Snapshot

• Population: 104,879 (1.4% increase 2012 to 2013)

• Number of Households: 33,535

• 2013 Temecula Average Household Income: $80,729

• 2013 Median Existing Home Sales Price: $434,362 (92% standard sales)

• 2012 Number of Jobs: 42,583

3rd Quarter 2013 Compared to 3rd Quarter 2012:

• Year-to-Date Sales Tax came in 4% higher than the previous fiscal year.

• Auto sales increased by 12.2% over the prior year.
<table>
<thead>
<tr>
<th>Revenue Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Sales Tax</td>
<td>$29.36</td>
</tr>
<tr>
<td>Special Tax (Parks Maintenance)</td>
<td>$1.85</td>
</tr>
<tr>
<td>Intergovernmental</td>
<td>$6.16</td>
</tr>
<tr>
<td>Franchise Fees</td>
<td>$3.64</td>
</tr>
<tr>
<td>Licenses and Service Charges</td>
<td>$4.19</td>
</tr>
<tr>
<td>Hotel Tax</td>
<td>$2.54</td>
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<tr>
<td>Property Tax</td>
<td>$5.80</td>
</tr>
<tr>
<td>Fines and Forfeitures</td>
<td>$0.85</td>
</tr>
<tr>
<td>Other</td>
<td>$0.14</td>
</tr>
<tr>
<td>Total Projected Revenues</td>
<td>$60,338,110</td>
</tr>
</tbody>
</table>

**FY 2013-14 Projected General Fund Revenues**

**Values in $Millions**
Total General Fund Revenue

- Revenue projected to gradually increase over next five year time horizon

City of Temecula
General Fund Revenue Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>$35,000,000</th>
<th>$40,000,000</th>
<th>$45,000,000</th>
<th>$50,000,000</th>
<th>$55,000,000</th>
<th>$60,000,000</th>
<th>$65,000,000</th>
<th>$70,000,000</th>
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<tbody>
<tr>
<td>2001-02</td>
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<td>2010-11</td>
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<tr>
<td>2012-13</td>
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<tr>
<td>2013-14</td>
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<tr>
<td>2016-17</td>
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<td>2017-18</td>
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</tr>
</tbody>
</table>

Projected Revenue Growth:
- 2001-02: -5.5%
- 2002-03: 2.6%
- 2003-04: 3.2%
- 2004-05: 1.7%
- 2005-06: 2.4%
- 2006-07: 3.0%
- 2007-08: 2.6%
- 2008-09: 3.2%
- 2009-10: 5.5%
- 2010-11: 3.2%
- 2011-12: 1.7%
- 2012-13: 2.4%
- 2013-14: 3.0%
- 2014-15: 2.6%
- 2015-16: 3.2%
- 2016-17: 1.7%
- 2017-18: 2.4%
Active Business License Trends

Active Business Licenses by Year:

- 2009: 15,000
- 2010: 17,000
- 2011: 17,500
- 2012: 18,000
- 2013: 18,000
## 2012-13 COMPARISONS

<table>
<thead>
<tr>
<th>Description</th>
<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td>Building Permits Issued</td>
<td>2,551</td>
<td>3,356</td>
</tr>
<tr>
<td>Planning Applications</td>
<td>347</td>
<td>350</td>
</tr>
<tr>
<td>Building Inspections</td>
<td>21,795</td>
<td>22,285</td>
</tr>
<tr>
<td>Residential Foreclosures/Defaults</td>
<td>9,808</td>
<td>4,448</td>
</tr>
<tr>
<td>Commercial Foreclosures/Defaults</td>
<td>1,110</td>
<td>736</td>
</tr>
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YEAR TO YEAR COMPARISON  
OVERALL DEVELOPMENT PERMITS

<table>
<thead>
<tr>
<th>Year Initialized</th>
<th>Month</th>
<th>Permit Count</th>
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<tr>
<td>2005</td>
<td></td>
<td>6855</td>
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<td>2012</td>
<td></td>
<td>4680</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>5738</td>
</tr>
</tbody>
</table>
Offices Proposed Near Temecula Valley Hospital

Proposed Offices Nearby

Temecula Valley Hospital Now Open!
Old Town Development

- Chaparral: Old Town Front Street North Entrance
- Front Street Plaza: 3rd & Old Town Front Street
- Truax: 2nd & Mercedes Street
Altair Specific Plan (west of Old Town)

Altair Specific Plan Proposed by Ambient Communities

- 270 acres west of Old Town
- Four-lane western bypass
- Approx. 1500 residential units
- An elementary school
- A small amount of neighborhood commercial
- A clubhouse
- Parks, trails, and hillside preservation.
Residential: Roripaugh Area

• KB Homes, Standard Pacific and Van Daele own four of five planning areas
• Sales are “Steady”
  (Northeast Corner of City)
Residential

- **83 Single Family Units**
  (Off Nicolas Road – approved but not yet under construction)

- **37 Single Family Units**
  (Corner of Butterfield Stage Road and Chemin Clinet – under construction)

- **45 Single Family Units**
  (Between Walcott & Butterfield – proposed development)

- **77 Detached Units**
  (Peach Tree Street & Deer Hollow Way – proposed development)

- **45 Single Family Units**
  (Between Walcott & Butterfield – proposed development)
Residential

- **174 Condominium Complex**
  Wolf Creek (Corner of Pechanga Parkway and Wolf Valley Road –proposed development)

- **Pedestrian Friendly 141 units**
  Old Town (Pujol Street –proposed development)
Capital Improvement

French Valley Pkwy./I-15 Overcrossing & Interchange

Southbound 1-15 Winchester off ramp widening – COMPLETE
Southbound 1-15 brand new off ramp – Spring 2014
Capital Improvement

New Butterfield Road Extension

2012 (Completed):
Murrieta Hot Springs to Calle Chapos

Spring of 2014 Completion:
Calle Chapos to La Serena
Capital Improvement
Main St. Bridge Spring 2014 Completion
Mercedes-Benz of Temecula
Opening Spring 2014
Recent Recognitions

Temecula Named “Playful City USA”

The City of Temecula was recognized in May as a 2013 Playful City USA by the national non-profit KaBOOM! for the City’s efforts in providing children with ample opportunities for play. Temecula received recognition for its 39 parks, 116,500 square feet of recreational facilities, and joint-use agreements with Temecula Valley Unified School District providing access to 43 acres of sports fields and playgrounds for public use outside of school hours. There is much more to look forward to including an accessible playground for children with special needs, an outdoor fitness area for seniors, and renovations to city facilities including the Temecula Community Center.

A new inclusive special needs playground is being designed and will soon be constructed at Margarita Community Park.

The Temecula Community Center begins its renovation in July 2013.

The former YMCA will be renovated to create a new Community Center for active adults.
Recent Recognitions

The City of Temecula was recognized by the League of American Bicyclists with a 2013 bronze level award for being a Bicycle-Friendly City!

Bicycle-Friendly City

Multi-Use Trails and Bikeways Master Plan Update to connect the City’s bike lanes and trails.

HIKEBIKETEMECULA.ORG
Recent Recognitions

Temecula Valley Tourism On The Rise

As reported by Reuters, millions of travelers worldwide helped TripAdvisor identify Top Spots for Wine Getaways in the U.S. and the World. Temecula Valley was honored on the U.S. Top 10 based on travelers’ reviews and opinions for local Temecula Valley wineries, restaurants, attractions, and accommodations.

Since 2000, tourism in the Temecula Valley has experienced significant growth, climbing from $150 million to over $600 million annually which supports about 6,200 local jobs with earnings of $180 million.

With wonderful resorts and accommodations, award-winning restaurants, and awe-inspiring wineries, it’s no wonder Temecula Valley has transformed into Southern California’s Wine Country!

Visit www.visittemecula.org

Temecula Is Ranked "Very Low Cost" To Operate A Business

• Top 4 Least Expensive City to do business in Riverside County
• Top 20 Least Expensive City to do business in California
• Top 60 Least Expensive City to do business in the U.S. (of 421 Cities)

Update: Temecula Tourism: over $625 Million Annually!
Wine Country Tourism
Pechanga Resort & Casino

Tourism
Championship Golf Courses  *Tourism*
Old Town Tourism
Revitalize Jefferson Avenue to the “Great Street”

- Attract high level jobs
- Bring residential
- Transit Oriented
- Embrace future Murrieta Creek trails
- Capitalize on I-15 freeway visibility

Jefferson Ave 2.3 miles long
Jefferson Avenue Today
Jefferson Avenue
Tomorrow
Concerts
Civic Center Ice Rink

3 weeks of ice skating from Dec-Jan During Holidays

2013/14: 13,600 skaters!
2012/13: 13,400 skaters!
Susan Komen

Race for Cure
Western Days
Street Painting Festival
Easter Egg Hunt
4th of July Parade And Carnival
Halloween Carnival
Pechanga
Pu’éska Mountain Day
Wine & Balloon Festival
Citizen Survey

Temecula’s Quality of Life

% Respondents

- Not sure
- Very poor
- Poor
- Fair
- Good
- Excellent

Study Year

2011
60.9†
34.6†
3.6†

2007
46.1
44.4
7.2

96%!
Quality of Life Core Values

- Healthy and Livable
- Economically Prosperous
- Safe and Prepared
- Sustainable
- Mindful of Transportation Mobility & Connectivity
- Accountable and Responsive City Government
High Quality of Life