours of operation are Thursday-Monday 10am to 4pm and Sundays 11am to 3pm.

**"The most fascinating thing about the museum is not all the artifacts, signs and memorabilia, but the people from all over the world that come in and share their experiences about Route 66. That's what Route 66 travel is all about."**

**Paul Chassey,**  
Member of the Route 66 Museum Board of Directors



Route 66 in Old Town Victorville, along present day D street.

Presort  
Standard Rate  
US Postage  
**PAID**  
Permit #300  
Chico, CA



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

VICTORVILLE  
*California*

## UPCOMING EVENTS

- September 19-21, 2010** .... CoreNet Global Summit  
Phoenix, AZ
- September 22-24, 2010** .... Inter-Bev 2010 Tradeshow  
Orlando, FL
- September 22 - 24, 2010** .. International Council of Shopping Centers (ICSC)  
Western Division Conference  
San Diego, CA
- October 21, 2010** ..... High Desert Opportunity  
Victorville, CA
- October 19-21, 2010** ..... National Business Aviation Association (NBAA)  
Annual Conference  
Atlanta, GA

### For more events information contact:

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

## DEVELOPMENT OPPORTUNITIES

### Available Buildings at SCLA

Southern California Logistics Airport has several existing buildings available for lease for aviation related purposes. The buildings range in size from 2,900 square feet to 12,700 square feet and can be used to accommodate manufacturing, distribution or warehouse storage. The list below includes the size and use of the available buildings.

### Buildings at SCLA

- Building # 733, Warehouse – 12,768 square feet
- Building # 738, Warehouse – 12,048 square feet
- Building # 739, Warehouse – 12,718 square feet
- Building # 710, Office and/or lab – 2,901 square feet
- Building # 682A Hangar w/paint booth – 8,618 square feet
- Building # 682 B&C Two Hangars – temporary use only - held for cargo – 8,618 square feet per hangar



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