

Retail Success Starts Here.

ROHNERT PARK:
Honored with an
AWARD OF EXCELLENCE
by North Bay
Contractors
Business Council

*“No City makes it easier
to get started than
Rohnert Park.”*

-Adam Spiegel,
Proprietor

Sonoma County Distilling



*“Amy’s is proud to
be part of Rohnert
Park – the City
has just the right
'secret sauce' that
enabled us to be so
successful.”*

-Paul Schiefer,
Restaurant Manager

Amy’s Drive Thru



*“The City could not
have been more
collaborative in
recognizing the need
for speed.”*

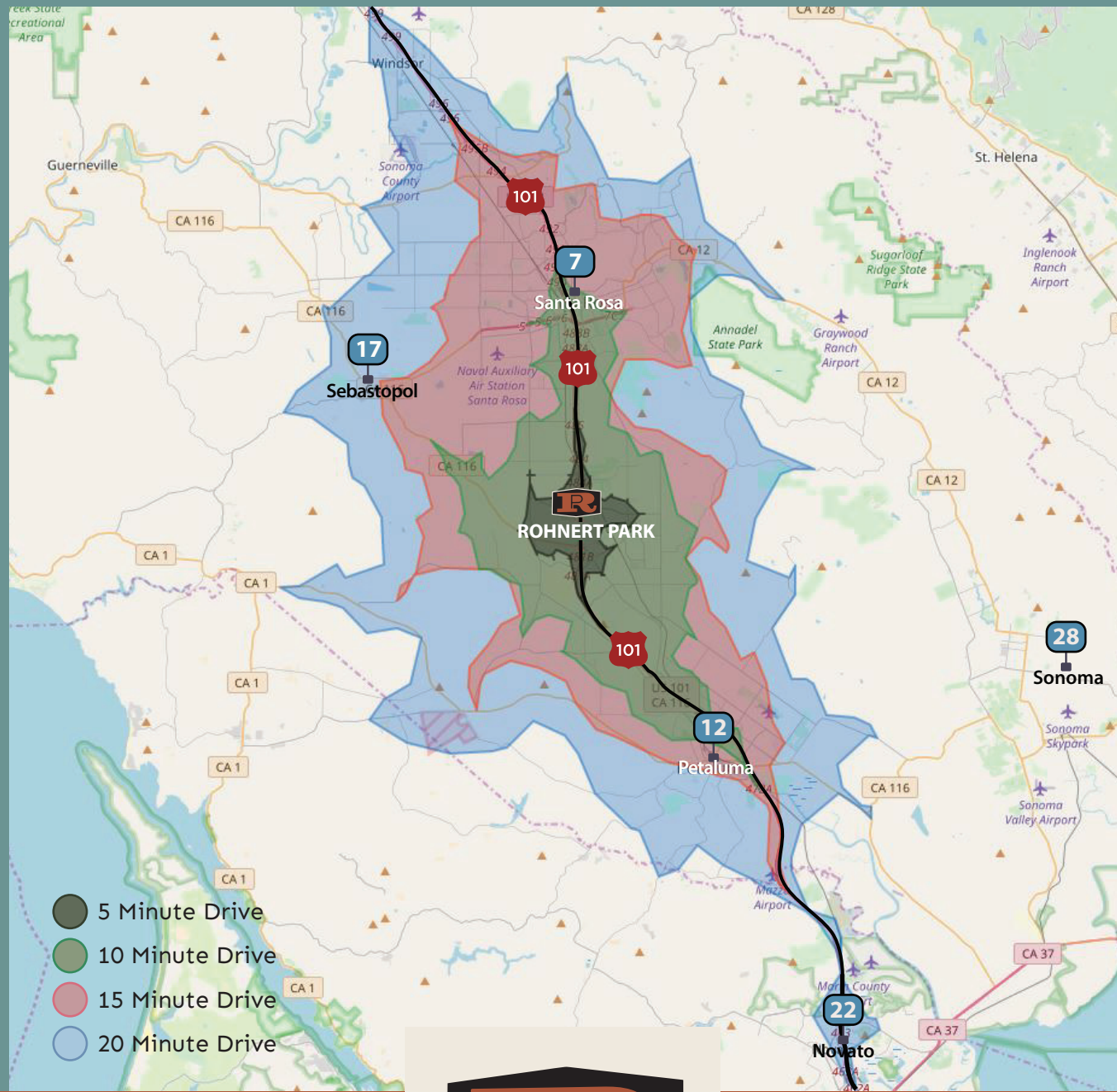
-Bill Foster, Store Manager

Sportsman’s Warehouse

*“Getting our business established
in Rohnert Park was as smooth as
our Racer 5 IPA!”*

-Richard Norgrove, Owner

Bear Republic Brewing Company



LET'S TALK BUSINESS

DON SCHWARTZ
Assistant City Manager

130 Avram Ave, Rohnert Park
(707) 588-2242 | www.rpcity-retail.org | dschwartz@rpcity.org



GROWING OPPORTUNITIES in Rohnert Park

2% annual
population
GROWTH

**Rapidly
Rising
25-44
population**

Growing population and growing incomes create opportunities in a centrally located destination in California's Sonoma County wine country.

Learn more about our retail success stories by visiting www.rpcity.org/retail.

Capitalize on our Growth

We're young. We have money to spend. And we're growing. Already known as *The Friendly City*, Rohnert Park's vision continues to expand, bringing in the right mix of retailers. We're helping them succeed while providing our growing population more choices to support the good life here.

- OUR LOCAL ATTRACTIONS**
- Sonoma State University
 - Green Music Center
 - Graton Resort & Casino
 - Spreckels Performing Arts Center
 - Wineries, Breweries, Distilleries & Cideries

- SOME OF OUR RETAILERS**
- Home Depot
 - Target
 - Walmart
 - PetSmart
 - Bear Republic Brewing Company
 - Ashley Home Store
 - Office Depot
 - Amy's Drive-Thru
 - Costco

WE'RE YOUNG

We're the only city in Sonoma County where the 25 - 44 year old population is growing quicker than 65 and over.

WE HAVE MONEY TO SPEND

Incomes between \$100,000-\$149,999 are growing at a faster rate in Rohnert Park than anywhere else in Sonoma County.

WE'RE CENTRALLY LOCATED

We're at the center of Sonoma County, just 7 miles from Santa Rosa, 10 miles from Petaluma, 24 miles to Sonoma and Napa Valley wine country and minutes to the 101.



The Data



GROWING POPULATION

2017: **43,435**
2022: **45,180**

*Numbers according to the U.S. Census.

MEDIAN AGE in Rohnert Park is **34.2**



2k+ NEW HOUSING UNITS in the next three years

INCREASING HOME VALUES

2017 Median Home Value: **\$391,555**
2022 Median Home Value: **\$449,757**

Median HOUSING SALES PRICE **\$419k** per Trulia



RISING INCOMES

Local incomes showing steady growth over the next five years.

11% Projected PER CAPITA INCOME GROWTH over the next 5 years.

EXPANDING YOUNG CONSUMERS
Sonoma State University STUDENT POPULATION **9,408**



City Vision

Our vision is to identify the right mix of retailers to serve our growing and active population. At the center of our city-wide retail expansion is our new Downtown District, a place of vibrant activity and engagement throughout our community.

Our planned new Downtown District will offer walkable dining, entertainment, and retail, giving residents more choice within a mixed-use atmosphere.



Opportunities

See Your Business in Rohnert Park

Distinct sites throughout the city are available to satisfy most any retailer's requirements for space, accessibility, visibility, and traffic. Contact us to explore your retail site needs.

