

# EXPLORE MENIFEE

2023/24

AN ANNUAL GUIDE TO LIVING YOUR *Best* LIFE IN SOUTHERN CALIFORNIA





# A NEW. BETTER. BEST APPROACH TO BUSINESS

## ECONOMIC SNAPSHOT



**\$805  
million**



retail sales  
leakage to  
neighboring  
cities



**STRONG  
DEMAND  
FOR BUSINESS  
OPPORTUNITIES**

**BOOMING  
Population:**  
OVER 116,000



Median  
Age:  
**36  
YEARS**

**New Upscale Quality Housing: \$613,000+**

Average household income: **\$113,225**



**BOOM TOWN:** More than **41,000 rooftops** by the end of 2025

**A LOCAL, SKILLED WORKFORCE**

Home to **Mt. San Jacinto College,  
Bellevue University & University  
of Massachusetts Global**



**National Award-Winning  
Menifee School Districts**



The City of Menifee is constantly seeking new and innovative ways to partner with tenants and developers to contribute to Menifee's thriving economy. The Menifee Office of Economic Development is here as a resource for you. For more information on start a project or expanding your business, please contact Menifee's Business Assistance Team.

**951.672.6777 | [menifeebusiness.com](http://menifeebusiness.com) | [econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us)**





# Menifee City Council



*Pictured from left to right: Robert Karwin, Mayor Pro Tempore; Dean Delnes, Councilmember District 3; Ricky Estrada, Councilmember District 2; Mayor Bill Zimmerman; Lesa Sobek, Councilmember District 3.*



Dear Partners,

Menifee is a growing, energetic city known for our community spirit and business friendly services. My council colleagues and I would like to extend an invitation to tour our beautiful city and explore our businesses, restaurants, and entertainment outlets, and enjoy the pristine amenities that our city has to offer. Businesses are our lifeblood, bringing economic advantages and job opportunities to the region. We also have abundant parks, bike paths, and hiking trails that are ideal for outdoor recreation.

As America's Top 10 Boomtown, Menifee's strength comes from the diverse communities within our boundaries. Our unique small town feel comes from our established and friendly neighborhoods, embracing newer residents who have moved here. Menifee is a community of neighbors and residents who care about each other, will lift a helping hand, and support seniors and youth.

We are making progress in service delivery with public safety, infrastructure, and economic development and with the continued expansion of our parks to set Menifee apart for its premier quality of life. On behalf of Team Menifee we welcome you to **EXPLORE** all that Menifee has to offer.

Yours very truly,

*Bill Zimmerman*  
MAYOR  
City of Menifee

## Contents

- 4 Menifee: Where Innovation Sets the Stage for Reinvention
- 5 Building a Thriving Community for the Present and the Future
- 6 Streamline Menifee: A Better Approach to Business
- 8 Menifee Business Incentives
- 9 Menifee is HOT for Office Development
- 10 Menifee Zoning Map
- 11 Land Development Map / CIP Projects
- 12 Welcome to Menifee
- 13 City of Menifee Fast Facts
- 14 Menifee is a Vibrant, Regional Economic Hub
- 16 It's More Than a Better Place to Be... It's the Best!
- 18 Families & Businesses Choose the Best
- 20 Civic Engagement Strengthens our City
- 22 Made in Menifee: Recognizing Local Businesses
- 32 Leasing Opportunities
- 36 For Sale Opportunities

The City of Menifee, incorporated in 2008, is home to close to 40,000 households making up over 116,000 residents and a wide-variety of businesses. Marked as one of the fastest-growing cities in Southwest Riverside County and 5th in the state, many residents are seeking Menifee for being a SAFE, THRIVING and PREMIER place to be. Menifee's family-oriented community, natural settings, sweeping vistas, award-winning school districts, local community college and destination shopping make Menifee a fantastic city to live, work, play and stay.

# MENIFEE:

## WHERE INNOVATION SETS THE STAGE FOR OPPORTUNITY

Menifee is a nationally recognized boomtown and regional economic hub, with a high growth trade area. In fact, Menifee's population has increased 84% since incorporation 13 short years ago and are projected to grow 7.5% more over the next two

years, pushing Menifee well over 125,000 residents by 2025, outpacing its neighbors and leading the region in growth. Paradoxically, Menifee provides a safe, quiet suburban feel right in the middle of a large population center of over 1.2 million people within a

20 minute radius of the center of Menifee, making Menifee the largest city in Southwest Riverside County and outgrowing neighboring cities.

Not only is Menifee booming with residential growth, but Menifee is also home to the fastest growing California Community College, Mt. San Jacinto College MSJC. Since 2017, MSJC has grown 16 percent year over year, with over 29,000 students, and is expected to reach 50,000 students within the next 5 years. Menifee's Community College is investing in our local campus, increasing ready access to a motivated and skilled workforce to meet the needs of incoming businesses. Menifee's youthful population median age of 36 has embraced change during the past year. Menifee was designed as a livable, lovable and easily walkable new community, and there are still more than 26 residential communities, 24 commercial centers under construction or in review, and City Council has invested over \$484 million in infrastructure, signals, and traffic improvements.

Menifee's Development Team had already been working hand-in-hand with cutting-edge developers and builders, intelligently paving a path for game changing growth. There are currently 264 active business development projects within Menifee city limits, with 13 million square feet of commercial and industrial development either under construction or in the pipeline. There's a real thirst for what's next in Menifee. Whether your business is relocating, expanding, or developing a new project in the City of Menifee, the Office of Economic Development offers a reliable single point of contact through every stage of the development process.

[menifeebusiness.com](https://menifeebusiness.com)



### POPULATION



**POPULATION**  
**116,000**  
125,300 by 2024

**MEDIAN AGE**  
**36 YEARS**  
YOUNG

**DAYTIME POPULATION: 100,223**  
**20 MIN. TRADE AREA: 1.2 MILLION**

### EMPLOYMENT

**HOUSEHOLD INCOME**  
**21.7%**  
\$100K-\$149K  
24.5% BY 2027

**22.4%**  
\$150K OR MORE  
29.5% BY 2027



**LOCALLY EMPLOYED**  
**59,116**

**BLUE COLLAR**  
**23.6%**  
**WHITE COLLAR**  
**76.4%**

**REGIONALLY EMPLOYED**  
**387,230**



### EDUCATION

**HIGHER EDUCATION DEGREE**  
**34.5%**

**SOME HIGHER EDUCATION NO DEGREE**  
**27%**



### HOUSING

**MEDIAN HOME VALUE**  
**\$613,000**  
**>37,096**  
HOUSEHOLDS  
41,000 by 2025



**OWNER OCCUPIED HOMES**

**77.4%**



**AVERAGE HOUSEHOLD INCOME 2023**  
**\$113K+**

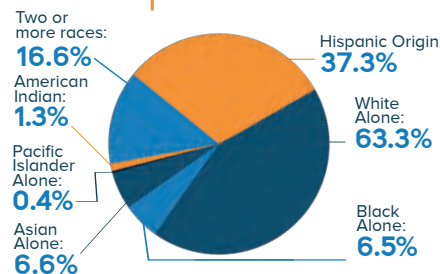


**AVERAGE HOUSEHOLD INCOME 2027**  
**\$136K+**

### DEMOGRAPHICS

**TOP 15**  
MOST DIVERSE  
PLACES TO LIVE  
IN CALIFORNIA

**#1 MOST DIVERSE PLACE TO LIVE**  
in Riverside County



\*Persons of Hispanic Origin may be of any race





# Building a thriving community

## *for the present and the future*

Menifee's smart economic growth is aided by the city's recent adoption of a simplified development code which modernizes specific zoning, subdivision, and grading ordinances.

According to Menifee City Manager Armando Villa, the new code streamlines development processes for new and expanding businesses, builders, and other stakeholders. In addition, the city's new Zero Stop Shop allows for expedited online submittals of plans, projects, payments, and submittals with ease from any location.

"We're dedicated to supporting businesses in our local economy," Villa said. "We're ready to get you building at the speed of business, and that means moving quick!"

Menifee City Council gave the OK to move forward with the Smart Cities and Broadband Master Plan as an innovative roadmap for achieving and communicating long-term objectives. This multi-disciplinary initiative integrates the latest technological advances with creativity and also

creates a mechanism so that broadband is available citywide. Aiming to efficiently use resources while supporting economic growth, the plan will improve quality of life, health, safety, infrastructure, and economic prosperity for the community. The recent implementation of smart traffic control systems and energy efficient street lighting is already producing results.

"To make the most of our location along Interstate 215, the City of Menifee continues to invest in infrastructure and transportation engineering projects," Villa said. "Improving traffic flow strengthens our healthy, accessible and interconnected community and increased circulation makes it easier for residents and visitors to do business and contribute to Menifee's diverse and robust economy."

To learn more about the plans to develop the Smart Cities and Broadband Master Plan, please contact the City of Menifee Chief Information Officer, Ron Puccinelli, by email at [rpuccinelli@cityofmenifee.us](mailto:rpuccinelli@cityofmenifee.us) or call us at (951) 723-1711.





## STREAMLINE MENIFEE

## A NEW. BETTER. BEST. Approach to Business

Incorporated just over a decade ago, Menifee has a youthful energy that attracts interest, opportunity, and growth. To encourage successful and sustainable enterprises, the city has streamlined business and development services to smooth the entitlement, permitting and construction processes. From permit to completion, the city is your project partner.

Constantly seeking companies that appeal to Menifee's fast-growing population, the city offers a business incentive program for incoming sit-down and boutique-restaurants, entertainment uses, and hotels.

"From startup to franchise to international expansion, we are here helping you find answers, make connections, and create solutions," Menifee Economic Development Director Gina Gonzalez said. "Whether you are new to the process, or expanding, we can assist in partnering to ensure your success. With a pent up demand in all major categories with sales leakage, our development team takes supporting your business or project extremely serious, and is here to triage your project at any step."

### ENTITLEMENT PROCESS

- 30-Day Pre-Application Review process
- 3-2-1 Process: Three-week review of initial formal submittal, two-week review of resubmittals, one week for condition of approval preparation

### CONSTRUCTION PROCESS

*(Consisting of building and fire permits)*

- 14 business days for initial review period
- 10 business days for resubmittal review period
- Inspections within 24-48 hours of request

### GRADING PLAN PROCESS

- No appointment needed for plan submittal
- 20-day first review of complete submittal
- 10-day review of resubmittals
- 5 days to sign mylars
- 5 days pre-construction meeting to permit issuance



# Now OPEN!



Located in the center and expanding growth of Menifee, the Fairfield Inn & Suites is surrounded by a neighboring community of local businesses, many choices of eateries, and close proximity to Temecula Wine Country.

The Fairfield brand is designed to deliver an inviting and effortless experience for all guests. King rooms, Queen rooms and Suites are available. Rooms feature a productive and intuitive design with a flexible workspace with desk, ergonomic chair, multi-functional smart wardrobe, and an area with a mini-fridge, microwave, and coffee maker.

Amenities include complimentary hot breakfast, coffee, 24-hour fitness center & business center, a 24/7 lobby market, and Wi-Fi within the entire building, along with a 5,500 square-foot conference center which includes a lavish 4,000 square foot banquet room for all corporate, business, social events and weddings.

Outdoor Pool & Hot Tub  
Free High-Speed Internet  
Complimentary Breakfast  
Pet Friendly  
Fitness Center  
Large Conference & Event Center

**Fairfield**<sup>®</sup>  
BY MARRIOTT



30140 Town Center Dr.  
Menifee, CA 92584  
**951.458.0600**

Contact Elizabeth Hunt for  
your Personalized Tour.  
951.458.0602

[marriott.com/hotels/travel/ontfm-fairfield-inn-and-suites-menifee](http://marriott.com/hotels/travel/ontfm-fairfield-inn-and-suites-menifee)



# Menifee BUSINESS INCENTIVES



## \$76\*

**Business License Fee**

\*base rate



## NO

**Utility Use Tax**

## 8.75%



**Sales  
Tax**

### Zero Stop Shop Permit Center

We are pleased to offer our citizens, businesses, and visitors access to government services online, 24 hours a day, 7 days a week. The City of Menifee has created a new initiative, “Streamline Menifee” that brings all city development departments together and focuses on providing expedited customer service and processing to save time and money by obtaining permits and approvals faster than ever. As part of this effort, and in advancing Virtual City Hall Services and our Zero Stop Shop, we welcome you to utilize the Menifee Permit Portal for online permitting and inspection scheduling.

### Site Selection Assistance

City Staff can compile a list of potential sites for consideration, advise on zoning code and provide feedback about the need for additional permitting measures that help the customer compare sites knowledgeably and make the best decision for their business location.

### Business Liaison Services

Whether your business is relocating, expanding or developing a new project in the City of Menifee, the Office of Economic Development offers a reliable single point of contact through every stage of the process.

### Internship Placement

The City of Menifee provides college and university students with the opportunity to work side-by-side with city staff, learn about local government, and gain professional experience while going to school. The City of Menifee also collaborates with local colleges to assist local businesses in obtaining skilled interns.

### Business Contracting & Procurement

The city processes millions of dollars in goods and services in orders and contracts annually. To be part of the competitive bidding process the city has easy electronic access to the official Bidders List.

### Business Incentive Program

In 2014, the City Council approved the Business Incentive Program aimed at assisting in the acquisition of some of the most sought out after amenities, restaurants, and entertainment requested by residents and visitors, which provide a much needed job base, as well as revenue for vital city services. Incentives are offered on a case by case basis upon City Council approval.

### Brine Line

The City of Menifee is serviced by a brine line, or non-reclaimable wastewater line. The brine line flows through the city parallel north of Newport Road. This provides a disposal point for industries that produce non-recyclable waste brines. Making disposable more affordable and efficient for businesses.

### Small Business Development Center (SBDC)

Through a partnership with the City of Menifee, the SBDC offers free business consulting to Menifee businesses from workshops and loan packages to marketing and business plans, conveniently available at Menifee City Hall.

### Line A Completion

This project provides protection from historic flooding and removes impacted properties from the 100 year floodplain. This project improves water quality by reducing topsoil erosion and pollutants and implements water quality BMPs, construct drainage basins and removed 500,000 tons of silt and debris that currently flows to the San Jacinto River.

### Hiring Incentives

On-the-Job Training (OJT) through the Workforce Development Center allows a business to hire and train a new employee in the basic skills necessary to perform the job while working in the job. A business can receive up to 50% of the employee’s wages to help off set the cost of training.

### Rapid Response Team

Menifee has created a “Rapid Response Team” that serves as a project partner during any and all phases of the site selection, due diligence, entitlement, permitting, and construction processes. If an issue arises, the Rapid Response Team collaborates with the City’s Development Divisions to help you find creative solutions!

To learn more, please contact Menifee’s Office of Economic Development at [econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us).



# Menifee is **HOT** for Office Development

**T**here are many reasons Menifee is one of the fastest-growing cities in California, and all of them spell success for companies that choose to call this vibrant, convenient, and dynamic young city their home. But there is one problem. With an office vacancy rate below 1% and anticipated high growth in the number of residents and businesses, office space development opportunities in Menifee are in HOT demand. According to the Rose Institute, Menifee ranks as the "premier low-cost option for highly competitive businesses in Southern California." Coined a "National Boomtown and Regional Economic Hub," this award-winning city offers incoming

companies value that similar-sized cities just can't match. The need of office development has never been greater — or more timely.

The incoming Menifee Justice Center nearing completion is a \$90 million investment and its supporting businesses, combined with an increase in medical and other service-focused businesses, put office space in very high demand in Menifee. The city's recently completed office demand study revealed that over

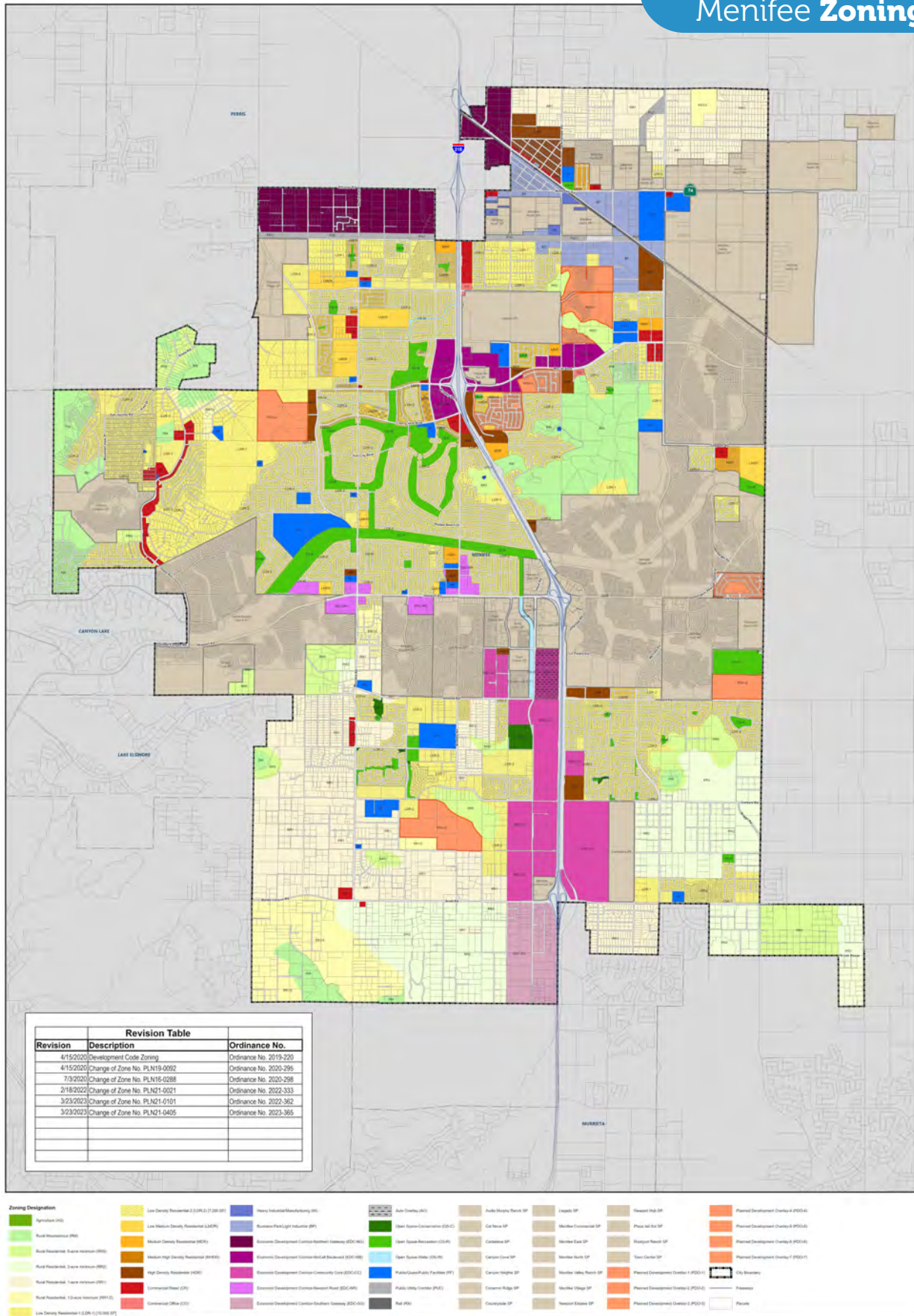
300,000 sq ft is in current demand for office space, and that demand grows by 30,000 sq ft annually. As a result, Menifee has the highest office lease rates, and largest demand for office space even during the COVID-19

pandemic, in Southwest Riverside County, which equates to a huge opportunity for office development.

Menifee's business-friendly "One Stop Shop" on the first floor of City Hall is the home base for developers. Here, experts from all city departments are focused on simplifying and expediting the development process for customers who want to invest in the city. This year Menifee transformed into a "Zero Stop Shop" city where submittals, permits, and payments can all be submitted online from any location. Obtaining a business license and securing approvals for planning, building, public works, engineering, and file permits are faster and more cost-efficient with the Streamline Menifee Initiative. Menifee's personalized ombudsman services, along with its Office of Economic Development, make Menifee your BEST development move!





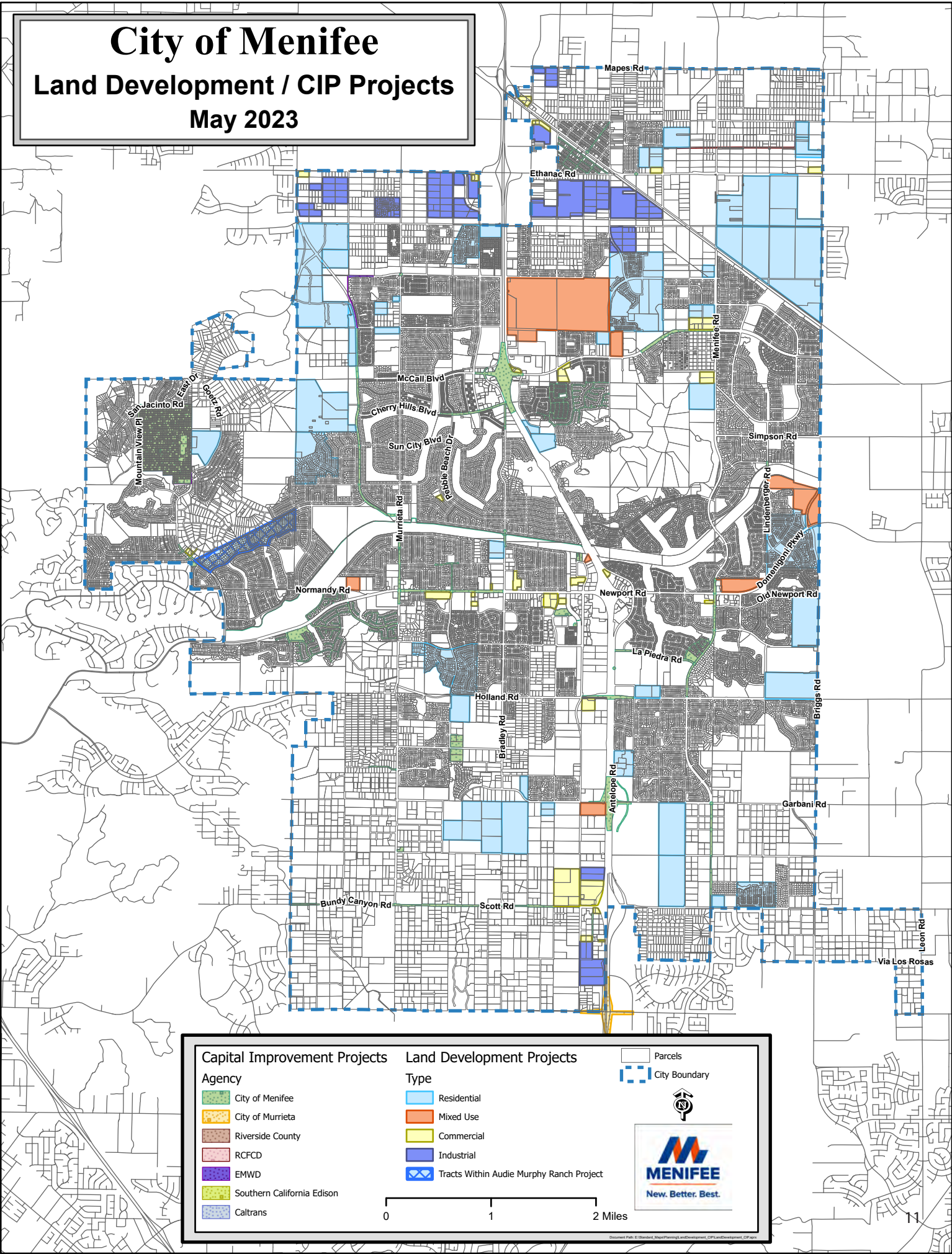




# City of Menifee

## Land Development / CIP Projects

### May 2023





# Welcome to Menifee

As one of Riverside County's newest premier cities, Menifee is known for prime, up-scale housing, abundant recreational offerings, new and growing amenities, and a pleasant year round climate.

"Our central location puts us conveniently close to Southern California's popular amenities; the beach, mountains, desert, and premier attractions that are no more than 45 minutes away," City of Menifee Economic Development Director Gina Gonzalez said. "We are fortunate to have Interstate 215 cross our city lines right down the middle, drawing visitors to the area for shopping, making Menifee extremely accessible, and making it easier for residents to seek the best in Southern California living and for doing business."

Within Menifee's 46 square miles, unique businesses and retail establishments shape the community's character. Boasting a flourishing economic base that also contributes favorably to the city's strong financial position, Menifee's growing family-oriented community values the city's ongoing commitment to public safety, community parks and amenities, infrastructure, economic development, and business-friendly demeanor setting it up for the future.

"The recent creation of a new municipal police force is a milestone for our young, energetic city," Menifee City Manager Armando G. Villa said. "All of these elements are working together to support the city's strategic vision to make Menifee a safe, thriving, and premier place to be."

Gonzalez said the one intriguing distinction about Menifee is that the city technically gets younger every year.

"The median resident age gets lower as young families and young professionals move here,"

she said. "They have discovered our neighborly communities, great schools, colleges, shopping, growing nightlife, and high quality of life; Menifee is a wonderful place to raise children. With lakeside living, master-planned communities, a 36-hole championship golf course, a skate park, soccer fields, basketball and tennis courts, trails, and great shopping, there's really something for everyone."

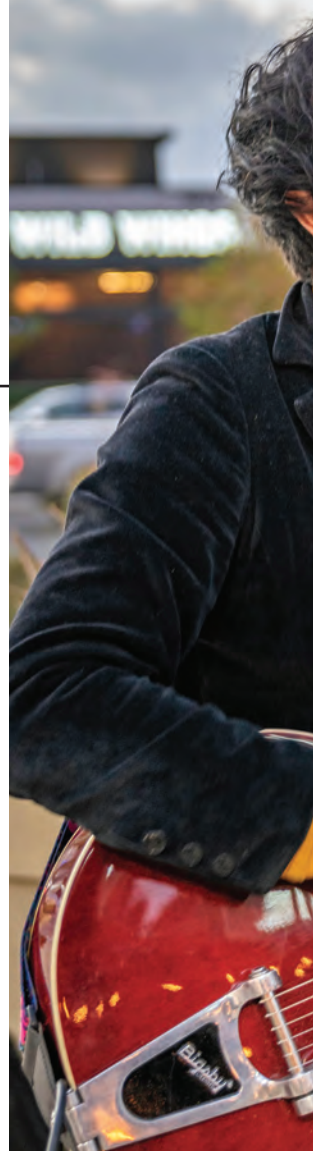
While Menifee continues to grow, recently surpassing over 116,000 residents, the city holds tight to its small-town feel which brings so much opportunity to the area. Enterprising entrepreneurs, boutique owners, and businesses of all kinds recognize the potential in Menifee.

"We have available prime land which offers room for growth," Villa said. "Our city council has a clear vision for economic development and by greatly reducing the bureaucratic red tape for new and expanding businesses, staff has made Menifee more business friendly and ripe for healthy commercial development, job creation, and industry clustering."

Although there are plenty of new development projects and new opportunities in Menifee, city officials understand this success has relied on the traditional wisdom from those that came before them. Rooted in history, Menifee's proud rural heritage goes back hundreds of years.

The Menifee area later grew during the late 1980s and early 1990s as a master-planned community. On October 1, 2008, the communities of Menifee, Sun City, Romoland, and Quail Valley incorporated as the City of Menifee.

Now, the business community, families, seniors, and visitors can all enjoy the benefits and rewards of this new, clean, and vibrant city.







# City of Menifee

## FAST FACTS

### Top 3 Places to Live in the IE

*Southern CA News Group*

### One of the Fastest Growing Community College in California

*Mt. San Jacinto College | msjc.edu*

### #1 in Science Education in Riverside County

*niche.com*

### Top 100 Best U.S. Cities to Raise Kids

*National Council for Home Safety and Security*

### 5th Fastest Growing City in the State

*California Department of Finance*

### Supports Innovation, Entrepreneurship, Allied and Life Science, Technology and Advanced Manufacturing

*CityofMenifee.us*

### Voted Top 3 Event

in the Inland Empire  
for Independence Day Celebration

*the Press Enterprise*

### #35 Safest City in California

*Safewise*

### #2 City in Southwest Riverside County

for Fiscal Health

*California State Auditors Office, 2022*

### #7 National “Boomtown” #1 California “Boomtown”

*Ranked by Smart Assets*

### Menifee Lakes Country Club

Voted “5 Star” Course

*Golf Advisor*

### Top Workplace

5 Consecutive Years

*Inland News Group*



# Menifee is a Vibrant, Regional Economic Hub

Booming with residential growth and commercial developments, Menifee is a fresh, vibrant and newly incorporated city with a flourishing economy. City leadership is committed to maintaining a safe and thriving community. Through smart and strategic growth, the City of Menifee is always on the lookout for new opportunities to benefit its residents and businesses. This is exactly why Menifee is a “Regional Economic Hub!”

## New Menifee Police Department A Heart for Community Policing

Reflecting an ongoing commitment to public safety, the City of Menifee launched its new, innovative police force July 1, 2020. The already award-winning Menifee Police Department has a heart for community policing and service, and aims to connect officers, businesses, and residents in partnership to provide a solid community-centric foundation. Menifee's growing population will benefit from this talented and dedicated team of 91 experienced officers and 27 driven staff members with over 950 years of experience, keeping Menifee one of the safest communities in the state. With a fleet of flag-wrapped high-tech patrol cars, the community-oriented police force seeks to enhance safety and security through positive engagement opportunities with residents and local businesses. To learn more about the new Menifee Police Department, please visit [www.menifeepolice.org](http://www.menifeepolice.org).

## New Menifee Justice Center Resolving Civil and Family Law Locally

Upgrading, enhancing, and relocating a much smaller courthouse to the City of Menifee, the new 85,010 square-foot Menifee Justice Center is slated to house nine courtrooms, jury assembly and deliberation rooms, a self-help legal center, a children's waiting room, attorney interview rooms, and witness waiting rooms. The \$90 million courtroom in Menifee will handle civil law proceedings such as divorce, small claims, traffic, probate and family law hearings, and trials. The new justice center is under construction within the emerging Menifee Town Center development, the city's future envisioned government center. Menifee has seen an increased need for access to justice and proximity to legal resources. This regional amenity will benefit the entire Southwest Riverside County and neighboring cities with enhanced access to justice and legal services, jobs, and proximity to legal resources.





## *New* Mt. San Jacinto College Stadium & STEM Building

### Welcoming a New College Stadium & STEM Building

As one of the fastest growing community colleges in the state, and slated to surpass Riverside Community College, Menifee is proud to be home to Mt. San Jacinto College (MSJC). The City of Menifee welcomes MSJC's incoming 5,000 seat stadium and kinesiology complex that will be used for concerts, football games, sport playoffs and more. In addition, MSJC is developing an 60,000 sq ft Science, Tech, Engineering, Math (STEM) building. The \$40 million dollar STEM building and the stadium will add to the \$700M of regional economic impact the college has to the region and compliment the only college makerspace in the region.

## *New* Menifee Amphitheater

### Expanding Menifee's Culture and Arts Scene

The City of Menifee continues to encourage the cultivation and development of the local arts and culture scene. One of Menifee's newest projects that will enhance the arts and culture scene is the construction of an amphitheater at Central Park, appropriately named as it is located in the center of the city. The amphitheater will provide a structure for community events and performances that will continue to drive the arts and culture scene and provide a venue for regional entertainment opportunities. This new amenity to the Menifee community will prove to be an economic driver while propelling the arts and culture scene in Menifee.



# It's More Than a Better Place to be...

# *It's the Best!*

“As the fastest growing city in Southwest Riverside County, Menifee is considered a large city, with a small town feel, and we are always on the lookout for ways to enhance our quality of life for residents and businesses.”

*ARMANDO G. VILLA, MENIFEE CITY MANAGER*





## Welcoming Businesses is What We Do!

With an easier way to assist new businesses getting started, Menifee welcomes business owners, professionals, entrepreneurs, solopreneurs, and other enterprises to join its diverse community. At the business-friendly, One Stop Shop on the first floor of Menifee's City Hall, experts from all city development departments are focused on simplifying and expediting the development process for customers who want to invest in the city. In fact, this year Menifee expanded its One Stop Shop to a **Zero Stop Shop** where submittals, permits, and payments can all be submitted online from any location. Obtaining a business license and securing approvals for planning, building, public works, engineering, and fire permits are faster, more cost-efficient, and provides certainty on projects with the **Streamline Menifee** initiative. Menifee's Rapid Response Team (made up of Economic Development, Community Development, Engineering, and Fire & Building Safety), and ombudsman services make Menifee your **BEST** business move yet!



## Improving Infrastructure and Roadways

Along the burgeoning Interstate 215 corridor, Menifee keeps traffic flowing with funding from the city's close to \$500,000,000 5-year Capital Improvement Program. The 5-year CIP includes over 131 transportation, traffic signals, street improvements, pavement management, drainage, streetlight, facilities, parks and trails projects. Whether commuting to work, heading to one of our premier shopping centers, or enjoying the area's abundant recreational offerings, drivers can choose from several thoroughfares which connect Menifee with other communities in Southwest Riverside County.



## Becoming a Regional Economic Medical Hub

Menifee's growing families and residents of all ages benefit from improved quality of life due to living near so many medical resources. Menifee has quickly become a regional economic medical hub. Conveniently and centrally located, Menifee is center to Menifee Global Medical Center, Loma Linda University Medical Center, Kaiser Permanente, Inland Valley Medical Center, Rancho Springs Medical Center, and Rady's Children Facility, just to name a few. With affordable, available freeway-visible properties, a skilled workforce, and residents' high demand for quality medical care, Menifee continues to attract medical-related projects, including three currently in progress. Menifee has seen over 50 new medically-related businesses to the city within the past two years.



## Action Packed Outdoor Adventures Await

As a family-focused community, Menifee's regional parks, community parks, and neighborhood parks provide strikingly beautiful places for recreation and gatherings at picnic shelters, playgrounds, basketball courts, tennis courts, and sports fields. One of the newest addition includes the region's largest pump track, the Gale Webb Kids-R-#1 Action Sports Park, which features over 30 obstacles for different skill levels, including a bicycle playground, and a 22,000 square foot pump track and is located at 26533 Craig Ave.



Looking for a unique park for your family to enjoy Menifee's 250+ days of sunshine? Newly opened Remington Park, located at 27101 Junipero Rd. includes an inclusive tot lot with a zipline, pickleball, outdoor fitness equipment, cornhole and a picnic shelter expanding over 5 acres for plenty of room to roam and enjoy this new amenity!





## Families & Businesses Choose the Best

Menifee is garnering national attention as a safe and prosperous city. These awards and accolades back up what locals know to be true; with high-achieving schools, employment prospects and family-oriented community, Menifee is one of the best cities in California to live, work, and play in. And we're proud of that!

"The City of Menifee is devoted to maintaining best practices and creating the best opportunities for its residents and businesses that call Menifee home," Mayor Bill Zimmerman said.

With upper-scale housing options, enjoyable climate, and a safe and central location that puts the city a short distance to the mountains, beaches, and California's best entertainment venues, Menifee has racked up these notable distinctions:



### A Top "Boomtown" in America

- In a national ranking by the financial website SmartAsset, Menifee is rated the 7th "Top Boomtown in America" and 1st in California due to its prosperity and robust development. For this ranking, Smart Asset looked at data for large U.S. cities based on population, business and economic growth, employment, and household income.



### Top 50 Safest City in California

- Menifee has been named California's 32nd Safest Cities by SafeWise, an online resource for safety and security. The ranking considered many factors, including FBI crime stats, population growth, income, and poverty.



### Top 100 Best U.S. Cities to Raise Kids

- The National Council for Home Safety and Security ranked Menifee as a Top 100 Best U.S. Cities to Raise Kids in the nation, based on education, population, crime, income, and health insurance.



### Inland Empire's Top Workplace

- For the fifth year in a row, the City of Menifee was named a Top Workplace for 2018, 2019, 2020, 2021 and 2022 by the Inland News Group. Leadership, training, benefits and workplace culture were evaluated to earn this designation. Menifee's employees enjoy the community they serve!



### Inland Empire's Top 3 Places to Live & Top 2 Events

- Menifee is voted one of the Inland Empire's Top 3 Places to Live by readers of The Press Enterprise, and both the Music and Arts Festival and Independence Day Celebration were voted by readers as the Top 2 Events of the Inland Empire.



### Fastest Growing Community College in California (Mt. San Jacinto College)

- Mt. San Jacinto College (MSJC) is the fastest growing community college in California and has seen a 16% increase in students. MSJC also houses campuses for University of Massachusetts Global, Bellevue University, and Grand Canyon University, and is affiliated with more than 40 universities and colleges such as UCLA, Stanford University, and USC.



### Top City in Southwest Riverside County for Fiscal Health

- Recent data released by the California State Auditor's Office through a transparent interface dashboard, highlights and ranks the city's overall fiscal health. The tool, launched in 2019, ranks more than 470 California cities based on detailed information about their fiscal health and whether a city is at risk for fiscal distress. Menifee ranked as the "Top City" in Southwest Riverside County, beating out many of its neighbors in relation to its financial reserves, debt burden, cash position/liquidity, revenue trends, and retirement obligations.

# EXPERIENCE MENIFEE LAKES COUNTRY CLUB

Truly spectacular golf in a beautiful and serene surrounding... that's what Menifee Lakes Country Club is all about. From the moment you drive up and take your first step onto the lush grass, you'll feel it. We feature thirty-six of the area's most inspiring holes — some of Ted Robinson's finest. Each championship course features challenging, true-rolling greens and playable fairways, with more than 100 strategic bunkers, all woven together amidst beautiful maturing trees, 36 acres of waterways, and breathtaking landscape.



Open to the Public  
Lessons  
Special Events



*Menifee Lakes Country Club is located east of the I-215 off Newport Road.*

29875 Menifee Lakes Drive | Menifee, CA 92584

Golf Shop hours: 6 a.m. – 6 p.m.

[menifeelakes.com](http://menifeelakes.com) | 951-672-4824

**Voted 5 Stars**  
by Golf Advisor®





# Civic Engagement strengthens our city

## Better Together

Menifee is proud of the service organizations that contribute and bring opportunity to the entire community. There are numerous service groups made up of



individuals who have a passion for making a positive and lasting impact on the city.

A local service-minded organization that supports the community is the Menifee Interfaith and Community Service Council. Uniting more than 30 faith-based groups and local agencies, this multicultural alliance promotes harmony and fosters mutual understanding, peace, respect, and benevolence. Chair Gloria J. Sanchez explained that the group welcomes all people as it seeks to improve the community through service to others.

The Menifee Interfaith and Community Service Council is about 50 strong. Holding meetings monthly, the group coordinates with other businesses and organizations to sponsor projects within the city. Group members are highly involved in several events every year including Menifee Better Together, National Day of Prayer, Thanksgiving Free Community Meal, Thanksgiving Service, and Santa's Workshop.

During the year, the group conducts fundraising activities to help the entire community, including the 55+ population and others in need. One recent project was renovating and repairing a local women's shelter.

The Menifee Interfaith and Community Service Council was formed six years ago when community and religious leaders recognized a need for Menifee's growing population. They envisioned the way the combined strength and skills of the city's

many diverse faith organizations would be of great benefit. What began as a small group has turned into a dynamic support for the entire community.

"We serve with compassion, action, and love," Sanchez said.

As one of the many events that unite the community, Menifee Better Together is an enormous volunteer effort. It annually connects residents, businesses, families, and student groups to participate in completing community projects. In partnership with Habitat for Humanity, these endeavors have included revitalizing senior homes and cleaning up areas of greatest need throughout the region. Traditionally held to coincide with Earth Day, this one-day city-wide beautification effort often results in hundreds of volunteers completing dozens of projects. Coordinated by city staff, Menifee Better Together encourages residents to show pride by giving back to their community.

Menifee supports veterans and active duty service members with annual citywide events to honor and recognize our citizens. The pictures and names of veterans and those currently serving in the armed forces are prominently displayed throughout the city by the Menifee Military Banner Program. As a permanent tribute to past, present, and future veterans, the Menifee Veterans Memorial at Wheatfield Park is a public space that was created to honor the fallen heroes in Menifee where families and the community can gather for reflection.

## More Information

Menifee Interfaith and Community Service Council  
Menifee Better Together  
Menifee Military Banner Program  
Menifee Veterans Memorial

[menifeeinterfaith.org](http://menifeeinterfaith.org)  
[cityofmenifee.us/427/Menifee-Better-Together](http://cityofmenifee.us/427/Menifee-Better-Together)  
[cityofmenifee.us/428/Menifee-Military-Banners](http://cityofmenifee.us/428/Menifee-Military-Banners)  
[cityofmenifee.us/183/Menifee-Veterans-Memorial](http://cityofmenifee.us/183/Menifee-Veterans-Memorial)





# PROVECHO

GRILL



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SIGNATURE COCKTAILS



Photos by Carl Kravats

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26862 Cherry Hills Blvd. Menifee, CA 92586 | Phone: 951-246-3200

Hours of Operation: Closed Monday • Tuesday-Saturday 11am-8pm • Sunday 10am-5pm



**HAPPY HOUR TUESDAYS - THURSDAYS**  
**2 PM - 5 PM DRINK SPECIALS**

**TACO TUESDAY PROMOTIONS**

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Hours of Operation: 10am-10pm daily  
[tacosandtequilamenu.com](http://tacosandtequilamenu.com)



@tacosandtequilamenifee



Tacos & Tequila Menifee

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Hours of Operation: Closed Monday, Sunday/Tuesday-Thursday 3pm-10pm

Friday and Saturday 3pm-1am (kitchen open until 12 am)

[savagechef.com/barandgrill](http://savagechef.com/barandgrill)



@savagechefbarandgrill



savagechefbarandgrill





# Made in Menifee

## Recognizing Local Businesses

With so many choices of retailers, restaurants, and businesses, Menifee offers more options for residents and visitors to spend money locally. To foster pride in our bustling economy, the city selects one local business that goes above and beyond the call of business, and highlights them

for the Business Spotlight Program, organized by the Menifee's Office of Economic Development. Residents are encouraged to nominate businesses that contribute to bettering the community. Bushfire Kitchen, Digital Dental Leaders and Provecho Grill are recent Business Spotlight selections.



**MENIFEE**  
New. Better. Best.

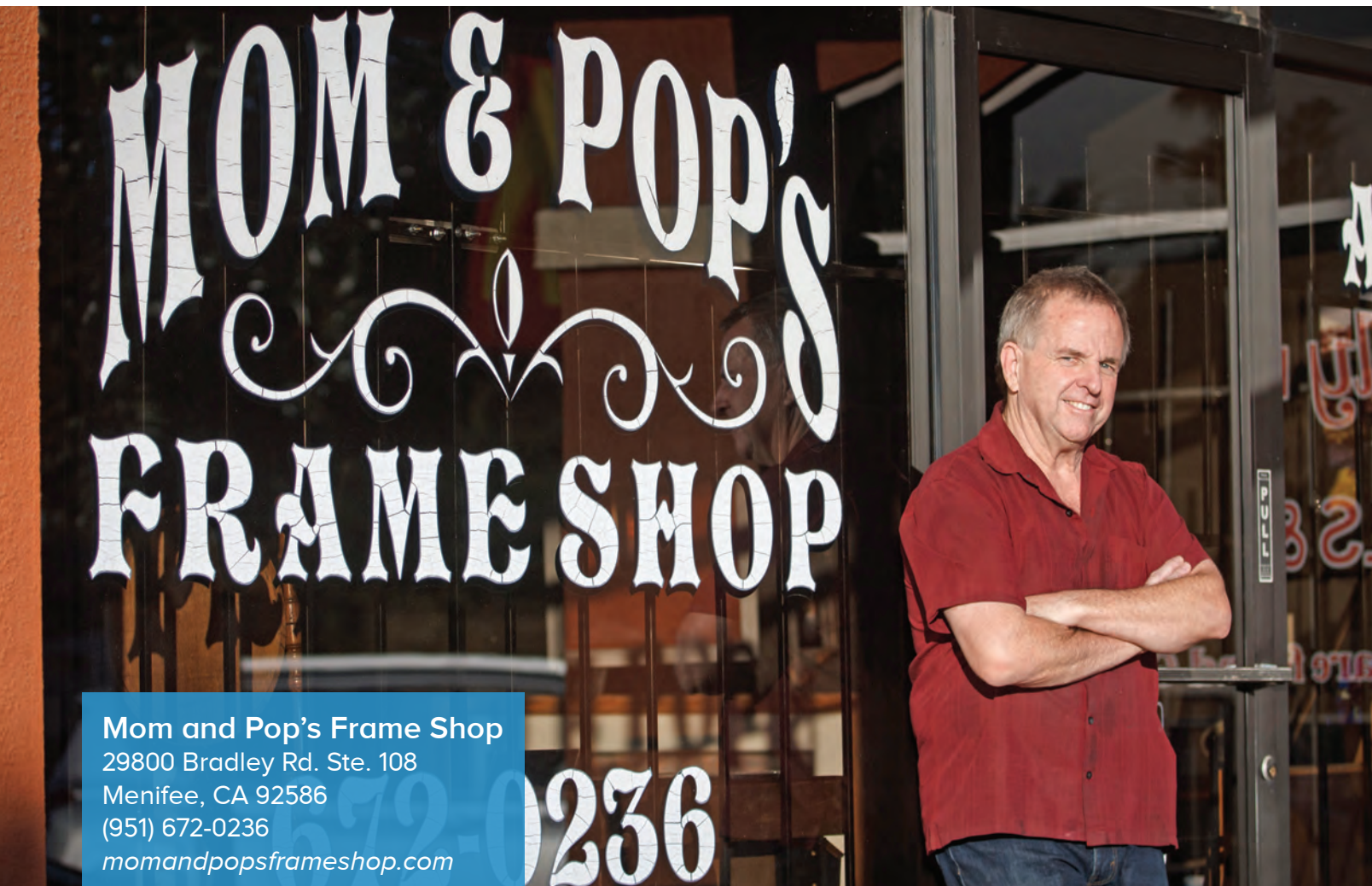


**MENIFEE**  
Business  
Spotlight





# Mom and Pop's Frame Shop



## Mom and Pop's Frame Shop

29800 Bradley Rd. Ste. 108

Menifee, CA 92586

(951) 672-0236

[momandpopsframeshop.com](http://momandpopsframeshop.com)

For more than 30 years Doug Hartwick has been a part of the art scene, but not with photos, paintings, or sculptures. Instead, Hartwick, who owns Mom and Pop's Frame Shop in Menifee, works behind the scenes providing framing services for a variety of artists from all over the world.

"I frame anything anyone brings in from anywhere, from toilet paper to priceless artwork," Hartwick said, adding that toilet paper was the oddest thing he had ever framed.

"Her husband was in World War II; she traveled with him and whenever they went to a different country, she would take a little square of paper and write the date on it," he explained. "So, she brought in this box of toilet paper and it had all of the dates on it wherever they were around the world ... It was pretty cool."

Hartwick said he has been in business at his Menifee

location at 29800 Bradley Road, Ste. 108 for 19 years. Menifee values businesses that have been a part of the community for a long time.

"I was the first tenant here," he said.

Hartwick said that he loves what he does, not just because it gives him a chance to be creative, he creates frames from scratch, but because people come in with their artwork and other items, sharing their stories.

"They bring in whatever they have, and I make it look as pretty as I can," he said.

Mom and Pop's Frame Shop can be reached by calling (951) 672-0236. Visit them on the web at <http://momandpopsframeshop.com>.





# Bushfire Kitchen

Serving healthy choices with wholesome ingredients, Bushfire Kitchen is a fresh gourmet casual restaurant with an extensive gluten-free menu. They bring a selection of quick and healthy meals for families to enjoy in an affordable, casual setting.

Open since December 2019, Bushfire Kitchen in Meniffee is the fourth Southern California location for this family owned-and-operated restaurant. “We wanted to bring our business to Meniffee to give the locals something new outside of the typical chain restaurant,” Kate, a manager at Bushfire Kitchen, said. She said they recognized that Meniffee has been a fast growing community and they were excited to jump in on that growth to expand their business as well.

In the restaurant, they often hear that customers are excited to find something out of the usual with Bushfire Kitchen's healthy homemade options.

“There's been an overall excitement since we started in Meniffee,” Kate said, adding that even under the current circumstances, they often get customers checking in to see how the restaurant is doing. “We've had so much support from everyone, and Meniffee has been our number one location in sales to date.”

Restaurant staff members enjoy meeting new regulars, families, young professionals, and active seniors, and seeing old regulars that would usually have to commute to the Temecula or San Diego County stores, their first location, for dinner.

“Our guests are what make our job special,” Kate said.

Bushfire Kitchen was founded in 2012 by two cousins, one a chef and the other an entrepreneur. Working together, they wanted to create a restaurant they'd bring their families to, something with healthy choices, quality ingredients, and reasonable prices. Having lived in Australia, South Africa, Canada, and now Southern California, the cousins bring an eclectic taste and a passion for service to their restaurants.

Bushfire Kitchen is located at 30080 Haun Road, Ste. 360 in Meniffee and can be reached by calling (951) 679-9929. Visit them online at <https://www.bushfirekitchen.com>.



**Bushfire Kitchen**  
30080 Haun Rd. Ste. 360  
Meniffee, CA 92584  
(951) 679-9929  
[bushfirekitchen.com](https://www.bushfirekitchen.com)



# Digital Dental Leaders

Founded by Eric True and Ben Bixby, Digital Dental Leaders is an all-digital dental lab that uses emerging advanced manufacturer technology to design and produce crowns and dental restorations. By producing crowns and bridge work without models, Digital Dental Leaders helps dental practices save time and money by manufacturing high quality products with a fast turnaround time.

True grew up in Southern California and the idea for their unique business grew from personal experiences. Because his father was a dentist, True was familiar with the needs for that type of business. He learned manufacturing concepts from his father-in-law.

Bringing digital manufacturing technology to dentists was a natural fit. True explains that 2015 was the right time for going all-digital. He said the business, located at 29683 New Hub Dr., Suite C in Menifee, took off in 2016.

In the beginning, Digital Dental Leaders manufactured about 20 crowns a day. Now, the firm produces about 200 a day.

“We have tremendous respect for dentists and dental patients,” True said, explaining that they want to have only the highest quality work that would

essentially sell itself. They envisioned the restoration experience for the doctor to be an experience that the patients would promote.

“We believe digital manufacturing is the best way to do that,” he said. “And Menifee has everything we need to be successful.”

Before using digital technology, a dentist would have had to make an impression of the patient’s mouth before sending it off to a lab. The wait time, laborious nature of the task and high incidence of mistakes is virtually erased by the use of digital design and advanced manufacturing. Digital Dental Leaders makes this a seamless process

for dentists and patients.

True and Bixby have recently expanded Digital Dental Leaders, and purchased a building in Menifee to help with future expansion needs, along with adding new current office space for their growing team.













Today 50 families are involved in the business as employees, managers, and owners.

“We are very thankful to have our offices in Menifee,” True said. “We live here and work here, and we want to help the community by bringing additional jobs and are proud to be a part of the city’s growing advanced manufacturing industry here.”

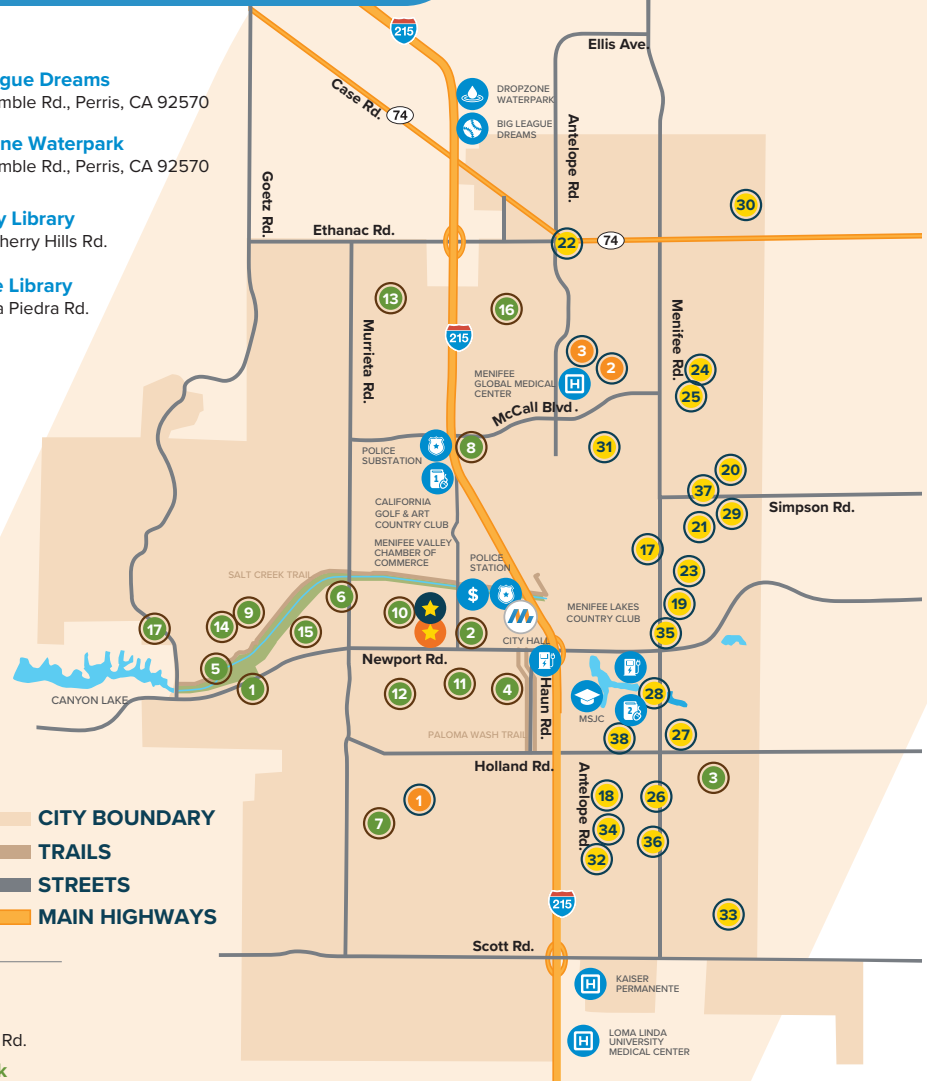







# Menifee Parks, Recreation Centers and Libraries


















-  **Menifee City Hall**  
29844 Haun Rd. | (951) 672-6777
-  **Community Services**  
**West Annex Bldg. Dept. HQ**  
29995 Evans Rd. | (951) 723-3880
-  **Kay Cenicerros Senior Center**  
29995 Evans Rd. | (951) 672-9673
-  **Lazy Creek Recreation Center**  
26480 Lazy Creek Rd. | (951) 679-8092
-  **Menifee Police Station**  
29714 Haun Rd. | (951) 723-1500
-  **Menifee Police Substation**  
28115 Bradley Rd. | (951) 210-1065
-  **Mt. San Jacinto College**  
28237 La Piedra Rd.
-  **Menifee Global Medical Center**  
28400 McCall Blvd.
-  **Kaiser Permanente**  
28150 Keller Rd., Murrieta, CA 92563
-  **Loma Linda University Medical Center**  
28062 Baxter Rd., Murrieta, CA 92563
-  **Menifee Valley Chamber of Commerce**  
27397 New Hub Dr., Ste. 102 | (951) 672-1991
-  **Electric vehicle charging stations**

-  **Big League Dreams**  
2155 Trumble Rd., Perris, CA 92570
-  **DropZone Waterpark**  
2165 Trumble Rd., Perris, CA 92570
-  **Sun City Library**  
26982 Cherry Hills Rd.
-  **Menifee Library**  
28798 La Piedra Rd.






 **CITY BOUNDARY**  
 **TRAILS**  
 **STREETS**  
 **MAIN HIGHWAYS**

## CITY OF MENIFEE PARKS

- |  |  |
|--|--|
|  <b>1 Audie Murphy Ranch Sports Park</b><br>30376 Lone Pine Dr. |  <b>9 La Ladera Park</b><br>29629 La Ladera Rd.     |
|  <b>2 Calle Tomas Play Trail</b><br>Calle Tomas & Cabrillo Dr.  |  <b>10 Lazy Creek Park</b><br>26480 Lazy Creek Rd.  |
|  <b>3 Centennial Park</b><br>31166 Shire Horse Wy.              |  <b>11 Lyle Marsh Park</b><br>27050 School Park Dr. |
|  <b>4 Central Park</b><br>30268 Civic Plaza Dr.                 |  <b>12 Mayfield Park</b><br>26410 Rim Creek Path    |
|  <b>5 Creek View Park</b><br>24751 Audie Murphy Rd.             |  <b>13 Nova Park</b><br>25444 Nova Ln.              |
|  <b>6 E.L. Pete Petersen Park</b><br>29621 Park City Ave.       |  <b>14 Silver Star Park</b><br>30054 Thunder Ct.    |
|  <b>7 Hidden Hills Park</b><br>31727 Eaton Ln.                  |  <b>15 Spirit Park</b><br>25507 Normandy Rd.        |
|  <b>8 John V. Denver Park</b><br>28050 Encanto Dr.              |  <b>16 Talavera Park</b><br>27931 Calle Talavera    |
|  |  <b>17 Sunset Park</b><br>Goetz Rd. & Landsview Wy. |

## NEW & COMING SOON: CITY OF MENIFEE PARKS

- |  |   |
|--|---|
|  <b>1 Gale Webb, Kid-R-#1, Sports Action Park</b><br>Evans Rd. & Craig Ave. |  <b>2 Remington Park</b><br>Rouse Rd. & Junipero Rd.                       |
|  |  <b>3 Underwood Park</b><br>Antelope Rd. & Rouse Rd.<br><i>COMING SOON</i> |

## VALLEY-WIDE RECREATION AND PARK DISTRICT PARKS

- |   |  |
|---|--|
|  <b>17 Aldergate Park</b><br>Menifee Rd. & Aldergate Dr.                 |  <b>28 La Paloma Park</b><br>Menifee Rd. & Bayport Ln.                                |
|  <b>18 Autumn Breeze Park</b><br>Autumn Ln. & Corderro Ln.               |  <b>29 Mahogany Creek Park</b><br>Garden Grove Dr. & Park Trail Wy.                   |
|  <b>19 Desert Green Park</b><br>Painted Desert Dr. & Desert Terrace Dr.  |  <b>30 Marion V. Ashley Park and Community Center</b><br>25625 Briggs Rd.             |
|  <b>20 Discovery Park</b><br>Heritage Lake Dr. & Calm Horizon Dr.        |  <b>31 McCall Canyon Park</b><br>Brantely Ct. & Crestwood St.                         |
|  <b>21 El Dorado Park</b><br>Trailhead Dr. & Lindenberger Rd.            |  <b>32 Menifee South Tot Lot</b><br>Feather Creek & Eickhoff Dr.                      |
|  <b>22 Eller Park</b><br>Highway 74 & Antelope Rd.                       |  <b>33 Mira Park</b><br>Wickard Rd. & Mira St.  |
|  <b>23 Grand Vista Park</b><br>Grand Vista Ave. & Promenade Rd.          |  <b>34 Mosaic Park</b><br>Tupelo Rd. & Teal Gate Ln.                                  |
|  <b>24 Heritage Lake Sports Park</b><br>Heritage Lake Dr. & Big Bend Dr. |  <b>35 Pepita Square Park</b><br>Camino Pepita & Camino Cristal                       |
|  <b>25 Heritage Park</b><br>Heritage Lake Dr. & McCall Blvd.             |  <b>36 Rolling Hills Park</b><br>Pacific Bluff St.                                    |
|  <b>26 Hidden Meadows Park</b><br>Highland Ct.                           |  <b>37 Sunrise Park</b><br>Simpson Rd. & Lindenberger Rd.                             |
|  <b>27 Lago Vista Sports Park</b><br>Holland Rd. & Bell Mountain Rd.     |  <b>38 Wheatfield Park, Menifee Gym and Rec Center</b><br>Menifee Rd. & La Piedra Rd. |



# Datatronics Inc.



**Datatronics Inc.**  
28151 CA-74  
Menifee, CA 92585  
(951) 928-7700  
[datatronics.com](http://datatronics.com)

Datatronics is a global leader in custom magnetics technologies, offering world class advanced manufacturing, total quality management, responsive service and superior value in custom magnetics.

With design, service and manufacturing facilities located worldwide to support its customers, Datatronics' offerings include custom transformers and custom inductors for electronic equipment supporting a wide range of mission-critical applications in aerospace, military, medical and telecommunications, Senior Sales Applications Engineer Mike Torres said.

"We were actually established in 1958 as Pacific Magnetics," Torres explained. "Over time it evolved into what it is today, a high mix, low volume electro-magnetic component manufacturer."

Torres said that the production workers Datatronics has from the Southwest Riverside County area building those magnetics are "extremely talented."

"It is critical our small electro-magnetic components are built with a high degree of precision" he said, adding that the company builds mostly custom parts. "It's key they are built the same way every time. Our production workers are the front lines for building these components."

**Torres said the workforce in the area is exceptional!**

"In addition to production lab workers, we have a variety of engineering talent that starts fairly early with apprenticeships and going all the way up to people that have made this their career and have been with the company for a large number of years," he said. "Engineering talent needed for our products includes electrical, mechanical, quality, and reliability disciplines."

Custom magnetics from Datatronics are found on many of today's most advanced military aircraft, satellites, missile systems, radio communications,

night vision goggles, heart pacemakers, and portable heart defibrillators, Torres explained.

"You can go anywhere and buy a transformer for a few dollars but that isn't what we are doing here," he said. "Our products are designed for aerospace and military customers to operate in harsh environments. One area we are starting to focus on is medical applications where our precision devices are well suited."

Torres said that the company makes magnetics for implantable and external devices like pacemakers, ultrasound equipment, and automatic external defibrillators.

"These devices are industrial or military grade," he said, adding Datatronics also works on components for the space industry. "... things that need to last a long time and require precision," he said.

To learn more about Datatronics, visit [datatronics.com](http://datatronics.com).





# Mason Jar Brewing Company



## Mason Jar Brewing Company

29683 New Hub Dr. #A

Menifee, CA 92586

(951) 244-5277

[masonjarbrewing.com](http://masonjarbrewing.com)

What began as an escape from the hustle and bustle of the busy lives of Menifee residents Robert Carter and Grace Santiago has turned into one of the city's hottest spots for those looking to enjoy a fine craft beer.

The couple began creating and brewing craft beer in their home using mason jars to spend quality time together and before the couple knew it, that hobby transformed into the full-scale operation known today as The Mason Jar Brewing Company.

"It was a passion that we had at home and after brewing for years at home we wanted to do something where we would showcase our beers professionally," Santiago said. "We decided to take the plunge and open a full-fledged brewery."

Santiago said that because the couple lived in Menifee the decision to open the now 6-year-old award-winning brewery in

the city was not a hard one to make.

"Menifee was the only choice for us," she said.

With cleverly named brews such as The Blonde Next Door, a full bodied, slightly sweet well rounded honey blonde with a dry finish, the Hungry Hefer, a traditional German Hefeweizen with banana and clove esters, and They Call Me Roberto, a crisp, light and refreshing Cinco De Mayo inspired beer made with roasted jalapenos and lime zest named after founder Carter, visitors to the brewery are in for a real treat when they stop by the brewery at 29683 New Hub Dr #A, in Menifee.

All of Mason Jar's flavors are created by Carter, who is the head brewer, and Santiago, who names the brews, and then brewed in-house by Carter's son who is the assistant brewer.

"It's a culmination of all of us," Santiago said. "We all sit down and have a meeting to decide the flavors. My husband and I will formulate the recipe and our son will execute it."

At Mason Jar Brewing Company, which focuses on strong community and family values, all ingredients are locally sourced whenever possible, Santiago said.

"We are very grounded in the community. We wanted to create an establishment where it could feel like an extension of your home, where you could get together with friends, meet new people and engage in conversation," she said. "It's almost like going home for dinner with family and friends, put down your phone, and have the greatest conversation of your life. That's what Mason Jar is all about."

To learn more about Mason Jar Brewing Company visit them online at [masonjarbrewing.com](http://masonjarbrewing.com). If you are interested in bringing your brewery, distillery, or meadery to Menifee, please contact [econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us).



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[www.bushfirekitchen.com](http://www.bushfirekitchen.com)





# Daids Premium Natural Toothpaste

Daids Premium Natural Toothpaste has a new home within Menifee's emerging Innovation District, opening up with a variety of new high quality tenants in the Scott Road Commerce Center, located off of Zieders road and Scott road.

Daids' Menifee location is the company's new corporate headquarters and advanced manufacturing facility. Made in the USA, Daids is committed to using premium, USA-originated components for the highest quality possible products while supporting American-based jobs. Known for high-quality premium natural toothpaste, Daids removes some synthetic components typically found in traditional products and replaces them with naturally sourced ingredients. They are sustainable and packaged in recyclable components.

Along with their commitment to American-based jobs, remaining close to their roots is incredibly important to the Daids brand. Founder and CEO Eric Buss believes in keeping things simple and human-powered to minimize their environmental footprint and promote conscious consumption every day. Sticking close to their "Family Owned + Operated" promise, the operation team consists of the Buss family along with a close family friend, staying true to an American-based workforce and sustainable based practices.

"Locating to one of California's fastest growing and business-friendly cities was an easy decision for Daids Natural Toothpaste," Eric Buss, founder and CEO of Daids Natural Toothpaste, said. "We saw the immense growth in Menifee and their focus on advanced technology and innovation and look forward to growing our brand in this community."

Their toothpaste is created in Los Angeles and is delivered to their Menifee hub in bulk to be packaged and distributed. The advanced manufacturing process will be carried out utilizing hybrid technology that is fully computerized and automated, creating a streamlined process overseen by local employees, thereby expanding high-quality, high-tech jobs for the region.



Menifee is focused on building resiliency in our local and regional economy by diversifying our industry and employment base. The city has worked relentlessly create a business environment that encourages development and we are seeing it come to fruition with these targeted industries, such as Daids, joining our robust business community.

For more information on Daids Natural Toothpaste, to view their variety of products or to read more on their founding and story, please visit [daids-usa.com](https://daids-usa.com).



**Daids Premium  
Natural Toothpaste**  
Scott Road Commerce Center  
[daids-usa.com](https://daids-usa.com)





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Menifee, CA 92586

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## TEMECULA ROOMS



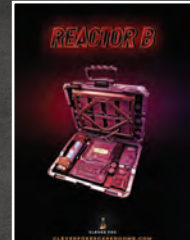
### THE MAGIC LAMP

Fantasy/Magic



### HUT 51

Adventure/Survival



### REACTOR B

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Military

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Temecula, CA 92592

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Menifee, CA 92586

951.672.1991

menifeevalleychamber.com

info@menifeevalleychamber.com

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@edcvalleyofinnovation

REPRESENTING:

Menifee, Temecula, Lake Elsinore,  
Wildomar, and Riverside County.

For more information:

edcswca.com | 951-694-9800



ECONOMIC DEVELOPMENT  
**COALITION**  
Valley of Innovation



# LEASING OPPORTUNITIES

Menifee has many opportunities for tenants to lease space. Please contact the Office of Economic Development for more information at [econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us) or call (951) 672-6777.

## Shoppes at the Lakes

### NewMark Merrill Companies

Greg Giacopuzzi (818) 710-6100 x 5798  
[ggiacopuzzi@newmarkmerrill.com](mailto:ggiacopuzzi@newmarkmerrill.com)



Stater Bros. and CVS anchored shopping center, along with Starbucks, Del Taco, and Blitzer's Frozen Yogurt. Located just east of I-215 in the heart of the new master planned community of The Lakes at the southeast corner of Newport Rd and Menifee Rd. Phase II opportunities are available in a high traffic/income area of the city.

## Shops at Scott Road

### Catalyst Retail

Nick Earle (951) 395-0000  
[nearle@catalystretail.com](mailto:nearle@catalystretail.com)  
 Nicholas Corbell (951) 395-6995  
[ncorbell@catalystretail.com](mailto:ncorbell@catalystretail.com)

BUILDING D		
TENANT	SUITE	SIZE
BEFORE N AFTER	101	2,115 SF
AVAILABLE	102	2,788 SF
TARBELL, REALTORS	103	3,132 SF
AVAILABLE	104	2,810 SF
AVAILABLE	105	2,836 SF
THEATRY PROS	106	1,479 SF
POWERS DENTISTRY	107	1,601 SF
AVAILABLE	108	2,398 SF

BUILDING I		
TENANT	SUITE	SIZE
AVAILABLE	201	1,277 SF
MENEFEE VALLEY	202	1,236 SF
AVAILABLE WITH 30 DAYS NOTICE	203	1,236 SF
AVAILABLE	204	1,289 SF
THE BREAKFAST HOUSE	205-206	3,400 SF

BUILDING J		
TENANT	SUITE	SIZE
LA BELLA VITA SALON	301	2,447 SF
FROYO CAFE	302	1,369 SF
LUCKY STAR NAIL AND SPA	303	1,241 SF
BARBERSHOP	304	1,369 SF
MARCO'S PIZZA	305	1,834 SF

Shop space available for lease from 1,236-2,836 sqft along with a junior anchor space of 15,025 sqft and a planned Holiday Inn and Suites Hotel. Excellent I-215 visibility and easy access on and off the recently completed Scott Road Interchange.

## Newport Road & Winterhawk Road

### Lee & Associates

Brian Bielatowicz (951) 445-4515  
[bbielatowicz@leetemecula.com](mailto:bbielatowicz@leetemecula.com)  
 Mary Piper (951) 445-4516  
[mpiper@leetemecula.com](mailto:mpiper@leetemecula.com)



Along the bustling Newport Rd, retail, restaurant and office space available in newly approved development along Newport Rd and Winterhawk Rd.

## Town Center Market Place

### Lee & Associates

Brian Bielatowicz (951) 445-4515  
 Ted Rivenbark (951) 775-9216  
[bbielatowicz@leetemecula.com](mailto:bbielatowicz@leetemecula.com)  
[trivenbark@leetemecula.com](mailto:trivenbark@leetemecula.com)



Lease opportunity available located at the intersection of Newport Rd and Haun Rd, in one of the city's busiest shopping centers. Easy access to I-215 freeway with great exposure along Newport Rd with over 84,000 cars per day.



# LEASING OPPORTUNITIES

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## Newport Pointe

### Lee & Associates

Nick Wirick (951) 276-3636

[nwirick@leetemecula.com](mailto:nwirick@leetemecula.com)

Miranda Montgomery (951) 276-3656

[mmontgomery@leetemecula.com](mailto:mmontgomery@leetemecula.com)



11 Acre development located at the corner at Newport Rd & Evans Rd. Property includes drive-thru pads, food court space, automotive building and a junior anchor. This location is just two miles from Mt. San Jacinto community College (MSJC) with opportunities ranging between 3,000-15,000 sqft.

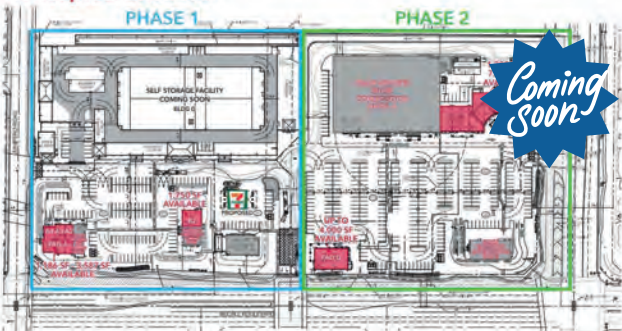
## McCall Square

### Lee & Associates

Brian Bielatowicz (951) 445-4515

[bbielatowicz@leetemecula.com](mailto:bbielatowicz@leetemecula.com)

#### Conceptual Site Plan



McCall Square is located roughly 2 miles east of Interstate 215 at the busy, signalized intersection of McCall Blvd. and Menifee Road. Surrounded by residential development, McCall Square sits directly across from the master-planned community of Heritage Lakes and the incoming Menifee Valley Specific Plan with mixed-use development.

## The Boulders

### Cushman & Wakefield

Brian Wilson - (925) 274-2814

[brian.r.wilson@cushwake.com](mailto:brian.r.wilson@cushwake.com)



3-story medical/professional office building, available suites from 1,792-7,221 sqft with signage opportunities, in mixed-use and medical center.

## Menifee Boardwalk

### AMS Real Estate Services

Matthew Arfa (714) 726-9909

[Matthew@amsbrokers.com](mailto:Matthew@amsbrokers.com)



Located at the Southwest corner of Newport Rd and Menifee Rd, this property has multi-tenant shop space available from 1,200-45,000 sqft (available box and in-line pads available for retail and restaurants).

## Menifee Lakes Plaza

### Retail Insite

Ron Pepper (858) 523-2085 x101

[rpepper@retailinsite.net](mailto:rpepper@retailinsite.net)



9,450 sqft of retail space available for lease or purchase located in the dynamic shopping center of Menifee Lakes Plaza. Join LA Fitness, Raising Canes, Cafe Rio, Schoolsfirst Credit Union, Baron's Market, Kahoots and Sola Salons.



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## Freedom Business Park

### Hamann Companies

Adam Molnar (760) 212-9390  
[adam@hamannco.com](mailto:adam@hamannco.com)

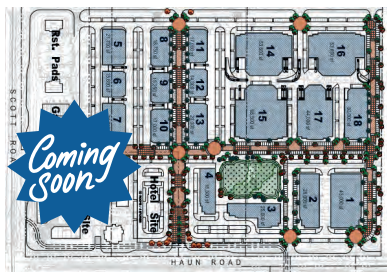


Approximately 300,000 sqft of upcoming community industrial and business park located along Haun Rd with freeway frontage. Located near the recently completed Scott Rd Interchange, growing regional medical hub and business park/showroom to the at Scott Commerce Center. Great opportunity for breweries, advanced manufacturing, and showroom space.

## Liberty Business Park

### Hamann Companies

Adam Molnar (760) 212-9390  
[adam@hamannco.com](mailto:adam@hamannco.com)



Upcoming community industrial and business park located along Haun Rd with freeway frontage at the recently completed Scott Rd Interchange. This site is adjacent to the planned Freedom Business Park. Great opportunity for breweries, manufacturing, showroom space and sit-down restaurants.

## 27851 Encanto Drive

### Lee & Associates

Nick Wirick (951) 276-3636  
[nwirick@leetemecula.com](mailto:nwirick@leetemecula.com)  
Miranda Montgomery (951) 276-3656  
[mmontgomery@leetemecula.com](mailto:mmontgomery@leetemecula.com)

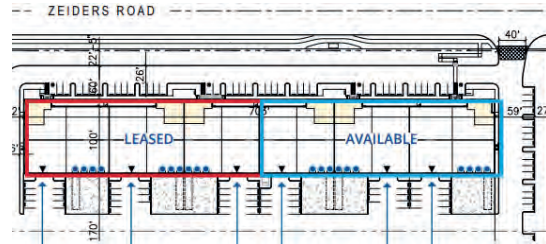
Lease space available from 3,200-6,900 sqft in a new retail center in the city's Medical Corridor along McCall Blvd.



## Scott Road Commerce Center

### Lee & Associates

Gordon Mize (951) 445-4504  
[gmize@leetemecula.com](mailto:gmize@leetemecula.com)



Direct access off of the newly completed Scott Road Interchange, along the I-215 Freeway, one 36,418 sqft building space prime for industrial business park, technology advanced manufacturing, light-medium manufacturing, and research and development uses.

## Gateway at Menifee

### Lee & Associates

Gordon Mize (951) 445-4504  
[gmize@leetemecula.com](mailto:gmize@leetemecula.com)



Direct access of the Scott Road interchange along the I-215 freeway, over 500,000 sqft of industrial space prime for industrial business park, technology and advanced manufacturing, light-medium manufacturing and research and development uses.

## SEC McCall Blvd. and Sherman Road

### AREAS Real Estate

Jay Brun (951) 816-9626  
[jbrun@areasllc.com](mailto:jbrun@areasllc.com)



1,000-5,000 sqft retail opportunity available located at the hard corner of McCall Blvd & Sherman Rd.



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## Cherry Hills Plaza

### Level Asset Commercial Realty

Hugo Cosio (951) 231-0575

[hugo@levelasset.com](mailto:hugo@levelasset.com)

Chelsea Brogdon (949) 812-9356

[chelsea@levelasset.com](mailto:chelsea@levelasset.com)



747-1327 sqft opportunity available located in the heart of Sun City at the intersection of Cherry Hills Blvd and Bradley Rd. Join Stater Bros, Vons and multiple new and incoming tenants.

## Bel-Air Plaza

### Coldwell Banker Commercial

Michael Lyle (760) 772-6400 x232



5,150 sqft fully built out restaurant space with kitchen equipment included. Signage opportunity and pole signage and visibility from I-215 near Menifee Medical Corridor.

## Sun City Shopping Center

### Lee & Associates

Brian Bielatowicz (951) 445-4515

[bbielatowicz@leetemecula.com](mailto:bbielatowicz@leetemecula.com)



1,200 sqft opportunity to join Vons, Starter Bros. US Bank, Wells Fargo and more right off the I-215 freeway that boasts more than 83,000 cars per day.

## Newport Crossing

### Lee & Associates

Brian Bielatowicz (951) 445-4515

[bbielatowicz@lee-associates.com](mailto:bbielatowicz@lee-associates.com)



1,506 sqft of retail space located at Newport Crossing with national and local tenants such as IHOP, Jack in the Box, Submarina and UPS.

## Newport Plaza

### Catalyst Retail

Nick Earle (951) 395-0000

[nearle@catalystretail.com](mailto:nearle@catalystretail.com)

Nicholas Corbell (951) 395-6995

[ncorbell@catalystretail.com](mailto:ncorbell@catalystretail.com)



1,025 sqft retail space available on Newport Road. High traffic area of the city with easy access to I-215.

## 25908 Newport Road

### Lee & Associates

Jeff Stanley (951) 276-3612

[jstanley@lee-associates.com](mailto:jstanley@lee-associates.com)



925 sqft suite located in Stater Bros. Market shopping center, located off Newport Rd and Murrieta Rd. Traffic counts of 38,700 at Murrieta Rd. and Newport Rd.



# FOR SALE OPPORTUNITIES

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## 27875 Garbani Road & Haun Road

### **Kidder Matthews**

Michelle Schierberl (949) 203-3060  
[michelle.schierberl@kidder.com](mailto:michelle.schierberl@kidder.com)



17.79 Acres of commercial land located in Menifee's Community Core of the Economic Development Corridor, at the corner of Garbani Rd and I-215 with future Garbani Rd Interchange, for office and retail opportunities.

## Haun Road & Holland Road

### **Cushman & Wakefield**

Andy Melzer (760) 431-4205  
[andy.melzer@cushwake.com](mailto:andy.melzer@cushwake.com)



37 Acres of commercial land located in the Economic Development Corridor with excellent I-215 frontage and neighboring the top national performing shopping center in the city; prime for auto park.

## Haun Road & Garbani Road

### **First Team Real Estate**

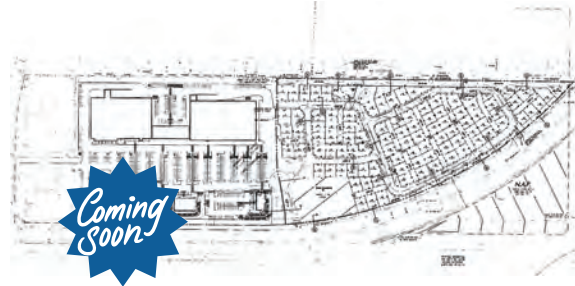
Ben Fraleigh (951) 775-4222



4.77 Acres of mixed use residential, commercial retail, commercial office and business park. Fronts Haun Rd with easy access to I-215.

## Newport Road & Menifee Road

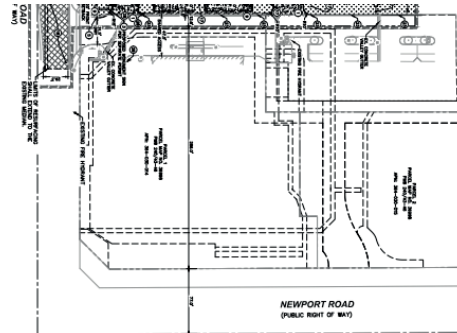
Ron Sullivan (951) 236-4275  
[ersullivan888@verizon.net](mailto:ersullivan888@verizon.net)



27.3 Acres of commercial land with planned residential located on the bustling Newport Rd across from Stater Brothers anchored shopping center. Retail opportunities here for major anchors tenants and specialty grocer anchor.

## Newport Road & Menifee Road

Ron Sullivan (951) 236-4275  
[ersullivan888@verizon.net](mailto:ersullivan888@verizon.net)

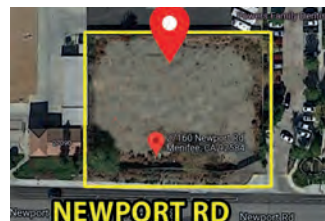


Space available for retail and sit-down restaurant uses located on Newport Rd and Menifee Rd in high traffic area and high-density residential zone of city. Located across Shoppes at the Lakes Shopping Center and behind planned Menifee Boardwalk Center, and adjacent to school.

## 27160 Newport Road

### **Avant Real Estate**

Jacob Azizi (562) 446-7320



0.88 Acres of commercial land located right on Newport Rd. Prime for sit-down restaurant, retail shops or office space.

# FOR SALE OPPORTUNITIES

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## 27180 McCall Boulevard

### **Catalyst Retail**

Jay Nichols (909) 406-4000  
[jnichols@catalystretail.com](mailto:jnichols@catalystretail.com)

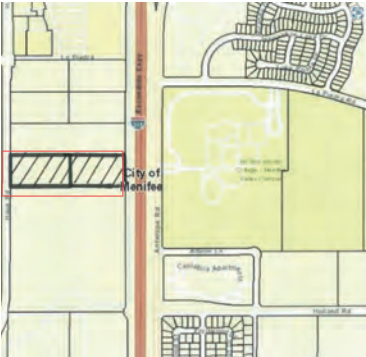


0.25 Acre opportunity with a retail pad located off the I-215 freeway in Sun City at the hard corner of Encanto Rd & McCall Blvd, along Menifee's Medical Corridor and near Menifee Global Medical Center.

## 38550 Haun Road

### **Rosenthal & Excell Commercial**

Guy Excell (951) 658-2559  
[guy@rosenthalexcell.com](mailto:guy@rosenthalexcell.com)



9.1 Acres of commercial land with I-215 freeway frontage, adjacent to a national top performing shopping center in the city.

## 29345 Via Naravilla

### **Corcoran Global Living**

Chase Lytle (951) 677-1800

0.98 acre parcel surrounded by fully developed commercial buildings on three sides. Close to proposed Crossroads Shopping Center on Newport Rd. and Bradley Rd. Electric, water, and sewer on site.



## 33177 Bailey Park Blvd

### **Preferred Real Estate Investments**

Lance Gemmill (951) 694-8777  
[welikedirt@yahoo.com](mailto:welikedirt@yahoo.com)



1.78 acres located on the west side of the I-215 freeway at Scott Rd.

## Shops at Newport

### **Axiom Retail Advisors**

Terry Bortnick (888) 301-1888  
[terry@axiomra.com](mailto:terry@axiomra.com)



18.39 acres of commercial land located on the bustling Newport Road. Prime opportunity for major retailers, sit-down restaurants and office space. Ground lease available for the front 1-acre parcel.

## 28067 State Hwy 74

### **DFA Holdings**

Jennifer Byram (702) 591-7369  
[Jennifer.Byram@ahern.com](mailto:Jennifer.Byram@ahern.com)



5.22 Acres of commercial land located off Palomar Rd & Hwy 74.



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## NWQ Hwy 74 & Sherman Road

### **Lee & Associates**

Gordon Mize (951) 445-4504  
[gmize@leetemecula.com](mailto:gmize@leetemecula.com)



7.02 Acres of commercial land located in the Economic Development Corridor-Northern Gateway. Excellent Hwy 74 frontage and visibility from I-215 freeway at the hard corner of Sherman Rd.

## Bradley Road & Augusta Drive

### **Lee & Associates**

Greg Martin (909) 989-7771



2.03 Acres of Commercial Land with freeway frontage and high visibility.

## 27860 Garbani Road

### **KJ Realty Group Inc.**

Karen Janikowski (951) 283-4736



8.61 Acres of Commercial property with potential for retail, medical or fast-food options. Property is in a prime location in Menifee right off Haun Rd with I-215 visibility.

## 25245 Ethanac Rd.

### **DAUM Commercial Real Estate**

Kevin Frejlach (909) 912-0005  
[kevin.frejlach@daumcommercial.com](mailto:kevin.frejlach@daumcommercial.com)



4.41 Acres of vacant land on the hard corner of Ethanac Rd & Wheat Rd.

## 28315 Keller Rd.

### **Lee & Associates**

Gordon Mize (951) 445-4504  
[gmize@leetemecula.com](mailto:gmize@leetemecula.com)



6.31 acres of land available for purchase located adjacent to Kaiser Hospital and future off-ramp at Keller Rd. Prime opportunity for office research.

## DO YOU HAVE A COMMERCIAL PROPERTY FOR LEASE OR SALE?

If you would like to advertise your commercial listing in this magazine, please contact the Office of Economic Development at **(951) 672-6777** or **[econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us)**.







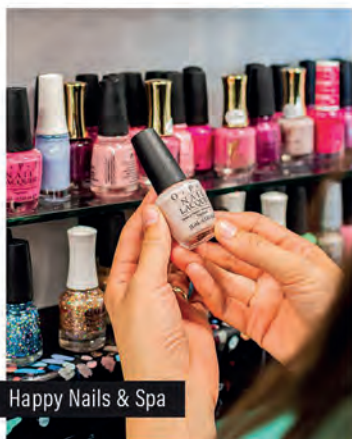
# COUNTRYSIDE MARKETPLACE



Ulta Beauty



Hana Sushi



Happy Nails & Spa



## NOW IS THE SEASON TO START FRESH

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Breakfast Club of Menifee



LensCrafters



New York's Upper Crust Pizza



Painted Earth

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**BEST BUY, HOMEGOODS, KOHL'S, LOWE'S, MICHAELS, PETCO, STAPLES, SUPER TARGET, T.J. MAXX, ULTA BEAUTY**

Located at the corner of I-215 & Newport Rd. • 30010 - 30472 Haun Rd, Menifee, CA 92584 • [CountrysideMarketplace.com](http://CountrysideMarketplace.com)





# A NEW BETTER BEST APPROACH TO BUSINESS

Menifee is a NEW and vibrant business friendly, regional economic hub that is bustling with opportunities for residents and businesses alike. The city's streamlined permitting process, incentive programs, and customer service make your next step BETTER than ever.

Make your **BEST** Business Move, & become part of Menifee! Our Economic Development team is here to assist every step of the way.



**GINA GONZALEZ**  
Economic Development Director  
ggonzalez@cityofmenifee.us



**KAYLA CHARTERS**  
Workforce Development  
kcharters@cityofmenifee.us



**DANIELLA MILLOY**  
Business Development & Outreach  
dmilloy@cityofmenifee.us



**KRISTINA HERNANDEZ**  
Industry Marketing & Tourism  
khernandez@cityofmenifee.us



Contact us today!  
**MenifeeBusiness.com**  
**(951) 672-6777**