

2024 / 2025

MENIFEE

NEW. BETTER. BEST.

**TOP 15
BOOMTOWN
IN AMERICA**

*#1 Boomtown
in California*

**HOT OFFICE
DEVELOPMENT**

*Low vacancy,
high potential!*

**MENIFEE
MAVERICKS**

*Highlighting Menifee's
Pioneers in Innovation*

A NEW. BETTER. BEST. APPROACH TO BUSINESS



TOP BOOMTOWN IN
15 THE NATION

#1 BOOMTOWN IN CALIFORNIA

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

EDUCATION

EDUCATION ATTAINMENT **34.5%**

EDUCATED WORKFORCE **61%**



HOUSING



TOP 10
HOUSING GROWTH
in California for 2020/2021

AVERAGE HOUSEHOLD INCOME 2023 **\$112K+**

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



HOUSEHOLD INCOME

21.7%

\$100K-149K
24.5% BY 2027

22.4%

\$150K OR MORE
29.5% BY 2027

BLUE COLLAR
23.6%

WHITE COLLAR
76.4%

LOCALLY EMPLOYED **59,116**

REGIONALLY EMPLOYED **387,230**



ECONOMIC SNAPSHOT



\$805 million



retail sales leakage to neighboring cities



STRONG DEMAND FOR BUSINESS OPPORTUNITIES

BOOMING Population:

OVER 119,000

126,872 by 2026



Median Age:
36 YEARS

MEDIAN HOME VALUE
\$613,000

37,096
HOUSEHOLDS
41,000 BY 2025

77.4%
OWNER OCCUPIED HOMES



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

A LOCAL, SKILLED WORKFORCE

Home to **Mt. San Jacinto College**
Fastest-growing community college in California



National Award-Winning
Menifee School Districts



MENIFEE
ECONOMIC
DEVELOPMENT

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 starting a project or expanding your business, please contact Menifee's Business Assistance Team

951.672.6777 | menifeebusiness.com | econdev@cityofmenifee.us



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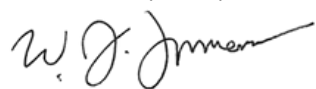
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Dear Partners,

Menifee is a dynamic, rapidly expanding city renowned for its community spirit and advantageous business services. My fellow council members and I cordially invite you to visit our stunning city, experience our diverse range of businesses, eateries, and entertainment venues, and delight in the pristine amenities that Menifee has to offer. Our flourishing business sector is a significant contributor to the economy, providing employment opportunities to the region. Additionally, Menifee boasts an abundance of parks, biking paths, and hiking trails, perfect for outdoor leisure activities.

As a Top 15 Boomtown in America and California's #1 Boomtown, Menifee's strength lies in its welcoming, established neighborhoods and the embrace of newer residents. Menifee is a community where neighbors and residents care for each other, lend a helping hand, and support seniors, veterans and youth.

We are making remarkable strides in service delivery, particularly in public safety, infrastructure, and economic development, while continuing to expand our parks to enhance Menifee's reputation as a premier location for a high-quality lifestyle. On behalf of Team Menifee, we extend a warm welcome and encourage you to experience all that Menifee has to offer.

Yours very truly,


Bill Zimmerman
Mayor
City of Menifee

Welcome to



Menifee is a city that has it all – prime, upscale housing, a variety of recreational activities, and a pleasant year-round climate. As one of Southern California's newest premier cities, Menifee also boasts a central location within a 45-minute drive of the beach, mountains, desert, and other popular attractions. Menifee City Manager, Armando Villa, notes that "Menifee's prime location is thanks to Interstate 215, which runs directly through the city, making it easily accessible for visitors and residents alike. Come experience the best of Southern California living and business opportunities in Menifee! "

Menifee's community and character are shaped by its diverse businesses and retail establishments, covering an area of 46 square miles. The City's thriving economy has contributed to its robust financial position. Menifee's growth is attributed to its family-oriented community that appreciates the city's continued investment in public safety, community amenities, infrastructure, and economic development. The City's business-friendly environment positions Menifee for a promising future.

"The establishment of a new municipal police force marks a significant moment for our vibrant and dynamic city," stated Menifee City Manager Armando G. Villa. "These collective efforts reinforce the city's strategic objective of transforming Menifee into a safe, thriving and premier place to be."

Additionally, Villa noted that one unique aspect of Menifee is that the city's average age tends to decrease each year. "With an influx of young families and professionals, the median resident age is growing younger. They have uncovered the charming ambiance of our neighborly communities, exceptional educational institutions and acclaimed colleges, diverse shopping options, a thriving nightlife, and an unparalleled quality of life.

Menifee is an idyllic location to raise children, with lakeside living, meticulously planned communities, and a 36-hole championship golf course. Additionally, the City offers a bike and skate park, soccer fields, basketball, and tennis courts, trails, and ample shopping opportunities, catering to individuals with diverse interests."

Despite Menifee's steady growth, with its population exceeding 119,000 residents, the city maintains its small-town ambiance. This unique atmosphere presents vast opportunities for enterprising entrepreneurs, boutique owners, and diverse businesses, who recognize the potential of operating in Menifee.

According to Villa, "We have promising land available that offers ample room for growth. The City Council has established a clear economic development vision for Menifee. By significantly reducing bureaucratic red tape for new and expanding businesses, the City staff has created a business-friendly environment conducive to commercial growth, job creation, and industry clustering." He continues, "Although Menifee provides numerous new development opportunities, the city officials recognize the significance of the city's success lies in its rich history. Menifee takes pride in its rural heritage, which spans centuries."

During the late 1980s and early 1990s, Menifee experienced substantial growth as a master-planned community. On October 1, 2008, Menifee, Sun City, Romoland, and Quail Valley merged, officially incorporating as the City of Menifee. Today, the City offers a thriving business community, a welcoming environment for families and seniors, and a unique destination for visitors, showcasing the benefits of this clean and vibrant city.



FAMILIES AND BUSINESSES

Choose the best!



A Top "Boomtown" in America

According to a recent study conducted by financial website SmartAsset, Menifee, California, has been named the top boomtown in the state and the seventh in the United States, owing to its prospering economy and substantial development. SmartAsset's ranking considered several factors, including population, business growth, economic expansion, employment opportunities, and household income, among other metrics, for major cities throughout the country.



Top 50 Safest City in California

Menifee has been designated as the 18th safest city in California by SafeWise, a reputable online source for security and safety information. The ranking is based on several factors, such as FBI crime statistics, population growth, income, and poverty levels.



Top 100 Best U.S. Cities to Raise Kids

Menifee has been recognized as one of the Top 100 Best U.S. Cities to Raise Kids, according to the National Council for Home Safety and Security. This ranking was based on several factors, including education, population, crime rate, income, and health insurance.



Inland Empire's Top Workplace

For the fifth consecutive year, the City of Menifee has been recognized as a top workplace for 2018, 2019, 2020, 2021, and 2022 by the Inland News Group. The City's leadership, employee training programs, benefits packages, and workplace culture were evaluated to earn this noteworthy distinction. It's worth noting that the employees of Menifee take pride in serving the community.



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

The Press Enterprise's readers, ranks Menifee among the top three places to live in the Inland Empire. Furthermore, readers voted the Music and Arts Festival and Independence Day Celebration as the top two events in the region.



Fastest Growing Community College in California

Mt. San Jacinto College (MSJC) has emerged as the most rapidly expanding community college in California, registering a remarkable 26% rise in student enrollment. With a 41,000 sq ft STEM building under construction which will feature laboratories, multi-use and computed-based instructional areas, MSJC is producing the skilled workforce of tomorrow. Furthermore, it has affiliations with over 40 universities and colleges, including prominent institutions such as UCLA, Stanford University, and USC.

Top City in Southwest Riverside County for Fiscal Health

The California State Auditor's Office has recently released data through a transparent interface dashboard, which ranks cities in terms of their overall fiscal health. Launched in 2019, the tool analyzes detailed information to assess a city's financial position and the likelihood of fiscal distress. Menifee emerged as the leading city in Southwest Riverside County, surpassing its counterparts in financial reserves, debt burden, cash position, revenue trends, and retirement obligations.

Menifee is a Vibrant **REGIONAL ECONOMIC HUB**

Menifee is a thriving, young city that is experiencing a significant surge in residential and commercial development, making it a fresh and vibrant place to live and work. With a robust economy and a focus on ensuring the safety and prosperity of its residents, Menifee's leadership is dedicated to strategic and intelligent growth. The City continues to seek out fresh opportunities to advance the interests of its businesses and citizens, making it a leading "Regional Economic Hub."



MENIFEE POLICE DEPARTMENT

Demonstrating a steadfast commitment to public safety, the City of Menifee launched its innovative police force on July 1, 2020. The Menifee Police Department, which has already received recognition for its exceptional service, prioritizes community policing and seeks to foster collaboration among officers, businesses, and residents to create a strong foundation that puts the community first. Menifee's expanding population will benefit from the expertise of the department's 91 experienced officers and 27 dedicated staff members, who boast a combined experience of over 950 years. Equipped with state-of-the-art patrol vehicles wrapped in the City's flag, the police force prioritizes positive engagement with residents and local businesses to enhance safety and security. For more information about the Menifee Police Department, please visit www.menifeepolice.org.



MENIFEE JUSTICE CENTER

Menifee Justice Center is coming to Menifee's, expanding Menifee's workforce. The new center, covering 85,010 square feet, will feature nine courtrooms, deliberation and jury assembly rooms, attorney interview rooms, witness waiting areas, a self-help legal center, and a children's waiting room. Representing a \$95 Million investment by the state of CA in Menifee, the Center will cater to civil law proceedings like small claims, family law hearings, traffic, probate, and divorce cases. The Menifee Justice Center is currently under construction within the Menifee Town Center, which will serve as the city's future government center. The Center will offer enhanced access to justice, legal services, and employment opportunities for Menifee and surrounding cities in Southwest Riverside County.



MT. SAN JACINTO COLLEGE STADIUM & STEM BUILDING

Menifee is proud to be home to Mt. San Jacinto College (MSJC), one of the fastest-growing community colleges in the state, poised to surpass Riverside Community College. The City of Menifee welcomed MSJC's 5,000-seat stadium and kinesiology complex, which is utilized for a variety of events such as concerts, football games, and sports playoffs. Furthermore, MSJC is developing a 41,000 sq. ft. Science, Technology, Engineering, and Math (STEM) building, adding to the \$700M regional economic impact the college has on the region. These developments will benefit the region and complement the only college makerspace in the area.



MENIFEE AMPHITHEATER

The City of Menifee remains committed to fostering the growth and enrichment of the local arts and culture community. A recent undertaking that will undoubtedly contribute to this objective is the establishment of an amphitheater in Central Park, strategically located in the heart of the City. The amphitheater will serve as a hub for community events and performances, further strengthening the arts and culture scene and providing a platform for regional entertainment. Not only will this new amenity be an economic boost for Menifee, but it will also catalyze the growth of the arts and culture sector in the region.



STREAMLINE A NEW. BETTER. BEST.

MENIFEE 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 City Manager Armando Villa 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



GRADING PLAN PROCESS

- 20-day first review of complete submittal
- 15-day first review of first resubmittal
- 10-day review of subsequent resubmittals
- 5 days to sign mylars
- 5 days pre-construction meeting to permit issuance



CONSTRUCTION PROCESS

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

MENIFEE BUSINESS INCENTIVES



\$80*

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 a 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, constructs drainage basins and removes 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 offset 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 or call (951) 672-6777

Menifee is **HOT** for Office Development

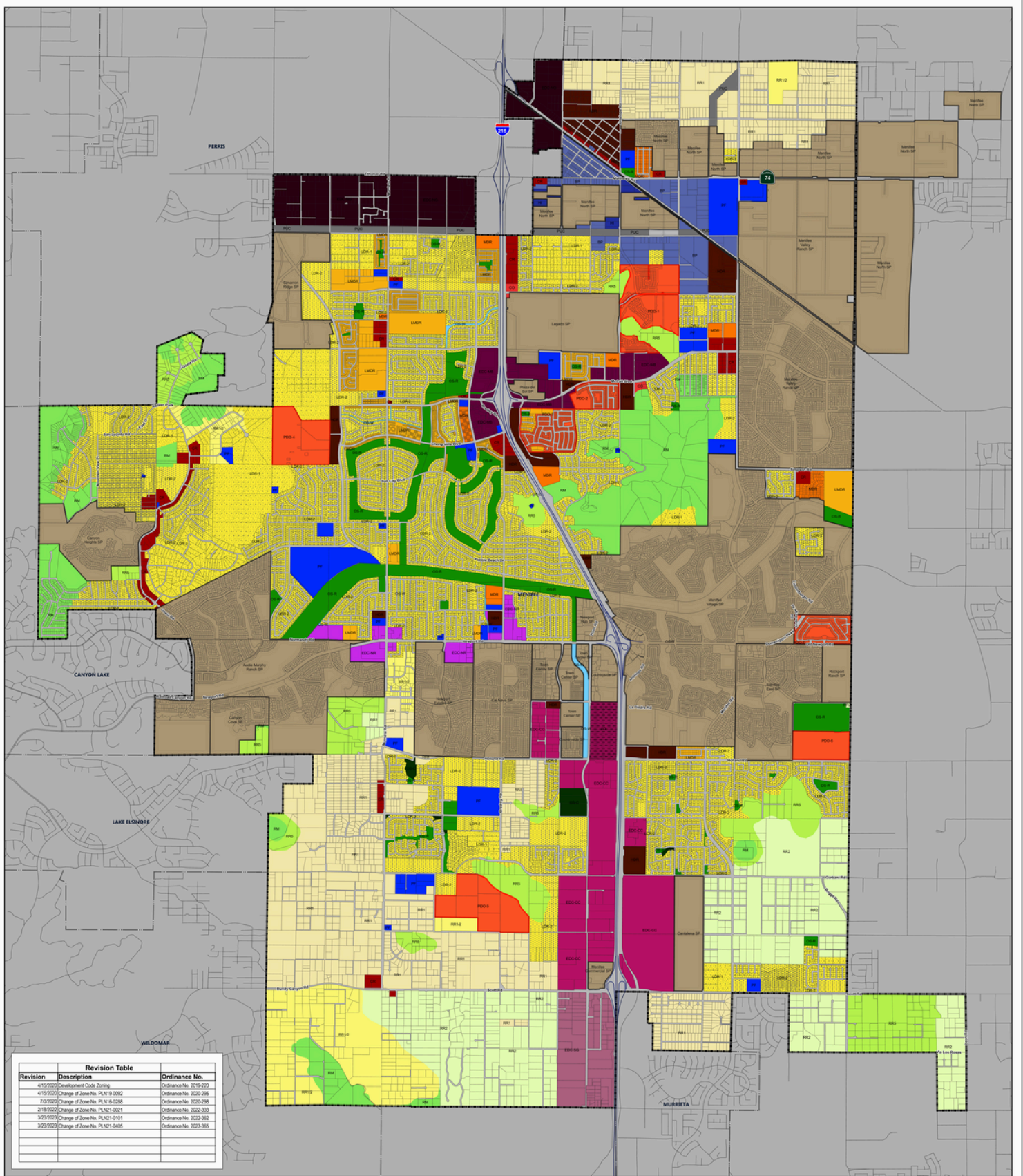
There are numerous factors contributing to Menifee's status as one of California's fastest-growing cities, and all of them bode well for businesses that choose to make this youthful, thriving, and convenient city their base of operations. However, there's one issue - office vacancies are scarce, with a rate below 1%, and the expected increase in both residents and businesses exacerbates the situation. Despite this challenge, Menifee is deemed a prime low-cost option for highly competitive businesses in Southern California, as per the Rose Institute. This award-winning City is a National Boomtown and Regional Economic Hub, providing incoming companies with unparalleled advantages that other similarly sized cities cannot match. The pressing need for office development in Menifee has never been more apparent or timely.

The imminent completion of the Menifee Justice Center represents a substantial \$95 million investment in the region. Coupled with the growth of medical and service-oriented businesses in the area, there is now a significant demand for office space in Menifee. The results of a recent office demand study indicate that the current demand for office space.

stands at over 300,000 square feet, with an annual growth of 30,000 square feet. Despite the COVID-19 pandemic, Menifee boasts the highest office lease rates and the most significant demand for office space in Southwest Riverside County. This presents an enormous opportunity for office development in the region.

Menifee's "One Stop Shop," located on the first floor of City Hall, is a business-friendly destination for developers. This hub brings together experts from all City departments, streamlining and expediting the development process for customers interested in investing in the city. Recently, Menifee has taken a step further by becoming a "Zero Stop Shop" city, where submittals, permits, and payments can all be processed online from any location. Thanks to the Streamline Menifee Initiative, acquiring a business license and obtaining approvals for planning, building, public works, engineering, and file permits is now more efficient and cost-effective. The City's personalized ombudsman services and Office of Economic Development add to its appeal, making Menifee an optimal choice for your development needs.





Revision	Description	Ordinance No.
4/15/2020	Development Code Zoning	Ordinance No. 2019-270
4/15/2020	Change of Zone No. PLN19-0302	Ordinance No. 2020-298
7/20/2020	Change of Zone No. PLN19-0388	Ordinance No. 2020-298
2/18/2021	Change of Zone No. PLN21-0021	Ordinance No. 2022-333
3/23/2021	Change of Zone No. PLN21-0101	Ordinance No. 2022-362
3/23/2021	Change of Zone No. PLN21-0405	Ordinance No. 2023-369

- | | | | | | | |
|--|--|---|---|--|--|--------------------------------------|
| Zoning Designation
Agriculture (AG)
Rural Mountainous (RM)
Rural Residential, 5-acre minimum (RR5)
Rural Residential, 2-acre minimum (RR2)
Rural Residential, 1-acre minimum (RR1)
Rural Residential, 1/2-acre minimum (RR1/2)
Low Density Residential-1 (LDR-1) (10,000 SF)
Low Density Residential-2 (LDR-2) (7,200 SF) | Low Medium Density Residential (LMDR)
Medium Density Residential (MDR)
Medium High Density Residential (MHRD)
High Density Residential (HDR)
Commercial Retail (CR)
Commercial Office (CO)
Heavy Industrial/Manufacturing (HI)
Business Park/Light Industrial (BP)
Economic Development Corridor-Northern Gateway (EDC-NG) | Economic Development Corridor-McCall Boulevard (EDC-MB)
Economic Development Corridor-Community Core (EDC-CC)
Economic Development Corridor-Newport Road (EDC-NR)
Economic Development Corridor-Southern Gateway (EDC-SG)
Auto Overlay (AO)
Open Space-Conservation (OS-C)
Open Space-Recreation (OS-R)
Open Space-Water (OS-W)
Public/Quasi-Public Facilities (PF) | Public Utility Corridor (PUC)
Rail (RX)
Ausie Murphy Ranch SP
Cal Nava SP
Catalina SP
Canyon Cove SP
Canyon Heights SP
Cimarron Ridge SP
Countryside SP | Legado SP
Menifee Commercial SP
Menifee East SP
Menifee North SP
Menifee Valley Ranch SP
Menifee Village SP
Newport Estates SP
Newport Hub SP
Plaza del Sol SP | Rockport Ranch SP
Town Center SP
Planned Development Overlay-1 (PDO-1)
Planned Development Overlay-2 (PDO-2)
Planned Development Overlay-3 (PDO-3)
Planned Development Overlay-4 (PDO-4)
Planned Development Overlay-5 (PDO-5)
Planned Development Overlay-6 (PDO-6)
Planned Development Overlay-7 (PDO-7) | City Boundary
Freeways
Parcels |
|--|--|---|---|--|--|--------------------------------------|



ZONING MAP

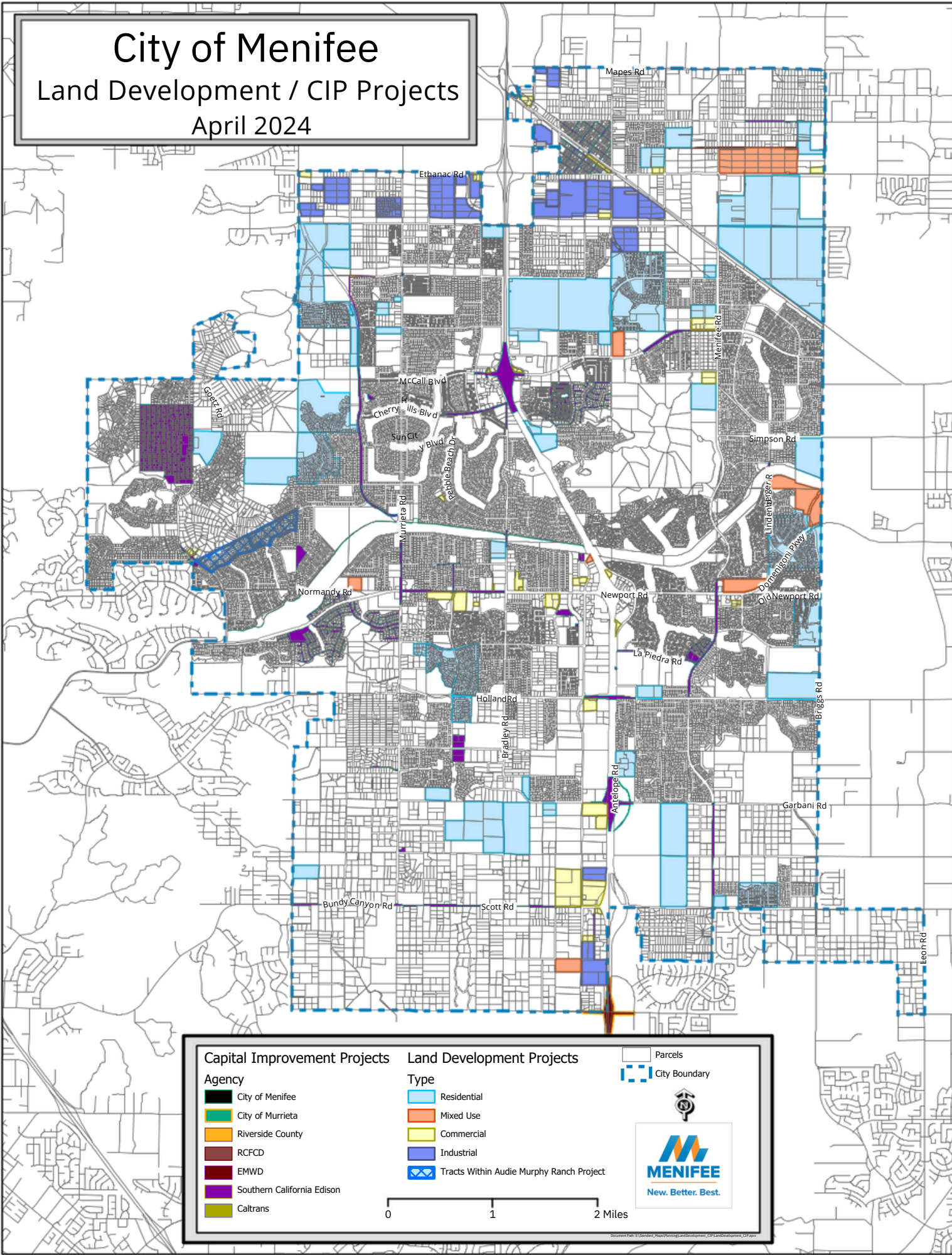
Amended March 23, 2023



City of Menifee

Land Development / CIP Projects

April 2024



Capital Improvement Projects		Land Development Projects	
Agency	Type	Parcels	City Boundary
City of Menifee	Residential	North Arrow	MENIFEE New. Better. Best.
City of Murrieta	Mixed Use	0 1 2 Miles	
Riverside County	Commercial		
RCFCD	Industrial		
EMWD	Tracts Within Audie Murphy Ranch Project		
Southern California Edison			
Caltrans			

ENHANCING THE QUALITY OF LIFE

for residents, visitors and businesses!

Welcoming Businesses is What We Do!

Menifee extends a warm welcome to business owners, professionals, entrepreneurs, solopreneurs, and other enterprises seeking an easier way to launch their ventures. At Menifee's City Hall, the business-friendly One Stop Shop on the first floor features a team of experts from all City development departments dedicated to simplifying and expediting the development process for customers. Menifee has further enhanced its One Stop Shop to a Zero Stop Shop, allowing submittals, permits, and payments to be submitted online from anywhere, thereby making obtaining licenses and approvals for planning, building, public works, engineering, and fire permits faster, more cost-efficient, and assured with the Streamline Menifee Initiative. Menifee's Rapid Response Team (comprising of Economic Development, Community Development, Engineering, and Fire & Building Safety) and ombudsman services make Menifee the ideal destination for your business endeavors.

Becoming a Regional Economic Medical Hub

Menifee's burgeoning population, including growing families and residents of all ages, enjoys an enhanced quality of life, thanks to its proximity to multiple medical resources. As a regional medical hub, Menifee offers a central location to healthcare facilities such as Menifee Global Medical Center, Loma Linda University Medical Center, Kaiser Permanente, Inland Valley Medical Center, Rancho Springs Medical Center, and Radys Children Facility, among others. Additionally, the City provides affordable and visible properties along the freeway, a skilled workforce, and a high demand for quality medical care, which continues to attract medical-related projects, including three currently underway. It is noteworthy that the City has witnessed over 50 new medical businesses within the last two years, an indication of its growing prominence as a medical destination.

Improving Infrastructure and Roadways

Menifee has implemented a comprehensive Capital Improvement Program (CIP) which is worth close to \$700,000,000 and spans over five years. The Program focuses on improving transportation, traffic signals, street improvements, pavement management, drainage, streetlights, facilities, parks, and trail projects. This also provides smooth circulation to development throughout the City, getting consumers in and out of your business with ease. Whether commuting to work, heading to local premier shopping centers, or enjoying the abundant recreational offerings in the area, Menifee's CIP ensures an outstanding transportation experience.

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, pickleball courts, and sports fields. One of the newest additions 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? Recently opened Remington Park, located at 27101 Junipero Rd. includes an inclusive tot lot with a zipline, pickleball courts, outdoor fitness equipment, cornhole, and a picnic shelter expanding over 5 acres for plenty of room to roam and enjoy this new amenity!

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



MENIFEE MAVERICKS

Celebrating Local Industry Leaders



Menifee boasts a wealth of outstanding local businesses and industry pioneers introducing new, innovative concepts to enhance the city's economy. This initiative aims to cultivate a thriving economic landscape, enriching the lives of residents for years to come. Menifee's Comprehensive Economic Development Strategy (CEDS) focuses on fostering economic diversity and generating high-quality employment opportunities within both Menifee and the Southwest Riverside County region. These trailblazers are spearheading progress within their respective fields, positioning Menifee as a prime location for initiating, expanding, or establishing business endeavors.

DAVIDS PREMIUM

Natural Toothpaste

Daids Premium Natural Toothpaste has a new home within Menifee's emerging Innovation District, 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.

"Locating to one of California's fastest growing and business-friendly cities was an easy decision for Daids Natural Toothpaste," said Eric Buss, founder and CEO of Daids Natural Toothpaste. "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."

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.

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.

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 to 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.



Photo courtesy of daids-usa.com

Daids

Premium Natural Toothpaste

Scott Road Commerce Center
33360 Zeiders Rd., Ste. 106
Menifee, CA 92584
daids-usa.com

DIGITAL DENTAL LEADERS

Established by Eric True and Ben Bixby, Digital Dental Leaders stands out as an exclusively digital dental laboratory leveraging cutting-edge manufacturing technology to craft crowns and dental restorations.

By streamlining the production process, Digital Dental Leaders aids dental practices in saving both time and resources by delivering top-tier products promptly and efficiently.



True grew up in Southern California and the idea for their unique business grew from personal experiences. Because his father is dentist, True was familiar with the voids in the dental industry. He then 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. In the beginning, Digital Dental Leaders manufactured about 20 crowns a day. Now, the firm produces about 150 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 advanced manufacturing and digital design.

Digital Dental Leaders makes this a seamless process for dentists and patients. Currently, 42 families are involved in the business as employees, managers, and owners. "We are very thankful to have 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."

Digital Dental Leaders

New Hub Business Park
29683 New Hub Dr. Ste. C
Menifee, CA 92586 • (844) 446-3444
DigitalDentalLeaders.com

DATATRONICS INC.



Datatronics Inc. stands out as a prominent global leader in customized magnetics technology, renowned for its cutting-edge manufacturing processes, unwavering commitment to quality management, responsive customer service, and exceptional value in tailored magnetics solutions.

With a global presence encompassing design, service, and manufacturing facilities strategically positioned to support clientele worldwide, Datatronics specializes in crafting bespoke transformers and inductors for electronic systems catering to diverse critical applications across aerospace, military, medical, and telecommunications sectors. Senior Sales Applications Engineer, Mike Torres, elaborated on the company's origins, tracing back to its establishment in 1958 as Pacific Magnetics.

Evolving over the years, Datatronics has transformed into a premier manufacturer of electromagnetic components, focusing on high-mix, low-volume production. Torres highlighted the exceptional skill set of the production workforce based in the Southwest Riverside County area, underscoring their remarkable talent in crafting these vital magnetics components.

"It is critical our small electro-space 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 companies."

"In addition to our production lab staff, our company boasts a diverse pool of engineering expertise, ranging from apprentices to seasoned professionals who have dedicated years to our organization," he noted. "The engineering skills essential for our product development span electrical, mechanical, quality control, and reliability disciplines."

Datatronics' custom magnetics are integral components in cutting-edge military aircraft, satellites, missile systems, radio communication devices, night vision equipment, pacemakers, and portable defibrillators, as outlined by Torres.

"While off-the-shelf transformers are widely available at a low cost, our focus lies in crafting solutions tailored to the rigorous demands of aerospace and defense applications," he emphasized. "We are expanding into the medical sector, where our precision instruments show great promise." Torres highlighted the company's production of magnetics for both implantable and external medical devices such as pacemakers, ultrasound machines, and automated external defibrillators.

"Our offerings cater to industrial and military specifications," he affirmed, noting Datatronics' involvement in space industry componentry. "We specialize in long-lasting, precision-crafted components that meet the stringent requirements of these sectors."



Datatronics Inc.
28151 CA-74
Menifee, CA 92585 • (951) 928-7700
datatronicsinc.com

The Music People Pro

The Music People has established their presence in Menifee, attracted by the City of Menifee's Office of Economic Development Comprehensive Economic Development Strategy (CEDS), which specifically targets the Manufacturing and Technology sectors. This move by The Music People is poised to significantly enhance the diversification of Menifee's local economy and the company's expansion is set to create employment opportunities within Menifee's Innovation District, situated in the Scott Road Commerce Center.

Well-known for producing stage production and professional audio equipment for a variety of purposes, The Music People's products are utilized in educational institutions, restaurants, entertainment venues, civic structures, and residential spaces. Noteworthy is The Music People's role as the Original Equipment Manufacturer (OEM) for prominent brands such as Yamaha and Fender.

Tom Tedesco, the President and CEO, remarked, "Menifee's commitment to community and support for local businesses made it the clear choice for our latest distribution center. We were attracted to the city's exceptional quality of life, dynamic economy, and competitive business environment, making it the perfect setting for our operations."

The new Menifee facility will serve as The Music People's West Coast distribution center, facilitating the delivery of their premium offerings to over 3,000 retail outlets across the United States. This establishment will create numerous distribution positions, enriching the local job market and enhancing economic diversity.

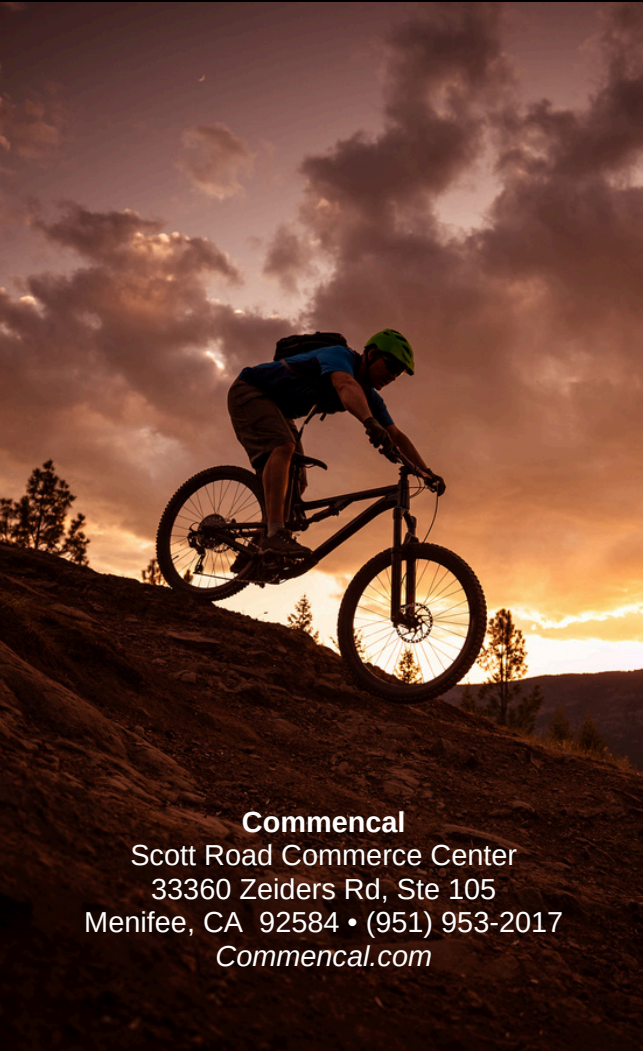
Armando G. Villa the City Manager for the City of Menifee, emphasized the city's commitment to bolstering local and regional economies through industry and employment diversification. He highlighted Menifee's flourishing Innovation District, attributing its success to the influx of enterprises like The Music People, instrumental in fabricating esteemed brands. Villa expressed enthusiasm for The Music People's integration into the Menifee community and anticipated their contributions to the area's development.

The Menifee facility not only symbolizes growth and progress for The Music People but also signifies a promising future for the city itself. With a strong focus on job creation and economic expansion, the distribution center is set to be a cornerstone of opportunity and innovation in the region.



The Music People Pro.

Scott Road Commerce Center
33360 Zeiders Rd., Ste. 103
Menifee, CA 92584 • (860) 969-3247
Musicpeopleinc.com



Commencal

Scott Road Commerce Center
33360 Zeiders Rd, Ste 105
Menifee, CA 92584 • (951) 953-2017
Commencal.com



COMMENCAL

Renowned for its exceptional mountain bikes, Commencal has chosen Menifee as its West Coast hub, further enhancing the region's reputation as a hub for innovation and technology. With established strongholds across Europe, Canada, Australia, New Zealand, Mexico, Chile, South Africa, and France, this new addition underscores Menifee's growing prominence on a global scale.

Commencal specializes in crafting premium biking, skiing, and lifestyle gear for both professional athletes and recreational enthusiasts. Distinguished by their unwavering commitment to sustainability and innovation, Commencal stands out within the industry. By championing eco-friendly manufacturing practices, they not only deliver top-tier gear but also contribute to a greener future.

This steadfast dedication to excellence and environmental responsibility has garnered Commencal a devoted following among sports enthusiasts worldwide. As they extend their influence and outreach, they are leading the charge towards a more sustainable future in sports equipment manufacturing.

Commencal emphasized Menifee's strategic central location, thriving business community, proficient workforce, and extensive trade zone as critical factors that influenced their choice to establish their latest hub in the region. They also noted its proximity to ports, facilitating seamless shipping and distribution of their products within the global market.

SAVAGE CHEF

Bar & Grill

"Experience the epitome of fine dining at Savage Chef Bar & Grill, their unwavering commitment to using only the finest, locally sourced ingredients sets them apart, resulting in a culinary journey of inventive and fusion-inspired American dishes. Savor the tantalizing flavors of their delectable burgers and more, each bite leaving you craving for another. Their distinction extends beyond the exquisite cuisine – their masterfully crafted cocktails infuse an air of elegance into your dining affair.

The name "Savage" comes from Chef Dylan's undying determination to tweak recipes for an experience that exceeds expectations.

Chef Dylan graduated from the Culinary Art Institute of America. He then collaborated with celebrity Las Vegas executive chefs such as Spago by Wolfgang Puck's Chris Santos and Brian Malarkey. He was awarded the Pinnacle Top Chef Award and Peoples Choice Award winner at the So-Cal Chef Open. But this restaurant's accreditation does not end there; Mario Amaral, his Chef Partner, won the Pinnacle Award the following year.

Chef Mario was raised in Southern California before joining the U.S. Coast Guard in 2001. Always fascinated by food and cooking, he moved to Las Vegas to attend Le Cordon Bleu College of Culinary Arts.

Next, he opened Red Rock Resort and worked at Olives inside the AAA Five Diamond Bellagio Hotel, where Chef Todd English asked him to assist in launching multiple restaurants across the country.

Mario opened the "Cake Boss" star Buddy Valastro's restaurant, Buddy V's, inside the Venetian Hotel, worked for Spago by Wolfgang Puck in Caesars Palace, followed by new ventures in Boston, West Palm Beach, and Birmingham, England. He's very excited to be back home to share his experience and passion for cuisine.



"Menifee is perfect for this unique concept using gastronomy, artistic presentations, and a touch of magic"

- Chef Dylan Soro

Savage Chef Bar & Grill

Mercato Del Sole Center

30145 Antelope Rd., Ste. 106

Menifee, CA 92584 • (951) 246-2433

SavageChefBarGrillca.com

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 or call (951) 672-6777.

Shoppes at the Lakes Phase II

NewMark Merrill Companies

Greg Giacobuzzi (818) 710-6100 x 5798
ggiacobuzzi@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.

Freedom Business Park

Hamann Companies

Adam Molnar (760) 212-9390
adam@hamannco.com



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

The Courts

CBRE

Brandon Beauchemin (949) 981-4604
Brandon.Beauchemin@cbre.com



New mixed-use development off McCall Blvd. and Antelope Rd. Retail, Restaurant, Medical opportunities.

Liberty Center

Hamann Companies

Adam Molnar (760) 212-9390
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.

LEASING OPPORTUNITIES

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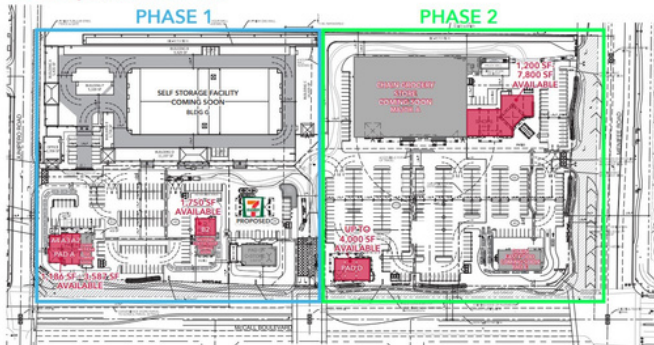
McCall Square

Lee & Associates

Brian Bielatowicz (951) 445-4515

bbielatowicz@leetemecula.com

Conceptual Site Plan



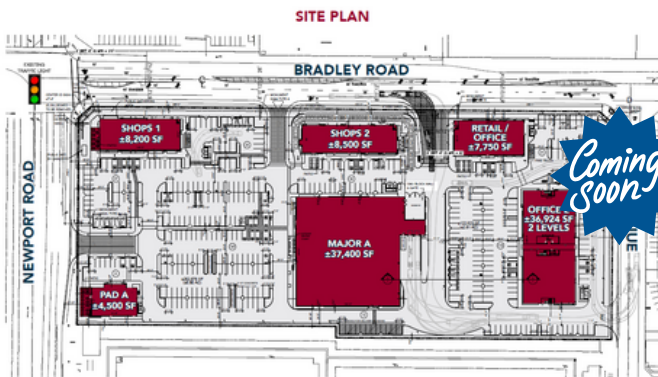
McCall Square is located roughly 2 miles east of Interstate 215 at the busy, signalized intersection of McCall Blvd. and Menifee Rd. Surrounded by residential development, McCall Square sits directly across from the master-planned community of Heritage Lakes and the incoming Menifee Valley Specific Plan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

Menifee Crossroads

Lee & Associates

Brian Bielatowicz (951) 445-4515

bbielatowicz@leetemecula.com



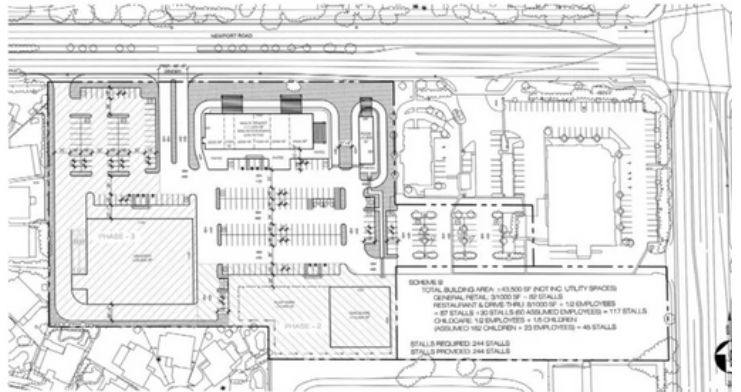
Located at the corner of Newport Rd. & Bradley Rd., retail shop space available along with anchor tenant opportunity. This location is visible from highly traveled Newport Rd. corridor.

Menifee Boardwalk

AMS Real Estate Services

Matthew Arfa (714) 726-9909

Matthew@amsbrokers.com



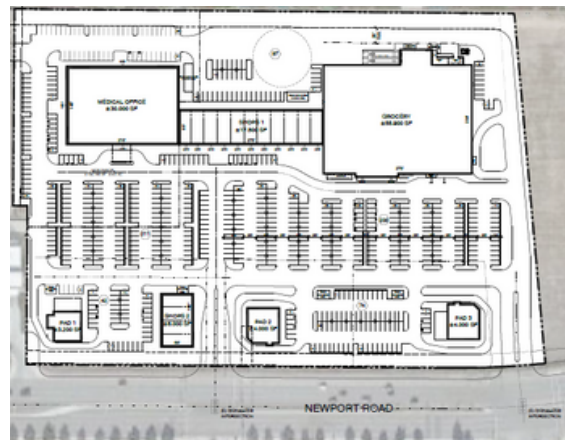
Located at the Southwest corner of Newport Rd. and Menifee Rd., this property has multi-tenant shop space available from 1,200-45,000 SF (box and in-line pads available for retail and restaurants).

Newport Rd. & Menifee Rd.

Shea Properties

Will Tipton (949) 389-7020

Will.Tipton@sheaproperties.com



14.73 Acres of commercial land with grocer anchor medical office building opportunity space located on the bustling Newport Rd. across from Stater Brothers' anchored shopping center and high-density residential zone of the City.

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 or call (951) 672-6777.

Newport Pointe

Lee & Associates

Nick Wirick (951) 276-3636

nwirick@leetemecula.com

Miranda Montgomery (951) 276-3656

mmontgomery@leetemecula.com



11-acre development located at the corner of Newport Rd. and Evans Rd. The property includes drive-thru pads, food court space, an automotive building, and a junior anchor, with opportunities ranging between 3,000-15,000 SF.

The Boulders

Cushman & Wakefield

Brian Wilson - (925) 274-2814

brian.r.wilson@cushwake.com



3-story medical/professional office building, available suites from 1,792-7,221 SF in mixed-use medical center.

Menifee Plaza

AMS Real Estate Services

Matthew Arfa (714) 726-9909

Matthew@amsbrokers.com



2,600 SF office space available in Menifee Plaza anchored by Starbucks with visibility from Newport Rd.

Newport Plaza

Catalyst Retail

Nick Earle (951) 395-0000

nearle@catalystretail.com

Nicholas Corbell (951) 395-6995

ncorbell@catalystretail.com



1,025 SF retail space available on Newport Rd. High traffic area of the City with easy access to I-215.

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 or call (951) 672-6777.

The Shops at Scott Road

Catalyst Retail

Nick Earle (951) 395-0000
nearle@catalystretail.com



1,470 SF and 2,836 SF space available for rent off Scott Rd. with direct access to the I-215 freeway adjacent to the incoming Holiday Inn & Suites hotel.

Hope Medical Arts Plaza

Tobias Commercial

Brett Pack (619) 787-4046
bpack@tobiascommercial.com



1,880 SF medical office space available for 5-year term. Prominent location with freeway frontage right off Newport Rd.

Newport Rd. & Wingate Ln.

Lee & Associates

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

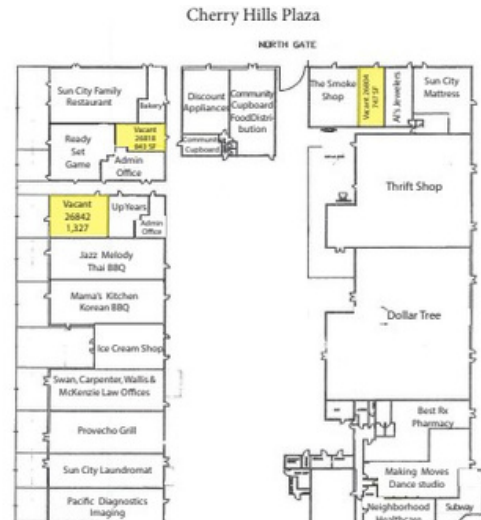


Along the bustling Newport Rd., retail, restaurant, and office space is available in developments along Newport Rd. and Winterhawk Rd.

Cherry Hills Plaza

Level Asset Commercial Realty

Hugo Cosio (951) 231-0575
hugo@levelasset.com
 Chelsea Brogdon (949) 812-9356
chelsea@levelasset.com



1,511 SF 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.

LEASING OPPORTUNITIES

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SEC McCall Blvd. and Sherman Rd.

AREAS Real Estate

Jay Brun (951-816-9626)
jbrun@areasllc.com



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

Keller Rd. & Zeiders Rd.

United Community Realty

Linda Mejia
 (951) 775-5163
lindamejia8realtor@gmail.com



1.72 Acres of commercial land with industrial zoning in Menifee's Southern Gateway, with close access to the I-215 and Scott Road Interchange.

Shops at Newport

Axiom Retail Advisors

Terry Bortnick (888) 301-1888
terry@axiomra.com



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

27851 Encanto Dr.

Lee & Associates

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



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

Gateway at Menifee

Lee & Associates

Gordon Mize (951) 445-4504
gmize@leetemecula.com



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

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.

FOR SALE OPPORTUNITIES

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Bradley Rd. & Augusta Dr.

Lee & Associates
 Greg Martin (909) 989-7771
gmartin@lee-assoc.com



2.03 Acres of commercial land with freeway frontage and high visibility.

38550 Haun Rd.

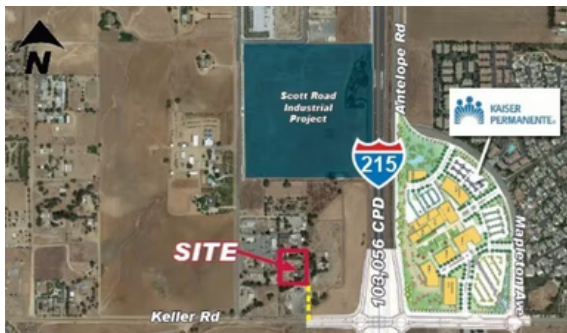
Rosenthal & Excell Commercial
 Guy Excell (951) 658-2559
guy@rosenthalexcell.com



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

27854 Keller Rd.

Lee & Associates
 Kevin Nellis
knellis@lee-associates.com



2 Acres of commercial property for sale across the street from Kaiser Permanente Hospital. High growth and high-traffic area with easy access to I-215 and incoming Keller Road Interchange.

NWQ Hwy 74 & Sherman Rd.

Lee & Associates
 Gordon Mize (951) 445-4504
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.

33381 US Hwy. 215

Lee & Associates
 Gordon Mize (951) 445-4504
gmize@leetemecula.com



I-215 Freeway Visible Land. 2 Parcels Totaling 6.10 Acres: Parcel 1 - 2.73 Acres & Parcel 2 - 3.37 Acres. Zoning in EDC Southern Gateway.

25245 Ethanac Rd.

DAUM Commercial Real Estate
 Kevin Frejlach (909) 912-0005
kevin.frejlach@daumcommercial.com



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

FOR SALE OPPORTUNITIES

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

27875 Garbani Rd. & Haun Rd.

Kidder Matthews

Michelle Schierberl (949) 203-3060
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.

28067 State Highway 74

DFA Holdings

Jennifer Byram (702) 591-7369
Jennifer.Byram@ahern.com



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

27860 Garbani Rd.

KJ Realty Group Inc.

Karen Janikowski (951) 283-4736
karijanikowski1@gmail.com

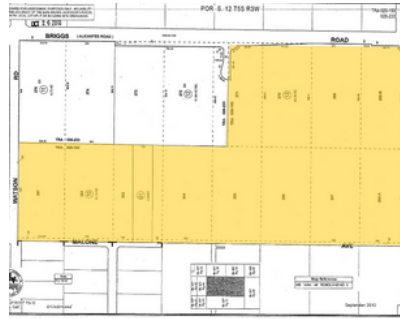


8.61 Acres of commercial property with potential for retail, medical or fast-food options. Property is in a prime location in Menifee right off Haun Rd. with I-215 visibility.

Briggs Rd.

Lee & Associates

Matt Weaver 760-448-2458
mweaver@lee-associates.com



The subject property consists of three parcels totaling approximately 19.26 Acres. The property is located within the Menifee North Specific plan and is zoned for commercial.

28315 Keller Rd.

Lee & Associates

Gordon Mize (951) 445-4504
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.

29345 Via Naravilla

Chase Lytle (951) 677-1800
chaselytlerealty@gmail.com

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.



DO YOU HAVE A COMMERCIAL PROPERTY FOR LEASE OR SALE?

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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 you every step of the way, contact us today!

MenifeeBusiness.com | (951) 672-6777
EconDev@cityofmenifee.us