

# Retail Success Starts Here.



*"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."*

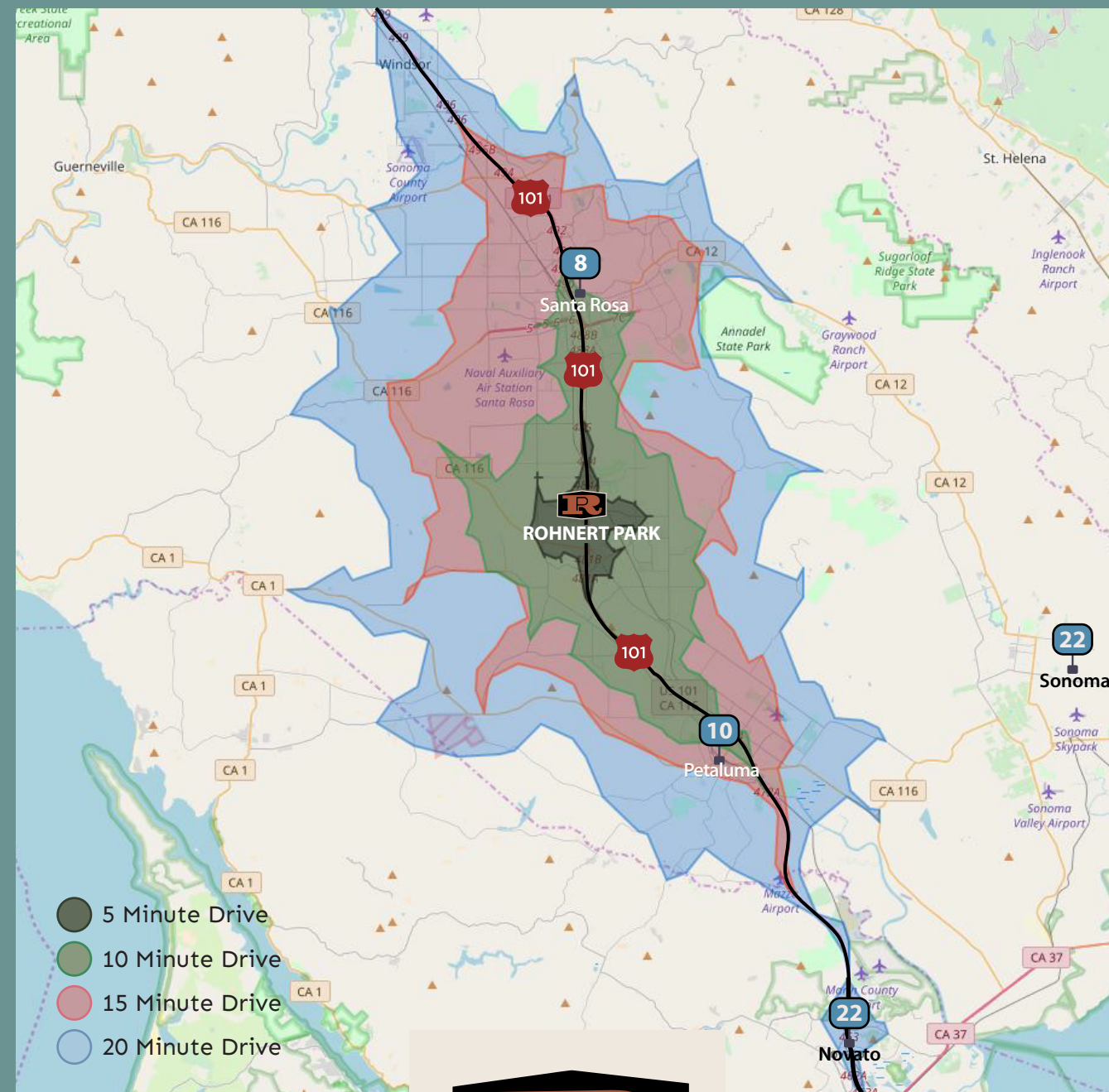
-Bill Foster, Store Manager

*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

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# 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-retail.org](http://www.rpcity-retail.org).

# 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**  
2018: **50,603**

\*Numbers based on EDB report for 2018.

### 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**  
2018 Median Home Value: **\$514,115**

Median HOUSING SALES PRICE **\$535k** per realtor.com

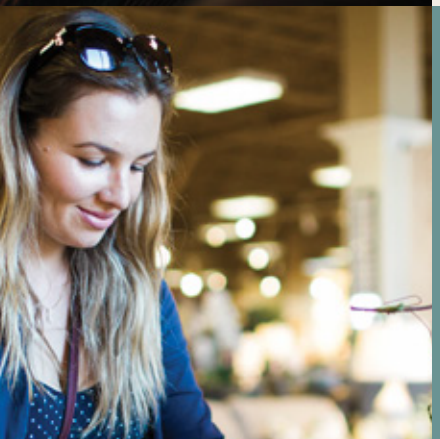


### RISING INCOMES

Local incomes showing steady growth over the next four years.

### YOUNG CONSUMERS

Sonoma State University STUDENT POPULATION **9,223+**



## 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.

