



Victorville

ECONOMIC DEVELOPMENT NEWS

February 6, 2024 / Vol 2



WHAT IS ECONOMIC DEVELOPMENT?




The City of Victorville's Economic Development Department is responsible for attracting new business investment and encouraging the expansion of businesses throughout the City.

Contact us for assistance in starting and growing your business!



Economic Development
Department

 14343 Civic Dr.
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 VictorvilleCA.gov



RESIDENTIAL DEVELOPMENTS

Victorville continues to see growth in residential housing! In 2023, Victorville welcomed over 14 active single-family housing developments to the community and issued over 450 residential permits. In Q4, seven new housing tracts were finalized, creating more homes for Victorville residents.



The City of Victorville has recently approved the development of 391 single family-residential lots, 56 new multi-family units, 28 single-family scattered lots, and 34 new accessory dwelling units listed as new entitled projects.



VICTORVILLE WELCOMES



SUPERIOR GROCERS. On November 1, 2023, the Victor Valley welcomed its first Superior Grocers store located at 14668 7th St. Known for its quality, variety, and value, Superior Grocers aims to provide residents with only the best products available.



CARmax On January 10, 2024, Victorville celebrated the grand opening of the Victor Valley's first Carmax Auto Store. Located in the Auto Park at Valley Center, Carmax will enhance the automotive shopping experience in our community for all residents.

NOW OPEN



Jamba Juice opens its first location in the Victor Valley! Come enjoy a fruity treat at 15617 Roy Rogers Dr.!



The Don Kabob is now open and is serving authentic shawarma kabob! Located at 11604 Amargosa Rd.!



It's Boba Time opens its first location in the Victor Valley and is serving delicious boba to Victorville residents. Located at 12044 Dunia Rd.



Arby's opened its newest location at 14523 U.S. Hwy 395 and is serving residents on the west side of the City!

NOW OPEN CONT'D.



McDonald's has opened its newest location at 16670 Bear Valley Rd. and is serving residents on the east side of the City. This new development is one of the first developments amongst a larger shopping center development, The Victor Valley Connection, that was announced early in 2023.



PROJECTS UNDER CONSTRUCTION



SPROUTS
FARMERS MARKET Construction is underway for the Victor Valley's first Sprouts Farmers Market. Located at 12450 Amargosa Rd., Sprouts is expected to complete construction in Q1 2024.



The construction of the Pace Center, an all-inclusive elderly care facility, is underway. Located at 11833 Amethyst Rd., this facility will offer adult day care and onsite clinical care for seniors. This site will be one of a kind in the Victor Valley.



avid
AN IHG HOTEL Avid Hotel is under construction at 14824 Bear Valley Rd. and will be the first Avid Hotel in the Victor Valley.



Fairfield
BY HARRIOTT Victorville's first Fairfield Inn is under construction at 14876 Monarch Blvd. and is excited to serve Victor Valley residents.

WHAT IS GOING ON IN ECONOMIC DEVELOPMENT ?

OLD TOWN COMMERCIAL FACADE PROGRAM

In July 2023, Economic Development staff was awarded with Community Development Block Grant ("CBDG") funds to provide financial assistance to qualified commercial property owners and business owners located in the Old Town area to make facade improvements, correct certain code violations, and make ADA improvements. The purpose of this program is to preserve the historic Old Town Route 66 area

by enhancing commercial buildings, attract private investment, beautify commercial corridors, and generate new shopping. Applications for this program closed in late November and Economic Development staff are excited to award the grant winners within the next few weeks!

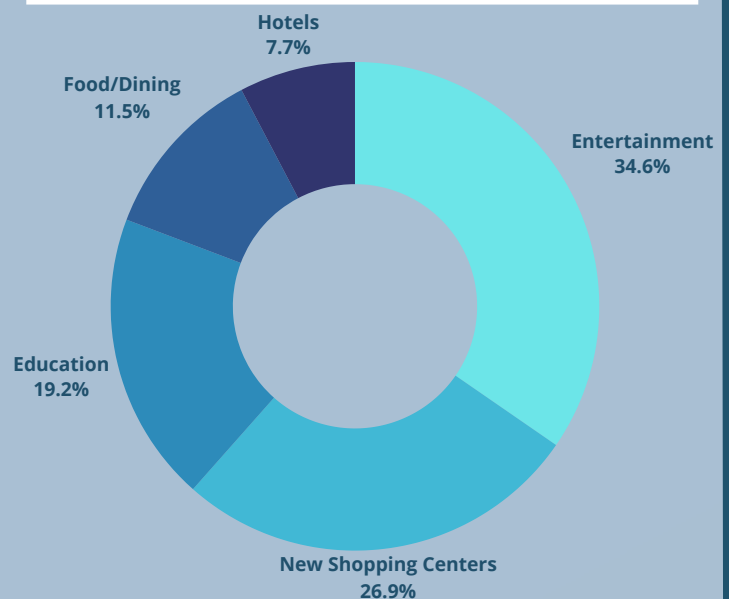


ECONOMIC DEVELOPMENT COMMUNITY SURVEY RESULTS

In October 2023, the Economic Development team conducted a survey to gain insight from Victorville residents. The survey aimed to encourage community engagement and gather valuable feedback regarding economic development.

To determine which industries are most desired in Victorville, residents were asked to answer a series of questions. The results are in and they show that the entertainment industry is the community's top priority for enhancing the quality of life. Following closely behind are new shopping centers, education, new food/dining establishments, and hotels.

WHICH OF THE FOLLOWING INDUSTRIES DO YOU BELIEVE WILL IMPROVE THE QUALITY OF LIFE IN VICTORVILLE?



#MYBIZINVV

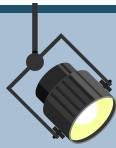
SOCIAL MEDIA CAMPAIGN FOR LOCAL BUSINESSES

In September 2023, the Economic Development team partnered with the Public Information Office to develop a social media campaign that highlights local businesses in the City of Victorville!

Each month, the City of Victorville invites licensed businesses to enter our free monthly #MyBizinVV drawing for a chance to win a free fully-produced promo video valued at \$2,000! To enter into the drawing is easy, all that is needed is to

follow the City of Victorville's social media pages, Instagram @cityofvv or Facebook @cityofvictorville, respond to the monthly question posted by the City of Victorville, and that's it! The winner is announced on the City of Victorville's social media pages.

JANUARY 2024 PROMPTED QUESTION



#MYBIZINVV WINNERS



SEPTEMBER 2023 WINNER



SIX BEANS COFFEE

Located at 12875 Bear Valley Rd., Six Beans Coffee is serving residents with the best quality service and delicious coffee!

NOVEMBER 2023 WINNER



ARTEX WINDOW TINT PPF

Located at 14856 7th St., Artex Window Tint is providing customers with the best quality tint services ensuring your automotive needs are met!

YOUR BUSINESS CAN BE NEXT!

For more information on how your business could win a free promotional video, please scan the QR code for more information!

