

ECONOMIC PROFILE



CITY OF FOUNTAIN VALLEY

CITY OF FOUNTAIN VALLEY
A NICE PLACE TO LIVE



Welcome to Fountain Valley

Fountain Valley is a well-planned, urban community, with a great balance of land-uses. The City is located in the heart of Orange County on the I-405 Freeway, minutes from points of interest such as Disneyland, Knott's Berry Farm, famous beaches, the Honda Center, Angel Stadium, John Wayne Airport, and world-class shopping. Fountain Valley has all the amenities of a big city with a small town feel.

Over 55,000 residents call Fountain Valley "A Nice Place to Live" and over 5,000 businesses call the City "A Nice Place to do Business." One of the missions of the City is to foster a positive pro-business environment through business friendly principles. The City is committed to this mission as we recognize that the success of the businesses is integral to the overall health of the community.

Fountain Valley has several characteristics that make it an ideal place for your business. The information in this brochure provides a brief highlight of the Fountain Valley community. A more complete description of the City's Economic Profile and broader characteristics can be found within our business pages at www.fountainvalley.org.

If you are a prospective business we encourage you to look closer and see all our City has to offer. If you are an existing business we are glad you call Fountain Valley home.



Demographics

The City of Fountain Valley has a population over 55,000 with a median age of 40. The median household income of the community is \$81,644. Additionally, the City boasts a high rate of homeownership and enjoys no User Utility Tax. For more detailed demographic information, please visit www.fountainvalley.org/businesses.

Demographic	Fountain Valley	Orange County
Population	55,313	3,010,232
Households	18,648	1,048,907
Median age	42.6	36.3
Home ownership	72.20%	60.80%
Median household income	\$81,644	\$76,412
Median home cost	\$575,500	\$607,900
Per capita income	\$35,035	\$34,017
Sales tax rate	7.75%	7.75%
Utility tax rate	0%	1.5%-11%

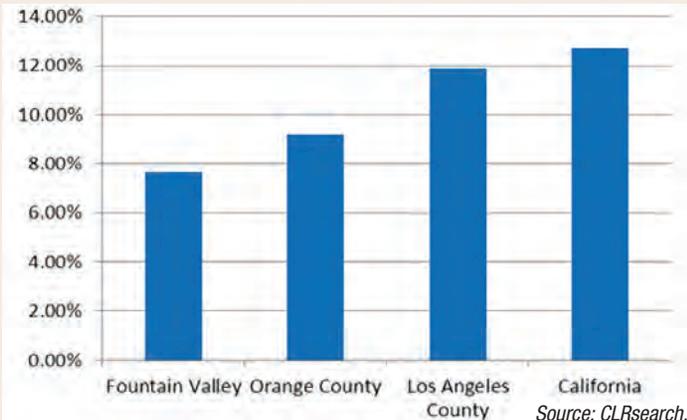
2010 U.S. Census Bureau

A recent survey indicated that the average time a resident has lived in the City is 23 years. Respondents also indicated they have chosen Fountain Valley for the overall quality of the City, the climate, and the excellent schools.

The City prides itself on its strong sense of community; a place where neighbors become friends and enjoy events and activities year round. Annual events such as Summerfest, Summer Concert Series, Tree Lighting, and the 5K Fun Run, to name a few, engage both residents and the businesses community. Throughout the year there are plenty of opportunities for local businesses to market their goods and services while cultivating relationships with the City, residents, and the community at large.

Work Force

Unemployment Rates



Fountain Valley Workforce Demographics	Estimate
Civilian employed population 16 years and over	26,571
Agriculture, forestry, fishing, hunting, and mining	64
Construction	1,083
Manufacturing	3,659
Wholesale trade	1,093
Retail trade	3,638
Transportation, warehousing, and utilities	967
Information	657
Finance, insurance, real estate, rental and leasing	2,579
Professional, scientific, management, administrative and waste management services	3,255
Educational services, health care and social services	5,570
Arts, entertainment, recreation, food and accommodation services	1,652
Other services, except public administration	1,371
Public administration	983

2010 U.S. Census Bureau

Corporate Residents



The City of Fountain Valley is a business friendly community. The pro-business environment is principled on valuing the business community as corporate residents and partners with long term mutual investments.

Several major employers call the City home, including the Hyundai Motor America North American Headquarters, Kingston Technology, Mitsubishi Materials USA, Surefire, D-Link, Yakult North American Headquarters, two major hospitals and medical centers, and several large national retail stores including Costco, Sam's Club, and Fry's Electronics.

Small business is also strong in Fountain Valley. The City actively encourages the residents to support the local businesses.

Top Fountain Valley Employers	# Employees
Fountain Valley Regional Hospital	1632
Orange Coast Memorial Medical Hospital	1211
Kingston Technology Company	807
Surefire, LLC	536
Memorial Health Services	628
Ceridian Tax Service	363
Hyundai Motor America, Inc.*	1400
Costco Wholesale #411	320
Fry's Electronics	289
Sam's Club #6615	191
D-Link Systems, Inc.	231

* Hyundai is expanding their headquarters to a total of 1400 employees.

Source: Fountain Valley Business License Department 2011

Business Exposure

Thoroughfare	Cars per day
I-405 Freeway at Brookhurst Street	350,000
Brookhurst Street	40,000
Harbor Boulevard	40,000
Warner Avenue	30,000
Euclid Avenue	20,000
Magnolia Street	20,000
Newhope Street	20,000
Talbert Avenue	20,000

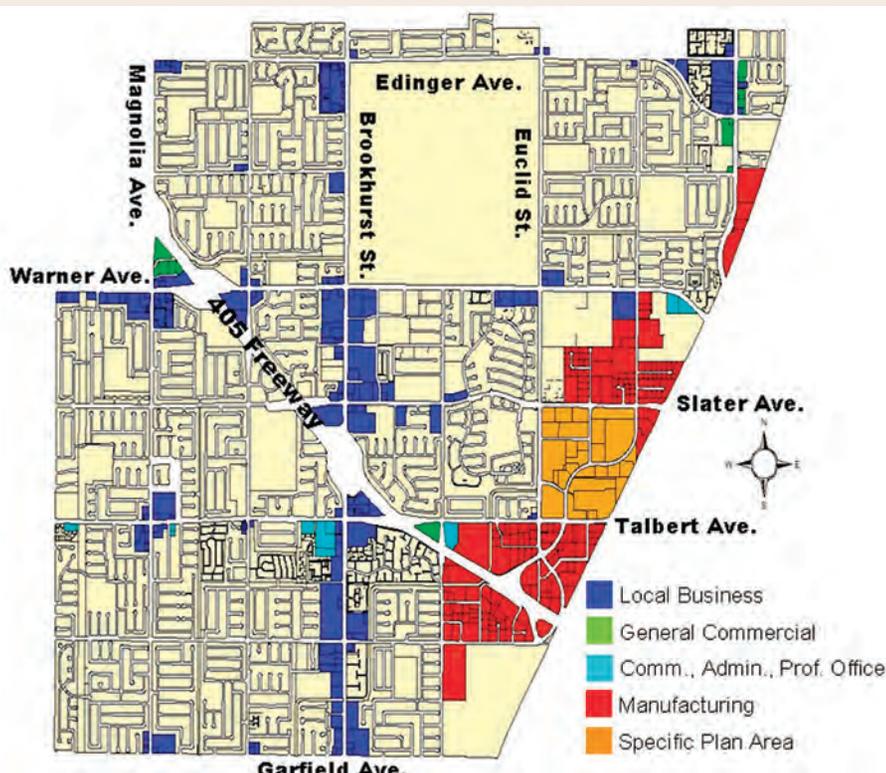
Source: City of Fountain Valley, Traffic Flow Map 2008



Retail Locations

According to a 2010 Strategic Market Analysis performed by the Concord Group, Fountain Valley is 350,000 square feet underserved in retail and has a total consumer spending of \$659 million. Although the City is built out, there still exists opportunity for growth through reuse of existing property to higher and better uses. Our Planning Department is happy to answer any questions you may have regarding land-use matters.

The City has many key commercial centers. While major shopping centers are generally found on Brookhurst Street, Warner Avenue and along the I-405 Freeway, the City also has numerous neighborhood commercial centers that are perfect for the small business.



Fountain Valley Town Center

218,000 sq. ft. at the southwest corner of Brookhurst Street and Edinger Avenue

Callen's Corner Shopping Center

152,000 sq. ft. at the corner of Ellis Avenue & Brookhurst Street

Fountain Valley Promenade

190,000 sq. ft. at the corner of Ellis Avenue & Brookhurst Street

The Shoppes at Costco Plaza

280,000 sq. ft. at Talbert Street and Newhope Street

Multiple Additional Commercial & Industrial Centers

See City Zoning Map on opposite page and online at www.fountainvalley.org





*Fountain Valley
A nice place to live and work.*

- Administration**(714) 593-4410
- Business License**(714) 593-4421
- Finance Department**(714) 593-4418
- Fire Department**(714) 593-4436
- Building Official**(714) 593-4429
- Planning Department**(714) 593-4425
- Police Department**(714) 593-4485
- Public Works Department**(714) 593-4434

Or email us at fvproud@fountainvalley.org



Use your smart phone to scan the QR
Code and go directly to our website!
www.fountainvalley.org

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Hours: Monday—Thursday 7 am—5 pm
Friday 8 am—5 pm, closed alternating Fridays.