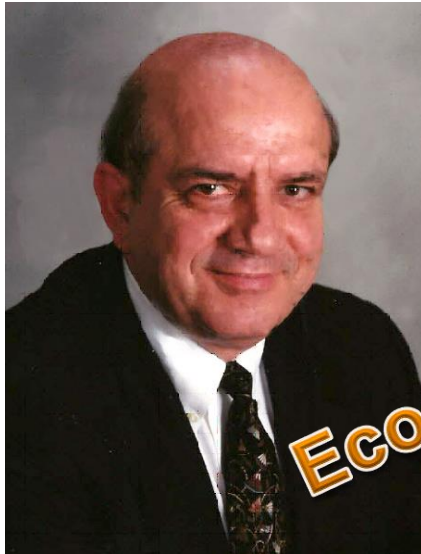
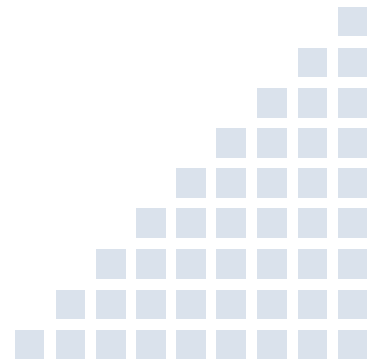


# SHOW ME THE MONEY PART IV

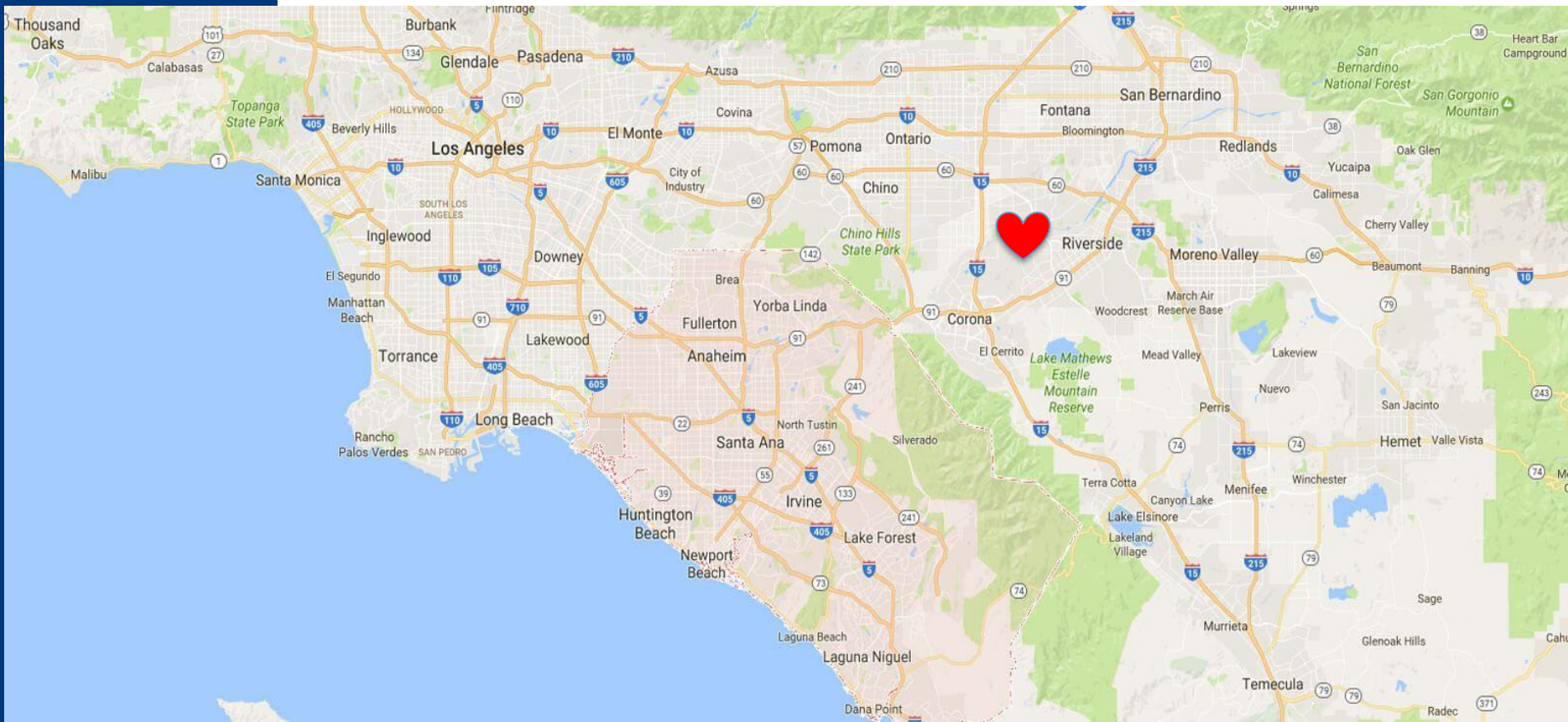


*George A. Wentz  
Deputy City Manager  
Jurupa Valley, California*

*Economic Development Director*



# WHERE'S JURUPA VALLEY?



# ABOUT JURUPA VALLEY

- *Incorporated July 1, 2011*
- *Population: 103,000+*
- *Area: 44 Square Miles*
- *Large industrial base*
- *Reasonable amount of available land*
- *Rely heavily on sales and property tax*



## Historical

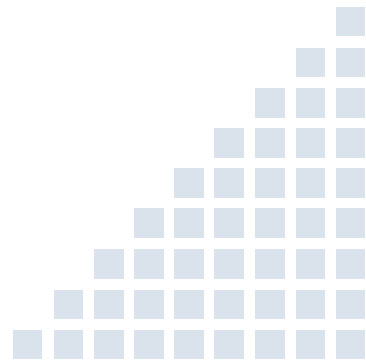


## *The Future*



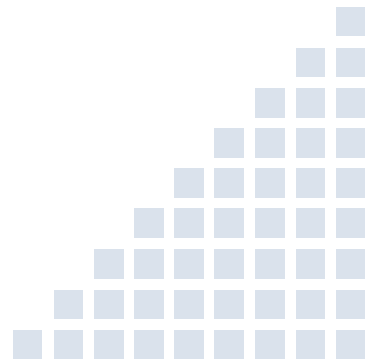
# TOPICS

- *Jurupa Valley's approach to impact the types of development*
- *Strategies*
- *Lessons learned – So Far!*



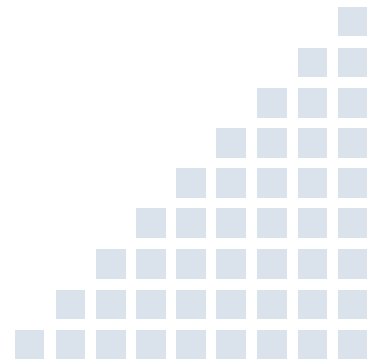
# APPROACH

- *What's real*
- **Create energy thru ANTICIPATION**
- **Establish good relationships with the development community and landowners**
- **Understand the market**
- **Stay up-to-date**



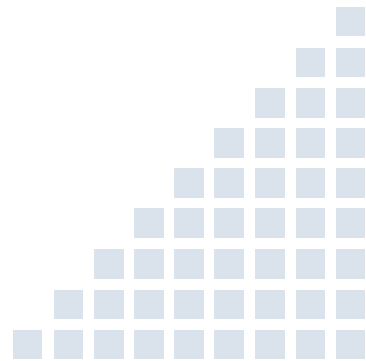
# THE CHALLENGES

- *About 50 % of revenue comes from sales and property tax*
- *Less than 1% from TOT ..... now*
- *Industry has not recognized who we are (compared to who they think we are)*
- *The competition*



# THE PROS

- *Fair Amount of vacant land*
- *Competitive land values*
- *Interested Parties*
- *Great freeway exposure*





# STRATEGIES

- *Development Agreements (DA)*
- *Community Benefit Assessments (CBA)*
- *Point of Sale Strategies (POS)*
- *Community Facilities District (CFD)*
- *Neighborhood Preservation Contribution (NPC)*
- *Pay to Play (P2P)*
  - *Truck trips/container trips/per acre/per foot*
- *Broadband Enhancement Participation (BEP)*
- *Graduated Interval Benefits (GIB)*



# LESSONS LEARNED

- *Have a plan in mind*
- *Be consistent*
- *Include a DA whenever possible*
- *Clearly define what, where, when and how much*
- *Developers will work with you if you are realistic*

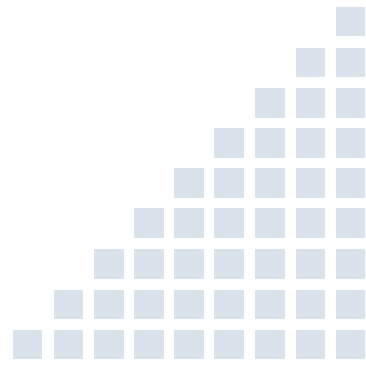
CAUTION:  
Terms  
Subject  
To  
Change



**Stay open minded**

Case Study  
Jurupa  
Valley,  
California

The **FUTURE** is —  
Not what it “used to be”



**Case Study**  
**Jurupa**  
**Valley,**  
**California**



***More info:***  
***George Wentz, PE***  
***Deputy City Manager***  
***City of Jurupa Valley***  
***951-332-6464***  
***[gwentz@jurupavalley.org](mailto:gwentz@jurupavalley.org)***

