



CALIFORNIA

CITY OF
REDLANDS

COUNTY OF SAN BERNARDINO

OPPORTUNITY ZONE
INVESTMENT PROSPECTUS

PRODUCED IN PARTNERSHIP WITH



PRODUCED IN COLLABORATION WITH



San Bernardino County is committed to supporting sustainable growth driven by collaboration. This investment prospectus will showcase the crossroads of opportunity that capitalize on the diversity of our residents, our geography and our economy. It is our vision to see a vibrant economy within our region which continues to attract investors who are looking to be catalysts of change.

With 57 qualified Opportunity Zones throughout the region, the reinvestment of capital gains is one method for investors to spur economic development and job creation in our communities. Our sprawling County stretches 20,160 square miles with access to more than 23 million people.

At the heart of Southern California, San Bernardino County is one of the world's most dynamic and diverse economies, and continues to be recognized as the fastest growing region in the nation. With regional population expected to nearly double in the next 30 years, access to 6.5 million workers and a population younger than the national average, it's no wonder why Fortune 500 firms and innovative startups call San Bernardino County home.

TRANSFORM. INNOVATE. GROW.

KEY ELEMENTS & TAX BENEFITS

INVESTMENT TIMELINE:

SIX MONTHS TO INVEST AND 31 MONTHS TO REACH SUBSTANTIAL IMPROVEMENT.

INVESTMENT INTO A QUALIFIED OPPORTUNITY FUND (QOF)

A temporary deferral of inclusion in taxable income for capital gains reinvested into an Opportunity Fund.

PERMANENT TAX EXCLUSION OF 10% TAXABLE GAIN FOR INVESTMENTS HELD FIVE YEARS

A step up in basis for capital gains reinvested into an Opportunity Fund and held for a minimum of five years before 2026.



PERMANENT TAX EXCLUSION OF 100% OF TAXABLE GAIN

A permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in a qualified opportunity zone fund, if the investment is held for at least 10 years. This exclusion applies to the gains accrued from an investment in an opportunity fund, and not the original gains invested into an opportunity fund.

REDLANDS CROSSROADS OF OPPORTUNITY

MAJOR EMPLOYERS

ESRI
Redlands Unified School District
Redlands Community Hospital
US Postal Service

MAJOR INDUSTRIES

Health Care
Educational Services
Retail Trade
Technical Services

The early 20th century arrival of the Pacific Electric Railroad to the area brought a higher degree of prosperity to the city, which started becoming known also as a vacation destination. Much of the city's history is still in view today in downtown Redlands, whose State Street is largely comprised of beautiful historic buildings and locally-owned boutiques and shops.



GENERAL CITY DEMOGRAPHICS

72.2K
POPULATION

2.7
AVERAGE HOUSEHOLD SIZE

11.2%
POVERTY RATE

\$427,651
MEDIAN PROPERTY VALUE

\$74,993
MEDIAN HOUSEHOLD INCOME

Source: Esri

MORE ABOUT REDLANDS

DID YOU KNOW....

FOR MUCH OF ITS HISTORY REDLANDS WAS THE "WASHINGTON NAVEL ORANGE GROWING CAPITAL OF THE WORLD" WITH THE CITRUS INDUSTRY AS THE MAIN FOCUS OF ITS ECONOMY.



Redlands was known in 1900 as "The City of Millionaires" and later as "The City of Beautiful Homes." Founded in 1881 and incorporated in 1888, Redlands is a quintessential "big town" with a "small town" feel.



OZ MAP & DEMOGRAPHICS

- OPPORTUNITY ZONE
- REDLANDS CITY
- SAN BERNARDINO COUNTY



OPPORTUNITY ZONE CENSUS TRACT 2019 DATA

7.8K

POPULATION

\$15,893

PER CAPITA INCOME

29YR

MEDIAN AGE

\$43,209

MEDIAN HOUSEHOLD INCOME

Source: Esri forecast data for 2019 based on U.S. Census Bureau, Census 2010 Summary File 1.



CURRENTLY AVAILABLE DEALS

PLEASE CONTACT YOUR REAL ESTATE BROKER OR FINANCIAL ADVISOR FOR AVAILABLE DEALS. IN ADDITION, PLEASE JOIN THE CONVERSATION AT NO COST ON OUR SPONSORED DIGITAL PLATFORM.

CURRENT DEALS, AVAILABLE RFPS, AND FURTHER BUSINESS INVESTMENT OPPORTUNITIES MAY BE FOUND ON OUR DEDICATED PLATFORM AT:

[HTTPS://OPPSITES.COM/CITIES/REDLANDS-CA](https://oppsites.com/cities/redlands-ca)

OFFICE

837 ORANGE ST

Type: Office

Sale Type: Owner User

Size: 6,904 SF

Price: \$ 470,000

Price/SF: 273.89

Built in: 1967



RETAIL

833 W COLTON AVE

Type: Freestanding Retail

Sale Type: Owner User

Size: 2,300 SF GLA

Price: \$698,000

Price/SF: \$303.48

Built in: 1963



CURRENTLY AVAILABLE DEALS

SPECIALTY BUILDING

601 LAWTON ST

Type: Lodge/ Meeting Hall
Sale Type: Owner User
Size: 6,600 SF GLA

Price: \$1,500,000
Built in: 1950
Leased: 3%



COMMERCIAL LAND

900 NEW YORK ST

Type: Land
Sale Type: Investment
Size: 811,501

Price: \$20,288,070
Price/SF: \$25.00
Walk Score: Car-Dependent (46)



COMMERCIAL LAND

39 W COLTON AVE

Type: Land
Zoning: COM
Size: 13,560 SF

Price: \$329,000
Price/SF: \$24.26
Walk Score: Walker's Paradise (93)



REDLANDS CITY OFFICIALS

PAUL BARICH
MAYOR

EDDIE TEJEDA
MAYOR PRO TEM

CHARLES M. DUGGAN, JR.
CITY MANAGER

PAUL W. FOSTER
CITY COUNCIL MEMBER

DENISE DAVIS
CITY COUNCIL MEMBER

JENNA GUZMAN-LOWERY
CITY COUNCIL MEMBER

CRUZ ESPARZA
ECONOMIC DEVELOPMENT MANAGER
CESPARZA@CITYOFREDLANDS.ORG

BRIAN DESATNIK
DEVELOPMENT SERVICES DIRECTOR
BDESATNIK@CITYOFREDLANDS.ORG

BOARD OF SUPERVISORS

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FIRST DISTRICT SUPERVISOR

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THIRD DISTRICT SUPERVISOR

CURT HAGMAN
CHAIRMAN
FOURTH DISTRICT SUPERVISOR

JOE BACA, JR.
FIFTH DISTRICT SUPERVISOR

LEONARD X. HERNANDEZ
CHIEF EXECUTIVE OFFICER



Economic Development

SEIZE YOUR OPPORTUNITY!