



Victorville

ECONOMIC DEVELOPMENT NEWSLETTER

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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

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Victorville, CA 92392

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VictorvilleCA.gov



INDUSTRIAL DEVELOPMENT

The City of Victorville Planning Commission recently approved over 6 million sq.ft. of planned Industrial Development located at Foxborough Industrial Park, Southern California Logistics Airport, and an industrial zoned area located East of U.S. Hwy 395 and North of Mojave Drive.



RESIDENTIAL DEVELOPMENT

Victorville continues to grow with residential development and has 10 active single-family developments underway!



Celebrating NEW BEGINNINGS



SPROUTS FARMERS MARKET

On March 15, 2024, the Victor Valley welcomed its first Sprouts Farmers Market store located at 12450 Amargosa Rd. Sprouts Farmers Market is the Victor Valley's neighborhood organic grocery store offering fresh, natural, and organic foods at an affordable price!



On December 28, 2023, Victorville celebrated the grand opening of a new McDonald's located at 13625 Bear Valley Rd. McDonald's was the first business to open in the Victor Valley Connection shopping center development and will be apart of a bigger development/shopping center.



On March 19, 2024, the Victorville Church & Dwight facility celebrated the completion of their recent facility expansion with a ribbon cutting event. This expansion will allow for a larger, quicker, and simpler manufacturing process.

On May 22, 2024, the City of Victorville celebrated the ground breaking ceremony of the new Victorville Library, located at the Green Tree Golf Course's former El Pescador restaurant. The relocation and construction of the Victorville Library is expected to provide up to ±17k square feet of librarian services to the public.

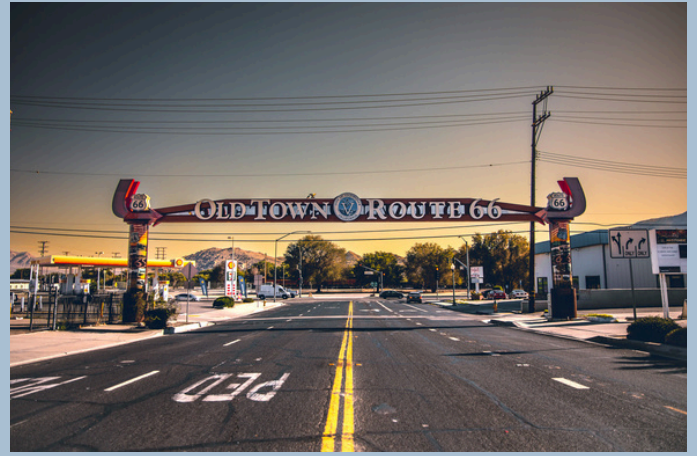


ECONOMIC DEVELOPMENT UPDATE

OLD TOWN COMMERCIAL FACADE PROGRAM

In July 2023, the Economic Development Department was awarded 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 City of Victorville’s Economic Development Department is excited to announce that five (5) property owners were each awarded up to \$50,000 in May 2024. The Economic Development Department is excited to follow the projects and provide updates throughout the year.



ECONOMIC DEVELOPMENT REAL ESTATE

Thanks to funding from Measure P, the Economic Development Department recently assisted with the purchase of ±9.18 acres identified as the future site for the construction of a new Police Station and Civic Plaza. The need for a new Police Station was recently evaluated and determined that the existing station lacks the capacity to accommodate additional personnel for expansion of services to better serve the Victorville community and residents.



The new Police Station and Civic Plaza will be located on the Northwest corner of Seneca Rd. and Civic Dr.

Victorville FUN FACTS



By 2028, the Victor Valley is projected to have close to half a million residents. Of this population, over **54%** live in Victorville.



The Victor Valley region has approximately 106,054 existing housing units with over **37%** being in Victorville!



Victorville is an affordable City located in SoCal with **more than half** of all homes under \$500,000.



Victorville is home to many **“1st in California”** businesses entering the California market, including Walmart, Cracker Barrel, and more!

#MYBIZINVV

SOCIAL MEDIA CAMPAIGN FOR LOCAL BUSINESSES

In September 2023, the Economic Development Department 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.

DETAIL GARAGE

JANUARY 2024 WINNER

Located at 12384 Palmdale Rd., Detail Garage is the Victor Valley's one-stop shop for auto detail and supplies! Specializing in waxes, sealants, accessories, and more, Detail Garage prides themselves on connecting with the community and providing the best service!



HD FAMILY EVENTS

MARCH 2024 WINNER

Located at 15583 Seventh St., HD Family Events Night Market is the place to be on Friday nights (5pm-9pm) for those seeking an evening filled with delicious food, vibrant entertainment, and a sense of community.



VICTORVILLE CHEVROLET

APRIL 2024 WINNER

Located at 15425 Dos Palmas Rd., Victorville Chevrolet is a premier dealership committed to making your car buying experience a memorable one. Their committed team will make every effort to ensure you'll drive off their lot a happy customer!



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!

