Randal D. White has been appointed by Gov. Pete Wilson to the Municipal
Court for the Desert Judicial Dis-
trict. White, formerly a senior
deputy district attorney in Indio,
lives in Palm Springs. A

The Mission Inn - Yesterday's Past and
Tomorrow's Future

The Mission Inn's operations, Winds-
or Hotel Company, hopes to attract more
than just passing interest in the hotel. Wind-
ower's vice chairman, Carlos Lopes and Eric
Prevente, see possibilities tailored to what
locals want: a wine club, afternoon teas
and weekends, visitors' dinners twice a
month, with gourmet food, and the later
wine offerings and visiting renowned
chefs. A

Takeout: 1992 Year End in Review
Special section Page 25-88

RTD 1992 Lockheed Leads Norton
Redevelopment

Expert's who study the Southern Cali-
fornia economy agree that 1993 will be
a year of slow recovery with
improvement seen by midyear. Larry
P. Arm president of the Chalmit
Institute says, "I think we will see
growth in regional economic activity,
but it's just going to be slower and
lower in this area than the rest of the
country." Arm sees several years of
hard times before Southern California
has a robust recovery. Arm cites the
reasons—"While not new, they're a
Please See Page 100

Ad

ECONOMIC FORECAST
1993 A YEAR OF SLOW RECOVERY
90% Financing for Commercial Buildings

A Partial List of Customers
Who Have Reaped the Economic Benefits of Owning Their Own Commercial Buildings

<table>
<thead>
<tr>
<th>Financial School &amp; Office</th>
<th>Bank</th>
<th>Financial Advisor</th>
<th>Mutual Funds</th>
<th>Real Estate Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wells Fargo</td>
<td>CIBC</td>
<td>Financial Advisor</td>
<td>Mutual Funds</td>
<td>Real Estate Companies</td>
</tr>
</tbody>
</table>

About the Cover

Welcome to 1993. This issue features our 1993 Inland Empire Economic Forecast and a review of 1992. If you did business in the Inland Empire, 1993 will be a year of slow recovery and strategic planning.

A special thanks goes out to the featured presenters of the 1993 Inland Empire Economic Forecast:

- Robert Fant of Buxter International, company head
- Jack Kyes of the Economic Development Corporation of Los Angeles Country
- Hans Dubach of Wheeler's Desert Lemon

They are all working towards the future of the Inland Empire.

Golden Triangle Surgicenter

The smart choice for quality health care

As southern California's only high-volume, multi-specialty surgical center, Golden Triangle Surgicenter offers affordable, high-quality same day surgical services to patients from Southern California.

The center offers a wide range of surgical procedures, including but not limited to:
- Abdominoplasty
- Breast reduction
- Rhinoplasty
- Liposuction

The center is also equipped with state-of-the-art technology and experienced surgeons.

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serve its patients. But unlike some organizations which see high-tech as a substitute for personalized care, RCH works to combine technology with old-fashioned patient care.

The new RCH president and CEO, Peter E. Makowski enumerated several reasons why Riverside Community Hospital has become the hospital of choice for many people. In Riverside and Moreno Valley, “RCH has a quality medical staff, a comprehensive range of services to offer to our community and a very qualified and caring hospital staff,” said Makowski. “We provided an extra effort that a patient’s stay at RCH is pleasant and comfortable as possible.”

The Family BIRTHplace is an example of such a commitment. Riverside Community Hospital is the only private hospital in the city to offer private LDR (Labor-Delivery-Recovery) rooms and family suites. Each of the 11 LDRs are decorated with soft home-like furnishings, yet equipped with technology to provide complete off-site improvements throughout a 300-acre industrial area. As a result, this premises to become one of the country’s leading manufacturing and employment centers of the future.

Cooperatives efforts by local economic development agencies and elected officials to promote the Inland Empire help to produce new job and investment opportunities. These efforts succeeded in having Norton Air Force Base selected as one of the finalists for a future Defense Finance and Accounting Services (DFAS) center.

If the Norton AFB site is selected by the U.S. Department of Defense, the DFAS center, which employs approximately 3,000 people, would inject about $135 million annually into our regional economy and offset over 50 percent of the economic loss due to Norton Air Force’s closure. Positive efforts like these, coupled with the inherent economic strength of the region, will go a long way toward facing San Bernardino County’s economic downturn in 1993. 

HELP PROTECT YOUR EMPLOYEES’ RETIREMENT SAVINGS.

What your employees don’t know about the new rollover rules can hurt them. A full 20% of your employees’ retirement savings could be withheld when they leave your company.

With the right information, you’ll empower your people to avoid the substantial new withholding requirements. Our Special Retiree Kit Makes It Easy.

Wells Fargo has developed a special kit that will make it easy for you to explain all the options to your staff, so they’re required to do under the new law. It clearly describes the best ways they can use their hard-earned money by rolling their savings over directly into another rollover retirement plan or IRA.

Wells Fargo is one of the largest IRA banks in the country with 40 years of experience helping to protect our customers’ retirement savings. Call us for our special rollover kit today at 1-800-TELL-IRA (1-800-835-5472).
Yes on Palm Springs Gaming

By Barke R. Singletary

A strange as it may sound, environmentalists and business people have recently united to support a development project. Mine Reclamation Corporation’s (MRC) proposed Eagle Mountain Landfill and Recycling Center has garnered a wide base of support from groups whose interests are usually compatible.

However, the array of benefits Eagle Mountain has to offer, both economic and environmental, has led dozens of groups to endorse the proposed landfill.

The reason these groups are supporting Eagle Mountain is simple: they have studied the facts.

They believe that the Eagle Mountain Landfill and Recycling Center will create new jobs and revenues for Riverside County; will operate at an ideal location; will be a model waste-by-rail operation designed to protect the environment; and will help solve our waste disposal crisis.

What is Eagle Mountain?

Landfills have tremendous potential for bad publicity. Nobody wants them, and yet everybody uses them. What needs to be underscored and understood about landfills, though, is that they handle a necessary public service and can actually stimulate economic growth.

Eagle Mountain look like a textbook on how to properly design and site a landfill project. It will be located at an environmentally superior site, in Kaiser Steel’s abandoned ore mine, east of Palm Springs, and will accept

Eagle Mountain Landfill Opposition Coalition

By Robert E. Roman, Jr.

Common sense should tell us that any project that hauls 20,000 tons of garbage every day for 100 years from urban sources through the Inland Empire Basin will ultimately prove detrimental to our tourism-dependent industries.

Let us look at just one prime example, the second-home industry—an integral component of the Coachella Valley’s tourism-based economy. The Eagle Mountain garbage train project, or any other proposed waste-by-rail project which would transport vast quantities of Southern California waste through the Coachella Valley, is harmful to our neighborhood and will not be allowed to fail. The year of protest must be 1993.

Year in Review

At the Inland Empire Business Journal, our top priority is to focus on economic and business issues affecting the Inland Empire area. The year 1992 may not have been a great year, and, yes, the Inland Empire was in recession, however, in many Inland Empire cities there was growth and positive economic prosperity. We present in this issue a special section entitled, "Year in Review—Business and Cities" which presents the positive of 1992. We trust you will read it with interest.

I.E.B.J. Close-Up: Jay Kim

Jay Kim resides in Desert Bar. He and his wife June have two sons and a daughter. He graduated from the University of Southern California and owns JAYKIM Engineering with headquarters in Diamond Bar.

I.E.B.J: How did you get started in business?

Kim: I got started shortly after Diamond Bar—my home—was incorporated as a city. One of our incumbent council members had vacated his seat to run for another office. Several of my friends and neighbors approached me and I believed it was time to get involved in city politics.

I.E.B.J: What are the changes in Inland Empire?

Kim: The Inland Empire is the job generator. It is the small business owner. The SBAs assisted programs to make certain that they are spent wisely and effectively.

I.E.B.J: How have the changes in the defense and defense-related economy impacted your district?

Kim: My district had one defense employer and that was General Dynamics—some small businesses. They didn’t have enough work. They were able to keep the programs going. They also made improvements in efficiency and productivity.

I.E.B.J: How is the business in the Inland Empire?

Kim: The Inland Empire is the future center of our economy. There is no way to expand but to the Inland Empire. Look at Los Angeles. We don’t want a repeat of that. We’ve learned a lot from that experience. This is where I built my home. My neighborhood is becoming a business district, because of the quality of life. I don’t want to see that changed.

I.E.B.J: How would you improve the economy of your district?

Kim: I want to emphasize that the economy and education are top priorities. In fact, my Chief of Staff at the Washington, D.C., office is now the head of the local School Board. There are no more candidates in the Inland Empire that have the political expertise and educational background to help us—in education especially.
Lagging Behind the National Recovery

While October saw clues of national business readings pointing upward, the local economy has offered no indications of recovery.

Economists predict the Inland Empire will take longer than other parts of the country to rebound from the recession. San Bernardino County’s jobless rate rose to 9.9 percent in October, the state Employment Development Department reported on Dec. 2, according to J. Sullivan of the Daily Bulletin. The county’s area of origins to lag behind encouraging signs nationwide.

While October saw clues of national business readings pointing upward, the local economy has offered no indications of recovery. The October jobless rate climbed from 9.7 percent in September and 7.9 percent a year earlier, providing a stark illustration that the county faces greater challenges for an economic revival.

The latest Employment Development Department report showed 62,400 unemployed residents in San Bernardino County. The number of jobless jumped by 1,500 from a month earlier, while the county’s labor force grew by 2,800.

The 733,300 total jobs reported in the two-county region during October shows a loss of 14,500 positions in the past year, and a loss of 22,900 jobs since October 1990 — a 3 percent drop. The area has 710,000 jobs in October from this period, according to the number of lower-paying service industry positions or was tied to seasonal fluctuations.

The San Bernardino-Riverside region tallied 589,000 service industry jobs in October, up 1 percent from a month earlier but trailing year ago figures by 6,600.

"The area is gaining retail sales jobs, but unfortunately those are low-paying jobs," said Connie Lau, a labor analyst with the Employment Development Department. "We're losing high-paying jobs and gaining low-paying positions."

Retractable sectors continued to shed workers in October, with construction dropping 900 jobs from a month earlier and manufacturers employing 400 fewer workers. According to Lau, the unemployment patterns for the region are distorted due to many residents from the region who work in other counties. They still file to collect unemployment benefits close to home, which changes the statistics.

Harris Fox, manager of the Employment Development Department office in Ontario — which also serves Upland, Rancho Cucamonga and Chino — said new unemployment claims totaled 5,320 in November, down by only 40 from the previous month. (Local Employment Development Department offices submitted claims totals well before month and regional figures become available.)

"We haven't seen much fluctuation in either direction," noted Fox. "It's staying steady — maybe it's becoming cut. And she also sees a trend toward service sector employment in the region.

The new business coming in is retail," Fox observed. "They're not necessarily minimum wage, but are considered low-paying."

Lau said the holiday employment is expected to give some jobless in the region a temporary boost, adding that employers are able to tap the local labor pool selectively.

According to John Whishead of the San, a Manpower Inc. survey found that 10 percent of San Bernardino Valley companies and manufacturers plan to add employees in January-March 1993, while 30 percent predicted that they will lay off workers.

The future of all of Southern California looks a little better, however, with the U.S. Department of Commerce plans to add employees in the first quarter of next year. At the same time, 15 percent along forecasts a decrease, according to the survey.

Evelyn Wilcox, president of the San Bernardino-Manpower Inc. office, said that firms remain reluctant to expand until the state's economy improves. "It's not favorable to business," remarked Wilcox. She cited a burdensome workers' compensation system and other regulatory headaches as deterrents to expanding business.

In the San Bernardino Valley, the predicted job gains will most likely occur in the government sector. Business will happen in construction, non-durable goods, manufacturing and services, according to the Manpower survey.


**Economy Looking Up in the Coachella Valley**

Hotel Room Sales—summer quarter ($ millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Room Sales</th>
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<tr>
<td>1992</td>
<td>$23.3 million</td>
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</table>

**WHY YOUR COMPANY SHOULD SWITCH BANKS NOW.**

Does your bank know why you do? Do they know your company, its objectives and financial goals? Have they offered to help you with those goals? Have they suggested to you a personal account team for your business needs? Have they offered you a face to face review of your procedures with the most powerful tool available to you—your bank? By just calling the Center you can find out if you qualify for long term, low cost, Government Guaranteed SBA Business Loans. We can even build your custom loan package of the most powerful and profitable bank in America. Isn't this the kind of bank you want helping with your bottom line? If your current bank doesn't offer all the above services, it is time to change to FootHill Independent Bank. Call one of our branches below for details on these and other services.
Service for Survival

Ray Magroghir, Ph.D., Associate Dean
Graduate School of Management
University of California, Riverside

The thesis of Total Customer Service—The Ultimate Weapon
by William H. Davidow
Betra Utal is simple: There is a serious customer service problem in the business world today and the way companies respond to this crisis will determine not only whether or not they will survive, but also the future of the business world itself. 

"At all levels, a customer service crisis is building throughout the business world, and most managers don't know it. Even those who do, seldom understand how serious the problem is. The price of their ignorance is likely to be high: By the 1990s, thousands of businesses will be shaken and even shattered by their inability to deliver effective customer service. The spoils will go to those few companies that both perceive the crisis and learn how to outservice their competitors. 

"(p. 10)"

Customer service has always been important. However, a few changes in today's business environment make it extremely crucial. First, there is a lot more competition. Second, the global marketplace has increased the number of competitors in every sector of the economy.

From the automobile industry to home electronics, to microprocessors, to the banks, the competition is fierce. And the customers can now make choices among a wide range of manufacturers and vendors. They have the luxury of shopping with only those who can provide them with the best price and quality, but also with the best service.

This increase in competition has also created a group of customers who have little loyalty to vendors, producers or even brands. More than ever, their loyalty to vendors, producers or even brands is based on the business associations quickly that their needs and expectations are not satisfied.

Finally, we now have a much more sophisticated consumer who demands a lot more from the producers of goods and services. They are more critical of the quality of goods, more knowledgeable about the wide variety of products or simply an average consumer of goods and services, there is a continuous and rising demand

of customer service goals. Davidow and Utal realize the cost and difficulties of implementing total customer service plans. "Finally, we came to realize that providing outstanding service is incredibly difficult, a far greater challenge than developing a high-tech strategy in technology, cost or quality. You can't begin tackling the problem until you first answer two questions: How do we get there from here and from R&D through distribution. Becoming a service leader takes more than some fancy new programs or fancy new slogans. It calls for making profound changes in the way you operate. It quite possibly means building new organizations, new cultures. The task is daunting for effective companies and impossible for others that are floundering." (p. 10)

Not much of an opinion remains if businesses are unable to provide their customers with the extremely competitive global marketers. Customer service is the foundation for the 1990s marketplace, both for maintaining customer loyalty and profitability; service lags do not end up at the bottom of the heap." (p. 10)

The survey found that 60 percent of the 200 large banks had no significant impact on their market share. The third group said capital growth was their most important goal, compared to 12 percent of the 40's age group. The younger group saw capital growth was their first priority, compared to 20 percent of the 40's age group who considered it important.

"Inherited Wealth

In a series of areas, the three groups who had inherited wealth stood out in terms to those who identified themselves as of corporate executives, professionals or business owners. More than one-third of the 1990's generation give to educational institutions, compared with 25 percent of people 40-54 whose income groups. People 40-54 are more likely to give to educational institutions, compared with 25 percent of those 65 or older have an estate plan.

People said they start developing an estate plan around the age of 45. The primary reasons given for establishing a plan included concern over a spouse's ability to carry on after a partner's death, 6 percent, reducing estate taxes, 5 percent, ensuring financial stability for children, 4 percent, ensuring financial security for grandchildren, 4 percent, and other reasons, 7 percent.

"This surprising result, it seems, suggests that the Private Bank's chief investment officer. "This pattern includes three general profiles. One, a person who views their investment as a continuing and valuable lifetime coursing on their usual income. A second pattern is the person who has inherited wealth, that wasn't a significant concern for us. Not much of an option remains if businesses are unable to provide their customers with the extremely competitive global marketers. Customer service is the foundation for the 1990s marketplace, both for maintaining customer loyalty and profitability; service lags do not end up at the bottom of the heap." (p. 10)

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Looking Up

Continued from Page 13

Economic Indicators
LA Five-County Area

Air Travel
Passenger activity at Palm Springs Regional Airport broke an all time record for the summer quarter just completed. Passengers totaled over 125,900, up 23.8 percent over the summer quarter in '91.

Real Estate Developments

Cost of Living
American Chamber of Commerce Researchers Assoc. (ACCRA) released quarterly cost of living index for second quarter 1992. Index available for

Housing

Utilities

Value of Two Way
3403 Tenth Street

Oracle

Economic Forescast

1993

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If you're on the lookout for time and money-saving solutions for your growing business, look us up at 3403 Tenth Street. That's where you'll find IBM Riverside. And the latest in IBM systems and solutions that are just right for you.
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The European Economic Community

By Bruce Holland, San, Dean, Executive Editor, Eco nomic European Community in business in Europe by necessity requires knowledge of the back ground and the European Economic Community which is sometimes called either the “European Community” or “EC.”

The EC has 12 member states and was established by the Treaty of Rome which became effective on January 1, 1958. A preamble to the Treaty of Rome states that it was intended to “lay the foundations of an ever closer union among the peoples on Europe.”

The EC originally consisted of Belgium, France, Germany, Italy, Luxembourg and the Netherlands. Denmark, Ireland and the United Kingdom joined in 1973 and were followed by Greece in 1981 and Spain and Portugal in 1986. The Treaty of Rome established two immediate goals for the EC, which included the creation of a customs union that will permit goods to move freely among the member states and a common tariff that would apply to goods imported from outside the EC and the removal of measures that permit the free movement of goods, services, persons and capital.

The goal was realized with the creation of the single market. However, vast portions of the new law have not been completed, transformed, or translated, and a list of about 300 pieces of legislation to be adopted. By the end of 1992, most of the same hefounded members have not been completed, transforming the EC into a single-integrated market without internal frontiers. This includes the free movement of goods, services, persons and capital and the single euro currency.

The Treaty of Rome created four supranational institutions to govern the EC which consists of the European Parliament, the Council of Ministers, the Commission, and the Court of Justice.

The European Parliament consists of 635 members which are elected in direct popular elections in each member state and serve a five-term, ten-year period. Parliamentary powers include the right to pose questions to the EC Council and Commission, adopt a motion of censure when it deems the activities of the Commission, and initiate procedures in the Court of Justice in cases that fall short of the EC treaty. The Court of Justice in case they fail to act or interfere in an interested party in other cases related to the treaty.

The Council of Ministers is the EC’s decision-making body. The Council is made up of the governments of the member states. The President of the Council rotates every six months in a specific order: Belgium, Denmark, Germany, Greece, Spain, France, Ireland, Italy, Luxembourg, Netherlands, Portugal and the United Kingdom.

Unlike the Commission, whose members take a written oath to represent the interests of their country, the President of the Council represents the interests of the respective member states. The Council is a difficult body to understand and control. Decisions are taken by qualified majority voting, with each state having one vote. Each state has a right of veto in cases where the interests of France, Germany, Italy, Luxembourg, the UK, or one member are at stake.

By Harold Lear, Senior President, Government Relations, First Interstate Bank.

The U.S. banking industry spent $10 billion in 1991 to comply with federal and state financial regulations. That $10 billion was spent mostly on tracking data, creating numbers and filling out forms. The figures look large, especially when you compare it to the $2.5 billion that all U.S. banks collectively earned last year: $17 billion.

In other words, an amount that equals more than half of banks’ collective net income at state and federal regulations. That $10 billion was spent mostly on tracking data, creating numbers and filling out forms. The figures look large, especially when you compare it to the $2.5 billion that all U.S. banks collectively earned last year: $17 billion.

Bank Improvement Act: Biting the Hand that Feeds the Economy

By Harold Lear, Senior President, Government Relations, First Interstate Bank.

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Fourth Freeways, Two Airplanes, Three Meetings. You Better Start From A California Closet.

In a California Closet everything you have can have its place. Which makes it a suitable place to start a busy day. There, your clothes are easy to find. Not scrunched, rumpled and where’s-that-blue-shirt-anyway?

Calmer mornings could be yours in a week. Join Cloverfield. For a California Closet. For really good morning.
Riverside County in 1993

By Kay Creemer, Third District Supervisor, County of Riverside

The economy will continue to dominate the issues of the Inland Empire in 1993. For years we have heard of economic goals that have only partially been met. The national recession and the flight of jobs from California have undermined the need to achieve these economic goals: 1) economic diversification, 2) job-housing balance, 3) incorporation of economic strategies in effective growth management plans. Economic diversification is essential. The unproductive growth of Riverside in similar eras.

RIVERSIDE COMMUNITY HEALTH PLAN MEDICAL GROUP, INC.
Over 200 Private Practice Physicians Ready to Serve You

The comfort and convenience of a private physician's office
+
Cost effective health care
+
The largest selection of primary care doctors in the area
+
Well established, board certified panel of medical/surgical specialists
+
Timely access to your physician
+
Physicians in Riverside & Moreno Valley
+
Admits to Riverside Community Hospital

Complete Health Care.

1993 Economic Forecast

Bank of America’s acquisition of Security Pacific with 3.3 million square feet of retail space on the market. This, no doubt, has created a glut of retail space for the future. A closed bank building with a drive-thru tends itself perfectly to conversions to retail uses. The higher expected vacancy rates will continue to come down and land owners will continue to make the necessary adjustments that will fulfill the needs of the un-made developer and themselves.

The speculative market has disappeared. Today’s deals are driven by the tenants. If a landowner wants to sell their property, they should first look at the tenant mix. Without the tenant, nine out of 10 times the property will not sell in the present market.

The outlook for retail commercial sales and leasing in 1993 looks outstanding. The Inland Valley blames the new frontier. This area provides good investments. Companies still move into the area to take advantage of the inexpensive land cost, and families continue to migrate to the area to take advantage of the affordable housing.

The coming year will also see a continued absorption of the 30 percent vacancy in some areas. It will take some time to reduce the vacancy rate. At least we have work to do and we have products to work with. In 1993, the Inland Empire should enjoy a great year.

Summary of Lists

K-mart Purchases 1 Acres in Perris for $1.9 Million

K-mart Corp. has purchased 11 acres of land in Perris, Mich.-Based retail chain according to Grubb & Ellis Commercial Real Estate Services. The transaction was valued at $1.9 million.

A 104,231-square-foot K-mart store will be built in the intersection of Redlands Avenue and San Jacinto Avenue. The project has been developed by Costa Mesa-based Triad Partners.

Aldenio Corp. Purchases Land In Idyllwild for Children’s Shelter

1 Hollingsworth of the Aldenio Corp., a Grand in California that develops and manu-

k-hattan Beach, according to Grubb & Ellis Com-
mercial Real Estate Services. The transaction was valued at $1.9 million.

The facility will serve as a temporary home for abandoned children. The facility will include a dormitory, recreation hall, kitchen and play-

the avenue, and the new Lake Skinner and the new Lake

The largest selection of retail space in the area. The project has been developed by Costa Mesa-based Triad Partners.

The speculative market has disappeared. Today’s deals are driven by the tenants. If a landowner wants to sell their property, they should first look at the tenant mix. Without the tenant, nine out of 10 times the property will not sell in the present market.

Housing will have an untapped potential to expand in the county. We are currently in the process of expanding Elsinore, Hemet. This has been made available in the Inland Empire. The property s its on San Jacinto, Calimesa, business and aviation and small commu-

To page 49 for the top colleges and universities in the Inland Empire, ranked by 1991-92 enrollment. California Polytechnic University, Pomona leads the heads with 18,297 stude-

The same page lists eight institu-
tions of higher learning for the 1991-1992 academic period. These programs offer a favorable teacher to student ratio, with Pepperdine University having the lowest ratio at three faculty for every student. The oldest university estab-

The mission of LeRoy Boys Home is to mend the body, mind and spirit of the physically disabled, emotionally, sexually abused, abandoned and neglected child: to develop in them the ability to lead a socially productive life. Call (909) 393-2581 for more information.

The Youth Service Center of Riverside provides specialized services addressing the needs of chil-

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Volatile Real Estate Markets Mean Investment Opportunities

By Robert Gardner
Robert Charles Lesser & Company

Today’s volatile real estate markets provide a windfall of opportunities for investors with sufficient capital sources to acquire property at current bargain-basement prices.

As we all know, real estate markets experience violent cycles, far greater than those in other industries. When a metropolitan economy declines or merely levels off, it tends to produce indicators like housing starts, office building construction, and leasing activity plummet.

As an example of this trend, look at the Inland Empire. Net office absorption fell to 3.8 million square feet in 1991 due to the current recession, nearly one-fourth drop from the 1990 level of 1.1 million square feet. Through mid-1992, net office absorption on an annualized basis rate at 3.8 million square feet, a decrease of almost 40% from 1990 totals.

Housing starts in Riverside and San Bernardino Counties have also plunged. Single-family detached building permits dropped 45 percent from 23,400 in 1990 to 12,000 in 1991.

Conversely, the reverse is also true. When a local economy rebounds from a slowdown or leveling off, real estate indicators rebound far faster than the improving economy.

In metropolitan Detroit, for example, residential building permits in the trough year of 1992 were off 76% from the 1979 peak level. Once metropolitan Detroit’s economy rallied in the mid-1980s, real estate rebounded sharply. Building permits, for example, soared a staggering 400% between 1982 and the peak year of 1986.

Why do real estate markets over-act to metropolitan economic trends? Real estate purchases and leases are such major long-term commitments that most companies and individuals make these decisions only when confidence of future economic stability and growth.

To take full advantage of today’s depressed prices, investors must look beyond the basic comparisons of capitalization rates and sales price per square foot ratios.

As part of their rigorous evaluation of potential properties, the shrewd investor must also select metropolitan areas with the greatest turn around potential. Of course, a metropolitan area’s growth rate remains a crucial ingredient. The investor must also examine the expected length of the recovery period and the projected magnitude of the rebound in order to maximize value gains.

In addition, the investor must determine which communities in a metropolitan area will likely experience the greatest growth in the near future. Finally, the investor must determine the most advantageous product type within the selected communities.

As Inland Empire investors study various product types within their targeted communities, they should aim multi-family housing in particular.

Some California metropolitan areas already experience a decline in apartment vacancy rates and, therefore, a rise in apartment building prices.

Nonetheless, investment opportunities may still be available, provided the investor still falls below the reproduction cost of the subject asset or comparable assets. Remember that new residents continue to pour into Riverside and San Bernardino Counties and that during a recession, new residential construction never keeps pace with demand.

In today’s market, shrewd investors—with expertise in a variety of products—can successfully play the real estate cycles to their advantage. One strategy might be a purchase of multi-family properties, then a shift to commercial properties prior to the market tightening up and creating upward pressure on those rents and values.

For investors, the good news is that, while some metropolitan areas improve and local real estate prices show signs of rising, others still decline. Under these conditions, it is all a matter of watching the two business cycles—the local economy and real estate—and making the right moves at the right time.
Japanese Economy—A Mixed Reaction for Inland Empire

By Bill Ray

After three years of falling corporate profits, a serious banking crisis, political scandal and a stock market that has drained 30 percent of the Nikkei average, the Japanese economy presents a double-edged sword of corporate profit gains and a stock market that has drained much needed cash. Rising capital costs eliminate the key Japanese advantage in global markets and some economists predict selling off Japanese units in order to raise much needed cash. This presents an enormous opportunity for American businesses, especially those in the Inland Empire, to expand into Japanese markets. Economists note that Japanese firms are well acquainted with the Inland Empire, and due to their awareness of the strengths, would be more likely to welcome investment from the region. Such investment would, in turn, open the door to penetration of the Japanese home market, creating a more level playing field. For companies located in the Inland Empire, the proximity to ports, air cargo lanes, foreign trade zones and containerized shipping, presents an attractive opportunity to make deals with Japan.

Difficulty arises when one takes into account that Japanese banks, which in recent years have been a primary lender of entrepreneurial capital, are cutting back. Bankers have indicated that Japanese banks will not provide additional capital for lending in the United States, or to American firms. This pullback has created a tightening of credit just when American firms could use the additional liquidity. To add to the situation, since 1989, Japanese banks have slashed overseas lending by 36 percent, leaving less money available for business expansions. These would be the types of loans that local business owners would use to fuel any overseas purchases.

Cash-starved Japanese companies have begun to rein-in overseas subsidiaries. These subsidiaries, many of which are located in the Inland Empire and Orange County, have begun belt-tightening measures. These measures have taken the form of employee furloughs, work reduction, overtime reduction and elimination of yearly bonuses.

Even the once sacrosanct Japanese auto industry sees trouble on the horizon. In mid-December, Isuzu, the eighth largest auto-maker in Japan, announced that it would shut down passenger car production and concentrate on the truck and diesel market instead. Isuzu stood not alone.

Daewoo, which had entered the lucrative American auto-market in the mid-80s, announced in early 1992, that it planned to stop exporting models abroad. For Inland Empire residents who depend upon Japanese concerns such as those for their livelihood, the future is further muddled.

With corporate profits collapsing by 25 percent this year, firms will be under greater pressure to cut costs. According to some foreign analysts, those cuts will be made in the less politically sensitive areas off shore.

Although this Japanese pullback will have implications throughout the region, analysts predict that local firms that remain competitive and innovative will have a golden window of opportunity both at home and in Japan.
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Opening Statements
Map of the Inland Empire
Top Stories for 1992

Focus City of

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1992 Year in Review

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Inland Empire Real Estate and Taxation

With a population growth that outpaces the rest of the nation, the Inland Empire will be one of the top real estate markets between now and 1995. According to Stephen Duffy, director of the Van Winkle, Leventhal and Company, Inland Empire Real Estate Co., "Continuing population growth is the key factor in the strength of the Inland Empire's retail, industrial, and segmental."
Income. The mobile home park prohibitive rent addresses the growing concern of cooperative venture with the non-seniors with low/moderate income.

Creative or innovative project or one of three airports in California Cities, Inland Empire Division at their general meeting becomes one of the most accessible cities of the Inland Empire, close to the Interstate 10, 15, and 215. If you consider the valuable role the city-owned airport plays, Rialto becomes one of the most accessible cities within the Inland Empire.

Rialto Named City of the Year

The city of Rialto was named City of the Year by the League of California Cities, Inland Empire Division at their general meeting on Oct. 28, 1992. The award is presented to a city in San Bernardino County which has implemented a creative or innovative project or program. Rialto was chosen for the RAMROD Mobilehome Park project.

RAMROD (Rialto Area Mobilehome Residents Organizational Delegation) Senior Mobilehome Park provided affordable housing for seniors with low income. The city of Rialto participates in a cooperative venture with its county in the construction of the Senior Mobilehome Park project.

Rialto Takes Neighborhood Activities to the Streets

In order to provide neighborhood children with activities to occupy idle time, the city’s recreation department began the “After School Neighborhood Recreation Program” in 1992. On week days, tables, chairs and supervisor are loaded into a pick-up truck and taken into various neighborhoods between the hours of 2 and 5 p.m.

The program’s goals are to help children develop self-esteem, create discipline and strong interpersonal skills and to teach positive group interaction. Activities include sports, games, creative projects, help with home and drug prevention seminars. Attendance averages 80 children per day.

City Welcomes Its Second High School

In 1992, Rialto High School in the city’s second high school opened its doors to nearly 3,000 students and 62 teachers. The school is in need of the 42-acre educational facility, as Eisenhower High School was at capacity and needed relief. The RHE motto states “United in Pride and Excellence” with a knight as its mascot.

Rialto's Municipal Airport Reaches Priority Funding

The Rialto Municipal Airport Authority (RMA) has experienced some significant changes over the past year. The sleepy small town airport has a thriving general aviation airport that can handle landing corporate jets and light cargo planes. What triggered the changes? The transition started with the construction of a new runway that was capable of landing general aviation aircraft. The project was 96 percent funded by the Federal Aviation Administration (FAA) and 10 percent by the city of Rialto.

Because of the substantial growth and the potential to alleviate some congestion at Ontario International Airport, the United States Congress passed legislation that singled Rialto out as one of only three airports in California that should receive priority funding. With this action, RMA has gained a tremendous opportunity to receive support from the FAA’s control tower division to secure an air traffic control tower for the airport.

RMA began to grow in the mid-1980s, and it has not stopped. With the addition of the new runway and the serious discussion of a second runway and control tower, the number of air operations will continue to increase.

New and Expanded Businesses

“Rialto is showcasing its availability of new commercial and industrial locations for growing and expanding industries,” informed Arthur Morgan, the city’s economic development director. “The city is committed to bringing quality business into Rialto and encourages commercial and industrial development in order to create job opportunities for residents and to strengthen the city’s tax base in support of high-quality municipal services.”

Wal-Mart Comes to Rialto

During 1992, the city successfully negotiated an auspicious agreement with Wal-Mart, which helped land Wal-Mart at the northeast corner of Riverside and Valley, adjacent to the I-10 Freeway.

Within the city’s Gateway Redevelopment Project, the 125,000-square-foot Wal-Mart store will generate over $100,000 in additional sales tax to the city each year. The store has created over 150 new job opportunities. Phase II of this project, will begin next year with an additional 100,000 square feet of retail space.

Two Medical Facilities Fulfill City’s Needs

St. Bernardine’s Hospital, along with a consortium of local medical doctors have constructed a two-story medical building for outpa­tient care at the southwest corner of Riverside and Eastern Avenues. This multi-million dollar facility has been anticipated in the community for years. From pediatric care to chiropractors, this full-service health care facility will serve the city for years to come.

In addition, the Rialto Medical Group established their new offices across the street from St. Bernardine’s on Riverside Avenue with a broad new two-story building they now call home. Founded with a wide range of professional doctors and specialists in the health care field, Rialto Medical Group opened their doors in December 1992.

Multifunds Moves Plant to Rialto

International Multifunds Corp. closed its Riverside distribution center and moved into a new $9 million building in Rialto. Thirty workers were transferred from the 80,500-square-foot Riverside site, which will be the shipping and receiving point for frozen Mexican, Italian and snack foods throughout the nation. The multi-billion dollar business has headquarters in Minneapolis, Minn.

CRA

Inland Community Bank opened in April, 1990, by a group of local business people that believed that a better level of bank service should be brought to Rialto and its surrounding communities. The only independent bank with branches in Rialto is new and local­ly owned. Inland Community Bank occupies the best position to reap the benefits of a strong and effective Community Reinvestment Act (CRA) program. Loans available through Inland Community Bank include construction, SBA, consumer and home equity loans, commercial loans and short-term real estate loans.

The CRA encourages banks to help meet the credit needs of their entire community including low and moderate income neighborhoods. Lenders are encouraged to focus particularly on the local housing and development needs of urban and rural areas as well as other types of credit which provide

Bank actively seeks to identify the credit needs of its community. A recreational center has been developed with local development agencies to find out what role the bank can play as a community lender.

Through these efforts, the bank has been successful in making several loans involving projects in disad­vantaged areas within its commu­nity.

1. Involves all levels of manage­ment and the board of directors in developing plans and programs to improve the credit needs of the community.

2. Be sure that the geographic dis­tribution of their loans does not exclude low and moderate income neighborhoods.

3. Focus on the most discriminating or other improper credit practices.

6. Be active in seeking out and meeting the credit needs and, hence, development of their commu­nity.

In summary, a new bank should continue to support the community they home or grow and pro­vide a better level of service to moderate income neighborhoods. Lenders are encouraged to focus particularly on the local housing and development needs of urban and rural areas as well as other types of credit which provide

Better way to facilitate growth in a new bank than to actively seek out and try to meet the credit needs of such a community. Inland Community Bank has accom­plished this and will continue to make their achievements a part of its successful small bank image.

Record Breaking Sales at New Beginnings at Las Colinas

New Beginnings’ New Beginnings neighborhood at Las Colinas in Rialto has reported record breaking sales in a new Rialto facility. Sales of fifty percent of the entire neighborhood development has occurred within the last month after the recent August grand open­ing. Appealing to many first-time buyers, combined with the flexibility and style of the neighborhood, New Beginnings has established a reputation as one of the most popular in current market trends.

New Beginnings neighborhood at Las Colinas in Rialto is now available in three different phases with as many as three baths, ranging up to 1,633 square feet. Two-car attached garages, with indoor access are featured, and buyers may choose a three-car garage option. New Beginnings neighborhood at Las Colinas in Rialto is now available in three different phases with as many as three baths, ranging up to 1,633 square feet. Two-car attached garages, with indoor access are featured, and buyers may choose a three-car garage option. New Beginnings neighborhood at Las Colinas in Rialto is now available in three different phases with as many as three baths, ranging up to 1,633 square feet. Two-car attached garages, with indoor access are featured, and buyers may choose a three-car garage option.

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Focus

City of Corona

1992 Year in Review

Integrated Marketing Program Bears Fruit

The phrase 'business retention and expansion' is more than a cliche in Corona. It is a way of operation. Mayor Dick Deininger and city council created its Economic Development Department in 1988 when the city's average per capita retail sales is 37 percent lower than Riverside County's. Corona has an average lease rate which is about 30 percent lower than Orange County.

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Welcome to Victorville...the Other Side of Southern California

Victorville, a key city of the High Desert, is the retail and commercial hub of the Victor Valley. Major highways provide Victorville residents with quick and easy access to Las Vegas to the northeast, Los Angeles to the southeast, and the Mammoth Lake recreation areas to the north, and San Bernardino and its mountain resorts to the south.

Victorville is a diverse community. The city harmoniously blends the values of the past and growth for the future. It offers affordable housing, a skilled labor force, industrial/commercial sites convenient to transportation and numerous retail shopping facilities. Along with its growth, Victorville has retained the sense of community so important to its families. Residents believe it is a great place to live, work and play.

City Government

The city of Victorville is expected to top 50,000 in population in 1992. According to Street, Department of Finance figures, the population as of Jan. 1, 1991, stood at 48,368 making Victorville the eighth-fastest-growing city in California, and the fastest growing in San Bernardino County.

Connell, the long phone carrier, has predicted that by the year 2000, Victorville's population will soar 158 percent to nearly 105,000 residents. Previous forecasts had Victorville growing to that level nearly 10 years later.

The city became incorporated on Sept. 21, 1962, with a population of 6,800. Victorville had a budget of $371,000 and 36 full-time employees. Today, the city functions with a $562.5 million budget and has over 225 full-time employees. The city provides vital municipal services to the residents in its 58.5 square miles. Victorville operates its own fire department, and contracts for police service through San Bernardino County.

As a city, Victorville sees general law and survives as one of only 28 new development tax cities in the state (it does not collect ad valorem property tax for city general fund purposes).

Retail/Commercial Activity

Within the city of Victorville about 3,250 acres are zoned for commercial use. Retail rates vary from $5.50 to $15.50 per square foot. Victorville is home to one of the largest regional shopping centers between San Bernardino and Las Vegas. The Mall of Victor Valley is anchored by four major department stores: Hama Co., J.C. Penney, Mervyn's and Sears.

Several new businesses have constructed new facilities and/or made Victorville their home during the last year. Some of the highlights include:

- Red Robin and Red Lobster restaurants open.
- "Village Center" project, located near the Mall of Victor Valley, adds several new businesses: Service Merchandise, PenMar and Ben Franklin Crafts.
- New Ralphs Supermarket/Payless Drug center opens at the intersections of Palmdale and El Evado Roads.
- Another FWL Management restaurant, Richie's Real American Diner, opens its second store in Victorville.
- Drug Emporium, a major name in the drugstore field, opens a store in the Valley Center project adjacent to Costco and HomeMall.
- "New Lucky's" supermarket is under construction at the intersection of Bear Valley and Amethyst Roads.

These highlights of the past year do not include the countless smaller retail and commercial developments that have added to the city's base in 1992. Victorville continues to grow and offer a diversified retail/commercial base to serve the residents of the Victor Valley.

Significant Capital Improvements

Victorville has always had a commitment toward planning for growth, and in providing the infrastructure necessary for growth. In 1991, the city widened a major freeway crossing at Bear Valley Road from three lanes to six, at a cost of several million dollars. In 1992, Victorville began construction of one of its largest and most costly capital improvements — the Goodwill Interchange at Roy Rogers Drive. This new freeway interchange, located on Interstate 15 between the current Palmdale Road and Mojave Drive interchanges, will cost the city about $22 million in construction and land acquisition costs. It will also open up the central part of the city for improved traffic flows and new development.

The city currently has plans for a hospitality court located at the new interchange, with sites for five-to-six family sit-down restaurants. There are also tentative plans for an Auto Mall to be located adjacent to the new interchange.

Educational Opportunities

Victorville is the home of Victor Valley College, a two-year community college that offers a broad range of educational and vocational training, as well as seminars and programs designed to aid new and established businesses in the Victor Valley. With an enrollment of about 10,000 students, Victor Valley College serves all of the High Desert communities. Its Performing Arts Center is a hub of cultural and entertaining activities, and remains in constant demand for a wide range of programs.

Housing

Victorville offers both new and resale homes ranging from $85,000 to $500,000, with the average cost of a standard three-bedroom home at about $127,000. Mobile homes may be placed on some residential lots in Victorville or in one of the 11 mobile home parks.

Retailing costs from $500 to $800 per month. Apartments/duplexes rentals range from $400 to $653 per month for two-to-three bedroom units.

In 1991, Victorville completed the rehabilitation of the Northgate Village Apartments, using money set aside from the city's redevelopment agency. Nearly half of the units in the 140-unit complex assist low-to-moderate income residents with safe, clean and affordable housing, making the complex a showcase of its kind.

Health/Medical Facilities

Two general hospitals serve Victor Valley, together providing in excess of 200 beds. The Victor Valley area has 171 general practitioners, 106 dentists, several surgeons, orthopaedic surgeons, oral surgeons, pediatricians, obstetricians/gynecologists, and ophthalmologists.

Prior to the establishment of the Santa Fe railroad through the Cajon Pass, Victorville served primarily as a home to American Indians and a road stop for exploratory expeditions. Railway construction took place under the supervision of Jacob Nath Victor for whom the city was named. Industry and agriculture followed the railroads, with cement manufacturing and apple orchards leading the way.

George Air Force Base was founded in 1941, which brought military personnel to the High Desert. Due to the discovery of an underground water source, the Victor Valley really began to see significant growth.

Arts, Culture and Leisure

Victorville houses the Roy Rogers and Dale Evans Museum, which has memorabilia from their personal and professional lives. The museum attracts thousands of visitors from all over the world each year.

The San Bernardino County Fair in Victorville lives up each summer with carnival rides and games, livestock competitions, informational exhibits, a Firma rodeo, demolition derby, celebrity concerts and much more. Throughout the year, the fairgrounds plays host to many other activities, including the annual High Desert Opportunity Business Outlook Conference, Home and Garden Show and Independence Day Fireworks Spectacular.

Mojave Narrows Regional Park, located on the city's border, offers horseback riding, paddle boating, camping, fishing and nature trails. In October, the Mojave Narrows Hot Air Balloon Festival, cosponsored by the Victorville Chamber of Commerce, fills the park with thousands of spectators and the sky with a magnificent display of colors. A

For an information packet on Victorville, contact the Victorville Chamber of Commerce at (619) 243-8500. For business information, contact the city of Victorville at (619) 243-8535.
Pomona's economic development program is successfully attracting new businesses and helping current industries to expand. Since the inception of the Pomona Redevelopment Agency in 1966, 11 redevelopment project areas have been established in Pomona encompassing 2,855 acres. The success of the city's redevelopment and economic development efforts during 1992 are chronicled below.

**Sheraton Suites Fairplex**

The Sheraton Suites Fairplex Hotel project is the culmination of a joint effort between the Los Angeles County Fair and the City of Pomona. The $20 million, 247-suite hotel is designed to encourage and support utilization of Fairplex facilities on a year-round basis.

New Dealerships in the Pomona Auto Center

Mid-July marked the opening of Herchel Jeep/Eagle in the Pomona Auto Center. The 3,320-square-foot area occupied by Jeep/Eagle is a welcome addition to the Auto Center.

Pomona Dodge comes back to Pomona! A new Dodge dealership began construction in the Pomona Auto Center bringing the total number of dealerships in the center to six. The dealership is scheduled to open in 1993.

**Smith's Superstore in Pomona**

In September 1992, the Redevelopment Agency entered into an owner-participation agreement with Smith's Food and Drug Centers. In exchange for a city assistance with land acquisition, Smith's agreed to build a 100,200-square-foot shopping center on 8.62 acres. Construction on the center is scheduled to begin in January 1993.

**Anion Exchange Facility Opens in Pomona**

Pomona recently took a unique step to encourage and support businesses with the construction of the world's largest Anion Exchange Facility to remove nitrates from water. High nitrate water can pose health dangers to infants. Placed in full operation in November, the plant serves the city with $3,000 per day on the purchase of water from outside sources.

**Pomona Enterprise Zone Application**

After submitting a preliminary application for designation as an enterprise zone, the city of Pomona was planned to learn that they were among the 17 finalists selected for the final phase of the application process. Once designated, the city can use the California tax code to induce businesses to stay or expand. A few of the possible tax incentives available to businesses located within the proposed enterprise zone include:

1. A housing credit may be claimed on up to 50 percent of wages paid to qualifying employees.
2. A sales and use tax credit can be claimed on all sales tax paid to purchase production equipment.
3. One hundred percent of any net operating loss incurred can be carried forward.

**The Southern California Regional Rail Authority operates Metrolink, and the system will cover more than 400 miles and serve 70 stations. Pomona's $1.2 million Metrolink F measures 1,880 feet long between North Garey Avenue and Fulton Road, just north of Arrow Highway and a short distance from the Metrolink station.**

**Pomona Station**

In downtown Pomona, the Pomona station serves about 400 passengers daily and operates as a major hub center by accommodating commuters who travel to the station by bus, shuttle, and private vehicle. The station currently accommodates 225 automobiles, and as demand increases, the station master plan includes plans to expand the facility to hold 700 cars.

**Award of Merit Goes to Shilo Inn**

The Shilo Inn Suites Hilltop Hotel was awarded an Award of Merit in the outstanding public-private development partnership by the California Association for Local Economic Development (CALED). According to CALED officials, the Shilo Inn Hilltop project exemplified the best in development partnerships and has significantly contributed to job creation and local revenue enhancement.

**Aerial Tramway and Savoy**

When the handsome new upscale Shilo Inn and Savoy Hotel at Metrolink Hilltop opened in the fall of 1991, it became the Portland, Oregon-based chain's second facility in the Inland Empire. It also symbolized the attainment of another major phase in the growth and progress envisioned for the company by its founder, Mark S. Hemstreet.

**Shilo Inns' Pomona Hilltop features 130 deluxe suites, convention space for 500 people, fine dining restaurant, and lounge.**

Shilo Inns' original Pomona Hotel, across Temple Avenue from the Hilltop Hotel, combines for a total of 291 guestrooms. The recently redecorated original Pomona Diamond Bar Hotel continues to provide moderately-priced accommodations. The contemporary Main Street Bar & Grill is adjacent to the original hotel. The new all-suite hotel in Pomona is a part of Shilo's increasing presence in California. Twin facilities, separated by 1,000 feet, are at Monrovia south on East Foothill Boulevard.
Bank of America Merger

One of the few communities to benefit from the recent merger of San Francisco-based Bank of America and Security Pacific National Bank is the city of Rancho Mirage. While the current Cathedral-Mirage branch at Frank Sinatra and Highway 111 was closed on Dec. 18 in Cathedral City, the Rancho Mirage Security Bank branch benefited from the closure.

Redevelopment Activities

The 74,000-square-foot Atrium Design Center rose from the ashes of the former Irvine Ranch Market on Highway 111. Developer John Weisman opened the center earlier in the year. The center houses merchants of high-end furnishings and accessories. The first two upscale restaurants to rival their competitors on the famed restaurant row in Rancho Mirage.

Leasing activity has been vigorous and only two small showrooms and a few mini-offices remain to be rented. The center lies immediately east of the uniquely designed Chart House restaurant, also owned by its developer. The uniquely designed landmark facility with luxury appointments is designed for discriminating clientele. A key office tenant, the Palm Springs Desert Resorts Convention Center and Vision Bureau, has committed 2,500 square feet of office space. Some of this space is currently being sublet and available for further expansion. Executive Director Mike File notes that the mid-valley location of the facility benefits the new office.

"It's a landmark building with high visibility—readily identifiable by our customers, the visibility to the area," noted the director. "It's a large enough space where we have the expansion capabilities for the next 10 years of operation here."

Another proposed shopping center in the general vicinity of the Atrium on Highway 111 is the proposed Mir’s Plaza, to be developed by Indian Wells developer J.T. Hayhoe.

1992 Year in Review...

Monterey Marketplace

In the furious race for increased sales tax revenues, the first discount merchandise-oriented center has been approved by the city with a Home Depot store being the principal tenant at the southwest corner of Monterey Avenue and Dubah Shore. Grading is currently underway on this multi-million dollar project. The site will directly compete with a parcel recently annexed by the city of Palm Desert at the northeast corner of the intersection. The location houses another power center containing Price Club, rival Home Base and other similar discount tenants.

Pavilions Center

Vons upscale facility, Pavilions, opened in November to burgeoning crowds at the southwest corner of Gerald Ford and Bob Hope, just north of the handsome 400-acre estate which houses the Honorable Walter Annenberg’s "Sunbanyards." Also housed within the Annenberg property adjacent to the Pavilions site is a nine hole, two and a half acre, 7,000 yard, par 73 golf course.

In addition to the Pavilions homes, several service establishments have been opened with considerable vacant space to be let in the remaining stores in the center. Earlier in the year, the second Rancho Mirage Fire station was completed just west of this center in anticipation of the development.

Future Possibilities

Plans have been discussed relative to the location of a Wal-Mart store at the northeast corner of Country Club Drive and Monterrey, continuing the quest of both Home Depot and further sales tax revenues. This follows the discount look of neighboring Cathedral City in this regard.

With a median family income of $72,500, (twice the national average) retailers feel that Rancho Mirage provides a market capable of supporting more activity. Total taxable sales have risen from the $68 million dollar level in 1980 to a 1991 estimate of $160 million, even with the softness in hotel room sales.

Home furnishings leads in this dramatic 153 percent increase in 11 years with 1990 figures at an estimated $32 million, leading to a strong first half of 1991 clip of $17.8 million. These increases were closely followed by restaurant sales of $31 million in 1990 with first half 1991 figures in the $17 million range.

Palm Valley School

A major relocation is taking place at the Palm Valley School located in Palm Springs. The school will accommodate K-12 private school students to a new site on DeVaill Drive, just north of Gerald Ford. The $1,019,000 project, to be built on a 38-acre site at the location, represents the first secondary school within the city limits of Rancho Mirage. Rancho Mirage Elementary exists as the only public school in the area and lies within the Palm Springs Unified School District.

Eisenhower Medical Center Complex

Additions and improvements complement this 250-bed acute care hospital, which minister to the entire Coachella Valley. This outstanding medical facility continues its annual modernization and upgrading. In 200 physicians with nearly 40 specialties and subspecialties offer first-rate medical care. Major specializations include orthopedics, cardiology, oncology, drug and alcohol dependency combined with a large emergency medical facility with 21 beds.

Colony Cable Vision

Recently the city has renewed its cable franchise agreement with Colony Cable Vision, the parent of Palmer Cable. Under the terms of the new agreement, Colony has earmarked some $25 million in valley-wide improvements with $7 million of that amount assigned for upgrades in Rancho Mirage.

Development continues at the southwest corner of DeVaill and Gerald Ford. The walled project has been delayed for several years with new houses finally being developed at this location. However, overall development of new homes remains sluggish with newly completed home sales less than vigorous, especially in the Deane Brothers Mission Hills homes project.

One of the most controversial issues facing the city is the recently passed Proposition V which severely restricts Maxxam Corp. from future expansion activities. Maxxam Corp has developed the gated residential enclave surrounding the Ritz Carlton Hotel.

Civic Center Relocation

Development of the infrastructure needed to support the new Civic Center complex to be erected at the northeast corner of Rancho Mirage Lane and Highway 111 is currently underway. The award winning design for this project resulted from an international competition conducted by the city in its quest. The expansion of the facility is required to administer a considerably expanded tax base from the $2.8 billion dollars of assessed valuation in 1991.

By Dr. Stanley E. Rikaben

RESIDENTIAL DEVELOPMENT

Due to the speculative nature of housing within Rancho Mirage, considerable adjustments in resale housing have taken place in the early 1990's (per data below).

Housing Price Levels:

Detached Single

Economically

Family

Property Range

Population

Average Price

$699,205

Median Price

$365,000

High Price

$3,995,000

Low Price

$78,800

Due to the nature of housing within Rancho Mirage, considerable

This Time Of Year It's UNBELIEVABLE!

Especially the view. Situated 650 feet above the Palm Springs Valley floor and surrounded by the majestic Santa Rosa mountains, The Ritz-Carlton, Rancho Mirage boasts 10 lighted tennis courts directed by U.S. Davis Cup Coach, Tom Gorman, a championship professional.

THE RITZ-Carlton RANCHO MIRAGE

eone of The Leading Hotels of the World

golf course, a professional croquet lawn, and more. The accommodations are luxurious, the dining extraordinary and of course, the service is uncompromising. For reservations, call 619-321-8282, 800-241-3333 or your travel professional.
In 1992, new initiatives by city and chamber of commerce officials allow the city to be more competitive in retail and industrial development. Business recruitment is enhanced by increased cooperation between property owners and the city in market Indio and property value.

The Coachella Valley Enterprise Zone, with its incentive packages is a focal point of marketing, but the key is cooperation between private sector and public sector participation.

Business recruitment and expansion get equal attention by channeling information to businesses about market opportunities and assistance programs. This helps to build a pro-business attitude that says public officials and community leaders care about individual business successes.

Jeffrey Hall, Mayor

"As mayor, I see the enormous opportunity for Indio represented by numerous major residential, commercial and industrial projects being proposed. The current recession may be difficult, but the city has wisely used the time to plan for the future. Indio is in major transition. Polo and agri-events have brought international notoriety to Indio in the past two years. Enterprise zone designation in the eastern portion of the valley brings a major new dimension to business recruitment."

"Riveroside County is making major investments in new facilities, as is the California Highway Patrol, Department of Motor Vehicles, and the State Employment Development Department (EDD). Local recreation is currently being improved, witnessed by the new 32,000-square-foot recreation center, expanding center, aquatic facility and the Expocooper auditorium. Over $31 million is being spent on improving schools in Indio."

"As growth moves eastward in the Coachella Valley, the population center will soon be in Indio, right where transportation facilities now interact in the geographic center."

Mike Savage, President of Indio Chamber of Commerce

"While Indio is not recession proof, it has an advantage over other cities in being a major government city for the county of Riverside, thus offering year-round stability for Indio's economy. This is a crucial time in the planned growth of our city. The Indio Chamber of Commerce intends to help effect positive changes."

"Indio poised for large growth when the recession ends and many factors work to insure future growth. These advantages include lower real estate costs, lower electricity costs, proximity to three airports and having five freeway exits on I-10; and being an enterprise zone city. The Indio Chamber of Commerce stands ready, willing and able to help your business find profitability in 1993 and beyond."
Cathedral City, with a population of over 34,000, ranks as the third largest city in the Coachella Valley in population and total taxable sales. With a population growth of 207 percent since 1980, Cathedral City is one of the fastest growing cities in California. The city dedicates themselves to providing both a quality lifestyle and business climate for those who reside here, and those still to come.

For the past seven years, Cathedral City has played host to the Desert Princess Duathlon Champions. This Run-Bike-Run annual event has become renown as a world-class sport event with athletes from all over the globe. Some 1,400 runners participated in the international one-day activity held last year. On Nov. 28, 1992, over 570 participants took part in the Duathlon with over 3,000 spectators on the sidelines cheering them to the finish line.

Cathedral City can attribute its resounding growth for many reasons, including having more affordable home prices than in most California cities. In the last five years, over 5,000 new homes were constructed.

This impressive development complements a solid foundation of growth in the retail area. Examples of an expanding retail commercial base include the opening of a 129,000-square-foot Wal-Mart in November, 1992. K-Mart underwent a major expansion, and now has increased its product line and marking.

A new Cathedral Family Entertainment Center will feature water bumper boat, a high-tech kids auto track and an entertainment fun center. This park will provide much needed affordable activity for our valley's youth.

Cathedral City also has over 22 automobile franchises. Most dealerships are located in the Cathedral City Auto Center, which is a major generator of jobs and sales tax. Over 40 percent of the automobiles purchased in the Coachella Valley originate from a Cathedral City franchise. This is a multi-million dollar-a-year industry for the community.

Residents have the security of knowing that superior health care is readily available. Nearby hospitals, Eisenhower Medical Center and Desert Hospital, provide over 600 beds. Cathedral City's Eisenhower Emergency Care Center, and Express Care, have emergency outpatient and clinical services. Canyon Springs Hospital, a mental health care facility also finds its home in Cathedral City.

Due to resounding residential growth, the city's first high school, Cathedral City High School, opened its doors in September, 1991. Projected enrollment for this modern facility for 1993-94 stands at 1,850 students between ninth and 12th grade.

Education is not geared to youth only in our city, however. The city recently held its First International Trade Conference in November, 1992. More than 125 business leaders from the five surrounding counties listened to international speakers discuss foreign trade. Other issues discussed included how the Coachella Valley can capitalize on foreign investment.

Consul—generals from Canada, Great Britain, Mexico and Germany detailed profitable strategies for exporting and tourism to those in attendance. The Second Annual International Trade Conference is scheduled for October 22-23, 1993.

Many new companies have relocated to Cathedral City drawn by the planned investment for the remaining fourth quarter, 1992, is projected to be $8.7 million. An additional 160 jobs should be created with the opening of Classic Family Amusement Park. Sizer's Restaurant, Color Tile Store and a prototype McDonald's Restaurant.

In January, 1991, the city council adopted a five-year strategic plan which establishes the framework for business recruitment and retention. This plan will make the best use of Cathedral City's resources and maximize opportunities for new and existing businesses.

The city has identified businesses which would benefit the community and encourage their relocation. The city also assists existing local businesses by providing a viable education program that enables businesses to expand and create more jobs locally.

In April, 1991, Cathedral City's Industrial Strategy Plan was also introduced. This strategy would effectively locate new industry here within the next three years. We have researched our community to find large industrial zoned sites that can be developed as business parks.

These parks would be master planned for industry. Ongoing efforts to recruit appropriate, non-polluting industry through trade shows and targeted mailings have been successful. Some manufacturers, light-industrial users and potential expanding businesses presently show interest in Cathedral City. A 250-acre industrial park will open in 1994-95, with the Koll Company and LaSalle Partners assisting in its development.

Although business recruitment remains a high priority, the Cathedral City Redevelopment Agency is developing plans for revitalization of the city's historic downtown area through an appointed Citizens Downtown Task Force. In 1993, the task force will develop an action/implementation plan including a preliminary financial plan.

The city also offers a variety of unique government programs including a Small Business Information Center. The center recently received third place for Innovative City of the Year by the Inland Empire League of California Cities. The center offers collateral materials and workshops to entrepreneurs.

The city works closely with the community to provide special programs for the homeowners. These programs include Cathedral City's Assessment District Fee Assistance Program which aids eligible low income homeowners in defraying costs of improvements in an assessment district through financial assistance.

The city also offers a community home improvement program to eligible low income homeowners which allows them to make necessary repairs and improvements to their home and property up to a $1,000 grant per fiscal year.

The Sewer Hook-Up Assistance Program (SHARP) provides grants of up to $1,751 for low income households to pay the Coachella Valley Water District fees that are required to be paid before connecting to the sewer. Moderate income households stand eligible for a zero percent interest loan for the same purpose and low income households may receive a combination of loan and grant. This assistance is available for emergency hook-ups only.

The Health and Safety Inspection Program is intended to uncover, document and eliminate substandard, unhealthy, or unsafe living conditions primarily in renter-occupied dwellings, but also in owner-occupied housing.

Finally, in conjunction with the Riverside County Economic Development Agency, Cathedral City received authority for the issuance of $29,950 in mortgage credit certificates for first time home buyers and will continue to promote this assistance to builders and real estate professionals.

Cathedral City truly maintains a year-round economy. Eighty percent of its residents live permanently in Cathedral City and help to create a diverse economy. Cathedral City is a city with a mission. It reflects in a unique balance between small-town atmosphere, big-city conveniences and desert resort living. The city has pride and confidence in its future. A

And that carpet boxes 27 private SCA-rated championship holes, 4 sets of trees for all skill levels, and some of the sport's most interesting terrain. Meetings guests will find luxurious rooms, a sparkling swimming pool, lighted tennis courts, and a fully-equipped health and fitness center.

Then, when it's time to get down to business, they'll find all the services and amenities that Doubletree is famous for. Including our Meeting Planner Guarantee which states if something we promise you doesn't go your way, you won't have to pay.
Focus

City of

MURRIETA

While Californians went through much of 1992 hearing nothing but dismal economic news, not all was doom and gloom on the business front in Murrieta. Since Murrieta became incorporated as a city on July 1, 1991, that meant organizational concerns got a lot of attention over the last year. Time still remained to work on building the economy.

A regional shopping mall, in the preliminary stages since well before Murrieta’s incorporation, took a giant step forward late in the year. The city was scheduled to sign final papers in December, 1992 on a $17 million loan from the Riverside County Transportation Commission that will fund interchange improvements and street work adjacent to the mall site. Funding of this mall rests on a triangular site bordered in what is known as “the golden triangle,” Murrieta Springs Mall will be bordered by the I-15 and 215 freeways.

The economic slowdown has been a blessing of sorts for the Murrieta Unified School District, which now sees construction of new facilities catch up with huge growth in enrollment over the last five years.

The district began construction during the fall on three new elementary schools that will replace modular units now housing youngsters at four of the community’s five K-6 school sites. The district purchased permanent ones for a fourth elementary school and for a middle school facility. Both schools should receive construction starts this year. The district also consolidated most of its administrative offices into leased space next to Murrieta City Hall in the Rancon Business Center.

Work also continued on building the second and third phases of the new Murrieta Valley High School, which opened a year ago. Even though fielding a varsity football team for the first time, Murrieta Valley won the 1992 league championship during its inaugural season.

The county Board of Supervisors has set aside a 215-acre site in Murrieta for a new medical-area facility that will be built in the next five years.

North County Bank and Bank of America opened branch offices in Murrieta during the year. Wells Fargo Bank started construction on a new facility in the community as well.

Murrieta observed its first general plan should be revised in 1992. On a 150-acre site, will be built as the market demands, calls for almost 1 million additional square feet of retailing, restaurant and office space.

Donahue Schriber has completed other Inland Empire projects, including the renovated Galleria at Tyler shopping complex in Riverside and the mall in Hemet. The firm hopes the Murrieta center will open in 1994.

In addition to progress on the mall, American Industrial Manufacturing Facturing Services Inc. started construction on its 82,000-square-foot home in Rancon Business Center.

INLAND EMPIRE

The January 1993 issue of the INLAND EMPIRE BUSINESS JOURNAL features an article about the economic slowdown in Murrieta, California. The article highlights the progress made on the Murrieta Springs Mall, which is scheduled to open in 1994. It also mentions the construction of new schools, including a new high school, and the opening of new branch offices for North County Bank and Bank of America. The article concludes with a mention of the upcoming general plan for Murrieta. The issue also contains advertisements for Murrieta Hot Springs Health Care Resort & Spa, offering a variety of services and amenities.
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The following institutions should have been included in the list but failed to provide adequate data: Chapman University (Academic Center), Claremont College, N/A. Not Applicable: N/A = not available. The information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions to company letterhead: The Inland Empire Business Journal, 1035 San Jacinto Plaza, Ontario, CA 91761. Researched by Ann Boness. Copyright 1992 IEBJ.

MBA/Executive Programs in the Inland Empire

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The following institutions should have been included in the list but failed to provide adequate data: Chapman University (Academic Center), Claremont College, N/A. Not Applicable: N/A = not available. The information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions to company letterhead: The Inland Empire Business Journal, 1035 San Jacinto Plaza, Ontario, CA 91761. Researched by Ann Boness. Copyright 1992 IEBJ.
1992 Year in Review

The City of Upland

A city rich in history, Upland incorporated in 1906 and is nestled in the base of the San Gabriel Mountains, just below Mount Baldy. Upland has carefully developed into a residential and retail community of 64,000, with carefully planned areas for commercial and light industrial uses.

Existing housing includes a mix of high-rise residential homes, as well as a cluster of affordable and custom homes and businesses.

Residents enjoy an environment of safety in a town where the crime rate is one of the lowest in San Bernardino County. The Upland Unified School District is also one of the best in California.

Upland residents consistently score above county and state averages, mainly due to the qualified, creative and innovative teachers employed by the district.

San Bernardino Community Hospital provides full service medical and emergency care.

Upland also has a well respected senior nursing facility and specializes and general medical offices.

Existing retail offers a wide variety of shopping experiences. Although the city boasts several modern retail alternatives, Upland has retained its charm of the past. The Upland Town Center is a quiet, leisurely place to purchase items in antique stores, restaurants and custom shops. Each Thursday evening, the Town Center hosts the "Second Avenue Market," a certified Farmer's Market, including numerous unique vendors and food choices.

Small businesses also show life in Upland. Custom services range from computer sales to engineers to florists, who enjoy a solid consumer base and quality environment.

Future development includes the addition of Upland's first large discount retailer, Wal-Mart, to the corner of Foothill Boulevard and Benson Avenue.

A novel mix of old and new, historical and sophisticated, make Upland a gem in the Inland Empire. It is important as a financial and medical center and is home to one of the country's largest privately owned airports. Nearly 100 service and social clubs decorate the city along with 12 beautiful public parks, over 30 churches, numerous fine restaurants and an excellent tennis course.

Upland has earned its reputation as the "City of Gracious Living." The downtown merchants association, "Main Street, Upland" has promoted the town center businesses, and sponsored special events, including the weekly Second Avenue Market. Planned for 1993 are several events, including a local film festival, art exhibits and classic car shows.

CitrUS Blossom Festival

Upland prides itself in its newly founded "CitrUS Blossom Festival." First run in April of 1992, plans are underway for 1993 with the focus continuing on the citrus heritage of the area and the artistry of the local residents. The 1992 Festival included a fall art and citrus exhibit in a recently abandoned packing house, still fully furnished with citrus machinery.

The uniquesite hosted a black-ded grand opening event for the Festival—an event for a whole weekend of events. Numerous volunteers helped make this first year event successful. The Festival will hopefully become an Upland tradition and vital link to our important citrus heritage.

New Major Retailer

Wal-Mart opened in Upland in 1993 as a major real estate along historic Route 66, bringing to the community its first large discount retailer. Wal-Mart, a corner of Foothill Boulevard and Benson Avenue. Wal-Mart expects to employ up to 300 area residents.

New Downtown Revitalization

The city continues its revitalization in the Upland Boulevard area. Several ngạcand renovations and restoration projects were completed this year through city grant funds.

The downtown merchants association, "Main Street, Upland" has promoted the town center businesses, and sponsored special events, including the weekly Second Avenue Market. Planned for 1993 are several events, including a local film festival, art exhibits and classic car shows.

Budget Brainstorming

Like many California cities, Upland has dealt with some tightest budgets of the past few years. In addition to traditional budget-cutting methods, such as staff reduction, department closures, and expense cutting, Upland has also pursued some unique solutions.

Second Avenue Market

Since 1991, this Thursday night downtown tradition is more popular than ever. The market is supported and coordinated by Main Street, Upland. Musical entertainment, numerous unique vendors, tempting prepared foods and a certified Farmer's Market make the event a success.

Reunion Party

The hospital has developed a model program for blood drives. Activity has increased from 333 units of blood collected at three drives in 1988, to 1,718 units donated at ten blood drills in 1991, an increase of 400 percent.

Cherry Blossom Festival

In 1993, the event "Cherry Blossom Festival" will be held in April of 1994, with the focus continuing on the citrus heritage of the area and the artistry of the local residents. The 1992 Festival included a fall art and citrus exhibit in a recently abandoned packing house, still fully furnished with citrus machinery.

New Telecommunications System

If Upland facilities will be on a new telephone system beginning Feb. 15, 1993. Nearly all city hall phones will be able to the same time. Other options include a $1 million for the 1993-94 fiscal year alone.

MTM Corrainer Rail

The hospital is proud to be one of the most modernized and well-equipped medical centers in the state. The hospital is staffed and coordinated by the Medical Association of the West Coast, which has been in operation for over 50 years. The hospital has developed a model program for blood drives. Activity has increased from 333 units of blood collected at three drives in 1988, to 1,718 units donated at 10 blood drives in 1991, an increase of 400 percent.

Community Hospital has one of eight national awards of merit as its annual conference in San Francisco.

If you choose an HMO, you will be required to see only the hospitals and medical groups affiliated with that plan. San Antonio Community Hospital and its medical staff has affiliated with many fine HMOs to serve local residents who prefer their own provider, private practice physician. Consider the value of quality care, convenience, and the familiarity of your own neighborhood hospital when choosing a health plan.

Physician Referral Service

The only way to see any doctor you will be admitted to San Antonio if you need to be hospitalized.

San Antonio Community Hospital is the hospital of choice for many West Valley residents. Unfortunately, some have chosen HMOs which require them to use other healthcare facilities.
Entrepeneurial Approach Pays Off for Claremont

In an era when traditional government funding sources, i.e., taxpayer dollars, are not keeping pace with costs, the city of Claremont is increasing its entrepreneurial approach toward providing quality services for its citizens and accomplishing community goals.

Over the last year, Claremont has accomplished a number of important achievements through developing partnerships with public, private and community organizations. This review of some of the more significant efforts offers a good indication that the entrepreneurial approach is definitely paying off in Claremont.

Redevelopment Helps Bring New Auto Dealer to Claremont

Claremont Ford will be joining the lineup of dealers at the Claremont Auto Center, thanks in part to assistance from the Claremont Redevelopment Agency. The owners of the Claremont Auto Center were able to successfully bid for the inventory of a bankrupt Ford dealer because of the agency's decision to provide a $600,000 loan for the acquisition.

This will bring the total number of auto dealers in Claremont to five, with two dealers at the Auto Center plus a Chevrolet dealership downtown. Opening another dealership at the center as a way to generate more revenue for the city has been a primary goal of the Redevelopment Agency for several years. Sales from the new Ford operation are estimated to generate at least $200,000 in annual sales tax revenue for the city's general fund, with that amount likely to go up to $350,000 because of the center's freeway location.

Volunteers Replant City's Urban Forest

From the cold winds of late 1990, city officials found themselves with nearly 1,200 city-owned trees in need of replacement but not enough money to replace them. The city's answer was "A Tree for You in '92," a program during which residents were asked to volunteer their time and effort to plant trees throughout the community.

City staff members were confident this approach would work because of the tremendous value that Claremont residents place on maintaining the city's "urban forest" of over 23,000 trees. They were right. Hundreds of volunteers participated, resulting in $30,000 worth of labor cost savings.

The actual planting took place over the course of seven consecutive Saturdays. On each planting day, city staff would deliver preplanted sites to specified neighborhoods. That's when the volunteers, many of them neighborhood residents, got down to digging holes and planting trees. By the time they were finished, over 130 city blocks had replaced trees.

This was an important milestone before the planting started. Block leaders were assigned to specific neighborhoods and charged with the tasks of informing residents about the program and generating public enthusiasm and support. They were even on hand on planting day to help out where needed.

This kind of citizen support and participation is typical in Claremont, and is one of the reasons that the city remains a unique community in Southern California.

Claremont Earns 1992 Clean Air Award

Claremont's comprehensive approach to protecting the environment earned the city a 1992 Clean Air Award from the South Coast Air Quality Management District. The honor was given in recognition of the city's overall efforts toward cleaner air, but especially for the conversion of its entire police fleet from cleaner-burning propane engines.

Not only does this reduce emissions from these vehicles by up to 50 percent, it also saves the city $20,000 a year in fuel and maintenance costs. Officers driving the cars report no loss of performance with the converted engines.

Also recognized by AQMD were the city's recycling programs, hillside preservation plans, public transportation efforts, implementation of transportation alternatives, and a long history of community activism and citizen participation.
The city of Palm Desert continues to grow and maintain its sound fiscal base. While development in other communities slowed, Palm Desert experienced one of the best years in its history based on dollar valuation of building permits issued. Significant contributors to this success include Big Horn and Indian Ridge Country Club, Downey Savings development of the Waring Plaza and Town Center Plaza which will be home to Pier One Imports and Trader Joe's, currently under construction north of the Town Center.

The city continues to lead environmental conservation programs. Drought tolerant landscaping is being installed throughout the community; the turf at the city hall was recently replaced with native desert flora.

The city continues to lead environmental conservation programs. The inaugural SpringFest gave the city an opportunity to dedicate its newly completed 72-acre park facility with its picnic areas, amphitheater, playground, tennis courts, lagoons and open space. The event also offered an opportunity to highlight the Art In Public Place and to provide tours of art placements throughout Palm Desert.

Palm Desert's Redevelopment Program continues to thrive as witnessed by the issuance of $100+ million in bonds to finance projects in the coming years. Agreements were executed with a major developer for the creation of a 400-acre development which will include at least one municipally owned golf course, extensive retail facilities, time-share residential units, and potentially a hotel and conference center.

On a smaller scale, the city's affordable housing program moved forward with the completion of 11 self-help, single-family housing units, approval of a complex adjacent to the Joslyn Cove Communities Senior Center. The diversity of the city's redevelopment activities is exemplified by the financing of a $1.8 million gymnasium in conjunction with the Coachella Valley Recreation and Park District, public works projects, and in conjunction with College of the Desert and Riverside County finalizing of the design of a joint library to be located on the perimeter of the C.O.D. campus. The Public Works Department remains busy. Construction has begun on the $1.8 million all-weather crossing on Cook Street at the Whitewater Channel and for placement of a major under-ground storm drain on Highway 111 at San Luis Rey. Plans continue for the development of a six-acre facility designed to house the city's street and park maintenance equipment and supplies. The city's dedication to service and the reputation it has developed over the years is evidenced by the numerous annexation requests from residential enclaves adjacent to existing corporate boundaries. The Price Club area, Palm Desert Country Club, the Resorter, the Oasis Country Club and Suncrest Mobile Home Park are some of the properties currently being processed for annexation.

The city's major industries—tourism—continues to grow. The Phoenix Challenge, the Frank Sinatra and the Dun Drysdale Golf Tournaments, the Skins Game, the Joanna Hodges International Piano Competition, SpringFest and the annual Palm Desert Golf Cart Parade bring thousands of visitors to our community each year. The Living Desert Reserve and the Bob Hope Cultural Center and McCallum Theatre are first rate attractions. Fine dining, world class shopping and luxury accommodations all induce visitors to return to Palm Desert.

In the coming years, the city of Palm Desert will continue to stress improvement of the quality of life which has been a major factor in its success to date. The community of Palm Desert has been created with many pieces that form an integral part of the balance of cultural activities, community events, recreational opportunities, a strong business environment, availability of full spectrum of housing, quality learning facilities from preschool through graduate education, and a broad range of professional services.

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Sixth Street.

Socially, Main

gross regional product has grown by Southern California's highest five-fast-growing population, with miles east of Los Angeles, with positive indicators for has shown promising San

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EMPIRE BUSINESS

with the giant, International Radisson chain and became a member of this 1ne 1ormer •

Union

breaking occurred of the new, now developers alike . tion of new branches in Riverside Counties) and a qualified work em California (up to 50 percent less of this $12 million facility market while the remaining 3,500 square feet will be leased out. This beautyful new 15,000-square-foot building houses 34 employees. The auto club will use 11,500 square feet of this handsome, face brick facility while the remaining 3,500 square feet will be leased out. This branch of the AAA services 64,000 members and 11,000 insurance policyholders in an area ranging from Cajon Junction in the north to Grand Terrace in the south and Fontana in the west to Big Bear in the east. The new building has attractive landscape and lies adjacent to the elegant Font Federal Savings and Loan headquarters. Together these two buildings have vastly upgraded this segment of Sixth Street.

While not a new construction project, the city's central downtown hotel and convention center experienced a major change by gaining a new identity. The former Maruko Hotel signed up with the giant, international Radisson chain and became a member of this worldwide group at a glittering ceremony held in the hotel in September.

Along with the new name have come a number of significant changes, mostly started towards the corporate business traveller. These changes include the construction of a workout room; the introduction of Radisson's corporate level "Worldwide Hospitality Program," which services guests with private lounge and complimentary cocktails; and the introduction of the Choice Club, a dining incentive program.

Hotel officials show great optimism about the new name and report a significant increase in corporate business travellers since becoming part of the Radisson chain.

Also downtown, construction workers and bulldozers moved in to commence the demolition of several worn down buildings as well as the Pussycat Theater on the corner of Fourth and "E" to make way for the first phase of the new Rancon Superblock. The lot is almost level, and is anticipated that this joint venture between Rancon, the Economic Development Department and Main Street will commence shortly.

In the field of housing construction, the main areas have been focused in 1992, one downtown and one suburban. Construction of luxury homes in the mid $150,000 range continued in the small valley between Little Mountain and the foothills of the San Bernardino mountains, off Kendall Drive.

Construction of these homes involved considerable grading work to the north side of Little Mountain in order to give the new houses a magnificent view of the San Bernardino Mountains. The downtown project will be developed by Empire Bay together with project

Recently absorbed into the San Bernardino Economic Development Agency, the Main Street program concentrates on the economic and social needs of the downtown project area.

Home Run.

Work has already commenced on clearing the site bounded by Sixth and Ninth streets between "F" and "G" Streets. This enormous project will see the relocation of several historic houses to new sites clearing the way for the construction of 118 new two-and-three bedroom, Victorian-style townhouses. The project is being financed by Wells Fargo Bank, the California Federal Bank, the San Bernardino Development Department and the Federal Home Loan Bank.

Construction has also begun on a new block of middle-range housing offering three-and-four bedroom, single-family homes in the $120,000 range, again to the north of the city off Kendall Drive. The developer is Barratt, Britain's most prominent house builder with substantial connections in Southern California.

The Main Street Program downtown continues to attract new business and investment to the downtown project area bordered by Second Street east to the 215 Freeway and Sierra Way in the East. Recently absorbed into the San Bernardino Economic Development Agency, the Main Street program concentrates on the economic and social needs of the downtown project area. In the last year, Main Street has seen the opening up of several new small retail outlets downtown, especially on the main "E" Street thoroughfare. This, together with its work in the professional and service segments, has filled or retained over 100,000 square feet creating or retaining over 180 jobs for 1992.

Socially, Main Street has seen the introduction of a regular weekly Farmers Market through the summer months as well as the expansion of the popular monthly "Music on the Plaza" series of live open air musical concerts, to the weekly "THOMPSON" concert series featuring a wide variety of music and styles ranging from rock to jazz, reggae to mariachi.

With the proposed Court Street Community square due to start construction in early January of 1993, Main Street looks forward to the use of this asset with anticipation. The square provides the perfect venue for a host of community activities, ranging from the musical concerts, farmers and craft markets through plays, lectures, exhibitions and festivities.

The Court Street square will undoubtedly provide a social nucleus for San Bernardino as well as considerably ease the work of Main Street in attracting critical mass, so crucial to the welfare of the downtown economic infrastructure.
Freeway opportunities

The initial appeal of the JoshiajWest Main Street Improvement District is freeway traffic. In 1989 Cal Trans estimated there to be 76,000 average daily trips on Interstate 15 between Highway 395 and Highway 388. Reflecting this freeway orientation, proposals have been made for hotels, restaurants, gas stations and a Western theme center. The state projects the number of vehicle trips will grow to 150,000 vehicle trips by the year 2010. As the area population grows, regional commercial opportunities will develop.

The city formed an improvement district with property owners in 1992 to construct $21 million of water lines, sewer lines, storm drains and roads. City officials are also looking at redevelopment Mark-Roo financing to help businesses become established.

For more information, call the City Manager's Office at (619) 947-1000

Joshua/West Main Street Improvement District


Easy access to major transportation routes and high visibility make the Joshua/West Main Street Improvement District one of the top locations in the High Desert for businesses to locate.

Located in Hesperia at the juncture of Interstate 15 and Highway 395 with Southern Pacific and Santa Fe railroad tracks nearby, the project serves 722 acres of commercial and industrial sites complete with backbone infrastructure. The district is positioned in a heavily traveled transportation corridor between Los Angeles and Las Vegas. Many consider Interstate 15 the major entrance to Southern California.

"The district is providing an opportunity to do business along one of the High Desert's most viable freeway corridors," said Mayor Percy Bakker.

In 1990, cars and trucks passed by the intersection of Interstate 15 and Highway 395, 57,000 times, according to Kuzmnn Associates, an Irvine-based engineering company. Main Street added another 21,300 vehicle trips. These figures do not include Highway 395 traffic or its planned expansion to four lanes.

Traffic counts decrease significantly along Interstate 15 the further north counts are taken. Just north of Bear Valley Road, for instance, Kunzman found the traffic had decreased to 44,000 vehicle trips. The numbers drop even more as Interstate 15 approaches Barstow. In 1991, Conel of California placed the total Victor Valley population at 223,298. This is projected to grow to 442,000 by the year 2000.

With a 1992 population of 56,092, Hesperia has more residents than any other Victor Valley city. Approximately one-third of Hesperia residents use Interstate 15 to commute to work.

In addition to high commercial visibility, the district has several nearby transportation routes for manufacturers to take their goods to market. Interstate 15 is the major route between Las Vegas and Los Angeles. Highway 395 provides access to Reno and Lake Tahoe. The nearby Ahtanion Topica & Santa Fe Railway tracks provide a major link between Southern California and the East Coast and has a local spur. Southern Pacific Railroad has tracks directly south of the district. The Ontario International Airport is 45 miles away. The closure of nearby George Air Force Base at the end of 1992 is paving the way for a

D. J. Collins City Manager

Interstate 15

Since 1964

60 acres available at 1-15 and RVD 395 junction
Established 30 years gas station/market
Outlet Cafe serves 9,000 people per week

DEVELOPMENT SITES AVAILABLE FOR:

• HOTEL • TRUCK PLCZ • FOOD PARK
• RETAIL CENTER • SPECIALTY SHOPS
• TRUCKING PLSC • AUTOMOTIVE PLCZ
• WESTERN CLOTHING STORE • BEET BARN
• COUNTY WESTERN ENTERTAINMENT CENTER

"Why stay at the common
when you can stay at the preferred

Announcing Scarbrough Industrial Park

Hesperia Mayor Percy Bakker

Scarborough

Roger Fisk
Planning Commission

Once a sleepy railroad stop, Hesperia has new to be among the 10 fastest growing cities in the state.

With a 1992 population of 56,092, Hesperia is the largest city in the San Bernardino County high desert region. Utility companies project Hesperia's population to reach 141,000 by 2000.

Hesperia is within easy reach of Los Angeles and Orange County suppliers, with a local trade population of 345,138 and eager work force.

The median age in Hesperia dropped to 30.9 in 1990 while the median income has grown. The number of households earning between $25,000 and $50,000 annually in 1990 was 15 times larger than the number of households in 1980, and the number earning more than $50,000 was nearly 28 times greater.

FBI statistics found Hesperia the safest city in the Victor Valley in 1991 and the second safest in the county in 1990.

FBI statistics found Hesperia the safest city in the Victor Valley in 1991 and the second safest in the county in 1990.

We're ready to help make good things happen in Hesperia...

with Marks-Rooi financing for residential, commercial and industrial development

Hesperia has joined an impressive list of more than 30 California cities that have retained First California Capital Markets Group to develop Marks-Rooi financing programs. If you're planning a residential, commercial, or industrial project to keep your community competitive, call First California first. We're the Marks-Rooi professionals, and we'll get your development done!

Call (800) 972-6537, ask for our Public Finance Department.

FIRST CALIFORNIA
Capital Markets Group
50 California St. • San Francisco, CA 94111 • (415) 982-2444
Focal City of Big Bear 1992

Year in Review...

Big Bear opportunities are happen-
ing in Big Bear. Part of the great California experience, Big Bear is on the move in more ways than one. Despite recession and stormers, Big Bear Lake is expe-
rencing a renaissance. The year 1992 evi-
denced major development trends. A brand new K-Mart just opened. The historic Village just completed its design and the private sector are study-
ing ways to protect environmentally sensitive areas while releasing land for development.

Mayor Walt Dwyer heads a pro-
gressive city council promoting eco-
nomic diversification; business retention, expansion and recruit-
ment; educational and recreational serv-
eces. "The city of Big Bear Lake aggres-
slvely pursues economic development. We work closely with the private sector and government to compete on all levels, offering incentives such as redevelopmenl, land acquisition, public improvements, financing, facilitation of the per-
mitting process, and marketing. Caltech has hired an economic development specialist to work just with business. "

Long known as a four season resort, Big Bear continues to draw visitors, week-
enders and residents as an escape from the congestion, crime and pollution of the Los Angeles Basin. "

More recently, Big Bear has become the base for modern light industry. Amalgamated Software of North America handles clients by telephone, fax and United Parcel. According to ASNA owner Anne Ferguson, "We have many overseas customers. But the airport here, we simply fly down. A charter to LA International Airport is very inexpensive and only takes 40 minutes."

Incorporated in 1980, Big Bear has become a town in the modern industry. "A 7,000 foot hill in the ski area. The permanent resident population of the city is 5,500, 1500 live in the entire valley; and 50,000 on the weekends. The 3,100 students attend five schools within the Bear Valley Unified School District. Academic and athletic standards exceed state averages in most categories. Big Bear High School won the CIF football championship for the first time in its history. Access to Big Bear is via three well maintained road round state highways: 18, 38, and 330 as well as a modern general aviation airport. Bear Valley Community Health and its medical community offer special care facilities and paramedic service with emergency access to

intensive care facilities down the hill. Big Bear offers plenty of emer-


gency services run 24-hour, fully staffed physician and emer-

facility provides 24-hour, fully staffed physician and emer-
geency room services for treatment of recreational and medical emergen-
cies, Paramedic Ambulance Service and Family Counseling Center.

All these services have been the anchor and magnet for comfort and health care for all residents and visitors during the recent earthquake disaster and subsequent aftershocks.

Bear Valley Community Hospital District plays an important role in the overall public health and economic well being of the Big Bear Valley. The district is one of the major employers in the community and contributes in excess of $3.4 mil-

lion in payroll annually to the local economy.

Bear Valley Community Hospital accepts most insurance policies, is a fully licensed, accredited acute care and skilled nursing facility. Among the many services available include: Medical and Surgical Departments, Monitored Observation Unit, Gen-

eral Radiological Services, Ultra-

sound, CAT Scanning, Complete Up-To-Date Lab Services, Physical Therapy and Rehabilitation, and Respiratory Care and Pharmacy. For more information about the hospital, call (909) 866-6301.  

We at Arrowwest make it possible for you to access traditional medical care near where you live. We also make it possible for you to select a plan and hospital near where you live to complement your choice of an Arrowwest family physician. Consult your benefits manager, insurance broker or plan representa-

tive for Arrowwest medical group near you.
1992

Year Review...

Mission Inn Opening

The final day of 1992 was most significant for the city of Riverside and the Inland Empire. A

A historic landmark, the Mission Inn reopened on Dec. 30, 1992. The reopening of this magnificent structure is the culmination of the combined efforts of renovation, preservation, and restoration.

Over the past seven years, close to $50 million dollars has been expended on making sure that the Mission Inn is brought up to modern standards including safety and accessibility. While this work was completed almost two years ago, the sale and reopening of the inn was very much in doubt as a result of the sluggish economy in general and, in particular, the difficult hotel economy.

Fortunately for the citizens of this area, a local businessman has come forward with the necessary capital, civic desire and entrepreneurial spirit to pursue and aggressively pursue the opening of this historic property. Duane Roberts, a resident of the city for over 40 years, purchased the Mission Inn through a new corporation created under his entrepreneurial capital, Roberts indicates that he is extremely interested in the history of the inn. "To me, it's like family," said Roberts. "It is part of the fabric of the community, and I look at it with loving care." The Mission Inn is seen as one of the keystones to the revitalization of the downtown area in its vital link to the historic character of the city. The inn became a California Historical Landmark in 1961 and a National Historic Landmark in 1980.

It was a popular stopover place for both dignitaries as well as celebrities during the early part of the 20th century, including both Presidents Theodore Roosevelt and William Howard Taft. In addition, many thousands of couples have either been married there or spent their honeymoon at the Mission Inn including Presidents Richard Nixon and his wife Patricia and President Ronald Reagan and his wife Nancy.

All in all, it is a time for joyful celebration and renewed vigor for the community as we proudly rejoice in the reopening of this jewel of our historic past and look forward to the promising future.

Mission Auditorium Renovation

During 1992, Riverside celebrated its extraordinary cultural heritage. From the world-famous Mission Inn to our wonderful art and historical museums, the 7th Street corridor comes alive with the rich history that shapes and defines Riverside.

This year a vital component of that corridor is being addressed by the Mayor's Council for the Restoration of the Riverside Mission Auditorium. Home to many of the performing arts and historical museums in Riverside, the municipal auditorium was dedicated in 1929 to the veterans of World War I. But time has taken an immense toll on this grand old building.

In mid-1991, through some creative prioritizing of funds with the assistance of the Redevelopment Agency and Community Development Block Grant program, the council was able to upgrade the heating system, install air conditioning throughout, refurbish the seats and restrooms, which has produced outstanding results.

However, to revitalize the Auditorium so that it can proudly, safely, and comfortably host major events, further renovation is needed.

The major areas of improvement have helped with basic comfort, but the auditorium has suffered from benign neglect for many years. In order to restore this beautiful building to its original glory as it was when it was dedicated in 1929, the mayor formed a committee of various members of the community and art groups to pursue further restoration.

We are now in the process of beginning an aggressive public/private capital campaign to raise funds for this additional restoration.

Our efforts include a campaign to raise funds through the sponsorship of the refurbished seats, with the donor receiving a commemorative engraved plaque mounted to the sponsored seats. Sponsorships cost $180 per permanent seat and $75 for moveable seats. Funds raised will be applied directly toward further restoration and improvement projects.

Riverside's business community now has a variety of opportunities to participate in this important project of permanent value to our community. Whether sponsoring seats, attending the Amstelkeri Day Revue, or funding one of the projects on the restoration wish list, the city's business leaders can contribute toward improving Riverside's premier performing arts facility and veterans' memorial.

Major Economic Development Events

While 1992 was generally a slow year economically for the Inland Empire, it was a boom year for economic development within the city of Riverside. The city was fortunate this year to attract two and Fourteenth Street.

Construction of the $120 million Riverside Marketplace project will occur in phases over the next five to seven years. The $75 million first phase encompasses 52 acres between Third and Fourteenth streets, the freeway and the railroad tracks.

The Riverside Redevelopment Agency is assisting with land acquisition, education and public improvement of this project. The agency obtained approximately $7 million in federal grants and loans for the development, including $1 million Economic Development Administration Grant.

In addition to the Old Spaghetti Factory, which is located in the former Sutteron (American Fruit Growers) packing house, the Riverside Marketplace project includes eight additional businesses that are eligible for inclusion on the National Register of Historic Places. Those buildings will see new life in a variety of uses such as restaurants, retail establishments, ancillary museum uses or a visitors center.

Mayor's economic impact projects on the restoration of the historic character of the city. The inn neglect for many years. In order to raise the handset is in the cradle, the phone is out of use. Which is especially handy because it does so much.

The MERLIN LEGEND system can simplify your work by automatically directing incoming calls. Help manage expenses by estimating your phone bill. Give you messages. Etc.

Finally, a phone system so advanced it tells you how to use it.
Foothill Boulevard/215 intersection, it was developed by the Watson Arno Company. The Price Club held its opening day ribbon cutting ceremony on Oct. 10 for its Rialdi warehouse. Described as "the new generation" of outlets, it sports an upgraded ambience as well as greater customer service features including a fresh meat counter and bakery offering smaller portions and personal service. Also included is a fresh pizza kitchen, one-hour photo shop, computer tech center, optical department and tire center. The checkout area has been upgraded already, also for shoppers convenience.

Foothill Marketplace's master plan covers 179,000 square feet of leasable space, including a 111,325 sq. ft. Price Club, a 131,000 sq. ft. Wal-Mart, 50,000 sq. ft. supermarket, 25,000 sq. ft. drug store, and 10 in-line pads, for a 12,000 sq. ft. Claim Jumper restaurant, retail pads and fast food outlets including an In-N-Out Burger plus a service station. Terra Vista Town Center, at Haven and Foothill, opened its final anchor store on April 11. Service Merchandise, a catalog showroom, has joined Mervyn's,Target, Montgomery Ward and Ross Dress For Less plus 44 other specialty shops, restaurants and cinemas. Restaurants include Chico's and La Salsa, with a Soup Exchange coming soon. Developed by Lewis Homes, Terra Vista Town Center has created about 1,000 jobs.

The Best Western Heritage Inn also opened a six-story, 124-room hotel in October, located just east of Haven near Foothill in the Rancho Cucamonga Business Park. At its gala grand opening, they hosted a fund-raiser—the proceeds going to the Rancho Cucamonga Community Foundation, earning them the Foundation's recent Pacemakers Award. In addition to generous new retail and restaurant outlets, manufacturing, service, office, warehouse and distribution firms continue to move to Rancho, including innovators like Pace Technology, Giorgio and Alcohol Testing of America.

The Wignall Museum Gallery at Chaffey College set two new precedents this year, with its "Variations on a Theme" exhibit enhanced by live chamber music (partially funded by the Rancho Cucamonga Community Foundation) and its Southeast Asian exhibit, also including dancers and musicians. So successful were these events that an outdoor stage has been designed and completed for similar future events. And, over 2,000 people attended the first Children's Arts Festival hosted by the college. This year's Primavera Awards were presented by the Rancho Cucamonga Community Foundation on Dec. 10. To promote cultural arts, recreation and human services, the foundation honors individuals and organisations that demonstrate excellence in these fields. This year's winners include: Ginger Eaton for the cultural arts, the Rancho Cucamonga Chamber of Commerce for recreation, and for human services—Nacho Gracia, Dee Murray and Marje Stamus.

Rancho Cucamonga's 1992 has been full of firsts and fun! Much of the excitement has been "epicenzered" at Arrow and Rochester, where a Cal-League stadium is being built to house the Rancho Cucamonga Quakes Baseball Team. Ticket sales are breaking records—almost 2,000 of the 4,000 seats have already been purchased as season tickets! The stadium features two field-level cafes and a state-of-the-art electronic scoreboard. Join them for opening night on April 8, 1993.

The three-level stadium, one of the finest minor league stadiums in the country, comprises part of the new 42-acre Sports Complex, which also offers three soccer fields, two lacrosse fields, and one 90-foot baseball field. The city also plans to use the stadium for complex for major events, concerts, shows and tournaments. By scheduling adult sports programs here, community parks will become more accessible for youth sports in this active community. An important focal point for the residents, this grand new facility will provide reasonably priced family entertainment, community events and sports activities. For information about the Quakes' tickets or schedule, call their on-site management office at 481-5000.

Due to its strong demographics, and the maturing of its retail climate, Rancho Cucamonga was among the leaders of the Inland Empire by experiencing a 14 percent sales tax growth during the last two years.

To further meet the residents' retail demand, a Price Club/Wal-Mart center, Foothill Marketplace recently opened. Located at the southeast corner of the City of Rancho Cucamonga

1992 Year in Review...

The Price Club opened its Rialdi warehouse on Oct. 10.
West Redlands Offers Development Opportunities

West Redlands has been the focal point for much of the commercial development in 1992. Retail activity in the area has thrived. The Pavilion at Redlands, a 26-acre shopping center located off Redlands Boulevard on the Loma Linda border, is now about 70 percent leased. The Pavilion is anchored by a 145,584-square-foot Wal-Mart, which just completed its first year of sales. According to city sales tax receipts, Wal-Mart is performing as expected and ranks among the top 10 mall.

Food 4 Less, the 12th largest grocery retailer in the U.S., serves as the other Pavilion anchor. The grocery warehouse opened in October. Jack-in-the Box and an Arco AM/PM also opened in the Pavilion at Redlands. The final pad is currently under construction, with a Mexican restaurant and clothing retailer lined up as tenants.

The success of the Pavilion at Redlands has spurred other retail growth. K-Mart is in the process of completing a major renovation and expansion. The remodel will add 21,450 square feet of retail space to the store. Signage, landscaping and parking are also being modified to enhance visual appeal of the center.

Smart and Final has obtained approval to construct a 14,000-square-foot new building. The retail/wholesale outlet will relocate from an existing location near Redlands High School, to a site east of Wal-Mart with freeway visibility. A San Dimas-based food operator will be operating a Greek fast-food restaurant in the area as well. Grading and construction have begun on Bravo Burgers, which is scheduled to open in spring of 1993.

In addition to the retail projects, two master-planned commercial developments have come on-line and have received approval. Both projects are high in quality, progressive and have the potential to bring several jobs into the Redlands area. They are part of the 4,000-acre East Valley Corridor project area.

The Chapman properties are comprised of two prime sites in the I-10 corridor. The smaller site, christened

Marigold Plaza, sits adjacent to the I-10 Freeway. The site's 11 acres will see office and industrial uses totaling 820,000 square feet of building area. A hotel is also proposed for this site.

Marigold Business Park is a 23-acre office and industrial park planned for the northwest sector of Redlands. This project includes a proposed 1,119,000 square feet of office and 3,589,000 square feet of industrial building area. Development is focused on employment-based land uses, which are anticipated to produce positive economic results.

Developers of the Marigold project state their objective is to maximize the quality of land uses to provide a balance of jobs and housing. The project is envisioned as a coordinated, master-planned community of business, commerce and industry.

As currently planned, much of the land area is designated to accommodate large industries. About 73 percent of the area is designated regional industrial, 15 percent is commercial industrial; and 4 percent has been reserved for open space, featuring pedestrian, equestrian and bicycle trails.

Banner University at Redlands is a comprehensive retail, commercial and industrial park to be located in the East Valley Corridor. The project encompasses about 306 acres, with an estimated total building area of 7 million square feet.

The major emphasis for Barton Center is the development of a medical facilities district, the provisions of which is to be a hospital. They have designated 35 acres for the construction of a campus-like medical facility for Kaiser Hospital. Developers will also seek medical related facilities and institutions for the district.

Along with the medical uses, an industrial district is slated to take up 168 acres. The remaining 59 acres will see office and retail use. It is estimated that development will occur over a 30-year time period.

The University of Redlands

The University of Redlands is an independent, selective, private institution and has been serving the educational and cultural needs of the Inland Empire since its founding in 1907. The university combines studies in the liberal arts with sciences and professional and pre-professional preparation in a variety of fields.

Long recognized for the quality of its programs, the University of Redlands has gained national recognition through its repeated appearances in rankings of national and international magazines.

The addition of restaurant facilities will also enable the Slotkins to take in more wedding business and enhance tourism opportunities in Redlands.

Our operation starts long before yours ever does.

The Redlands Chamber of Commerce is on the move

The Redlands Chamber of Commerce

Don't let your "wait" get out of control. We can provide you quick, friendly service, a personal hometown atmosphere, and we offer all the services of the big banks without the added "wait." Come join our family today.

Redlands Community Hospital

As a Pre-op Nurse Educator, JoAnn Sousa helps patients prepare for their upcoming operations. She answers many questions. "It's almost like being a translator." Alleviates patients' fears and translates the medical jargon into English.

Redlands Community Hospital accepts HMOs, senior health plans and most major insurance plans, including:

Community Care Network
Medi-Cal

Community Health Network

InterValley

Health Net

Central Valley Health

Loma Linda Health Plan

CIGNA

Med Net

Redlands Community Hospital
350 Terracina Boulevard, Redlands
909-335-5500

JANUARY 1993

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January will kick off the capital campaign that will allow the Chamber to move into its newly designed home and celebrate its 100th Anniversary.

1992 Year in Review . . .

The nation's best colleges and universities

foot building on Park Avenue in west Redlands. The new facility will house Trimflex officials and their manufacturing plant.

Company President W. Robert Clark designed the structure, which was originally intended to look like an orange processing plant. Instead, the building depicts a Mission Revival style of architecture characterized by columns, arches and clay tile. In keeping with local history, there are 100 orange trees on the property.

Trimflex is relocating from San Gabriel, where the firm has been in operation since 1947. According to Clark, the move was prompted by transportation and housing issues. Many Trimflex employees were unable to find homes in the San Gabriel area. Moving to Redlands will provide housing opportunities for employees, without putting them on the freeway.

Historic Morey Mansion Restaurant Approved

New owners of Morey Mansion, the 102-year-old historic mansion and local landmark, have obtained approval to expand their bed and breakfast operation to include a 45-seat restaurant. Mark and Donna Slotkin are planning to remodel the mansion to accommodate a full-service kitchen. They intend to offer lunch and dinner fare to an upscale, fast-casual market that will appeal to locals and tourists alike.

According to Mark Slotkin, adaptive reuse is the best way to save the historic resource and restore it to its former glory. He believes a restaurant is the most logical way to accomplish this goal. It is anticipated that the restaurant will bring in additional dollars to help pay maintenance and repair costs for the interior of the mansion.

Trimflex Plastics Relocates to Redlands

Trimflex, a manufacturer of plastic fittings for boats, auto and sporting equipment, will relocate to Redlands and begin operating in early January. The firm has constructed a 20,000-square-
"What do you think of the meeting so far?"

"Well, it's certainly provided us with a look at the big picture."

Set amidst the stunning San Jacinto mountains, Hyatt Grand Champions Resort will give your next meeting a new dimension.

Our professional staff and fully equipped meeting facilities will accommodate you when it's time to work. A dozen tennis courts, four exquisitely landscaped pools and two Ted Robinson-designed championship golf courses, will accommodate you when it's time to play.

Feel the Hyatt Touch, Indian Wells, California

The Reserve at Hidden Valley

During the final days of 1992, drawings for a spectacularly planned development, designed to outclass the Vintage project, evolved. The 712-acre posh Vintage Club housed some of the corporate elite of this country prior to the submission of plans by Lowe Development. This 600-acre parcel lies just south of the Living Desert complex, north of Ironwood Country Club and east of Portola Avenue.

The Reserve at Hidden Valley received a September approval for construction. Sixty acres of the site languishes in Palm Desert. The combined country club project consists of 250 residences plus a golf course designed to out-punch the fashionable Vintage. The Vintage, in turn, rivals Westinghouse's Palm Desert Big Horn project, home of the Skin O'are, in lavishness.

The Reserve at Hidden Valley will carve golf course-oriented lots with spectacular views out of the desert terrain to be sold to buyers in the upper echelon to erect custom estates in this exclusive enclave. This project will require a multi-year marketing effort to fruition.

Desert Horizons Completed

From an initial purchase of 240 acres in 1978, from 17 different owners, the Desert Horizons Country Club project evolved just west of the current Civic Center complex at

Commercial Development Activities

A major attraction for the establishment of new commercial facilities includes the dual hostilities of the Hyatt Grand Champions and the Stoffel Esmeralda, which together comprise the Indian Wells golf resort, sporting two 18-hole championship courses along with tennis facilities accommodating all forms of competitive surfaces. The resort hosts the Bob Hope Chrysler Invitational Golf Tournament held in January each year.

Two commercial projects compliment the current amenities and boost the area's taxable sales of $37.6 million from 142 permitted dealers in 1991. The initial approved project is a three-story, 132-room hotel, restaurant, coffee shop and meeting rooms totaling 145,000 square feet to be built on Club Drive in the current commercially-zoned area.

Another commercial area designed for expansion is a 34,000-square-foot office/commercial center to be located adjacent to Village I commercial complex located at the southwest corner of Cook Street and Highway 111. This center will consist of three buildings on 2.8 acres of land.

Other Housing Projects of Note

Even though a general adjustment flows downward of existing home prices (note below), the new housing developments are currently planned or underway.

Housing Price Levels

Detached Single-Family

<table>
<thead>
<tr>
<th>Property Sample</th>
<th>Condominiums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>Price</td>
</tr>
<tr>
<td>$1</td>
<td>$470,312</td>
</tr>
<tr>
<td>$6</td>
<td>$225,513</td>
</tr>
<tr>
<td>Average Price</td>
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<tr>
<td>Median Price</td>
<td>$725,000</td>
</tr>
<tr>
<td>Highest Price</td>
<td>$1,314,000</td>
</tr>
<tr>
<td>Lowest Price</td>
<td>$225,000*</td>
</tr>
</tbody>
</table>

*Reflecting the soft market conditions in residential housing, detached single-family residences sell at about 20 percent below list price on the average, with condoniuums about 10 percent below list price.

Despite the figures noted above,
Ontario has many advantages to offer businesses considering expansion or relocation. Major companies take advantage of the region’s labor pool, swelled by population growth, and they prize the convenient transportation network of rail lines, freeways and a busy airport. As this cycle continues to increase, the need to demand more service, more airlines becomes a reality. (It is a mistake to think that the decision to offer service—whether domestic or international—lies in the hands of the airlines, not the airport.) The current recessionary economy makes the decision to offer service even more critical than before.

After two years of construction, the $53 million project began operation in September.

Ontario International Airport

In 1967, the city of Ontario opened the airport to the city of Los Angeles for $1.3 million and the agreement to develop the inland airport as needed. Since the Los Angeles Department of Airports uses state or local taxes, but rather depends on revenues generated by parking, rental leases and landing fees, the development of ONT is determined by its use: as more passengers demand more service, more airlines offer more service, thus attracting still more passengers. As this cycle continues to increase, the need to build a larger facility at Ontario becomes a reality. It is a mistake to build a larger facility before the demand exists, as many airports throughout the country have daily discovered: they make payments on a facility that is not covering its costs. The important point to remember is that the decision to offer service—whether domestic or international—lies in the hands of the airlines, not the airport.

In 1969, a new cargo ramp opened to accommodate ONT’s bustling air freight business, and a major air freight forwarder started construction of its own $80 million facility at the southeast corner of ONT. Even though the new passenger terminal had been delayed, construction at Ontario Airport was definitely on the move, even during the present recessionary economy.

United Parcel Service (UPS) opened a new 155-acre West Coast Air Hub within Ontario. After two years of construction, the $53 million project began operation in September.

United Parcel Service (UPS) operates a 155-acre West Coast Air Hub within Ontario. After two years of construction, the $53 million project began operation in September. This new facility is projected to induce business growth in the area and have a direct economic benefit of about $515 million to the Inland Empire.

United Parcel Service employs more than 256,000 people worldwide. The West Coast Air Hub will employ about 1,200 people both full and part time. The main sort building houses the West Coast International Air Packages for the Inland Empire. It is capable of sorting 28,000 pieces per hour to 46 different UPS destinations.

The aircraft staging ramp employs 500 part-time people responsible for loading and unloading all aircraft. A customer counter is also included in this new facility. In addition to the customary receiving services, the customer may pick up any shipping supplies needed. As an added convenience, the counter stays open from 1:00 a.m. to 7:00 p.m. Monday through Friday for all UPS service offerings.

The Ontario facility plays an integral part in UPS’s hub-and-spoke system, which links together 180 countries and territories covering 4 billion people. The hub also offers specialized services on site such as port of entry and export for international shipping. U.S. Customs, U.S. Department of Agriculture, and Customhouse Brokerage.

The UPS West Coast Air Hub is a major investment by UPS and remains as part of the overall commitment to the future of the Inland Empire. UPS is confident that the implementation of this new facility will foster partnerships within the business community, providing the platform for the Inland Empire’s future economic growth. For information regarding the service offerings of United Parcel Service, please call 800-222-8333.
In 1992 City of Perris

Year in Review...

The most affordable master-planned community
in The Inland Empire.

Robert S. Flichtmann, council member: "I am very proud of the accomplishments of the Redevelopment Program that was initiated by the city for the residents."

Judith C. Balinger, mayor: "One of the amazing aspects of a small city is that we all know each other—that in itself is a positive factor. As a city council, we have charged from a reactive to a proactive city government, and the results are unmeasurable. While the rest of the area is in a recession, we are creating jobs and rejuvenating our city. Some of the changes made this past year were the hiring of a new city manager and chief of police; the enactment of a partnership with the Perris Valley Chamber of Commerce to encourage more business development; and the development of an aggressive redevelopment program."

Robert Liebold, council member: "Perris is an incredibly dynamic city with unlimited potentials. As city council, we have had the opportunity to set standards and create a future for this city that can be a standard for other areas to strive for. This is a big responsibility for a small community, but one we are sure to achieve."

Michael N. Napolitano, city manager: "We have a progressive agenda to give our city a cosmetic and economic face-lift, heighten the quality of life and promote the city as a standard for other areas to strive for. This is a big responsibility for a small community, but one we are sure to achieve."

Robert Fletcher, mayor pro tem: "It has been a pleasure for me to serve on the Perris City Council this past year as mayor pro tem. I am proud of the accomplishments that were achieved with a cohesive city council that has had the interest of the citizens of the city as its primary focus."

With acres of parks, new shops and schools, right across from Lake Perris. Boating, fishing and hiking are just across the street!

Our new communities of 3 and 4 bedroom homes...

Priced from the $80,000s.

California Skyline and California Sunrise

Take the Pomona Fwy, (60) east to Hwy. 215 south. Exit on Ramona Expwy, and turn left, then turn right on Evans Rd. to the Information Center.

Kaufman Broad
The Home More Californians Come Home To.

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Kaufman Broad
The Home More Californians Come Home To.
Focus
City of Palm Springs

Bucking a recession-plagued economy, Palm Springs set sights in 1992 on reinventing its image as one of the nation’s premier desert resorts.

Last year witnessed the start of an ambitious, multi-million dollar downtown revitalization program, a more aggressive marketing strategy, designed to attract even greater numbers of tourists and convention groups, and a host of special events that lured thousands of visitors to the internationally renowned winter playground.

The Aqua Caliente Band of Cahuilla Indians, major landowners in the city, reaped a long-standing tribal ordinance prohibiting gambling. They announced plans to open a high-stakes gaming casino in conjunction with Caesars World of Las Vegas. The business-minded band also decided to spend $15 million to buy and renovate the landmark Spa Hotel. The project includes installation of intersection paving stones, replacement of all traffic signals and block-by-block replacement of a major water pipeline. The “festival-valley” theme centers around the Old Plaza shopping complex, which is being refurbished by its owners, according to Jerry Ophuls, director of Palm Springs’ Downtown Development Center.

The project will include installation of intersection paving stones, replacement of all traffic signals and block-by-block replacement of a major water pipeline. The “festival-valley” theme centers around the Old Plaza shopping complex, which is being refurbished by its owners, according to Jerry Ophuls, director of Palm Springs’ Downtown Development Center.

New Desert Hospital facility housing emergency, trauma, center, women and infants center and radiology center was constructed in 1992.

Construction also was underway on the hospital grounds of El Mirador Medical Plaza-Palm Springs, a $28 million project that will house a comprehensive outpatient center and 40 to 50 medical offices, in addition to two floors of underground parking.

Resort Hotel Development

Plans proceeded during the year for the Canyon Park Hotel and Spa project, a resort in the southern part of the city priced at nearly $1 billion. The project will include a 350-room hotel, 350-suite-house homes, a golf course and a retail and restaurant complex in a 746-acre area.

Meanwhile, Shadow Rock Ventures, a development group, acquired 1,320 acres of land on both sides of the road leading to the Palm Springs International Airport. Plans are for building a 600-room hotel, golf course, meeting facilities, a country club, two restaurants, a spa and fitness center, 400 condominiums and 119 single-family lots.

The 480-room resort hotel formerly known as the Radisson Palm Springs Resort, returned to its original name, the Palm Springs Riviera Resort and Racquet Club, in 1992 and also completed a multi-million dollar renovation.

The project included complete renovation of all rooms and suites; a new entryway and two-story lobby area; new carpeting throughout; renovation of the elegant, 20,000-square-foot Grand Ballroom of the resort, which encompasses the Sonny Bono Racquet Club, and refurbishing of the hotel’s signature restaurant. The upgrade also added an 18-hole championship golf putting course and courts for various other sports.

That Was Then... Renowned in the '60s as the resort in Palm Springs, the Riviera returns! And the old panache has some new surprises... A complete recreational complex including an 18-hole putting course, Camp Riviera organized children's activities, Boleo's Steak House and the Sonny Bono Restaurant and Racquet Club. Call 800-444-8311 or 619-327-8311.

This Is Wow! The 480-room resort hotel formerly known as the Radisson Palm Springs Resort, returned to its original name, the Palm Springs Riviera Resort and Racquet Club, in 1992 and also completed a multi-million dollar renovation. The project included complete renovation of all rooms and suites; a new entryway and two-story lobby area; new carpeting throughout; renovation of the elegant, 20,000-square-foot Grand Ballroom of the resort, which encompasses the Sonny Bono Racquet Club, and refurbishing of the hotel’s signature restaurant. The upgrade also added an 18-hole championship golf putting course and courts for various other sports.

Major Civic Events The third annual Palm Springs International Film Festival in January, a 10-day showcase for exciting new international and American films, became both a critical and box-office success. The 8th annual Palm Springs Road Races in November drew more than 40,000 racing enthusiasts to the event, which honored racing great Roger Penske and featured a celebration of the Chevrolet Corvette's 40th anniversary.

Meanwhile, city officials announced plans for a new spring event, "The Palm Springs Harvest Days and Wildflower Festival," which will be held on Palm Canyon Drive from closed to traffic in April for street entertainment by various bands, wind energy and other exhibits, clowns and a street-food casino.

Indian Gaming - The Agua Caliente Band of Cahuilla Indians decided in November to join forces with Caesar's World Inc. of Las Vegas to build a $30 million, 80,000-square-foot gaming facility on tribal land. The project, which will include 600 hotel rooms, casinos, restaurants and entertainment, is expected to provide a significant boost to the city's economy.

Health Care - Major expansion of Desert Hospital during the year included construction of a 76,000-square-foot, multi-story medical building. The facility will house a women's and infants center, emergency trauma center and radiology imaging center at a cost of about $25 million.

Regional Airport Expansion Major expansion of Palm Springs Regional Airport saw construction of a 4,970-foot parallel runway for general aviation use, providing greater flexibility to facilitate commercial air traffic on the existing 8,500-foot runway, according to Allen Smoak, the airport's aviation director. The first phase of airport terminal expansion also was completed, with the busy terminal rebuilt and remodeled and the baggage claim area tripled in size. The project included the addition of an emergency command center.

Education - Palm Springs Unified School District received a much-needed financial boost in November when voters approved a $70 million bond issue for new school construction and renovation of existing facilities. A new elementary school was opened in September and district officials were in the process of bidding for seven school construction projects totaling $30 million that will be built over the next six to 18 months.

Major Expansion of Desert Hospital during the year included construction of a 76,000-square-foot, multi-story medical building. The facility will house a women's and infants center, emergency trauma center and radiology imaging center at a cost of about $25 million. Construction also was underway on the hospital grounds of El Mirador Medical Plaza-Palm Springs, a $28 million project that will house a comprehensive outpatient center and 40 to 50 medical offices, in addition to two floors of underground parking.

Resort Hotel Development Plans proceeded during the year for the Canyon Park Hotel and Spa project, a resort in the southern part of the city priced at nearly $1 billion. The project will include a 350-room hotel, 350-suite-house homes, a golf course and a retail and restaurant complex in a 746-acre area. Meanwhile, Shadow Rock Ventures, a development group, acquired 1,320 acres of land on both sides of the road leading to the Palm Springs International Airport. Plans are for building a 600-room hotel, golf course, meeting facilities, a country club, two restaurants, a spa and fitness center, 400 condominiums and 119 single-family lots.

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The staffs of the Chamber of Commerce and the city of Banning wish each and every business and their employees a very prosperous and Happy New Year!