



# Roseville Is Open For Business

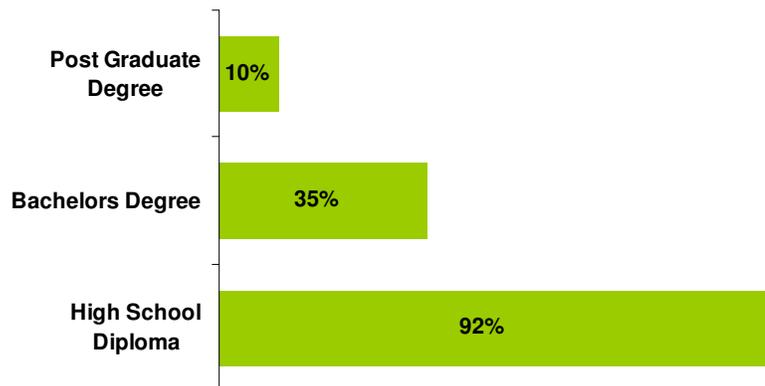
Roseville makes good business sense. We are a place where businesses small and large find success, even though everyone's idea of success may look a little different. We know that each business has its own unique criteria for creating a climate where they can thrive. One size does not fit all. Roseville takes a holistic approach to creating a successful business climate - *provide a solid foundation that allows companies to create, innovate and grow, then step back and watch them succeed.*

## Business Climate

- The Kosmont Rose Institute identified Roseville as one of the ten least expensive cities in California to do business in for 2011. Roseville has now been on this list for six consecutive years.
- Roseville does not collect a Utility Users' Tax for any utility services. The sales tax rate is 7.25%, with no additional local, regional or district sales tax.
- Roseville's population is 122,060 as of Jan. 1, 2012. Roseville's estimated daytime population is 150,000+ due to the daily influx of workers and visitors.
- Roseville's median household income is \$75,122. Placer County (of which Roseville comprises 1/3 of the total county population) is the 6<sup>th</sup> wealthiest county in the state.
- The City of Roseville has the 12<sup>th</sup> highest retail sales in the state, selling \$2.8 billion in retail goods each year.
- Roseville's growth rate is 1.5%, more than twice the state average and we welcomed 1,753 new residents last year.
- The average business license fee in Roseville is around \$70 a year. For small businesses it may be as low as \$15 a year.
- Roseville is a regional health care center. Sutter Health and Kaiser Permanente have recently expanded their campuses and Adventist Health headquarters is also located here. Our hospitals provide top-quality emergency care, preventive care, neonatal and pediatric intensive care, trauma centers, full-service rehabilitation facilities, and an array of other medical services.



**Educated Workforce**  
Adults over the age of 25



311 Vernon Street  
Roseville, California 95678  
[www.roseville.ca.us](http://www.roseville.ca.us)



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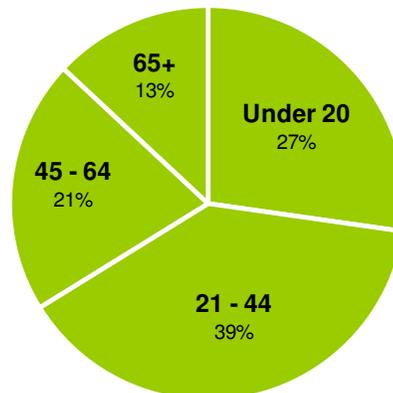
## More Reasons to be in Roseville

- Over the past 18 years, the City has given more than \$13 million in grants to local nonprofits serving Roseville and South Placer County through the Citizen's Benefit Fund. The fund was established in 1993 after the sale of a city-owned hospital to Sutter Health. Proceeds from the sale were placed in a trust and the interest earned each year is awarded to local nonprofits.
- The City of Roseville was the first city in the country to achieve a "Class 1" rating for flood protection by the Federal Emergency Management Agency. Less than 7% of the City is within a floodplain, and most floodplain property is in open space.
- We have two municipal golf courses, top-ranked Diamond Oaks Golf Course and Woodcreek Golf Club and two privately owned golf courses to choose from.
- Roseville has one of the most extensive park, recreation and open space systems in Northern California with 65 parks open, 35 more planned and more than 3,100 acres of open space.

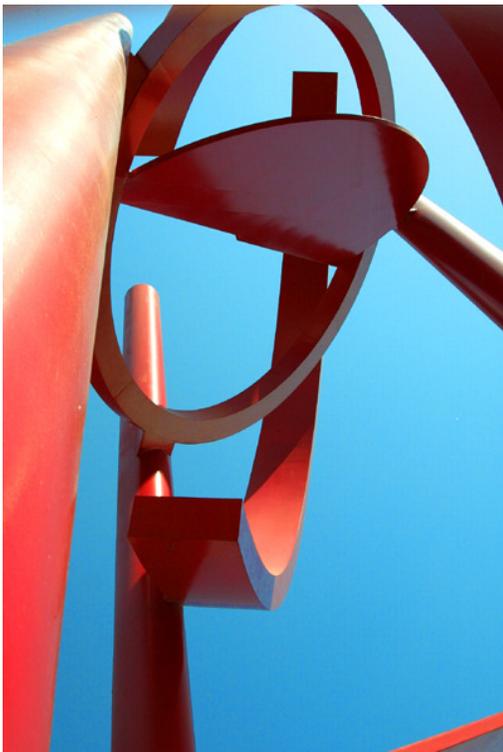
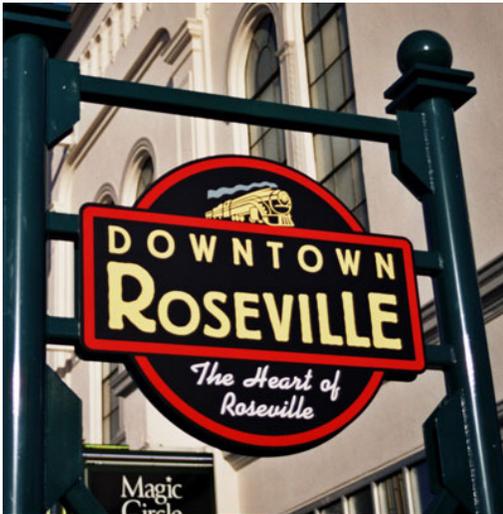
## Ideally Positioned

Interstate 80	intersects Roseville
Amtrak/Union Pacific Railroad	intersects Roseville
Interstate 5/Highway 99	17 miles
Sacramento Int'l Airport	19 miles
Lake Tahoe	95 miles
San Francisco	100 miles
Reno	115 miles

- Roseville is a full-service City with its own municipal electric, water, wastewater and solid waste services. We offer some of the best rates and most reliable service in the state.
- For nine consecutive years, Roseville Electric has been honored by PA Consulting with its ReliabilityOne™ award.
- Our telecommunications companies, including Roseville based SureWest, offer high-speed data, digital programming and wireless services in every neighborhood and to every business address.
- Roseville has one of the lowest violent crime rates in the state among large cities. With the latest declines, Roseville saw its already low violent crime rate drop to its lowest point in at least 20 years.
- The City is aggressively seeking higher education facilities to locate within city limits. Roseville recognizes the positive economic and social impact colleges and universities have on our City and region.



## Age Distribution



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