



CITY OF OXNARD

COMMUNITY

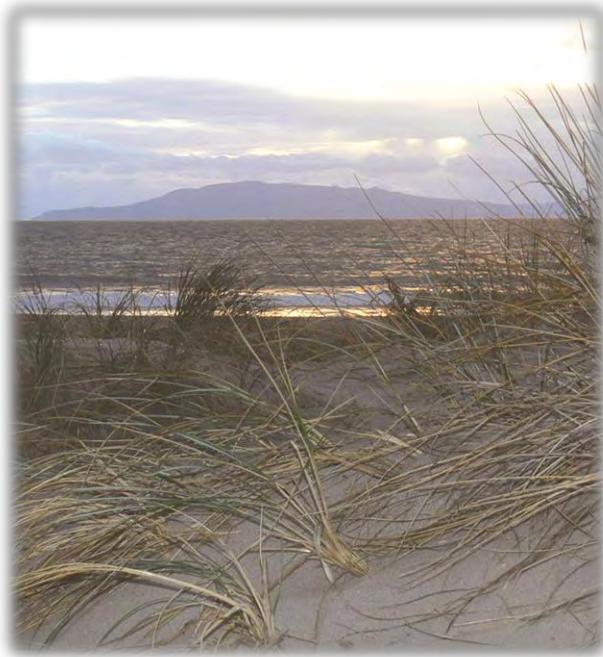
PROFILE

October 2013



OXNARD CHAMBER OF COMMERCE
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*THIS STUDY WAS COMMISSIONED BY THE
OXNARD CHAMBER OF COMMERCE.*



The mission of the Oxnard Chamber of Commerce is to represent business interests and advocate public policies that promote a healthy economy. Their goal is to promote the business and economic well-being of their diverse community to benefit enterprises, big and small, through advocacy, services, education, business exposure, and promotional opportunities. The Chamber values the quality of life in their community and encourages economic vitality.

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OXNARD OVERVIEW

The city of Oxnard is located on the shores of the Pacific Ocean in West Ventura County. The largest city in the county with a population of just over 200,000, it combines the best attributes of a beautiful coastal setting and small town charm with its position as a hub of manufacturing, agriculture, financial services, defense, international trade and tourism. Incorporated in 1903, Oxnard today is a vibrant and culturally diverse community that celebrates its historical, recreational and environmental assets while planning proactively to create a prosperous, innovative and healthy future for residents, businesses and visitors.



Oxnard is an important part of the Southern California marketplace. Long regarded as the most business-friendly community in Ventura County, Oxnard works strategically to strengthen and support all sectors of its economy. Local assets include master planned industrial parks, prime commercial and retail sites, a highly rated regional medical center and hospital, a flourishing community college, a well-trained workforce, and all the amenities of an ideal coastal community. The moderate climate, fertile topsoil and generally adequate groundwater supply lead to year-round agriculture production in the surrounding Oxnard Plain.

Two thriving military bases provide a strong employment base and are a major contributor to the regional economy. Another important asset, the Port of Hueneme, is a deep water “break-bulk” facility, providing Ventura County with a port of entry and foreign trade zone status. The city has good transportation infrastructure including a municipal airport, a regional Transportation Center, rail service and direct access to U.S.101 Freeway and Pacific Coast Highway 1. It is well serviced by municipal and regional utilities for water, waste water, energy and telecommunications at competitive prices.





Housing availability and affordability is one of Oxnard's greatest assets. Its wide variety of housing types appeals to all age groups and those seeking choices for different types of lifestyles. The city has charming historic neighborhoods, mixed-use housing, waterfront housing, and attractive residential areas located along tree lined streets, parks, trails and beaches.

Oxnard enjoys an ideal Mediterranean climate all year long. The daily temperature remains in a comfortable range, with cool summers and warm winters. Average rainfall is 14.4 inches per year, with the majority falling January through March. Unlike many other areas in Southern California, the city has outstanding air quality due to its coastal location and other factors.

The gateway to the Channel Islands National Park, Oxnard has a variety of outdoor recreation and attraction venues available year round, more than seven miles of public beaches, a thriving arts community and many events, festivals and other activities that contribute to Oxnard's desirable quality of life and community spirit. The city provides a high level of services to residents, businesses and visitors.



Key economic indicators are all moving in a positive direction. With its many outstanding assets, Oxnard is well positioned for sustainable growth as the economy recovers. It is a prime location for entrepreneurs, investors and businesses that want to start, expand, or locate their business or project in a welcoming business environment. They will find many dedicated business resource organizations and city and regional partners who will strive to meet their needs. Oxnard is open for business.



OXNARD'S STRATEGIC LOCATION

Oxnard is strategically located along Highway 101 in West Ventura County, approximately 62 miles northwest of downtown Los Angeles and 35 miles to the southeast of Santa Barbara. It is one of several communities in the fertile Oxnard Plain, a scenic region with a diversified economy. The Oxnard Plain is bordered by mountains to the north with numerous public recreation areas while the Channel Islands National Park frames the western horizon.



Source: Ventura County Grows Business



The area in the incorporated limits of the city of Oxnard is approximately 25 square miles. With the Pacific Ocean as its westerly border, the city of Ventura is located just north of Oxnard. The city of Camarillo is to the east. Naval Base Ventura County (NBVC), consisting of Naval Air Station (NAS) Point Magu and Construction Battalion Center (CBC) Port Hueneme, is located to the south of Oxnard.



Oxnard is accessible to major markets, with its transportation infrastructure constantly improving to meet the needs of a growing community. Transportation in and around Oxnard is easy due to its central location near several major California Highways and the Oxnard Transportation Center, the city's hub for rail and bus service, including both Amtrak's intercity trains and Metrolink commuter trains to the San Fernando Valley and Los Angeles areas.

Goods movement is by highway, rail and port. Highway 101, one of the state's major north-south freeways, passes through the center of Oxnard; it is the lead pathway of commercial truck lines, contract carriers and non-commercial vehicles. Twenty-seven miles east of Oxnard, Highway 126 connects with Interstate 5, providing access to the state's only continuous north-south interstate route. California's Route 1 takes travelers on the scenic roadway along the coast. Union Pacific Railroad connects Oxnard to all major west coast destinations and markets. The Port of Hueneme, the only deep water port between the San Francisco Bay Area and Los Angeles, facilitates the movement of products such as fresh fruit and produce, and automobiles and heavy equipment, and is a major international trade resource for businesses.

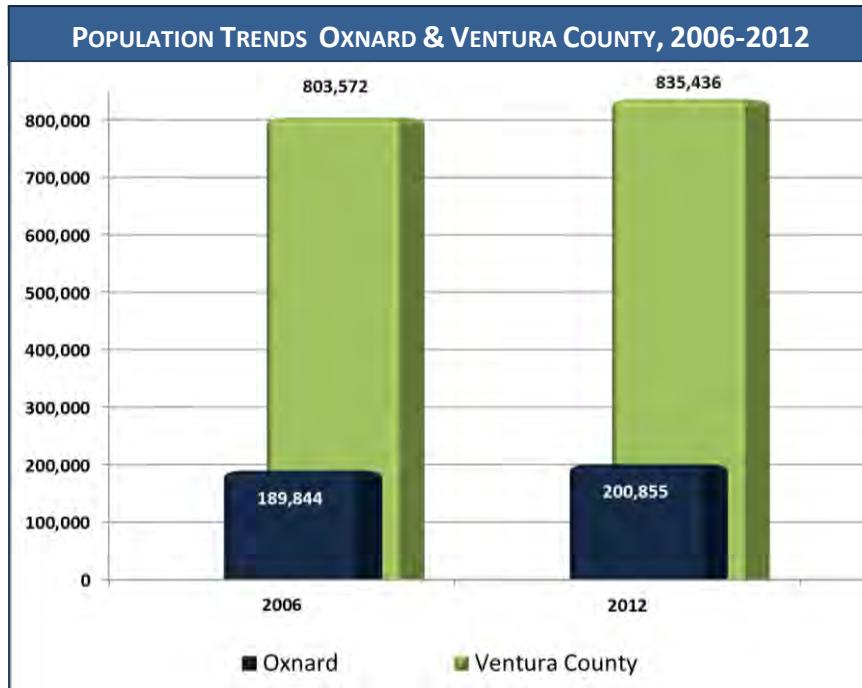
For those arriving by air, Oxnard is about 75 minutes northwest of Los Angeles Airport (LAX) and 50 minutes west of Burbank Airport. Oxnard has a general aviation airport owned by Ventura County – Oxnard Airport, classified as a non-hub commercial service airport. It is conveniently located just west of the downtown Oxnard and is close to the beach and many other attractions. The Airport has fixed based operators providing services such as aircraft charters, aircraft maintenance and pilot supplies, and hosts several car rental agencies and shuttle service to LAX. There are no commercial passenger flights at this time.



POPULATION AND HOUSEHOLD CHARACTERISTICS

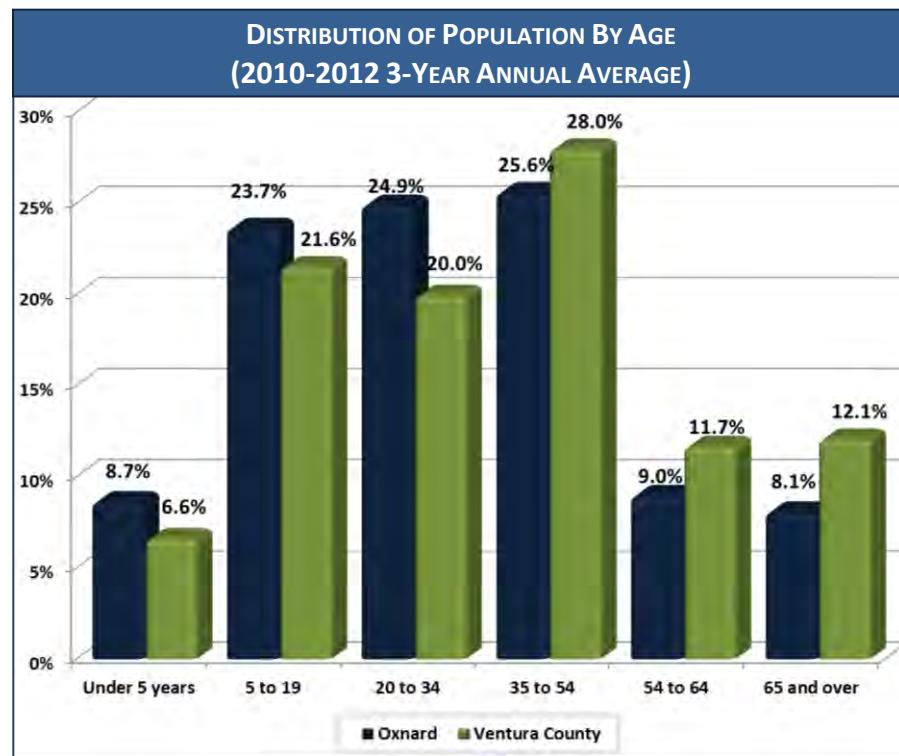
Oxnard is the largest city in Ventura County, making up 24 percent of the county's population in 2012. It is the 19th largest city in California. Ventura County is designated by the U.S. Office of Management and Budget as the Oxnard-Thousand Oaks-Ventura Metropolitan Statistical Area, California, and rated by the U.S. Census Bureau as the 66th most populous MSA in the country in July 2012. It is part of the Long Beach-Los Angeles Combined Metropolitan Statistical Area, the second most populous combined and primary statistical area in the United States.

Oxnard's population increased by more 30,000 residents between 2000 and 2012; its growth rate of 17.6 percent was higher than that of the county at 10.6 percent. In the past 6 years, the rate of growth has slowed but the city still added an average of more than 1,800 new residents per year.



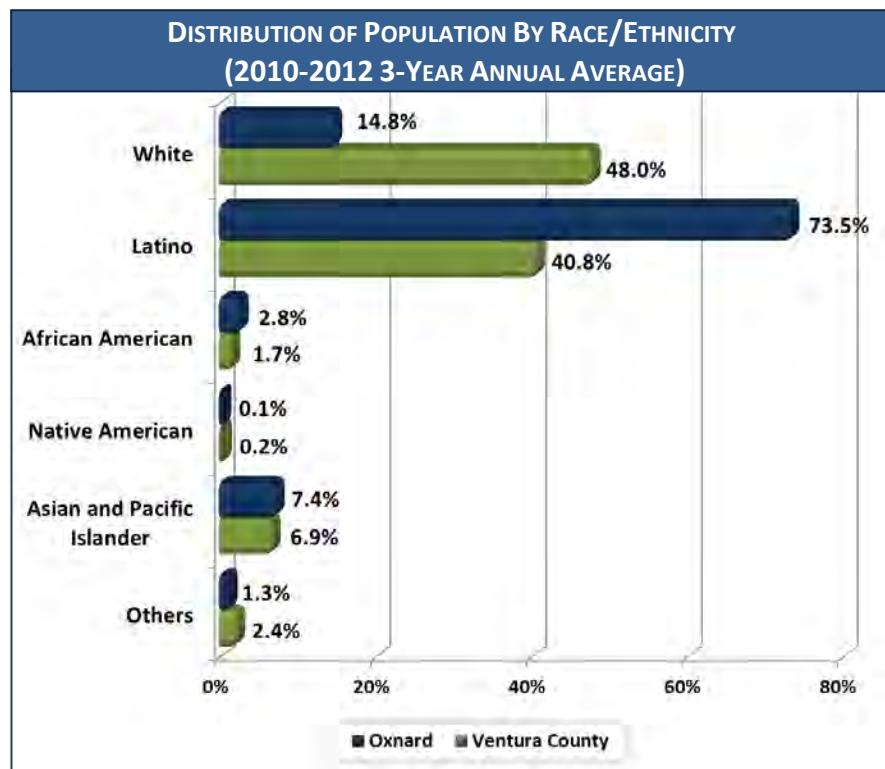
Source: ADE, Inc., based on California Department of Finance E-5 and E-8 population series

Oxnard has a young population. The city's median age was 29.5 years, compared to 36.8 years for the county. Oxnard had a greater share than Ventura County of its population in the age groups up to 35 years of age, while the county had a greater share in the age groups 35 years of age and older. This will require attention in the city to invest in education and workforce development, but means that the city will be competitive in terms of having a strong base of workers for the future.



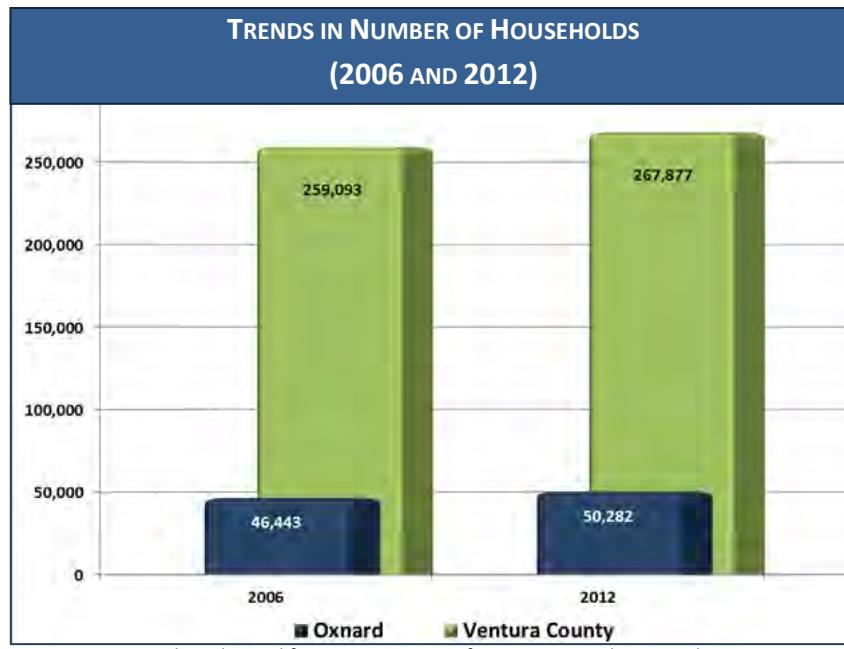
Source: ADE, Inc., based on U.S. Census ACS 2010, 2011, and 2012

In 2012, the share of the Hispanic/Latino population of any ethnicity in Oxnard was 73.5 percent. By comparison, the county's share of Hispanic/Latino population was 40.8 percent. The city's share of White population was 14.8 percent, compared to 48.0 percent for the county.



Source: ADE, Inc., based on U.S. Census ACS 2010, 2011, and 2012

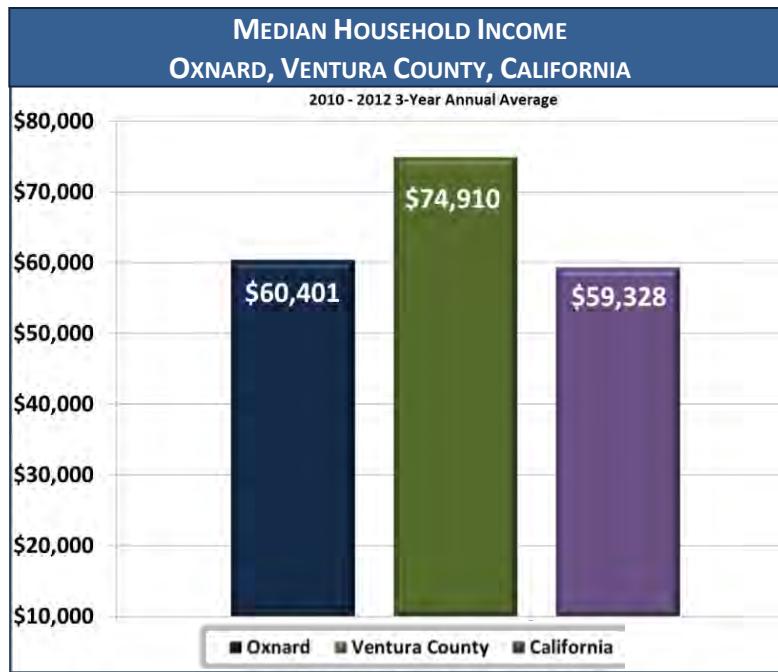
Between 2000 and 2012, the city added more than 6,400 new households, an increase of 14.8 percent, higher than the county's growth rate of 10.2 percent. Approximately 19 percent of the county's total number of households was in Oxnard. In 2012, the city's median household size was 4.0 persons, compared to 3.1 for the county. About 14 percent of the household were single-person households, and thirty-four percent of households had 5 people or more. A retail market analysis prepared in 2010 for a proposed development project indicated that there were 155,000 households within a 15 mile ring, almost 500,000 residents (city of Oxnard Community Development Commission website, May 2011).



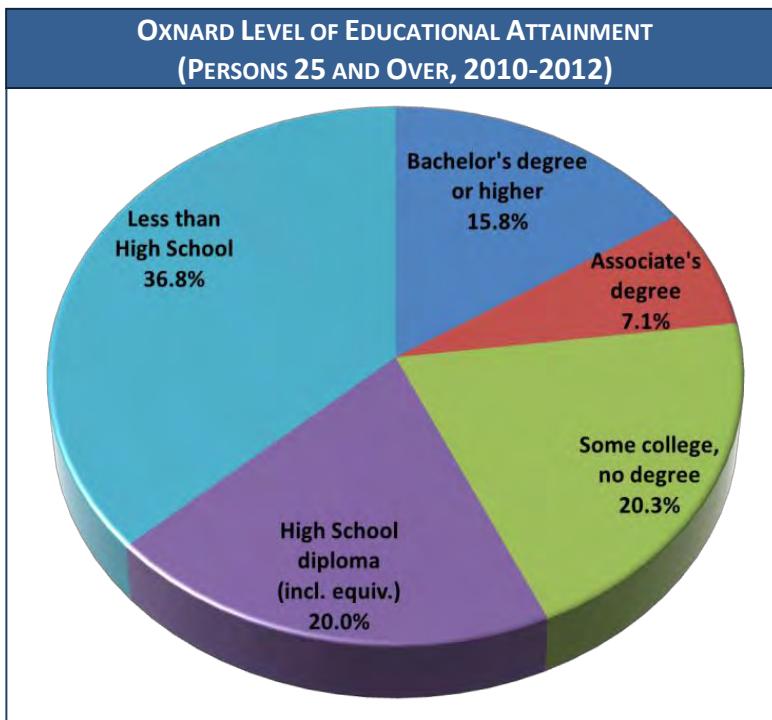
MEDIAN HOUSEHOLD SIZE OXNARD AND VENTURA COUNTY, 2012	
	Persons per household
Oxnard	4.0
Ventura County	3.1

Source: ADE, Inc., based on U.S. Census ACS 1-Year Sample 2010 through 2012 and U.S. BLS CPI 2010 through 2012

In 2012, Oxnard's median income of \$60,401 was slightly higher than that of the state, and 80 percent of the county's median household income of \$74,910. Although household incomes declined during the recession, they are now on an upward path. The retail market analysis cited above indicated that the average household income within a 15 mile ring was almost \$87,560 (city of Oxnard Community Development Commission website, May 2011.)



In 2012, approximately 16 percent of all Oxnard residents 25 years and over had a college school degree or higher. This is an improvement over 13.7 percent in 2000, but below the county level. Employed Oxnard workers aged 30 and over had an educational attainment rate of 24 percent at college or above (data not shown).



EDUCATION

The caliber of Oxnard's schools compares favorably with that of suburban areas throughout the United States. Served by four elementary school districts, the city of Oxnard offers students excellent classrooms, teachers and support teams. The Oxnard Union High School District serves a diverse community that encompasses Oxnard, Camarillo and Port Hueneme. There are 54 school campuses in the city and surrounding communities, with 53,000 students in the public school k-12 program.

The High School District is dedicated to preparing Oxnard students with 21st century skills for the global economy. After several years of gradual growth, the District showed strong gains in their Academic Performance (API) scores during the 2011-2012 school year, increasing 25 points over the 2011 score, reaching a score of 748. All of the District's schools had double-digit gains and more than doubled their 2012 target increase.



The District has an Education Foundation whose goal is to develop strong business and community partnerships to prepare students for college and career pathways. The District also is working closely with the Oxnard Chamber of Commerce on its Linked Learning Program and career academies, to engage business leaders and employers in helping young people gain the skills needed to qualify for jobs of the future. Career academies include health science, business and science, culinary arts, marine science, engineering, and green tech.

Oxnard has several institutions of higher learning in Oxnard or nearby. Oxnard Community College is a public comprehensive two-year community college. It had a fall 2012 enrollment of 7,126 full and part time students. The College partners with local high schools to coordinate the transition to higher education and works closely with business and industry on workplace training programs. It offers programs with multiple career pathways in several industry sectors, including energy and utilities, engineering technology, finance and business health sciences and medical technologies, hospitality and tourism, and information technology. The College is undergoing a major expansion of facilities.



California State University Channel Island (CSUCI) is located in nearby Camarillo, with more than 4,900 undergraduate and graduate students. The University provides majors in the sciences, business and liberal arts, and has several centers and institutes that support regional economic prosperity. California Lutheran University is a private university located in Thousand Oaks, with a center in Oxnard. The University has more than 4,200 graduate and undergraduate students. In addition to its School of Business, it has the well-regarded Center for Economic Research and Forecasting and other centers and institutes focused on business.

Other Oxnard area educational institutions include:

- CSU Northridge
- ITT Technical Institute
- UC Santa Barbara
- Thomas Aquinas College
- University of La Verne
- Ventura College of Law
- Ventura Community College

ECONOMY

According to Mark Schniepp, the Director of the California Economic Forecast at UC Santa Barbara, Ventura County's economy began returning to normal this year and will continue improving in 2014 with stronger job creation, lower unemployment, more consumer spending, and new housing (Ventura County Star, September 19, 2013). As a major job center in Ventura County and the region, Oxnard has a diversified economic base that provides a strong foundation for sustainable economic growth. While the city's unemployment rate has been high over the past few years, it has improved as jobs have increased and residents are finding jobs.

MAJOR EMPLOYERS AND COMPETITIVE ADVANTAGES

Oxnard is an attractive area on the central coast for the industrial and commercial development sector. Agriculture, manufacturing, international trade, education, health services, business services, tourism and recreation, and government play a primary role in the regional growth of the Oxnard Plain. One of the most important sources of local economic impact is the Oxnard Harbor District, created in 1937 with the mission of managing and developing the commercial deep water Port of Hueneme. As one of Ventura County's primary economic engines, the Port moves \$7.5 billion in cargo value annually, ranking in the top 100 nationally among all U.S. ports.



Brookings has been analyzing export activities across the nation. Ventura County's (Oxnard-Thousand Oaks-Ventura Metro Area) top five goods exporting industries in 2012 were pharmaceuticals, agriculture, semi-conductors, communications equipment, and computer equipment; the top services exporting industries were financial services, various royalties and management and consulting. The Metro Area ranked 24th nationally out of the top 100 metros on annualized real growth output growth rates from 2009-2012. Oxnard plays a major role in the region's export economy. (Brookings Global Cities Initiative, *Export Nation 2013*, www.brookings.edu/ExportNation)

Naval Base Ventura County (NBVC) is strategically located in a non-encroached coastal area of Southern California. NBVC is the largest employer and the largest industry in Ventura County. NBVC and its tenants directly employ more than 17,000 personnel (military and civilian) workers. It is a key element in the Department of Defense infrastructure because of its superior geographical location. It provides a valuable contribution to the readiness of the Department of Defense's total force, including development and testing of new systems, joint warfare experimentation, training and readiness, and Homeland Defense.

NBVC activities support the Department of Defense's joint missions. The location provides valuable airfield, seaport, railhead, and base facilities in support of multiple tenant operations by all branches of the military, including the Reserve and Air National Guard. NBVC is composed of three operating facilities – Point Mugu, Port Hueneme and San Nicolas Island – that were consolidated to serve as the home to six major tenant commands. NBVC has an economic impact exceeding \$2.1 billion.

MAJOR EMPLOYERS, OXNARD		
<ul style="list-style-type: none">■ NBVC■ St. John's Hospitals■ City of Oxnard■ Oxnard School District■ Boskovich Farms, Inc.	<ul style="list-style-type: none">■ Haas Automation■ Oxnard College■ Oxnard Union High School■ PTI■ Proctor and Gamble Paper Products	<ul style="list-style-type: none">■ Seminis■ Waterway Plastics■ Spatz Laboratories■ Gill Onions



Another important area of competitive advantage for Oxnard and the regional economy is manufacturing. Brookings has been analyzing national trends in the geography of production. According to Brookings, more metropolitan areas specialize in manufacturing today than 30 years ago. Specialization of manufacturing has been increasing in Ventura County (Oxnard-Thousand Oaks-Ventura Metro Area) and the county is ranked 8th nationally for percentage of its manufacturing jobs classified as "very high-tech." (*Locating American Manufacturing: Trends in the Geography of Production*, Metropolitan Policy Program at Brookings, www.brookings.edu/usmfg.) Oxnard had approximately 20 percent of the manufacturing jobs in the county (California EDD, 2012).

LABOR FORCE AND EMPLOYMENT TRENDS

In spite of the recession, the labor force continued to grow in Oxnard over the past seven years, adding more than 15,000 new workers to the labor force. The labor force increased at a faster rate (17.6 percent) than that of the county (6.0 percent). However, the number of employed workers did not increase as fast, leaving a gap which contributed to increased unemployment. The unemployment rate increased for both Oxnard and Ventura County from 2006-2008 to 2010-2012. The current unemployment rate for Oxnard is 10.6 percent, moving in the right direction (California EDD August 2013, not seasonally adjusted). Ventura County's rate improved to 7.8 percent.

LABOR FORCE TRENDS 2006 – 2008 AND 2010 - 2013						
	Labor Force			Employed		
	2006-2008	2010-2012	Change	2006-2008	2010-2012	Change
Oxnard	87,004	102,313	17.6%	80,049	90,368	12.9%
Ventura County	414,296	439,161	6.0%	386,764	390,009	0.8%

Source: ADE, Inc., U.S. Census American Community Survey

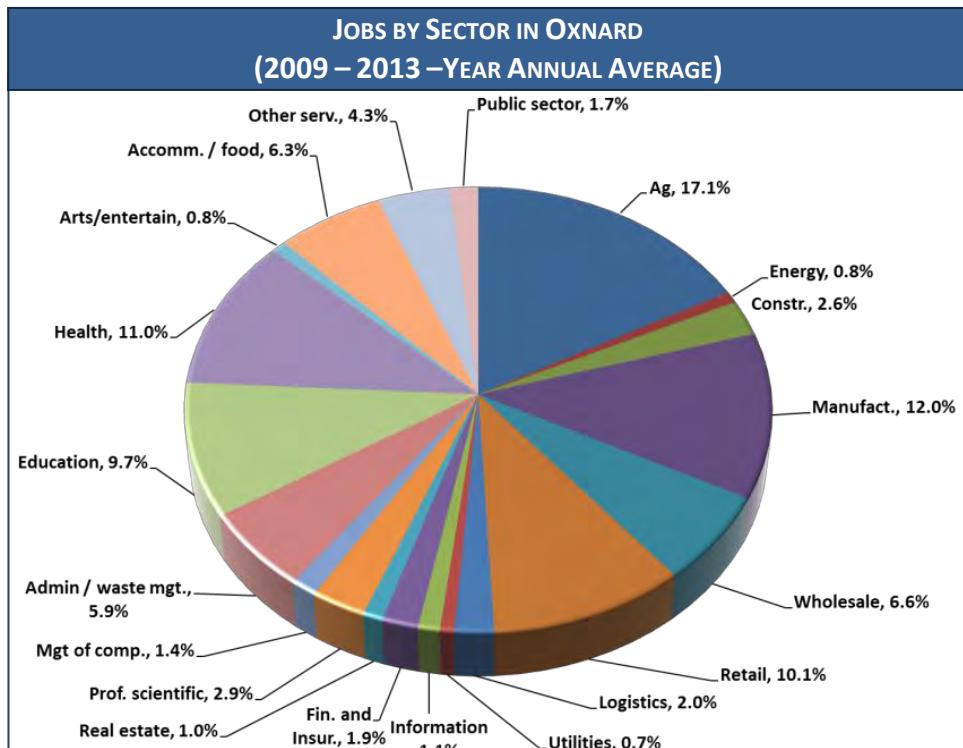
UNEMPLOYMENT RATE		
	2006-2008	2010-2012
Oxnard	8.0%	11.7%
Ventura County	6.6%	11.2%

Source: ADE, Inc., U.S. Census American Community Survey.

There were 56,484 jobs in Oxnard in 2012, a decrease of approximately 3,000 jobs from 2007, or five percent (Profile of the City of Oxnard, SCAG, 2013). Consistent with the start of the economic recovery, the city added back approximately 600 jobs since the lowest point of job loss in 2010. Agriculture, which has transitioned over the years to high value, high demand crops such as berries, was the largest sector, with 17 percent of the jobs. While this is a high percentage, it included jobs in a variety of support industries, such as management and technical services and suppliers, and seasonal and part-time jobs. Also, this incorporates jobs that were headquartered in Oxnard, some of which may be located in the surrounding area.

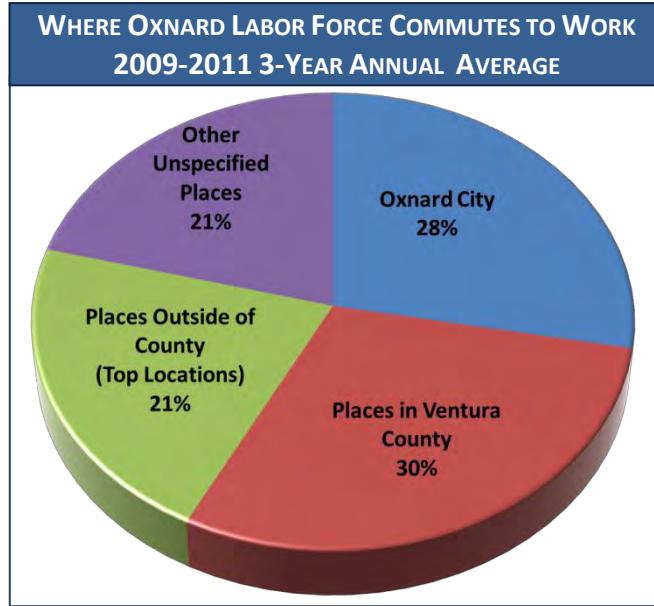
Although there was job loss in the manufacturing sector over the past several years, this sector remains an important part of the city's economy, with 12 percent of total jobs, and the city has a competitive advantage with this base industry. Oxnard has a good distribution of jobs in other major economic sectors. Education and health services were two of the next largest sectors at 10 percent and 11 percent respectively; they have positive growth potential, especially as they serve a growing population.

Reflecting the city's role as a major regional business and retail center, administrative and professional services, and finance, insurance and real estate jobs combined for 13 percent of total jobs, and retail had 10 percent. As a major tourism destination, the city had approximately seven percent of its jobs in the leisure and hospitality sector. The construction sector lost many jobs during the downturn, but with the level of new development and revitalization projects planned and underway in the city, this sector is expected to rebound.



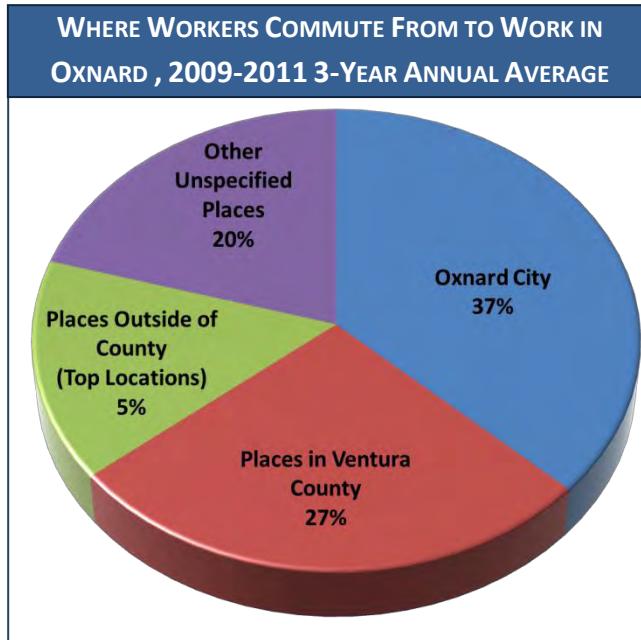
The workforce in Oxnard is highly mobile, especially since there are many more workers in Oxnard than jobs. This is partly because Oxnard serves as a housing location for the regional work force due to the affordability and supply of its housing. This workforce is a great asset for future job development in the city.

Recent data on the location of workers' jobs (for their primary income) shows that 28 percent of Oxnard residents worked in the city, and 72 percent commuted out of the city to various locations in and outside of the county. Thirty percent of Oxnard workers went to other places in the county, mostly close by in Camarillo and Ventura. Another 21 percent went to a variety of places listed most frequently, with Los Angeles as a destination for seven percent.



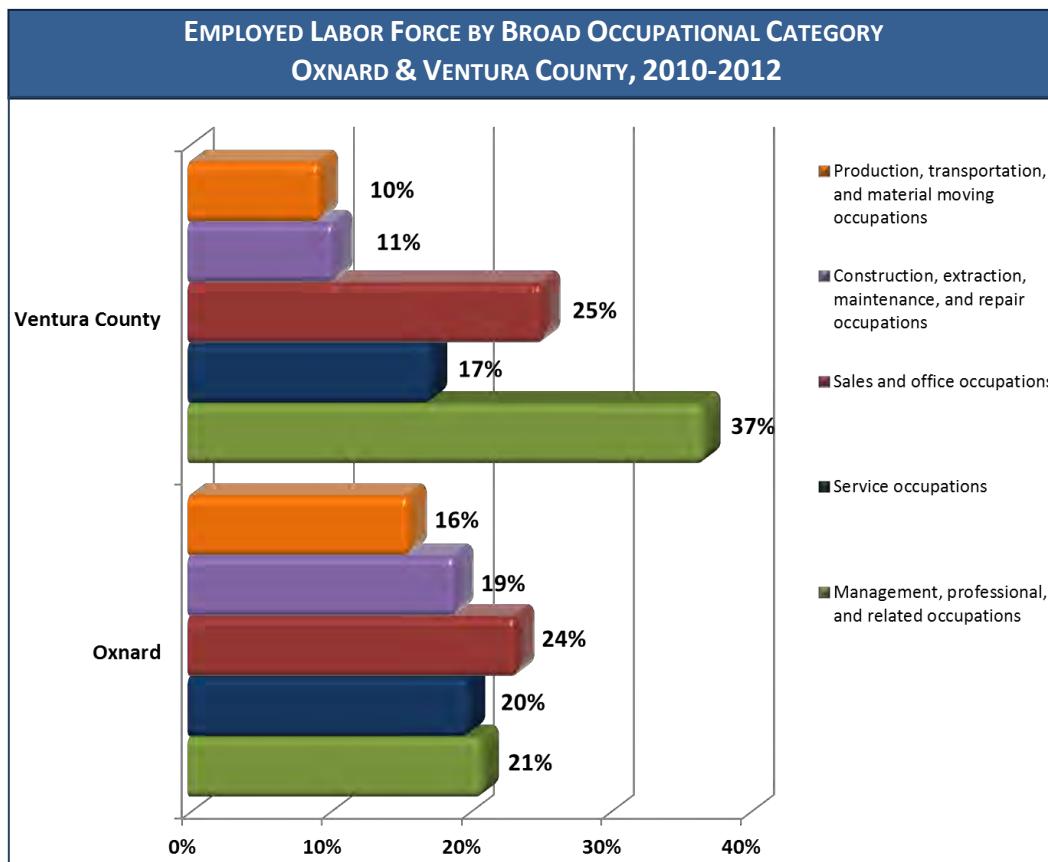
Source: ADE, Inc., based on U.S. Census, OnTheMap Application and LEHD Origin-Destination Employment Statistics

Thirty-seven percent of the jobs in Oxnard were held by Oxnard residents, and the remaining 63 percent of the jobs were taken by workers living outside of the city. Twenty-seven percent were filled by workers who lived in Ventura County. A quarter of the jobs were filled by workers commuting in from outside the county.



Source: ADE, Inc., based on U.S. Census, OnTheMap Application and LEHD Origin-Destination Employment Statistics

Looking at the sectors where Oxnard's labor force was employed in 2012, as compared to the jobs in Oxnard, the largest sectors where the labor force was employed in 2012 were agriculture (13.4 percent), retail trade (11.7 percent), health and social assistance (11.2 percent), and manufacturing (10.6 percent) (American Community Survey data, not shown). Compared with the Ventura County labor force, employed Oxnard residents were fairly evenly spread across occupational categories, while Ventura county workers were more concentrated in management, professional and related occupations.



Source: U.S. Census American Community Survey, ADE, Inc.

COMMERCIAL AND INDUSTRIAL SPACE

Oxnard is a thriving regional retail, office and industrial hub, with many master-planned commercial centers and large industrial parks that provide businesses with a location that is highly accessible to highways and transportation facilities, the Port of Hueneme, military facilities, and local, regional, national and international markets. Oxnard is part of the Greater Los Angeles market area, which includes Ventura County and the sub-markets of Los Angeles County.



COMMERCIAL MARKET

As of October, 2013, the city of Oxnard's Planning Division showed the status of the following commercial projects being planned for and under construction, which total 1,367,640 square feet of space. These projects provide for a mix of uses, including high end office space, smaller flexible space offices, and a mix of retail and commercial projects. The majority of the projects are for office-related uses, but two projects are for redevelopment of older shopping areas and facilities into new retail facilities with 170,000 square feet of space.

COMMERCIAL PROJECT ACTIVITIES, CITY OF OXNARD, OCTOBER 2013		
Project Status	Square Footage	Type of Projects
Proposed	703,554	Major office facilities, senior living facility, indoor soccer, shopping center, smaller retail/office
Approved	323,414	Major office facilities, including third tower to Esplanade Financial Plaza, smaller retail/office
Plan Check	277,460	Redevelopment of existing retail shopping centers, church, smaller retail/office
Under Construction	63,212	Shopping center expansion, office, mixed use
Total	1,367,640	

Source: City of Oxnard Service Center, Planning Division, Quarterly Project List, October 2013

There also are four community (master) plans in various stages of the planning process, or already adopted, that total almost 3.65 million square feet of office space. These projects also include retail and industrial space, housing and community facilities, and would be built out over a longer time horizon (up to twenty years) (City of Oxnard Service Center Community Plan quarterly project list).

A city planner for each project is identified to assist developer and prospective tenants through the planning process and to connect with developers who can provide additional project specifics. See http://developmentservices.cityofoxnard.org/Uploads/Planning/Project_List_10.13.pdf.

Q2 2013 information provided by CBRE Global Research and Consulting for the Greater Los Angeles market area reported that positive job creation in business and professional services and health and educational services employment has grown and is expected to create continued demand for office space (Office MarketView report). There was increased absorption of office space occurring in this quarter, especially in West Los Angeles and Ventura County.

The analysis includes an inventory of 38 buildings in Oxnard with 1,815,270 square feet of commercial space, which is 27 percent of the West Ventura County total reported inventory and ten percent of the overall county total. The overall vacancy rate for Oxnard was 25.9 percent, compared to 24.0 percent for the county. The city's vacancy rate for medical office space was 16.6 percent. Most demand came from smaller tenants. Class A space outperformed the market as a whole.

CBRE Global Research and Consulting also reported on retail activity for the Greater Los Angeles market for Q2 2013 (Retail MarketView report). Overall, retail sales were on the positive side. Vacancy rates were up somewhat in Oxnard due to the opening of a newly built shopping center - the Collection at River Park, which has more than 535,000 square feet of space and is approximately 60 percent occupied. This is the only center to be delivered to the market since 2010 for the region. It is the county's premier regional lifestyle commercial center.

The overall retail vacancy rate for Oxnard was 12.9 percent compared to 7.2 percent for the county. The bulk of the region's positive space absorption was in the Ventura County submarket.



INDUSTRIAL MARKET

Oxnard has several major well-planned industrial districts that provide excellent facilities and choice for a range of light, medium and heavy manufacturing, vehicle preparation operation, distribution, warehousing, and business and research and development activities. As an agricultural center, facilities accommodate value-added food storage, processing, and distribution for national and international markets, in addition to facilities for other international trade-related functions, and many other types of manufacturing production and services.



Approximately 567,000 square feet of new industrial space is in various stages of moving through the city's planning process as of October 2013. This is primarily for expansion of existing food processing and related facilities, conversion of warehousing to higher value uses, spec multi-tenant buildings, and industrial condominiums. This summary does not include storage facilities, lot mergers or remodels of existing facilities. Additional major master planned developments include projects in various stages of planning, or already adopted, with a potential of up to 9 million square feet of space, that would be built out over the long term (up to twenty years) (City of Oxnard Service Center Community Plan quarterly project list).

INDUSTRIAL PROJECT ACTIVITIES, CITY OF OXNARD, OCTOBER 2013		
Project Status	Square Footage	Type of Projects
Proposed	147,779	Additions to existing food processing and packing/distribution facilities
Approved	247,610	Spec industrial building, conversion of warehouse to industrial condominiums, multi-tenant, condominiums, other uses
Plan Check	74,082	Expansion of existing food processing facility, conversion of warehouse to recycling facility
Under Construction	97,411	Industrial cooling facility with office and receiving
Total	566,882	

Source: City of Oxnard Service Center, Planning Division, Quarterly Project List, October 2013

According to CBRE Global Research and Consulting's Industrial MarketView analysis for Q2 2013, the Greater Los Angeles industrial market has had low vacancy rates compared to industrial markets across the country. Net absorption is expected to outpace new supply as the economy recovers and there is increased employment in the manufacturing and wholesale trade/distribution sectors. Much of the region's available inventory is functionally obsolete and there is a growing need for upgraded space that includes features such as 30 foot+ clear height and heavy power options. Oxnard/Port Hueneme have almost 20.4 million square feet of industrial space in 485 buildings - 33 percent of Ventura County's total space. The overall vacancy rate for Q2 was 6.5 percent, compared to 6.3 percent for the county and 2.3 percent for the greater Los Angeles market. Lease rates are very competitive.



RETAIL SALES TRENDS

A core measure of economic vitality is trends in retail sales and sales tax revenues. A wide diversity of retail offerings, store types, eating and drinking establishments, and shopping experiences is one of Oxnard's strength as a business location, as a community amenity, and for keeping retail dollars local, in turn supporting local businesses and jobs.



Over the past several years many projects have come to fruition in Oxnard, either primarily retail or in mixed use development, that have increased significantly the level, type and quality of shopping in the city. In spite of the recession, retail sales (taxable transactions) have increased steadily, demonstrating Oxnard's position in the regional marketplace. Sales grew 14 percent from 2009 through 2011 – an increase of almost \$266 million in sales. Growth was strong for auto, building/farm, service station, general merchandise and eating and drinking establishments. Retail sales totaled \$2.4 billion in 2012 (*2013 Ventura County Statistical Abstract, State Board of Equalization data*).

These trends were reflected in the city's retail sales tax revenue report for the first quarter of 2013, which showed an increase of 8.9 percent in the city's allocation of sales tax receipts compared to the first quarter of 2012. Retail sales tax revenues are an extremely important revenue source that supports city operations and services for residents and businesses. Revenues increased from \$11,341,701 in 2012 to \$12,122,962 in 2013 (first quarters).

The report showed solid first quarter gains in 2013 for most of Oxnard's retailers plus the recent addition of a used auto dealership and new businesses in general consumer goods and restaurant groups.

REVENUE COMPARISON

Four Quarters – Fiscal Year To Date

	2011-12	2012-13
Point-of-Sale	\$21,954,070	\$23,195,676
County Pool	2,287,649	2,595,943
State Pool	8,134	11,844
Gross Receipts	\$24,249,852	\$25,803,463
Cty/Cnty Share	(800,245)	(851,514)
Net Receipts	\$23,449,607	\$24,951,949
Less Triple Flip*	(\$5,862,402)	(\$6,237,987)
Gross Trans. Tax	\$11,341,701	\$12,122,962

*Reimbursed from county compensation fund

Source: Q1 2013 City of Oxnard Sales Tax Update, HdL Companies, 2013

TOP 25 PRODUCERS

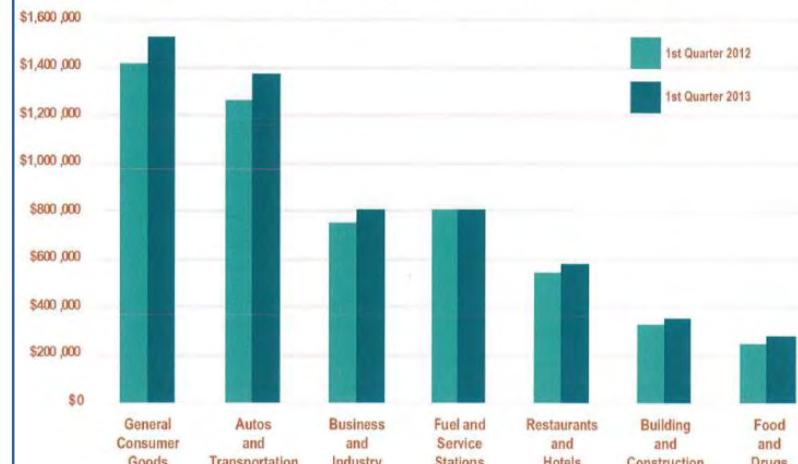
In Alphabetical Order

Alexander Buick GMC Cadillac	Mercedes Benz of Oxnard
Arco AM PM	Oxnard Arco
Best Buy	Oxnard Vineyard Chevron
Carmax	Procter & Gamble
Circle K	Sysco Ventura
Costco	Target
DCH Audi	Team Nissan
Frys Electronics	Tesoro Refining & Marketing
Haas Automation	Toyota of Oxnard
Home Depot	Valley Fuel Supply
Honda of Oxnard	Vista Ford Lincoln Mercury
Lexus of Oxnard	Walmart
Lowes	

Source: Q1 2013 City of Oxnard Sales Tax Update, HdL Companies, 2013

Oxnard's top 25 retail sales tax producers are shown above. They include several auto dealerships and services stations and major retailers such as Costco, Lowes, Target and Walmart.

SALES TAX BY MAJOR BUSINESS GROUP



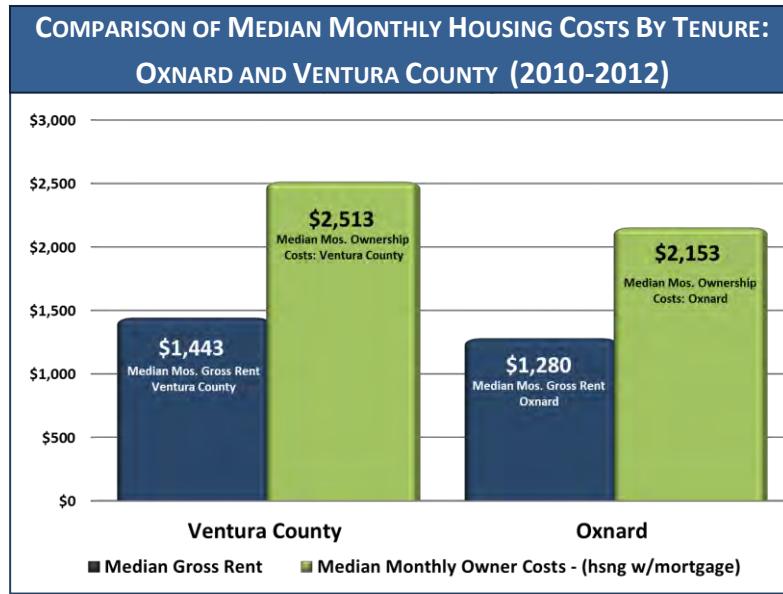
Source: Q1 2013 City of Oxnard Sales Tax Update, HdL Companies, 2013

HOUSING



The city has the widest range of housing choice and type in the county, and is one of the more affordable areas to live in the county. Due to high levels of population growth in the past two decades, there was a great deal of housing construction to keep pace, but construction activity dropped significantly with the recession. With the economic recovery, housing production has increased since 2009. Total building permits issued in Oxnard for residential units increased from 145 in 2008 to 477 in 2012, primarily for multi-family units (Construction Industry Research Board, *Profile of the City of Oxnard*, SCAG, 2013).

The rate of homeownership in Oxnard in 2012 was 55.7 percent of total households, compared to 54.3 percent for the county and 56.7 percent for California. (U.S. Census Bureau, American Community Survey). The median monthly housing costs for both home ownership and renting were lower in Oxnard than in Ventura County.



Source: ADE, Inc., based on U.S. Census ACS 1-year Sample 2006 through 2012, Table DP04



The median home sales price for existing homes in Oxnard peaked in 2006 at \$593,000 and dropped to \$285,000 in 2012, compared to \$350,000 for Ventura County in 2012 (MDA Data Quick, *Profile of the City of Oxnard*, SCAG, 2013). The housing market is recovering. The August 2013 median home prices for single family homes (stick built) were:

- Port Hueneme - \$310,000 (16 homes sold)
- Oxnard - \$367,950 (107 homes sold)
- Ventura - \$445,000 (87 homes sold)
- Camarillo - \$520,000 (99 homes sold)
- California - \$441,330

(Sources: Ventura County Coastal Association of Realtors, DaBest Solutions)

As of October, 2013, the city of Oxnard's Planning Division showed the status of the following residential project activities and range of housing being planned for and developed, which total almost 2,600 units. Approximately 470 of these units will be affordable housing. There are also separate community master plans in various stages of planning that propose almost 2,900 additional units of housing, that would be built out over the longer term, with a range of housing types. Two of the projects with a total of 2,000 units already have been approved (City of Oxnard Service Center Community Plan quarterly project list).

RESIDENTIAL PROJECT ACTIVITIES, CITY OF OXNARD, OCTOBER 2013		
Project Status	Number of Units	Type of Units
Proposed	184	Single family, affordable rental
Approved	689	Single family, apartments, multi-family affordable, conversion of existing industrial building into affordable senior apartments, condominiums, clustered homes
Plan Check	916	Single family, detached condominiums, apartments
Under Construction	789	Single family, single family attached, attached condominiums, apartments
Total	2,578	

Source: City of Oxnard Service Center, Planning Division, Quarterly Project List, October 2013

CITY SERVICES

The city of Oxnard provides a full range of municipal services, including police and fire protection, parks and recreational services, library services, and cultural events from a variety of funding sources. The city funds the construction and maintenance of streets, parks, and other public buildings. It also operates municipal water and wastewater treatment systems, refuse collection and a solid waste transfer and recycling facility, and a municipal golf course. The city also oversees the Performing Arts and Convention Center.

Oxnard is a city that is planning strategically for a sound fiscal future that provides a high quality of life and high level of services for residents, businesses and visitors. The city has several long-term planning initiatives to support the financial management of city resources. In 2012, the city adopted the update to the general plan through 2030 and the various utilities have begun updates to long-term master plans. Facilities and infrastructure are planned to incorporate the latest technologies for water, energy and materials efficiencies. The city ended the fiscal year 2012 with a general fund unassigned balance of 14 percent (\$15.7 million).



While overall tax revenues for the city have fluctuated between 2009 and 2012 due to the recession, primarily related to decreases in property tax and deed transfer taxes. Key indicators of economic recovery include increases over this time period in sales tax revenues (36 percent), transient occupancy tax (TOT) revenues (2 percent) generated by lodging stays, and business license revenues (21 percent) (Finance Department, city of Oxnard). A voter approved sales tax measure (2008) provides revenues for added and improved city facilities and programs. The city's bond GO Rating is AA- by Standard and Poor's, and the water rating is A+.

PLANNING AND PERMITTING SERVICES

The city of Oxnard seeks to provide a high level of service and clarity for the planning and permit review process for development projects. Applications for development permits requiring approval by the Planning Manager, Development Services Director, Planning Commission, or city Council undergo a comprehensive review process. The city's Development Services provides a detailed description of the requirements, timelines and procedure for moving through the project permitting process. See <http://developmentservices.cityofoxnard.org/7/76/990/>.

New project submittals are assigned to case planners on a weekly basis. The planner reviews the submittal and coordinates processing of the request with the applicant through the entire planning and environmental review process. The case planner apprises the applicant of additional fees, forms, and/or public notice requirements, as necessary. If possible, after project approval, the case planner may also be assigned to review construction submittals and conduct on-site inspections at project build-out.

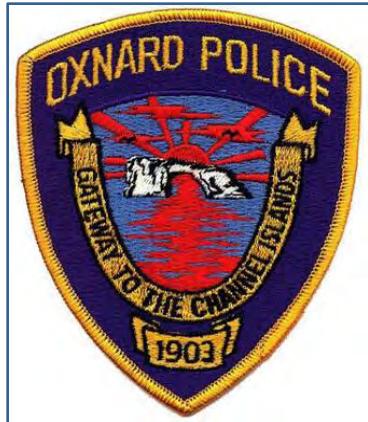
All applicants considering a development proposal that requires a discretionary planning permit should begin the process by reviewing appropriate city documents for guidance. Various city requirements will affect the ultimate design and construction of a proposed project. Resources that may assist in the determination of allowable land uses and development proposals include:

- Oxnard 2030 General Plan
- Oxnard Zoning Ordinance
- Oxnard Coastal Zoning Ordinance

Additional resources are available for further research at the Planning Division website at planning.cityofoxnard.org. Planning and Building staff are available to assist with general inquiries in the Service Center Building, Monday - Thursday 8:00 a.m. - 6:00 p.m. and alternate Fridays 8:00 a.m. - 5:00 p.m.

The city's economic development corporation, EDCO, also provides assistance to businesses for the permitting process. EDCO provides a free estimate of city fees associated with a project, and acting as the company's representative, offers complimentary processing and delivery of a variety of city-required licenses and permits. In cooperation with the city, EDCO offers a time-specific guarantee for permit processing. See www.edco.us.

PUBLIC SAFETY



The Oxnard Fire Department provides a full range of emergency and non-emergency services to the community. The Department is currently rated as a Class 2 fire department by the Insurance Services Office (ISO). Within the city limits, law enforcement and police protection services are provided by the Oxnard Police Department. The Police and Fire Departments continue to improve their service, expertise, equipment and facilities while fostering increased community outreach. The city has two-state-of-the-art emergency operations centers.



INFRASTRUCTURE

The city's single largest infrastructure is the public streets and arterial network. Many of Oxnard's streets have been repaved recently. The city has a Traffic Mitigation Plan that includes an Intelligent Transportation System (ITS) that allows real-time management of traffic. There are several transportation improvements underway that are critical for linking the city to the regional transportation network, to facilitate goods movement, reduce congestion, and improve access to jobs and services.

UTILITIES

Oxnard is a full-service city, providing water, wastewater and solid waste disposal services. Natural gas, electricity, and communications are provided by utility companies.

WATER SYSTEMS

The city of Oxnard has the responsibility to provide a safe, secure environment in which to live and work today and in the future. A reliable water supply is part of that responsibility. The city owns and operates its own municipal water supply system which relies on groundwater and imported water supplies. Currently, the city receives approximately half of its water from Northern California's rain and snowmelt. Another 25 percent is from regional groundwater and the final 25 percent is from the city's local groundwater storage facilities. New sources of water are needed because Oxnard's traditional sources of water supplies are in jeopardy, as are water supplies throughout most of the state.

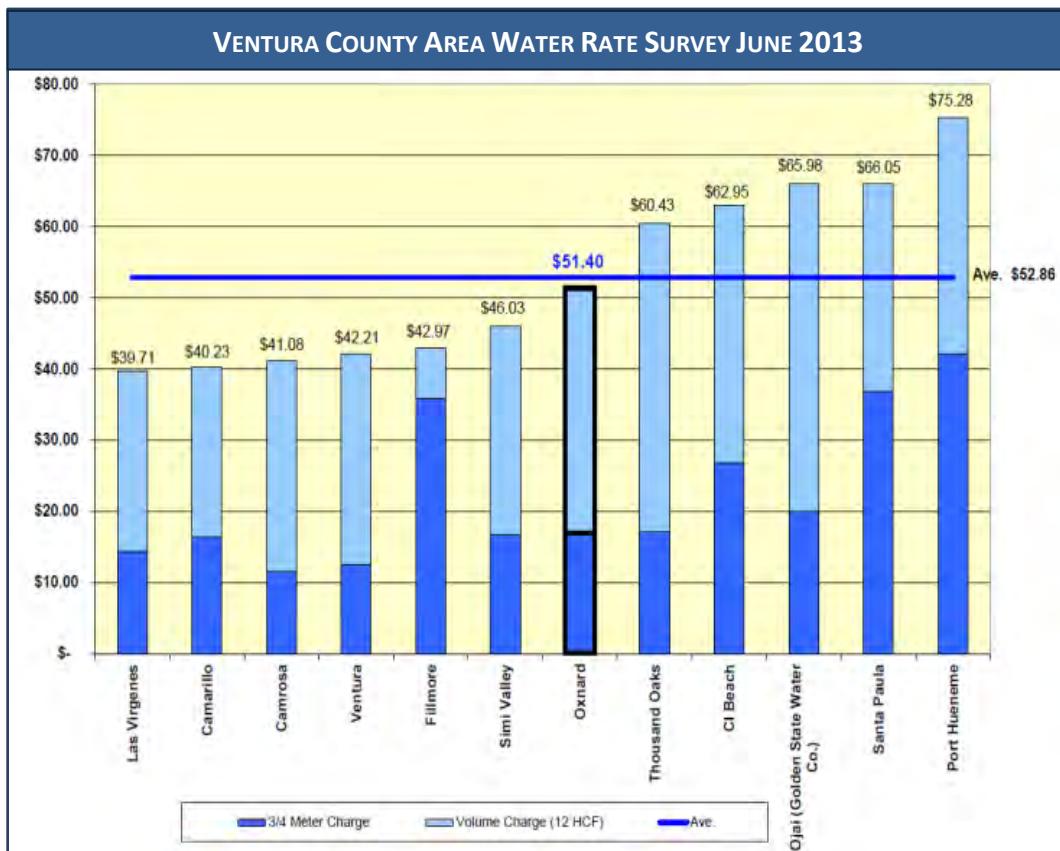
With great foresight, more than a decade ago the city began plans for securing additional local water supplies to prevent shortages in the future. Recycled water is one way to increase local sources and provide a sustainable water supply for the Oxnard Plain. This is being accomplished through the city's innovative Groundwater Recovery Enhancement and Treatment (GREAT) Program's recycled water project, which is the city's active long-range water supply strategy.

To date, two major facilities have been constructed - the Water Campus Desalter, which treats brackish groundwater to produce reverse osmosis-treated drinking water; and the Advanced Water Purification Facility (AWPF), which treats treated wastewater to produce advanced treated (microfiltration-reverse osmosis-advanced oxidation) recycled water. The water can be used for groundwater recharge of drinking water aquifers, as well as for traditional industrial and irrigation uses. Both projects achieved Leadership in Energy and Environmental Design (LEED) Gold ratings, for numerous sustainability features.



The AWPF includes an approximately 2 acre self-contained demonstration-scale treatment wetlands, which facilitates research on the potential use of byproducts for restoration of The Nature Conservancy/Coastal Conservancy's Ormond Beach Wetlands. Staff from the U.S. Bureau of Reclamation is conducting research, using this facility. Additionally, faculty and students from several regional colleges and universities are conducting research using the facility. There are internship programs for students on career pathways such as engineering, surveying, and GIS, providing them with practical experience. The city also has a program for youth development that provides opportunities for community service and leadership development. See <http://www.oxnardnews.org/great.aspx>.

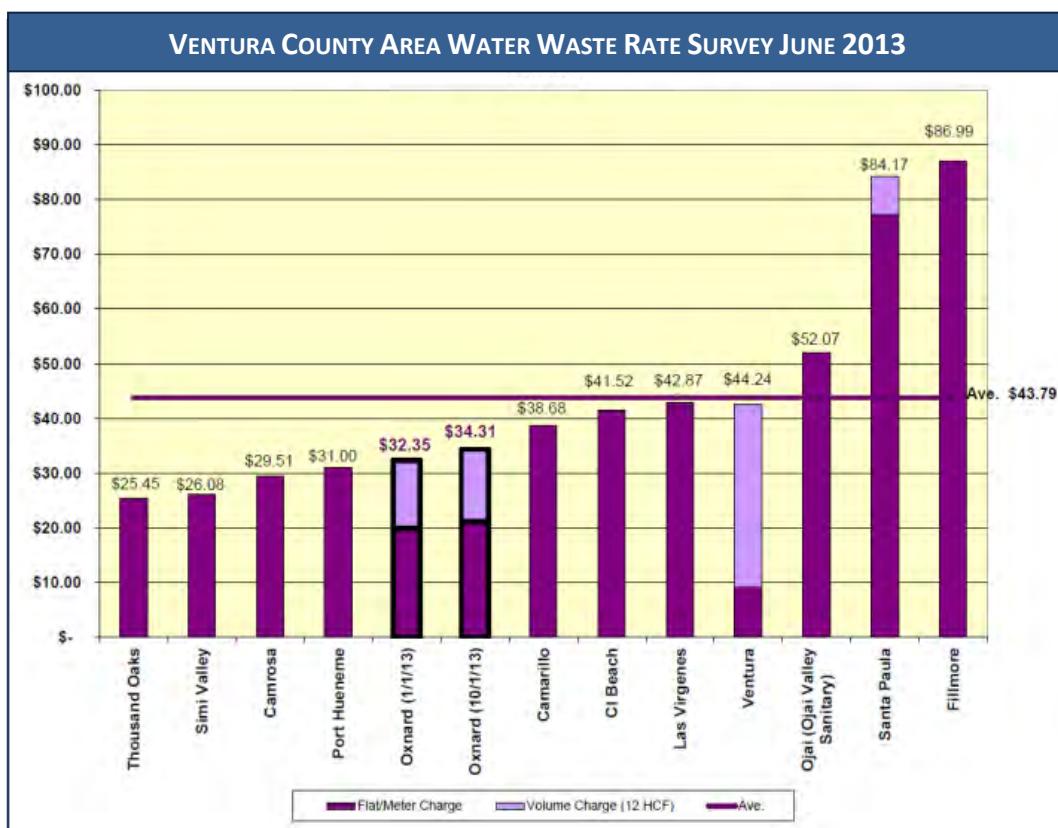
Currently, Oxnard's water rates are competitive when compared with other Ventura County cities and communities, falling slightly below the average of all areas, according to a survey prepared by the city in June of 2013.



Source: City of Oxnard, CA

WASTEWATER SYSTEMS

The city of Oxnard provides wastewater collection and treatment services for the cities of Oxnard and Port Hueneme, Naval Base Ventura County, and some adjacent unincorporated areas. The city's wastewater rates are 22 percent lower than the area average when compared with the other cities and communities in the county, according to a survey conducted by the city in June of 2013.



Source: City of Oxnard, CA

SOLID WASTE

The Del Norte Regional Recycling and Transfer Station is a regional transfer and materials recovery facility, providing services to municipalities and the commercial, industrial and residential sectors. It is owned by the city and has been operated by the private sector. The city is taking over its operation in January 2014. The facility has helped successfully divert over 60 percent of the community's waste from going into landfills, a high level of diversion.

ENERGY

Southern California Edison provides electrical power to Oxnard consumers. The company has an economic development services team and business-specific programs to help businesses meet their energy needs more efficiently, assist with site location decisions, and reduce operating costs. Edison has an economic development rate program. The Southern California Gas Company provides natural gas services to residents and businesses. The Company offers businesses many cost-savings incentive and rebate programs.

HEALTHCARE SERVICES

The level of healthcare services available in the Oxnard area is superb. State-of-the-art hospital and treatment facilities are modern and staffed by the highest caliber doctors and professionals.

Professional medical clinics and groups are prevalent throughout Oxnard. Independent physicians are also located in the city.

Oxnard residents are served primarily by St. John's Regional Medical Center, which has a 264-bed hospital and is linked to a 90,000 square-foot office building. The Center offers comprehensive services including cardiac care, pediatric and maternity services, rehabilitation and industrial medical services, oncology, and emergency services. It is also a major employer in the city. St. John's Pleasant Valley Hospital, located in nearby Camarillo, has 81 acute-care beds, a 99-bed extended care unit, and the only hyperbaric medicine unit in Ventura County. The two hospitals are part of Dignity Health, and are highly rated.

Located in the neighboring city of Ventura, Community Memorial Hospital is a non-profit, 240-bed, community-owned regional hospital and health center. The facility offers emergency, surgical, maternity, rehabilitation, and support services. The Ventura County Medical Center provides emergency services as well as a high-tech neonatal intensive care unit.



QUALITY OF LIFE

Oxnard residents have a high quality of life. The city is defined by open spaces, beaches and coastline, and agricultural areas. Key view corridors include local waterways, agricultural open space, beaches and mountains. The city has many diverse historic, cultural, performing arts and entertainment venues and activities. The city also offers a wide variety of youth and adult recreational programs to meet the needs of residents of all ages.



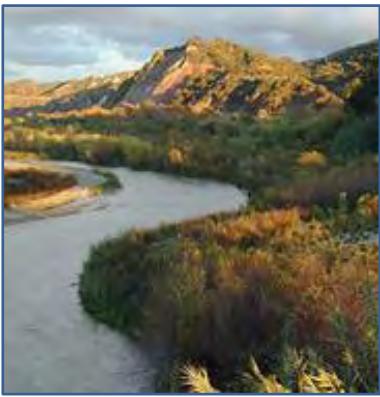
PARKS, RECREATION AND TRAILS



Oxnard residents and visitors enjoy a great variety of year round outdoor and recreation amenities providing for hiking, biking, walking, swimming, surfing, fishing, kayaking, boating, golf, whale watching, and many other activities. They have access to a large variety of local parks and open space areas as well as nearby Federal, State, county of Ventura, and city of Port Hueneme parks and beaches. These include the Channel Islands Harbor, the Channel Islands National Park and National Marine Sanctuary, Santa Monica National Recreation Area, NBVC Golf Course, McGrath State Beach, and Point Mugu State Beach.

According to the General Plan 2030, Oxnard's existing, under development or planned parks totaled almost 760 acres, with residents and visitors also using many nearby parks and beaches. Many wetlands and dunes are beautiful open space assets, and the harbor water area and River Ridge golf course add additional open space. All told, there are about 2,700 acres of traditional parks and beaches, open space and limited access preserve areas available to the public. New and under construction parks, beaches, and golf facilities will provide a ratio of 8.1 acres per 1,000 persons, an improvement from 6.9 acres in 2006.





The Santa Clara River is one of the largest river systems along the coast of Southern California, and one of only two remaining river systems in the region that remain in a natural state. The Santa Clara River Estuary Natural Preserve is another asset for the community. The Santa Clara Parkway Project is conserving and restoring floodplain lands within the Santa Clara River Corridor.

As of 2011, Oxnard contained approximately 66.0 miles of designated bikeways, including 3.3 miles of off-street bicycle paths, and 62.7 miles of bike lanes and routes. Existing mileage is based on total mileage of roadway and therefore does not reflect mileage of facilities on both sides of the road.



CULTURAL AND ARTS

The city has many unique and notable cultural and arts-related amenities as well as a strong library system. As an example, the Carnegie Arts Museum is the only museum in Ventura County devoted to the Fine Arts. The Museum also has classes, workshops, lectures, tours and artist events.



Other cultural assets include the Civic Center District, the Henry T. Oxnard Historic District, Oxnard Performing Arts and Convention Center, the Plaza Entertainment and Arts District, Heritage Square, the New West Symphony, the Downtown Theatre, the Chandler Vintage Museum of Transportation and Wildlife, the Channel Islands Maritime Museum, and the Gull Wings Children's Museum. There are many festivals and events that are enjoyed year round by residents and visitors, including the Strawberry Festival, the Oxnard Independent Film Festival, the Channel Islands Tall Ships Festival and the Oxnard Salsa Festival.

BUSINESS RESOURCES

There are many organizations that are partnering to provide services and resources to businesses and entrepreneurs seeking to expand, start up or locate a business in Oxnard. The following is a list of organizations and programs locally, in Ventura County and in the greater Southern California region. These partners connect businesses and entrepreneurs to other public and private sector resources at the state and national levels.

ORGANIZATION	SERVICES
City of Oxnard http://developmentservices.cityofoxnard.org/7 http://communitydevelopment.cityofoxnard.org/6/	Development Services and Community Development
Oxnard Downtown Management District http://www.downtownoxnard.org/	Business support services, marketing, promotion, community events, partnerships, bi-lingual small business information
Economic Development Corporation of Oxnard (EDCO) www.edco.us	City economic development corporation with financing, location and permitting assistance for expanding or relocating businesses; port services, project management
Oxnard Chamber of Commerce http://www.oxnardchamber.org/	Business services, community connections, professional referrals, advocacy, political action, promotion of the community, labor law compliance resources, business promotion, and certificates of origin for exporters
Oxnard Convention and Visitors Bureau www.visitoxnard.com	Visitor services, planning and information resources, meeting and conference planning
Economic Development Collaborative of Ventura County www.edc-vc.com	Business consulting and workshops, loans, manufacturing outreach program, international trade assistance, Small Business Development Center, links to other resources
SCORE/Ventura http://ventura.score.org/	Small business mentoring, local and on-line workshops, business tools
Ventura Ventures Technology Center www.vtc.com	High tech business incubator located in Ventura
Women's Economic Ventures www.wevonline.org	Training, loans and consulting support for women entrepreneurs in Ventura and Santa Barbara counties
Workforce Investment Board of Ventura County http://portal.countyofventura.org/portal/page/portal/WIB http://www.venturacountygrowsbusiness.com/	Customized and on the job training services for workers and employers, recruitment, job fairs. Partnership with the County, cities, chambers of commerce, for regional economic development – Ventura County Grows Business
PACE (Property Assessed Clean Energy) https://californiafirst.org/overview	Financing program for businesses and commercial property owners for low-cost financing to install energy-efficient improvements in non-residential buildings
California Manufacturing Technology Consulting (CMTC) www.cmtc.com	Technology, management and technical expertise to improve the competitiveness of manufacturing for Southern California companies
Southern California Edison https://www.sce.com/	Economic Development Services Team provides one on one, specialized consulting services and coordination of tools, resources and incentives
Southern California Gas Company http://www.socalgas.com/	Offers cost-savings, incentive and rebate programs, consulting services, energy efficient building practices

The 2013 **City of Oxnard Community Profile** was prepared by Applied Development Economics, Inc. for the Oxnard Chamber of Commerce. Valuable assistance and information was provided by the city of Oxnard, the Oxnard Chamber of Commerce, the Economic Development Collaborative of Ventura County, the Ventura County Coastal Association of Realtors, CBRE, and EDCO.

Data sources and resource materials used in the preparation of the Profile include: Brookings, *Locating American Manufacturing: Trends in the Geography of Production*, Metropolitan Policy Program at Brookings, www.brookings.edu/usmfg, and Brookings Global Cities Initiative, *Export Nation 2013*, www.brookings.edu/ExportNation; California Lutheran University Center for Economic Research and Forecasting; California State University, Channel Islands; City of Oxnard; CBRE, Greater Los Angeles Industrial, Office and Retail MarketView reports, Q2, 2013; City of Oxnard *General Plan 2030, Comprehensive Annual Financial Report FY-2011-2012 Fiscal Year ended June 30, 2012, Urban Management Water Plan 2010*; Economic Development Collaborative Ventura County; Economic Development Corporation of Oxnard (EDCO); HdL Companies, *City of Oxnard Sale Tax Update*, Q1, 2013; Oxnard Chamber of Commerce; Oxnard College; Oxnard Convention and Visitors Bureau; Ventura County Star; *2013 State of the Region*, Ventura County Civic Alliance; *2013 Ventura County Statistical Abstract*; *City of Oxnard Profile*, SCAG, 2013; Ventura County Workforce Investment Board, *Shared Strategy for a Shared Prosperity, Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017*; California Employment Development Department, Labor Market Information Division; California Department of Finance; U.S. Census Bureau, American Community Survey.



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