



# RIDGECREST

CALIFORNIA

UNIQUE LOCATION. UNTAPPED MARKET.



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# Welcome

## Discover Ridgecrest

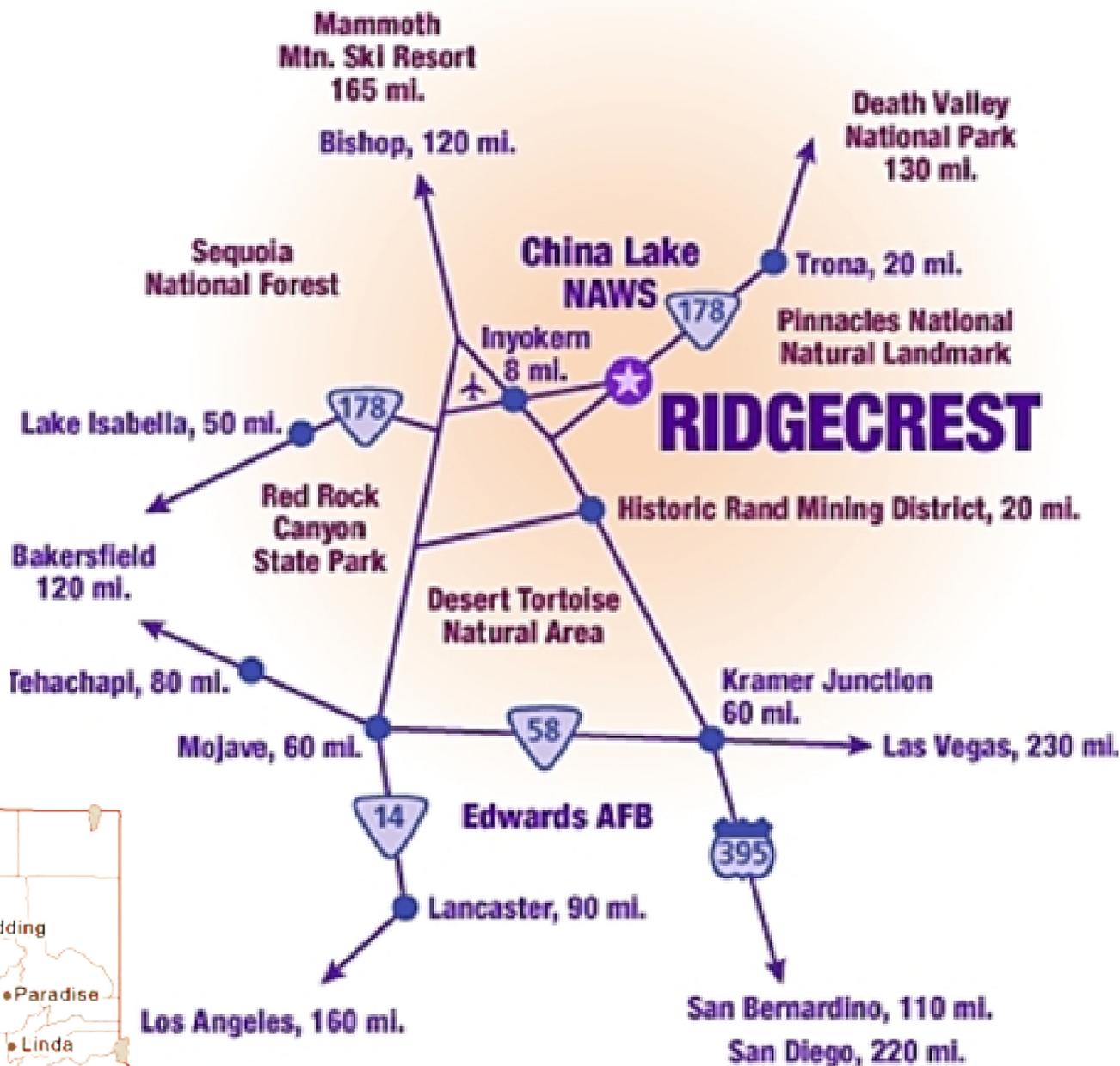
Over the last year, jurisdictions in California continued to face ongoing economic challenges at the national and state level. Despite these challenges, the local economy in the Indian Wells Valley rebounded faster than either California or Kern County. The only incorporated city within the Indian Wells Valley, Ridgecrest is an ideal setting for current and continued economic growth and development.



Surrounded by mountain ranges and nestled at the crossroads of three major highways, Ridgecrest acts as a central base located less than three hours from several of Southern California's major attractions. Our unique location near the borders of Kern, Inyo, and San Bernardino counties provides the opportunity to reach a wide range of markets and demographics within a 50 mile radius of Ridgecrest. This expanded trade area includes surrounding rural towns such as Inyokern, Lone Pine, and Trona, to name a few. Major transportation routes including U.S. Routes 395, 14 and 178/China Lake Blvd. provide easy access for residents, nearby communities, and travelers to benefit from the various services & industries in Ridgecrest such as healthcare, retail & hospitality, outdoor recreation, construction, renewable energy, business, mining, aerospace, and military defense.



In recent years, the City of Ridgecrest has experienced a period of growth and vitality with the recruitment of several new retail & hospitality developments, ongoing public works and infrastructure projects, and the earthquake recovery efforts underway at the adjacent China Lake military installation. Reconstruction projects following the earthquakes of 2019 will make China Lake Naval Air Weapons Station, the City's largest employer, the most modern naval land facility in the Western U.S. - representing a substantial engine for economic growth in the region over time.



# RIDGECREST

## Location

Located in the Mojave Desert of California, the City of Ridgecrest is surrounded on all sides by mountain ranges and within driving distance of several popular regional attractions. Ridgecrest is a regional hub of Eastern Kern county, conveniently situated as a popular stop for travelers along the state routes 395, 14, and 178. Outdoor recreation and unique landscapes are a big draw for both international and local visitors, with nearby destinations including Las Vegas, Mammoth Mountain, and Death Valley National Park.





# Consumer Demographics

Affordable costs of living and high paying salaries make Ridgecrest a desirable location for residents to settle and grow. Small town charm, coupled with the ease of accessing various climates & attractions within a few hour drive, is fueling growth from nearby metropolitan areas. Ridgecrest is the only incorporated township in the Indian Wells Valley, acting as a regional hub for communities within a 50-mile radius. These numbers reflect just a portion of the communities that are dependent on City of Ridgecrest based businesses (<20 minute drive time).

# Recent Investments



The City of Ridgecrest has experienced a period of growth over the last year with a variety of new projects in development or recently completed.

- Hospitality & housing options in Ridgecrest continue to improve with the ongoing development of Holiday Inn Express, TownePlace Suites by Marriot, and the Mojave View affordable housing project.
- Dining, retail, and entertainment opportunities are continuing to grow with recently completed & ongoing developments including Ale's Crab Shack, Panda Express, Dutch Bros, Arby's, and Phase I of the Oasis Center.
- The Oasis Center will feature a state-of-the-art movie theatre complex, eight-lane bowling alley along with a selection of office spaces and a number of retail shopping stores. Currently, construction is underway for Phase I of the project, which includes Starbucks, Chipotle, Frosty Peaks, retail components, and the movie theatre.

In addition to the growth in the retail & housing sector, the City of Ridgecrest has also made significant investments into projects that will improve quality of life and economic vitality for both residents and visitors to the area.

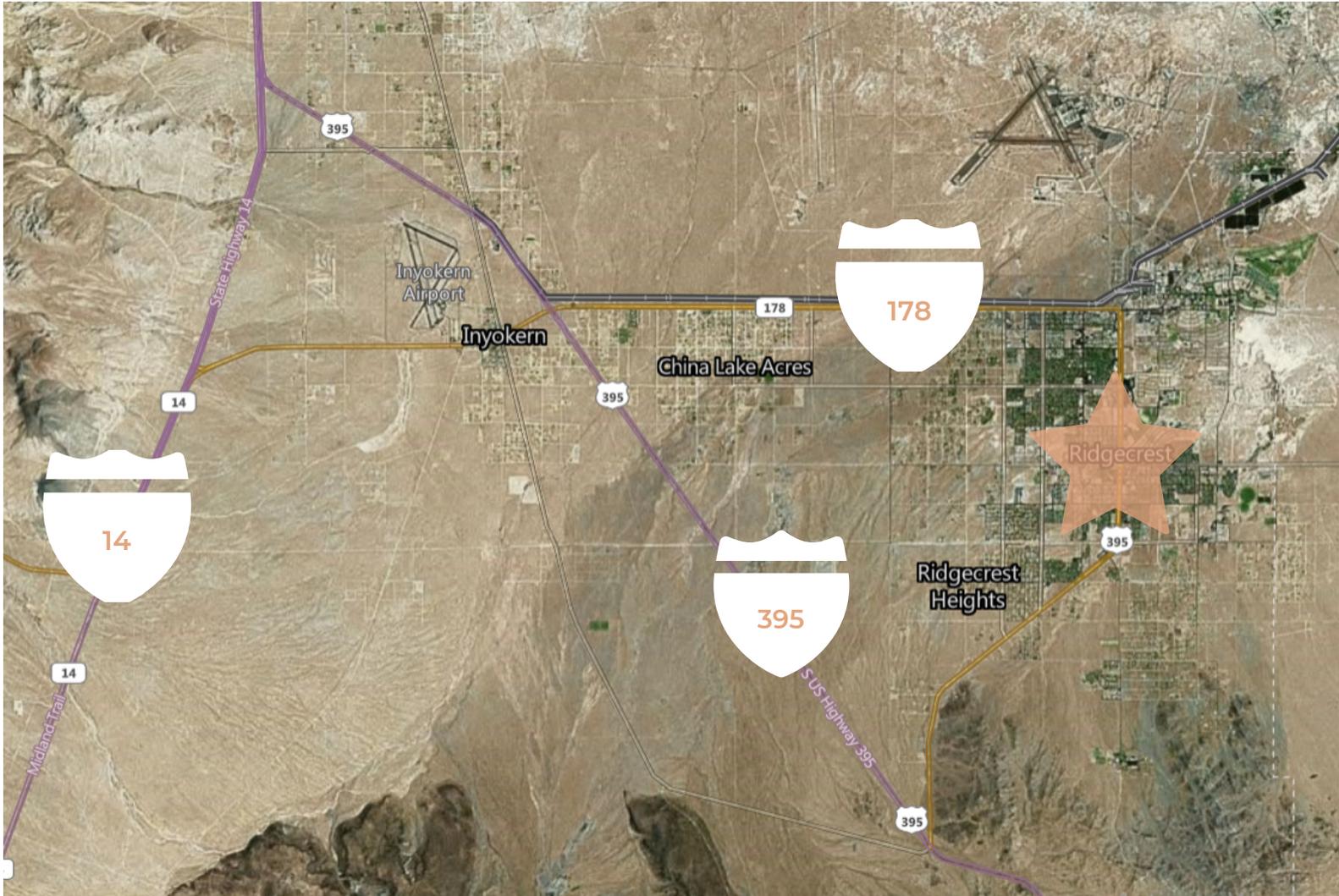
In conjunction with the 35th Annual Petroglyph Festival, Ridgecrest joined the state network of California Welcome Centers with the Grand Opening of the new CA Welcome Center-Ridgecrest. A visitor's center featuring local and regional information & exhibits, the CWC will add to the region's visibility & economic vitality by promoting tourism, filming, sports, & cultural events.





# Traffic Information

Located off Highways 395, 14, and 178, and acting as the "Gateway to Death Valley", Ridgecrest is in a prime location to attract both domestic and international travelers from multiples routes. Nearby recreational opportunities and the activities of the adjacent China Lake military installation ensure that Ridgecrest is a popular destination for visitors and travelers to the area.



Transportation projects along Highways 395, 14, and 178 will improve travel conditions in all directions, including heavily trafficked corridors north to south from Reno to Los Angeles and east to west from Bakersfield to Las Vegas. Additional highway improvement projects for routes through Death Valley will improve accessibility for travelers to the area.

## ADT

US-395: 7,500

CA-178: 18,300

China Lake Blvd: 24,400

Ridgecrest Blvd: 9,300





City of  
**RIDGECREST**  
California

# Retail Gap Opportunities

Trade Area Demand	Industry/Sales in City	Retail Gap
\$2,886,642	Lawn/Garden Equipment/Supplies Stores / \$0	\$2,886,642
\$29,031,325	Full Service Restaurants / \$15,234,172	\$13,797,153
\$21,339,156	Clothing Stores / \$11,802,903	\$9,536,253
\$87,764,909	Automotive Dealers / \$51,745,426	\$36,019,483



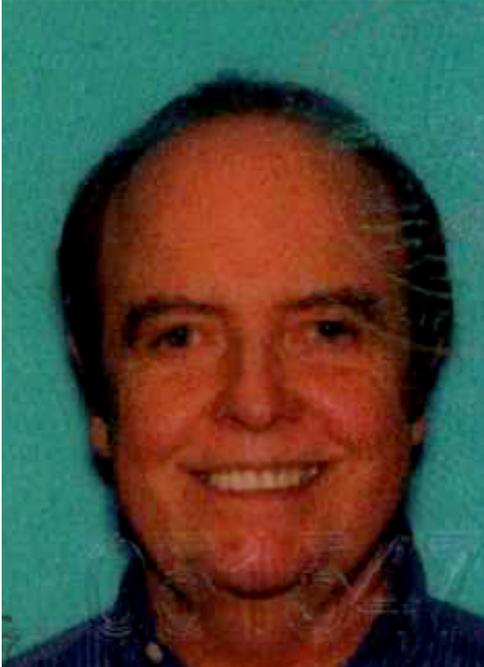
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# Total Retail Sales

Industry	Sales in City
Gasoline Stations	\$30,054,277
General Merchandise	\$78,773,426
Food & Beverage	\$34,291,571
Full-Service Restaurants	\$15,234,172
Electronics/Appliances	\$3,231,964
Sporting Goods/Hobby	\$4,621,748

The City of Ridgecrest's retail sales numbers show a community serving customers within 20-minutes of the City limits. The isolated market of Ridgecrest provides businesses with the opportunity to tap into a wide range of market demographics from within City limits and surrounding rural communities.

# Business Community Testimony



"Working with the City of Ridgecrest on our 16 acre project has been a uniquely positive experience—something you don't normally run into as developers. Since this is a large, multi-phase project involving multiple buildings including a 65,000 sq. ft. Entertainment Complex containing a 9-screen cinema, dine-in service to the seats, 8 lanes of bowling, a theme restaurant and a 45 game arcade it required close coordination with the City to make it a reality. They have been great to work with and we couldn't be more pleased."

- Bob Davidson, Project Manager / Member, OASIS China Lake, LLC.

"In Spring of 2021, the Ridgecrest Area Convention and Visitor's Bureau began the process of remodeling our new facility, which was slated to become the twenty-first California Welcome Center in the state. The remodel involved pulling permits and working with city staff from several different departments on several matters. Thanks to the help of city staff, the RACVB was able to navigate the process with ease and successfully met our target opening date of November 2021. A big thank you to the City of Ridgecrest for the support as we continue to grow tourism in our community."

-Kari Krutcher

Executive Director, Ridgecrest Area Visitor's Center & Bureau



# Community Partners



## Indian Wells Valley Economic Development Corporation

A 501(c)(3) economic development nonprofit that strives to enhance the economy and improve the quality of life for the greater Ridgecrest area.



## Ridgecrest Chamber of Commerce

The Ridgecrest Chamber of Commerce is an alliance of business leaders which are the voice of advocacy, providing benefits and services to its members, while creating a strong local economy and promoting the community.



## Kern Economic Development Corporation

Funded in part by the County of Kern and investors like the City of Tehachapi, KEDC oversees initiatives for recruitment, expansion and retention of Kern's business entities.



## Antelope Valley Economic Development Growth Enterprise

A new collaborative effort combining the Antelope Valley Board of Trade and the Greater Antelope Valley Economic Alliance into one economic development assistance organization.



## East Kern Economic Alliance

An Eastern Kern County-related working group under the guidance of the Kern Economic Development Corporation. Bi-monthly meetings focus on updates from East Kern Communities, innovation and collaboration efforts.



## CSUB Small Business Development Center

With a wide-variety of local award-winning Tehachapi clients, the CSUB Small Business Development Center provides training, resources and guidance for entrepreneurs.



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