



# BIA Sales and Marketing Council Presentation

City of Rocklin



Rocklin strives to provide our residents with exceptional quality of life while maintaining our small town sense of community.

In 2018, Rocklin was named the Best Place to Raise a Family in Placer County based on research by Niche.com.



## Highly Educated

- Consistently one of the highest ranked school districts in California
- 95% of the population has a high school degree
- 40% of the population has a Bachelor Degree
- Home to William Jessup University and Sierra Community College



## Economic Vitality and Growing Workforce

- One stop permit center
- Assisting and partnering with the development community
- Investing in public infrastructure to foster private development
- Estimated civilian workforce of 30,000 and just over 4% unemployment
- By 2040 it is projected that Rocklin will be a job importer



## Home Values

- Median home value is \$493,800, up 7.2% over the past year
- Median price of homes currently listed is \$499,000



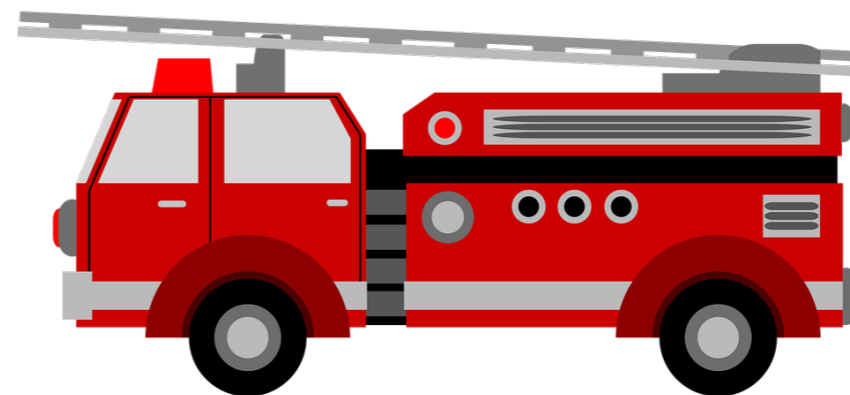
## Enhanced Neighborhoods and Public Spaces

- Well planned, built and maintained infrastructure creates a balance between functionality, usability and opportunity while supporting health, beauty and livability
- 36 total parks, including 443 acres in 7 community parks and 142 acres in 29 neighborhood parks = nearly 9 acres of park/1,000 residents



## Safe and Secure

- One of the lowest crime rates in the region and of any city of similar population in California
- Best Fire Insurance Services Office (ISO) rating in Placer County



## Strong Retail Commercial Development

- Rocklin Crossings – 540,000 square feet, Bass Pro Shops, WalMart Supercenter, Green Acres, TJ Maxx and Home Goods
- Rocklin Crossings – 380,000 square feet, Studio Movie Grill, Target, Stein Mart and Ross
- Granite Drive “Toy Row” – Harley Davidson, Porsche, Mercedes, Land Rover, Audi, West Coast Boat Center and West Marine Boat Center





## Strong Residential Development

- Significant number of homes have been planned for and are being built in the Whitney Ranch area in northwest Rocklin
- Also considerable amount of residential growth being planned for in the southeast area of Rocklin – active construction of over 600 single family homes within 6 subdivisions, future construction of nearly 400 single family homes and nearly 200 multi-family units within 6 locations
- Active processing of a number of development applications that would add to the diversity of housing products and locations in Rocklin





**Thank you**

