REGULAR MEETING AGENDA
PLANNING COMMISSION OF THE CITY OF SAN JACINTO
TUESDAY, JULY 28, 2026
6:00 PM OPEN SESSION

COMMUNITY CENTER
625 S. PICO AVENUE
SAN JACINTO, CA 92583
951-487-7330

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the office of the City Clerk at 951-487-7330 ext. 339. Notification 48 hours prior to a meeting will enable the City to make reasonable arrangements to ensure accessibility to that meeting [28 CFR 35.102.35.104 ADA Title II].

The Planning Commission meeting may be observed virtually by accessing https://horizon.agendalink.app/engage-v2/sanjacintoca/agendas and selecting the "Watch" button next to the corresponding agenda for the meeting date, or in person at the San Jacinto Community Center.

Public Comments will only be accepted in person during the meeting or in writing to the Community Development Clerk no later than 3:00 PM on the day of the meeting. Participants viewing the Livestream will not have a comment option.

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Provide Live Public Comment by Telephone
Members of the public wishing to provide live public comment may participate by telephone using the Microsoft Teams dial-in information below. The telephone line is intended **only** for individuals who wish to address the Planning Commission during the designated Public Comment period.

Dial in by phone:
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Conference ID: 444 922 998#

<u>Public Comment Workflow</u>

When the Chair opens the Public Comment portion of the meeting, the process will be as follows:

- Members of the public will call the Teams dial-in number and wait in the Teams lobby.
- Callers should remain in the Teams lobby until the applicable Public Comment period opens. They should not be admitted before the Chair opens Public Comment.
- The Clerk will admit one caller at a time from the lobby as they are ready to speak. If multiple callers are waiting, they should remain in the lobby until it is their turn.
- Once admitted, callers should be able to speak. If necessary, the Clerk can unmute the caller.
- The Chair will recognize the caller, and the caller should first state their name for the record before providing their public comment.
- Each caller will have up to three (3) minutes to speak.
- After completing their comments, callers may either hang up, or the Clerk may remove them from the meeting before admitting the next speaker.

Written public comments ***may only be submitted via email*** to comments@sanjacintoca.gov or by hard copy to the Office of the Community Development Clerk at 595 S. San Jacinto Ave., San Jacinto, CA 92583, no later than 3:00 p.m. on the day of the meeting. Comments via text and social media (Facebook, Twitter, etc.) will not be accepted. Please identify the agenda item number and "PUBLIC COMMENT" in the subject line of the email or hard copy document. All written correspondence received by the 3:00 p.m. deadline will be distributed to the legislative body prior to the meeting and retained with the official meeting record. All email comments shall be subject to the same rules as would otherwise govern in-person speaker comments at the Planning Commission meeting.

Reading of Public Comments: The Community Development Clerk will read all email comments, provided that the reading shall not exceed three (3) minutes or such other time as the Council may provide, consistent with the time limit for speakers at a Planning Commission meeting. The email comments submitted shall become part of the record of the Planning Commission meeting.

1. ORGANIZATION

1.1 Roll Call

1.2 Pledge of Allegiance

2. PUBLIC COMMENTS

3. MINUTES

3.1 Planning Commission Meeting Minutes

Staff Recommends that the Planning Commission:

— APPROVE the Planning Commission Regular Meeting Minutes of June 23, 2026.

4. DISCUSSION ITEMS

4.1 City of San Jacinto Comprehensive Economic Development Strategy (CEDS)

RECOMMENDATION:

Staff recommends that the Planning Commission ADOPT PC Resolution No. 26-02 recommending that the City Council:

— 1. DETERMINE that the recommended action is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15061(b)(3) - Common Sense Exemption and section 15262 - Feasibility and Planning Studies, because adoption of the CEDS is a policy and planning action that does not approve, fund, or commit the City to any specific development projects, and it can be seen with certainty that the action will not cause a significant effort on the environment; and

— 2. ADOPT the City of San Jacinto Comprehensive Economic Development Strategy.

5. COMMUNITY DEVELOPMENT UPDATE

6. COMMISSIONER COMMENTS

7. ADJOURNMENT

DOCUMENTS RELATED TO OPEN SESSION AGENDAS (SB343) - Any public record, relating to an open session agenda item, that is distributed within 72 hours prior to the meeting is available for public inspection at the public counter located in the Administration Building of City Hall, 595 S. San Jacinto Avenue, San Jacinto, CA 92583.

I, Lori Matley, Community Development Clerk of the City of San Jacinto, do hereby certify that I caused to be posted the foregoing agenda this July 23, 2026 as requested by law.

Lori Matley, Community Development Clerk

Date Posted: July 23, 2026

July 28, 2026

TO:	Planning Commission
REQUESTED BY:	Lori Matley, Community Development Clerk
APPROVED BY:	Kevin White, Community Development Director
SUBJECT:	Planning Commission Meeting Minutes

RECOMMENDATION:

Staff Recommends that the Planning Commission **APPROVE** the Planning Commission Regular Meeting Minutes of June 23, 2026.

Attachments

Minutes of Regular Planning Commission Meeting of June 23, 2026.pdf

Planning Commission Regular
Meeting Action Minutes

Tuesday, June 23, 2026

PATRICIA SCOTT, CHAIR
JOHN GAGNEPAIN, VICE-CHAIR
CORINNE AWAD, SECOND VICE-CHAIR
TAURUS JONES, COMMISSIONER
MICHELLE PETERSON, COMMISSIONER

ACTION MINUTES
PLANNING COMMISSION - REGULAR MEETING
JUNE 23, 2026
6:00 PM OPEN SESSION

COMMUNITY CENTER
625 S. PICO AVENUE
SAN JACINTO, CA 92583

1. ORGANIZATION

Chair Patricia Scott called the Meeting to order at 6:00 p.m.

1.1 Roll Call

Community Development Clerk Lori Matley conducted the roll call.

Present: Commissioner John Gagnepain, Commissioner Taurus Jones, Commissioner Michelle Peterson, Commissioner Patricia Scott
Absent: Commissioner Awad

1.2 Pledge of Allegiance

Commissioner Jones led the Pledge of Allegiance.

2. PUBLIC COMMENTS

2.1 Public Comments

There was one public comment.

- Shaul Rosen-Rager

3. MINUTES

3.1 Minutes of the Planning Commission Regular Meeting of May 26, 2026

A motion was made by Commissioner Peterson and seconded by Commissioner Jones to approve the Regular Planning Commission Meeting Minutes of May 26, 2026. **Motion carried** 4/0.

AYES:	Gagnepain, Jones, Peterson, Scott
NAYS:	None
ABSENT:	Awad

ABSTAIN: None

4. PUBLIC HEARINGS

4.1 Conditional Use Permit for Type 21 Alcohol Sales (Poppy Market)

Associate Planner Frank Chen presented the Staff Report.

The applicant Steve Rawlings was present and agreed with the conditions of Approval.

Commissioner Scott opened the Public Hearing at 6:19 pm.

There were no public comments.

Chair Scott closed the Public Hearing at 6:19 pm.

Following discussion by the Planning Commission, a motion was made by Commissioner Jones and seconded by Commissioner Peterson to: 1. **DETERMINE** that pursuant to the California Environmental Quality Act (CEQA), the project is categorically exempt in accordance with CEQA Guidelines Section 15301 (Class 1, Existing Facilities). 2. **APPROVE** Conditional Use Permit (USE25-0107) for a Type 21 license to allow the sale of alcoholic beverages (beer, wine, and distilled spirits) for off-site consumption within an existing 3,470-square-foot convenience store (Poppy Market). **Motion carried** 4/0.

AYES:	Gagnepain, Jones, Peterson, Scott
NAYS:	None
ABSENT:	Awad
ABSTAIN:	None

5. COMMUNITY DEVELOPMENT UPDATE

Community Development Director Kevin White provided an update on the following:

- Development Activity
- Soboba Crossroads
- Agave Restaurant
- 2026 Event Schedule
- Esplanade Widening

6. COMMISSIONER COMMENTS

Commissioners provided their comments.

7. ADJOURNMENT

With no further business to discuss, Chair Scott adjourned the meeting at 6:28 p.m.

Respectfully submitted,

Planning Commission Secretary

City of San Jacinto
Planning Commission

Planning Commission Chair

July 28, 2026

TO:	Planning Commission
REQUESTED BY:	Tara Magner, Economic Development & Special Projects Administrator
APPROVED BY:	Kevin White, Community Development Director
SUBJECT:	City of San Jacinto Comprehensive Economic Development Strategy (CEDS)

RECOMMENDATION:

Staff recommends that the Planning Commission **ADOPT** PC Resolution No. 26-02, recommending that the City Council:

1. **DETERMINE** that the recommended action is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15061(b)(3) - Common Sense Exemption and section 15262 - Feasibility and Planning Studies because adoption of the CEDS is a policy and planning action that does not approve, fund, or commit the City to any specific development projects, and it can be seen with certainty that the action will not cause a significant effort on the environment; and
2. **ADOPT** the City of San Jacinto Comprehensive Economic Development Strategy.

DISCUSSION:

The proposed Comprehensive Economic Development Strategy (CEDS) is a long-range, strategy-driven framework intended to guide San Jacinto's economic growth, competitiveness, and resilience. The CEDS evaluates current economic and demographic conditions; identifies the City's strengths, weaknesses, opportunities, and threats; establishes strategic priorities and implementation actions; and provides measures for evaluating progress over time.

The City of San Jacinto has not previously adopted a formal CEDS. Adoption of this document will establish the City's first formal economic development road map and provide a coordinated foundation for aligning projects, partnerships, infrastructure priorities, and future funding requests with identified community needs.

The CEDS is a locally informed plan established by the U.S Economic Development Administration (EDA) that brings economic data, community priorities, strategic direction, implementation actions, and economic resilience into a single framework. The EDA describes a CEDS as a strategy-driven plan developed through a regionally owned process. The EDA recommends that the CEDS be updated every 5 to 10 years to remain current and support continued eligibility for certain EDA assistance programs.

Having an officially adopted CEDS positions the City to pursue additional grant opportunities by documenting the City's economic conditions, demonstrating a community-supported strategy, and identifying projects that advance established goals. A qualifying CEDS is a prerequisite for EDA funding opportunities, including Planning and Technical Assistance, Public Works and Economic Adjustment Assistance. It may also strengthen applications for other state and federal programs by demonstrating that proposed investments are part of a comprehensive, data-driven strategy. While the adoption of the CEDS does not guarantee grant eligibility or an award, and each funding opportunity will remain subject to its own program requirements, it provides a strong foundation for attracting investment and pursuing future investment opportunities that benefit the City.

Tierra West Advisors, in coordination with the City, prepared the proposed CEDS using existing City plans, technical studies, market information, economic development records, and community and stakeholder input. The document builds on the extensive outreach completed during the preparation of the Envision San Jacinto 2040 General Plan process, including focus groups, workshops, online engagement, social media, email outreach, and a bilingual mailer distributed to approximately 15,000 residential and business addresses.

The CEDS is organized into five principal sections: Summary Background; SWOT Analysis; Strategic Direction/Action Plan; Evaluation Framework; and Economic Resilience. Supporting sources and appendices provide the basis for the demographic, market, and policy information contained in the plan.

The CEDS does not amend the General Plan or zoning regulations and does not authorize any individual development, infrastructure, or funding project. Each future action will remain subject to its own review, approvals, funding authorization, and environmental analysis, as applicable.

ANALYSIS:

Purpose and Role of the CEDS

The CEDS is intended to function as an implementation-oriented road map for City decision-making and partnership development. It connects the City's economic development priorities to measurable actions, allowing staff and policy makers to track outcomes, revisit assumptions, and adjust strategies as market conditions change. It can also support grant readiness by documenting local needs, investment priorities, and the relationship between proposed initiatives and the City's broader economic strategy.

Key Conditions Identified

The CEDS identifies several economic conditions and opportunities that will influence San Jacinto's long-term economic development, which include following:

- Continued population and housing growth will expand the City's workforce and consumer base while increasing the need for coordinated infrastructure and public services.
- Approximately 75 percent of the local labor force commutes outside the community for work, reinforcing the need to expand local employment and higher-wage career pathways.
- More than 14 million square feet of industrial and business park development has been proposed or entitled, representing significant potential for private investment, employment growth, and infrastructure improvements, subject to future approvals and market conditions.
- Retail leakage in dining, entertainment, and general merchandise indicates opportunities to recapture resident spending and strengthen commercial corridors and Main Street.
- Soboba Casino Resort and nearby outdoor recreation generates significant regional visitation which creates opportunities to expand the City's visitor economy through additional lodging and visitor-serving commercial development.
- Transportation, utility, and broadband investments will be important to the City's long-term competitiveness and ability to accommodate balanced growth.

Strategic Direction

The CEDS vision is for San Jacinto to be a welcoming, connected, and resilient community with a strong, diversified economy; a skilled and upwardly mobile workforce; and vibrant place to live, work, shop, learn, and visit. Its action plan is aligned with seven priority topics from the Envision San Jacinto 2040 General Plan Economic Development Element:

1. Support for Business Community
2. Economic Diversification and Business Attraction
3. Enhanced Activity Corridors and Nodes
4. Revitalization of Main Street
5. Promotion of the Visitor-Serving Business Sector
6. Workforce Development
7. Fiscal Diversity and Sustainability

Implementation and Evaluation

The Evaluation Framework translates the plan into ten implementation strategies covering industrial development; Main Street and downtown revitalization; visitor economy and lodging; workforce alignment; retail leakage recapture; business retention and expansion; jobs-housing balance; regional corridors and connectivity; and fiscal sustainability and financing tools. Measures of success include job creation and local job capture, business formation and expansion, workforce participation and credential attainment, retail sales performance, infrastructure milestones, industry diversification, and growth in key municipal revenues.

Staff anticipates using the CEDS as a living management document. Progress should be reviewed regularly, with data and implementation priorities updated as needed. In addition, it is envisioned that the full strategy will be revisited on an approximately five-year cycle consistent with EDA guidance.

Economic Resilience

Economic resilience is integrated throughout the CEDS rather than treated as a separate initiative. The plan addresses diversification, business continuity, workforce transition capacity, infrastructure reliability, fiscal preparedness, and coordination with regional, state, and federal partners. This approach is intended to help the City anticipate and respond to economic downturns, supply-chain disruptions, public health events, natural hazards, extreme heat, wildfire, and other long-term stressors.

GENERAL PLAN CONSISTENCY

The CEDS is consistent with and implements the economic development direction of the Envision San Jacinto 2040 General Plan. In particular, the plan carries forward the General Plan Economic Development Element's seven priority topics and related goals, policies, and actions. Adoption of the CEDS will not amend any General Plan land-use designation, development standard, or zoning regulation.

Planning Commission Review

The Planning Commission's review provides an opportunity to evaluate the CEDS for consistency with the General Plan's economic development vision and to make a recommendation to the City Council. Following the Commission's action, staff will transmit the recommendation, staff report, resolution, and CEDS to the City Council. The City Council will consider final adoption at a future noticed public meeting.

ENVIRONMENTAL REVIEW

Staff recommends a determination that the adoption of the CEDS is exempt from CEQA pursuant to CEQA Guidelines section 15061(b)(3) - the common-sense exemption and 15262 - Feasibility and Planning Studies, because the CEDS is a policy and planning document. Its adoption will not approve, finance, or commit the City to a specific physical project and will not itself result in a direct or reasonably foreseeable indirect physical change in the environment. Any future project proposed to implement the CEDS will be evaluated independently in compliance with CEQA guidelines before project approval, as applicable. Accordingly, it can be seen with certainty that adoption of the CEDS itself will not have a significant effect on the environment.

FISCAL IMPACT:

There is no direct fiscal impact associated with the Planning Commission's recommendation or the City Council's adoption of the CEDS. Implementation of individual strategies may require future staff time, consultant services, capital investment, grant matching funds, or other appropriations. Any expenditure requiring authorization will return through the City's normal budget, procurement, and approval processes.

Attachments

PC_Resolution_26-02.pdf
2026_San_Jacinto_Comprehensive_Economic_Development_Strategy_FINAL.pdf

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE)
CITY OF SAN JACINTO)

PC RESOLUTION NO. 26-02

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN JACINTO RECOMMENDING THAT THE CITY COUNCIL ADOPT THE CITY OF SAN JACINTO COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

WHEREAS, the City of San Jacinto has prepared its first official Comprehensive Economic Development Strategy (CEDS) to provide a long-range, strategy-driven framework for economic growth, competitiveness, resiliency, and investment priorities; and

WHEREAS, the CEDS evaluates the City's demographic and economic conditions, identifies strengths, weaknesses, opportunities, and threats, establishes strategic priorities and implementation actions, and provides an evaluation framework for measuring progress; and

WHEREAS, the CEDS builds upon the Envision San Jacinto 2040 General Plan, technical studies, market information, economic development records, and community and stakeholder input, including outreach conducted during the General Plan update process; and

WHEREAS, the strategic direction of the CEDS is organized around support for the business community, economic diversification and business attraction, enhanced activity corridors and nodes, revitalization of Main Street, promotion of visitor-serving businesses, workforce development, and fiscal diversity and sustainability; and

WHEREAS, an officially adopted CEDS will provide a coordinated foundation for aligning projects, partnerships, infrastructure priorities, and funding requests with identified community needs, and may strengthen the City's eligibility and competitiveness for certain federal, state, and other grant funding opportunities; and

WHEREAS, the CEDS is a policy and planning document that does not amend the General Plan or zoning regulations and does not approve, finance, or commit the City to any specific development, infrastructure, or funding project; and

WHEREAS, the Planning Commission has reviewed the CEDS and recommends that the action is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15061(b)(3) - Common Sense Exemption and section 15262 - Feasibility and Planning Studies because adoption of the CEDS is a policy and planning action that does not approve, fund, or commit the City to any specific development projects, and it can be seen with certainty that the action will not cause a significant effort on the environment; and

WHEREAS, on July 28, 2026, the Planning Commission conducted a public meeting to consider the CEDS, at which time all interested persons were given an opportunity to be heard; and

WHEREAS, the Planning Commission has considered the entire record of proceedings, including the CEDS, the staff report, public testimony, and all other written and oral evidence presented.

NOW, THEREFORE, BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF SAN JACINTO:

Section 1. Recitals. The foregoing recitals are true and correct and are incorporated herein by reference.

Section 2. Environmental Determination. Based upon the whole of the record before it, the Planning Commission finds that:

A. The CEDS is a policy and planning document that will not approve, finance, or commit the City to a specific physical project;

B. Adoption of the CEDS will not itself result in a direct or reasonably foreseeable indirect physical change in the environment;

C. Any future project proposed to implement the CEDS will be subject to independent review under the California Environmental Quality Act (CEQA), as applicable, before project approval; and

D. The action is exempt from CEQA pursuant to CEQA Guidelines section 15061(b)(3) - Common Sense Exemption and section 15262 - Feasibility and Planning Studies because adoption of the CEDS is a policy and planning action that does not approve, fund, or commit the City to any specific development projects, and it can be seen with certainty that the action will not cause a significant effect on the environment.

Section 3. Recommendation of Approval. Based upon the foregoing, the Planning Commission hereby recommends that the City Council:

A. Determine that adoption of the CEDS is exempt from CEQA pursuant to CEQA Guidelines section 15061(b)(3) - Common Sense Exemption and section 15262 - Feasibility and Planning Studies; and

B. Adopt the City of San Jacinto Comprehensive Economic Development Strategy dated June 8, 2026, as presented with the staff report and incorporated herein by reference.

Section 4. Record of Proceedings. The documents and materials that constitute the record of proceedings upon which this Resolution is based are located at the City of San Jacinto, 595 South San Jacinto Avenue, San Jacinto, California 92583. The custodian of the record is the City's Economic Development Department.

Section 5. Recommendation to City Council. Final action on adoption of the CEDS rests with the City Council. The Planning Commission's action on this item constitutes a recommendation to the City Council.

PASSED, APPROVED, AND ADOPTED at a regular meeting of the Planning Commission on the 28th day of July 2026 by the following vote:

AYES:
NAYS:
ABSENT:
ABSTAIN:

CITY OF SAN JACINTO:

____
Planning Commission Chair

ATTEST:

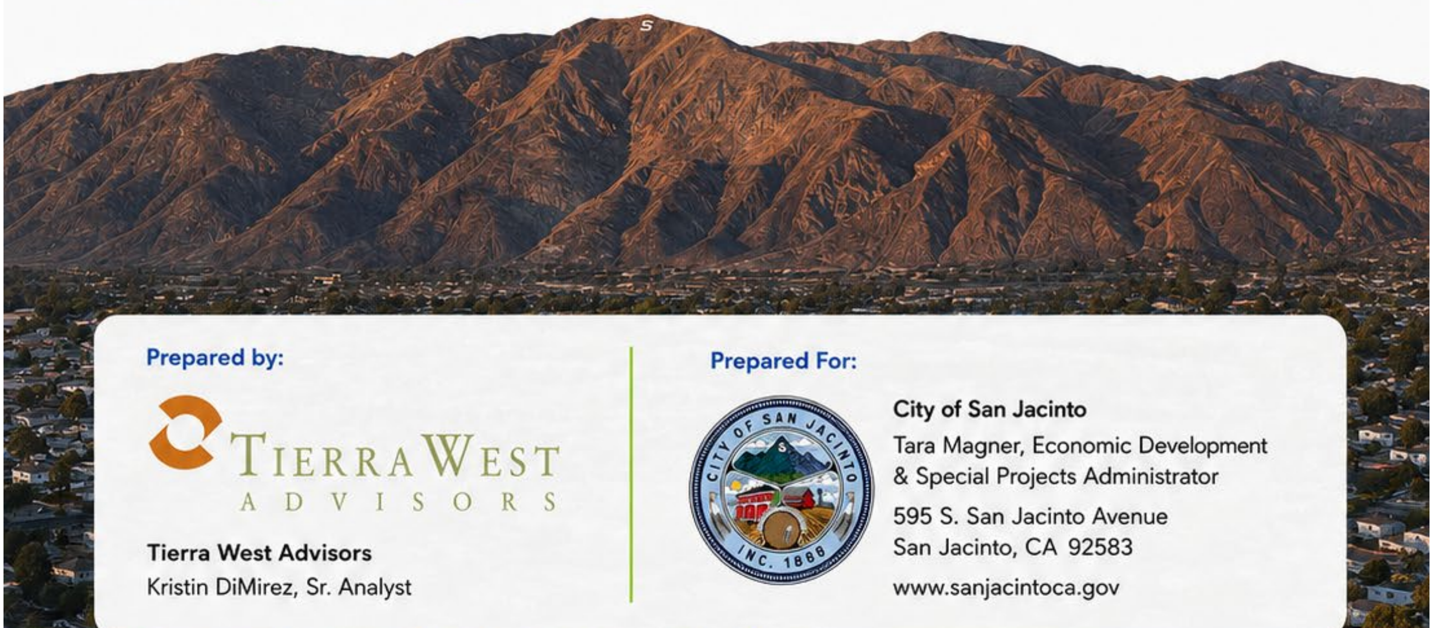
____
Planning Commission Secretary

CITY OF SAN JACINTO

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

CEDS

2026



Prepared by:

TIERRA WEST ADVISORS

Tierra West Advisors
Kristin DiMirez, Sr. Analyst

Prepared For:

City of San Jacinto
Tara Magner, Economic Development & Special Projects Administrator
595 S. San Jacinto Avenue
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www.sanjacintoca.gov

Introduction

A Comprehensive Economic Development Strategic Plan is a strategy-driven plan that guides the economic development of a region or area. It is developed through a collaborative planning process that analyzes economic conditions and helps establish goals, objectives, and investment priorities. The plan also helps develop and implement a plan of action and is used to support the City of San Jacinto's ("City") efforts to secure additional grants and funding opportunities.

Stakeholder engagement is key to building an economic development strategic plan, which should be updated and revisited at least every five years.

Executive Summary

Over the past decade, the City of San Jacinto has experienced sustained population growth that is reshaping its role within western Riverside County and the broader Inland Empire. The City encompasses approximately 26 square miles and is home to 60,376 residents as of May 2025. Under the Envision San Jacinto 2040 General Plan, growth is projected to continue, with the City expected to reach approximately 66,140 residents by 2027 and 86,913 residents at full buildout, an increase of 43.9% over current levels. This growth trajectory will directly influence workforce demand, housing supply, infrastructure capacity, public services, and the City's long-term fiscal health.

San Jacinto's economy is transitioning from an agricultural valley community into an emerging multi-cluster economy supported by housing growth, significant industrial development proposals, and major regional infrastructure investments. Employment is concentrated in retail and services, healthcare, education, construction, hospitality, and local government. However, the City faces a persistent job-housing imbalance: approximately 75% of the labor force commutes outside the community for work, limiting local spending capture and underscoring the importance of expanding local employment opportunities and strengthening higher-wage career pathways.

Market studies indicate notable retail leakage in dining, entertainment, and general merchandise categories. At the same time, the City benefits from strong regional visitation associated with Soboba Casino Resort and outdoor recreation. However, the City's limited supply of hotels and other visitor-serving amenities presents an opportunity to capture additional visitor spending, support new business investment, expand the local tax base, and diversify municipal revenues.

Community and Economic Profile

San Jacinto is located at the foothills of the San Jacinto Mountains in western Riverside County. The City's mountain views, open space, and historic downtown provide a strong sense of place that supports quality of life, community identity, and long-term economic development potential, particularly in placemaking, small business growth, and recreation-based tourism.

Population growth has been strong and steady. The City's population grew from 43,508 residents in 2010 to 60,376 in May 2025, with projections of 66,140 by 2027 and 86,913 at full buildout. San Jacinto is youthful and diverse: more than 27% of residents are under age 18 and the median age is 33.4 years, supporting a long-term workforce pipeline and continued demand for housing, education, and public services.

Housing reflects a family-oriented community with an average household size of approximately 3.5 people. Median household income is $66,721, generally below county and statewide benchmarks, highlighting both the City's affordability and the need to improve job quality and upward mobility. Income disparities are present across race/ethnicity and geography, consistent with occupational clustering and out-commuting patterns.

San Jacinto has become a center for affordable single-family housing within the Inland Empire. More than 7,500 units are in the development pipeline, with substantial long-term housing capacity envisioned under the General Plan. Housing growth increases the City's consumer base and labor force but also raises the importance of coordinated infrastructure planning so that water, sewer, transportation, broadband, and public facilities keep pace with new demand.

San Jacinto's local employment base includes retail and services, education, healthcare, construction, hospitality/entertainment, and public sector employment. Despite a solid workforce participation profile, the City's high out-commuting rate reflects limited local access to higher-wage employment and reinforces the need for targeted economic diversification and workforce development partnerships, including with Mount San Jacinto College and regional workforce agencies.

Market Conditions, Development Trends, and Infrastructure

San Jacinto is positioned for major industrial and commercial expansion, with more than 14 million square feet of industrial and business park development proposed. Signature concepts include a large commerce center and a proposed 1,897-acre annexation area planned for logistics and related employment uses, alongside residential development. This pipeline represents a significant opportunity for job creation and fiscal diversification, while also creating a need to manage infrastructure readiness, environmental constraints, and the risk of over-concentration in warehouse and distribution employment.

Retail market findings show substantial sales leakage in key categories, with residents frequently traveling to nearby communities to meet consumer needs. This indicates an opportunity to attract additional retail, dining, and entertainment offerings, especially in the downtown/Main Street area and along key activity corridors, so the City can capture more spending locally and reinforce community vibrancy.

Tourism and the visitor economy are anchored by Soboba Casino Resort, which draws approximately two million visitors annually. However, hotel and visitor-serving accommodations are limited, indicating potential to expand lodging, dining, and recreation-linked services to better capture visitor spending and grow transient occupancy tax (TOT) revenues.

Regional infrastructure investments will shape San Jacinto's competitiveness. The SR-79 Realignment and the planned Mid-County Parkway (SR-74) are expected to improve east-west and north-south mobility, strengthen connections to I-215 and other regional markets, and enhance the City's appeal for business park and industrial investment.

The following SWOT summary identifies the key strengths, weaknesses, opportunities, and threats shaping San Jacinto's economic future. The full SWOT table is presented in Section 2; the highlights below are interwoven throughout the goals, strategies, and implementation actions that follow.

SWOT Summary

Strengths

- Strategic location within Inland Empire, near major logistics and e-commerce hubs
- Abundant developable land (e.g., 1,897-acre annexation + multiple entitled subdivisions)
- Young, growing population (average household size > 3.5 persons)
- Pro-business local government with streamlined development review processes
- Competitive housing affordability compared to coastal and urban Southern California markets
- Educational resources including Mt. San Jacinto College and public school investment
- Major tourism asset in Soboba Casino Resort (~2M annual visitors)

Weaknesses

- Limited regional accessibility (dependent on future highway improvements)
- Lower adult educational attainment relative to regional and state benchmarks
- High rate of resident out-commuting for employment
- Retail leakage to neighboring communities (e.g., Hemet, Menifee)
- Limited availability of Class A office space and professional work environments
- Underutilized Main Street with low business density and limited placemaking elements
- Few hotel accommodations and minimal visitor-support infrastructure

Opportunities

- Major industrial expansion proposed: 14M+ sq. ft. in development pipeline (logistics, warehouses, manufacturing)
- Regional connectivity improvements via SR-79 Realignment and Mid County Parkway
- Potential for downtown revitalization and mixed-use Main Street activation
- Ag-tech, cannabis, and specialty crop development in historically agricultural areas
- Tourism and hospitality growth tied to outdoor recreation and casino-driven traffic

- Use grant funding to finance infrastructure and placemaking projects
- Workforce development partnerships with MSJC and Riverside County Workforce Board

Threats

- Infrastructure funding gaps for water, transportation, and broadband expansion
- Risk of over-concentration in warehouse/distribution sector jobs
- Competitive regional incentives offered by adjacent cities
- Increased state pressure for housing development may strain local services
- Volatility in logistics and industrial real estate markets
- Environmental threats (wildfires, drought, extreme heat)
- Broadband access gaps could limit growth in remote work or tech-sector industries

Strategic Direction: Vision, Values, and Priority Framework

Community engagement conducted through the Envision San Jacinto General Plan process informs the CEDS values and guiding principles, with priorities that emphasize mountain views and open space, a small-town feel, affordability, recreation, and growth that improves quality of life. Building on those values, San Jacinto's vision is to be a welcoming, connected, and resilient community with a strong, diversified economy; a skilled and upwardly mobile workforce; and vibrant places to live, work, shop, learn, and visit. The CEDS organizes strategic direction around seven priority topics drawn from the Envision San Jacinto 2040 General Plan Economic Development Element: Support for the Business Community; Economic Diversification and Business Attraction; Enhanced Activity Corridors and Nodes; Revitalization of Main Street; Promotion of Visitor-Serving Businesses; Workforce Development; and Fiscal Diversity and Sustainability. See Section 3 (Strategic Direction / Action Plan) for the full vision, values, and priority framework.

Stakeholder Engagement Overview

The CEDS builds on extensive community outreach conducted during the Envision San Jacinto General Plan update. Outreach objectives emphasized transparency, participation across residents and stakeholders, public awareness, meaningful input, community consensus-building, and long-term trust.

Engagement methods included a dedicated General Plan website, visioning workshops, an email distribution list, social media outreach, and a bilingual direct mailer delivered to approximately 15,000 addresses (residents and businesses). Workshop polling indicated the direct mailer was the most effective outreach tool, reflecting broad community reach and inclusive participation.

The strategic priorities in the CEDS respond directly to the SWOT findings and provide a coordinated framework for public and private investment. The plan emphasizes business retention and expansion, economic diversification, corridor and node development, Main Street revitalization, visitor-serving uses, workforce development, and long-term fiscal sustainability.

Economic resilience is integrated throughout, emphasizing diversification, infrastructure readiness, climate adaptation, and preparedness for disruptions. Implementation is intended to be guided by measurable indicators related to job creation, business growth, workforce outcomes, infrastructure investment, and fiscal health, with regular evaluation and updates to keep the CEDS relevant over time.

Overall, the 2025 CEDS establishes a clear, structured roadmap for guiding San Jacinto's growth in a manner that strengthens competitiveness, improves quality of life, and expands opportunity for residents and businesses.

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- 6. Appendices

1. Summary Background

San Jacinto, California is a scenic community located at the foothills of the San Jacinto Mountain range in western Riverside County. Founded in 1870 and incorporated on April 9, 1888, San Jacinto is one of Riverside County's oldest communities. For over 100 years, the City has been home to a thriving agricultural industry as farmers and ranchers flocked to the fertile valley along the natural hot springs. Today, nearly 140 years after incorporation, San Jacinto is home to 60,376 residents (May 2025), with a growing business and manufacturing hub, and continues to celebrate its deep-rooted historic and cultural heritage while proactively embracing new opportunities for growth and economic development. Looking forward, the City continues to value its history while planning for a prosperous and sustainable future. New opportunities for residential, commercial, industrial, and mixed-use development are envisioned alongside quality public services, facilities, and infrastructure.

San Jacinto is experiencing a unique renaissance as an attractive residential and growing retail location. Offering fresh air and a favorable year-round climate, the City's small-town atmosphere supports burgeoning business opportunities and long-term potential within its 26 square miles. The median age is 33.4 years, and some residents enjoy hiking, mountain biking, motorsports, and horseback riding, as well as exercising along the San Jacinto River Watershed area and enjoying the entertainment provided by the 485,000-square-foot, 200-room Soboba Casino Resort and Golf Course. San Jacinto is quickly becoming a leading destination for new development thanks to an abundance of available land, proactive City staff, and a progressive City Council that welcomes and supports new business ventures.

San Jacinto maintains its appeal as an affordable and family-oriented community. The average household size is 3.52 persons, underscoring the City's strong family demographic. The median household income is $66,721, and the median home value is $422,626, making the City an accessible location for both homebuyers and renters in Southern California.

A total of 7,532 new housing units are currently in the development pipeline, with over 1,600 units expected to be delivered within the next two years. Signature residential projects include the recently completed 369 unit Starling Place and Starling Pointe communities by DR Horton, the completed 157 unit Mountain Bridge Development by Century Communities, and the actively selling 622-unit Esplanade by LGI Homes, the Rancho Madrina with 151 homes and Smiths Landing development by KB Homes, currently under construction with 191 homes.

- The City's industrial and commercial sectors are well positioned for future growth. More than 14 million square feet of industrial development has been proposed, representing a significant opportunity for private investment, job creation, and long-term revenue generation, subject to market conditions and applicable approvals. The 9 million-square-foot San Jacinto Commerce Center by Shea Properties, spanning 475 acres, and the Mid-County Business Center, a proposed 1,897-acre annexation north of the Ramona Expressway that includes 5 million square feet of logistics space and 1,000 residential units.

Complementing these employment hubs, the city is also seeing significant retail momentum. Key anchors include Walmart, Stater Bros., and Cardenas, with new entries such as Dollar Tree, O'Reilly Auto Parts, and the entitled Vallarta grocery store set to enhance the city's regional retail offerings.

Transportation infrastructure projects are further reinforcing San Jacinto's regional connectivity. Notably, the SR-79 Realignment and the $1 billion Mid-County Parkway (SR-74) are poised to improve east-west and north-south mobility throughout the San Jacinto Valley. These investments will enhance logistics efficiencies and bolster the city's appeal to both employers and residents.

Together, these demographic and development trends illustrate San Jacinto's growing role as a regional center for logistics, housing, and retail in Riverside County. The City's favorable cost of living, expanding labor force, and pro-growth policies position it as a prime destination for sustained economic investment.

Population and Demographics

Riverside County is the fourth largest county in California and tenth largest in the United States. San Jacinto's population has grown from 43,508 in 2010 to 60,376 in May 2025, with projections of 66,140 by 2027 and 86,913 at full buildout, a 43.9% increase over current levels.

- Median Age: 33.4 years (younger than Riverside County average of 36.6).
- Youthful Population: More than 27% under the age of 18, creating a strong future labor pipeline.

- Diversity: San Jacinto is a majority-Hispanic community (65% Hispanic/Latino) with significant racial and ethnic diversity.
- Households: 15,600 households in 2024, projected to reach 16,600 by 2029. Average household size is 3.5 persons.
- Income: Median household income is $66,721, below the Riverside County average, while average household income is higher at $88,182, reflecting income disparities.
- Educational Attainment: 32% are high school graduates, 25% have some college, and 20% hold an associate's degree or higher; only 8.4% hold a bachelor's degree.

Housing and Residential Growth

San Jacinto has become a center for affordable single-family housing within the Inland Empire. Over 7,500 units are in the development pipeline, including large projects like The Cove (498 units), Esplanade (622 units), and Rancho Madrina (151 units). At full buildout, the General Plan envisions 32,000+ new housing units and balanced growth to support the region's jobs-housing demand.

Labor Force and Employment

The City's workforce participation is high, but 75% of residents commute outside the San Jacinto Valley for employment. Local job growth is concentrated in:

- Retail and Services: Walmart, Stater Bros., Cardenas, and new entrants like Dollar Tree and O'Reilly.
- Education and Healthcare: San Jacinto Unified School District, Mt. San Jacinto College, and expanding regional health facilities.
- Construction and Logistics: Fueled by housing growth and industrial expansion.
- Tourism and Hospitality: Soboba Casino Resort attracts more than 2 million visitors annually, but the hotel market study shows unmet lodging demand, with potential for multiple new hotels.

Industrial development has the potential to reshape the local economy. More than 14 million square feet of industrial/business park space is entitled or proposed, led by the San Jacinto Commerce Center (9M sq. ft.) and Mid-County Business Center (5M sq. ft.), which could create thousands of new jobs in logistics, manufacturing, and e-commerce.

Retail and Sales Leakage

Retail market studies show that San Jacinto captures only a portion of regional demand. Significant leakage exists in general merchandise, apparel, dining, and entertainment, forcing residents to shop in Hemet, Menifee, or Temecula. With household growth and rising incomes, the City is well-positioned to attract experiential retail, dining clusters, and entertainment venues, particularly in its downtown and along major corridors.

Infrastructure and Regional Connectivity

San Jacinto's growth is tied to major infrastructure investments:

- State Route 79 Realignment will enhance north-south connectivity and open land for industrial development.
- Mid-County Parkway (SR-74) is a $1B project that will provide a high-capacity east-west link between I-215 and SR-79.
- A potential Metrolink extension could connect the Valley to regional commuter rail.
- Broadband expansion remains a local need, especially for business attraction and remote workers.

Planning and Strategic Vision

The City has adopted the Envision San Jacinto 2040 General Plan, which emphasizes:

- Supporting the business community.
- Diversifying the economy with healthcare, ag-tech, and light manufacturing.
- Revitalizing Main Street with place-based retail and cultural amenities.
- Promoting visitor-serving businesses, tourism, and lodging tied to Soboba Casino and outdoor recreation.
- Developing a skilled workforce through MSJC and regional partnerships.

Summary

San Jacinto is entering a transformative period. From a historic agricultural community, it is emerging as a regional hub for housing, industrial development, retail, healthcare, and tourism. Supported by a young and diverse population, large-scale development projects, and major infrastructure investments, San Jacinto is well-positioned to capture future growth in the Inland Empire while strengthening its identity and community fabric.

2. SWOT Analysis

Strengths

- Strategic location within Inland Empire, near major logistics and e-commerce hubs
- Abundant developable land (e.g., 1,897-acre annexation + multiple entitled subdivisions)
- Young, growing population (average household size > 3.5 persons)
- Pro-business local government with streamlined development review processes
- Competitive housing affordability compared to coastal and urban Southern California markets
- Educational resources including Mt. San Jacinto College and public school investment
- Major tourism asset in Soboba Casino Resort (~2M annual visitors)

Weaknesses

- Limited regional accessibility (dependent on future highway improvements)
- Lower adult educational attainment relative to regional and state benchmarks
- High rate of resident out-commuting for employment
- Retail leakage to neighboring communities (e.g., Hemet, Menifee)
- Limited availability of Class A office space and professional work environments
- Underutilized Main Street with low business density and limited placemaking elements
- Few hotel accommodations and minimal visitor-support infrastructure

Opportunities

- Major industrial expansion: 14M+ sq. ft. in development pipeline
- Regional connectivity improvements via SR-79 Realignment and Mid County Parkway
- Potential for downtown revitalization and mixed-use Main Street activation
- Tourism and hospitality growth tied to outdoor recreation and casino-driven traffic
- Use of grant funding to finance infrastructure and placemaking projects
- Workforce development partnerships with MSJC and Riverside County Workforce Board

Threats

- Infrastructure funding gaps for water, transportation, and broadband expansion
- Risk of over-concentration in warehouse/distribution sector jobs
- Competitive regional incentives offered by adjacent cities
- Increased state pressure for housing development may strain local services
- Volatility in logistics and industrial real estate markets
- Environmental threats (wildfires, drought, extreme heat)

Community Profile

Population, age, income, household, education, and racial/ethnic composition statistics for the City of San Jacinto are presented in Section 1, Population and Demographics. See that section for the canonical Derrigo May 2025 figures used throughout this plan.

Demographic & Socioeconomic Data

Demographic and socioeconomic statistics, including population growth, income, educational attainment, race/ethnicity, and household characteristics, are reported in Section 1, Population and Demographics. The implications below summarize how those data shape San Jacinto's SWOT profile.

Together, these demographic and socioeconomic dynamics underscore key elements of San Jacinto's SWOT profile. Population growth is a strength that expands the labor force and consumer base.

However, weaknesses include lower educational attainment relative to county and state benchmarks and a concentration of jobs in lower-wage sectors. Opportunities exist to align workforce development with regional growth industries such as clean energy, healthcare, and advanced logistics, while addressing threats posed by structural inequities and income disparities that can inhibit inclusive growth. Strategic actions should emphasize investment in human capital, expanded higher-education access, and stronger pathways into living-wage employment.

Regional Setting & Geography

San Jacinto sits in the San Jacinto Valley at the base of the San Jacinto Mountains, with extensive open space and outdoor recreation resources that are central to community identity and quality of life. Community values emphasize the "small-town feel," views of the mountains, and wide-open spaces that support recreation and eco-tourism potential. The City's Downtown/Main Street is a designated focus of revitalization efforts in the Economic Development Element, an anchor for cultural activity and heritage preservation.

Implications for SWOT/Strategy:

- Strengths: proximity to mountain/open space amenities; distinct downtown character.
- Opportunities: eco-recreation offerings; Main Street placemaking/historic storefront rehabilitation.

Climate (planning relevance)

San Jacinto experiences hot, dry summers and mild winters typical of inland Southern California, conditions that enable year-round recreation but heighten seasonal wildfire and drought management considerations. (For the environmental baseline, the City will coordinate with SCAQMD, Cal OES, CalFire, and the Santa Ana RWQCB for air, hazard, and watershed data.)

Implications for SWOT/Strategy:

- Opportunities: shoulder-season tourism and outdoor events.
- Threats: climate stressors, like heat, drought, wildfire.

Natural Resources & Eco-Tourism

Open space and mountain access (e.g., routes toward Idyllwild/San Jacinto Mountains) position the City for hiking, outdoor recreation, and visitor-serving businesses; tourism spillover complements entertainment anchors like Soboba Casino Resort. Community priorities explicitly value recreation and open space as an asset base.

Implications for SWOT/Strategy:

- Strengths: accessible outdoor amenities.

- Opportunities: trail-oriented retail/food, lodging, and event programming.

Population Growth & Distribution

City population, growth trajectory, and projections are reported in Section 1, Population and Demographics.

Implications for SWOT/Strategy:

- Strengths: expanding labor force and consumer base.
- Opportunities: plan greenway/park capacity alongside growth.

Income Differences (Race/Geography)

Citywide median household income and average household income are reported in Section 1. Median household income by race/ethnicity within San Jacinto shows meaningful variation, indicating differential access to higher-wage occupations and educational pathways:

- White: $70,519;
- Black/African American: $62,660;
- Asian: $81,439;
- Hispanic/Latino: $70,709;

Implications for SWOT/Strategy:

- Weaknesses/Threats: racialized income gaps that can map to neighborhoods.
- Strategies: target career pathways and small-business capital in underserved corridors.

Human Capital & Labor Force Characteristics

Educational attainment for residents age 25+ is reported in Section 1; approximately 16% hold a bachelor's degree or higher (of which roughly 8.4% is bachelor's-only), with larger shares at high school and some college, typical of Inland Empire labor markets and relevant to upskilling needs. Occupational structure skews toward transportation/moving (14.15%), office/admin support (10.92%), sales (9.67%), and construction/extraction (8.78%). Overall, white-collar roles comprise 44.8%, blue-collar 33.3%, and service/farm 21.9%.

Implications for SWOT/Strategy:

- Weaknesses: concentration in lower-wage/service/logistics roles can suppress household income growth.
- Opportunities: align MSJC and regional partners to stack credentials (healthcare, advanced manufacturing, business ops/IT), and connect residents to middle-skill jobs.

Cultural & Historic Resources

Community identity prioritizes the "Small Town Feel" and the revitalization of Main Street, a platform for cultural programming, façade improvements, and historic storefront preservation tied to economic development. These assets complement regional recreation/tourism to support a diversified visitor economy.

Implications for SWOT/Strategy:

- Opportunities: heritage-based placemaking, arts/market events, and small-scale hospitality/dining.

Environmental Baseline & Regulatory Coordination

The City's environmental baseline was established through the environmental review completed for the Envision San Jacinto- General Plan 2040. As part of the General Plan Update, the City prepared and certified a Program Environmental Impact Report in accordance with the California Environmental Quality Act (CEQA). The General Plan and associated EIR were approved by the City Council on November 15, 2022.

The General Plan EIR provides a comprehensive, citywide evaluation of environmental conditions, development constraints, and potential impacts associated with the City's planned growth through 2040. The analysis addresses environmental topics relevant to implementation of the CEDS, including:

- Air quality, greenhouse gas emissions, energy, and climate-related conditions;
- Hydrology, water quality, drainage, floodplains, and watershed resources;
- Biological resources, sensitive species and habitats, and consistency with the Western Riverside County Multiple Species Habitat Conservation Plan;
- Geology, soils, seismic conditions, wildfire hazards, and hazardous materials;
- Cultural, historic, archaeological, and Tribal cultural resources;
- Transportation, utilities, public services, noise, land use, and other environmental considerations; and
- Coordination with applicable local, regional, state, federal, and Tribal agencies.

The certified General Plan EIR will serve as the primary environmental reference for the CEDS and will help identify opportunities and constraints affecting land use, infrastructure sequencing, economic development investments, and project readiness. The General Plan EIR, its technical appendices, and related environmental documents are available through the City's General Plan Documents and Maps webpage.

As individual CEDS projects move forward, the City will determine whether additional project-specific environmental review, technical studies, permits, or agency consultation are required under CEQA, the National Environmental Policy Act (NEPA), or applicable funding-program requirements. The City will coordinate with EDA and other appropriate regulatory and funding agencies to integrate environmental compliance and resilience considerations into the planning and implementation of CEDS investments.

How this connects to SWOT & Strategic Direction

- Strengths: Mountain/open space amenities; downtown character; steady population growth.
- Weaknesses: Educational attainment gaps; occupational concentration in lower-wage sectors; income disparities by race.
- Opportunities: Eco-recreation and visitor-serving businesses; Main Street/historic activation; MSJC-led career pathways into middle-skill sectors.
- Threats: Climate stressors (heat/drought/wildfire) and uneven income growth.

These profiles directly support strategies for workforce upskilling, inclusive entrepreneurship, downtown revitalization, and visitor economy development, while guiding future project design to address environmental constraints and resilience.

Infrastructure Assets of the Area

Water and Sewer Infrastructure

Water and sewer services in San Jacinto are provided through a combination of City-operated utility systems and the Eastern Municipal Water District (EMWD). The City of San Jacinto Water Department provides potable water to approximately 40 percent of City residents, primarily within the central portion of the community. The City's water system includes approximately 125 miles of water mains, four active groundwater wells, three storage reservoirs with a combined capacity of 3.5 million gallons, and approximately 4,200 service connections. EMWD provides potable water service to other portions of the City and supports regional water-supply reliability through groundwater management, imported water connections, conservation efforts, and recycled-water programs.

The City also owns, operates, and maintains its wastewater collection system, which consists of approximately 178 miles of sewer mains and 2,774 manholes. Wastewater collected through the City system is conveyed to EMWD for treatment. Continued coordination between the City and EMWD is therefore essential to ensure sufficient water supply, wastewater-treatment capacity, and infrastructure investment.

With the City's population projected to increase by nearly 6.5 percent between 2024 and 2029, maintaining and expanding water and sewer capacity remains a priority. Continued investment in these systems will support residential growth and improve the readiness of planned commercial and industrial corridors, particularly along SR-79 and near future Mid-County Parkway interchanges.

Telecommunications and Broadband

Broadband access is increasingly critical for workforce development, remote work, and business growth. San Jacinto has historically faced gaps in high-speed internet availability, particularly in older residential and rural areas. However, state and federal broadband investment programs, combined with regional efforts, are expanding fiber and wireless coverage. Enhanced telecommunications capacity is needed to attract advanced manufacturing, logistics, and e-commerce firms, while supporting equity in education and digital skills training for residents.

Energy Distribution Systems

San Jacinto Power (SJP) is the City of San Jacinto’s locally controlled Community Choice Aggregation program and has provided electricity-generation services to eligible residents and businesses within the City since April 2018. SJP allows the City to exercise local control over energy procurement, generation rates, renewable-energy options, and customer programs. Its standard Prime Power service provides a minimum of 35 percent renewable energy, while customers may also select a 100 percent renewable-energy option.

Southern California Edison (SCE) continues to own, operate, and maintain the electrical transmission and distribution system, including power lines, meters, grid infrastructure, outage response, and electricity delivery. Customers receive a single bill from SCE that includes SJP’s electricity-generation charges and SCE’s transmission and delivery charges. Natural gas distribution is provided by Southern California Gas Company.

San Jacinto’s available land, solar resources, and locally controlled electricity-generation program provide opportunities to expand solar generation, battery storage, distributed-energy resources, and other clean-energy investments. Reliable and cost-competitive energy service is particularly important to the recruitment and retention of energy-intensive industries, including advanced manufacturing, food processing, cold-storage logistics, and ag-tech. Through San Jacinto Power and coordination with regional utility providers, the City can continue supporting energy reliability, renewable-energy development, workforce opportunities, and long-term economic resilience.

Transportation Modes and Connectivity

San Jacinto's infrastructure position is anchored by its roadway network and regional transportation improvements. The realignment of State Route 79 and the planned Mid-County Parkway will provide critical east-west and north-south mobility, linking the city to I-215 and regional markets. The city benefits from proximity to freight and logistics hubs in the Inland Empire, with opportunities to capture goods movement and distribution-related investment. Public transit service, provided by Riverside Transit Agency (RTA), connects San Jacinto to regional employment and education centers. Long-term planning efforts also prioritize "complete streets," bicycle, and pedestrian infrastructure to enhance workforce mobility and support downtown revitalization.

Economic Implications

Investment in water, sewer, broadband, energy, and transportation infrastructure directly supports San Jacinto's economic development strategy. Enhanced infrastructure capacity enables industrial and commercial development, strengthens workforce access, and improves quality of life for residents. Strategic upgrades are essential to reducing disparities in access, promoting inclusive growth, and ensuring the city is competitive for future business attraction and retention.

Emerging & Declining Industry Clusters

From agricultural valley town to multi-cluster city

San Jacinto's historic role as an agricultural and small-town service center has broadened with population growth, new Specific Plan areas, and land planned for Business Park (BP), Industrial (I), Commercial (C), and Downtown Village (DV) uses, providing distinct "homes" for modern industry clusters. The City's current major employers reflect this mix: higher education and K-12 (Mt. San Jacinto College; San Jacinto Unified), hospitality/entertainment (Soboba Casino Resort), municipal and county government, and light manufacturing (Edelbrock, Skyline, Rama).

Emerging clusters

Goods Movement, Logistics & Industrial Support Services

Past to Present: The Hemet, San Jacinto Valley's circulation spine, SR-79 (north, south) and SR-74/Florida Ave (east, west), has long carried regional traffic; Ramona Expressway adds a parallel goods corridor along the San Jacinto River. The City's Mobility Element prioritizes regional coordination with RCTC and Caltrans, right-of-way protection, and SR-79 project collaboration, positioning San Jacinto to capture the next wave of logistics and industrial users.

Projected impacts: As planned arterial and highway upgrades advance, San Jacinto's comparative advantage improves in first/last-mile distribution, e-commerce support, and light manufacturing with regional market access. This cluster strengthens jobs and non-residential investment in BP/I districts (capacity already envisioned in land use), while complete-streets and transit policies help workers reach job sites.

Visitor Economy: Lodging, Entertainment & Outdoor Recreation

Past to Present: The Soboba Casino Resort is a top regional draw and a major employer. The City's adopted economic development policies explicitly support new hotel development to serve the regional visitor market and grow transient occupancy tax (TOT).

Projected impacts: Additional hotels near regional corridors and recreation access points (Idyllwild/San Jacinto Mountains) would diversify revenues, create management and service jobs, and reinforce Main Street activation. The City's mobility program (transit/active modes) and trails policies further knit entertainment, downtown, and outdoor assets into a broader visitor experience.

Healthcare, Education & Training (Ed-Med)

Past to Present: Mt. San Jacinto College and San Jacinto Unified anchor Ed-Med employment today. The General Plan's infrastructure and facility policies commit the City to coordinate population projections, facilities planning, and CIP priorities, a platform for program growth and new allied-health, skilled-trades, and business operations training.

Projected impacts: Expanded training pathways (stackable certificates/AA) can move residents from service/transportation roles into middle-skill jobs that are more resilient across cycles, strengthening household incomes and employer retention.

Light Manufacturing & Specialty Production

Past to Present: The presence of Edelbrock (foundry), Skyline (manufactured homes), and Rama (components) signals a base of light industrial and specialty fabrication in San Jacinto. Land use capacity in BP and Industrial districts provides room for supplier networks and value-added operations.

Projected impacts: With infrastructure readiness and workforce partnerships, the City can target advanced machining, assembly, and clean-tech suppliers seeking Inland Empire space with competitive costs.

Downtown/Experiential Retail & Services

Past to Present: To counter vacancies and capture resident/visitor spending, City policy calls for replacing/filling vacated businesses and supporting additional retail development. Mobility policies add complete-streets and park-and-ride tools that improve access to the Downtown Village and commercial corridors.

Projected impacts: Curated food/beverage, personal services, and cultural programming can lift sales tax, extend dwell time, and reinforce the City's brand as a gateway to recreation.

Regulated "New Economy" Uses (e.g., Cannabis Supply Chain)

Past to Present: The General Plan considers facilities that serve the cannabis industry in defined areas.

Projected impacts: In tightly regulated zones with compliance and security, ancillary uses (testing, packaging, logistics) can generate jobs and lease absorption while the City monitors fiscal and community impacts.

Clusters under pressure / at risk of decline

1. Legacy Stand-Alone Retail (select categories)

Signal: The City's policy focus on replacing/filling vacated businesses and supporting new retail indicates stress in older retail formats.

Implications: Repositioning toward experience-led, food-and-beverage, and services (especially in Downtown Village) is key to capturing spending that currently leaks to nearby cities.

2. Over-concentration Risk in Lower-Wage Roles

Signal: The City's transportation and ED policies explicitly plan for logistics/industrial growth while emphasizing regional coordination and monitoring of fiscal impacts.

Implications: Without upskilling and diversification (Ed-Med, light manufacturing), an over-weight in lower-wage roles could suppress median incomes and local spending. Targeted workforce investments can mitigate this risk.

Capacity-Building Levers (Cross-Cutting)

- Land Use Readiness: General Plan designations (BP, I, DV, C) and right-of-way protection support site readiness and private investment.
- Mobility & Access: Regional coordination with RCTC/Caltrans and complete-streets/active transportation improve labor access and customer reach.
- Retail/Hospitality Revenue Strategy: Policy support for new hotels and retail reinvestment expands the tax base and downtown vitality.
- Workforce & Facilities Planning: Ongoing coordination on public facility master plans and CIP ties infrastructure to cluster growth and equity goals.

Bottom line: San Jacinto's emerging strengths (logistics/industrial support, visitor economy, Ed-Med, light manufacturing, and experiential retail) are enabled by land use capacity, regional mobility projects, and clear policy support. At-risk segments (legacy retail formats; over-concentration in lower-wage roles) can be addressed through downtown activation, hotel development, and targeted workforce pathways. Together, these moves build capacity for inclusive economic growth and sharpen the City's competitive position in the Inland Empire.

San Jacinto's Economy in Regional and State Context

San Jacinto's economy reflects both the strengths and challenges of being a smaller Inland Empire city positioned within one of California's fastest-growing counties. Riverside County has historically been one of the state's key growth centers, benefiting from population expansion, logistics corridors, and affordability relative to coastal metros. San Jacinto contributes to this dynamic by offering available land, a young and growing population, and emerging clusters in hospitality, health care, and light industrial uses.

Population and Demographics

San Jacinto's population trajectory is reported in Section 1, Population and Demographics. While the City's growth is significant, it is modest relative to Riverside County's overall pace, where larger logistics hubs and suburban communities are absorbing higher shares of new residents. San Jacinto's young median age (33.4) positions it for long-term workforce growth.

Income and Economic Disparities

Citywide median household income is reported in Section 1, Population and Demographics ($66,721, below Riverside County's ~$80,000 and California's ~$91,000). This reflects structural factors, including the City's concentration of service and retail employment, limited higher-wage industries, and persistent out-commuting. However, San Jacinto has a growing share of households in the $75,000, $125,000 income range, suggesting that higher-earning families are beginning to establish a presence.

Education and Workforce Characteristics

Educational attainment in San Jacinto lags behind county and state benchmarks. Approximately 16% of adults hold a bachelor's degree or higher (of which roughly 8.4% is bachelor's-only), compared to approximately 22% in Riverside County and 36% statewide. This gap limits the City's immediate competitiveness for knowledge-based industries, though ongoing investments in Mount San Jacinto College and strong high school graduation rates are creating a foundation for improvement.

Sectoral Positioning

Relative to the county and state, San Jacinto is less competitive in logistics and advanced manufacturing, sectors that have boomed along the I-10 and I-215 corridors. However, the City is positioned to capture growth in hospitality (Soboba Casino Resort), health care, and small-scale manufacturing. These emerging clusters align with San Jacinto's land availability and workforce profile, and provide diversification potential compared to Riverside County's heavy reliance on goods movement.

Advantages

- Affordable land and housing relative to most of Riverside County and California.
- Regional connectivity improvements (Route 79 realignment, Mid-County Parkway) that will strengthen access to job centers.
- A youthful and diverse population that ensures long-term labor force availability.
- Established community-serving retail base and opportunities for experiential downtown revitalization.

Disadvantages

- Lower educational attainment and income levels compared to county and state averages.
- Continued reliance on out-commuting, limiting local spending capture and sales tax revenue.
- Weaker access to major logistics corridors compared to nearby cities like Moreno Valley or Perris.

While San Jacinto faces structural disadvantages in educational attainment and wage levels, its affordability, growth trajectory, and emerging industry clusters create competitive opportunities distinct from Riverside County's logistics-heavy model and California's high-cost coastal economies. By focusing on sector diversification, workforce development, and infrastructure upgrades, San Jacinto can position itself as a complementary Inland Empire economy that leverages its unique assets while addressing its disparities.

Labor Market Overview

The regional labor force in and around San Jacinto is shaped by the City's affordability, young demographic profile (average household size: 3.52 persons), and proximity to major employment centers such as Moreno Valley, Menifee, and Beaumont. The median household income within San Jacinto is $66,721, below the Riverside County average of approximately $80,000, reflecting structural wage gaps tied to educational attainment and out-commuting.

Primary Employment Sectors

Based on recent growth trends and occupational clustering in the region, major employment categories include:

- Retail Trade: Significant presence across San Jacinto Avenue and Sanderson Avenue corridors.
- Healthcare and Social Assistance: Reinforced by the presence of Mt. San Jacinto College and growth in regional medical facilities.
- Education Services: Anchored by local institutions such as San Jacinto Unified School District and MSJC.
- Construction and Logistics: Driven by the development pipeline of over 14 million sq. ft. of industrial/distribution space and active residential subdivisions.
- Hospitality and Entertainment: Soboba Casino Resort alone attracts over 2 million annual visitors, creating thousands of direct and indirect jobs in entertainment, food service, and hospitality.

Employment Base Expansion Potential

- San Jacinto Commerce Center (9M sq. ft.) and Mid-County Business Center (5M+ sq. ft.) are projected to create thousands of logistics and manufacturing jobs.
- New housing (7,532 units in pipeline) will support the local labor force, creating additional demand for education, health care, retail, and service occupations.

Educational Attainment & Workforce Pipeline

While educational attainment levels have historically trailed the state average, San Jacinto shows promise through:

- High public school graduation rates
- Expansion of Mount San Jacinto College programs, including vocational and entrepreneurial training
- Workforce development partnerships with Riverside County and business incubators in planning

Labor Force Growth and Commuting Patterns

Despite historically high out-commuting patterns, new commercial and industrial development is expected to create greater job-housing balance. Regional infrastructure investments, including the SR-79 realignment and Mid-County Parkway, will improve commuter access and reduce travel times, making San Jacinto more competitive for both residents and employers.

Regional Economic Linkages

San Jacinto's strategic location within western Riverside County positions it as a key emerging hub within the broader Inland Empire regional economy, one of the fastest-growing economic corridors in the western United States. The city benefits from multiple economic linkages that connect it to established industrial, agricultural, and logistics ecosystems throughout Southern California.

Inland Empire Logistics and Industrial Corridor

San Jacinto sits within an hour's drive of major logistics and e-commerce centers in Perris, Moreno Valley, Beaumont, and San Bernardino, areas that collectively form a core of the Inland Empire's warehousing and distribution economy:

- Proximity to Amazon fulfillment centers, Walmart logistics hubs, and BNSF/Union Pacific intermodal rail yards strengthens San Jacinto's appeal for new industrial tenants.
- The planned Mid-County Business Center (1,897 acres, 5M+ sq. ft. of logistics space) and San Jacinto Commerce Center (9M sq. ft.) directly align with the Inland Empire's industrial expansion and labor demand.
- San Jacinto's access to key transportation improvements, including the SR-79 realignment and Mid County Parkway (SR-74), offers new east-west and north-south freight mobility advantages.

2. Agriculture and Ag-Tech Integration

Historically rooted in agriculture, San Jacinto remains closely tied to the region's farming and ag-processing economy:

- Located near the Perris Valley and San Jacinto Valley, the city is well-positioned to support ag-tech, crop research, cold storage, and processing facilities.
- Available land and favorable zoning have drawn interest from cannabis cultivation, greenhouse agriculture, and farm-to-market logistics operators, diversifying local economic outputs while leveraging legacy agricultural expertise.

Workforce and Commuter Connectivity

San Jacinto is part of a regional labor network that supplies workers to employment centers in:

- Moreno Valley, home to Riverside University Health System and major warehouse operations
- Menifee and Hemet, where retail, education, and healthcare employers contribute to regional economic interdependence
- Temecula and Murrieta, which offer opportunities for cross-sector employment in tourism, wine, and advanced manufacturing

Tourism and Recreation Spillover

San Jacinto is emerging as a secondary tourism node that leverages its adjacency to:

- The Soboba Casino Resort, which draws over 2 million annual visitors, supporting jobs in food service, retail, and entertainment
- The San Jacinto Mountains and proximity to Idyllwild, expanding access to hiking, outdoor recreation, and weekend tourism from coastal and inland metro areas

Stakeholder Engagement

The CEDS will include information about how and to what extent stakeholder input and support was solicited. The City has a repository of recent community engagement efforts, compiled during its most recent General Plan Update process.

Community Input: Envision San Jacinto was developed in late 2022 with extensive community input and reflects the community's vision for San Jacinto. A summary of the community outreach and public participation process is provided below and a detailed summary is included as Appendix A in the City's General Plan.

Outreach Objectives

Objectives established for the comprehensive outreach program were to:

- Conduct an open and transparent process
- Engage the full spectrum of San Jacinto community members, residents, business owners, landowners, and other stakeholders in the General Plan Update process
- Enhance public awareness of the project and its importance

- Gather meaningful community input, ideas, and feedback to shape the vision, alternatives, and policies to be included in Envision San Jacinto
- Build a framework to develop community consensus throughout the process
- Strengthen and expand relationships and trust between the City and community members

Envision San Jacinto Outreach

For all public workshops and meetings, the City of San Jacinto conducted extensive outreach, using a wide variety of methods and tools, to inform and encourage the community to participate in the update process. The following is a list of methods and tools used to inform the public of meetings, workshops, and the status of the work efforts.

- General Plan Website: The City maintains a website (www.sanjacinto.generalplan.org) devoted to informing the public about, and encouraging participation in, the update process. The website includes workshop materials, background information, and draft and final work products.
- Focus Group Briefings: The City held briefings with interested focus groups including representatives from the development community and community health and wellness stakeholders.
- E-mail distribution list: The list was developed and maintained over time, and included email contacts for agencies, organizations, stakeholders, and individuals.
- Social Media: The City regularly posted meeting notices and project updates to its social media platforms, including Facebook, X (formerly Twitter), Nextdoor, LinkedIn, and Instagram.
- Mailer: To specifically solicit input from all members of the San Jacinto community, the City prepared and delivered a bilingual direct mailer to every single resident and business in San Jacinto (15,000 addresses) to advertise Envision San Jacinto, provide specific information on the Visioning Workshops, and direct stakeholders to the website for more information. At the Visioning Workshops, participants were polled to understand how they heard about the Workshops; the number one response was the direct mailer, and the City is proud to have provided every single resident and business owner with an invitation to participate in the program.

Decide: insert (a) focus-group photo, (b) bilingual mailer flyer image, or (c) leave blank. Then delete the bracketed prompt.

3. Strategic Direction / Action Plan

Our vision is that San Jacinto will be a welcoming, connected, and resilient community with a strong, diversified economy; a skilled and upwardly mobile workforce; and vibrant places to live, work, shop, learn, and visit.

The following Values and Guiding Principles, developed to reflect the meaningful community input received at the Envision San Jacinto workshops, online surveys, from key community members and stakeholders, and elected and appointed officials, have guided the creation of the City's General Plan 2040. The General Plan reflects a vision focused on economic growth, community well-being, sustainability, safety, and efficient public services, guided by core values of integrity, inclusivity, and collaboration to support future growth and development.

Potential for Growth

San Jacinto values new development opportunities. Leveraging attributes that distinguish San Jacinto from other cities in Riverside County, key priorities have been identified. With significant areas of vacant or underdeveloped land available, San Jacinto can proactively plan to accommodate a wide variety of residential development types, including traditional single-family homes, townhomes, and apartments, while promoting commercial development to bring more jobs, goods, and services to the Valley. Future mixed-use development, especially in the Downtown Village area, represents an opportunity to bring housing closer to daily activities, promoting a more vibrant, walkable environment in key activity areas. Residents see San Jacinto as a City ready for growth and expansion, where values like affordability, the small-town feel, and views of the mountains attract new residents and businesses.

Goals/Objectives

The goals and policies identified in the Economic Development Element of the City's General Plan 2040 are focused on these areas of opportunity and underscore the City's commitment to being a place where workers, residents, visitors, and businesses can thrive, today and into the future. The City's Economic Development Element is organized into seven priority topics:

- Support for Business Community
- Economic Diversification and Business Attraction
- Enhanced Activity Corridors and Nodes
- Revitalization of Main Street
- Promotion of Visitor-Serving Business Sector
- Workforce Development
- Fiscal Diversity and Sustainability

Key Opportunities and Challenges

The Economic Development Element has been informed by community and stakeholder input gathered through outreach efforts and builds on research and analysis contained in the Economic, Demographic, and Real Estate Profile report completed in 2019 as part of the General Plan process. In May 2025, the City updated its Demographic Marketing Report, prepared by Derrigo Studies.

Given San Jacinto's regional position as well as market conditions and trends, the Profile report identified several key opportunities that could drive economic growth and development in the City. These include the following:

- The City's existing land use assets have positioned it to capture regional growth in industrial sectors, particularly ag-tech and cannabis cultivation, and in hospitality, particularly related to the new Soboba Casino Resort.
- Regional transportation infrastructure initiatives, including Route 79 realignment and the Mid-County Parkway, will improve access to the City and increase its attractiveness to residents, businesses, and visitors.
- Despite a high level of out-commute by residents, there is a relatively strong match between jobs held by residents and those available in the City. The City can leverage this match to drive economic development by continuing to promote the City's resident workforce to businesses who may consider relocating or opening a location in San Jacinto, as well as providing support for local entrepreneurship and small business creation.
- While much of the City's working population has relatively low educational attainment, high graduation rates at the City's public high schools and the continued growth of Mount San Jacinto College suggest that the City's future workforce may be higher-educated and higher-skilled, providing more opportunities for local economic development.
- The City's low accessibility is a disadvantage for the development of destination retail centers. However, current trends in retail shopping centered on experiential businesses, small and local shops, dining and drinking establishments, and entertainment venues. This trend can be well-suited for San Jacinto, particularly as the City looks to invest in its Downtown area. While some of these trends have been slowed by the COVID-19 pandemic, the outlook for effective and well-designed "place-based" commercial activity remains strong.

Goal 1: Support for Business Community

One of the City's most important assets in promoting economic growth is its existing economic base. Supporting existing local businesses so that they can thrive, grow, and adapt to changing economic conditions will not only help those businesses and their employees, but also demonstrate to other businesses that the City is a desirable place to locate. This support extends to residents, workers, and students who may be looking to establish or grow a business in the City.

The City's Economic Development Element is intended to guide the City's future policy decisions to support growth and strengthen the local economy.

Goal ED-1: A City that supports and promotes local business development.

- Policy ED-1.1: Support Businesses. Implement policies and programs that are responsive to the business community and ease the process of doing business with the City.
- Policy ED-1.2: Incentives and Services. Maintain an easily accessible menu of incentives and City services available to existing businesses to help facilitate growth and expansion.
- Policy ED-1.3: Business Investment. Support local property and business owners to reinvest in, and revitalize, commercial properties, including through incentives and streamlined processes.

- Policy ED-1.4: Partnerships. Develop and strengthen City partnerships with local and regional business organizations, such as chambers of commerce and industry associations.
- Policy ED-1.5: Opportunity. Encourage opportunities for training, access to capital, and networking for existing and prospective local business owners and entrepreneurs.
- Action ED-1a: Regularly review and solicit input from business community on existing incentives for business creation and property re-investment and update as appropriate.
- Action ED-1b: Establish and maintain partnership with Riverside County Workforce Development Center and Mount San Jacinto College to offer entrepreneurship training programs and business development resources.
- Action ED-1c: Maintain and expand business engagement efforts, including roundtable events, surveys, and awards and recognition events, in partnership with local chambers of commerce and other business associations in Riverside County and Inland Empire.
- Action ED-1d: Maintain a Development Code that supports investment and innovation in the City.
- Action ED-1e: Identify ways of simplifying the Business License and renewal process.
- Action ED-1f: Identify opportunities to leverage technology to simplify and speed up business interactions with the City.

Goal 2: Economic Diversification and Business

Goal 2: Economic Diversification and Business Attraction

A diversified economy makes cities stronger and more resilient in the face of changing economic trends. Businesses in today's economy are highly mobile, and firms consider a variety of factors when deciding where to locate or relocate. These factors include the ease with which a firm can get established and operate in a city, and the level of the city's investment in and responsiveness to its business community. San Jacinto has endeavored to distinguish itself as such a place. These trends, City efforts, and planned regional transportation infrastructure initiatives can help the City better attract a variety of industries and promote the development of a mixed economic base.

Goal ED-2: A community with a diversified economic base to promote job growth and resiliency.

- Policy ED-2.1: Targeted Development. Encourage the development of office parks and other commercial building formats serving the space needs of target industries, including retail, agricultural and high technology, manufacturing, and professional services.
- Policy ED-2.2: Support New Businesses. Develop and maintain policies and incentive programs available to support new businesses locating in the City.
- Policy ED-2.3: Medical Facilities. Continue to promote the establishment of local and regional serving medical facilities in San Jacinto to diversify economic activity and better serve the healthcare needs of San Jacinto Valley residents and businesses.
- Policy ED-2.4: Marketing. Continue to participate in marketing activities to educate employers about the City's resident workforce and promote opportunities available for new businesses.

- Action ED-2a: Identify undeveloped, underdeveloped, or unoccupied sites and buildings that present opportunities for business attraction, as well as City actions to improve marketability of sites.
- Action ED-2b: Develop marketing strategy to attract healthcare facilities, including identification of appropriate sites and of regional healthcare systems with potential interest in locating in City.
- Action ED-2c: Research and identify targeted industry events and marketing publications for City to participate in over next 2-3 years and update the strategy periodically thereafter.
- Action ED-2d: Work with regional partners to explore coordinated regional business attraction effort that will leverage individual city's assets and allow for greater overall investment in attraction initiatives.

Goal 3: Enhanced Activity Corridors and Nodes

New commercial development benefits from locating areas with high visibility and good access. Relatedly, creating clusters of a mix of uses, such as office, retail, and multifamily residential, serves to drive activity and growth in an area and create efficiencies in travel behavior. As part of the Land Use Plan, the City is promoting commercial and mixed-use development along several of its major circulation routes, at major intersections, and in proximity to activity centers, to support this focused location of new higher intensity uses.

Goal ED-3: A City that plans for enhanced activity corridors and nodes to drive synergistic commercial development.

- Policy ED-3.1: Transportation Corridors. Encourage and incentivize new retail, hospitality, and commercial development clusters along major transportation corridors, including the Ramona Expressway and State Route 79 and at major highway interchanges, leveraging locational assets and synergies.
- Policy ED-3.2: Higher Intensity Development. Encourage higher density housing and higher intensity employment space to locate in mixed use formats along the City's commercial corridors, near transit nodes, and in areas well served by the City's multimodal transportation network.
- Policy ED-3.3: Regional Coordination. Coordinate local infrastructure investments and initiatives with regional transportation improvements that enhance major corridors and nodes.
- Action ED-3a: Maintain easily accessible inventory of available commercial property sites, with focus on key corridors and nodes.
- Action ED-3b: Study the establishment of an Enhanced Infrastructure Financing District (EIFD) to support financing of targeted infrastructure investments in key development areas.
- Action ED-3c: Research state and federal grant programs with available funding to support infrastructure investments.

Goal 4: Revitalization of Main Street

San Jacinto's Main Street has many assets that could position it as a major focal point of activity in the City. While changes in market economics and public health priorities have presented challenges to the type of experiential commercial development associated with downtown neighborhoods, the trend towards place-based mixed-use activity centers is expected to continue in the future. Main Street's mix of walkability and central location all lend themselves to becoming a more vibrant live/ work/play center within the City.

Goal ED-4: A community with a vibrant and active Main Street.

- Policy ED-4.1: Main Street Development. Position development and infrastructure on Main Street to be oriented towards pedestrians, local businesses, and special programming, providing a unique and attractive experience for visitors, residents, and workers.
- Policy ED-4.2: Invest in Main Street. Encourage City investment in catalytic Main Street projects.
- Policy ED-4.3: Mixed-Use. Encourage the development and integration of a mix of uses in a "main street" setting that includes retail anchored stores, entertainment, office, retail, residential at various densities, and transit-oriented development and/or mix uses that provide regional draw.
- Policy ED-4.4: Character. Encourage economic development activities that support and preserve the unique character of Main Street area and its existing building stock.
- Policy ED-4.5: Walkable. Support efforts to create a safe, walkable environment where visitors to Main Street can "park once" and visit multiple destinations.
- Action ED-4a: Complete development of Civic Center complex centered on Vosberg Hotel and redevelopment of the former Virginia Lee site.
- Action ED-4b: Develop public-private partnership strategy, including marketing plan for development outreach, for other City-owned properties on Main Street that represent catalyst development opportunities.
- Action ED-4c: Collaborate with San Jacinto Valley Museum Association and other historic preservation organizations to develop a menu of incentives (local, county, state, and federal) available for the preservation of historic properties.
- Action ED-4d: Prepare Main Street-specific retail attraction/retention analysis to inform strategies on attracting tenants and business investment to Main Street.

Goal 5: Promotion of Visitor-Serving Business Sector

The tourism sector presents significant fiscal and economic opportunity for San Jacinto. Looking ahead, the City can build upon several existing assets to grow jobs and activity in the hospitality and visitor-serving industry, in particular, Soboba Casino Resort and Golf Course, which has created a major attraction that will draw visitors to the San Jacinto Valley region. Investment in complementary accommodations, businesses, marketing, and infrastructure can position San Jacinto as a connected destination for area visitors.

Goal ED-5: A City that promotes the hospitality and visitor-serving business sector.

- Policy ED-5.1: Visitor-serving. Support the development and promotion of visitor-oriented activities and businesses, with a focus on family-oriented activities, that build upon the attractions provided by the Soboba Casino Resort and Golf Course and regional outdoor activities, such as hiking trails in the San Jacinto Mountains.
- Policy ED-5.2: Hotels. Encourage the development of new hotel facilities in San Jacinto, especially at key corridors and nodes in the City best-positioned to serve the regional visitor population.
- Policy ED-5.3: Marketing. Promote San Jacinto's historic and recreational attractions to area visitors through marketing and wayfinding investments.
- Action ED-5a: Develop marketing strategy to attract new hotel uses, including identification of appropriate sites and study of visitor demographics.
- Action ED-5b: Collaborate with San Jacinto Museum and other major local attractions to develop tourism marketing strategy and associated materials.
- Action ED-5c: Develop a wayfinding plan to improve visitor attraction to and experience in Downtown and elsewhere in the City.

Goal 6: Workforce Development

The presence of a workforce suited to the needs of the local economy, particularly growth sectors, is a major component in business retention and expansion. Resident workers in San Jacinto today are overrepresented in the retail trade and healthcare industries as compared to the region, and underrepresented in industries that typically require higher levels of education and training, such as finance and insurance, and professional, scientific, and technical services. Aligning the resident workforce's skills with the needs of the businesses of today and tomorrow will have a critical impact on expansion and diversification of the City's economy.

Goal ED-6: A City that invests in workforce development.

- Policy ED-6.1: Workforce Development. Promote training, education, and labor support programs that enhance the quality of the City's labor force, and assist them in obtaining new employment opportunities.
- Policy ED-6.2: Coordination. Develop collaborative relationships between private and public entities to affect and maintain a comprehensive and coordinated economic development process.
- Policy ED-6.3: Vocational Training. Coordinate with Mount San Jacinto College to enhance, expand, and promote vocational training programs offered at the local campus.
- Action ED-6a: Partner with Mount San Jacinto College, the San Jacinto Unified School District, Hemet Unified School District, and Riverside County Workforce Development Center to develop entrepreneurship training program and small business incubator for area high school students.

- Action ED-6b: In partnership with Mount San Jacinto College, solicit input from current and prospective business owners regarding needed workforce skills and develop strategies for offering related educational and vocational programs locally.

Goal 7: Fiscal Diversity and Sustainability

Diversity in economic sectors helps to create resiliency and guard cities against the impacts of changes in commercial trends. Similarly, diversity in public revenue sources helps to protect a city's budget against downturns in revenue-generating activities. Like most cities in California, San Jacinto is primarily dependent on property and sales tax to fund day-to-day municipal operations. Attracting a range of real estate development and business types can lead to more sustainable revenues that are not overly dependent on any one sector of the market or economy. Supporting the growth of sales tax generating uses, such as retail establishments, that also serve community needs will continue to be a critical piece of the City's fiscal health. At the same time, there are additional tax- and fee-generating uses that are underdeveloped in the City and could provide a wider range of revenue sources to support future public investments in the community.

Additionally, while new residential development and new residents may require additional costs related to City services, increases in population can also drive growth in property tax and other General Fund revenues, as well as demand for new sales-tax generating business. Municipal costs related to residential growth will also be impacted by the location of that growth, for example, infill development utilizing existing service infrastructure will typically require lower levels of new capital investments and operations costs as compared to development of the periphery of the existing service area.

Goal ED-7: A City with improved fiscal diversity and sustainability.

- Policy ED-7.1: Full Utilization. Actively seek to replace or fill vacated businesses with users capable of generating fiscal revenue streams and providing amenities that support surrounding residents.
- Policy ED-7.2: Retail Support. Support additional retail development to increase sales tax revenues and expand retail amenities available to community and to visitors.
- Policy ED-7.3: Cannabis Industry. Consider the development of facilities that serve the needs of the cannabis industry in defined areas of the City.
- Policy ED-7.4: Hotels. Support the development of new hotels that will serve the regional visitor population and generate additional transient occupancy tax.
- Policy ED-7.5: Funding. Pursue a variety of public, private, and non-profit funding sources to fund community revitalization and economic development activities.
- Policy ED-7.6: Monitor New Development. Monitor fiscal implications of new development and consider strategies that ensure new development adequately and fairly mitigates impacts on City infrastructure and services costs.
- Action ED-7a: Maintain easily-accessible inventory of vacant and available commercial properties, organized by use type.

- Action ED-7b: Conduct regular study and update of City's current development impact fee levels, to ensure that fees on new development are adequate to cover fair share of costs for future infrastructure needs.

4. Evaluation Framework

Strategy 1: Industrial & Ag-Tech Cluster Development

Support absorption of entitled and designated industrial lands by targeting ag-tech, light manufacturing, value-added food production, and logistics-adjacent uses. Update land use and zoning tools to enable flexible industrial typologies. Coordinate with County workforce programs to align training pipelines with targeted sectors and explore partnerships with higher education institutions to support research, incubation, and applied technology. Prioritize infrastructure planning for utility capacity and transportation access to support site readiness.

Strategy 2: Main Street & Downtown Revitalization

Activate Main Street as a mixed-use commercial and civic corridor by enhancing public realm improvements, encouraging infill commercial development, and supporting small business formation. Develop a coordinated placemaking strategy including façade improvements, streetscape amenities, and event programming. Evaluate zoning updates to enable housing above retail, live-work units, and adaptive reuse. Partner with local organizations to expand community events that increase foot traffic and business visibility.

Strategy 3: Visitor Economy & Lodging Development

Encourage hotel and hospitality development to meet unmet regional demand and reduce fiscal leakage. Conduct market analyses to identify viable hotel concepts, optimal sites, and feasibility conditions. Align permitting and entitlement processes to facilitate private sector development and explore fiscal tools such as TOT alignment or infrastructure partnerships to support site readiness. Promote dining, entertainment, and experiential retail that complements lodging uses.

Strategy 4: Workforce & Talent Pipeline Alignment

Strengthen talent development pipelines by aligning City priorities with MSJC and regional workforce partners. Expand access to certificates, apprenticeships, and career pathways in priority sectors such as healthcare, industrial trades, and emerging technologies. Support youth career exposure initiatives and adult reskilling programs to increase credential attainment and connect residents to higher-wage local employment opportunities.

Strategy 5: Retail Leakage Recapture Strategy

Address retail leakage in dining, apparel, and entertainment by engaging retail brokers and developers, preparing data-driven marketing materials, and promoting priority commercial sites. Streamline entitlement processes to support neighborhood-serving retail, including grocery and convenience uses. Pair recruitment efforts with Main Street activation to improve business visibility and customer draw.

Strategy 6: Business Retention & Expansion (BRE) Program

Formalize a BRE program to support existing businesses, identify expansion opportunities, and address operational barriers. Conduct regular business outreach, coordinate resources for permitting and workforce, and share market insights to support growth. Track common business needs to inform City policy and program adjustments.

Strategy 7: Broadband & Digital Infrastructure Expansion

Improve broadband service and digital infrastructure to support remote work, modern industrial users, and digital services. Coordinate with ISPs and regional partners to expand coverage and increase capacity in growth areas. Pursue state and federal broadband funding to reduce infrastructure gaps and enable technology-driven economic activity.

Strategy 8: Jobs-Housing Balance Strategy

Ensure residential growth is accompanied by employment, services, and infrastructure by aligning housing and economic development policies. Evaluate land use allocations for employment-generating uses, promote mixed-use development, and coordinate infrastructure planning to support balanced growth. Monitor local job capture rates and adjust strategies to increase local employment opportunities.

Strategy 9: Regional Corridor & Connectivity Improvements

Advance major transportation and corridor projects such as SR-79 realignment and Mid-County Parkway to improve goods movement, workforce access, and business logistics. Coordinate with regional agencies on planning, funding, and phasing, and ensure land use decisions support corridor functionality and economic opportunity. Integrate multimodal improvements to enhance safety and connectivity.

Strategy 10: Fiscal Sustainability & Financing Tools

Diversify municipal revenue and leverage economic development financing tools to support long-term fiscal health. Explore mechanisms such as infrastructure grants, and public-private partnerships to advance catalytic projects. Monitor sales tax, TOT, and property tax performance to inform adjustments to economic development priorities and investment strategies.

Strategy × SWOT × Actions × Measures of Success

Strategy	SWOT Basis	Key Actions	Measures of Success
Industrial & Ag-Tech Cluster	Industrial land; unmet absorption demand; limited cluster development.	Target ag-tech and industrial users; update land use/zoning; coordinate workforce with MSJC and county programs; prioritize utility and transportation infrastructure.	Short: site outreach, entitlements completed. Medium: firms added, jobs created, assessed value growth.
Main Street & Downtown Revitalization	Underutilized corridor; mixed-use and small business opportunity.	Streetscape and public realm improvements; infill commercial support; evaluate mixed-use zoning updates; expand community events for foot traffic.	Short: facade improvements, new openings, events held. Medium: foot traffic growth, occupancy rates, sales tax lift.
Visitor Economy & Lodging Development	Unmet lodging demand; retail and dining leakage; Soboba Casino Resort as anchor.	Hotel feasibility study and site identification; streamline entitlement for hospitality uses; promote dining and experiential retail to complement lodging.	Short: feasibility complete, developer outreach. Medium: hotel keys added, TOT growth, reduced leakage.
Workforce & Talent Pipeline Alignment	Skills mismatch; MSJC presence; high out-commuting rate.	Align City priorities with MSJC and regional workforce partners; expand certificates, apprenticeships, and career pathways in healthcare, trades, and tech; support adult reskilling.	Short: programs launched, partnerships formalized. Medium: credentials issued, job placement rates, reduced out-commute.
Retail Leakage Recapture	Leakage in dining, apparel, and entertainment identified in market studies.	Engage retail brokers; prepare data-driven marketing materials; promote priority commercial sites; streamline entitlement for neighborhood-serving retail.	Short: broker leads, new tenant contacts. Medium: new tenants added, local sales tax growth, leakage reduction.
Business Retention & Expansion (BRE) Program	Local businesses lack structured support; high business-to-business connectivity needed.	Formalize BRE program with regular business outreach; coordinate permitting and workforce resources; track business needs to inform City policy.	Short: business contacts made, referrals provided. Medium: business retention and expansion rate, owner satisfaction.
Broadband & Digital Infrastructure	Broadband gaps; insufficient capacity for modern industrial and remote work uses.	Coordinate with ISPs and regional partners; expand fiber/wireless in growth areas; pursue state and federal broadband funding.	Short: plans adopted, grant applications submitted. Medium: coverage area, connection speeds, adoption rates.

Jobs-Housing Balance	Rapid residential growth with 75% out-commuting rate.	Align housing and economic development land use; promote mixed-use commercial nodes; monitor local job capture rates and adjust strategy.	Short: zoning updates, commercial node designations. Medium: job capture rate improvement, reduced out-commute, commercial occupancy.
Regional Corridor & Connectivity	SR-79 and SR-74 connectivity directly impacts industrial competitiveness and workforce access.	Coordinate with RCTC, Caltrans, and regional agencies on SR-79 and Mid-County Parkway; integrate multimodal improvements; align land use to support corridor function.	Short: active participation in regional planning, grant applications. Medium: project milestones, improved freight and commuter access.
Fiscal Sustainability & Financing Tools	Revenue dependence on property and sales tax; need for diversified base.	Explore EIFD formation; pursue infrastructure and economic development grants; monitor sales tax, TOT, and property tax performance.	Short: financing tools evaluated, partnership plans developed. Medium: revenue source diversification, catalytic project funding secured.

5. Economic Resilience

Economic resilience refers to the ability of a community to anticipate, withstand, adapt to, and recover from economic shocks, disruptions, and long-term stressors while continuing to support residents, businesses, and public services. For the City of San Jacinto, economic resilience is not a standalone concept, it is embedded throughout the CEDS via strategies related to diversification, workforce development, infrastructure readiness, fiscal sustainability, and business continuity.

San Jacinto's rapid growth, expanding development pipeline, and evolving industry mix present both opportunity and exposure. While the City is well-positioned to capture regional growth in logistics, housing, hospitality, and emerging industries, it must proactively manage risks related to market volatility, workforce capacity, infrastructure constraints, and external disruptions. This section outlines how San Jacinto is building resilience across economic, institutional, and community systems.

Based on the SWOT analysis and market assessment, San Jacinto's primary economic vulnerabilities include:

- Industry concentration risk, particularly in logistics and lower-wage service sectors, which may be sensitive to economic cycles and automation.
- Job-housing imbalance, with approximately 75% of residents commuting outside the City, limiting local spending capture and increasing household vulnerability to regional employment disruptions.
- Workforce skill gaps, including lower rates of bachelor's degree attainment and limited access to higher-wage professional occupations.

- Infrastructure capacity and sequencing challenges, particularly for transportation, broadband, and utilities needed to support industrial and commercial growth.
- Retail leakage and limited fiscal diversity, increasing dependence on a narrow set of revenue sources.
- Exposure to external shocks, including economic downturns, supply-chain disruptions, public health events, natural disasters such as earthquakes and flooding, and environmental hazards such as extreme heat and wildfire.

Recognizing these risks enables the City to plan for resilience in ways that strengthen economic performance under both stable and disrupted conditions.

Resilience Through Economic Diversification

Economic diversification is a cornerstone of San Jacinto's resilience strategy. The City's land use framework and development pipeline support a multi-cluster economy rather than reliance on a single dominant sector. Priority diversification efforts include:

- Light manufacturing and ag-tech, building on San Jacinto's agricultural legacy and available industrial land.
- Healthcare, education, and training (Ed-Med), anchored by Mount San Jacinto College and regional healthcare providers.
- Visitor-serving businesses and hospitality, leveraging Soboba Casino Resort and outdoor recreation assets.
- Downtown and experiential retail, designed to capture local spending and strengthen Main Street vitality.
- Emerging regulated industries, such as ancillary cannabis uses, in defined and controlled locations.

By supporting a broader mix of industries and building types, San Jacinto reduces exposure to downturns while creating pathways to higher-wage employment and fiscal stability.

Economic resilience requires timely information and coordinated response. San Jacinto emphasizes data-driven monitoring and regional coordination to identify emerging risks and opportunities. Key actions include:

- Tracking indicators related to employment, industry absorption, retail sales, housing production, infrastructure capacity, and fiscal performance.
- Coordinating with regional partners, including Riverside County, workforce agencies, transportation authorities, and utility providers, to align data and planning assumptions.
- Integrating economic indicators with emergency management and hazard mitigation planning to ensure economic impacts are considered alongside public safety concerns.
- Using business outreach and Business Retention & Expansion (BRE) activities as real-time feedback mechanisms to identify operational challenges faced by employers.

These information networks allow the City to move from reactive to anticipatory economic development.

Pre-Disaster and Post-Disruption Economic Recovery Planning

San Jacinto recognizes that economic recovery planning is most effective before a disruption occurs. The City's approach emphasizes readiness across businesses, workforce systems, and public institutions:

- Business continuity support, including technical assistance, access to capital resources, and permitting flexibility following disruptions.
- Workforce transition capacity, enabling displaced workers to access retraining, certifications, and alternative employment pathways through partnerships with Mount San Jacinto College and regional workforce boards.
- Infrastructure resilience, ensuring that transportation, utilities, broadband, and energy systems can support recovery and continued economic activity.
- Fiscal preparedness, including diversification of revenue sources and strategic use of financing tools (grants, and public-private partnerships) to fund recovery and reinvestment.
- Coordination with state and federal partners, positioning the City to leverage disaster recovery and economic development funding when available.

This framework allows San Jacinto not only to recover more quickly from shocks, but to rebuild in ways that strengthen long-term competitiveness.

Relationship to Climate Adaptation and Public Safety Planning

Climate change and environmental hazards are recognized as one category of economic risk, particularly as they relate to infrastructure reliability, workforce health, and business continuity. San Jacinto's General Plan Public Safety Element addresses climate adaptation, hazard mitigation, and emergency preparedness in detail.

Within the CEDS, climate-related risks are integrated into broader economic resilience strategies by:

- Ensuring infrastructure investments support reliability under extreme conditions.
- Supporting workforce and business preparedness during heat events, power disruptions, or wildfire smoke impacts.
- Aligning land use, urban design, and development standards with long-term economic viability.

This integrated approach ensures that climate planning supports, rather than dominates, the City's economic resilience strategy.

Measuring Economic Resilience

Economic resilience will be evaluated through the CEDS Evaluation Framework using indicators that reflect capacity, adaptability, and recovery, including:

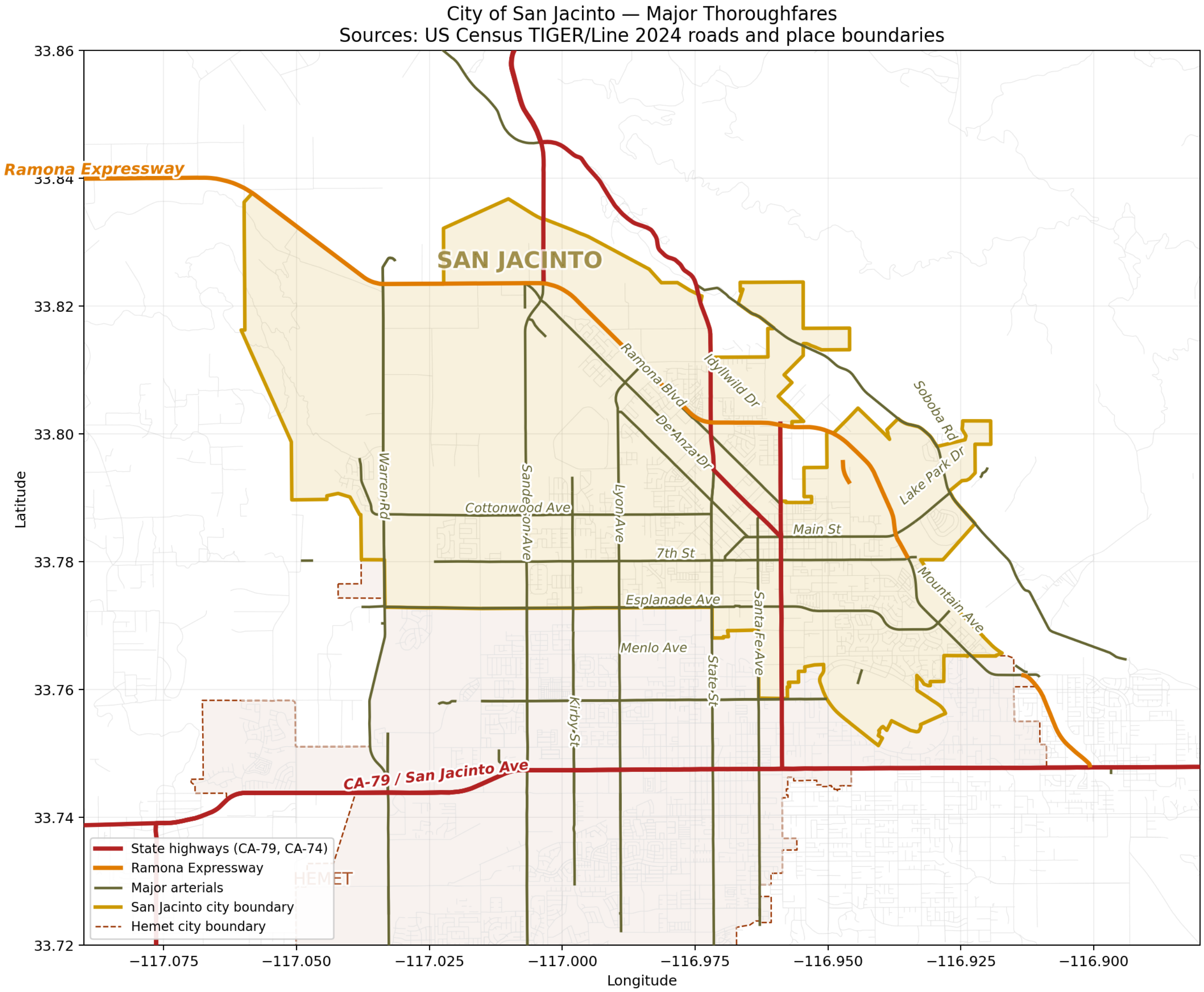
- Job creation and local job capture rates.
- Industry diversification and absorption across priority sectors.
- Workforce credential attainment and participation in training programs.
- Retail sales growth and leakage reduction.
- Infrastructure investment milestones and readiness.
- Fiscal performance indicators, including sales tax and transient occupancy tax growth.

Regular monitoring and reporting will allow the City to adjust strategies over time, ensuring that resilience efforts remain aligned with market conditions and community needs.

Summary

San Jacinto's economic resilience strategy is rooted in diversification, preparedness, and adaptability. By strengthening workforce pathways, aligning infrastructure with growth, supporting existing businesses, and planning for disruption, the City is positioning itself to withstand economic shocks while continuing to expand opportunity and quality of life. This proactive, systems-based approach ensures that resilience is not a reactive response to crisis, but a core attribute of San Jacinto's long-term economic development strategy.

City of San Jacinto – City Boundary Map & Major Thoroughfares



Footnotes

1. rivco.org/about-county#

2. SJ Demographic Reports 2024

3. Envision San Jacinto 2040 Plan

4. Derrigo Studies, "Demographic Marketing Report," May 2025.

5. Derrigo Studies, "Demographic Marketing Report," May 2025.

6. 2025 Derrigo Study

7. Envision San Jacinto 2040 Plan

8. Retail Coach 2024

9. SJ Hotel Market Study

10. 2025 Derrigo Study

11. HDL Sales Tax Leakage Study

12. SJ General Plan Update

13. Source: Derrigo Studies, "Demographic Marketing Report", 2025

14. Envision San Jacinto 2040 General Plan, demographic projections; or Derrigo Studies May 2025.

15. Derrigo Studies, "Demographic Marketing Report," May 2025 (median household income by race/ethnicity).

16. Retail Coach 2024

17. City of San Jacinto economic development records; Derrigo Studies May 2025.