

MURRIETA FACTS 2024

QUALITY OF LIFE • PUBLIC SAFETY • ECONOMIC DEVELOPMENT

Murrieta Welcomes You

The City of Murrieta has a strong and growing economy, with approximately 6m sq ft of retail, a daytime population of 100K, high education rates, and family incomes over \$137K.

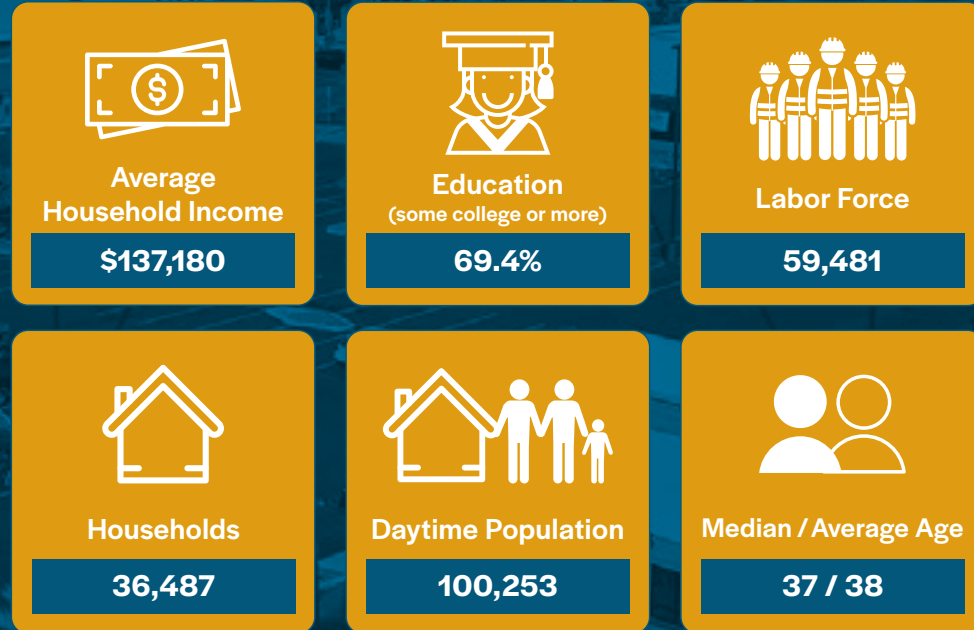
Murrieta has the largest population in Southwest Riverside County, and we are actively seeking retail opportunities and new amenities for our residents.

Check out our business friendly atmosphere and strong city support!

www.MurrietaCA.gov



Total City Population: 120,212



PRIMARY RETAIL TRADE AREA



Small Business Support Programs & Resources

The City of Murrieta actively promotes our business community through a variety of activities to encourage our residents to spend their high incomes in our city.

- Shop Local
- Small Business Saturday
- Restaurant Month Promotion
- SCORE
- SBA
- SBDC
- Many More Shop & Dine Local Campaigns

With everything from shop small promotions, to restaurant month, to a new \$1M small business campaign, video highlights, city newsletter promotions and many more, Murrieta supports our businesses.

We want your business to be a part of our community!



Murrieta is at the center of Southern California!



CITY OF MURRIETA

Mayor Lori Stone
Mayor Pro Tem Cindy Warren

City Council Members:
Jon Levell
Ron Holliday
Lisa Deforest

City Manager Kim Summers



CONNECTED BY BUSINESS

Economic Development Department
Scott Agajanian
email: sagajanian@murrietaca.gov
phone: 951-461-6003

MURRIETA CA

2024

BUSINESS & ECONOMIC DEVELOPMENT



CONNECTED BY BUSINESS

Prime Development Opportunity!



CURRENT ZONING: Community Commercial (CC)
 Potential Uses for Community Commercial (per the City of Murrieta)
 Auto Dealership, Hotel Services, Medical Services, Offices, Retail Centers
 and other various commercial uses.



HOTELS

RECENTLY OPENED

Murrieta Hot Springs Resort & Spa **NOW OPEN!**
 Courtyard by Marriott
 Residence Inn by Marriott
 Holiday Inn Express
 Hampton Inn
 Comfort Inn & Suites
 Wyndham Timeshares **(COMING SOON)**

Home2 Suites by Hilton **(COMING SOON)**

Homewood Suites **(COMING SOON)**

2 Approved New Hotel Projects **(COMING SOON)**



RESTAURANTS

COMING SOON

Chick Fil A #2
 Raising Canes #2
 Talia's Kitchen - at the Murrieta Hot Springs Resort
 Destination Smokehouse
 Capriotti's Sandwich Shop
 FCP Butchery & Restaurant
 Best Pizza & Brew
 The Hungry Dragon
 Hush Coffee
 Mr. Chi Boba & Tea
 Farmer Boys #2



RETAIL

RECENTLY OPENED

The Vineyard Shopping Center
 Costco
 Amazon Fresh
 Howard's Appliance TV & Mattress
 Trader Joe's **(OPENING SOON)**
 Aldi's #2 **(COMING SOON)**
 Grocery Outlet **(COMING SOON)**
 Home Depot #2 **(COMING SOON)**
 Murrieta Marketplace Shopping Center **(COMING SOON)**
 Ross #2 **(COMING SOON)**
 The Triangle **(COMING SOON)**



HEALTHCARE

RECENTLY OPENED

Fresenius Kidney Care
 United Nursing School
 Makena Medical Center Campus
 Kaiser Ambulatory Surgery Center
 Rady Children's Medical Center
 V.A. Clinic - Murrieta
 Encompass Health
 The Linden Retirement Home
 Loma Linda University Medical Center Expansion **(COMING SOON)**
 Rancho Springs Medical Center Expansion **(COMING SOON)**
 Murrieta Innovation Center Wet Lab/Dry Lab/Creative Office Incubator **(COMING SOON)**

