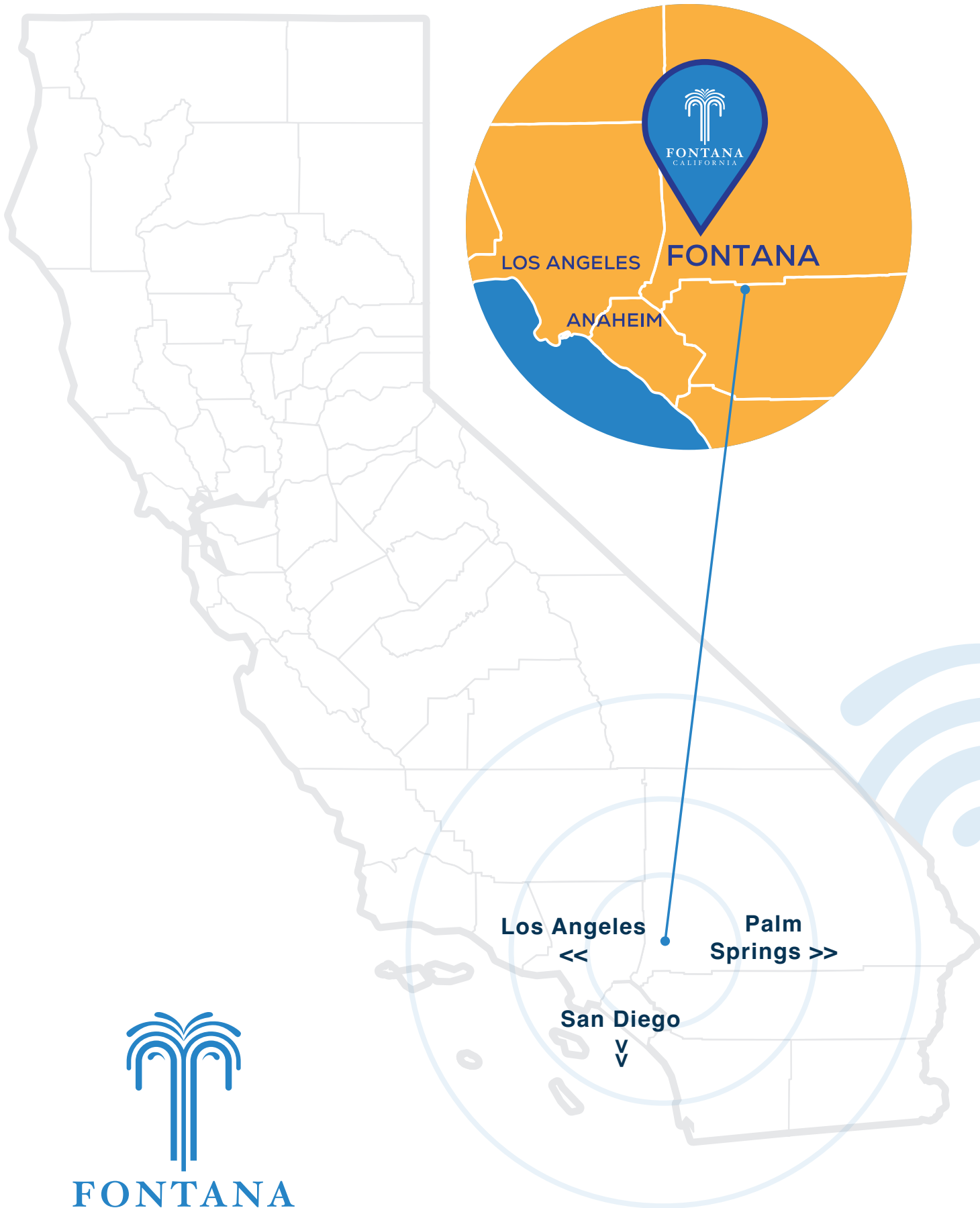


# FONTANA FORWARD

*retail*



FONTANA  
CALIFORNIA





# OPEN FOR BUSINESS



## ► *About Us*

The Economic Development Department exists to encourage business growth and diversity in the Fontana community, providing a high quality of life for our residents, promoting a favorable business climate, and continuously improving the number of quality jobs through the office, retail and industrial development.

For questions about developing or starting a business in the City of Fontana, contact Rhonesia Perry, Economic Development Analyst at [rperry@fontana.org](mailto:rperry@fontana.org)

## Mission Statement

Our mission is to actively pursue opportunities in the areas of business retention, expansion, and attraction as a means of promoting economic development within the City of Fontana.



## ► *How We Help*



» Providing individualized assistance to begin your business



» Connecting you with organizations, programs, and other resources for small businesses and entrepreneurs



» Offering guidance on the development process



» Site Selection Assistance: Click here for a list of available commercial properties



» Demographics and Market Analysis: If you want to find out who is in your potential market, let us know what area in the City of Fontana you are interested in, and we can provide you with site-specific demographics and market analysis.



# A LETTER FROM OUR MAYOR

## ► *Greetings from the City of Fontana,*

In Fontana, we are united by our sense of community — the commitment and knowledge that we are part of is something greater than ourselves. We call it “Fontana Together,” and it’s woven into everything we do — the connections we make with one another, is fostered by the support and collaboration with our local businesses. It’s in our infrastructure investment, and in our dedication to developing a vibrant workforce to support local businesses. We embrace the diversity of our community, industry sectors, and social fabric where both residents and businesses thrive. These hometown values have helped make us one of the largest cities in San Bernardino County.

As an economic engine for technology, manufacturing and commerce in the Southern California marketplace, the City has a focus on improving quality of life for residents and businesses. As a major transportation hub with convenient access to Interstates 10, 15 and 210, **Fontana offers a supportive business-friendly environment and is committed to making major investments in the community through capital improvements.** These factors have created a lucrative and attractive atmosphere that contribute to making Fontana a place where businesses choose to establish, relocate to, or expand. This starts with a recognition that our greatest asset are the people who call Fontana and our surrounding community’s home. As the fastest growing city in the Southern California region, Fontana is helping to reinvent our regional economy – one that is more equitable, sustainable and resilient than ever. This emerging economy will create new business opportunities and provide businesses the opportunity to grow along with us.

**The time is now – choose Fontana.**

Regards,

Acquanetta Warren  
Mayor  
City of Fontana

# FONTANA FORWARD

## *retail*

### ► DEMOGRAPHICS



**215,163**  
Population



**4**  
Average  
Family Size



**53,572**  
Number of  
Households



**223,163**  
**by 2026**  
Population Growth



**\$78,627**  
Median  
Household Income

(Source: U.S. Census Bureau, Esri forecasts for 2021 and 2026)

### ► KEY MARKET INDICATORS



- Market Rate / SF (Rent): \$29.76
- Market Rate / SF (Sale): \$331
- Vacancy Rate: 4.34%
- Annual Rent Growth: 7.4%
- Retail Inventory: 4.2M Square-Feet
- Absorption Factor: -11.9K Vacant Rental
- Market CAP Rate: 5.6%



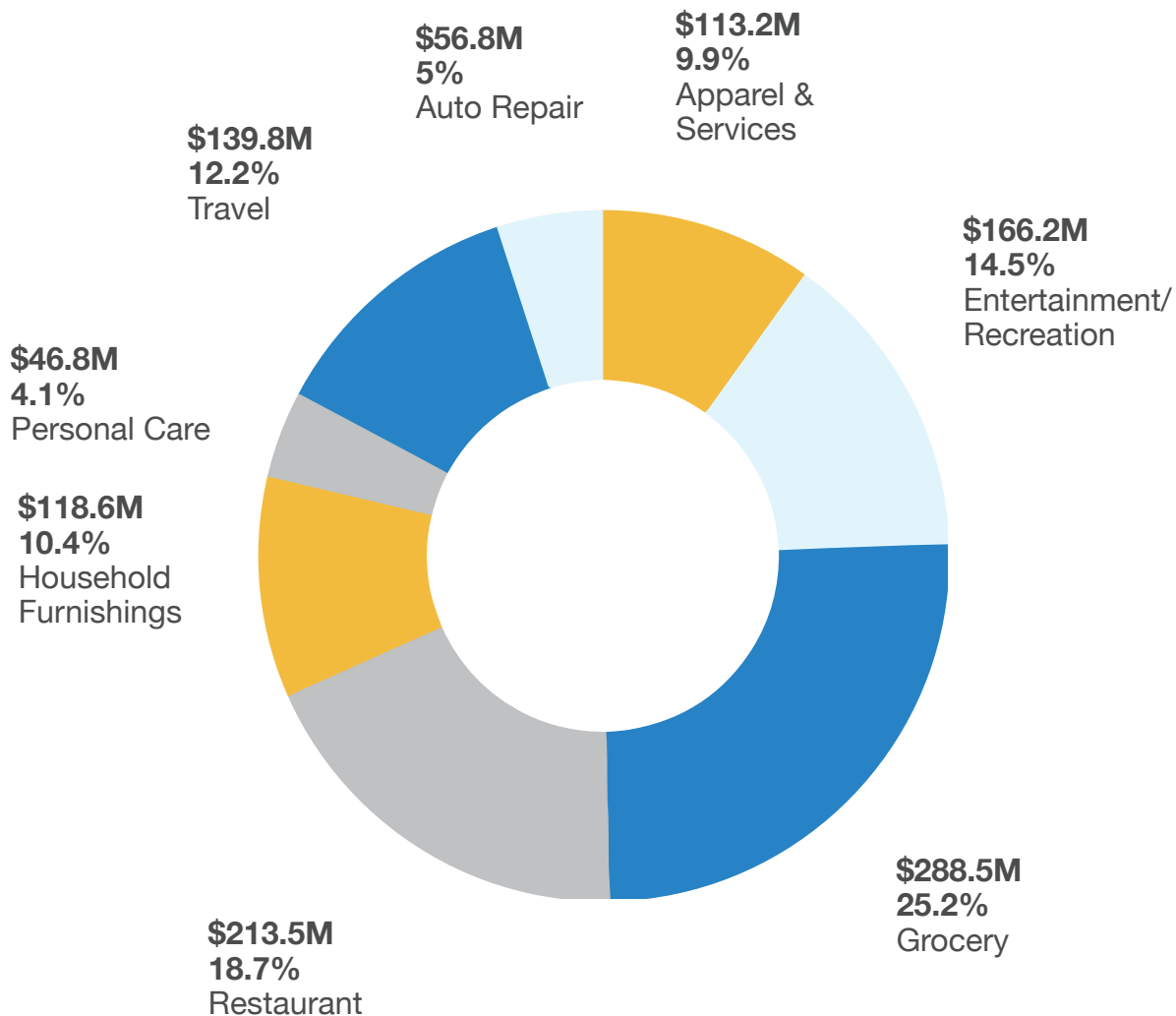
Under Construction:  
**46.1K Square Feet**



Commercial Land Available  
(Retail): **931,000 Square-Feet**

(Source: CoStar, Q2 2022)

# CONSUMER SPENDING



**TOTAL AMOUNT SPENT**

**\$1.143 B**

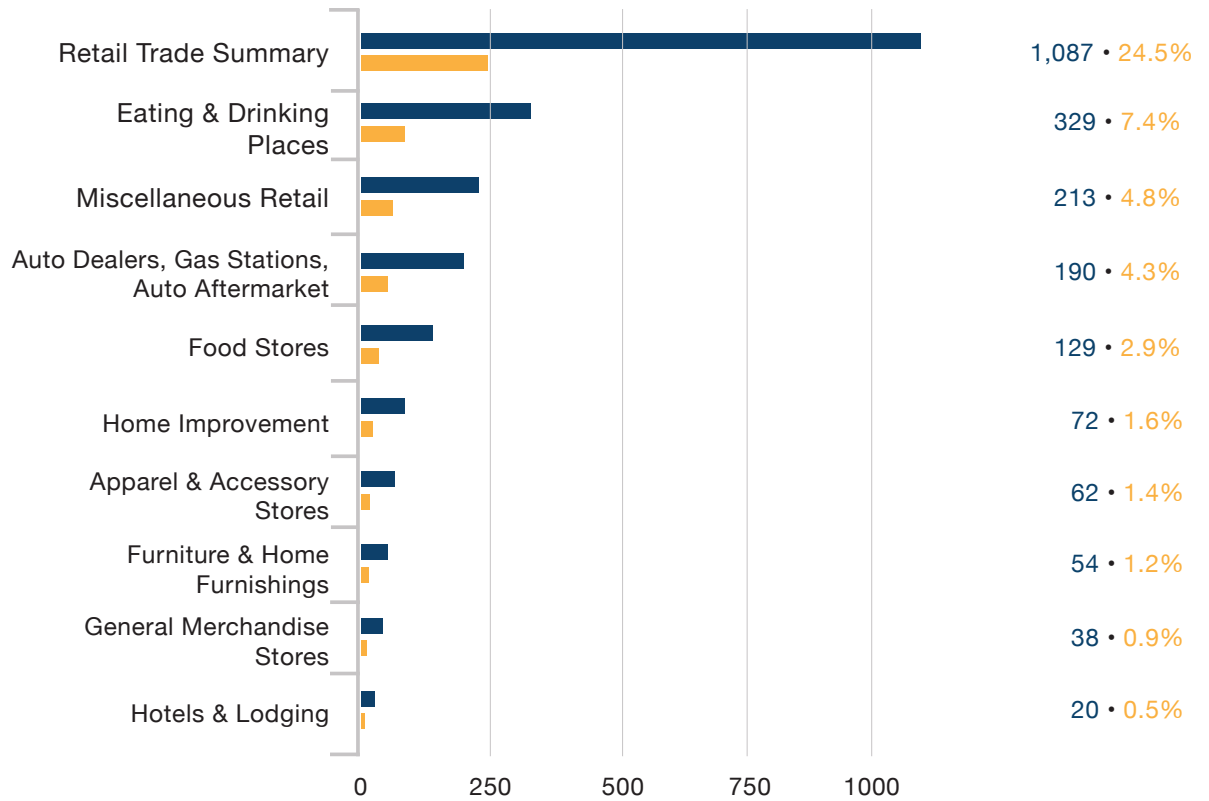
Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



## BUSINESSES

Numbers

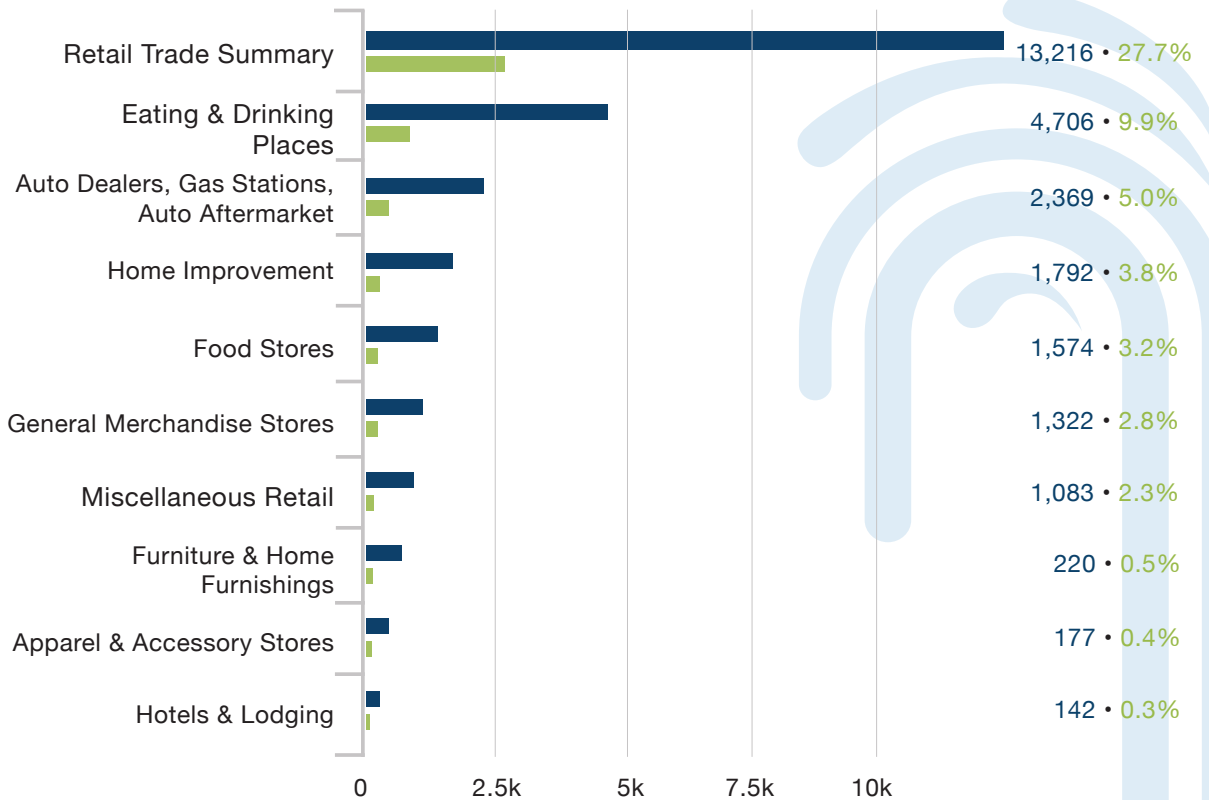
Percents



## EMPLOYEES

Numbers

Percents





## ► SIERRA & VALLEY



| BY ESTABLISHMENTS                          | Consumer Demand | Market Supply | Opportunity Gap / Surplus |       |
|--|-----------------|---------------|---------------------------|-------|
| Electronic Shopping /Mail Order Houses     | \$215,596,733   | \$0           | (\$215,596,733)           | -100% |
| Vending Machine Operators (Non-Store)      | \$9,005,946     | \$0           | (\$9,005,946)             | -100% |
| Furniture Stores                           | \$12,584,654    | \$665,916     | (\$11,918,738)            | -95%  |
| Direct Selling Establishments              | \$6,651,584     | \$1,394,385.  | (\$5,257,199)             | -79%  |
| Electronics /Appliance                     | \$20,921,137    | \$7,753,013   | (\$13,168,124)            | -63%  |
| Florists /Misc .Store Retailers            | \$1,775,877     | \$702,535     | (\$1,073,342)             | -60%  |
| Book /Periodical /Music Stores             | \$3,700,690     | \$1,830,142   | (\$1,870,548)             | -51%  |
| Home Furnishing Stores                     | \$11,887,424    | \$5,979,485   | (\$5,907,939)             | -50%  |
| Lawn /Garden Equipment /Supplies Stores    | \$7,029,474     | \$3,846,121   | (\$3,183,353)             | -45%  |
| Other Misc .Store Retailers                | \$18,663,541    | \$11,937,782  | (\$6,725,759)             | -36%  |
| Specialty Food Stores                      | \$6,667,211     | \$5,540,617   | (\$1,126,594)             | -17%  |
| Clothing Stores                            | \$52,738,545    | \$45,381,761  | (\$7,356,784)             | -14%  |
| Bar /Drinking Places (Alcoholic Beverages) | \$4,408,796     | \$3,874,798   | (\$533,999)               | -12%  |
| Sporting Goods /Hobby /Musical Instrument  | \$12,109,793    | \$10,959,137  | (\$1,150,656)             | -10%  |

## ► CITRUS & HIGHLAND



| BY ESTABLISHMENTS                          | Consumer Demand | Market Supply | Opportunity Gap / Surplus |       |
|--|-----------------|---------------|---------------------------|-------|
| Electronic Shopping /Mail Order Houses     | \$166,128,794   | 50            | (\$166,128,794)           | -100% |
| Vending Machine Operators (Non-Store)      | \$7,243,186     | \$13,894,744  | \$6,651,558               | 92%   |
| Furniture Stores                           | \$10,903,022    | \$0           | (\$10,903,022)            | -100% |
| Direct Selling Establishments              | \$5,447,250     | \$4,193,818   | (\$1,253,432)             | -23%  |
| Electronics /Appliance                     | \$14,057,803    | \$3,090,285   | (\$10,967,518)            | -78%  |
| Florists /Misc .Store Retailers            | \$1,519,225     | \$308,561     | (\$1,210,664)             | -80%  |
| Book /Periodical /Music Stores             | \$3,103,298     | \$0           | (\$3,103,298)             | -100% |
| Home Furnishing Stores                     | \$10,050,101    | 50            | (\$10,050,101)            | -100% |
| Lawn /Garden Equipment /Supplies Stores    | \$6,009,687     | \$2,728,595   | (\$3,281,092)             | -55%  |
| Other Misc. Store Retailers                | \$15,773,114    | \$5,690,984   | (\$10,082,130)            | -64%  |
| Specialty Food Stores                      | \$5,507,358     | \$1,329,563   | (\$4,177,794)             | -76%  |
| Clothing Stores                            | \$45,187,431    | \$13,527,469  | (\$31,659,962)            | -70%  |
| Bar /Drinking Places (Alcoholic Beverages) | \$2,247,491     | 50            | (\$2,247,491)             | -100% |
| Sporting Goods /Hobby /Musical Instrument  | \$10,458,667    | \$10,721,429  | \$262,761                 | 3%    |

## ► VENTANA



| BY ESTABLISHMENTS                           | Consumer Demand | Market Supply | Opportunity Gap / Surplus |      |
|---|-----------------|---------------|---------------------------|------|
| Electronic Shopping/Mail Order Houses       | \$1,549,861,441 | \$629,142,360 | (\$920,719,081)           | -59% |
| Vending Machine Operators (Non-Store)       | \$66,065,791    | \$24,151,285  | (\$41,914,506)            | -63% |
| Furniture Stores                            | \$96,184,939    | \$53,687,029  | (\$42,497,911)            | -44% |
| Direct Selling Establishments               | \$49,182,782    | \$39,079,747  | (\$10,103,035)            | -21% |
| Electronics /Appliance                      | \$141,478,186   | \$83,825,615  | (\$57,652,571)            | -41% |
| Florists /Misc .Store Retailers             | \$13,449,689    | \$2,230,463   | (\$11,219,226)            | -83% |
| Book /Periodical /Music Stores              | \$27,715,694    | \$28,574,717  | \$8.59,023                | 3%   |
| Home Furnishing Stores                      | \$89,547,520    | \$51,207,778  | (\$38,339,742)            | -43% |
| Lawn /Garden Equipment /Supplies Stores     | \$53,217,090    | \$19,517,819  | (\$33,699,271)            | -63% |
| Other Misc .Store Retailers                 | \$140,367,251   | \$90,452,172  | (\$49,915,079)            | -36% |
| Specialty Food Stores                       | \$49,547,823    | \$28,155,133  | (\$21,392,691)            | -43% |
| Clothing Stores                             | \$399,611,811   | \$369,719,127 | (\$29,892,684)            | -7%  |
| Bar /Drinking Places (Alcoholic Beverages ) | \$26,624,599    | \$11,562,451  | (\$15,062,147)            | -57% |
| Sporting Goods /Hobby /Musical Instrument   | \$92,156,005    | \$80,495,250  | (\$11,660,755)            | -13% |

Leakage Rate: Source: ©SDS, a division of x-span results, inc. Data by STI.





**FONTANA**  
CALIFORNIA

