



California

Cultural

Districts

The BLVD

Cultural District



The BLVD, our downtown arts and entertainment area offers great retail, restaurant, and entertainment spots. It's one of only 14 California Cultural Districts statewide.

An innovative new 350-acre mixed-use health district, currently in planning, will integrate health care with entertainment, dining, retail, and housing in a vibrant urban setting.

New Pentagon projects have expanded our base of smart, affluent scientists, engineers, and techies, bringing more disposable income to the area.

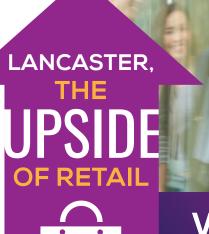
33%

work in managerial, technical, or creative roles



Whether you're looking to locate in an existing center, find improved land for a project, or envision a new large-scale development, it's time to talk. LET US SHOW YOU THE UPSIDE OF LA.







YOUNG, UPSCALE, AFFLUENT

Median Age: 32.8

\$69k
Average HH
Income
Citywide

Average HH Income on

Westside

Home Ownership





58% Employed in white collar jobs



COME SEE WHAT'S UP IN LANCASTER, CA

cityoflancasterca.org/ed 661-723-6128 | ed@cityoflancasterca.org



PREVALENT PRIZM PROFILES:

Kids & Cul-de-sacs, Beltway Boomers, Middleburg Managers, Pools & Patios, Second City Startups





REAL GROWTH:

City Population (2016): 159,651
Regional Population (2018): 542,208
Projected Regional (2023): 571,683

OPPORTUNITY GAPS:

Automotive Sector Food & Beverage Clothing & Accessories Furniture/Furnishings Home Improvements Electronics/Appliances Leisure Products \$400 million \$186 million \$138 million \$77 million \$57 million \$54 million \$40 million



\$5.6 Billion CONSUMER DEMAND

44933 Fern Avenue | Lancaster, CA 93534