



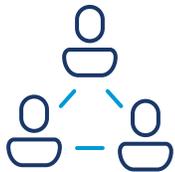
**Lifestyle. Talent. Value.
Roseville, California checks all the boxes.**



Ideal Location



On I-80, 2 hours from Silicon Valley, Napa, San Francisco, and Tahoe. 4 hours from Yosemite.
Largest railyard in western U.S.



140,458
Population



\$449,991
Median sales price



65%
Home ownership rate



3.5%
Unemployment rate



Education



High school diploma or higher



Bachelor's degree or higher



Top five private-sector employers

- Sutter Health
- Kaiser Permanente
- Adventist Health
- PRIDE Industries
- Topgolf

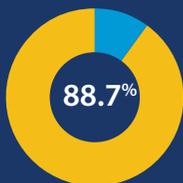
Occupancy Rates



Industrial



Office



Retail



Roseville 2020 Fast Facts

Live in Roseville



Reliable utilities

Low rates, up to 35% less than PG&E. Nationally recognized for power reliability 14 straight years.

Lease in Roseville



Competitive rates

Lowest average lease rate for "Class A" office space in the region.

Build in Roseville



Fast permitting

Full service, streamlined permitting and one-stop development review.

Shop in Roseville



Strong retail market

One of the largest retail markets in Northern California. Annual sales over \$100 million.

Work in Roseville



Growing workforce

89,492 jobs with projected 12.7% increase over next 5 years.

Thrive in Roseville



Median household income

Median household income of \$84,900 is higher than state median.

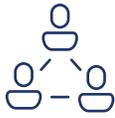
In the past few years, Roseville was ranked:

- One of the **least expensive** places to do business in California
- In **top 12%** among 400 cities nationwide as best cities for **women entrepreneurs**
- A **top 50 city** for back-office locations among suburban markets in the **US and Canada**
- 21st **safest** city in the nation
- 11th **healthiest** city in the country
- 4th most popular city in the country for **millennials to buy homes**
- No. 1 city in California to **raise a family**
- 24th best place to **retire** in America
- Among top 50 healthiest **housing markets** in the country
- 8th best city in California for **young families**
- 6th best **digital city** in the country among cities our size



Demographics

Population



140,458

59%

Population
19-64

Median age



37.6

95%

High School
Graduate or
higher

39%

Bachelor's
Degree or
Higher

13%

Graduate or
Professional
Degree

Number
of Jobs



89,492

3.5%

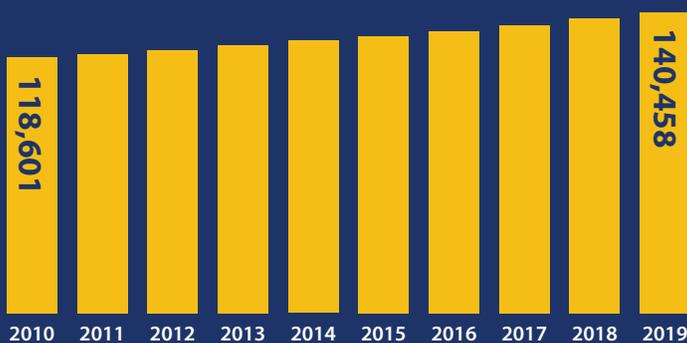
Unemployment
rate

Number of
businesses



6,244

Historical population trends



Top five private-sector employers

- Sutter Health
- Kaiser Permanente
- Adventist Health
- PRIDE Industries
- Topgolf

Lifestyle. Talent. Value.

Roseville, California checks all the boxes.

Top Industry Segments



Public Administration
8.3%



Health Care
7.6%



Construction
7.2%



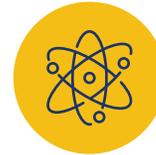
Education services
7.1%



Finance &
Insurance
7%



Computer/Electronic
Products
6.7%



Professional, Scientific,
Technical Services
6.3%



Housing
units

55,074

Median home
sale price

\$449,991

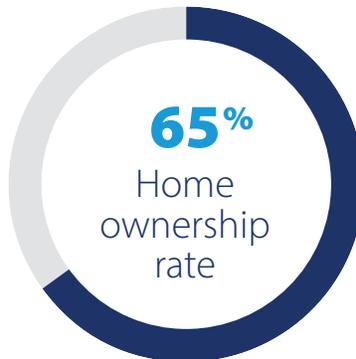
Median household
income

\$84,900



Average
rent list price

\$2,200



Average
commute time

22.7 min



Lifestyle. Talent. Value.

Roseville, California
checks all the boxes.

**Contact us
to learn how you
can start growing
your business
in Roseville.**

Laura Matteoli
Economic Development Director

(916) 774-5284
lmatteoli@roseville.ca.us

**Utility reliability
is your greatest
competitive
advantage in
Roseville**



Contact us to help with your utility services like First Baptist Church

The folks at First Baptist Church in Roseville knew they wanted to update their grass-heavy landscape. It just took some motivation from our Cash for Grass program to get them started.

“We wanted to decrease our bill, and we wanted to decrease our water usage and become more drought-friendly,” said Pastor David Collins.

By the end of the project, First Baptist Church had removed about 4,000 square feet of lawn and installed a Wi-Fi-enabled smart irrigation system that can be managed remotely. The system also automatically turns off during wet weather. The value of their rebate was nearly \$6,000.

“We’ve seen a huge decrease in our water bill—from about \$300 a month to \$50, though it fluctuates seasonally.”

**Accelerate your success with low-cost,
reliable utility service from the
City of Roseville.**



We are committed to being more than a utility.

Energy use varies regardless of the business type. We offer resources and programs to help lower these costs, including a customized rebate program.

In addition to low rates and tailored programs, we offer some of the most reliable electricity in California, driving industry that in turn powers innovation.

Eighty-five percent of our power lines are underground giving you greater reliability—because low-cost power doesn't help your business if the electricity doesn't stay on. No blackouts. No shutoffs. No downtime for your business.



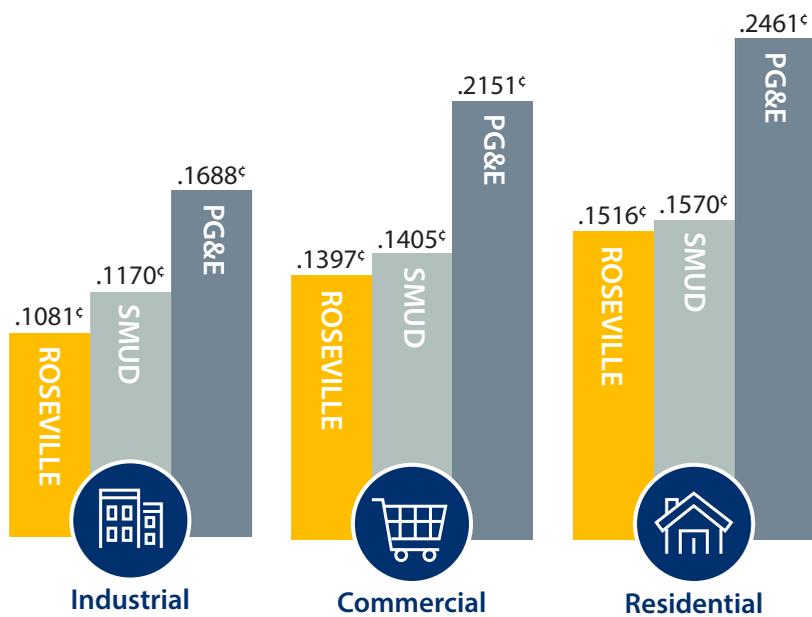
Having all utility infrastructure—water, wastewater, recycled water, solid waste and electricity—under one integrated utility service for area businesses allows your Roseville utilities to be more innovative and cost efficient because we can manage each utility service in-house and find synergies to promote innovation, sustainability and reliability.

In turn, this means you can tend to your business knowing that your utility services are of value compared to similar utility services in the region, they're reliable and are resourced to ensure they remain dependable both now and into the future.

Keeping pace with a growing Roseville while maintaining competitive utility rates

Our reliability powers innovation

As Roseville's community-owned electric service, we've been supporting business for over 100 years. Our rates are some of the lowest in the region and even the state—up to 35% lower than neighboring investor-owned utilities.

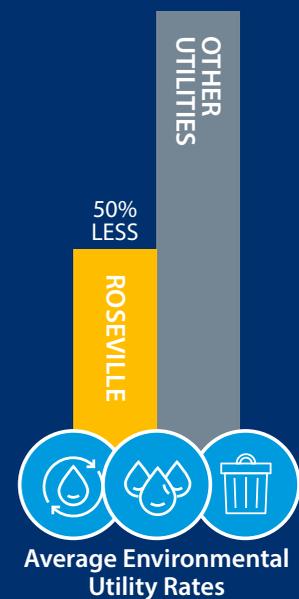


“Anyone who has the need for high quality power at the lowest rates, you can find it. Come and use Roseville Electric power.”

Bruce Gray, CEO of TSI Semiconductors Corp.

High customer satisfaction with reasonable rates and stellar customer service

Environmental Utilities operates water, wastewater, recycled water, and solid waste utilities for residential, commercial, and industrial customers in Roseville. City ownership of these community-owned utilities allows customers the dual benefit of reliable services and utility rates that remain among the lowest in the region. Not only that, we pride ourselves on stellar customer service—reaching 98 percent satisfaction among our rate payers.





Lifestyle. Talent. Value.

Roseville, California checks all the boxes.

Workforce Development

California Employment Training Panel (ETP)

Businesses that face out-of-state competition, or are expanding in or relocating to California, may be eligible to offset the cost of job skills training for current and new employees.

Workforce Investment Board

Use one-stop career centers and business services for job posting and recruitment assistance, resources on operating a business and workplace laws, customized training programs, access to labor market data, and downsizing/layoff assistance.

Golden Sierra Job Training Agency

Access a suite of easy-to-use services and resources for empowering Placer County business owners.

UC Davis Extension

Resources assist employers with educational needs assessments, instructional design, educational delivery (in person and online), custom training, facilitation, and program evaluation.

Sacramento State College of Continuing Education

Employers can access courses, workshops, customized training, conference services, and skills screening to help identify and manage training and development needs.

Los Rios Community College

The Los Rios Workforce and Economic Development Center offers a range of services to foster economic growth and prosperity in the Capital region.

Capital Region Small Business Development Center

Existing small businesses and new entrepreneurs can receive no-cost business consulting, management training, and technical assistance.

Placer Business Resource Center

All services are low or no cost, and serve businesses of all sizes and stages.

**Contact us
to learn how you
can start growing
your business
in Roseville.**

**Laura Matteoli
Economic Development Director**

**(916) 774-5284
lmatteoli@roseville.ca.us**



Business Incentives



Utilities

Business customers investing in upgrading facility equipment, processing a tenant improvement, or installing energy efficiency measures may be eligible for a variety of incentives and technical assistance.

- **General Utility Rates**

- Roseville Electric Utility provides more reliable, high quality power and customers pay up to 25% to 35% less than other local power providers.
- Roseville Environmental Utilities water, wastewater, solid waste, recycled water and stormwater services which are up to 50% less expensive than surrounding areas.

Roseville Electric rates



Other utilities

25-35% More

Roseville EU rates



Other utilities

50% More

- **Energy Advisors** work with your business to maximize electric savings.
- **Commercial Water Audits** from Environmental Utilities' water efficiency staff will examine water use and develop a comprehensive report of recommended improvements to save indoor and outdoor water.
- **Rebates** are available for many items from energy efficient HVAC systems to water efficient landscaping. For details visit roseville.ca.us/bizrebates.

Financing

Advantage Roseville Financing Program

To promote economic growth and job creation, the City of Roseville, in partnership with regionally headquartered banks, invested \$10 million for small business development. Apply for loans through American River Bank, First Northern Bank, Five Star Bank, and River City Bank.

Downtown Roseville Façade Improvement Grant

Receive financial assistance toward façade improvements for materials and City permit fees. The rebate provides a maximum of \$10,000 per grant for qualifying improvements.

Bond Opportunities for Land Development (BOLD)

Developers can finance public infrastructure needed for new development using municipal bonds issued by the California Municipal Authority.

Statewide Communities Infrastructure Program (SCIP)

Defer development fees of construction and pay back over 30 years for commercial, industrial, and residential construction.

Industrial Development Bonds (IDBs)

Businesses investing in the acquisition, construction, rehabilitation, and equipping of manufacturing and processing facilities can receive funds from tax-exempt IDBs issued by a government entity.



California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA)

Advanced manufacturers and manufacturers of advanced transportation products are eligible for a full sales and use tax exclusion on equipment purchased.

Pollution Control Financing

Businesses investing in the acquisition, installation, or construction of qualified pollution control, waste disposal, or waste recovery facilities and equipment can receive funds through tax-exempt bond financing programs.

Permits and Deferrals

Commercial Fee Deferral Program

Defer the cost of specified City of Roseville impact fees until issuance of a Certificate of Occupancy.

Expedited Permit Process

Request expedited plan review, and receive plan check comments within seven days. Concurrent processing of certain development permits can occur prior to the approval of planning entitlements, along with the convenience of the PASS program.

Tax Credits

California Competes Tax Credit

Competitive, performance-based, corporate income tax credit is awarded to companies providing economic benefits to the state through the creation of new jobs and new capital investments.

Sales and Use Tax Exemption for Manufacturing

Businesses purchasing basic manufacturing equipment are eligible for a sales tax exemption of the state's share of sales/use tax (4.1875%). Additionally, equipment for food processing, research and development, and biotechnology are eligible for the exemption.

Research and Development Tax Credits

Businesses investing in in-house and outsourced research and experimental development in the state are eligible for credits against bank and corporate tax liabilities.

Development Zones

Foreign Trade Zone (FTZ)

Merchandise exported from or imported into an FTZ is excluded from customs duty and excise taxes until the time of transfer from the zone.

Recycling Market Development Zones

Loans, technical assistance, free marketing, relaxed building codes, streamlined permits, reduced taxes and licensing fees are available in these zones.

Opportunity Zone

Defer or eliminate federal taxes on capital gains in designated areas.



Industrial opportunities



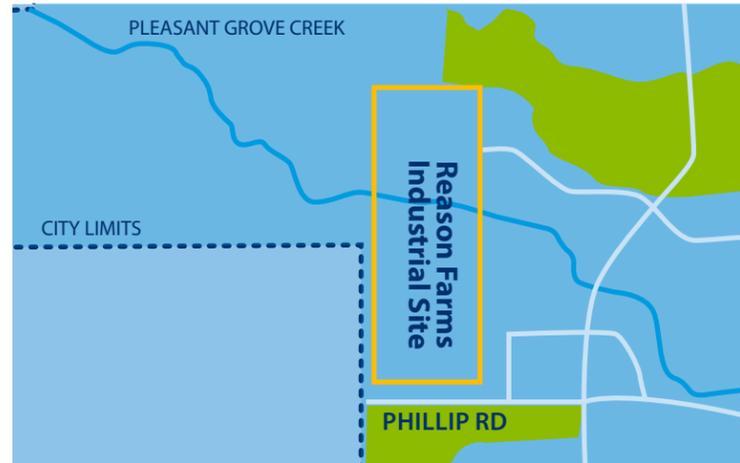
Reason Farms Industrial Site

6382 Phillip Road

- 237.26-acre parcel, which includes 182 developable acres
- Located north of a planned six-lane arterial road (extension of Blue Oaks Boulevard, west of Westbrook Boulevard) and adjacent on two sides, to the planned six-lane regional Placer Parkway
- Owned by the City of Roseville

Surrounding the site:

- To the northwest is the Al Johnson Wildlife Area, part of a 1,700 acre site planned to accommodate City's stormwater regional retention facility and potential recreational uses.
- To the west along the southern portion of the site are agricultural uses
- To the east, is the Creekview Specific Plan area, planned to accommodate 2,011 residential units

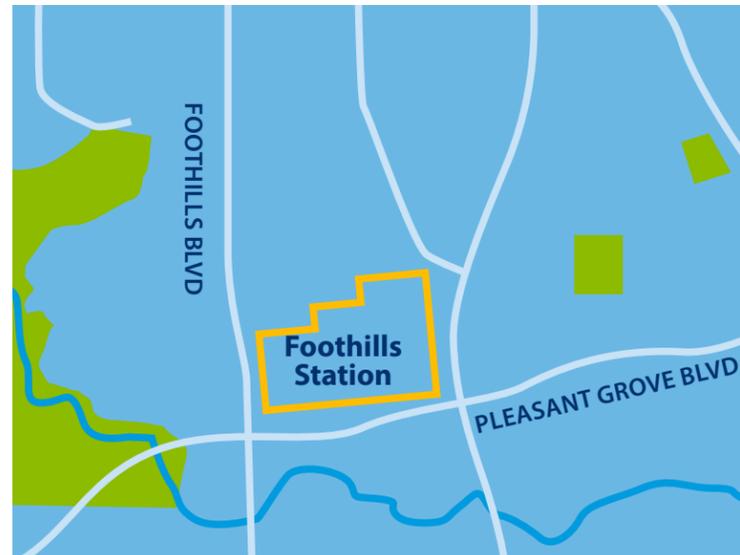


- To the south is the future extension of Blue Oaks Boulevard, as well as the West Roseville Specific Plan area, which is 65% built and includes 10,479 residential units, parks, open space, and commercial uses.

Foothills Station

Pleasant Grove at Foothills Blvd.

- 30-acre site zoned for light industrial uses
- High visibility location on the northeast corner of Pleasant Grove Boulevard and Foothills Boulevard (average daily traffic count of ±62,000 vehicles). Extensive frontage on both streets.
- Water, wastewater, drainage, electric, natural gas, and telecommunications infrastructure exist within and/or adjacent to the property.
- Permitted uses include light manufacturing, research and development, light wholesale and distribution, college/university schools, professional office, and business support services
- Located minutes from Highway 65 and I-80, providing direct local and regional access to the site



Opportunity sites

Office & Retail

- 1 Shea Center Roseville
- 2 Highland Pointe
- 3 Campus Oaks
- 4 Baseline Marketplace

Industrial

- 5 Panattoni
- 6 Reason Farms
- 7 Foothills Station

Landmarks

- Shopping destinations
- Automall
- Medical
- Sport/event center
- Downtown

On I-80, 2 hours from Silicon Valley, San Francisco, Napa, and Tahoe. 4 hours from Yosemite



Office & retail opportunities

Campus Oaks

Blue Oaks Blvd. and Woodcreek Oaks

189 acres of land on vacant property formerly owned by Hewlett Packard

Approved mixed-use development project including:

- 948 residential units of varying densities
- Commercial and professional office uses
- Light industrial land with an emphasis on tech/business park land uses
- Parks and fire station
- Extensions of public roadways (Painted Desert Drive, Crimson Ridge Drive, New Meadow Drive, and HP Way—which will ultimately be an extension of Roseville Parkway)
- Campus Oaks Apartments Phase I (185 apartments, 42 affordable) currently under construction.
- Approved site plan and building elevations for 30-acre commercial shopping center in northwest corner of plan area (pictured).



Lifestyle. Talent. Value.

Roseville, California checks all the boxes.



Laura Matteoli • Economic Development Director
(916) 774-5284 • lmatteoli@roseville.ca.us



roseville.ca.us/EconomicDevelopment



Office & retail opportunities



Shea Center Roseville

516 & 548 Gibson Drive

- Located along a half-mile stretch of Highway 65
- Class A office space
- 37-acre multi-phased office campus
- 32,000 to 90,000 sq. ft. buildings in two-story and three-story configurations
- Large, efficient floor plates suit a variety of business types
- Ample surface parking at 4.5 cars per 1,000 sq. ft. is provided
- Contemporary design expertly mixes natural stone with glass and metal, and its circular central lobbies and warm interior colors provide a welcoming environment
- Currently, five of the ten entitled buildings are completed
- Within walking distance of the Galleria Mall, and close to The Fountains and adjacent to the Hyatt Place hotel
- Amenities include outdoor plazas for campus users and access to the multi-use trail system



Baseline Marketplace

5000 Baseline Road

- Planned ±82 acre shopping center located at the corner of Baseline and Fiddymont Roads in west Roseville.
- Configured to contain approximately 750,000 sq. ft. of floor area, anchored by several large retailers, with numerous supporting retail shops, businesses and restaurants
- Cornerstone development within the Sierra Vista Specific Plan area
- Parcel Mapping and Major Project Development Permit were approved in 2014, paving the way for major street frontage and on-site improvement plan preparation
- Development plan is to be constructed as two separate projects, Baseline Market East (Phase I) and Baseline Marketplace West (Phase II), divided by a future public street, Upland Drive



Highland Pointe

935 Highland Pointe Drive

- ±354,000 sq. ft. business park with three four-story Class A office buildings
 - ±118,000 sq. ft. elegantly designed buildings, constructed in phases
- Now leasing new 935 Highland Pointe building with construction plans in place
- Other two buildings completed in 2005 and 2008
- Master-planned, Mourier Land Investment Corporation project
- Prominent freeway-visible location sets this business park apart from other office buildings along Roseville's rapidly expanding Highway 65 corridor
- Two-story lobby entrance featuring art, natural elements and scenery
- Excellent accessibility from Highway 65 with a signalized intersection at entrance
- Freeway-visible building signage and professional monument signage
- Many well-known retailers, restaurants, and service facilities within walking distance



Industrial opportunities

Panattoni

7651 Foothills Blvd.

- ±89,000 sq. ft. building is first phase of speculative construction, with future phases and build-to-suits up to 250,000 sf.
- Well supported regional and west coast logistics with immediate access to Highway 65 and Interstate 80
- First speculative distribution warehouse development within the local submarket in over a decade—making state-of-the-art building features available to the existing and immigrating tenant population.
- Numerous nearby amenities, including commercial fuel stations, overnight carriers, eateries, and all levels of housing
- Surrounding neighbors include: McKesson, FedEx Ground, Save- Mart Grocery, United Natural Foods, RC Willey Furniture, Teleplan, Jeld-Wen, Ace Hardware Distribution, among others.



Population **140,458**

Median household income **\$84,900**

Workforce **89,492**

